

Q3 Programs/Issues July-September, 2021

WVMW-FM airs an alternative/indie rock music format which serves the listeners of the station by providing them with a consistent format. In addition to the normal format, there is also programming dedicated to other genres of music including Contemporary Christian, Nostalgic Rock, and Marywood University Issues & Sports.

WVMW-FM is a student run University radio station. This report covers a period where the station was at a minimal staff level due to summer season.

WVMW-FM aired public service announcements for the COVID-19 vaccine, information and resources.

WVMW-FM airs public service announcements for 1:30 each hour of our broadcast day. WVMW works with organizations producing materials such as the Ad Council, Foundation for a Better Life, Plowshare Group, and the National Association of Broadcasters.

During this reporting quarter, public service announcements in 30 and 60 second lengths were aired which covered the following topics:

Adoption From Foster Care

There are 123,000 children in the US foster care system awaiting adoption, but 15-to -18-year-olds represented only 5% of all children adopted in 2017.

This campaign spotlights the need to find permanent families for teens, who have lower overall adoption rates and wait longer to be adopted than younger children. The newest PSAs highlight this need by reminding parents that there are plenty of heartwarming “firsts” to share with a teen. Recruit loving families for teens by reassuring prospective parents that even if they are not “perfect,” they can provide the support and commitment that teens in foster care need and deserve.

Alzheimer’s Awareness

More than 5 million Americans live with Alzheimer’s but less than half are ever diagnosed. Close family members, who know their loved ones best, are typically the first to notice memory issues or cognitive problems, but they are often hesitant to say something – even when they know something is wrong. While acknowledging why your loved one may be acting differently is hard, it can be critical, as early detection of Alzheimer’s can make a significant difference in managing the disease. Most people are unaware of the substantial benefits of early diagnosis and avoid taking the first step to getting help: having the tough conversation with their loved one when they notice changes in their attitude or behavior. By telling real, relatable stories of families who have benefited from early detection of Alzheimer’s, the campaign empowers people to have these critical

conversations with loved ones when they notice something is different. Run new PSAs that help support these important conversations and drive to supportive tools on Alz.org/OurStories.

Breast Cancer Risk Education

Black women in America are dying of breast cancer at unacceptable rates – about 40% higher than white women. Black women are more likely to be diagnosed younger and also more likely to be diagnosed at later stages with more aggressive forms of the disease. The Ad Council is working with Susan G. Komen® to educate and inspire black women to understand their risk and engage with information and tools that can ultimately promote early detection. Drawing on the audience insight of sisterhood, the campaign, “Know Your Girls™,” empowers each woman to treat her breasts with the same love and attentiveness she does her closest girlfriends. The PSAs drive to KnowYourGirls.org, where women can access information and tools to help them learn their breast cancer risk and family health history, and have an informed conversation with their doctor.

Buzzed Driving Prevention

According to National Highway Traffic Safety Administration data, in 2017 there were over 10,000 people killed in alcohol-impaired driving accidents. **That’s about 1 person every 48 minutes.** The Buzzed Driving Prevention campaign aims to inspire recognition of the many familiar warning signs indicating impairment, including oversharing, taking too many selfies, or even over-texting. The PSAs, directed towards men ages 21 and 35, inspire young men to examine their behavior and take responsibility for their own decision to get behind the wheel after having a few drinks. PSAs emphasize that if you see a buzzed warning sign, you should stop and call a cab, car or friend. Buzzed Driving is Drunk Driving.

Caregiver Assistance

More than 40 million Americans currently care for an aging or older loved one. It may start with a simple errand or scheduling a doctor’s appointment, but over time caregiving can expand to a significant responsibility. The impact is significant: **1 in 5 caregivers report a decline in the quality of their physical, emotional and social well-being.**

Caregiver Assistance PSAs spotlight AARP’s Family Caregiving site and encourage caregivers nationwide to access free Care Guides, self-care tips, planning resources, legal and financial guidance, and more, so that caregivers can care for their loved ones and themselves.

Different rounds of campaign creative target women ages 35-60, male caregivers, African-American and Latino caregivers.

Child Car Safety

Motor vehicle crashes are a leading cause of death for children under 13. PSAs show parents how their love for their children extends to car safety. This means knowing the right seat for their child’s age and size - from rear-facing car seats, forward-facing car seats, boosters, all the way to seat belts - and ensuring that kids are correctly buckled for every ride.

Discovering Nature

Anytime is a perfect time for families to connect with the outdoors – and each other. Spending time in nature gives kids a chance to move, explore and engage in unstructured and adventurous play. **Kids become fitter and leaner, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment.** New Discovering Nature PSAs remind parents and caregivers that trails are a family's guide to the transformative power of discovery in the forests and parks near them. Help families this fall experience nature near them by running PSAs highlighting the many resources connecting families to local trails on DiscovertheForest.org.

Emergency Preparedness

The Ready PSA campaign from Federal Emergency Management Agency (FEMA) is designed to prepare American families for an effective response to whatever natural or man-made disaster may come next. While the country has experienced recent devastating natural disasters, such as earthquakes, wildfires, tornados and hurricanes, **only 20% of Americans say they feel very prepared for a disaster.** Yet 64% of Americans say disaster preparation is very important for people to do. The Ready campaign's resources can help close that gap. The PSA message—"Don't Wait. Communicate."— encourages Americans to talk to their loved ones and make a plan that's shared with all family members. The campaign also encourages Americans to be informed and build a kit with essential supplies that will last up to 72 hours. PSAs urge every American to visit Ready.gov and learn how to make their emergency plan today.

Ending Hunger

Families and children across the U.S. are struggling with hunger, and they need our help. **Nearly 13 million children, that's 1 in 6 kids, in the U.S. struggle with hunger.** Kids who don't get enough to eat begin life at a serious disadvantage. As they grow up, these kids are more likely to have health problems and experience difficulty in school and in other social situations. Feeding America is the nation's leading domestic hunger-relief charity, providing meals to more kids than any other charitable organization in the U.S. New PSAs depict stories of working families who struggle with hunger. The assets encourage audiences to help end of the story of hunger by visiting FeedingAmerica.org.

Fatherhood Involvement

Today 1 out of every 2 working dads (48%) say they spend too little time with their kids and want to do a better job at parenting. **Having an involved father significantly contributes to happier and healthier children, and this is true whether a father lives with his child or not.** The Ad Council's Fatherhood Involvement campaign encourages men to #DanceLikeaDad and share a moment with their children. New PSAs feature fathers and children dancing with and alongside each other to show the smallest moments can make the biggest difference. All PSAs direct audiences to

visit Fatherhood.gov for parenting tips, fatherhood programs, and other resources. Share this timeless message with the dads in your community.

Gun Safety

8 kids are unintentionally injured or killed by a gun left unlocked and loaded every day.

These incidents are part of Family Fire. Referring to shootings that involve improperly stored or misused guns found in homes, Family Fire is a real and preventable tragedy that affects millions of families. The Ad Council's new Gun Safety campaign tackles this issue head-on by encouraging people to learn more about proper gun safety and responsible ownership.

When it comes to guns, we can all agree on the importance of preventing kids from having easy access to them. These PSAs aim to inspire gun owners to make their homes safer when it comes to the storage and handling of their guns by going to EndFamilyFire.org.

High Blood Pressure Control

Nearly half of all American adults have high blood pressure, and an alarming number don't have it under control. Uncontrolled high blood pressure can lead to heart failure, heart attack, stroke, vision loss, kidney disease, and even death. However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk for heart attack, stroke, and other related health issues. While most people know their blood pressure numbers, many don't follow their high blood pressure treatment plan because they feel fine and don't notice any symptoms. Their numbers are not tangible or urgent. The campaign encourages people to talk with their doctor to create or evolve a treatment plan and visit LowerYourHBP.org to learn more about high blood pressure.

High School Equivalency

For more than 34 million American adults without a high school diploma, opportunities are limited. Many of them are living in poverty. But it's not too late. Since 2010, FinishYourDiploma.org has connected more than 1 million people with free adult education classes to help them earn their high school equivalency. These moving PSAs celebrate adult learners and reinforce the idea that no one does it alone. Everyone needs a support system of people who care, and that starts with you. By running these PSAs, you will help people find the resources they need to succeed and connect them to a better tomorrow.

Job Training & Employment

Finding employment and building careers helps people earn paychecks and feel pride and independence. When people shop at Goodwill®, they help Goodwill provide the job training and other support services people need to earn jobs locally and care for their families. New PSAs showcase the variety of unique finds available at Goodwill stores and celebrate Goodwill shoppers, whose purchases help fund job skills training and more in their local communities.

Goodwill shoppers are local heroes, who care about their communities and want to help their neighbors find jobs. This campaign celebrates both their style and their commitment to doing good.

As the leading nonprofit provider of job training, career and community services, Goodwill uses the revenue earned from the sale of these goods to create job training and education, and to provide other community-based services such as child care, financial education, mentoring and more. **In fact, collectively, more than 87 percent of the revenue spent at Goodwill stores is reinvested in community-based services** including free resume preparation, career counseling, interviewing skills and many more. To learn how, visit www.goodwill.org/bringgoodhome

LGBT Acceptance

In 2017, 55% of LGBT people reported being discriminated against due to their sexual orientation or gender identity, **an increase from 44% in the previous year**. While most Americans support equal treatment for LGBT people, 80% of the public mistakenly believes it's illegal to fire, evict or refuse service to someone because they're LGBT. The reality is that in 30 states, it's legal to fire, evict or deny service to LGBT people. Share new PSAs to raise awareness about discrimination against LGBT people and promote equal treatment for all Americans.

Lung Cancer Screening

Every 3.4 minutes, someone dies from lung cancer—the nation's #1 cancer killer of men and women. Lung cancer screening, a low-dose CT scan, saves lives; screening is key to early detection – when more treatment options are available and the chances of survival are higher. Approximately 8 million people are at risk for lung cancer but if everyone at high risk were screened, more than 25,000 lives would be saved. The new PSAs from the American Lung Association urge former smokers to visit SavedbytheScan.org or speak with their doctor about getting screened. Help people get “Saved By The Scan” by running this new PSA.

Pathways To Employment

The average time a résumé spends on an HR manager's desk is seven seconds, and candidates are often immediately dismissed if they don't yet possess typical professional credentials. However, a traditional résumé isn't necessarily what it takes to be an incredible employee. Currently, an Opportunity Divide exists in the United States. There are more than 7 million job vacancies across the country yet there are nearly 6 million young people between the ages 16-24 in the U.S. who are out of school and work. This campaign encourages hiring managers to look beyond the traditional resume and consider alternate talent pipelines of *Opportunity Youth*. *Opportunity Youth* are a motivated, resilient pool of untapped talent who will be unstoppable in their jobs, like they're unstoppable in life. Hiring managers can discover new ways to develop great talent and build a more diverse workforce at GradsOfLife.org.

Reducing Food Waste

Across the entire production and consumption chain, **approximately 40% of all food in the United States goes to waste.** Consumers are responsible for more wasted food than grocery stores and restaurants combined, with the average American family of four **throwing away about of 1,000 pounds of food a year.** The Reducing Food Waste campaign aims to increase issue awareness and encourage Americans to make simple lifestyle changes to help “Save The Food.” The campaign’s website SaveTheFood.com shows how meal plans, food storage and creative leftover usage can significantly reduce the 20 pounds of food each person throws away in a single month. By sharing these PSAs, you can help families in your community save the food.

Saving for Retirement

America is facing a looming retirement savings crisis and future generations will have a lower standard of living due to financial insecurity. Today, **many average working households have virtually no retirement savings** and many face increased burden of debt. People age 50+ are the fastest growing age segment, and can expect to pay for a longer retirement.

Shelter Pet Adoption

While every shelter pet is unique – some are playful, some are cuddly – there’s one thing they have in common: they’re all pure love. Just ask actresses Olivia Munn and Rachel Bloom and NFL athlete Logan Ryan! The three stars share what makes their pets unique and talk about the incredible bond between shelter pets and parents to encourage adoption nationwide. In addition, discover the stories of three everyday shelter pet parents. Meet Ahnya, a girl with Asperger’s syndrome, and her cat Lucky, retired Navy veteran Brian and his shelter dog Tommy and student Renee and her adorable shelter dog Turtle. **Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted.** This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Join Olivia, Rachel, Logan, Ahnya, Brian and Renee in encouraging Americans to find their furry friends at shelters and rescue groups. Air new PSAs to inspire your community to Adopt Pure Love today.

Texting and Driving Prevention

Texting and driving is dangerous – that is a fact. Americans are highly aware of and concerned about the issue. More than **nine in ten Americans believe sending (94%) and reading (91%) texts while driving is dangerous or very dangerous.** There have been many efforts to educate and convey the potential consequences of texting and driving using scare tactics or preachy messaging. And, while research shows that people are convinced that the behavior is dangerous, they are still doing it. In order to address the disconnect between awareness and behavior, the Texting and Driving Prevention campaign aims to go beyond showing people the potential crashes and gruesome end results. Instead, PSAs address the fact that individuals are personally engaging in a behavior that they know is dangerous and remind young adults 16-34 that no one is special enough to text and drive

Type 2 Diabetes Prevention

More than 1 in 3 American adults have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. Nearly **90% of those 84 million adults with prediabetes don't even know they have it**. For them, learning they're at risk can be a motivation as prediabetes can be reversed through small lifestyle changes such as eating a healthier diet and getting more physical activity. The new PSA's aim to raise awareness of the **1 in 3 Americans that has prediabetes**. They feature humorous scenarios that show the viewer who in their own life could have prediabetes – "it could be you, your boss, or your boss's boss". Viewers are then encouraged to visit DoIHavePrediabetes.org where they can take a one-minute risk test to know where they stand.

Underage Drinking and Driving Prevention

For teenagers, it's hard to see around every corner, but their actions today can affect the rest of their lives. Drinking at a party and then driving is a decision they'll never live down. While most teens would shudder at the idea of handing over their newfound freedom and choices to law enforcement or their parents, they take that risk every time they choose to drink and drive. Despite this, **young drivers are responsible for 10% of ALL impaired driving fatalities and 1 in 5 teens that are involved in a fatal car crash had been drinking**. Run new PSAs to remind young drivers that underage drinking and driving is the ultimate party foul.

Wildfire Prevention

For 75 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, "Only you can prevent wildfires," is at the heart of one of America's longest running PSA campaigns. In honor of Smokey Bear's 75th birthday, celebrities have joined the historic campaign, lending their voices to help expand on Smokey's iconic catchphrase through the use of animated emoji technology.

In celebration of Smokey's 75th birthday, run PSAs that encourage viewers to protect what they love by preventing wildfires.