

**KRYE-FM QUATERLY ISSUES AND PROGRAMS**  
**1st QUARTER**  
**(Jan- Mar 2021)**

**ISSUE:**

**Servicios de la raza**

**Vaccination clinic and registration information for people older than 65 years of age.**

**Weekly hour program**

<b>DATE:</b>	<b>TIME:</b>	<b>LENGTH:</b>
<b>02/08/2021-02/19/2021</b>	<b>ALL DAY</b>	<b>:60</b>

**ISSUE:**

**Saved by the Scan**

Lung cancer is the #1 cancer killer of men and women. Compared to other cancers, it has one of the lowest survival rates, but with the new lung cancer screening, the approximately 8 million people in the U.S. who are at high risk for lung cancer have a better chance with early detection and treatment. Run PSAs to drive former and current smokers to take a lung cancer screening eligibility quiz at [SavedByTheScan.org](http://SavedByTheScan.org).

<b>DATE:</b>	<b>TIME:</b>	<b>LENGTH:</b>
<b>01/22/2021-03/31/2021</b>	<b>ALL DAY</b>	<b>: 30</b>

**ISSUE:**

**Si ves algo, di algo**

The U.S. Department of Homeland Security's "If You See Something, Say Something®" campaign is a nationwide effort to raise public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

<b>DATE:</b>	<b>TIME:</b>	<b>LENGTH:</b>
<b>02/11/2021-3/31/2021</b>	<b>ALL DAY</b>	<b>: 60</b>

**ISSUE:****The COVID-19 Technology Task Force**

Exposure Notifications can be a critical tool in controlling the spread of the pandemic, greatly enhancing the effectiveness of “test and trace” programs mounted by public health agencies at the state and local level. Widespread adoption of these privacy-preserving alerts could potentially save thousands of lives over the next several months as part of a comprehensive effort to end the pandemic, including the roll-out of effective vaccines.

**DATE:****TIME:****LENGTH:****02/22/2021-03/31/2021****ALL DAY****: 30****ISSUE:****Now’s the time to talk**

More than 5 million Americans live with Alzheimer’s but less than half are ever diagnosed. Acknowledging why your loved one is acting differently is hard, but early detection and care can make a difference in managing the disease. Help families start the conversation with their loved ones by running PSAs that show the benefits of an early diagnosis.

**DATE:****TIME:****LENGTH:****01/15/2021-03/31/2021****ALL DAY****: 30****ISSUE:****Discover the Forest**

Stories come to life at local parks and forests. They’re places full of wonder, where imagination thrives, stories come to life, and memories are made. Run PSAs to encourage Hispanic and African-American parents to make the forest part of their family’s story by experiencing nature firsthand.

**DATE:****TIME:****LENGTH:****02/24/2021-3/31/2021****ALL DAY****: 30**

**ISSUE:**  
**MOVEMBER**

The state of men's health is in crisis and we can't afford to stay silent and ignore the issues facing our **fathers, partners, brothers and friends**. For example: prostate cancer rates will double in the next 15 years. Testicular cancer rates have already doubled in the last 50. Three quarters of suicides are men. Poor mental health leads to half a million men taking their own life every year. **That's one man every minute.**

<b>DATE:</b>	<b>TIME:</b>	<b>LENGTH:</b>
<b>02/17/2021-03/31/2021</b>	<b>ALL DAY</b>	<b>: 30</b>

**ISSUE:**  
**Hepatitis Education Project**

Hepatitis C has caused more than 300,000 deaths in the U.S.? Hepatitis C is the leading cause of cirrhosis and liver cancer and the leading cause of death from liver disease. Many people have hepatitis C and don't even know it, but they can help eliminate this disease for good with a simple blood test.

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<b>02/19/2021-03/31/2021</b>	<b>ALL DAY</b>	<b>: 30</b>

**ISSUE:**  
**When I grow up**

Primary Immunodeficiencies are a group of more than 450 genetic defects of the immune system that are chronic, serious, often fatal, and affect millions of Americans, mostly children.

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<b>03/03/2021-03/31/2021</b>	<b>ALL DAY</b>	<b>: 30</b>

**ISSUE:**

**New Love Has No Labels PSAs**

**Right now, our country may feel divided, but meaningful conversation can help bring us together despite our differences. PSAs from Love Has No Labels and StoryCorps to remind Americans of our shared humanity and help unite our country and communities through conversation.**

**DATE:**

**TIME:**

**LENGTH:**

**03/03/2021-03/31/2021**

**ALL DAY**

**: 30**