

WQQZ-CD CHANNEL 14 – PONCE, PR
**Q3 2020 ISSUES AND
PROGRAMMING LISTS
REPORT**

Number: 1**Issue:** Health**Title:** National Kidney Foundation**Market:** Ponce, PR**Length:** 315, 0 and 60 sec**Brief Description:**

The **PSA** features two prominent African American women dedicated to fighting kidney disease: Kidney transplant surgeon Velma Scantlebury-White, MD, America's first African American female transplant surgeon; and New York business executive Tracy McKibben, who donated a kidney to her mother. The National Kidney Foundation (NKF) is the largest, most comprehensive and longstanding organization dedicated to the awareness, prevention and treatment of kidney disease. For more information about NKF visit www.kidney.org.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 2****Issue:** Family health**Market:** Ponce, PR**Title:** Washy Washy Song**Length:** 30 seconds**Brief Description:**

Watch this PSA campaign together and sing along with Sesame Street's Elmo as you wash your hands. Talk with children about the importance of hand-washing—it helps keep us healthy and it helps keep germs away! Act out the steps of hand-washing and then practice together.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 3****Issue:** Armed Forces**Market:** Ponce, PR**Title:** Air Force - Buscando**Length:** 30 seconds**Brief Description:**

En el más reciente anuncio de servicio público (PSA) titulado "Buscando", vemos a los jóvenes recibiendo consejos, conocimientos y ánimo de un mentor, ya sea de sus padres, un maestro o un entrenador para ayudarlos a tomar decisiones.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 4****Issue:** Safety**Title:** Drain Tile, Farm Safety.**Market:** Ponce, PR**Length:** 30 seconds**Brief Description:**

Drain tile is important to farmers, particularly during rainy growing seasons like this year's. POAS is reminding farmers that when they replace or install drain tiles, it is important to confirm the location of buried utility lines and pipelines, which are often in close proximity to drain tile. Several accidents have occurred recently during farm drain tile work, and POAS wants everyone to go home safe. These PSAs remind viewers to never assume the location and depth of underground lines and always call 811 before starting work. Additional information and safety resources are available at FarmSafe811.org.

Dates Aired: 07/01/2020 to 09/30/2020

Number: 5**Issue:** Health**Title:** "Sobriety in A.A.: Since getting sober, I have hope"**Market:** Ponce, PR**Length:** 15, 30 and 60 sec**Brief Description:**

The video PSA "**Sobriety in A.A.: Since getting sober, I have hope**" illustrates how alcohol can take over someone's life, and emphasizes that there is hope and support in A.A. for those who are looking for help to stop drinking.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 6****Issue:** Health**Title:** Alone Together**Market:** Ponce, PR**Length:** 15 seconds.

Brief Description: The campaign #AloneTogether, created with the Ad Council, targets young people and encourages them to stay home and find comfort and connection through entertainment. A focus on mental health during the outbreak is a key part of the effort, emphasizing that social distancing doesn't have to mean social isolation.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 7****Issue:** Health**Market:** Ponce, PR**Title:** Covid 19**Length:** 15 and 30 seconds**Brief Description:**

The Centers for Disease Control and Prevention is working to help keep you and your community safe from the threat of novel, or new coronavirus. Take the following everyday steps to help avoid the spread of all respiratory viruses: • Wash your hands often with soap and water for at least 20 seconds. • Cover your cough or sneeze with a tissue, throw the tissue away, and then wash your hands. • Avoid touching your eyes, nose, and mouth. • Clean and disinfect frequently touched objects or surfaces such as remote controls and doorknobs. Avoid close contact with people who are sick. • Stay home if you are sick. Call your doctor if you develop fever, cough, or difficulty breathing.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 8****Issue:** Health**Title:** Free Food for Children**Market:** Ponce, PR**Length:** 30 sec**Brief Description:**

Together we can make sure All children are getting the nutrition they need All Summer Long by continuing to take advantage of free meals throughout your community. The program provides nutritious and delicious meals with milk and other healthy foods. All children can continue to enjoy free meals during the summer. Call the National Hunger Hotline at 1-866-3-HUNGRY to find a Summer Meals Program near you. That's 1-866-348-6479.

Dates Aired: 07/01/2020 to 09/30/2020

Number: 9**Issue:** Health**Title:** prediabetes test**Market:** Ponce, PR**Length:** 15 seconds**Brief Description:**

More than one in three 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.

Surprisingly, more than 80% percent of people with prediabetes don't even know they have it. But prediabetes can be reversed through weight loss, diet changes and increased physical activity. The first step to reversing the condition is evaluating one's personal risk so that they can take action as soon as possible.

Campaign PSAs aim to raise awareness that more than 1 in 3 American adults has prediabetes through humorous scenarios that should the viewer who in their own life may have it. Viewers are encouraged to visit the campaign website, DoIHavePrediabetes.org, where they can take a one-minute risk test to know where they stand. The website also features information about prediabetes as well as lifestyle programs and tips to help people reverse their risk.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 10****Issue:** Safety**Title:** Prepared, not scared**Market:** Ponce, PR**Length:** 15 and 30sec**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

Involving young people in preparedness efforts can help youth, families and communities be prepared and able to respond when faced with disasters.

The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit Ready.gov/kids so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 11****Issue:** Safety**Title:** Prepared, not scared, Alternate**Market:** Ponce, PR**Length:** 15 and 30sec**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

Involving young people in preparedness efforts can help youth, families and communities be prepared and able to respond when faced with disasters.

The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit Ready.gov/kids so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 07/01/2020 to 09/30/2020

Number: 12**Issue:** Safety**Title:** Prepared, not scared – Gulf States**Market:** Ponce, PR**Length:** 30sec**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

Involving young people in preparedness efforts can help youth, families and communities be prepared and able to respond when faced with disasters.

The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 13****Issue:** Safety**Title:** Prepared, not scared, Midwest States**Market:** Ponce, PR**Length:** 30 seconds.**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

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The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 14****Issue:** Safety**Title:** Prepared, not scared, Western States**Market:** Ponce, PR**Length:** 30 seconds.**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

Involving young people in preparedness efforts can help youth, families and communities be prepared and able to respond when faced with disasters.

The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 07/01/2020 to 09/30/2020

Number: 15**Issue:** Safety**Title:** Prepared, not scared, Eastern States.**Market:** Ponce, PR**Length:** 30 seconds.**Brief Description:**

FEMA and the Ad Council kick off National Preparedness Month with new public service announcements from FEMA's Ready Campaign that promote the importance of preparing children and teenagers for possible emergencies and disasters.

Involving young people in preparedness efforts can help youth, families and communities be prepared and able to respond when faced with disasters.

The campaign products this year, with the tagline "Prepared, Not Scared," encourage parents, teachers, and caregivers to visit [Ready.gov/kids](https://www.ready.gov/kids) so they can teach our youth what to do when a crisis occurs, and how to take preparedness actions together.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 16****Issue:** Health**Title:** Coronavirus - protegete a ti mismo**Market:** Ponce, PR**Length:** 60 seconds.**Brief Description:**

This PSA answers the main questions of Covid-19 virus, since there is too much information around and is easy to get confused or misinformed.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 17****Issue:** Health**Title:** Sneezing and Coughing Safely**Market:** Ponce, PR**Length:** 30 seconds.**Brief Description:**

Watch this PSA campaign together with Sesame Street's Elmo as he shows you how to correctly protect others when you have to sneeze or cough in 3 easy steps. Talk with children about the importance of protecting others too—it helps keep us healthy and it helps keep germs away! Act out the steps of covering and then practice together.

Dates Aired: 07/01/2020 to 09/30/2020**Number: 18****Issue:** Health**Title:** Time to wash your hands**Market:** Ponce, PR**Length:** 30 seconds.**Brief Description:**

Watch this PSA campaign together and sing along with Sesame Street's Elmo as you wash your hands. Talk with children about the importance of hand-washing—it helps keep us healthy and it helps keep germs away! Act out the steps of hand-washing and then practice together.

Dates Aired: 07/01/2020 to 09/30/2020

Number: 19

Issue: Health

Title: Time to wash your hands

Market: Ponce, PR

Length: 15, 30 and 60 seconds.

Brief Description: The Kevin Love Fund, a fund of the Entertainment Industry Foundation (501c3), strives to inspire people to live their healthiest lives. NBA player (Cleveland Cavaliers) and nonprofit founder Kevin Love knows first-hand what it's like to struggle with anxiety - that's why his non-profit organization has established an advocacy partnership to offer free resources for healthcare professionals, leaders in workplaces, teachers and care takers. Life in America can feel stressful and overwhelming in the best of times but especially now with the current health and economic crisis facing so many. While it may sound simple, learning the skills to be kind to ourselves and kind to our mental health is critical to managing in the best and most challenging of times. In this new PSA, Kevin Love encourages viewers to seek support and resources, be mindful and visit kevinlovetfund.org/headspace

Dates Aired: 07/01/2020 to 09/30/2020

Number: 20

Issue: Health

Title: Time to wash your hands

Market: Ponce, PR

Length: 30 seconds.

Brief Description:

The objective of this PSA is simple: save one life. 15-year-old Jack Chai had a bone marrow transplant, which ultimately saved his life. The donor was an anonymous man from Australia. Because of the life-threatening blood disorder that prompted the transplant, Jack also qualified for Make-A-Wish. He asked Make-A-Wish if he could be a bone marrow donation spokesperson, and record a PSA encouraging others to sign up for the registry at Be The Match. Jack's PSA also has an extra level of urgency; Jack is Asian American, so his chances of finding a match were smaller than most. His PSA puts special emphasis on people of color signing up since it takes longer for them to find a match.

Dates Aired: 07/01/2020 to 09/30/2020