

K21DO-D CHANNEL 21 – PALM SPRINGS, CA
Q1 2023 ISSUES AND PROGRAMS LIST

Quarterly Issues/Programs List

Below is a list of some of the most significant issues addressed by K21DO-D, along with the most significant programming treatment of those issues for the period 01/01/2023 to 03/31/2022. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Programming	Date	Duration	Description of Programming
Weather Related Issues	Daily Local Weather Broadcast	1/1/23 – 3/31/23	30 minutes	<p>Broadcasts included real time, community of license-specific data informing viewers of current weather conditions, day and evening outlooks, twelve-hour and following day forecasts, seven-day outlooks, temperature records, temperature, humidity and wind speed graphs, local radars, current weather warnings and watches, as well as regional and national forecasts and information about major weather events.</p>
Type 2 Diabetes Prevention	American Medical Association & Centers for Disease Control and Prevention “Risk Test Puppies” Public Service Announcement	1/1/23 – 3/31/23 (2x/day)	60 seconds	<p>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 a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it.</p> <p>Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed. These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting DoIHavePrediabetes.org to learn more about prediabetes.</p>

<p>Youth Fentanyl Awareness</p>	<p>Real Deal on Fentanyl</p>	<p>1/1/23 – 3/31/23 (2x/day)</p>	<p>60 seconds</p>	<p>In 2021, there were nearly 108,000 drug overdose deaths - the highest number recorded in a 12-month period and a staggering 52 percent increase over the last two years. This rise in overdose-related deaths is being fueled by the prevalence of synthetic opioids, like fentanyl, which were involved in an estimated 66% of overdose deaths during this period.</p> <p>Fentanyl is often made illegally. It's laced into other drugs, like heroin and cocaine, and used to make fake versions of prescription pills. Because of this, many individuals who encounter fentanyl have encountered it unknowingly.</p> <p>To increase awareness of the dangers & prevalence of fentanyl, this new campaign, Real Deal on Fentanyl, was created to educate young people 13-24 and arm them with lifesaving information. The campaign also includes a distinct forthcoming creative effort, targeted to parents of 13–24-year-olds, to help parents also understand the risks posed by fentanyl, and how they can talk to their children about this issue.</p>
<p>Gun Safety</p>	<p>End Family Fire “Service Never Stops - Gary” Public Service Announcement</p>	<p>1/1/23 – 3/31/23 (2x/day)</p>	<p>60 seconds</p>	<p>The End Family Fire campaign highlights the importance of safe gun storage and introduces the term “family fire,” giving a name to any shooting that involves an improperly stored or misused gun found in the home. Unintentional shootings, suicide, and intentional shootings are all forms of family fire.</p> <p>With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe.</p> <p>To best protect your loved ones – store guns safely.</p>