

WMDE-TV, Dover, DE
Q3 2018 ISSUES & PROGRAMS REPORT

We address the issues facing our community using a variety of programs of different lengths and formats. Below is a description of each of those program vehicles.

DEMOCRACY NOW

- Democracy Now! is a national, daily, independent, award-winning, one hour news program hosted by journalists Amy Goodman and Juan Gonzalez that airs **Friday, Saturday, Sunday, and Monday, 6:00am-7:00am.**

PUBLIC SERVICE ANNOUNCEMENTS (PSA)

- WMDE airs a wide variety of public service announcements with important information for the States of DE, MD, VA, PA and Washington DC. PSAs air throughout the broadcast day.

Ascertained Problems, Needs and Interests

During the 3rd Quarter of 2018, WMDE covered the following issues of public importance, selected by the station pursuant to its continuing ascertainment efforts as problems, needs and interest of the Dover (DE), Washington DC, PA and MD areas and the service area warranting treatment by WMDE's public affairs and informational news programming, as well as through public service announcements.

Topics of public interests covered by WMDE include (but not limited to):

- Economic and Civic Affairs
- Crime and Police Activity
- Education
- Environmental and Energy Concerns
- Health
- Multi-cultural affairs
- Immigration
- Transportation

QUARTERLY ISSUES/PROGRAMS REPORT

Third Quarter - 2018

Program Title	Air Date
Democracy Now!	7/7/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Asylum Seekers Win in Court as Federal Judge Rules Against Indefinite & Arbitrary Detention. We bring on a co-legal director at the Center for Gender and Refugee Studies, one of the groups that brought the challenge against the Trump administration's immigration detention policies. She explains whether Judge Boasberg's ruling will apply to any of the families of the over 2,000 children who have been separated from their parents and who the Trump administration is threatening to detain together.

From Separating Families to Jailing Asylum Seekers, Trump Admin Accused of Criminalizing Migration. The Department of Health and Human Services still has not disclosed how many migrant children they're holding who have been separated from their parents at the border. We bring on Linda Rivas, executive director and lead attorney of Las Americas Immigrant Advocacy Center in El Paso, an organization working with asylum seekers along the U.S.-Mexico border to talk about some stories of people she represents.

Program Title	Air Date
Democracy Now!	7/8/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

The Future of Affirmative Action in Jeopardy with New DOJ Order & Retirement of Justice Anthony Kennedy. The Trump administration is reportedly planning a challenge to Harvard University's admissions practices and as President Trump is nearing a decision on a Supreme Court nominee to replace retiring Justice Anthony Kennedy, who was long considered a swing vote on affirmative action. Dennis Parker, director of the Racial Justice Program at the ACLU joins us about what the Trump administration plans.

As Scott Pruitt Resigns, Former EPA Officials Warn His Radical, Anti-Science Agenda Harmed Nation. We talk to Mustafa Ali, former head of the environmental justice program at the EPA and Chris Zarba, former director of the EPA's Science Advisory Board. They tell us what they think brought Scott Pruitt down.

Program Title	Air Date
Democracy Now!	7/14/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

At the NATO summit, President Trump called on member states to double their military spending to 4 percent of gross domestic product, and hailed the meeting as a success. He is scheduled to meet with Russian President Vladimir Putin on Monday. Katrina vanden Heuvel, editor and publisher of The Nation, joins us to discuss NATO, the militarization of U.S. foreign policy and avoiding a second Cold War with Russia over allegations of election meddling.

Pundits and Democratic heavyweights were stunned when 28-year-old Democratic Socialist Alexandria Ocasio-Cortez beat 10-term incumbent Representative Joe Crowley in New York in last month's Democratic primary. We speak with George Monbiot, British journalist and author, and Katrina vanden Heuvel, editor and publisher of The Nation, about what her win means for the future of the Democratic Party and the progressive movement.

Program Title	Air Date
Democracy Now!	7/15/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Judge Rules Trump Admin May Have Violated Free Speech Rights of Mexican Journalist Detained in U.S. We bring on a University Law Professor who filed the First Amendment challenge in Gutiérrez Soto’s case. We talk about the significance of the judge’s ruling, and what it was that the professor applied for relief for.

Two days after a court-imposed deadline, the Trump administration said Thursday that just 57 of more than 100 children under the age of 5 have been reunited with their parents after they were separated at the border under the “zero tolerance” policy. We’re joined by Renée Feltz, Democracy Now! correspondent and producer who has long reported on the criminalization of immigrants, family detention, and the business of detention.

Program Title	Air Date
Democracy Now!	7/21/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

The ongoing humanitarian crisis in Yemen is incredibly difficult to cover on the ground, with many obstacles for journalists hoping to access the capital Sana’a and other areas affected by the U.S.-backed, Saudi-led coalition bombings. We speak with a reporter who smuggled herself into northern Yemen to report on the widespread famine and devastation there in an exclusive three-part series for “PBS NewsHour.”

Program Title	Air Date
Democracy Now!	7/22/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

The Trump administration has less than a week to meet a court-ordered deadline to reunite thousands of children and parents separated at the U.S.-Mexico border under its “zero tolerance” policy. Migrant Children Detained in Shelters Being Drugged, Told Not to Hug, Forced to Bathe in Sinks. We speak with Reveal reporter Aura Bogado, who has exposed a second office used by military contractor to hold migrant children.

Psychologists are saying migrant Parents Reunited with Detained Children Must Brace for Trauma & Long Recovery. We discuss the psychological impacts family separation has on young children with Nancy Burke, psychoanalyst and a co-chair of the Psychotherapy Action Network, which helped publish a pamphlet aimed at helping immigrant parents separated from children.

Program Title	Air Date
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Democracy Now!	7/28/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

It has been nine weeks since the Trump administration sparked a national crisis by forcibly separating more than 2,500 migrant children from their parents at the U.S.-Mexico border. Today is the deadline federal District Judge Dana Sabraw set to reunite these families. But the process has been chaotic. We speak to two immigration lawyers, both representing and providing pro bono assistance to parents separated from their children, some of whom have still not been reunited by today's court-imposed deadline.

Program Title	Air Date
Democracy Now!	7/29/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

More than 400 parents have been deported back to their home countries while their children remain in U.S. custody in facilities scattered across the United States. For more on the Trump administration's family separation policy and the roots of today's refugee crisis, we speak with world-renowned political dissident, linguist, author and professor Noam Chomsky.

The New York Times reports special counsel Robert Mueller is scrutinizing President Trump's tweets as part of Mueller's expanding probe into Trump's ties to Russia. This latest revelation in the Mueller investigation is part of a nearly 24-hour stream of headlines about Trump, Russia and the administration's various scandals. But is the mainstream media missing the real stories amid its obsession with "Russiagate"? For more, we speak with world-renowned political dissident, linguist, author and professor Noam Chomsky on media manipulation in the Trump era.

Program Title	Air Date
Democracy Now!	8/4/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Gov't Inaction on Climate Change Is "Slow Violence" That Hits World's Poor the Hardest. According to the 2018 Global Climate Risk Index released by the public policy group Germanwatch, the nine countries most affected by climate change in the past 20 years are developing nations, including Honduras, Haiti, Burma, Pakistan and Bangladesh. We speak with Rob Nixon, a professor in the humanities and the environment to weigh in.

Program Title	Air Date
Democracy Now!	8/5/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

According to the United Nations, 13 million Congolese are in urgent need of humanitarian aid. The international media has largely ignored what's happening, but this week Vice News published a shocking investigation into a recent case of ethnic cleansing. We speak with Vice News contributor and author Nick Turse. His article is titled "A Slaughter in Silence: How a brutal ethnic cleansing campaign in DRC was made worse by Trump's 'America First' policies and the world's neglect."

We speak with an award-winning Mexican journalist who was just released from ICE detention after spending 7 months in jail. Emilio Gutiérrez Soto and his son Oscar first sought asylum in the United States in 2008 after receiving death threats for reporting on alleged corruption in the Mexican military. A federal judge has questioned whether the Trump administration's detention violated their First Amendment rights.

Program Title	Air Date
Democracy Now!	8/11/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

It's been 73 years since the U.S. dropped atomic bombs on Japan. We speak with two guests who travelled from Japan to America on the Peace Boat—an international boat that sails around the world campaigning for nuclear disarmament and world peace last month. Terumi Kuramori is a hibakusha—that's the Japanese word for a survivor of the atomic bomb—and Tatsuya Yoshioka is the co-founder and director of the Peace Boat.

Program Title	Air Date
Democracy Now!	8/12/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Although tensions are high between the U.S. and Russia, a group of disabled filmmakers made up of people from both countries are premiering a movie tonight about their stories. "All For One" tells the story of 35 Russians and 13 Americans who collaborated to create films about accessibility, finding love, confronting prejudice and following dreams. We speak with some of the filmmakers and the co-founder of DCTV, the country's oldest community media center.

Program Title	Air Date
Democracy Now!	8/18/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

After winning the Democratic primary for John Conyers’s old House seat in Michigan last week, Rashida Tlaib is poised to become the first Palestinian-American woman and first Muslim woman to serve in Congress. The Detroit Democratic congressional candidate has spoken out against the Trump administration’s travel bans. We speak with Rashida Tlaib about her historic victory and her plans for Congress.

Program Title	Air Date
Democracy Now!	8/19/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Our nation’s “Queen of Soul,” Aretha Franklin, has died. She was a trailblazer for women and the civil rights movement, breaking records and becoming the first female inducted into the Rock and Roll Hall of Fame. We speak with University professors of African American studies about her impact on our nation.

Program Title	Air Date
Democracy Now!	8/25/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

As fallout from President Trump’s former attorney Michael Cohen’s plea deal and former campaign manager Paul Manafort’s guilty verdict continues to grow, could President Trump be next? We speak about the possibility of impeachment with Democratic Congressman Al Green, who introduced articles of impeachment against Trump last year, and Ron Fein, legal director at Free Speech for People. He is the co-author of the book “The Constitution Demands It: The Case for the Impeachment of Donald Trump.”

Program Title	Air Date
Democracy Now!	8/26/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

In the wake of President Trump’s former attorney Michael Cohen’s plea deal and former campaign manager Paul Manafort’s guilty verdict, many are advocating for

Trump’s impeachment. We speak with The Intercept’s James Risen, who says lawmakers should indict Trump and prosecute him in a federal court.

Program Title	Air Date
Democracy Now!	9/1/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Prisoners across the country join work stoppages, hunger strikes and commissary boycotts in at least 11 states to protest prison conditions and demand the end of what they call “prison slavery.” Prisoners are demonstrating by hunger-striking and solitary confinement. We speak with Amani Sawari, prison strike organizer working on behalf of Jailhouse Lawyers Speak, a network of prisoners who are helping organize the nationwide strike.

Program Title	Air Date
Democracy Now!	9/2/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Today we have a *Democracy Now!* exclusive: “Four Days in Western Sahara: Africa’s Last Colony.” We break the media blockade and go to occupied Western Sahara, where peaceful protesters, led by women, are beaten in the streets. Thousands have been tortured, imprisoned, killed and disappeared while resisting the Moroccan occupation. The international media has largely ignored the occupation—in part because Morocco has routinely blocked journalists from entering Western Sahara. But in late 2016 *Democracy Now!* managed to get into the Western Saharan city of Laayoune, becoming the first international news team to report from the occupied territory in years.

Program Title	Air Date
Democracy Now!	9/8/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Judge Brett Kavanaugh’s Supreme Court confirmation hearing enters its third day today. On Wednesday Capitol Police arrested 73 people protesting Kavanaugh’s nomination. The protests began almost immediately when Senate Judiciary Committee Chair Chuck Grassley tried to start the hearing. We speak to Hina Shamsi, director of the American Civil Liberties Union’s National Security Project, and Vince Warren, executive director of the Center for Constitutional Rights.

Program Title	Air Date
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Democracy Now!	9/9/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Hurricane Florence is upon the East Coast and millions of residents in our region are bracing for impact. Even if the storm weakens, experts warn Hurricane Florence could kill thousands of farm animals and trigger catastrophic waste spills from sewage treatment plants, hog waste lagoons and chicken farms. We speak with Naeema Muhammad, organizing co-director for the North Carolina Environmental Justice Network, and Will Hendrick, staff attorney with the Waterkeeper Alliance.

As the East Coast prepares for Hurricane Florence to make landfall, fear is growing that the storm could result in catastrophic waste spills. Twenty-four toxic coal ash containment ponds in the path of the storm are at risk of flooding in the extreme rainfall. We are joined by Will Hendrick, staff attorney with the Waterkeeper Alliance; Frank Holleman, senior attorney at the Southern Environmental Law Center; and Bill McKibben, co-founder of 350.org.

Program Title	Air Date
Democracy Now!	9/16/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

We look at one of the more controversial solutions to climate change: geoengineering. Sometimes called “climate manipulation,” geoengineering involves the deliberate altering of the Earth to decrease the impact of greenhouse gas emissions. Such proposals are already being explored by government agencies, scientists and businesses around the world. We host a debate between a board member of the ETC Group and a founding member of the Climate Justice Alliance, and a professor of applied physics at Harvard’s School of Engineering and Applied Sciences and professor of public policy in the Harvard Kennedy School.

Program Title	Air Date
Democracy Now!	9/22/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Senate Judiciary Chair Chuck Grassley has set a 10 a.m. Friday morning deadline for Dr. Christine Blasey Ford to decide whether she will testify about her allegation that Supreme Court nominee Brett Kavanaugh attempted to rape her at a high school

party when she was 15 years old. But Dr. Blasey Ford’s lawyers say an FBI investigation into her claims should be conducted first. President Donald Trump is standing by Kavanaugh during these allegations.

As Republicans charge forward with Brett Kavanaugh’s Supreme Court nominee hearing despite Dr. Christine Blasey Ford’s claim that he raped her as a teenager, a new Nation investigation reveals a secret network of right-wing activists has spent millions of dollars attacking questions about Kavanaugh’s stance on abortion, LGBTQ rights and executive privilege as “anti-religious bigotry.” We speak with Sarah Posner about her explosive new report for The Nation, “The 'Anti-Catholic' Playbook.” She is a reporting fellow at the Investigative Fund at The Nation Institute.

Program Title	Air Date
Democracy Now!	9/23/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

We sit down with documentary film maker, Michael Moore about his interaction with Donald Trump on Roseanne Barr’s talk show 20 years ago. Moore, known to expose corporate America for their unfair treatment of workers, claims Trump was afraid of him. He explains Trmp’s negotiation tactics and how he has a new film out about the president, called *Fahrenheit 11/9*.

In July, 2016, Michael Moore wrote a column titled “Five Reasons Why Trump Will Win.” In it, Moore wrote, “Donald J. Trump is going to win in November. This wretched, ignorant, dangerous part-time clown and full time sociopath is going to be our next president. President Trump. Go ahead and say the words, 'cause you’ll be saying them for the next four years: 'PRESIDENT TRUMP.'” He went on to list the five reasons why Trump would be elected: Trump’s focus on the Midwest, “The Last Stand of the Angry White Man,” “The Hillary Problem,” “The Depressed Sanders Vote” and what he called the “Jesse Ventura Effect” —people voting for Trump simply to disrupt the system. We talk to Michael Moore about his predictions and how Democrats failed to take Trump more seriously.

Program Title	Air Date
Democracy Now!	9/29/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

Ahead of today’s hearing before the Senate Judiciary Committee, President Trump lashes out at the women who have accused him and his Supreme Court nominee Brett Kavanaugh of sexual assault, saying Democrats are running a “con game.” One of the 16 Trump accusers, Jessica Leeds joins us today. She claims the President groped her on a flight almost 40 years ago. She gives her response.

President Nicolás Maduro addressed the United Nations General Assembly on Wednesday in a surprise visit, just one day after Donald Trump accused him of corruption and announced new sanctions against his wife Cilia Flores and other members of his inner circle. We speak with Vijay Prashad, director of the Tricontinental: Institute for Social Research and chief editor of LeftWord Books. He's also the chief correspondent of Globetrotter.

Program Title	Air Date
Democracy Now!	9/30/18
Channel	WMDE
Air Time	6:00 - 7:00 AM
Episode Length	59:00

The Judiciary Committee is going forward with the vote on the confirmation of Supreme Court Justice Nominee Brett Kavanaugh just one day after the grueling hearing. Dr. Christine Blasey Ford testified that Kavanaugh tried to rape her in 1982. Kavanaugh testified that he was innocent. We play Dr. Blasey Ford's full opening statement and just play an excerpt from Kavanaugh's opening statement.

PUBLIC SERVICE ANNOUNCEMENTS (PSA)

Program Title	Air Time
Discovering Nature – Connected	:15 sec

NEW DISCOVERING NATURE PSAS REMIND PARENTS AND CAREGIVERS THAT FAMILIES DON'T HAVE TO GO FAR TO FIND GREEN SPACES, PARKS, PRESERVES AND OTHER OUTDOOR DESTINATIONS. BY VISITING DISCOVERTHEFOREST.ORG OR DESCUBREELBOSQUE.ORG, THEY CAN LEARN WHERE TO CONNECT WITH NATURE RIGHT IN THEIR OWN NEIGHBORHOODS.

Program Title	Air Time
Texting & Driving Prevention – Both Eyes On the Road	:30 sec

ALTHOUGH MOST PEOPLE AGREE THAT LOOKING AT A PHONE WHILE DRIVING IS DISTRACTING AND CAN INCREASE THE CHANCE OF AN ACCIDENT, A LOT OF DRIVERS STILL THINK "IT CAN'T HAPPEN TO ME." THAT MEANS DRIVERS IN YOUR COMMUNITY ARE POSTING, LIKING, COMMENTING AND BROWSING WHILE THEY ARE BEHIND THE WHEEL EVEN THOUGH THEY KNOW IT'S A BAD IDEA. IN FACT, 25% OF TEENS RESPOND TO A TEXT MESSAGE ONCE OR MORE EVERY TIME THEY DRIVE. NO MATTER HOW CONFIDENT A PERSON IS IN THEIR DRIVING SKILLS, THERE ARE NO SPECIAL ABILITIES THAT MAKE IT SAFE TO USE A PHONE WHILE DRIVING. NEW PSAS AIM TO REMIND YOUNG ADULTS 16-34 THAT BEING SPECIAL IN ALL OTHER ASPECTS OF THEIR LIVES DOES NOT MAKE THEM SPECIAL ENOUGH TO TEXT AND DRIVE.

Program Title	Air Time
Meals On Wheels – Volunteer Recruitment	:15 sec

WHEN YOU BRING SOMEONE A MEAL, YOU SHOW THAT YOU CARE. AND, FOR THE MORE THAN 2.4 MILLION SENIORS WHO DEPEND ON MEALS ON WHEELS EACH YEAR, A QUICK CHAT AND A WARM HELLO CAN MAKE ALL THE DIFFERENCE IN THE WORLD. MORE THAN 2 MILLION DEDICATED VOLUNTEERS MAKE UP THE BACKBONE OF MEALS ON WHEELS, A NATIONAL, COMMUNITY-BASED NETWORK COMMITTED TO SENIORS' HEALTH, SAFETY AND WELL-BEING. TOGETHER, THIS NETWORK DELIVERS 1 MILLION MEALS TO SENIORS IN NEED EACH DAY. THEY ALSO PROVIDE IMPORTANT SAFETY CHECKS – AND MAKE MEANINGFUL CONNECTIONS WITH SENIORS IN THEIR COMMUNITIES. SIMPLY BY DEDICATING THEIR TIME TO SERVING SENIORS IN NEED, VOLUNTEERS CAN MAKE AN INCREDIBLE DIFFERENCE. WITH 1 IN 6 SENIORS ALREADY FACING THE THREAT OF HUNGER AND THE SENIOR POPULATION PROJECTED TO DOUBLE BY 2050, MEALS ON WHEELS HAS A PRESSING NEED FOR NEW VOLUNTEERS. HELP TO INSPIRE THE NEXT ROUND OF VOLUNTEERS.

Program Title	Air Time
Department of Veterans Affairs & Johnson & Johnson – No Veteran Left Behind	:15 sec

IN THE U.S., AN AVERAGE OF 20 VETERANS A DAY DIE FROM SUICIDE. THIS NEW PUBLIC SERVICE ANNOUNCEMENT IS URGENTLY CALLING ON THE PUBLIC TO TAKE NOTICE AND ACTION BY REACHING OUT TO A VETERAN WHO MAY BE IN CRISIS. JOIN THE CONVERSATION BY USING #BETHERE ON SOCIAL MEDIA, AND BY VISITING WWW.BETHEREFORVETERANS.COM FOR MORE INFORMATION ON HOW TO REACH OUT AND BE THERE FOR THE VETERANS AND SERVICE MEMBERS IN YOUR COMMUNITY.

Program Title	Air Time
National Multiple Sclerosis Society – Whatever It Takes	:60 sec

THE NATIONAL MULTIPLE SCLEROSIS SOCIETY’S NEW MULTI-CHANNEL PUBLIC SERVICE AWARENESS CAMPAIGN, TOGETHER WE ARE STRONGER, FEATURES PEOPLE IMPACTED BY MS AND HOW THEIR FIERCE RESOLVE HAS DEVELOPED SOLUTIONS THAT UNITE US AND MAKE US STRONGER THAN MS. THIS INSPIRING CAMPAIGN WILL ENGAGE PEOPLE ACROSS THE COUNTRY TO RAISE AWARENESS, AND SHARE EXPERIENCES AND SOLUTIONS TO LIVE THEIR BEST LIVES.

Program Title	Air Time
Best Friends Animal Society – Dear Humans	:30 sec

IT'S TIME TO ADOPT CHANGE. EVERY DAY MORE THAN 4,100 DOGS AND CATS ARE KILLED IN OUR NATION'S SHELTERS. STAND UP WITH BEANS, MR. BUTTONS, NED AND ALL OF THEIR FOUR . . . AND SOMETIMES NOT FOUR-LEGGED BEST FRIENDS BY AIRING THIS PSA. BY PARTNERING WITH BEST FRIENDS ANIMAL SOCIETY, TOGETHER WE CAN SAVE THEM ALL.

Program Title	Air Time
Fatherhood Involvement - Drac Dad	:30 sec

ACCORDING TO AN AD COUNCIL SURVEY, 86% OF DADS SPEND MORE TIME WITH THEIR CHILDREN TODAY THAN THEIR OWN FATHERS DID WITH THEM. HOWEVER, A MAJORITY OF DADS (7 OUT OF 10) ALSO REPORTED THAT THEY COULD USE TIPS ON HOW TO BE A BETTER PARENT. ENDEARING NEW PSAS FEATURE SCENES FROM "HOTEL TRANSYLVANIA 3: SUMMER VACATION" TO INSPIRE DADS TO "TAKE TIME TO BE A DAD TODAY" BY PLAYING AN ACTIVE ROLE IN THEIR CHILDREN'S LIVES.

Program Title	Air Time
Jeffrey Modell Foundation – When I Grow Up (Fireman)	:30 sec

IN 2004, THE JEFFREY MODELL FOUNDATION CREATED THE FIRST-EVER PUBLIC SERVICE ADVERTISING CAMPAIGN FOR PRIMARY IMMUNODEFICIENCY, TO COINCIDE WITH OUR FOCUS ON PUBLIC AWARENESS AND PHYSICIAN EDUCATION. SINCE THEN, WE HAVE BLANKETED THE MEDIA WITH PSAS ON TV, RADIO, AIRPORTS, MALLS, BILLBOARDS, STREET FURNITURE, MAGAZINES, AND MORE. THE CONSISTENT MESSAGES IN OUR CAMPAIGNS ALLOW US TO MAXIMIZE OUR EFFORTS TO ACHIEVE EARLIEST POSSIBLE DIAGNOSIS. OUR PSAS PROVIDE THE CHANCE TO BRING KNOWLEDGE TO BOTH THE MEMBERS OF OUR COMMUNITY AND THE PUBLIC. WE DO THIS WITH A CREATIVE, UPLIFTING APPROACH THAT IS BOTH INSPIRING AND INFORMATIVE. THE “WHEN I GROW UP” PSA CAMPAIGN SPEAKS TO THE WONDERMENT OF A CHILD’S DREAM—A FUTURE WITHOUT HOSPITAL VISITS, SLEEPLESS NIGHTS, AND WITHOUT FEAR. IT SHARES THE DREAMS OF PLAYING BASEBALL, FIGHTING FIRES, BECOMING A CHEF, BECOMING A GLITTERY ROCK STAR, A DETERMINED DOCTOR, AN ENCHANTING BALLERINA, AND BECOMING A PASSIONATE TEACHER! THESE CHILDREN NOW HAVE A CHANCE—A CHANCE TO THRIVE, TO IMAGINE, AND TO BE LIFTED TO THEIR HIGHEST POTENTIAL...THE EMPOWERMENT OF A CHILD’S DREAM.

Program Title	Air Time
St. Jude Children’s Research Hospital - Bryce	:15 sec

AT ST. JUDE CHILDREN’S RESEARCH HOSPITAL, OUR MISSION IS CLEAR: FINDING CURES. SAVING CHILDREN. WHEN YOU SHARE OUR NEW PSAS, YOU’RE HELPING ST. JUDE LEAD THE WAY THE WORLD UNDERSTANDS, TREATS AND DEFEATS CHILDHOOD CANCER AND OTHER LIFE-THREATENING DISEASES. BECAUSE MOST OF OUR FUNDING COMES FROM INDIVIDUAL SUPPORTERS, FAMILIES NEVER RECEIVE A BILL FROM ST. JUDE FOR TREATMENT, TRAVEL, HOUSING OR FOOD—BECAUSE ALL A FAMILY SHOULD WORRY ABOUT IS HELPING THEIR CHILD LIVE. AND ST. JUDE FREELY SHARES THE DISCOVERIES MADE, SO EVERY CHILD SAVED AT ST. JUDE MEANS THOUSANDS MORE CHILDREN CAN BE SAVED AROUND THE WORLD AND IN YOUR COMMUNITY. ST. JUDE WON’T STOP UNTIL NO CHILD DIES FROM CANCER. YOU CAN HELP.

Program Title	Air Time
Seat Belt Safety - Battlefield	:15 sec

FROM 2012 TO 2016, 1,692 CHILDREN AGES 8 TO 14 WERE KILLED IN CARS, SUVS, PICKUPS, AND VANS. A FULL 50% OF THOSE WHO DIED WERE UNRESTRAINED AT THE TIME OF THE CRASH. THE SEAT BELT SAFETY CAMPAIGN PULLS FROM THE INSIGHT THAT AS A PARENT, SOMETIMES YOU HAVE TO LET YOUR KIDS HAVE THEIR WAY. BUT YOUR KID’S SAFETY SHOULD NEVER BE UP FOR NEGOTIATION, NO MATTER HOW MUCH THEY PUSH BACK ON THE SEAT BELTS BEING UNCOMFORTABLE, UNNECESSARY FOR JUST A “SHORT DRIVE” OR ANY OTHER

EXCUSES. THE CAMPAIGN UTILIZES THE CONCEPT THAT “LIFE AS A PARENT IS FULL OF COMPROMISES, BUT SEAT BELT SAFETY FOR MY CHILDREN IS NOT UP FOR NEGOTIATION.” THE PSAS DIRECT PARENTS TO NHTSA.GOV/KIDSBUCKLEUP (ENGLISH-LANGUAGE) AND NHTSA.GOV/CHICOSABROCHENSE (SPANISH-LANGUAGE).

Program Title	Air Time
Type 2 Diabetes Prevention – Staying Healthy	:15 sec

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 MOTIVATION AS PREDIABETES CAN BE REVERSED THROUGH WEIGHT LOSS, DIET CHANGES, AND INCREASED PHYSICAL ACTIVITY. IN NEW LIGHTHEARTED PSAS, PEOPLE ARE ENCOURAGED TO ASSESS THEIR PREDIABETES RISK BY TAKING A SHORT, ONE-MINUTE TEST IN REAL-TIME WHILE DOING SOMETHING WE KNOW THEY LOVE - WATCHING ADORABLE ANIMAL VIDEOS. FEATURING HEDGEHOGS AT A POOL PARTY, BABY GOATS IN PAJAMAS AT A BARN DISCO PARTY, AND PUPPIES AT PLAY, BY RUNNING THESE PSAS, YOU CAN MOTIVATE YOUR AUDIENCE TO SPEAK WITH THEIR DOCTORS AND HEAD TO DOIHAVEPREDIABETES.ORG FOR ADDITIONAL RESOURCES.

Program Title	Air Time
Lung Cancer Screening – Saved By the Scan	:15 sec

TO BUILD PUBLIC AWARENESS OF LUNG CANCER—THE NUMBER 1 CANCER KILLER OF MEN AND WOMEN— THE AMERICAN LUNG ASSOCIATION’S LUNG FORCE INITIATIVE HAS PARTNERED WITH THE AD COUNCIL AND AD AGENCY HILL HOLLIDAY TO LAUNCH THE FIRST NATIONAL PUBLIC SERVICE ADVERTISING (PSA) CAMPAIGN TO EDUCATE AMERICANS ABOUT A LUNG CANCER SCREENING FOR THOSE AT HIGH RISK. THIS POTENTIALLY LIFESAVING LOW-DOSE CT SCAN CAN DETECT LUNG CANCER IN THE EARLY STAGES, BEFORE SYMPTOMS ARISE, WHEN MORE TREATMENT OPTIONS ARE AVAILABLE AND THE CHANCES OF SURVIVAL ARE HIGHER.

Program Title	Air Time
Homes For Our Troops – Building Homes and Rebuilding Lives	:30 sec

HOMES FOR OUR TROOPS (HFOT) IS A PRIVATELY FUNDED 501(C) (3) NONPROFIT ORGANIZATION BUILDING SPECIALLY ADAPTED, MORTGAGE-FREE HOMES NATIONWIDE FOR THE MOST SEVERELY INJURED VETERANS FROM IRAQ AND AFGHANISTAN. MOST OF THESE VETERANS HAVE SUSTAINED INJURIES INCLUDING MULTIPLE LIMB AMPUTATIONS, PARTIAL OR FULL PARALYSIS, AND/OR SEVERE TRAUMATIC BRAIN INJURY (TBI). THESE HOMES RESTORE SOME OF THE FREEDOM AND INDEPENDENCE OUR VETERANS SACRIFICED WHILE

DEFENDING OUR COUNTRY, AND ENABLE THEM TO FOCUS ON THEIR FAMILY, RECOVERY, AND REBUILDING THEIR LIVES. SINCE ITS INCEPTION IN 2004, NEARLY 90 CENTS OF EVERY DOLLAR DONATED TO HOMES FOR OUR TROOPS HAS GONE DIRECTLY TO OUR PROGRAM SERVICES FOR VETERANS. HFOT BUILDS THESE HOMES WHERE THE VETERAN CHOOSES TO LIVE, AND CONTINUES ITS RELATIONSHIP WITH THE VETERANS AFTER HOME DELIVERY TO ASSIST THEM WITH REBUILDING THEIR LIVES.

Program Title	Air Time
American Red Cross – Sleeping Girl	:30 sec

WITHOUT ANY KIND OF WARNING FROM AN ACTIVE SMOKE DETECTOR, THIS YOUNG GIRL WHO WAS ASLEEP MIGHT NOT HAVE WOKEN UP THE NEXT MORNING. THE AMERICAN RED CROSS IS INSTALLING ITS ONE-MILLIONTH FREE SMOKE ALARM IN 2017 AND THEY'RE LOOKING TO INSTALL MILLIONS MORE.

Program Title	Air Time
Buzzed Driving Prevention – Neon Signs	:15 sec

EVERY 51 MINUTES, SOMEONE IS KILLED IN AN ALCOHOL-RELATED CAR ACCIDENT. THAT'S WHY WE HAVE FOCUSED ON DRUNK DRIVING PREVENTION SINCE 1983, WHEN WE RELEASED THE NOW-CLASSIC "FRIENDS DON'T LET FRIENDS DRIVE DRUNK" CAMPAIGN. SINCE THAT CAMPAIGN'S LAUNCH, NEARLY 70 PERCENT OF AMERICANS HAVE TRIED TO STOP SOMEONE FROM DRIVING AFTER DRINKING.