

KFVR QUATERLY ISSUES AND PROGRAMS
4th QUARTER
(OCTOBER, 2018 – DECEMBER, 2018)

ISSUE:

TEXTING AND DRIVING PREVENTION:

Don't Text and Drive, a lot of us spend our entire day looking at our phones. By airing PSAs remind drivers that it may be fine to text over dinner, with friends, or at work but when drivers get behind the wheel, their phones should be out of hands, in the glovebox or with a passenger.

DATE:	TIME:	LENGTH:
10/16/18-12/31/18	All day	:30 seconds

ISSUE:

EMERGENCY PREPAREDNESS:

In a home fire, you may have less than two minutes to get out. With no time to spare, preparedness is key to evacuating safely. Produced in partnership with Nationwide's Make Safe Happen program, by airing Home Fire Drill PSA's encourage parents to make and practice home fire escape plans so that they know to do and where to meet up in the event of a fire.

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10/09/18-12/31/18	All day	:30 Seconds

ISSUE:

"When I Grow Up" Jeffrey Modell campaign

JMF is dedicated to raising awareness of Primary Immunodeficiencies (PI), a group of over 350 genetic defects of the immune system that are chronic, serious, often fatal, and affect millions, mostly children. SCID or "Bubble Boy Disease" is the most severe form, where infants fail to develop an immune system. Undetected and untreated the infant could die before their first birthday, but, with newborn screening they can be diagnosed, treated, often cured, and live fulfilling lives.

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ISSUE:

CDC, TIPS FROM FORMER SMOKERS:

The Tips From Former Smokers® (Tips®) campaign was first launched in 2012 to reveal how real-life people have suffered from the debilitating effects of smoking and secondhand smoke exposure. The campaign has been an enormous success. CDC estimates that between 2012 – 2015, millions of Americans have tried to quit smoking cigarettes because of the Tips campaign. And conservatively, at least a half million cigarette smokers have quit for good because of the campaign.

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10/19/18-10/31/18

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ISSUE:

MERCY SHIPS:

Nearly five billion people lack access to safe, timely, and affordable surgery. Mercy Ships addressing this staggering issue by bringing a floating, state-of-the-art hospital ship to areas where adequate healthcare is limited.

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10/24/18-12/31/18

All day

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ISSUE:

MEALS ON WHEELS:

Nine million seniors already face the threat of hunger, and the senior population is projected to double by 2050. PSAs showcase the meaningful connections volunteers can have with seniors when they sign up to volunteer for Meals on Wheels.

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ISSUE:

4-H Positive Youth Development and Mentoring Organization:

“Inspire Kids to Do.” It gives kids more opportunities to do and helps grow leaders ready to navigate life and career.

DATE:	TIME:	LENGTH:
10/12/18-12/31/18	All day	:30 Seconds

ISSUE:

CAREGIVER ASSISTANCE:

Care For Your Hero, more than 40 million American’s currently caring for an older or aging loved one nearly seven million are Latino. By airing PSAs encourage Latino caregivers nationwide to visit AARP’s Family Caregiving site to find free Care Guides, self-care tips, planning resources, legal and financial guidance and more so they can care for themselves and their loved ones.

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ISSUE:

LUNG CANCER SCREENING:

Lung cancer is the #1 cancer killer of men and women. Approximately 8 million people in the U.S. are at high risk for lung cancer and are eligible for the new lung cancer screening. If everyone at high risk were screened, 25,000 lives would be saved.

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11/29/18-12/31/18	All day	:30 Seconds

ISSUE:

SAVING FOR RETIREMENT:

9.3 million retirement age U.S households have no retirement saving. Show these adults that putting money aside for a comfortable retirement can be as easy as A-B-C with Avo, the digital retirement coach. Evoking beloved childhood TV, new PSAs use original music from the music director of The Electric Company to introduce the “Avo-bet, a list of 26 tips on how to save for retirement through song and dance.

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