

OTHER BROADCAST/NON-BROADCAST EFFORTS

SOME OF THE NON-"CORE" EDUCATIONAL/INFORMATIONAL MATERIAL AIRED BY WEAR-TV IS IN THE FORM OF PUBLIC SERVICE ANNOUNCEMENTS TARGETED TO CHILDREN. THE FOLLOWING IS A LIST OF SOME, BUT NOT ALL, OF THOSE PSAS AIRED DURING PROGRAMMING TARGETED TO CHILDREN.

BOY'S TOWN NATIONAL HOTLINE "Conversation" 60 seconds Encourages teens to support other teens who are having a hard time, by informing them of the Boy's Town National Hotline as a safe place to find help.

U.S. DEPARTMENT OF EDUCATION / BULLY PREVENTION "Spider Verse" 30 seconds Encourages teens that when they witness bullying, report it. Then visit Iseebullying.com.

GIRL SCOUTS "Gold Award" 30 seconds Shows examples of how Girl Scouts change the world for the better ... and for good.

BEST FRIENDS ANIMAL SOCIETY "Dear Humans" 30 seconds Encourages kids and teens to adopt shelter pets - they will be your best friend.

NATIONAL HIGHWAY TRANSPORTATION SAFETY ADMINISTRATION "The Text" 30 seconds Shows in flashback from the time a teen driver hits another car, back to all the good things that would have happened if he hadn't looked down to check a text. StopTextsStopWrecks.org.

FOUNDATION FOR A BETTER LIFE "Haircut" 30 seconds Illustrates that teens should "be there" to support their friends and "pass it on".

U.S. FOREST SERVICE "Discovering Nature - Lake Trail" 30 seconds Shows kids that instead of getting answers to questions about nature from their computer search engine, they should instead head into the forest with their parent and find the answers by experiencing nature.

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION "Focus" 30 seconds Features a teenager texting on his phone while walking through a movie scene and knocking down and destroying everything in his path. Gives the message "Life is full of Distractions. Don't let them happen behind the wheel." StopTextsStopWrecks.org.

U.S. FOREST SERVICE "Discovering Nature - Dora the Explorer" 30 seconds Dora the Explorer encourages children and families to explore nature in a forest or park near you. Visit ["DiscoverTheForest.org"](http://DiscoverTheForest.org) to find a forest or park near you.

USA SWIMMING FOUNDATION "2019 Swim Lessons PSA" 60 seconds Olympic Gold Medalists in swimming, Simone Manuel and Ryan Murphy, encourage kids to have fun while learning a skill that can save their lives, by learning to swim. Go to USASwimmingFoundation.org to find a location to get swim lessons.

EMPOWERING GIRLS IN STEM "Lucianne" 30 seconds A female astronomer encourages girls to study STEM courses if they want to have exciting careers in the sciences.

AMERICAN FOUNDATION FOR SUICIDE PREVENTION "The Awkward Silence" 60 seconds Teens and young adults are encouraged to offer support to their teen friends who may be struggling with their mental health, by just being there to talk to them to help get them through difficult times.

COMMUNITY ACTIVITIES

WEAR-TV held its 42nd annual “Communities Caring at Christmas” program in the month of December. This program, thanks to the kindness and generosity of the community, supplied thousands of children in the area with gifts on Christmas morning.