

Third Quarter 2008 Issues Report

KPLR-TV, WB 11
July –September, 2008

Contents:

- **Community Issues of Concern**
- **On-air Programs addressing Top 10 St. Louis area issues**
 - America's Black Forum First and second Saturday of each month 5:30 –6:00 a.m.
 - It's All About Youth Last two Saturdays of each month 5:30 –6:00 a.m.

Public Service Announcements - local, national and station-produced are selected primarily to address issues of concern to our community. The PSAs air in varying lengths daily M-SU in the best times available. KPLR-TV aired many hours of public service announcements during this quarter. The approximate value of airtime donated this quarter on the attached page).

Ascertained Community Concerns

Category issues were given by respondents in answer to the question: "What, in your opinion, are the 3 greatest issues of concern facing the greater St. Louis area?" The most frequently mentioned issues within each category are in Italics.

Crime & Justice: *Violence, fear for personal safety, gangs & juvenile crime, theft, and crimes against children, women and elderly*
Family & Values: *Education, moral/character decline, spiritual decline, media, children/teens, domestic violence, family breakdown, elder care, and abortion/euthanasia*
Substance Abuse: *Drug abuse, alcoholism*
Community Services: *Traffic, transportation, streets, fire and municipal services, safety, airport, and police*
Social Concerns: *Racism, community participation, homelessness, older citizens, housing, gambling*
Government & Politics: *Welfare reform, taxes, politicians' corruption, ineptitude, and voters*
Economy & Jobs: *Poverty, jobs, declining economy, business practices*
Health & Environments: *Medicare, medical care, and environmental pollution*
Miscellaneous

Our World with Black Enterprise

Our World with Black Enterprise is a new groundbreaking television series hosted by Emmy Award-winning journalist Ed Gordon. The show is dedicated to empowering and enlightening the African-American community by covering black issues from the black perspective. This program airs the first and second Saturday of each month at 5:30-6a. (unless otherwise noted)

The following shows aired during July, August and September 2008:

It's All About Youth

Reaches youth and address issues they may be facing such as fashion, peer pressure, body image, education, abstinence from drinking, drugs and sex from a Christian perspective.

CW11 News/Focus 11

CW 11 News airs M-F 9-9:30 p.m. and includes the following regular features:

Issue: Family/Values & Social Concerns.

Focus 11. Nightly features during the news that gives an in-depth look into a current issue or concern.