

WXAX TAMPA 3rd Quarter Quarterly 2008 Issues Report

Number: 1

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach – American Lung Association

Length: 30 Minutes

Brief Description: Discussion among panelists from American Lung Association on the importance of early detection in lung cancer.

Date (s) Aired: 07/2-07/8, 7/16-7/29, daily

Number: 2

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach –Church of Scientology

Length: 30 Minutes

Brief Description: Interview with representatives of the Clearwater Headquarters Church of Scientology.

Date(s) Aired: 07/2-07/8, 7/16-7/29, daily

Number: 3

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach -Lead

Length: 30 Minutes

Brief Description: Experts discuss the dangers of lead in toys and which toys to avoid.

Date(s) Aired: 7/9-7/15, daily

Number: 4

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach - Florida Blood Services

Length: 30 Minutes

Brief Description: Highlights the FL Blood Services and its different chapters.

Date(s) Aired: 7/9-7/15, daily

Number: 5

Issue: Introduce community to special topics of current issues and events.

Market: Tampa Bay Community

Title: "Speak up presents" - Literacy

Length: 30 Minutes

Brief Description: Discussion on various literacy programs available throughout the Tampa Bay Area.

Dates(s) Aired: 07/2-07/8, 7/16-7/29, daily

Number: 6

Issue: Introduce community to special topics of current issues and events.

Market: Tampa Bay Community

Title: "Speak up presents" - Autism

Length: 30 Minutes

Brief Description: Parents and Doctors discuss children with autism and the type of medication needed.

Dates(s) Aired: 7/9-7/15, daily

Number: 7

Issue: Help viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Mary Mulhern

Length: 30 Minutes

Brief Description: Interview with Tampa City Council's Mary Mulhern.

Dates(s) Aired: 07/2-07/8, 7/16-7/29, daily

Number: 9

Issue: Help viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Chapter of USA Dance

Length: 30 Minutes

Brief Description: Introduces the Tampa Ballroom dance group.

Dates(s) Aired: 7/9-7/15, daily

Number: 10

Issue: Help viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Candace Hundley

Length: 30 Minutes

Brief Description: Interview with Candace Hundley, executive director of the office of the Hillsborough County Legislative Delegation in Tampa..

Dates(s) Aired: 07/2-07/8, 7/16-7/29, daily

Number: 11

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach – Parenting

Length: 30 Minutes

Brief Description: Panelists discuss parenting and different views on how to handle children' issues.

Dates(s) Aired: 7/30 -8/12 daily

Number: 12

Issue: Introduce community to special topics of current issues and events.

Market: Tampa Bay Community

Title: "Speak up presents" – Media Consolidation

Length: 30 Minutes

Brief Description: Discussion with media representatives on where the future of media is heading.

Dates(s) Aired: 7/30 -8/12 daily

Number: 13

Issue: Helping viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Darryl Rouson

Length: 30 Minutes

Brief Description: Interview with State Representative Darryl Rouson

Dates(s) Aired: 7/30 -8/12 daily

Number: 14

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach – Drug free world

Length: 30 Minutes

Brief Description: Panelists discuss the possibility of progressing towards a drug free world.

Dates(s) Aired: 7/30 -8/12 daily

Number: 15

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach - Tropical Flowers

Length: 30 Minutes

Brief Description: The ins and outs on how to decorate your home and garden with beautiful tropical flowers.

Dates(s) Aired: 8/13-9/3 daily

Number: 16

Issue: Introduce community to special topics of current issues and events.

Market: Tampa Bay Community

Title: "Speak up presents" – Mayor Ballot Initiative

Length: 30 minutes

Issue Covered: Discussion among a panel of local political experts as to whether the idea of employing a County Mayor is in the best interest of the counties residents.

Dates Aired: 8/13-9/3 daily

Number: 17

Market: Tampa Bay Community

Issue: Introduce community to special topics of current issues and events

Title: "Speak up presents" - Kevin Ambler

Length : 30 Minutes

Issue Covered: Interview with State Representative Kevin Ambler.

Dates Aired: 7/30 -8/12 daily

Number: 18

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach – Local Artists

Length: 30 Minutes

Brief Description: Highlighting local Hispanic artists and their works of art.

Dates(s) Aired: 8/13-9/3 daily

Number: 19

Issue: Help viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Mark Ober

Length: 30 minutes

Brief Description: Interview with State Attorney Mark Ober.

Dates(s) Aired: 08/13/08-09/3/08 daily

Number: 20

Issue: Introduce community to special topics of current issues and events.

Market: Tampa Bay Community

Title: "Speak up presents" – Betty Reed

Length: 30 minutes

Issue Covered: Interview with State Representative Betty Reed.

Dates Aired: 8/13-9/3 daily

Number: 21

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach – Diabetes

Length: 30 Minutes

Brief Description: Local Health experts discuss diabetes among the Hispanic Community.

Dates(s) Aired: 9/3-9/17 daily

Number: 22

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach – Men's Health Show

Length: 30 Minutes

Brief Description: Guests experts on health and nutrition discuss the obesity epidemic.

Dates(s) Aired: 9/3-9/17 daily

Number: 23

Issue: Introduce community to special topics of current issues and events.

Market: Tampa Bay Community

Title: "Speak up presents" – How to run for office

Length: 30 minutes

Issue Covered: Discussion among a panel of local political experts on how to successfully run for public office.

Dates Aired: 9/3-9/17 daily

Number: 24

Issue: Help viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Weather Service

Length: 30 minutes

Brief Description: Hillsborough County Commissioner Shawn Bennett discusses current weather situations and hurricane preparedness.

Dates(s) Aired: 09/3/08-9/17/08 daily

Number: 25

Issue: Help viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Stage Door Theatre

Length: 30 minutes

Brief Description: Stage Door Community Theatre highlights.

Dates(s) Aired: 09/3/08-9/17/08 daily

Number: 26

Issue: Help viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Marke Sharpe

Length: 30 minutes

Brief Description: An interview with County Commissioner, Marke Sharpe.

Dates(s) Aired: 9/24-10/1/08 daily

Number: 27

Issue: Help viewers understand events and organizations in Southern Hillsborough County

Market: Tampa Bay Community

Title: "Spotlight on government" – Ron Reagan

Length: 30 minutes

Brief Description: An interview with State Rep Ron Reagan.

Dates(s) Aired: 9/24-10/1/08 daily

Number: 28

Issue: Introduce community to special topics of current issues and events.

Market: Tampa Bay Community

Title: "Speak up presents" – Felon rights.
Length: 30 minutes
Issue Covered: Discussion about the restoration of felon rights.
Dates Aired: 9/3-9/17 daily

Number: 29

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach – Enlace Services USF

Length: 30 Minutes

Brief Description: A look at the Enlace organization which helps to increase the number of Latino and Hispanics graduating from high school and college.

Dates(s) Aired: 9/24-10/1/08 daily

Number: 30

Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.

Market: Tampa Bay Community

Title: Hispanic Outreach – Hispanic Services _

Length: 30 Minutes

Brief Description: A look at the organization, Hispanic Services Council which assists Hispanic families and individuals in their successful integration into the community through bilingual and bicultural support services, education and advocacy.

Dates(s) Aired: 9/24-10/1/08 daily

WXAX Tampa Public Service announcements -3rd Quarter-2008

Number: 1

Issue: Addressing lack of knowledge about the Digital Transition

Market: Tampa

Title: *Just a Box* DTV/ Corporate/Network/Spot 1

Length: 30 Seconds

Brief Description: Information on the Digital Transition

Date(s) Aired: 07/01/08- 09/30/08

Number: 2

Issue: Addressing lack of knowledge about the Digital Transition

Market: Tampa

Title: *Digital is in the Air* DTV/ Corporate/Network/Spot 2

Length: 30 Seconds

Brief Description: Information on the Digital Transition

Date(s) Aired: 07/01/08- 9/30/08

Number: 3

Issue: Addressing lack of knowledge about the Digital Transition

Market: Tampa

Title: *The Future is Here* DTV/ Corporate/Network/Spot 3

Length: 30 Seconds

Brief Description: Information on the Digital Transition

Date(s) Aired: 07/01/08- 9/30/08

Number: 4

Issue: Hispanic Preventatives for the elderly

Market: Tampa

Title: *Super Mom* Hispanic Preventatives/ U.S. Agency on Healthcare Research and Quality/Ad Council

Length: 30 Seconds

Brief Description: Message targeting Hispanic women on how to prevent health related issues.

Dates(s) Aired: 07/01/08– 07/26/08

Number: 5

Issue: College Access

Market: Tampa

Title: Airplane College Access

Length: 30 Seconds

Brief Description: This Message encourages our students to continue with the education and register in the college

Dates(s) Aired: 07/01/08– 07/26/08

Number: 6

Issue: How to prepare for an emergency

Market: Tampa

Title: Emergency Preparedness "Tia Contigencia"

Length: 30 Seconds

Brief Description: Emergency happens when you least expected and this message helps our TV audience to be prepared for the unexpected.

Dates(s) Aired: 07/1/08– 07/26/08

Number: 7

Issue: Community Engagement

Market: Tampa

Title: Community Engagement- "Live United"

Length: 30 Seconds

Brief Description: this message talks about the communication and the importance of helping each other.

Dates(s) Aired: 07/01/08– 07/26/08

Number: 8

Issue: Nutrition Education

Market: Tampa

Title: Nutrition Education- "Ceiling"

Length: 30 Seconds

Brief Description: this message promotes healthy living.

Dates(s) Aired: 07/01/08– 07/26/08

Number: 9

Issue: Teenage sex awareness

Market: Tampa

Title: Hablame de Sexo- "Kids"

Length: 30 Seconds

Brief Description: This message talks about how important is for parents to talk about sex issues with their sons and daughters

Dates(s) Aired: 07/01/08– 07/26/08

Number: 10

Issue: Managing Pest in your home

Market: Tampa

Title: *Dormir Sin Miedo* (National Pest Management Association)

Length: 30 seconds

Brief Description: This PSA advises the public about the dangers of plagues in the common household, such as roaches, mosquitoes, it's not only a inconvenience in the long run, but it can cause asthma attacks, allergies especially in kids.

Date (s) Aired: 7/27/08 – 8/31/08

Number: 11

Issue: Informing the public about a government website

Market: Tampa

Title: *En Casa / gobiernoUSA.gov*

Length: 30 seconds

Brief Description: A father wonder how to get a school loan, government assistants, gobiernoUSA.gov gives information on immigration, housing, federal programs, and many useful services.

Date(s) Aired: 7/27/08 – 8/31/08

Number: 12

Issue: Informing the public about foreclosure

Market: Tampa

Title: *No pierdas tu hogar / National Foundation for Credit Counseling*

Length: 30 seconds

Brief Description: Shows how a family worries about losing their home to foreclosure not knowing there is a phone number then can call for assistance.

Date(s) Aired: 7/27/08 – 8/31/08

Number: 13

Issue: Autism Awareness, Ad Council

Market: Tampa

Title: "Lightning"

Length: 30 Seconds

Brief Description: This campaigns increases parents about the prevalence of autism by empowering parents to take action if their child is not meeting certain developmental stepping stones.

Date(s) Aired: 9-1-08 to 9-30-08

Number: 14

Issue: Foreclosure Prevention, Ad Council

Market: Tampa

Title: "Doll House"

Length: 30 seconds

Brief Description: Encourages homeowners at risk of losing their homes to call a help line, where they will find quality counseling and financial advice from a trusted third- party non-profit in order to avoid foreclosure.

Date(s) Aired: 9-1-08 to 9-30-08

Number: 15

Issue: Hispanic Preventative, Ad Council

Market: Tampa

Title: "Super Dad"

Length: 30 Seconds

Brief Description: Persuades Hispanic adults to stay healthy for their loved ones by visiting the Doctor frequently for any necessary medical screening and tests.

Date(s) Aired: 9-1-08 to 9-30-08

Number: 16

Issue: Organ Donation, Donate Life America

Market: Tampa

Title: "Priscilla"

Length: 30 Seconds

Brief Description: This PSA features a real life story about a little girl who has been given back her life since she's received the precious gift of organ donation.

Date(s) Aired: 9-1-08 to 9-30-08

Number: 17

Issue: Ocean Awareness, Ad Council

Market: Tampa

Title: "Help Out," the Little Mermaid

Length: 30 Seconds

Brief Description: This PSA raises awareness among Americas about protecting our oceans because it affects the world we live in. The message inspires the audience to prevent man-made pollution before it harms the ocean and the creatures that live there.

Date(s) Aired: 9-1-08 to 9-30-08

Number: 18

Issue: Behavioral Manners

Market: Tampa

Title: "Mis padres me Quieren"

Length: 30 Seconds

Brief Description: Children talk about how their parents taught them manners such as Respect, encouragement, as well as life lessons to be ready for their life journey.

Date(s) Aired: 9-1-08 to 9-30-08

Number: 19

Issue: Voting

Market: Tampa

Title: Vote Latino- Celebrities

Length: Varies from 15-20 seconds

Brief Description: 16 different celebrities encourage Hispanics to vote during for the November U.S. Presidential election.

Date (s) Aired: 7-9-08 to 11/4/08