

WXAX TAMPA Quarterly 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 -“Human Trafficking”

Length: 30 minutes

Brief Description: Discussion among panelists on human trafficking and what the government is doing to combat it.

Date (s) Aired: 06/9-06/15, 5/19-5/25 , 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 -American Diabetes Association

Length: 30 minutes

Brief Description: What the group has accomplished and what future events are planned.

Date(s) Aired: 06/9-06/15, 5/19-5/25 , 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: 5/26-6/10 , 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: 5/26-6/10 , daily

Number: 5

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

Market: Tampa Bay Community

Title: “Speak up presents” - ALS

Length: 30 minutes

Brief Description: Discussion of ALS and new medical breakthroughs..

Dates(s) Aired: 06/9-06/15, 5/19-5/25 , 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 medication.

Dates(s) Aired: 05/19-5/25, 06/9-6/15, 3/31-4/6, 4/28-5/4 daily

Number: 7

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

Market: Tampa Bay Community

Title: "Spotlight on government" – Flood Plain

Length: 30 minutes

Brief Description: Discussion of flooding in the Tampa Bay Area

Dates(s) Aired: 5/26-6/10, 3/31-4/6, 4/28-5/4 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: 5/26-6/10 , daily

Number: 10

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

Market: Tampa Bay Community

Title: "Spotlight on government" – New Career Center

Length: 30 minutes

Brief Description: Highlights the New Career Center and how it brings jobs to Tampa Bay.

Dates(s) Aired: 06/9-06/15, 5/19-5/25 , daily

Number: 11

Issue: Hispanic business opportunities

Market: Tampa Bay Community

Title: Hispanic Outreach – Business Expo 2008

Length: 30 minutes

Brief Description: The 2008 Business Exposition and what it offers for the Hispanic community.

Dates(s) Aired: 3/31-4/6, 4/28-5/4 daily

Number: 12

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

Market: Tampa Bay Community

Title: "Speak up presents" – Bill of Media Rights

Length: 30 minutes

Brief Description: Discussion about how the Consumer Choice Act affects local PEG stations.

Dates(s) Aired: 3/31-4/6, 4/28-5/4 daily

Number: 13

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

Market: Tampa Bay Community

Title: “Spotlight on government” – Sheriff’s Citizen Academy

Length: 30 minutes

Brief Description: Discussion about the Sheriff’s Academy and how one can join it..

Dates(s) Aired: 3/31-4/6, 4/28-5/4 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 – Hispanic Business Initiative Fund

Length: 30 minutes

Brief Description: Describes the HBI Fund and how it benefits the Hispanic Community in the Tampa Bay Area.

Dates(s) Aired: 4/7-4/13, 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 – Ruskin Family Services

Length: 30 minutes

Brief Description: Examines the services and programs provided at the Ruskin Family Center.

Dates(s) Aired: 4/7-4/13, daily

Number: 16

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

Market: Tampa Bay Community

Title: “Speak up presents” – Shelter for the Disabled

Length: 30 minutes

Issue Covered: Discusses the various shelters available in the Tampa Bay Area for the disabled.

Dates Aired: 4/7-4/13, daily.

Number: 17

Market: Tampa Bay Community

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

Title: “Speak up presents” - Immigration

Length 30 minutes

Issue Covered: Panel experts discuss immigration and it’s body of laws.

Dates Aired: 04/14/08-04/27/08 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 – Cancer Symposium

Length: 30 minutes

Brief Description: Highlights the importance of attending and/or volunteering for the upcoming Cancer Symposium..

Dates(s) Aired: 04/14/08-04/27/08 daily

Number: 19

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

Market: Tampa Bay Community

Title: Hispanic Outreach – Hispanic Chamber

Length: 30 minutes

Brief Description: The Hispanic Chamber's programs in the Tampa Bay Area that assist economic development of Hispanic firms..

Dates(s) Aired: 04/14/08-04/27/08 daily

Number: 20

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

Market: Tampa Bay Community

Title: "Spotlight on government" – Acupuncture

Length: 30 minutes

Brief Description: Discusses the benefits of Acupuncture.

Dates(s) Aired: 04/14/08-04/27/08 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 – American Lung Association

Length: 30 minutes

Brief Description: Discuss importance of early detection of lung cancer

Dates(s) Aired: 6/23-6/29 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 – Church of Scientology

Length: 30 minutes

Brief Description: Interview with representatives of the Church from the Clearwater, FL headquarters.

Dates(s) Aired: 6/23-6/29 daily

Number: 23

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

Market: Tampa Bay Community

Title: "Speak up presents" – Literacy

Length: 30 minutes

Issue Covered: Discusses the various literacy programs available in the Tampa Bay Area.

Dates Aired: 6/23-6/29 daily

Number: 24

Issue: Hispanic Preventative- "Super Mom"

Market: Tampa

Title: "Supermom"/ US Agency on Healthcare Research and Quality/Ad Council

Length: (:30)

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

Dates(s) Aired: 06/26/08 – 06/30/08

Number: 25

Issue: College Access- "Airplane"

Market: Tampa

Title: College Access- "Airplane"

Length: (:30)

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

Dates(s) Aired: 06/26/08 – 06/30/08

Number: 26

Issue: Emergency Preparedness

Market: Tampa

Title: Emergency Preparedness "Tia Contigencia"

Length: (:30)

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

Dates(s) Aired: 06/26/08 – 06/30/08

Number: 27

Issue: Community Engagement

Market: Tampa

Title: Community Engagement- "Live United"

Length: (:30)

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

Dates(s) Aired: 06/26/08 – 06/30/08

Number: 28

Issue: Nutrition Education

Market: Tampa

Title: Nutrition Education- "Ceiling"

Length: (:30)

Brief Description: this message promotes healthy living.

Dates(s) Aired: 06/26/08 – 06/30/08

Number: 29

Issue: Teenage sex awareness

Market: Tampa

Title: Hablame de Sexo- "Kids"

Length: (:30)

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

Dates(s) Aired: 06/26/08 – 06/30/08

Number: 30

Issue: Help viewers understand the digital transition

Market: Phoenix

Title: Future is Here/DTV/Corporate/Network

Length: (:30)

Brief Description: Information on the digital transition

Dates(s) Aired: 04/21- currently running

Number: 31

Issue: Help viewers understand the digital transition

Market: Phoenix

Title: Just a Box//DTV/Corporate/Network

Length: (:30)

Brief Description: Information on the digital transition

Dates(s) Aired: 04/21- currently running

Number: 32

Issue: Help viewers understand the digital transition

Market: Phoenix

Title: Digital is in the Air//DTV/Corporate/Network

Length: (:30)

Brief Description: Information on the digital transition

Dates(s) Aired: 04/21- currently running

Number :33

Issue: This PSA encourages viewers to donate blood

Market: Tampa

Title: Red Cross PSA

Length: (:30)

Brief Description: Information on donating blood.

Dates(s) Aired: 03/08/- 6/08

Number :34

Issue: This PSA talks about the side effects of drugs, alcohol, and AIDS

Market: Tampa

Title: Despues de la fiesta

Length: (:30)

Brief Description: Shows the bad side that when taking alcohol and drugs it can lead to sex and HIV- AIDS.

Dates(s) Aired: 03/08/- 6/08.

