

Q4 2008 WXAX Tampa Quarterly 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 – 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.

Date (s) Aired: 10/1/08-10/14/08 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 –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.

Date(s) Aired: 10/1/08-10/14/08 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 –Local Artists

Length: 30 Minutes

Brief Description: Highlighting local Hispanic artists and their art.

Date(s) Aired: 10/22-11/11, 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: The ins and outs on how to decorate your home and garden with beautiful tropical flowers.

Date(s) Aired: 10/22-10/28, daily

Number: 5

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

Market: Tampa Bay Community

Title: "Speak up presents" - Restoration of Rights_

Length: 30 Minutes

Brief Description: Discussion about the restoration of felon rights.

Dates(s) Aired: 10/1/08-10/14/08 daily

Number: 6

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

Market: Tampa Bay Community

Title: "Speak up presents" – Media Reform

Length: 30 Minutes

Brief Description: Discussion among media reps and where the future of media is heading.

Dates(s) Aired: 10/22-11/18, daily

Number: 7

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: 10/1/08-10/14/08 daily

Number: 8

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: 10/1/08-10/14/08 daily

Number: 9

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

Market: Tampa Bay Community

Title: "Spotlight on government" – Betty Reed.

Length: 30 Minutes

Brief Description: Interview with State Representative Betty Reed.

Dates(s) Aired: 10/22-11/18, daily

Number: 10

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

Market: Tampa Bay Community

Title: Hispanic Outreach – Holiday Flowers Show

Length: 30 Minutes

Brief Description: Local flower arrangement expert shows how to make beautiful holiday displays.

Dates(s) Aired: 11/19 – 12/2, daily

Number: 11

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

Market: Tampa Bay Community

Title: "Speak up presents" – Connecting Foster Youths

Length: 30 Minutes

Brief Description: Local non-profit foster care program discusses the issues that foster children deal with on a day to day basis.

Dates(s) Aired: 11/19 – 12/2, daily

Number: 12

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: 10/22-11/18, daily

Number: 13

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

Market: Tampa Bay Community

Title: Hispanic Outreach – Alianza Hispana

Length: 30 Minutes

Brief Description: Discussion on Alianza Hispana, a holiness magazine for Spanish-language people.

Dates(s) Aired: 11/19 – 12/2, 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 - 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: 10/29-11/18 daily

Number: 15

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

Market: Tampa Bay Community

Title: "Speak up presents" – Stressed Out Holidays

Length: 30 minutes

Issue Covered: Local health counselors discuss holiday stress and how to combat it.

Dates Aired: 12/3/08-12/16/08 daily

Number: 16

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

Market: Tampa Bay Community

Title: Hispanic Outreach – Breastfeeding

Length: 30 Minutes

Brief Description: Local health experts discuss breastfeeding and how it benefits the baby.

Dates(s) Aired: 12/3/08-12/16/08 daily

Number: 17

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

Market: Tampa Bay Community

Title: "Spotlight on government" – Investment Fraud

Length: 30 minutes

Brief Description: Expert guests discuss investment fraud and how to avoid becoming a victim.

Dates(s) Aired: 11/19 – 12/2, 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 – Dietician/STEPS

Length: 30 Minutes

Brief Description: Local health experts discuss healthy diets and the steps that need to be followed for weight loss success.

Dates(s) Aired: 12/3/08-12/16/08 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 – Holiday Flowers Show

Length: 30 Minutes

Brief Description: Local flower arrangement expert shows how to make beautiful holiday displays.

Dates(s) Aired: 12/17/08-12/30/08 daily

Number: 20

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

Market: Tampa Bay Community

Title: "Speak up presents" – Connecting Foster Youths

Length: 30 minutes

Issue Covered: Local non-profit foster care program discusses the issues that foster children deal with on a day to day basis.

Dates Aired: 12/17/08-12/30/08 daily

Number: 21

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

Market: Tampa Bay Community

Title: "Spotlight on government" – Sierra Club

Length: 30 minutes

Brief Description: Sierra Club discusses current environmental issues and the politics involved.

Dates(s) Aired: 11/19-12/2, daily

Number: 22

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

Market: Tampa Bay Community

Title: "Spotlight on government" – Guide Dogs

Length: 30 minutes

Brief Description: Highlighting the Southeastern Guide Dogs organization.

Dates(s) Aired: 12/3/08-12/16/08 daily

Number: 23

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

Market: Tampa Bay Community
Title: "Spotlight on government" – Bird Habitat_
Length: 30 minutes
Brief Description: Local bird experts highlight the various bird species in the Tampa Bay area.
Dates(s) Aired: 12/3/08-12/16/08 daily

Number: 24
Issue: Help viewers understand events and organizations in Southern Hillsborough County
Market: Tampa Bay Community
Title: "Spotlight on government" – Investment Fraud
Length: 30 minutes
Brief Description: Expert guests discuss investment fraud and how to avoid becoming a victim.
Dates(s) Aired: 12/17/08-12/30/08 daily

Number: 25
Issue: Introduce community to special topics of current issues and events.
Market: Tampa Bay Community
Title: "Speak up presents" – Sierra Club .
Length: 30 minutes
Issue Covered: . Sierra Club discusses current environmental issues and the politics involved.
Dates Aired: 12/17/08-12/30/08 daily

Number: 26
Issue: Increase awareness of the services provided by Hillsborough County non-profits and government agencies.
Market: Tampa Bay Community
Title: Hispanic Outreach – Alianza Hispana Show
Length: 30 Minutes
Brief Description: Discussion on Alianza Hispana is a holiness magazine for Spanish-language people.
Dates(s) Aired: 12/17/08-12/30/08 daily

Number: 27
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: 10/1/08 – 12/31/08

Number: 28
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: 10/1/08 – 12/31/08

Number: 29

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: 10/1/08 – 12/31/08

Number: 30

Issue: Online Sexual Exploitation

Market: Tampa

Title: Bulletin Board

Length: 30 seconds

Brief Description: This campaign is designed to raise awareness about the potential dangers of sexual predators by educating teens and their parents/guardians about the importance of protecting themselves online.

Date(s) Aired: 10-1-08 to 10-31-08

Number:31

Issue: Responsible Fatherhood

Market: Tampa

Title: Super Soaker

Length: 30 seconds

Brief Description: This PSA inspires a new commitment to be a responsible father, because the smallest moments can have the biggest impact on a child's life.

Date(s) Aired: 10-1-08 to 10-31-08

Number: 32

Issue: Aide to Cubans

Market: Tampa

Title: Cuba Relief

Length: 30 Seconds

Brief Description: Assists the victims of the recent natural disasters that hit the island of Cuba.

Date(s) Aired: 10-1-08 to 10-31-08

Number: 33

Issue: Adoption

Market: Tampa

Title: Tooth

Length: 30 Seconds

Brief Description: Raising awareness to the significant number of children in this country waiting to be adopted.

Date(s) Aired: 10-1-08 to 10-31-08

Number: 34

Issue: Pre- teen Vaccines

Market: Tampa

Title: Vaccines

Length: 30 Seconds

Brief Description: Kids can develop risks for more diseases as they enter their pre-teen years. This PSA helps adolescence teens live healthy by staying up-to-date with their pre-teen vaccines.

Date(s) Aired: 10-1-08 to 10-31-08

Number: 35

Issue: Drugs

Market: Tampa

Title: Empty World

Length: 30 Seconds

Brief Description: 2 brothers are alone in the world, since the younger brother looks up to the oldest one; he listens to you and will following in your foot steps.

Date(s) Aired: 10-1-08 to 10-31-08

Number: 36

Issue: Paralyzed Vets

Market: Tampa

Title: Veteranos paralizados de America

Length: 30

Brief Description: With war playing a major role in American History, aide is needed, especially when veterans are injured on the field when serving their duty. For veterans who don't know where to get assistance, this PSA helps guide them in the right way.

Date(s) Aired: 11-1-08 to 12-31-08

Number: 37

Issue: Adoption

Market: Tampa

Title: Airplane

Length: 30

Brief Description: To increase knowledge about adoption from foster care in the Latino community and encourage the adoption of children in the U.S. foster care system, particularly children ages 8+ who are currently waiting. Additionally the campaign aims to increase the number of potential families inquiring about adoption.

Date(s) Aired: 11-1-08 to 12-31-08

Number: 38

Issue: Drunk Driving

Market: Tampa

Title: Soccer

Length: 30

Brief Description: this PSA inspires the dialogue and recognition of the dangers of buzzed driving and subsequently motivate people to stop driving "buzzed."

Date(s) Aired: 11-1-08 to 12-31-08

Number: 39

Issue: Disaster Relief Fund Hurricane 2008

Market: Tampa

Title: Support the Disaster Relief Fund

Length: 30

Brief Description:

Date(s) Aired: 11-1-08 to 11-30-08

Number: 40

Issue: Breast Cancer Awareness

Market: Tampa

Title: El Estudio de Hermanas

Length: 30

Brief Description: Mexican actress Silvia Pasquel encourages Hispanic women to do self check and go to the doctor yearly, to catch Breast cancer at an early stage since the risk of Hispanic women with breast cancer is rising.

Date(s) Aired: 11-1-08 to 12-31-08

Number: 41

Issue: Red Cross Disaster

Market: Tampa

Title: Tu Tienes el Poder

Length: 30

Brief Description: Hispanic artist inform viewers of the essentials to have in case of an emergency. By staying prepared, families can be ready in case of a natural disaster.

Date(s) Aired: 11-1-08 to 12-31-08

Number: 42

Issue: Digital Transition spot

Market: Tampa

Title: Low power DTV converters

Length: 30

Brief Description: Information on the Digital Transition

Date(s) Aired: 12-12-08 to 12-31-08

Number: 43

Issue: Digital Transition spot

Market: Tampa

Title: Low power DTV converters

Length: 60 seconds

Brief Description: Information on the Digital Transition

Date(s) Aired: 12-12-08 to 12-31-08