

**WDRB-TV**  
**2nd Quarter PSA Report**  
**2004**

<b>TITLE - Subject</b>	<b>April</b>	<b>May</b>	<b>June</b>
Ad Council – Give Kids the World	12	16	11
Alliance to Save Energy – Science Fair	22	21	10
American Dental Association – Brush	8	7	6
American Red Cross – Generic	11	10	9
American Red Cross – Mayor Abramson	-----	-----	6
Arbor Day Foundation – Generic	8	11	7
ASPCA – Cruelty to Animals	6	8	8
Basics for Kids – School Uniforms	50	19	15
Boys and Girls Clubs – Generic	14	20	9
Childhood Asthma – Fish Out of Water	10	15	11
Cystic Fibrosis – Zoo Walk	44	20	-----
Dare To Care Food Bank – Yum Brands	2	-----	-----
Fund for the Arts – Generic	26	32	16
H & R Block – IRS E-file	16	-----	-----
HIV / AIDS	5	-----	-----
Junior Achievement – Coming Home	7	-----	-----
Kentucky Air National Guard – Generic	17	18	10
KY Derby Festival – Chow Wagon	60	-----	-----
KY Derby Festival – Harley Appearance	30	-----	-----
KY Organ Donor – KODA Cooler	1	-----	-----
Leukemia Society – Team in Training	15	21	9
Listen Up – Diversity	4	5	6
Listen Up – Generic	4	3	9
Listen Up – National Mental Health	4	4	3
Louisville Orchestra – Generic	121	24	36
Louisville Orchestra – Tickethon	-----	87	-----
Poison Control – Car Fluids	4	-----	-----
Stage One – Paige Davis	8	8	5
TV Ratings – Fox Network	31	26	13
YMCA – Safe Place	-----	-----	3

Here are the categories WDRB-TV chose to focus on this quarter (April-June 2004):

HEALTH AND HOSPITALS

CONSUMER ISSUES

CRIME

EDUCATION

RELIGION

## HEALTH AND HOSPITALS

Date: 04/01/04 Fox News @ 10

Length: 2:00

Story: If you're suffering from tennis elbow or other chronic tendonitis, Kentuckiana therapists at the Kort Hand Center in Dupont Circle might have just the treatment you need.

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Date: 04/13/04

Length: 2:00

Story: A doctor at the University of Louisville is facing deportation by the U-S Department of Homeland Security. Dr. Damian Laber, who is Argentinean, has been working in the states for nearly a decade. But recently a request to renew his visa was rejected by the Department of Citizenship and Immigration Services. Dr. Laber is on staff at the Brown Cancer Center in Louisville and doctors there say he's an important part of cancer research.

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Date: 04/20/04 Fox News @ Four

Length: :45

Story: The transplant center at Jewish Hospital celebrates an important milestone. The center is celebrating 40-years of transplant surgery. In 1964, the Jewish Hospital transplant program performed its first transplant and first kidney transplant. Since then, the center has performed more than 28-hundred transplants including heart, kidney and liver transplants.

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Date: 04/22/04 Fox News @ 10

Length: 2:00

Story: The debate over a smoking ban in Louisville is set to heat up again. Anti-smoking advocates hope a Kentucky Supreme Court ruling sways local leaders on the issue. The Supreme Court ruled in favor of a ban in Lexington. Now, local leaders have to consider the decision and a new Metro Council proposal.

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Date: 04/26/04 Fox News @ 10

Length: 2:00

Story: Derby week is off and running at Churchill Downs, but for many of the jockeys danger greets them even before they guide their

mounts into the starting gate. The primary threat to their health: keeping their weight low enough to ride.

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Date: 05/12/04 Fox News @ 4

Length: :55

Story: The Rubbertown plant suspected of emitting the highest levels of toxic chemicals into the air is going to get some extra monitoring. Special air monitors are going to be placed at American Synthetic Rubber to try to determine where the chemical 1-3 butadiene is being released at the plant.

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Date: 05/18/04 Fox News @ 4

Length: 3:00

Story: An in depth study showing high concentrations of dangerous chemicals in Louisville's air has local officials looking for solutions. But residents in the middle of the Rubbertown industrial area insist they can't wait, because many of them are dying.

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Date: 05/24/04 Fox News @ 4

Length: 2:00

Story: Medicare's new drug discount card program is being criticized as too complicated and offering too little reward. The prescription drug program Congress passed won't actually help seniors until 2006. The discount cards are supposed to offer some immediate savings, if you can figure out which of the 40-plus companies offering cards has the best deals for you.

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Date: 05/25/04 Fox News @ 4

Length: 2:00

Story: Metro Louisville hopes to have a system soon that will allow crews to better respond to emergencies and disasters. Mayor Abramson announced the city is buying the Federal Reserve Bank building. At a bargain basement price of four million dollars, it will be home to a 70-million dollar emergency communications center scheduled to open in 2004.

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Date: 05/26/04 Fox News @ 4

Length: 3:15

Story: It's popular on the West Coast and in Las Vegas, and now Kentuckiana residents are paying for the sweet smell of oxygen.

At an oxygen bar, you pay a price to smell scented oxygen. It's said to increase your energy level for hours. But the American Lung Association says it's a waste of money.

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Date: 06/02/04 Fox News @ 10

Length: :35

Story: An ordinance to ban smoking in Louisville eating establishments and child care centers won't happen anytime soon. The Public Health Safety Committee of the Metro Council tabled the issue.

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Date: 06/08/04 Fox News @ 10

Length: 2:00

Story: A number of recent car versus bike accidents have city leaders looking for ways to make cycling safer. Enthusiasts of the sport met to share their complaints with park planners.

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Date: 06/19/04

Length: 1:00

Story: A young child suffering from leukemia gets a dream come true. Along with the Nighthawks, a local motorcycle group, 6 year old Noah Vincent of Louisville left for his dream vacation. He's going to be a cowboy for a week, at a dude ranch in Tucson, Arizona.

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Date: 06/23/04 /Fox News @ 10

Length: :30

Story: Heavy rain and high temperatures are the perfect mix for mosquitoes to breed. And the Metro Health department is fighting back. Crews will be spraying to kill mosquitoes tonight in Prospect and Minor Lane Heights.

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## CONSUMER ISSUES

Date: 04/04/04 Fox News @ 10

Length: 2:00

Story: Milk prices are expected to rise to three dollars a gallon. It's good news for dairy farmers, but bad news for consumers. It's because of increasing prices in the dairy industry.

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Date: 04/09/04 Fox News @ 4

Length: :30

Story: Gas prices at some local stations have crossed the two dollar mark. A gas station on Charlestown Road in New Albany is charging two dollars and one cent per gallon of premium gas.

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Date: 04/09/04 Fox News @ 4

Length: 2:00

Story: From Easter clothing to chocolate bunnies to the traditional ham, a new survey shows Americans will spend more money on the Easter holiday this year. And some local businesses are reaping the benefits.

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Date: 04/20/04 Fox News @ 4

Length: 2:00

Story: Under its last owners, it didn't have heat, electricity or proper maintenance. But now, the Lake in the Woods' apartment complex does have a buyer. A Lexington real estate developer won an auction for 'Lake in the Woods.'

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Date: 04/22/04 Fox News @ 10

Length: 2:00

Story: The price of milk is skyrocketing and that means higher prices on all sorts of dairy products. There's a shortage of dairy cows because farmers can make more money with beef cows. That means from the milk your kids drink at school to that ice cream you enjoy in the summer, this jump in dairy prices is affecting the bottom line.

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Date: 04/26/04 Fox News @ 10

Length: 2:00

Story: The cows -- for "cell on wheels" -- are coming to Churchill Downs this week. They help to beef up cell phones that otherwise

would be overwhelmed by all the Oaks and Derby fans. For years, phones were not allowed at the Downs -- you had a hard time finding even a pay phone. But the arrival of cell phones changed that -- and brought about portable cells to accommodate the large and concentrated crowds.

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Date: 05/03/04 Fox News @ 10

Length: 2:00

Story: People on both sides of the river should get ready to pay higher gas and electric bills. L G & E and its sister company Kentucky Utilities will ask the Kentucky Public Service Commission for a rate increase to pay for higher costs.

Utilities in southern Indiana are close to getting their rate hikes as well.

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Date: 05/10/04 Fox News @ 4

Length: 2:00

Story: Some of its residents say the living conditions are like a third-world country. Louisville city inspectors raided the Colonial Estates trailer park. Most of the residents rent-to-own at the park, and they turned to the city as a last resort. Now, the city wants to see if the trailer park's landlord is to blame.

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Date: 05/12/04 Fox News @ 4

Length: :25

Story: Kroger is removing some local newspapers from its distribution racks. The supermarket chain is pulling Snitch, LEO, and Velocity, just two weeks after removing a paper generated by Southeast Christian Church. Kroger officials say they are removing the papers based on their policy on religious and political issues.

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Date: 05/12/04 Fox News @ 4

Length: 2:00

Story: Louisville drivers aren't the only ones hit hard by soaring gas prices. For the first time in 10 years, TARC is looking at increasing its fares to offset a recent price hike for diesel fuel.

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Date: 05/17/04 Fox News @ 4

Length: 2:00

Story: Hundreds of car owners are wondering, after their cars ran out of gas, when their gas gauges said full or half full. As they face costly repairs, they want to know why. So far, about the only thing the car owners have in common is that they bought gas in Louisville or Jefferson County from May fifth through last weekend.

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Date: 05/18/04 Fox News @ 4

Length: 2:00

Story: Contaminated gas is costing motorists hundreds of dollars to replace damaged fuel gauges and fuel pumps. Now the state Attorney General's office is investigating.

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Date: 05/20/04 Fox News @ 10

Length: 2:00

Story: Officials now know the source of contaminated gasoline in Louisville that caused gas gauge problems for hundreds of motorists. Marathon Ashland petroleum says it is responsible for tainted gasoline that has damaged the cars of hundreds, if not thousands of drivers.

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Date: 05/21/04 Fox News @ 4

Length: :25

Story: A meeting was held today to resolve the issue of dogs attacking mail carriers in the Rangeland neighborhood. Postal carriers refused to deliver to the area after several were bitten by dogs. But residents who don't have dogs say they are frustrated that their service is disrupted. Carriers will deliver to curbside mailboxes. Other residents have to pick up their mail themselves.

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Date: 05/22/04 Fox News @ 4

Length: :35

Story: The area's first Red Star Tavern opened up at 4th Street Live. From martinis to steaks and seafood, the general manager believes people in Kentuckiana won't have trouble finding something to order.

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Date: 05/25/04 Fox News @ 4

Length: :20

Story: TARC is increasing fares by an average of 25 cents starting in July. TARC also voted to end free rides on the trolley. They will now cost 25 cents.



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Date: 06/04/04 Fox News @ 10

Length: 2:00

Story: Metro Louisville is banking on 4th Street Live to revitalize the city's dying downtown nightlife. If the first few weeks are any indication, it just may be the resurrection downtown Louisville needed.

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Date: 06/21/04 Fox News @ 10

Length: 2:15

Story: After nearly a month of storms, many Louisville area families are learning the damage left behind is just the start of their problems. Storms pass quickly but the job of dealing with insurance companies, mortgage holders, and contractors is often a longer, more irritating process.

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Date: 06/22/04 Fox News @ 10

Length: 2:00

Story: The newest bar on Baxter Avenue is stirring up even more controversy. State law says two bars in a residential area, must be 700 feet from each other. In order to comply, the owner's of Wet Willy's made its back door, the front door.

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Date: 06/23/04 Fox News @ 10

Length: 2:00

Story: A newly announced dress code at Fourth Street Live has many wondering if rules on what people are allowed to wear will help or hurt the downtown hot spot. Thousands gathered for a country concert tonight, but others not dressed in a way organizers thought appropriate were sent home unhappy.

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Date: 06/25/04

Length: :35

Story: Another Baxter Avenue restaurant may be in violation of its license, after a recent audit by Alcohol, Beverage Control. Molly Malone's has been cited for making less than 50 percent of its revenue in food sales.

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## CRIME

Date: 04/01/04 Fox News @ 10

Length: 2:00

Story: An 11 year old Louisville boy is in the hospital after police say he was shot by his younger brother. Police think it was an accident, but they've charged the owner of the gun.

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Date: 04/01/04 Fox News @ 10

Length: 2:00

Story: New Albany Police hope new taser guns can be used to help protect officers and even save the lives of those posing a threat. The department is one of the few in Kentuckiana equipping its officers with the non lethal weapons.

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Date: 04/07/04 Fox News @ 10

Length: 2:00

Story: A 73 year old man wanted for killing a Grayson County, Kentucky pharmacist is in custody. Charles Terry is charged with murder in the shooting death of Leo Marshall.

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Date: 04/09/04 Fox News @ 4

Length: 2:00

Story: Louisville Metro Police are looking for the gunman who opened fire at a car and shot a woman. It happened on Marshall Court at Clarksdale Homes.

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Date: 4/20/04 Fox News @ 4

Length: :30

Story: Police this afternoon are still looking for a group of young men who broke into a house on South 44th Street and shot the owner. Witnesses say four to five men broke through the back door demanding money from the homeowner.

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Date: 04/21/04 Fox News @ 4

Length: :30

Story: The man police call a serial rapist had his day in court this morning. 21-year-old Bryce Bonner of Lyndon faces thirteen charges including rape, robbery, burglary, sodomy, and sexual abuse. Bonner was arrested yesterday afternoon at his home on

Washington Boulevard, in connection with four attacks in the Louisville area over the past year.

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Date: 05/03/04 Fox News @ 10

Length: 2:00

Story: A West Point cadet from Louisville faces dismissal from the Army and up to 25 years in a military prison for taking nude photos of female cadets without their knowledge. 23 year old Mark Conliffe was charged last week with 15 violations of the Uniform Code of Military Justice.

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Date: 05/10/04 Fox News @ 10

Length: 2:00

Story: A new investigation into the death of Bullitt County teenager Jessica Dishon is receiving new tips daily. Dishon was murdered nearly five years ago, but now new eyes are trying to take a fresh look at the case, because they believe it can be solved.

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Date: 05/12/04 Fox News @ 4

Length: 2:00

Story: A Louisville judge who has been criticized for calling an alleged robber "an animal" has decided to apologize. But the offended parties have refused to accept the apology and tensions rose today outside Judge Martin McDonald's courtroom.

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Date: 05/13/04 Fox News @ 4

Length: 2:00

Story: Kentucky's Supreme Court will decide if the man accused of killing a U-K football player will get a new trial. Two years ago, Shane Ragland was convicted in the murder of Trent Digiuro by a Fayette County jury.

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Date: 05/18/04 Fox News @ 4

Length: 2:00

Story: Louisville Metro police officers are about to get some powerful new weapons. But the taser guns the city plans to buy are designed to reduce violent confrontations between police and suspects.

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Date: 05/20/04 Fox News @ 4

Length: 2:00

Story: New Albany Police are investigating a rash of recent robberies in their city, and they're looking for the public's help. Detectives there say 5 robberies in 9 days is an unusually high number. Police believe two sets of suspects are committing these robberies.

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Date: 05/21/04 Fox News @ 4

Length: 2:00

Story: Two areas of Louisville will lose their police stations under a reorganization of patrol districts. But Police Chief Robert White claims the entire community will benefit from a plan to improve police response and protection.

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Date: 05/25/04 Fox News @ 10

Length: 2:00

Story: The former Louisville Police officer charged with murder -- Will stand trial in Louisville. A judge denied McKenzie Mattingly's request to move the trial out of town.

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Date: 05/28/04 Fox News @ 10

Length: :50

Story: 25 to 30 officers are patrolling the Baxter Avenue Bardstown Road area beginning tonight. The increased patrols are in response to complaints by Baxter Avenue residents. They say they're upset with the loud parties and intoxicated patrons of the neighborhood's bars.

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Date: 06/08/04 Fox News @ 10

Length: 2:00

Story: Louisville police are searching for the person who shot two men in an alley near West Broadway and 23rd Street. One of those men died a short time after authorities found him in the alley. Police

are looking for that third person, who is presumed to be the shooter, and they're hoping witnesses will help find him.

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Date: 06/09/04 Fox News @ 10

Length: 2:00

Story: What would you do if an escort service was in the middle of your neighborhood? It's not illegal to run an escort service in Louisville. And the current ordinances don't prohibit them from operating virtually anywhere in the city. But that could soon change.

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Date: 06/12/04

Length: 2:00

Story: Southern Indiana police agencies are searching for a person involved in a shooting that left two people dead. The shootings occurred this afternoon in Mauck-port, a small Ohio River town in Harrison County.

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Date: 06/17/04 Fox News @ 10

Length: 2:00

Story: A woman was shot by police after attacking officers with a knife. It happened in Pleasure Ridge Park and now \*some\* are saying if officers had been equipped with an electrical taser stun gun, the use of deadly force might have been avoided.

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Date: 06/18/04 Fox News @ 10

Length: :25

Story: Kentucky State Police have increased security at rest stops after a woman was raped in one near the Tennessee Border. The attack occurred in the Kentucky Welcome Center on Interstate 75.

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Date: 06/24/04 Fox News @ 4

Length: 2:00

Story: 19 of 32 murders in Louisville this year remain unsolved. Louisville police say they need you to help them crack those cases. But police say people aren't coming forward.

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Date: 06/25/04

Length: :45

Story: Louisville Metro Police have a check for over half a million dollars today. It's money that will help equip officers with tasers. The U-S Attorney's office and the I-R-S presented the check to Chief Robert White today.

## EDUCATION

Date: 04/12/04 Fox News @ 4

Length: :30

Story: The University of Louisville broke ground today on a high-tech addition to its library. The addition to the William F. Ekstrom Library on the Belknap Campus is expected to cost more than 14 million dollars. It will include a robotic system to retrieve many books and materials.

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Date: 04/15/04 Fox News @ 4

Length: 1:00

Story: Jefferson County's School Superintendent is warning that the legislature's failure to pass a new state budget threatens to plunge Kentucky's education system into chaos. Dr. Stephen Daeschner says this is the time of year that school systems negotiate new contracts with employees and hire new teachers for next year. Without knowing how much state money to expect for the next fiscal year, it is almost impossible to negotiate or hire.

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Date: 04/19/04 Fox News @ 4

Length: 1:00

Story: Tennessee's lottery starts selling Powerball tickets, and the Kentucky Lottery fears those sales could cut into money it provides for education in the state. Lottery President Arch Gleason says competition from riverboat casinos and the new Tennessee Lottery could affect those programs, especially now that Tennessee's Lottery has started Powerball sales.

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Date: 05/24/04

Length: 1:00

Story: Students spent an extra 90 minutes locked inside Charlestown High School at the end of the school day, as police investigated an anthrax scare. Officers agreed it was a hoax. They said it involved a suspicious box left in a hallway and labeled with the words "I'm covered with anthrax."

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Date: 05/24/04 Fox News @ 10

Length: :50

Story: Jefferson County teachers will work one more year with their existing contract. The Jefferson County Teachers Association says it was hard to negotiate for a new deal without a state budget in place. Most of the school district's 5800 teachers agreed to the deal which was approved by school board members tonight.

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Date: 05/25/04 Fox News @ 10

Length: 2:00

Story: For seniors, the end of school marks the transition to college or the work place. Graduation ceremonies are underway for 23 Jefferson County high schools in the next few days.

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Date: 06/22/04 Fox News @ 10

Length: :50

Story: History was made in Shelby County when the school board hired its new superintendent. Long-time educator Elaine Farris becomes the first black public school superintendent in Kentucky. She is also one of fewer than 20 women who hold the job of superintendent.

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## RELIGION

Date: 04/09/04 Fox News @ 10

Length: :45

Story: A local church staged a reenactment of Jesus's crucifixion today at Bardstown Road and Watterson Trail. The pastor of Heart of Fire Church says it's meant to lead people to the message of Christ.

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Date: 04/09/04 Fox News @ 10

Length: :35

Story: Dozens of Catholics and area activists marked this Good Friday with a walk through downtown Louisville. Shaped by the Catholic tradition of Jesus' final moments in life, the Way of the Cross, Walk for Justice made stops at 14 locations in the city.

The pauses are not only a chance for walkers to remember the sufferings of Christ, but to also reflect on the war in Iraq, the situation in Israel and Palestine, and other issues.

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Date: 05/03/04 Fox News @ 10

Length: :25

Story: The Louisville based Presbyterian Church hands out more pink slips in the latest round of job cuts. 30 people are expected to be let go and the Church will do away with 10 more positions that are currently vacant.

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Date: 05/11/04 Fox News @ 4

Length: 2:00

Story: Portland residents are upset that demolition crews took down a historic building in their community. The original chapel at St. Patrick's Church just celebrated its 150th anniversary, now it's gone.

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Date: 05/23/04 Fox News @ 4

Length: 2:00

Story: The Archdiocese of Louisville invited clergy abuse victims to a special service today to help the healing process. Almost one year after a priest abuse settlement, church leaders say, for some, the wounds are just beginning to heal.

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Date: 06/04/04

Length: 1:10

Story: Victims of the local Catholic Church sex abuse scandal now want the Vatican to pay. Attorney William McMurry filed the first national civil lawsuit against the Vatican. It says, as the head of the Catholic Church, the Vatican ordered American bishops to cover up sex abuse.

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Date: 06/16/04 Fox First News

Length: :30

Story: The Southern Baptist Convention is pulling out of an organization it says is too liberal. Southern Baptists say the Baptist World Alliance's theology is too liberal, and that the organization embraces anti-American beliefs.

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Date: 06/20/04

Length: :40

Story: With 30 murders in Louisville this year, the Nation of Islam is trying to stop all the violence. It announced it will start a series of programs aimed at promoting Unity among African American males.

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Date: 06/21/04

Length: 1:00

Story: Stop the killing is the message the Nation of Islam hopes to get out to the community. Members gathered tonight to talk about the plight of black men and how to curtail the violence in Louisville. The minister says this town hall meeting was scheduled before the past weekends murders, but is more timely now.

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Date: 06/22/04

Length: :45

Story: A former Louisville priest was sentenced to eight years in prison today for molesting a boy nearly 30 years ago. James Hargadon admits he sexually abused a 14-year-old boy at Saint Polycarp School in Pleasure Ridge Park in 1976.

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