

**WDRB-TV**  
**4th Quarter PSA Report**  
**2004**

| TITLE - Subject                              | October | November | December |
|--|---------|----------|----------|
| Ad Council-Earth Share                       | -       | 4        | 8        |
| Al-Anon-Reality                              | 9       | 6        | 8        |
| All I want For Christmas-Rally's             | -       | -        | 16       |
| Alliance to Save Energy – Science Fair       | 7       | 7        | 6        |
| American Dental Association – Brush          | 9       | 6        | 5        |
| American Red Cross – Mayor Abramson          | 10      | -        | 5        |
| American Red Cross – Pay it Forward          | 19      | 13       | 8        |
| Arbor Day Foundation – Generic               | 8       | 4        | 1        |
| ASPCA – Cruelty to Animals                   | 10      | 8        | 7        |
| Basics for Kids – School Uniforms            | 21      | 13       | 16       |
| Boy Scouts-Governor                          | -       | 4        | -        |
| Boys and Girls Clubs – Alex                  | 10      | 6        | 11       |
| Childhood Asthma – Fish Out of Water         | 10      | 9        | 7        |
| Church of Jesus Christ – Casey at the bat    | 19      | 11       | 9        |
| Environmental Protection Agency-Lighting     | 10      | 7        | 7        |
| Fox Network-TV Ratings                       | 8       | 6        | -        |
| Fund for the Arts – Generic                  | 4       | -        | -        |
| Kentuckiana Interfaith Center                | 23      | -        | -        |
| Kentucky Air National Guard – Generic        | 11      | 5        | 5        |
| KY Cancer Research Fndtn-Concert             | 11      | -        | -        |
| KY Derby Festival Thunder Into Louisville    | 18      | -        | -        |
| Leukemia Society – Team in Training          | 10      | 6        | 1        |
| Listen Up – Diversity                        | 9       | 2        | 3        |
| Listen Up – Generic                          | 4       | -        | -        |
| Listen Up – National Mental Health           | 3       | 1        | 2        |
| Louisville Zoo-Halloween                     | 96      | -        | -        |
| Mattingly Center-Ball                        | -       | 9        | 8        |
| Muscular Dystrophy Association-ALS           | 10      | 4        | 5        |
| Nat'l Crime Prevention-Bully Hotline         | -       | 4        | 6        |
| Nat'l Fndtion for a Better Life-Appreciation | 10      | 7        | 7        |
| Nat'l Underground RRd Asscn-Racial Coop.     | 17      | 12       | 12       |
| Operation Graduation-Generic                 | -       | 9        | 8        |
| Parental Involv. In Schools-Generic          | -       | 7        | 7        |
| Ronald McDonald House-Lee Ann Womack         | -       | -        | 42       |
| Stage One – Paige Davis                      | 6       | 8        | 9        |
| TV Ratings-Generic                           | -       | -        | 1        |
| United Way-Generic                           | -       | 11       | 10       |
| US Dept Health/Human Services-Generic        | -       | 8        | 6        |
| WILD AID Organization-Olympic Athletes       | 13      | 9        | 7        |

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

CRIME  
POLITICS AND GOVERNMENT  
EDUCATION  
RACE  
HEALTH

## CRIME

Date: 10/03/04 Fox News @ 10

Length: 2:00

Story: The case of a missing college student from Southern Indiana receives national attention. The family of Molly Dattilo of Madison, Indiana, hopes the mention on America's Most Wanted will bring new clues to her whereabouts.

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Date: 10/04/04 Fox News @ 10

Length: :45

Story: Demonstrators walked through campus to take back the night. It's an annual event to make people aware of domestic violence issues and the help available to victims.

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Date: 10/06/04 Fox News @ 4

Length: 2:00

Story: Louisville's Metro Police Department has received its first shipment of taser guns and will begin training next week. 550 of the weapons, considered less than lethal, will be distributed to officers within the coming month.

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Date: 10/08/04 Fox News @ 4

Length: 2:00

Story: Floyd County Police say two men are behind bars for stealing credits cards and purses from Louisville and Southern Indiana residents. Police believe the arrests are connected to some of the recent car break-ins in the area.

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Date: 10/10/04 Fox News @ 4

Length: 2:00

Story: New Albany Police are investigating a double murder. Police have a suspect in custody, and believe he's a relative of the victims.

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Date: 10/12/04 Fox News @ 10

Length: 2:00

Story: Police are trying to find out who killed a teenager whose body was found at a park in southeastern Louisville. The body of 18-year old Lucas Wayne Thompson was found at Floyds

Fork Park.

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Date: 10/30/04

Length: 2:00

Story: Police arrested three more Southern High School students at their homes today. Those boys and two others are charged with terroristic threatening in a case that brought increased security to the school.

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Date: 11/04/04 Fox News @ 10

Length: 3:00

Story: A local family is living in fear after learning the man accused of kidnapping their daughter is threatening to return. In February, Eliseo Nunez allegedly took a 12 year old mentally challenged girl from her home in New Albany and snuck her out of the country. He was captured in Mexico but released weeks later after federal kidnapping charges were not filed. Now he's threatening the family he'll come back and take the little girl again.

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Date: 11/06/04 Fox News @ 4

Length: 2:00

Story: The recent wave of violence in Louisville's west end has residents fearing for their safety and anxious for a solution. And Metro police are looking for suspects and answers, in the unsolved cases.

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Date: 11/08/04 Fox News @ 4

Length: 2:00

Story: David Camm wants to be released from an Indiana state prison, now that he no longer stands convicted of the murders of his wife and children. The answer to the request rests with a Floyd County judge, who has set a hearing a week from tomorrow on whether Camm might be tried again.

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Date: 11/09/04 Fox News @ 4

Length: 2:00

Story: Louisville police are starting a new program aimed at cutting down on a recent rash of murders in the city. The new initiative begins just a few hours after a young man was shot and killed-- the city's 60th murder of the year.

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Date: 11/09/04 Fox News @ 4

Length: 2:00

Story: An operator of a Louisville day care facility has been arrested on sexual abuse charges. Vyacheslav Volkavitsky, who runs the Little Stars Daycare off Breckenridge Lane, was arrested after being accused of fondling a three year old.

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Date: 11/11/04 Fox News @ 10

Length: 2:00

Story: While the police continue to investigate the city's latest murders, one group is taking an active step in the fight against crime, and they're doing it through martial arts.

Members of the War Zone Group held a martial arts demonstration in the Beecher Terrace Projects. Their goal is to show young people there are other ways to channel anger.

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Date: 11/17/04 Fox News @ 4

Length: 2:00

Story: Collecting child support from parents who don't want to pay can be a tough job. The Jefferson County Child Support Division is putting other deadbeat parents on TV. Several days a week you can now see the faces the ten most wanted deadbeat parents on Metro TV.

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Date: 11/17/04 Fox News @ 4

Length: 2:00

Story: Louisville police are looking for a man they say raped an 11 year old girl and gave her a sexually transmitted disease. Charles Lamar Johnson is already on the state's sexual offender registry.

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Date: 11/18/04 Fox News @ 4

Length: 2:00

Story: The man found guilty of killing a former U-K football player will get a new trial. The Kentucky Supreme Court has overturned Shane Ragland's murder conviction in the 1994 sniper-style shooting death of U-K player Trent DiGiuro.

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Date: 11/23/04 Fox News @ 10

Length: :45

Story: Police found the body of a man in an alley near 24th and Jefferson streets. Detectives have not made any arrests. The coroner has not released his identity. People who live in the area say they heard gunshots several hours before the body was found.

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Date: 11/29/04 Fox News @ 4

Length: 2:00

Story: Police will seek a grand jury indictment against two people they say are grave robbers. Detectives say Damon Ashlock and Hope Britton stole thousands of dollars of property off of headstones.

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Date: 12/06/04

Length: 2:00

Story: Elizabethtown police say a 78 year old man was beaten to death -- reportedly for cash and his prescription drugs. A 26 year old man has been arrested in the case-- and police say he used his carpet cleaning business to find his victim.

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## POLITICS AND GOVERNMENT

Date: 10/03/04 Fox News @ 4

Length: :45

Story: The race for President is heating up, with various groups raising money for the campaigns. The "Visual Artists for Kerry" held a button-making fundraiser today. People paid five dollars to make or buy a political button. Proceeds go to the John Kerry Presidential campaign.

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Date: 10/04/04 Fox News @ 4

Length: 2:00

Story: Kentucky governor Ernie Fletcher has called a special legislative session to tackle the topic of health insurance for teachers and other state workers. The goal is to avoid a threatened teachers' strike.

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Date: 10/05/04 Fox News @ 10

Length: 2:00

Story: The election registration deadline in Kentucky and Indiana has passed. But thousands of new voters are on the rolls tonight, many of them in the nick of time. 66 % of Jefferson County residents are registered to vote.

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Date: 10/12/04 Fox News @ 4

Length: 2:00

Story: Senator Jim Bunning has resisted a debate or even appearing on the same stage with his challenger. But Democrat Dan Mongiardo finally got his chance to debate. Senator Bunning stayed in Washington for the current Senate session's final day. So, the debate went on with Mongiardo in a Lexington t-v studio and Bunning speaking by satellite from Washington.

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Date: 10/12/04 Fox News @ 10

Length: 2:00

Story: A month ago, Senator Jim Bunning appeared to be a "shoo in" for re-election. But, a day after Bunning debated Democratic challenger Dan Mongiardo, the national news media are starting to take note of a race that may be getting tighter.

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Date: 10/13/04 Fox News @ 4

Length: 2:00

Story: The accusations are flying in the race to elect Kentucky's U-S Senator. And what has been called a "weird" campaign by some national news media just got weirder. Senator Jim Bunning is accusing his challenger's staff of assaulting his wife.

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Date: 10/26/04 Fox News @ 4

Length: 2:00

Story: A judge says the pastor of a Bullitt County Baptist Church is not eligible in the race for a school board seat. Pastor Ronald Shaver was one of three members of the Little Flock Baptist Church running in the school board election. In January, Shaver and the School District clashed when the district wouldn't let pastors in to talk with kids during school hours.

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Date: 10/30/04 Fox News @ 4

Length: 2:00

Story: There are competitive races in several of the districts where Republicans have targeted Democratic incumbents. But the campaign in District 14 has been especially intense and bitter. The Southwest Jefferson County race pits Councilman Bob Henderson against community activist Diana Newton.

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Date: 11/02/04 Fox News @ 4

Length: :30

Story: Overall, elections have run smoothly, although two Jefferson County residents reported receiving automated phone calls telling them polls in Kentucky are open until 8 p-m. Polls actually close at 6 p-m.

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Date: 11/02/04 Fox News @ 10

Length: 2:00

Story: It's been a tough battle in the Kentucky Senate race, made all the more intense by Daniel Mongiardo gaining in the polls as the race progressed. Tonight incumbent Jim Bunning



has won re-election.

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Date: 11/02/04 Fox News @ 10

Length: 2:00

Story: Indiana will have a new governor next term. Mitch Daniels has defeated incumbent Democratic Governor Joe Kernan, who took office last year after the death of Governor Frank O'Bannon.

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Date: 11/02/04 Fox News @ 10

Length: 2:00

Story: In her four previous House victories, Anne Northup has faced four different challengers in the third district; she's defeated Mike Ward, Chris Gorman, Eleanor Jordan, and Jack Conway. Now she can add Tony Miller to her list. Miller conceded to Anne Northup earlier tonight.

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Date: 11/02/04 Fox News @ 10

Length: 1:10

Story: Kentucky voters have had their say in favor of banning gay marriage. Earlier tonight members of the Vote No On The Amendment campaign made a concession speech, and thanked the thousands of supporters who helped get their message out.

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Date: 11/03/04 Fox News @ 4

Length: 2:00

Story: In Kentucky, more Republicans will be taking seats when the legislature goes into session in January. Republicans picked up eight seats in the House and one in the Senate.

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Date: 11/03/04 Fox News @ 10

Length: 2:00

Story: The fight over Kentucky's 37th Congressional seat has now gone to court. Earlier this week congressional candidate Virginia Woodward filed a lawsuit against Dana Seum Stephenson, claiming Stephenson failed to meet the residency requirements needed to run for office.

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Date: 11/04/04 Fox News @ 4

Length: 2:00

Story: If you voted this week, a quiet operation was in place to protect you against a terrorist attack. Kentucky's Homeland Security office says that is just one example of how it is keeping citizens safe from terrorism. The office released its annual report today. It says agencies are working together every day to prevent or respond to terrorist attacks.

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Date: 12/02/04

Length: 1:00

Story: At the University of Louisville a group of students was using their cell phones to try to contact U-S Senator Mitch McConnell's office to urge him to put more money into the Global Fund to Fight AIDS. The students say as chairman of the senate subcommittee responsible for funding the fight against AIDS, Senator McConnell has cut the U-S contribution by 150-million dollars.

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Date: 12/02/04 Fox News @ 10

Length: :45

Story: More roads built and more potholes filled. That's the bottom line as Kentucky governor Ernie Fletcher announces savings of more than 74 million dollars in the state's transportation cabinet. The governor says the savings come from increased efficiency. And he says the public is the real winner.

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Date: 12/03/04 Fox News @ 4

Length: 2:00

Story: Indiana Governor-Elect Mitch Daniels wants the state's Gaming Commission to wait on its decision whether to sign off on a contract allowing the Trump organization to run a French Lick casino. But the commission says it does not answer to any governor and will make its decision when it wants.

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## EDUCATION

Date: 10/06/04 Fox News @ 4

Length: :40

Story: A special session continued in Frankfort, where legislators are trying to find a cure for the state's health care controversy. Among the major questions they must answer is whether the state can break its new health insurance contract. If not, teachers and state employees will be saddled with higher costs for fewer benefits.

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Date: 10/11/04

Length: 2:00 Fox News @ 4

Story: The Jefferson County school system is now looking outside Frankfort for an affordable health insurance plan. Kentucky's teachers have threatened to strike later this month if a special meeting of the general assembly can't resolve the rising health care costs. The Jefferson County school board is expected to pay a consulting firm to study leaving the state plan and self-insuring about 95-hundred school district employees.

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Date: 10/13/04 Fox News @ 4

Length: 2:00

Story: The Commonwealth Accountability Testing Systems scores, known as CATS, have been released. JCPS is happy with the latest CATS scores. They show overall gains in elementary, middle, and high schools.

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Date: 10/13/04 Fox News @ 4

Length: 2:00

Story: When the legislature begins its regular session in January, it will have a roadmap showing what needs to be done to improve children's health. The state's Environmental Quality Commission has issued the first ever report on Children's Environmental Health in Kentucky. After 10-years of gathering and evaluating data, the commission has reached a disturbing conclusion. Pollutants in the air and water and food we eat are making Kentucky children sick.

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Date: 11/08/04

Length: 2:00

Story: Kentucky governor Ernie Fletcher presented his plan for improving the state's schools to legislators in Frankfort. The governor hopes his vision for education will build on the success of the Kentucky Education Reform Act of 1990. He believes his education vision will help every child in Kentucky reach their full potential, and better compensate teachers.

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Date: 11/15/04 Fox News @ 4

Length: 2:30

Story: Crib notes, cheat sheets, and the old rubber band trick have been around forever. Now teachers say students use the latest in cell phone technology to text messages or even e-mail answers to friends across the room.

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Date: 11/26/04 Fox News @ 4

Length: :50

Story: A group of three and four year olds showed off their skills on the violin. The students at Mini-Versity West Child Care have been learning the Suzuki Violin method for only a couple of months.

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Date: 11/29/04 Fox News @ 4

Length: 2:00

Story: The first students will be arriving at Junior Achievement of Kentuckiana's new Free Enterprise Center in West Louisville. The organization has turned an old newspaper warehouse into a learning center for students.

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Date: 11/29/04 Fox News @ 10

Length: 2:30

Story: In the last two years, Jefferson County School officials have had to reduce overhead by 7 percent. Administrators have also cut after school and community school programs. School districts are now reaching into their own budgets, which are slowly dwindling.

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## RACE RELATIONS

Date: 10/01/04 Fox News @ 10

Length: 2:00

Story: A bus Tour commemorating part of the 1961 civil rights movement makes a stop in Kentuckiana. During the 70-day, coast-to-coast journey across 22 states and more than 35 cities, the journalists will collect hundreds of stories and pictures before they're lost forever.

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Date: 10/03/04 Fox News @ 10

Length: 2:00

Story: Protesters marched around the block containing City Hall and Police Headquarters. They demonstrated against the acquittal of former Metro Police officer McKenzie Mattingly on murder charges in the Michael Newby case. They called on the powers-that-be to hear their anger, and the entire city to ban together for racial justice.

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Date: 11/04/04 Fox News @ 10

Length: 2:00

Story: The recently released video game "Grand Theft Auto, San Andreas" is now the number one game, not only in the nation, but the world. While popular, one local civil rights activist is afraid the images shown, might perpetuate stereotypes of minorities. It's rated M for mature, and the images may be highly offensive to women and minorities.

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Date: 11/09/04 Fox News @ 10

Length: 2:00

Story: Statistics show young black males are most often the victims of murder in Louisville. 65 percent of the victims were black -- 31 males and eight females.

Leaders feel many of the recent shootings are drug or gang related and may be a result of the Clarksdale Housing Project closing down.

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## HEALTH

Date: 10/07/04 Fox News @ 4

Length: 2:00

Story: More than a thousand people came to the Louisville Metro Health Department today to get their flu shots. But the clinics were limited only to high-risk individuals. Health officials say they've had no problem with people who are not high-risk showing up demanding a shot.

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Date: 10/08/04 Fox News @ 4

Length: :40

Story: Health departments across Kentuckiana are warning residents that a shortage of flu shots means they may not get their vaccinations this year. Now many doctors' offices are overwhelmed with requests.

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Date: 10/08/04 Fox News @ 4

Length: :45

Story: AARP of Kentucky says it is time to bring cheaper Canadian drugs to the state. AARP today endorsed a the Kentucky Prescription Drug Re-importation Act.

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Date: 10/13/04 Fox News @ 4

Length: 2:00

Story: The Centers for Disease Control say if you don't need a flu shot, don't get one. The Louisville area, along with the rest of America, is dealing with a vaccine shortage. Doctors are asking that only high risk patients line up for the shot.

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Date: 10/26/04 Fox News @ 4

Length: :30

Story: If you're still waiting to get a flu shot, you may have to wait a little longer. The Jefferson County Health Department says it will not be getting more flu shots any time soon. The department says appointments have already been made for the few vaccines they still have available.

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Date: 11/08/04 Fox News @ 4

Length: :45

Story: Long lines snaked through Oxmoor Center today, but not for big sales. Hundreds stood in line to get a flu shot. The Visiting Nurses Association sponsored the clinic. Despite the nationwide flu shot shortage, nearly 1500 people were able to receive shots.

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Date: 11/09/04 Fox News @ 4

Length: :30

Story: Counselors are helping students at an Indiana middle school deal with the sudden death of a classmate. The 8th grader was in class at Southwestern Middle School in Hanover last Friday, but became ill and died over the weekend from bacterial meningitis.

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Date: 11/09/04 Fox News @ 4

Length: 2:30

Story: Three years ago Louisville decided to come up with a way to make your dining decisions easier. Every restaurant owner in Jefferson County must now display grades for every patron to see. In the last 10 months, about 85% of the restaurants in Louisville earned an A. That's about 32,000 restaurants.

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Date: 11/11/04 Fox News @ 4

Length: 2:00

Story: Federal EPA workers in Larue County are still cleaning up a mercury spill that caused a local school district to cancel all classes for the day. Since it happened in a school, officials are not taking any chances.

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Date: 11/11/04 Fox News @ 4

Length: 2:00

Story: Bullitt county leaders and citizens are celebrating what they call a dream come true. Ground was broken for Jewish Hospital medical center south, a facility that will finally bring emergency medical care to Bullit County.

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Date: 11/12/04 Fox News @ 4

Length: 2:00

Story: A Central High School football player critically injured during a game is speaking out for the first time about an injury that left him paralyzed temporarily and how it changed his outlook on life. Marcel Williams remains positive and says he hopes he will be able to walk.

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Date: 11/15/04 Fox News @ 10

Length: 2:00

Story: University of Louisville researchers say with two successful hand transplants, the time has arrived for face transplants. There is no timetable for when the first such transplant could happen.

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Date: 11/17/04 Fox News @ 4

Length: :45

Story: Great American Smokeout organizers hope quitting smoking for one day will encourage people to kick the habit for good. Kentucky leads the nation in the percentage of adults who smoke -- almost 31 percent.

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Date: 11/19/04 Fox News @ 4

Length: 2:00

Story: An F-D-A critic says at least five drugs being sold to consumers pose enough risk that sales should be limited or stopped. The same government reviewer raised safety questions about Vioxx-- which was eventually taken off the market.

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Date: 11/29/04 Fox News @ 10

Length: 2:30

Story: People with arthritis who changed drugs after the withdrawal of Vioxx are now worried about some of the substitutes. A lot of them had to switch suddenly when the makers of Vioxx pulled the drug off the market at the end of September. And they may be switching again.



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Date: 12/02/04

Length: 2:00

Story: For 25 years, it has helped Kentuckians fight and recover from cancer. But a 15-million dollar gift will help Louisville's Brown Cancer Center become a national leader in cancer research and treatment.

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Date: 12/02/04

Length: 2:00

Story: The American Cancer Society estimates that this year more than 1500 women in Kentucky and Indiana will die of breast cancer. New pink bracelets raise money for breast cancer research. But if you try to buy them, they're often sold out.

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Date: 12/06/04

Length: 1:00

Story: Two Southern Indiana organizations are joining forces to help more people recover from drug and alcohol addictions. A groundbreaking today marks the start of construction on a new, larger building for the Token Club, an organization that hosts 12-step drug and alcohol recovery meetings. At the same time, the Serenity House, a residential program for men with severe drug and alcohol problems, will open a 48-bed facility.

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