

WDRB-TV
1st Quarter PSA Report
2004

TITLE - Subject	January	February	March
Ad Council – Drunk Driving	1	-	-
Ad Council – Give Kids the World	11	10	13
Ad Council – Historic Preservation	9	-	-
Alliance to Save Energy – Science Fair	23	26	25
American Dental Association – Brush	7	9	16
American Red Cross – Generic	12	17	11
Arbor Day Foundation – Generic	8	3	7
ASPCA – Cruelty to Animals	8	4	4
Basics for Kids – School Uniforms	-	-	24
Boys and Girls Clubs – Generic	12	11	9
Cystic Fibrosis – Zoo Walk	-	-	1
Dare To Care Food Bank – Yum Brands	29	15	14
Dress for Success	-	-	13
Fund for the Arts – Generic	6	42	33
Girl Scouts – Kentuckiana Chapter	-	1	-
H & R Block – IRS E-file	-	-	3
HIV / AIDS	1	-	-
Junior Achievement – Coming Home	31	20	18
Junior Achievement Hall of Fame	23	-	-
Kentucky Air National Guard – Generic	14	12	8
Kentucky Derby Festival-Harley Appearance	14	6	-
Leukemia Society – Team in Training	11	7	14
Listen Up – Diversity	5	2	6
Listen Up – Generic	3	7	4
Listen Up – National Mental Health	7	4	3
Louisville Orchestra	-	-	230
Louisville Urban League – Generic	3	37	13
Poison Control – Car Fluids	2	3	3
Salvation Army – Generic	5	-	-
Stage One – Paige Davis	18	21	9
The Family Place – Caper 2004	21	-	-
TV Ratings – Fox Network	-	-	12

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

SECURITY AND MILITARY
FAMILIES
STATE GOVERNMENT
ECONOMY
POLICE

SECURITY & MILITARY

Date: 01/13/04 Fox News @ 4

Length: 2:00

Story: The next time you fly, the U.S. government may be using a computerized system to collect your background information. The new system will use routine information such as your name and home phone number to identify travelers and who may be a threat. Passengers will be scored with a color and number to rank their possible security threat.

Date: 02/04/04

Length: 2:00

Story: Fort Knox honored dozens of its own, soldiers who fought in Operations Enduring Freedom and Iraqi Freedom. Most of the soldiers aren't home fresh from war but none of them got a welcome home, until today.

Date: 02/05/04

Length: 4:00

Story: School Crosswalks are designed to help kids get across the street to and from school safely. But already this school year, eight children and a school crossing guard have been struck by vehicles in Jefferson County school zone accidents, and many feel the problem is getting worse.

Date: 02/06/04

Length: 3:00

Story: During the past five years 71 people, most of them children, have been hit by cars in school zone crosswalks throughout Kentucky. Police blame those numbers on speeding motorists. But unlike other states, there are no increased fines in Kentucky for those caught going too fast in a school zone.

Date: 03/05/04 Fox News @ 10

Length: :25

Story: Two Louisville area fire departments will receive federal money from the department of Homeland Security. Of the 7 Kentucky fire departments receiving grants, the two largest go to Edgewood and Buechel.

Date: 03/08/04

Length: :45

Story: She is President Bush's right-hand woman on matters of national security and foreign policy. National Security Adviser Condoleezza Rice is in Louisville, to showcase the President's foreign policy agenda. Her speech championed the administration's efforts, and asked Americans to consider doing more.

Date: 03/09/04 Fox News @ 4

Length: 2:00

Story: A judge sets a court martial date for the soldier from the 101st Airborne division charged with killing two of his fellow comrades in Kuwait. Sergeant

Hasan Akbar was arraigned in a Fort Knox courtroom. Prosecutors claim he stole grenades and used them in an attack on his fellow soldiers.

Date: 03/11/04 Fox News @ 10

Length: 2:00

Story: A homecoming for members of Kentucky's Air National Guard just back from Baghdad. The 47 returning members of the 123rd Civil Engineers Squadron are returning home after a four month mission.

Date: 03/11/04 Fox News @ 10

Length: :45

Story: The Air Force is investigating members of Kentucky's Air National Guard after allegations they smuggled enemy contraband, including A-K-47 rifles, back to the United States from Iraq.

According to Defense Department Regulations, enemy property captured on the battlefield automatically becomes property of the U-S Government.

Date: 03/18/04 Fox News @ 10

Length: 3:00

Story: President Bush in Kentucky today had his mind on the war on terror as he thanked members of the 101st Airborne for its work in liberating Iraq.

But with the thanks comes a warning, the war on terror is far from over, in a presidential speech that was much more official business than politics.

Date: 03/18/04 Fox News @ 10

Length: :45

Story: Many of the 101st Airborne soldiers are still adjusting to life at home, as opposed to life in a sandy, steaming desert camp. Sergeant First Class Julian Sessoms and his wife say they're still getting used to each other in the few weeks since he's returned to Fort Campbell.

Date: 03/23/04 Fox News @ 4

Length: 2:00

Story: A bittersweet homecoming for some soldiers at Fort Knox, as one of the smallest units deployed to Iraq is back home. But the 703rd Explosive Ordnance Disposal returned without two of its soldiers killed in Operation Iraqi Freedom.

Date: 03/23/04

Length: :30

Story: A soldier with the 101st Airborne, based in Fort Campbell, Kentucky, has been awarded the Silver Star for his actions in combat. Sergeant First Class Raymond Dakos shot an enemy fighter who was about to throw a grenade, then jumped on an American medic to shield him from the grenade's blast.

FAMILIES

Date: 01/22/04 Fox News @ 4

Length: 01/22/04

Story: The State Senate has passed the so-called fetal homicide bill, which makes it a crime to kill the unborn. While this has passed in the Senate before. what's different this year is Kentucky's governor, who has already thrown his support behind a fetal homicide bill.

Date: 01/29/04 Fox News @ 10

Length: 2:00

Story: Experts say the drug problem in Jefferson County is widespread and affects all races and income levels. According to Seven Counties' Alcohol and Drug Abuse program, alcohol is the number one drug of choice, followed by cocaine.

Drug counselors and school officials are hoping to lower the number of drug abusers, but it's a difficult fight.

Date: 02/11/04

Length: 2:00

Story: Louisville joins the ranks of just a few cities in the country with a theater that serves liquor.

New York, Los Angeles, Philadelphia, the D-C area... and now Louisville... but a few folks say this is not a theater they want in their hometown, because they don't think it's proper for families to go somewhere that serves alcohol.

Date: 02/17/04

Length: 2:00

Story: The mentally disabled New Albany girl who disappeared one week ago is back with her family, but she doesn't want to be home.

The family of 12 year old Kayla Kime says police activity and memories of what happened there are too painful, so they're looking for a new place to live.

STATE GOVERNMENT

Date: 01/06/04 Fox News @ 10

Length: 1:00

Story: It's been controversial and today Kentucky's governor abolished the state's horse racing commission.

At the same time Governor Ernie Fletcher signed an executive order creating the Kentucky Racing Authority. The Governor said it was time to reinvigorate the horse racing industry.

Date: 01/12/03 Fox News @ 10

Length: 3:00

Story: School systems across Kentucky are under orders from the governor's office to make do with a lot less. Today in Frankfort, Governor Ernie Fletcher defended that order - saying money must come from all sources to balance the state's budget.

Date: 01/14/04 Fox News @ 4

Length: 2:00

Story: With Kentucky lawmakers in session, the state's elderly and disabled citizens are again demanding an end to medicaid cuts.

A coalition of groups held a spirited rally at the Capitol to get its message to legislators and Governor Fletcher.

Date: 01/21/04 Fox News @ 4

Length: 2:00

Story: In his "State of the Union", President Bush implied -- He may seek an amendment to the United States Constitution to ban same sex marriages.

Today, several Kentucky gay and lesbian couples reacted to the President's address during a rally in Frankfort.

A rally they planned to hold to put pressure on state lawmakers.

Date: 01/22/04 Fox News @ 10

Length: :50

Story: Kentucky's horse racing industry wants the state's voters to decide if gambling should be expanded to state race tracks. Currently three different bills that would expand gambling in Kentucky are making their way through the General Assembly.

Date: 01/27/04 Fox News @ 10

Length: 2:00

Story: Kentucky Governor Ernie Fletcher's proposed state budget contains some gains for Louisville, but also higher costs for local schools throughout the state.

Public schools got their money for family resource centers restored... but face some other challenges in the budget.

Date: 01/28/04 Fox News @ 10

Length: 2:00

Story: Educators in Jefferson County and around the state are reacting to Governor Fletcher's new budget and its expected effect on teacher salaries.

Increased health insurance costs and only minimal raises have some teachers concerned they'll be unable to continue supporting themselves and their families.

Date: 02/03/04 Fox News @ 10

Length: 2:00

Story: Kentucky's Transportation Cabinet is in need of a makeover.

That's the conclusion of a study released tonight that says the agency needs to operate more like a business than a bureaucracy. And legislators want the new governor and his transportation secretary to pay attention.

Date: 02/18/04 Fox News @ 4

Length: 2:00

Story: Kentucky Governor Ernie Fletcher says House Democrats hold the key to passing his tax reform plan. Lawmakers confirm the Governor would raise the cigarette tax and charge sales tax on some transactions now exempted.

But he wants to cut the income tax rate and eliminate some business taxes.

Date: 02/24/04 Fox News @ 10

Length: 2:00

Story: A Louisville state legislator says it's a memorial to the Confederacy, slavery and oppression, and it shouldn't stand in the State Capitol.

Representative Paul Bather is pushing for a law that would remove the statue of Jefferson Davis from the Capitol Rotunda.

Date: 03/23/04 Fox News @ 10

Length: 2:00

Story: Supporters of a gay marriage ban in Kentucky tried and tried and tried to force a vote on a constitutional amendment in Frankfort. But House leaders blocked the efforts on a day that brought hundreds of protesters to the capitol -- and rare parliamentary maneuvers that in the end, may have sealed the bill's fate.

ECONOMY

Date: 01/01/04 Fox News @ 10

Length: 2:00

Story: Floyd County commissioners are hard at work -- and causing controversy. They want to make sure development in their county doesn't get out of hand.

County commissioners met today so they could wipe out a building moratorium -- and developers could get back to work.

But those developers didn't like the result of the meeting.

Date: 01/07/04 Fox News @ 10

Length: 2:00

Story: A nearly 5 decade institution in downtown Louisville may be getting in the way of progress. Much has changed in the neighborhood around the Wayside Christian Mission.

Now some of Wayside's newest neighbors want the shelter and the homeless who hang around it to move.

Date: 01/19/04

Length: 2:00 Fox News @ 10

Story: Movie theater competition is one reason the River Falls Cinemas will close its doors.

Some movie-goers were surprised by the news and say they'll miss the theater.

Date: 02/03/04 Fox News @ 10

Length: :30

Story: Kentucky's unemployment rate dropped in December to 5.4%. It was 5.6% the previous month.

The state says this is the lowest rate since January of last year when it was 5.3%.

Date: 02/27/04 Fox News @ 10

Length: :30

Story: Farm workers from Florida marched in Louisville today demanding better treatment of tomato workers in that state. Hundreds of people marched from downtown Louisville to the headquarters of Yum brands.

Date: 03/01/04 Fox News @ 10

Length: 2:00

Story: Will Louisville be next in line for 1600 new jobs? Citicorp Credit Services announced today it is adding new jobs to a call center in North Carolina, and local economic developers hope Louisville will be next.

Date: 03/03/04 Fox News @ 10

Length: :45

Story: Tonight The Metro Development Council looked at progress made since its downtown development plan was created in 2002.

City leaders hope up to five thousand additional housing units and several new hotels will help jump- start the revitalization efforts.

Date: 03/08/04

Length: 2:00

Story: March is Women's History Month. There are several conferences in the Louisville area marking the occasion. One in particular is designed to assist women and minority business owners. We spoke to some of the participants about some of the challenges facing women business owners.

Date: 03/12/04 2:00

Length: 2:00

Story: Governor Ernie Fletcher's new tax plan may mean you have to spend more to smoke and sleep in Kentucky. The Governor's tax plan is historic -- in part because it taxes some things that have never been taxed by the state before.

POLICE

Date: 01/05/04 Fox News @ 10

Length: 2:00

Story: The officer who fatally shot a teenager in the back is no longer talking to police investigators.

Officer McKenzie Mattingly is now taking the fifth amendment, according to metro police. This new information comes just as family members of Michael Newby prepare to file a lawsuit against police.

Date: 01/12/03 Fox News @ 10

Length: 2:00

Story: Louisville's police chief says his department's criminal investigation into the Michael Newby police shooting should be finished by early next month.

Chief Robert White also told metro council members the department may make some policy changes because of the shooting.

Date: 01/15/04 Fox News @ 4

Length: 2:00

Story: Top officials from the Louisville Police Department are trying to find out what can be done to improve relations with the community. They attended a community policing seminar this morning to talk strategy and offer ideas. Police Chief Robert White and several members of his command staff attended.

Date: 01/20/04 Fox News @ 10

Length: :30

Story: A former Louisville Police chief who was fired from that post in 1990 was voted the new president of the Louisville chapter of the Fraternal Order of Police tonight. Mayor Jerry Abramson fired Richard Dotson as chief and demoted him to captain after Dotson was accused of abusing two former wives and sexually harassing three police department employees.

Date: 01/30/04 Fox News @ 10

Length: :35

Story: The officer who shot and killed a Louisville teenager spoke for the first time with police and commonwealth's attorney investigators today. Mattingly originally exercised his rights not to speak with investigators. But today, his attorney said the officer gave a full statement in a voluntary interview.

Date: 03/01/04 Fox News @ 4

Length: 2:00

Story: The family of a man killed by Louisville Metro Police wants the case reopened. 50 year old James Taylor was shot and killed by police in December of 2002. Police say he was drunk and charged them with a box cutter, even though he was handcuffed.

Date: 03/03/04 Fox News @ 4

Length: 2:00

Story: St. Matthews Police have a new tool to help identify suspects. Previously the department had Jefferson town police make suspect composites for them for several high profile cases.

They included a composite of a man who police say abducted a woman and her child from their home last week.

Date: 03/05/04 Fox News @ 10

Length: 2:30

Story: Metro police officer McKenzie Mattingly is charged with murder in connection with the shooting of Michael Newby, during an undercover drug operation in January.

A grand jury indicted the officer for what the prosecutor called a bad shooting.

Date: 03/05/04 Fox News @ 10

Length: 2:00

Story: Some Newby supporters were elated after hearing news of Officer Mattingly's indictment. But friends who support the officer say they think there was political pressure for the indictment.

Date: 03/08/04 Fox News @ 4

Length: 2:00

Story: Metro Louisville Police Detective McKenzie Mattingly says he's not guilty of murder. On Friday, a grand jury indicted Mattingly in the shooting of Michael Newby.

The Louisville teenager was shot three times in the back during a drug bust.

Date: 03/23/04 Fox News @ 10

Length: 1:15

Story: The trial of a former Louisville metro police officer who allegedly abused his authority has begun.

Matthew Corder faces several felony and misdemeanor charges after handcuffing a man who was trying to repossess his sport utility vehicle last October.

A police department termination letter states Corder says he was arresting the man for disorderly conduct.