

QUARTERLY PROGRAM ISSUE REPORT

2nd QTR. 2013

PROGRAM TITLE	TYPE	SOURCE	DATE(S)	TIME OF AIR	DURATION
Faithful Father - Dinner	PSA	Recorded	4/1-6/30	VARIOUS	:30
Paralyzed Veteran - Ben Affleck	PSA	Recorded	4/1-6/30	VARIOUS	:60
Paralyzed Veteran - Ben Affleck	PSA	Recorded	4/1-6/30	VARIOUS	:30
Paralyzed Veteran - Ben Affleck	PSA	Recorded	4/1-6/30	VARIOUS	:15
Autism - Closer To Home	PSA	Recorded	4/1-6/30	VARIOUS	:15
Autism - New Odds	PSA	Recorded	4/1-6/30	VARIOUS	:60
Child Passenger Safety	PSA	Recorded	4/1-6/30	VARIOUS	:30
Child Passenger Safety	PSA	Recorded	4/1-6/30	VARIOUS	:60
Federal Student Aid	PSA	Recorded	4/1-6/30	VARIOUS	:60
Federal Student Aid	PSA	Recorded	4/1-6/30	VARIOUS	:30

Women & Heart Health Awareness	PSA	Recorded	4/1-6/30	VARIOUS	:30
Women & Heart Health Awareness	PSA	Recorded	4/1-6/30	VARIOUS	:30
Shrine Circus	PSA	Recorded	4/1-4/28	VARIOUS	:30

KUBE-TV	HOUSTON, TX
DESCRIPTION	
Scene of a family around the dinner table on their cell phones, texting, etc. and not interacting. Slug line emphasizes how important 'staying connected is' and how dads especially need to be actively involved with their families.	
Actor Ben Affleck, along with actual paralyzed veterans highlights how important the Paralyzed Veteran's of America's efforts are in helping returning injured soldiers get the help they need. A call to support the organization through donations.	
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Actor Ben Affleck asks for donations in support of the Paralyzed Veterans of America.	
Through words typed on the screen, the point is made that the likelihood of autism touching each and every one of us has gotten 'closer to home' than ever before.	
Spot begins as a cartoon-style spot giving the tremendous odds against a young boy becoming a NASCAR driver and the even more unlikely odds of being a winning NASCAR driver and closes with NASCAR driver and uncle of an autistic child, Jaime McMurray stating that your chance of having an autistic child are 1 in 88.	
Humorous spot with parents on a playground 'one-upping' each other on child care factoids in an effort to be the most devoted and educated parent when a passing parent quotes the alarming stat on how few parents actually strap their children into their car seats properly.	
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Inspirational shots of young people aspiring to great things interspersed with facts like \$150 Billion Dollars of Federal Aid is available to 'make college possible for minds who can get there'.	
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Actress Allison Janney in an on-screen, walking-style in-studio spot highlights the stats on women and heart disease pointing out the importance of being aware when you need to check your heart health.

Young, fit looking 'real women' tell their heart attack stories and discuss the variety of symptoms which should prompt you to go to your doctor for a 'heart check'.

Locally produced PSA with a Shriner on camera inviting people to attend the Annual Shrine Circus at the Ft. Bend Fairgrounds with circus scenes cut throughout the spot ...
'Join us for good family fun and support a good cause.'