

# **WBXI-CD Third Quarter 2023 Community Problems, Needs & Programming List**

## **WBXI-CD Indianapolis**

**July 01, 2023 through September 30, 2023**

In our ongoing effort to serve the public interest, Station WBXI-CD broadcasts programming responsive to the issues of concern to Indianapolis and its viewing public. Following is a brief description of those issues and of the station's most significant programming treatment of them.

**•Awareness of Benefits. Providing knowledge of the numerous free offerings in Indianapolis.**

Two locally WBXI produced Indianapolis PSAs, Make a Memory Here, showcase the many offerings free to everyone. The PSAs feature images from around the city, all free of charge to the public. These include the Indianapolis Canal, The Indiana War Memorial and Fountain, our original railroad rails, The Soldiers & Sailors Monument, Holiday Park, and more. They are aired Monday through Thursday.

**•Youth and Families. Strengthening the bonds between families and youth.**

Anti-Bullying PSAs titled Do Something About It and Matter of Life or Death are aired Monday, Wednesday, and Fridays. These stress how parents, school staff, and other adults in the community can stop bullying behavior over time and make a safe environment for our kids.

**• Drug/Alcohol Abuse. Reducing the level of illegal drug use, especially by youth. Helping provide positive alternatives to illegal drug use and smoking by underage persons.**

PSAs titled Mom/Son Basketball and Father/Daughter are shown Monday through Friday. They are produced by the local organization Drug Free Marion County and are strong PSAs dedicated to preventing and reducing the negative consequences from the use of alcohol, tobacco and other drugs in Marion County.

**•Education. Improving student achievement, increasing parental involvement in schools.**

The Public Collection is a public art and literacy project here in Marion County consisting of artist-designed free book share stations. It is detailed in a PSA aired every Tuesday and Thursday. The project aims to improve literacy, foster a deeper appreciation of the arts, and promote social and educational justice in our community.

**•Crime. Reducing the level of violence and crime, particularly in minority neighborhoods. Discouraging youth from taking up crime.**

"It's My City" is an Indianapolis campaign challenging residents to get involved for the betterment of our community. Monday through Friday three separate PSAs are aired on a rotation. These PSAs are produced locally and are designed to leverage civic pride and engage residents to get involved for the betterment of our community.

**•Health. Reducing health disparities in Indianapolis, especially among minority communities.**

Two Indianapolis Cultural Trail PSAs (aired on Thursday and Fridays) show an extension of our neighborhoods. The Trail encourages walking or biking to our favorite destinations, including the Downtown Canal, Zoo, Central Library, CFI-2 school playground and many local restaurants and businesses. The art installations are wonderful too, and make the Cultural Trail more than just a wide sidewalk.

A PSA (aired on Wednesdays) is produced by Marion County Department of Public Safety and features bicycle safety tips demonstrated by the Indianapolis Police Bicycle unit while showcasing many of our city's points of interest.

PSA Chart – WBXI – Indianapolis

**Content / PSA Name**

**WBXI Designator**

**Schedule**

**Duration**

**Air Start Date**

Drug Free Marion County – Mom / son Basketball

PSA2

Tuesday & Thursday

7:20:00

:30

As of 7-1-2023

Locally WBXI produced - Indianapolis PSA

“Make a Memory here” featuring images from around the city

LCLPSA1

Tuesday & Thursday

7:20:30

:60

As of 7-1-2023

Drug Free Marion County – Father / Daughter

PSA1

Monday & Wednesday & Friday

7:20:00

:60

As of 7-1-2023

Keep Indianapolis Beautiful / It's my City – Basketball w. Mayor Hogsett

PSA4

Monday & Wednesday & Friday

7:20:30

:30

As of 7-1-2023

Keep Indianapolis Beautiful / It's my City – Spot produced by Perry Meridian High School

PSA5

Tuesday & Thursday

7:40:00

:60

As of 7-1-2023

It's My City – With Mayor Hogsett, Tamika Catchings

PSA6

Monday & Wednesday & Friday

7:40:00

:30

As of 7-1-2023

Anti-Bullying. “Do Something About It”

PSA7

Monday & Wednesday & Friday

7:40:30

:30

As of 7-1-2023

Indianapolis Public Library “Free Books”

PSA 8 Tuesday & Thursday

7:41:00

:60

As of 7-1-2023

Anti-Bullying “Matter of Life or Death”

PSA 9

Wednesday

7:50:00

:60

As of 7-1-2023

Indianapolis Cultural Trail – Bike and Walk to School/Bike and Walk to Work

PSA 10

Thursday

7:50:00

1:17  
As of 7-1-2023

Indianapolis Cultural Trail  
Health Fitness / Personal Indianapolis Resident Inspirational Story  
PSA 11  
Friday 7:50:00  
1:23  
As of 7-1-2023

Marion County Department of Public Safety – Featuring Bicycle Safety tips with Indianapolis Police  
Bicycle unit.  
PSA21  
Wednesday  
7:51:00  
:60  
As of 7-1-2023

Locally WBXI produced - Indianapolis PSA  
“Make a Memory here” featuring more images from around the city  
LCLPSA2  
Monday, Wednesday, Friday  
7:40:00  
:60  
As of 7-1-2023

**Additional**

Hourly – WBXI airs a snipe lower third graphic promoting our local Indianapolis weather program  
Monday thru Friday 7AM – 8AM except during weather.