

ISSUE 4 QTR 2019

KTTW FOX 7/KTTM Fox 12 has chosen the following issues for this quarters PSA rotation. These PSA's can be supplied locally or by misc. distribution houses who have sent PSA requests to the PSA Director (Scott Nelson) prior to turning in the time order for the Q4 Flight. These PSA's will run throughout the broadcast months of October, November and December (2019). We feel these issues deserve our support and apply to the needs of our community(s):

- 1. (Flight #1 of 3): This flight primarily addresses medical issues that might unexpectedly confront viewers of our DMA at any time. National celebrities have been casted to drive the message home. "Chris P" and "Kristine B" focuses on childhood illnesses and promotes the fact the Sanford Children's Hospital is part of the Children's Miracle Network. Well known actors Christopher Pine and Kristine Bell both share the importance of this facility to our region. The final PSA features Tim McGraw and his plight to "Stand Up To Cancer". These spots are scheduled to run on a 33% rotation.**
 - 2. (Flight #2 of 3): Like other communities, true family values can be hard to come by. Research shows persons in a family unit spend much less time together than as little as 10 years ago. The following PSA's, "Dinner" and "Puppies" (provided by TV Access) depicts two families of different nationalities and various ages accomplishing two simple but important tasks...making dinner together and picking out a new puppy. It is this stations perspective that these two examples serve well going into the holiday season and beyond. Both spots are scheduled to run on a 50% rotation.**
 - 3. (Flight #3 of 3): In virtually all states in the upper Midwest, preserving a century long hunting heritage is more prominent here than in any other region in the continental United Sates. Compliments of the South Dakota Game, Fish & Parks (SDGFP) and the National Wild Turkey Federation (NWTF), both of these PSA's instill keys issues that surround this way of life. The primary message for the SDGFP spot is hunter safety while the NWTF spot portrays the importance of wildlife conservation. Both spots are scheduled to run on a 50% rotation.**
- Each one of the spots indentified will be simulcast to air on KTTW and KTTM for a total of 882 PSA's and/or 294 spots per flight (#1 - #3). Note: these Q4 2019 PSA's have local ties and were provided locally or pulled from a national FTP site(s).**