

ISSUE 2QTR 2015

KTTW FOX 7/ThisTV has chosen the following issues for this quarters PSA rotation. This PSA flight ran throughout the broadcast months of April, May and June of 2015. We feel these issues deserve our support and apply to the needs of our community:

1. **South Dakota National Guard (Flight #1 of 3):** During Q2 of 2015 we continued to support the Armed Services. As per the directive of the South Dakota Broadcasters Association, we continued to run “Fire”, “Flood” & “Storm” on a 33% rotation. There will be 637 thirty-second commercials were scheduled to run in this flight.
2. **Misc. Topics (Flight #2 of 3):** KTTW Fox 7 addressed multiple issues within this flight. The first PSA was designed to promote “Work Readiness” by promoting the regional Sioux Empire Junior Achievement. The second spot in this rotation is to help promote “Honoring & Healing”...an event where a replica of the Vietnam Memorial Wall will be recognized in Sioux Falls from August 6th – 9th. The final PSA was brought us by the Arbor Day Foundation. This :30 spot focuses around the warm summer months and targets local youth to get outside and enjoy nature.
3. **Military Awareness (Flight #3 of 3):** Our final PSA campaign once again deals with the military but addresses multiple issues for discharged veterans. “Transitioning From Service” is a :30 spot provided by the U.S. department of Veterans Affairs. The message reveals a first-persons perspective on how certain things use to bring back a bad experience while serving...and now his life is better. Secondly, the DAV provided a spot that touches on the different benefits available for discharged veterans. Finally “Helping Paralyzed Veterans Through Sports” is just that. The :30 PSA shows how one individual (Charles Johnson) had changed his perspective on life by participating in disabled vet competitions.