

ISSUE 1QTR 2015

KTTW FOX 7/ThisTV has chosen the following issues for this quarters PSA rotation. This PSA flight ran throughout the broadcast months of January, February and March 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 Q1 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. **Teen Age Driving (Flight #2 of 3):** KTTW Fox 7 was solicited directly from the Shula Fund to create awareness for Breast Cancer. Entitled “Breast Cancer”, this and all other PSA’s are :30 in length. The next two spots were proved the Advertising Council. “Truck” promotes Autism Awareness while the PSA named “Silent Scream” focuses on Caregiver Assitance.
3. **Increased Parental Involvement (Flight #3 of 3):** Our final PSA campaign once again deals with the military but addresses issues veterans might have after being discharged. Today’s Military provided a PSA named “Athlete” which highlights all the positive things that can happen to recently discharged military personnel. “The Power of 1” provides Vets with multiple self-help resources through the Veterans Crisis Line (800-273-8255). The final spot in this campaign recognizes military personnel and their honor to serve. The message of this PSA focuses on the importance of our country now caring for them. With almost 9 million Vets needing care, it is our duty to provide the with the best health care possible. Told through the eyes of a DVA physician, “My Reason To Serve” shows the dedication and spirit of the VA program and the professionals involved.