

ISSUE 1QTR 2013

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 2013. We feel these issues deserve our support and apply to the needs of our community:

1. **South Dakota National Guard:** During Q1 of 2013 we continued to support the Armed Services. This time we ran three different PSA's entitled "Fire" (Jan.), "Flood" (Feb.) & "Storm" (Mar.). The South Dakota National Guard was the only issue related campaign that played throughout the entire quarter.
2. **Financial Literacy:** With the threat of Social Security possibly not being available for the younger generations we felt it was important to encourage our viewers to start saving now. The message was, "start now and be happy you did later". This PSA ran in the month of January.
3. **Child Obesity:** It's no secret kids are less active this day and age. We were able to find the perfect commercial that depicted a scenario where kids were playing video games and forced to go outside and play. This PSA ran in the month of January.
4. **Stroke Awareness:** Baby Boomers are of the age that this topic should be a concern for them. This PSA ran in the month of February and created a strong call to action to get a check.
5. **Children's Oral Health:** We are of the opinion that good oral health and hygiene begins at an early age. This PSA targeted kids age 2-to-18 and ran in the month of February.
6. **Bullying Prevention:** Obviously the entire country has been made aware of the possibility that bullying can have a devastating affect on a community and those within it. In some cases "bullying" has even resulted in death (i.e., school shooting). This message was delivered by Anderson Cooper, advised persons what to do in case they witness bullying and ran the month of March.
7. **Dunk Driving Prevention:** Like all other communities within the country, "Dunk Driving" can have a long-lasting effect on those who are caught. This PSA showed how an individuals life can be affected if convicted of a DUI. The theme, "Buzzed, Busted and Broke" showed how a grown man could loose a number of things many persons might take for granted like expendable income and the right to drive. This PSA ran the month of March.