

ISSUE 4QTR 2015

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

1. **Military & Veteran Issues (Flight #1 of 3):** During Q4 KTTW Fox 7 will educate the public on three military & veteran issues that can be considered common but often times overlooked. The topics that will be addressed are as follows: (1) crisis support for Vets and their families (2) serving in the military is a good place where young people can pursue their occupational passion (3) how a paralyzed veteran is helped by another paralyzed veteran to help surpass challenges and move forward with his life. The spot rotation will be set at 33%.
2. **Community Values Issues (Flight #2 of 3):** We continue our localized support by airing a PSA that (1) promotes AmeriCorps where persons age 18 – 24 devote 10 months of their lives to engage area youth, build & rehabilitating homes, clean parks/waterways, etc. (2) endorse “Action Team”...a campaign initiated by the Volunteers of America who utilizes celebrities to teach people of all ages that they can make a difference in the community in which they live (3) underage drinking can have serious consequences. Each spot will be aired on a 33% rotation.
3. **Family Values Issues (Flight #3 of 3):** Our final PSA campaign is comprised of two compelling scenarios that display the importance of good parent – child relationships. The two :30 PSA’s are titled “My Wish” and “College”. The storyline is as follows: (1) “My Wish” is a sequence of shots that depicts a father who is video taping different scenes of his daughter ranging from blowing out birthday candles at an early age to the same daughter coming home pregnant with her now husband. (2) “College” is one scene where a daughter and father are saying goodbye as she heads off to college for the first time. The captivating moment happens when seconds after the car drives away the daughter jumps out of the car and runs to her father one last time with tears in her eyes and says, “Dad, thank you for everything”. Obviously these spots will be aired on a 50% rotation.