

# ISSUE 1QTR 2018

**KTTW FOX 7/ThisTV 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 Q1 Flight. These PSA's will run throughout the broadcast months of January, February and March (2018). We feel these issues deserve our support and apply to the needs of our community:**

- 1. Children's Miracle Network (Flight #1 of 3): Sanford Children's Hospital located in Sioux Falls, SD is considered part of the Children's Miracle Network therefore we were honored to publicize this worthy cause. Actors Chris Pine and Kristen Bell were featured on the spot and the tag identified mentioned the Sanford Children's Hospital as a contributing sponsor. The rotation was set at 50%.**
  - 2. Feeding South Dakota (Flight #2 of 3): This PSA was a long time coming. KTTW's PSA Director (Scott Nelson) met with this organization and personally requested an up-to-date spot that could be aired at our discretion. After many months Feeding South Dakota was able to produce "Drive Through" which focused on, for every dollar donated four meals could be served to those in need. The newly produced PSA was set to run at 100% rotation.**
  - 3. South Dakota National Guard (Flight #3 of 3): Our final PSA campaign also featured new spots produced by the South Dakota National Guard. The spot names were "Something Greater", "Heart of a Soldier" & "Guard Careers". Each ran on a 33% rotation and was made downloadable by the South Dakota Broadcaster Association.**
- Each one of the spots indentified has been simulcast to air on KTTW and KTTM for a total of 756 PSA's and 252 spots per flight (#1 - #3). Note: Q1 2018 is only a 12-week quarter as per the broadcast calendar and all PSA's scheduled have direct local ties to our DMA.**