

WBXI-CD 3rd Quarter 2020 Community Problems, Needs & Programming **List**

WBXI-CD Indianapolis **July 1 through Sept 30, 2020**

In our ongoing effort to serve the public interest, Station WBXI-CD broadcasts programming responsive to the issues of concern to Indianapolis and its viewing public. Following is a brief description of those issues and of the station's most significant programming treatment of them.

- **Awareness of Benefits. Providing knowledge of the numerous free offerings in Indianapolis.**

Two locally WBXI produced Indianapolis PSAs, Make a Memory Here, showcase the many offerings free to everyone. The PSAs feature images from around the city, all free of charge to the public. These include the Indianapolis Canal, The Indiana War Memorial and Fountain, our original railroad rails, The Soldiers & Sailors Monument, Holiday Park, and more. They are aired Monday through Thursday.

- **Youth and Families. Strengthening the bonds between families and youth.**

Anti-Bullying PSAs titled Do Something About It and Matter of Life or Death are aired Monday, Wednesday, and Fridays. These stress how parents, school staff, and other adults in the community can stop bullying behavior over time and make a safe environment for our kids.

- **Drug/Alcohol Abuse. Reducing the level of illegal drug use, especially by youth. Helping provide positive alternatives to illegal drug use and smoking by underage persons.**

PSAs titled Mom/Son Basketball and Father/Daughter are shown Monday through Friday. They are produced by the local organization Drug Free Marion County and are strong PSAs dedicated to preventing and reducing the negative consequences from the use of alcohol, tobacco and other drugs in Marion County.

- **Education. Improving student achievement, increasing parental involvement in schools.**

The Public Collection is a public art and literacy project here in Marion county consisting of artist-designed free book share stations. It is detailed in a PSA aired every Tuesday and Thursday. The project aims to improve literacy, foster a deeper appreciation of the arts, and promote social and educational justice in our community.

- **Crime. Reducing the level of violence and crime, particularly in minority neighborhoods. Discouraging youth from taking up crime.**

"It's My City" is an Indianapolis campaign challenging residents to get involved for the betterment of our community. Monday through Friday three separate PSAs are aired on a rotation. These PSAs are produced locally and are designed to leverage civic pride and engage residents to get involved for the betterment of our community.

- **Health. Reducing health disparities in Indianapolis, especially among minority communities.**

Two Indianapolis Cultural Trail PSAs (aired on Thursday and Fridays) show an extension of our neighborhoods. The Trail encourages walking or biking to our favorite destinations, including the Downtown Canal, Zoo, Central Library, CFI-2 school playground and many local restaurants and businesses. The art installations are wonderful too, and make the Cultural Trail more than just a wide sidewalk.

A PSA (aired on Wednesdays) is produced by Marion County Department of Public Safety and features bicycle safety tips demonstrated by the Indianapolis Police Bicycle unit while showcasing many of our city's points of interest.

PSA Chart – WBXI – Indianapolis

Content / PSA Name

WBXI Designator

Schedule

Duration

Air Start Date

Drug Free Marion County – Mom / son Basketball

PSA2

Tuesday & Thursday

7:20:00

:30

As of 07-01-2020

Locally WBXI produced - Indianapolis PSA

“Make a Memory here” featuring images from around the city

LCLPSA1

Tuesday & Thursday

7:20:30

:60

As of 07-01-2020

Drug Free Marion County – Father / Daughter

PSA1
Monday & Wednesday & Friday
7:20:00
:60
As of 07-01-2020

Keep Indianapolis Beautiful / It's my City – Basketball w. Mayor Hogsett
PSA4
Monday & Wednesday & Friday
7:20:30
:30
As of 07-01-2020

Keep Indianapolis Beautiful / It's my City – Spot produced by Perry Meridian High School
PSA5
Tuesday & Thursday 7:40:00
:60
As of 07-01-2020

It's My City – With Mayor Hogsett, Tamika Catchings
PSA6
Monday & Wednesday & Friday 7:40:00
:30
As of 07-01-2020

Anti-Bullying. "Do Something About It"
PSA7
Monday & Wednesday & Friday 7:40:30
:30
As of 07-01-2020

Indianapolis Public Library "Free Books"
PSA 8

Tuesday & Thursday
7:41:00
:60
As of 07-01-2020

Anti-Bullying “Matter of Life or Death”
PSA 9
Wednesday 7:50:00
:60
As of 07-01-2020

Indianapolis Cultural Trail – Bike and Walk to School/Bike and Walk to Work
PSA 10
Thursday 7:50:00
1:17
As of 07-01-2020

Indianapolis Cultural Trail
Health Fitness / Personal Indianapolis Resident Inspirational Story
PSA 11
Friday 7:50:00
1:23
As of 07-01-2020

Marion County Department of Public Safety – Featuring Bicycle Safety tips with Indianapolis
Police Bicycle unit.
PSA21
Wednesday 7:51:00
:60
As of 07-01-2020

Locally WBXI produced - Indianapolis PSA
“Make a Memory here” featuring more images from around the city
LCLPSA2

Monday, Wednesday, Friday 7:40:00
:60
As of 07-01-2020

Additional

Hourly – WBXI airs a snipe lower third graphic promoting our local Indianapolis weather program Monday thru Friday 7AM – 8AM, except during weather.