

ISSUES PROGRAMS LIST

4TH QUARTER 2010

ISSUE: OBESITY/HEALTH AND WELLNESS
TITLE OF PROGRAM: AMERICAN CANCER SOCIETY PSA
NARRATIVE: The benefits of exercise are presented as a way to help improve health and prevent cardiovascular disease.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 6:57 AM/Tuesdays at 12:59 PM/ Wednesdays at 2:28 PM/Thursdays at 9:28 PM/Fridays at 10:28 PM/Saturdays at 6:27 PM/Sundays at 4:57 PM

ISSUE: DRUNK DRIVING
TITLE OF PROGRAM: BUZZED DRIVING PSA
NARRATIVE: The Department of Transportation demonstrated the effects of having one too many drinks in order to show the dangers of drunk driving.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 1:58 PM/Tuesdays at 12:58 PM/ Wednesdays at 6:57 PM/Thursdays at 9:58 PM/Fridays at 6:28 PM/Saturdays at 3:58 PM/Sundays at 11:58 AM

ISSUE: EARLY CHILDHOOD DEVELOPMENT
TITLE OF PROGRAM: BORN LEARNING PSA
NARRATIVE: Viewers are encouraged to aid in the early development of children through the Born Learning campaign.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 8:28 PM/Tuesdays at 7:57 PM/ Wednesdays at 8:27 AM/Thursdays at 12:28 PM/Fridays at 5:58 PM/Saturdays at 9:27 PM/Sundays at 7:28 PM

ISSUE: LITERACY
TITLE OF PROGRAM: READ-EXPLORE NEW WORLDS PSA
NARRATIVE: Children are encouraged to explore the adventure of reading in an attempt to foster literacy.
LENGTH: 30 Seconds
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 3:27 PM/Tuesdays at 10:58 AM/ Wednesdays at 5:28 PM/Thursdays at 12:27 PM/Fridays at 11:59 AM/Saturdays at 8:28 PM/Sundays at 6:58 AM

ISSUE: MINORITY EDUCATION
TITLE OF PROGRAM: AD COUNCIL-UNITED NEGRO COLLEGE
NARRATIVE: Viewers are informed of the United Negro College Fund's efforts to provide education to minority students.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 7:28 PM/Tuesdays at 10:57 PM/ Wednesdays at 2:58 PM/Thursdays at 11:27 AM/Fridays at 8:58 AM/Saturdays at 5:27 PM/Sundays at 2:59 PM

ISSUE: HOUSING DISCRIMINATION
TITLE OF PROGRAM: FAIR HOUSING PSA
NARRATIVE: Viewers are informed that housing discrimination is illegal and are asked to contact fairhousinglaw.org if they feel that they have been a victim.
LENGTH: 30 Seconds
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 7:27 AM/Tuesdays at 9:28 AM/ Wednesdays at 5:57 PM/Thursdays at 4:27 PM/Fridays at 7:57 PM/Saturdays at 1:27 PM/Sundays at 8:58 PM

ISSUE: CRIME
TITLE OF PROGRAM: PROJECT SAFE NEIGHBORHOODS PSA
NARRATIVE: Viewers are told of the effects of gun crimes on families and communities in an effort to deter gun violence.
LENGTH: 30 Seconds
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 2:28 PM/Tuesdays at 9:27 AM/ Wednesdays at 5:26 PM/Thursdays at 4:59 PM/Fridays at 7:58 PM/ Saturdays at 2:27 PM/Sundays at 8:57 PM

ISSUE: CHILD SAFETY
TITLE OF PROGRAM: BOOSTER SEAT PSA
NARRATIVE: Parents of young children are told the benefits of booster seats in order to encourage safety for kids riding in motor vehicles.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 8:58 AM/Tuesdays at 3:28 PM/ Wednesdays at 7:29 PM/Thursdays at 5:58 PM/Fridays at 2:58 PM/ Saturdays at 9:59 AM/Sundays at 3:59 PM

ISSUE: YOUTH/NEED FOR POSITIVE ROLE MODELS
TITLE OF PROGRAM: BIG BROTHERS BIG SISTERS PSA
NARRATIVE: Representatives for Big Brothers Big Sisters encourage viewers to become mentors to young people in the community through the Big Brothers Big Sisters program.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 4:28 PM/Tuesdays at 12:27 PM/ Wednesdays at 10:28 AM/Thursdays at 1:59 PM/Fridays at 9:29 AM/ Saturdays at 12:57 PM/Sundays at 5:59 PM

ISSUE: ENERGY CONSERVATION
TITLE OF PROGRAM: ENERGY HOG PSA
NARRATIVE: Various means of conserving energy are presented to help viewers reduce energy waste.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 8:27 AM/Tuesdays at 11:57 AM/ Wednesdays at 4:29 PM/Thursdays at 7:58 AM/Fridays at 10:57 PM/ Saturdays at 11:57 AM/Sundays at 3:29 PM

ISSUE: AUTISM
TITLE OF PROGRAM: AUTISM AWARENESS PSA
NARRATIVE: Parents are given warning signs that may indicate that a child has autism and are encouraged to seek help if they believe they have an autistic child.

LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 9:57 AM/Tuesdays at 2:27 PM/ Wednesdays at 7:58 PM/Thursdays at 7:28 AM/Fridays at 12:58 PM/ Saturdays at 10:29 AM/Sundays at 3:27 PM

ISSUE: SECOND HAND SMOKE/HEALTH AND WELLNESS
TITLE OF PROGRAM: DON'T PASS GAS PSA
NARRATIVE: Viewers are informed of the dangers of second hand smoke inhalation, and smokers are encouraged to keep their second hand smoke away from others.

LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 1:27 PM/Tuesdays at 8:58 PM/ Wednesdays at 1:57 PM/Thursdays at 10:50 AM/Fridays at 8:57 AM/ Saturdays at 2:57 PM/Sundays at 9:29 PM

ISSUE: CRIME/CHILD ABDUCTION
TITLE OF PROGRAM: WIRELESS AMBER ALERT PSA
NARRATIVE: Viewers are encouraged to sign up for wireless Amber alerts so that they will be able to look out for missing and abducted children in an emergency situation.

LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 9:28 AM/Tuesdays at 1:28 PM/ Wednesdays at 5:28 PM/Thursdays at 6:28 PM/Fridays at 6:58 AM/ Saturdays at 1:58 PM/Sundays at 6:58 PM

ISSUE: DISASTER PREPAREDNESS
TITLE OF PROGRAM: NATIONAL SAFETY COUNCIL PSA
NARRATIVE: Thee National Safety Council informs viewers of resources available to assist with disaster preparedness and how to help out disaster victims.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 1:29 PM/Tuesdays at 7:27 PM/ Wednesdays at 6:27 AM/Thursdays at 9:57 PM/Fridays at 1:29 AM/ Saturdays at 3:27 PM/Sundays at 7:59 PM

ISSUE: NEED FOR AFFORDABLE HOUSING
TITLE OF PROGRAM: HABITAT FOR HUMANITY PSA
NARRATIVE: Viewers are informed of how Habitat for Humanity is helping to build affordable housing for low-income citizens.
LENGTH: 30 SECONDS
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 10:27 AM/Tuesdays at 11:28 AM/ Wednesdays at 7:57 AM/Thursdays at 8:27 PM/Fridays at 1:28 PM/Saturdays at 10:57 AM/Sundays at 12:28 PM

ISSUE: CHILD ABUSE AND NEGLECT
TITLE OF PROGRAM: LEBONHEUR PSA
NARRATIVE: Viewers are informed of LeBonheur Children's Medical Center's Center for Children and Parents, which provides services to children and families who are at risk for physical, psychological, or developmental problems resulting from child abuse and neglect.
DATES/TIMES AIRED: 10/1-12/31 (DAILY):
Mondays at 9:27 PM/Tuesdays at 6:58 pm/Wednesdays at 3:28 PM/Thursdays at 2:58 PM, Fridays at 9:28 AM/Saturdays at 4:57 PM/Sundays at 10:58 PM