

**WXIN-TV Fox 59**  
**Quarterly Issues/Programs List**  
**2nd Quarter 2006**  
**July 10, 2006**

The local public service announcements that aired from April 1 – June 30, 2006 and the issues they addressed are listed below.

Many of the following PSA's ran as a result of a quarterly ascertainment taken by the media. Our Community Affairs department reviews the concerns of the community organizations and the personal concerns of those representing the organizations and attempts to schedule PSA's that respond to those concerns.

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**Issue Description: Health Education:** Research indicates that health is a major concern in our DMA. Fox 59 believes it important to air PSA's that deal with health education.

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**Issue Treatment:** Public Service Announcement  
**Title:** The Leukemia & Lymphoma Society-Goals (Surviving and Curing Cancer)  
**Duration:** :60, :30

**Issue Treatment:** Public Service Announcement  
**Title:** Partnership for a Drug-Free America-People  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Partnership for a Drug-Free America-Eye  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Poverty in America-Hope  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Indiana University School of Medicine (2006 Friends for Life Event)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** American Dental Association-Dudley Remembers (Brush Teeth)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** ocdgethelp.org-What does OCD look like? (OCD)  
**Duration:** :30, :15

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: autismspeaks.org-Car Seat (Autism Awareness)  
**Duration:** :15

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: autismspeaks.org-Broadway (Autism Awareness)  
**Duration:** :15

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: autismspeaks.org-Baseball (Autism Awareness)  
**Duration:** :15

**Issue Treatment:** Public Service Announcement  
**Title:** Cystic Fibrosis Foundation-Laney (Disease Research)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Cystic Fibrosis Foundation-Mary Lindsey (Disease Research)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Multiple Sclerosis Society-Dreams (Disease Research)  
**Duration:** :15

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**Issue Description: Education:** Education is a major concern in the Indianapolis Area. Education officials are seeking ways to raise Indiana students' test scores and lower the dropout rate. The following PSA's promote the importance of education and learning.

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**Issue Treatment:** Public Service Announcement  
**Title:** Indiana Army National Guard-In Their Own Words/Thompson (Military Education)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Indiana Army National Guard-In Their Own Words/Edwards (Military Education)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Indiana Army National Guard-Parents (Military Education)  
**Duration:** :30, :15

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: Boost-Teen Boost (High School Dropout Prevention)  
**Duration:** :15

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: Boost-Parent Boost (High School Dropout Prevention)  
**Duration:** :15

**Issue Treatment:** Public Service Announcement  
**Title:** National Commission on Writing-Garfield (Writing is Essential)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Learn More Resources-Chatroom  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: Big Brothers Big Sisters-YoYo  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: Big Brothers Big Sisters-Racetrack  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: Big Brothers Big Sisters-Girl  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** The Centruy Council-IN Atty. Gen. Steve Carter (Drinking and Driving)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: Big Brothers Big Sisters-Chess (Mentoring)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: Big Brothers Big Sisters-Lake (Mentoring)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: Big Brothers Big Sisters-Hope (Mentoring)  
**Duration:** :15

**Issue Treatment:** Public Service Announcement  
**Title:** American Indian College Fund-Rez (College/Scholarship)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** NASA-Teter (Math & Science)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** NASA-Bergoust (Math & Science)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** NASA-Dillon (Math & Science)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Honda Regional Marketing Urban Initiative-Before (Awareness)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Library of Congress-Childs Mind (Literacy, Reading)  
**Duration:** :30, :15

**Issue Treatment:** Public Service Announcement  
**Title:** US Army: boostup.org-Teen (High School Dropout Prevention)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** United Negro College Fund-Schedule (Support Minority Education)  
**Duration:** :30

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**Issue Description: Violence:** Despite efforts by Central Indiana Police Departments to reduce crime and violence, our area has seen a very slight reduction in crime. This reduction is not proportionate with the work and programs that have been implemented.

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**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: National Crime Prevention Council-Bully Hotline (Bully Prevention)  
**Duration:** :30

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**Issue Description: Parenting:** Parenting children and youth in today's world can be challenging. Parents and teens often find themselves on two different levels of communication. Although various teen support lines exist, seldom do parents have a place to turn. Obtaining problem solving techniques could prevent a situation or problem from becoming a crisis.

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**Issue Treatment:** Public Service Announcement  
**Title:** The Foundation for a Better Life-Hero (Adult Mentors)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: US Dept. Trans.-Light (Booster Seats)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: US Dept. Trans.-Monkey (Booster Seats)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: US Dept. Trans.-Cargo (Booster Seats)  
**Duration:** :30, :15

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: US Dept. Trans.-Four Nine (Booster Seats)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** National Center for Missing & Exploited Children-Khaliah Ali (Missing Child)  
**Duration:** :30, :15

**Issue Treatment:** Public Service Announcement  
**Title:** Library of Congress-Your Mind (Literacy & Reading)  
**Duration:** :30, :15

**Issue Treatment:** Public Service Announcement  
**Title:** United Way & Born Learning-Signs (Early Childhood Development)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** National Fatherhood Initiative-Dance (Fatherhood)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** National Fatherhood Initiative-Errand (Fatherhood)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** National Fatherhood Initiative-Light (Fatherhood)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** US Army: boostup.org-Parent (High School Dropout Prevention)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** National PTA-Choir (Parent Involvement in Schools)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** National PTA-Drama (Parent Involvement in Schools)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** American Legacy Foundation-Baby (Secondhand Smoke & Kids)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** American Legacy Foundation-Grandpa (Secondhand Smoke & Kids)  
**Duration:** :30

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**Issue Description: Children:** Part of Fox 59's mission is to make a significant impact and investment in our community focusing primarily on youth. Therefore, it is important to run messages that speak directly to children.

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**Issue Treatment:** Public Service Announcement  
**Title:** The Foundation for a Better Life-Cafeteria (Friendship, Loneliness)  
**Duration:** :30, :20, :15, :10

**Issue Treatment:** Public Service Announcement  
**Title:** AdCouncil: USDA Forest Service-Twice Upon A Time (Wildfire Prevention)  
**Duration:** :30, :15, :10

**Issue Treatment:** Public Service Announcement  
**Title:** World Wildlife Fund-People (Preserving Wildlife)  
**Duration:** :60, :30

**Issue Treatment:** Public Service Announcement  
**Title:** Boy Scouts & American Red Cross-Hero (volunteering)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Girls and Boys Town-Whole New Game (Fighting Temptation)  
**Duration:** :20, :15, :10

**Issue Treatment:** Public Service Announcement  
**Title:** National Inhalant Prevention Coalition-Cop (Teens & Inhalants)  
**Duration:** :60, :30, :15

**Issue Treatment:** Public Service Announcement  
**Title:** United States Department of Transportation-HP (Drunk Driving Prevention)  
**Duration:** :30

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**Issue Description:** Station sponsored projects and events. Community events.

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**Issue Treatment:** Public Service Announcement  
**Title:** Community Calendar  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** WXIN Fox 59/WTTV WB 4 - Equal Opportunity Employer  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** FOX 59/WB4 and Toyota-Beautiful Babies Campaign  
**Duration:** :30, :15

**Issue Treatment:** Public Service Announcement  
**Title:** Health Foundation of Greater Indianapolis Spotlight 2006 Event  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Youthlink (Golf Event)  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Indiana Black Expo-Summer Celebration  
**Duration:** :30

**Issue Treatment:** Public Service Announcement  
**Title:** Backpack Attack  
**Duration:** :30



**WXIN-TV provides its viewers treatment of community issues through its airing of programs and public service announcements that address these issues and through participation in community service events. The issues that were given significant treatment during the April 1- June 30, 2006 period include Crime, Health, Safety, Children, Education and Environment.**

**Full-length programs and the issues they address that aired on WXIN (TV) during the April 1- June 30, 2006 period are listed below.**

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**Issue Description:** Multi-Issue Programs.

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**ISSUE TREATMENT:** Local Weekly Community Affairs Program

**TITLE:** Focus On Central Indiana

**DATES:** Sundays, April 1 – June 30, 2006

**TIME:** 10:00AM - 10:30AM

**DURATION:** 28 minutes

**DESCRIPTION:** Focus On Central Indiana was developed as a way for our news department to be able to take a more in depth look and discussion of the most current issues and projects facing Central Indiana. The format of the show will consist of a roundtable-discussion format normally with 1-2 guests divided into three, eight-minute segments hosted by Cheryl Parker and Bob Donaldson of Fox 59 News at 10. When produced, the length of the show is 28 minutes. Following our premiere show, most issues addressed on each program have been chosen from a community ascertainment panel representing constituencies from the community such as government, public safety, education, economic development, public transportation, health, child development, philanthropy, and the environment.

#### **April 2 - Gangs**

Gangs in Indianapolis are on the rise. We discussed the sudden influx.

#### **April 9 – Underage Drinking**

Several town hall meetings on preventing underage drinking were held across the country, including here in Indiana. We were joined by Randy Miller, Executive Director of Drug Free Marion County, a physician and a teen in recovery.

#### **April 16 – Child Abuse Prevention**

A recent study revealed that Indiana has the worst fatality for child abuse in the nation. April is also Child Abuse Prevention month. We looked at the statistics and how this problem can be prevented.

#### **April 23 – Covering the Uninsured**

Indiana's uninsured population is growing more than twice the national average. The Marion County Health Department (and others) addressed this concern by having a community forum and health fair. We discussed the event and the healthcare crisis.

#### **April 30 – HIV/AIDS Awareness**

Discussed local and state efforts to raise awareness about HIV/AIDS programs, HIV/AIDS gap fund and other related issues.

**May 7 – Legacy House**

Indianapolis has seen a surge in violent crime and as a result, there are a lot of people who have lost their loved ones. Legacy House offers programs for family member's who've lost loved ones to homicide.

**May 14 – Coalition for Homelessness Intervention and Prevention**

Discussed CHIP's "A Home Within Reach" program and the fact that FSSA is making more dollars available for childcare.

**May 21 – Indianapolis Convention and Visitors Association**

We discussed the overall mission of the ICVA, the convention center expansion (demand for more space), the need for more downtown hotels, and how Indy has developed into the ideal convention city.

**May 28 – HIV/AIDS Awareness**

See April 30<sup>th</sup>.

**June 4 – State Superintendent of Public Instruction**

Talked to Dr. Suellen Reed about the educational system in Indiana and full-day kindergarten.

**June 11 – Coalition for Homelessness Intervention and Prevention**

See May 14<sup>th</sup>.

**June 18 – Legacy House**

See May 7<sup>th</sup>.

**June 25 – Indianapolis Ten Point Coalition and NESCO**

Rev. Charles Harrison discussed the city's plan to walk the streets, again, as an effort to stop the violence. Beth Rodriguez/NESCO discussed some of the programs that organizations on the city's eastside have available for its residents.

**ISSUE TREATMENT: National Weekly News Program**

**TITLE:** Fox News Sunday

**DATES:** Sundays, April 2 – June 25

**TIME:** 9:00AM - 10:00AM

**DURATION:** One Hour

**DESCRIPTION:** Fox News Sunday offers a fresh and spirited look at major stories and events of the week. The program, hosted by Chris Wallace, aggressively pursues the newsmakers making the headlines, reacting to news of the previous week and focusing on potential pivotal news in the week ahead. Detailed descriptions of topics and guests are listed in Exhibit B.

**ISSUE TREATMENT: Local Newscast**

**TITLE:** Fox 59 News

**DATES:** Monday - Sundays, April 1 – June 30, 2006

**TIME:** 10:00PM – 11:00PM

**DURATION:** One Hour

**DESCRIPTION:** Comprehensive locally produced newscast with local, national and world news plus sports and weather. Newscasts contain regular segments on finance and health addressing issues important to the community.

**ISSUE TREATMENT:** Local Newscast

**TITLE:** Fox 59 Morning News

**DATES:** Monday - Fridays, April 1 – June 30, 2006

**TIME:** 6:00AM – 9:00AM

**DURATION:** 3 Hours

**DESCRIPTION:** Comprehensive locally produced newscast with local, national and world news plus weather and traffic. Newscasts contain regular segments on business, health, cooking, fitness, gardening, and home improvement addressing issues important to the community.