

## 1st QUARTER 2007/ JANUARY - MARCH

ISSUES: FAMILY – Increase awareness regarding issues that affect family life in order to educate and inform viewers

Ran 13 30 minute programs to educate and inform viewers as to what potential dangers may arise concerning children's personal safety and how these dangers can be specifically dealt with through safety tips. Missing provides a much-needed public service by meeting the informational and educational needs of both children as well as their parents. Program airs Saturday at 9:30am

Partnered with U.S. Department of Health and Human Services to educate, inform and inspire families to change their lives through healthier eating and increased activity. 30 second spots ran in all dayparts.

Partnered with the American Legacy Foundation to educate and inform families regarding the dangers of second hand smoke and motivate parents who smoke to create smoke free environments for their children. 30 second spots ran in all dayparts.

Partnered with local not for profit and educational organizations to educate and inform families of various activities and opportunities with a community calendar. Calendar runs 4x per day 7 days a week.

Ran 13 30-minute programs to educate and inform viewers regarding entrepreneurship, technology, and personal finance and minority development. The Black Enterprise Report provides a forum for the discussion of issues, policies and ideas that impact the development of small, minority owned and female owned businesses. Program airs Sunday at 12:30pm