



**WATCHTV INCORPORATED
QUARTERLY ISSUES PROGRAMING**

January - March, 2007

for Stations:

English: KOXI, KORS, KORY, KORK, KOXO

Spanish: KKEI, KKFG, KWWA, KVVK, KORX, KABH

A selection of the following Public Service Announcements aired an minimum of 150 times per month at various times throughout the broadcast day, in the **first** quarter of **2007**. This programming is intended to address issues of importance in the communities served by the Television Stations listed above. When available, and where appropriate, Spanish language versions of the Public Service Announcements were aired.

USDA Forest Service & National Assoc. of State Foresters - Wildfire Prevention

Through animation and catchy tunes, "Smokey-N-Da-Boyz" remind adults and kids alike about the importance of fire safety in the forest and that "Only You Can Prevent Forest Fires".

To continue to decrease the number of human-caused wildfires while continuing to increase public awareness and prevention of wildfires. Smokey Bear is counting on them to prevent human-caused wildfires. In English & Spanish.

United Negro College Fund - to help deserving students obtain a college education and realize their potential and dreams.

National Fatherhood Initiative - Raising awareness that fathers make unique and irreplaceable contributions to the lives of children, and that collectively we need to encourage and support men to be good and responsible fathers.

National Arbor Day Foundation - A series of campaigns dealing with the replanting of trees in ones own community and the other promotes awareness of the dwindling supply of trees in our rain forest and how we need to conserve as well as plant new trees.

CureSearch National Childhood Cancer Foundation - Increasing the awareness about childhood cancer, the collaborative work of the COG, and the comprehensive resources available for patients, survivors, families and everyone touched by the disease.

Oregon State Marine Board - The Oregon Department of Transportation would like drivers and boaters alike to be aware that Oregon has tough laws against drinking and operations any kind of vehicle. We are committed to the education and the enforcement of laws that reduce the number of alcohol-related crashes, injuries and deaths. By running this PSA through the end of the year, especially during the summer months, you will help save lives.

National Safe Boating Council - This PSA focuses on the importance of wearing you life jacket for people of all ages whenever you are enjoying your time on the water.

ODOT - Series of safe driving PSA's.



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United States Department of the Interior, Bureau of Land Management -
Secretary of the Interior Gale A. Norton addresses wild land fire and homeowner safety.

Live Fresh - Mia Hamm has produced this PSA to encourage families to get active together, eat fresher and reach higher as part of a national campaign live fresh.

Deseret Industries - In our time of economic uncertainty, it is those at the end of the line that are most affected. These people don't want a handout, they want an opportunity to help themselves. More and more of them are finding it at Deseret Industries. Here, they get job training, attend classes and even finish high school. Their stories are told in these PSA's. By airing them, you remind your community that donations to Deseret Industries provide the opportunity for many people to find their way out of dependence.

American Academy of Dermatology - A PSA's aimed at youths to the danger of tanning booths and skin cancer.

US Air Force - This 60th Anniversary of the the Air Force features dynamic photos, footage, music and voice to depict America's youngest component of the Armed Forces in its amazing transformation from the early days of military flight into the world's greatest air, space and cyberspace force!

Disease Prevention - Several different PSA's. One focusing on disease prevention in African American women through exercise. The other PSA's focus on protecting you from yourself by eating right, getting active and not smoking. The "Protect Yourself" PSA's also are featured in Spanish.

American Red Cross - Several different PSA's stressing the importance of donating blood. Five of them are in Spanish.

US Dept. of Transportation/National Hwy. Traffic Safety Admin. -

Booster Seat Education: To create awareness and educate parents of young children who have outgrown their toddler seats that a booster seat is a must for **any child under 4'9"** before the transition into an adult safety belt alone is safe. In English & Spanish.

Drunk Driving Prevention: To inspire dialogue and recognition of the dangers of 'buzzed driving' and subsequently motivate people to stop driving "buzzed." In English & Spanish.

US Dept. of Health & Human Services -

Can Food Do That: Encourages children 6 to 9 years old to look at food differently by asking, "Can your Food Do That?" The PSA's let kids know that eating healthy can help them do things they really love to do, and do them better... like run faster, throw farther or think more clearly. In English and Spanish.



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Small Steps: To inspire behavioral change among overweight adult Americans through increased physical activity and healthier eating. In English and Spanish.

US Dept. of Health & Human Services & Substance Abuse & Mental Health Services Administration

The PSA's feature children predicting the future consequences of their own underage drinking and remind parents that children who begin drinking at an early age are more likely to develop alcohol problems. The message communicated is that parents need to talk to their children early and often about alcohol and especially before they've started drinking.

United States Army - Stories of real teens across the country who are struggling to make it through high school - and what is motivating them to make it through each day. In English and Spanish.

Mother Against Drunk Driving - This is targeting Hispanic parents of young adults aged 9 -20. It aims to raise the parental awareness of the dangers and consequences of underage drinking and critical role parents play in shaping their child's perception of alcohol and consequently their behavior. The ultimate goal is to delay the current onset of age of alcohol consumption, thereby reducing the prevalence of the problem resulting in lives saved and injuries prevented. Both spot in Spanish.

National Council of the Lewis & Clark Bicentennial - To show Americans that by walking in the footsteps of Lewis and Clark, we can discover truths, ideals and lessons that can still guide us today.

American Legacy Foundation - Communicate the health consequences of secondhand smoke exposure and encourage parents to create smoke-free environments for their children.

Autism Speaks - The message communicated is that autism is more common than you think and parents are urged to learn more about this prevalent disorder.

Environmental Defense - To create a powerful and emotional connection to the issue of global warming. To encourage Americans to become more active in reducing heat-trapping global warming pollution.

Library of Congress - To inspire students in the fourth, fifth and sixth grades and their parents to have fun and promote literacy in all types of learning, including reading books, magazines and cartoons, visiting museums, creating music and using one's imagination.

The US Dept of Justice - Targeted to 14-25 year olds and their families these PSA's engage potential offenders to help reduce gun violence by portraying its consequences not just for the offenders but their families too.

United Way - Educate parents and caregivers of the importance of quality early learning



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experiences and how to get their kids off to a good start.

USMC - Two spots in English and Spanish, entitled "For Country" and "Pride of the Nation" reassures, supports and inspires families across the country - to include the parents, brothers and sisters, spouses, sons and daughters, and friends of Marines from your community. Recognition of those Marines who are selflessly serving on behalf of your community provides an immeasurable value.

Adoption/Adopcion - To raise awareness about children who are waiting for a permanent loving family. The campaign asks perspective parents to consider adopting a child from foster care and highlights the urgent need for families who can provide homes for these children. In English & Spanish.

Childhood Asthma - Provides parents and caregivers with simple tips on how to eliminate specific asthma triggers in order to reduce symptoms and help prevent asthma attacks. In English & Spanish.

College Access - This campaign provides students and adult influencers with the actual steps they need to take to be prepared for , and ultimately apply to, college.

The American Cancer Society, American Diabetes Assoc and American Heart Assoc. - To help Americans make everyday choices that will reduce their risk of these life-threatening diseases. Eating right, getting active, not smoking and seeing a doctor will help women stay healthy. In English & Spanish.

Early Childhood Development - Teaches parents the importance of quality early learning experiences and how to get their kids off to a good start long before they are old enough to go to school. In English & Spanish.

Emergency Preparedness - The Ready campaign educates Americans about preparing for and responding to emergencies, including natural disasters and potential terrorist attacks. Ready asks individuals to do three key things: get an emergency supply kit, make a family emergency plan, and be informed about different types of emergencies and their appropriate responses. In English & Spanish.

Media Management - This is to empower parents to take a more active role in their children's media viewing habits, this campaign was created to educate parents on their choices for TV monitoring. Through blocking mechanisms and tips on how to manage children's viewing habits, all parents can easily take charge of what they want their children to watch on home TV - and eliminate what they don't find appropriate. In English & Spanish.

Online Sexual Exploitation - This campaign is designed to raise awareness about the prevalence of online sexual exploitation and to help parents better protect their children against online sexual predators. The PSA's encourage parents to visit www.cybertipline or to call 1-800-THE-LOST to obtain information on how they can better protect their kids



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online and to report any incidents of online sexual exploitation.

National PTA - A national call to parents to find out simple ways that they can become actively involved in their children's school. Children of involved parents generally have higher grades and test scores, better attendance, more motivation and better self-esteem. These PSA's communicate that when parents know more about their child's school, they know more about their child. In English & Spanish.

Project Safe Neighborhoods (PSN) - This campaign engages potential youth offenders by portraying the consequences of gun violence not just for themselves, but for their families.