

WATCHTV INCORPORATED
QUARTERLY ISSUES PROGRAMMING
October, November, December 2010
For Stations:
KOXI, KORS, KORY, KORK, KABH, KKEI, KOXO

A selection of the following announcements were aired a minimum of 150 times per month at various times throughout the broadcast day, in the fourth quarter of 2010. These announcements are intended to address issues of importance to the communities served by the Television Stations listed above.

United States Selective Service: 25 separate announcements, each 1 minute in length, discussing current registration requirements, address reporting, registration process and compliance issues. Announcements intended for potential registrants, parents and teachers.

National Association of School Nurses: 12 announcements, each 1 minute in length, discussing the recognition, symptoms and treatment of Meningococcal disease. Announcements intended for school nurses, students, parents and teachers.

Oregon Department of Transportation: 30 second announcement deals with the over 400 traffic related deaths annually in the State of Oregon, their causes and prevention.

Oregon Department of Transportation: 4, 60 second announcements deal with the dangers of texting while driving.

Oregon Department of Transportation: 30 second announcement deals with speeding as a primary cause of traffic related deaths in Oregon.

U.S. Department of the Treasury and U.S. Department of Housing and Urban Development (HUD): 10 announcements, each 1 minute in length, discussing options available to prevent foreclosure and providing information on assistance available from MakingHomeAffordable.gov.

U.S Department of Energy: 6, 30 second announcements instructing homeowners on various methods of saving energy and money in their homes.

Feeding America.org: 3, 30 second announcements addressing the issues surrounding dealing with hunger in America.

Paralyzed Veterans of America: (2) thirty second, and (2) sixty second announcements dealing with the resources available to paralyzed American veterans and their families.

Lung Cancer Foundation of America: (10) sixty second announcements dealing with advancements in lung cancer detection, prevention and new treatment options.

United States Army / Stay in School: A series of 18, 30 second announcements dealing with preventing the nearly 7,000 school dropouts that occur each day. Announcements deal with prevention, consequences, and is intended for at risk youth, parents and educators.

U.S. Environmental Protection Agency / Lead Poisoning Prevention: (4) 30 second announcements intended to raise awareness of the dangers of lead poisoning in children and pregnant women.

Big Brother and Big Sisters: (4) 30 second announcements intended to educate both youth and adults of the positive impacts possible by developing mentor relationships, now and in the future.

National Campaign to Prevent Teen and Unplanned Pregnancy: (3) 30 second announcements aimed at reducing the high rates of unplanned pregnancy among young women (18-24) in the U.S. by encouraging them to find the best method of birth control for them and use it carefully and consistently.

U.S. Department of Health and Human Services / Childhood Obesity Prevention: (4) 30 second announcements that raise awareness of the overweight condition of 1 in 3 children in America. Announcements deal with recognition of the condition, prevention and consequences. Announcements target parents and caregivers.

U.S. Department of Education / Bullying Prevention: (4) thirty second announcements intended to raise awareness about the seriousness of bullying, and encourage parents to talk to their children about the safe steps they can take to prevent and report its occurrence.

Federal Emergency Management Agency / Disaster Preparedness: (4) sixty second announcements are intended viewers to take measures to be more prepared for devastating natural disasters such as tornadoes, earthquakes, and wildfires. Target Audience: viewers 18 years+, primarily those living with children at home.

U.S. Department of Transportation / Child Passenger Safety: (4) sixty second announcements designed to raise awareness that motor vehicle accidents are the leading cause of deaths in children under the age of 12.

Autism Speaks / Autism Awareness: (2) sixty second announcements aimed at raising awareness of and increase parental knowledge of the prevalence of autism and to empower parents to take action if their child is not meeting certain developmental milestones.