

PUBLIC ISSUES

ISSUES PROGRAMS LIST

List reflects Information for quarter ending 12/31/08

. Saint Mary's Church Service

Many older citizens in the Community are unable to physically attend church services. This program

gives these citizens the ability to attend church from home and provides a much needed community service.

aired m-s 12:00pm to 12:30 pm sun 12pm-1pm

.PSA's aired once a day randomly throughout the quarter

FORECLOSURE PREVENTION

FORECLOSURES ARE A VERY SERIOUS PROBLEM IN OUR COUNTRY.

WE ESTIMATE THAT A STAGGERING ONE MILLION FAMILIES WILL FACE FORECLOSURE THIS YEAR. NOT ONLY DO FORECLOSURE HAVE A DISASTROUS FINANCIAL IMPACT ON A FAMILY, BUT THEY ALSO HAVE HARSH CONSEQUENCES FOR ENTIRE COMMUNITIES.

JUST ONE OR TWO BOARDED UP HOMES CAN SEND A RESIDENTIAL BLOCK INTO A DOWNWARD SPIRAL, DRIVING DOWN PROPERTY VALUES AND LEADING TO INCREASED CRIME, RUNDOWN SCHOOLS, AND FLAGGING ECONOMIC GROWTH. THE CAMPAIGN

OBJECTIVE IS TO ENCOURAGE HOMEOWNERS AT RISK OF LOSING THEIR HOMES TO GET HELP. IT TARGETS LOW AND MODERATE INCOME FAMILIES WHO ARE HAVING MORTGAGE TROUBLE FOR A VARIETY OF REASONS.

HIGH SCHOOL DROPOUT PREVENTION

OBJECTIVE: TO ENCOURAGE TEENS TO STAY IN SCHOOL AND OBTAIN A HIGH SCHOOL DIPLOMA. TARGET AUDIENCE: FRIENDS AND PARENTS OF AT-RISK HIGH SCHOOL STUDENTS.

DESCRIPTION: THE NEW PSAs FEATURE MEMBERS OF THE "CLASS OF '08" AND ENCOURAGE AT-RISK TEENS , PEERS AND PARENTS TO GIVE THEM A BOOST AT BOOSTUP.ORG . THE NEW BOOSTUP.ORG PROVIDES RESOURCES, TIPS, STORIES, AND AN INTERACTIVE COMMUNITY THAT ENABLES VISITORS TO SHOW THEIR SUPPORT FOR THE CLASS OF '08.

Responsible Fatherhood

In an effort to show dads the critical role they play in their childrens lives the Ad Council has created a new PSA campaign that communicates to fathers that their presence is essential to their children's well-being. The campaign provides fathers with the information they need to be better dads.

GLOBAL WARMING

Creates a powerful and emotional connection to the issue of global warming. The elderly suffering from heat waves, families whose home are threatened by floods. The campaign encourages Americans to become more active in reducing heat trapping global warming pollution.