

PUBLIC ISSUES
ISSUES PROGRAMS LIST

List reflects Information for quarter ending 12/31/07

. 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

OBESITY PREVENTION

Nearly two-thirds of all adults are overweight or obese due to sedentary lifestyle and unhealthy eating habits. This campaign aims to inspire overweight adult Americans to adopt healthy habits for themselves and their children through healthy eating, portion control and increased physical activity. Viewers are encouraged to visit www.smallstep.gov to learn more about small steps they can take toward a healthier lifestyle. Target Audience is the general public and Overweight men and women 29-40 who are parents with children in the home, including specific African American and Hispanic targeted executions.

PATIENT INVOLVEMENT

THE US DEPARTMENT OF HEALTH ENCOURAGES CONSUMERS TO GET MORE INVOLVED WITH THEIR HEALTH CARE. THE CAMPAIGN OBJECTIVE IS TO ENCOURAGE CONSUMERS TO THINK ABOUT QUESTIONS THEY SHOULD ASK DURING MEDICAL APPOINTMENTS BY VISITING WWW.AHRQ.GOV. THE TARGET AUDIENCE IS THOSE WHO USE THE HEALTH CARE SYSTEM FREQUENTLY, CAREGIVERS AND PARENTS.

HOUSE DRINK

WITH THE HOLIDAYS APPROACHING, UNDERAGE AND EXCESSIVE CONSUMPTION ARE ALWAYS ISSUES OF CONCERN.

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 FORECLOSURES 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.

DRUNK DRIVING PREVENTION

IT'S EASY TO TELL IF YOU'VE HAD WAY TOO MANY. BUT WHAT IF YOU'VE HAD JUST ONE TOO MANY? BUZZED DRIVING IS DRUNK DRIVING. THIS CAMPAIGN OBJECTIVE IS TO INSPIRE DIALOGUE AND RECOGNITION OF THE DANGERS OF BUZZED DRIVING AND SUBSEQUENTLY MOTIVATE PEOPLE TO STOP DRIVING BUZZED. TARGET AUDIENCE PEOPLE WHO DRINK AND DRIVE YET DON'T CONSIDER THEMSELVES TO BE HAZARDS ON THE ROADWAYS OR A DRUNK DRIVER.

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.