

PUBLIC ISSUES

ISSUES PROGRAMS LIST

List reflects Information for quarter ending 09/30/10

. 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 randomly throughout this qtr

CHILDHOOD ASTHMA

TO MOTIVATE PARENTS OF CHILDREN WITH ASTHMA TO LEARN ABOUT SPECIFIC ASTHMA TRIGGERS AND HOW THEY CAN HELP ELIMATE THEM. DISPROPORTIONATELY IMPACTED POPULATIONS INCLUDING AFRICAN AMERICAN, AND HISPANICS. GIVE PARENTS AND CAREGIVERS WITH NEW AND SIMPLE TIPS ON HOW TO ELIMINATE SPECIFIC ASTHMA TRIGGERS IN ORDER TO REDUCE SYMPTOMS AND HELP PREVENT ASTHMA ATTACKS.

MENS PREVENTIVE HEALTH

MOTIVATE MEN TO FIND OUT WHICH PREVENTIVE MEDICAL TESTS THEY NEED AND WHEN THEY NEED TO GET THEM. GET CAMPAIGN DESIGNED TO ENCOURAGE MIDDLE AGE MEN TO LEARN WHICH PREVENTIVE MEDICAL TESTS THEY NEED TO AND WHEN TO GET THEM.

TARGET AUDIENCE: MID TO LATE 20'S HIGH SCHOOL DROPOUTS

DATA SHOWS THAT STUDENTS WHO DROP OUT OF HIGH SCHOOL TEND TO EARN LESS, PERFORM LESS WELL IN SOCIETY, AND HAVE A LOWER QUALITY OF LIFE. MANY OF THEM MUST WORK MULTIPLE JOBS JUST TO SUPPORT THEIR FAMILY. WITHOUT A GED DIPLOMA, THEY GET THE LOWEST PAID AND THEN THE LEAST STABLE JOBS, AND WHILE THEY KNOW THEY NEED TO GET THEIR GED DIPLOMA, WHAT THEY REALLY NEED ARE SIMPLE DIRECTIONS ON HOW TO GET STARTED.

CAMPAIGN FOR MENTAL HEALTH

MENTAL HEALTH RECOVERY IS A JOURNEY OF HEALING AND TRANSFORMATION ENABLING A PERSON WITH A MENTAL HEALTH PROBLEM TO LIVE A MEANINGFUL LIFE IN A COMMUNITY OF HIS OR HER CHOICE WHILE STRIVING TO ACHIEVE HIS OR HER FULL POTENTIAL. PRESENTS RECOVERY IS MORE LIKELY IN A SOCIETY OF ACCEPTANCE AND ENCOURAGE MOTIVATING A SOCIETAL CHANGE TOWARD SOCIAL ACCEPTANCE AND DECREASING NEGATIVE ATTITUDES THAT SURROUND MENTAL HEALTH PROBLEMS. ENCOURAGE, EDUCATE AND INSPIRE 18-25 YEAR OLDS TO STEP UP AND SUPPORT FRIENDS THEY KNOW ARE EXPERIENCING MENTAL HEALTH PROBLEMS.

