

**WDRB-TV**  
**3<sup>rd</sup> Quarter PSA Report**  
**2002**

<b>TITLE - Subject</b>	<b>July</b>	<b>August</b>	<b>September</b>
Ad Council – Freedom	19	-----	-----
Ad Council - Laura Bush	10	2	2
Al-Anon – Generic	18	7	3
Alzheimer's - Generic	3	-----	-----
American Civil Liberties Union – Generic	-----	-----	11
American Dental Association – Soccer Mom	13	3	4
American Red Cross – Blood Cup	-----	-----	2
Arbor Day Foundation – Generic	7	6	4
Boys and Girls Clubs – National Kids Day	1	-----	4
Champions of Home – 9/11	-----	-----	14
Childhood Asthma - Fish Out Of Water	2	-----	-----
Governors Agriculture Policy – Change	20	2	3
Hard Work – The Wall	1	-----	2
International Fire Fighters – Never Forget	-----	-----	5
K. A. S. A. P. – Sexual Abuse	-----	-----	1
KY Arts Education – Heather French Henry	36	8	2
KY Broadcasters Assn – Trust for Life	17	1	67
KY Broadcasters Assn. – KY National Guard	-----	1	57
KY Broadcasters Assn. – Ky Relay 7-1-1	23	30	-----
KY Commission on Volunteerism-Give Back	-----	-----	9
Leukemia Society – Team in Training	54	10	7
Louisville AIDS Walk	-----	-----	3
National Fatherhood – Tarzan	3	1	-----
Naval Reserve – What Do You Think?	-----	-----	11
Poison Control – Car Fluids	15	-----	6
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Sesame Street – Coping	-----	1	-----
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Special Olympics – Plane Pull	87	-----	-----
US Air Force – Faces	23	8	17
USA Freedom Corps – Generic	-----	-----	4

**QUARTERLY ISSUES / PROBLEMS LIST**  
**(July 1, 2002 - September 30, 2002)**

The following were determined as significant issues of community concern:

- (1) Employment
- (2) Education
- (3) Security
- (4) Health / environment
- (5) Crime

## EMPLOYMENT

Date: 07/08/02

Length: 2:00

Story: Tonight, members of the National Federation of the Blind dressed up and stepped out at the high point of their convention...their annual convention banquet.

These delegates have spent the week discussing a number of issues ranging from how to train more blind citizens for jobs to how to fight discrimination.

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Date: 07/15/02

Length: :25

Story: A new study says Louisville faces a sluggish future unless the city improves its public school system.

The consequences could include young people leaving for other cities and high-tech jobs bypassing the region.

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Date: 07/17/02

Length: :20

Story: Teamsters and U-P-S executives shook hands on a new six year contract valued at 9-billion dollars.

It will give workers increases in wages and benefits and adds new union jobs.

It affects 230-thousand workers nationwide and 86-hundred here in Louisville.

Employees will receive a \$5 an hour raise over the next six years.

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Date: 07/17/02

Length: 2:00

Story: The "help wanted" sign is out at the Louisville Fire Department...literally.

In recent years, it's become more difficult to attract new recruits, so this year, the fire department is trying a new approach.

It has placed "now hiring" signs at all fire stations and will even use radio ads and television appearances to try to get the word out that it's taking applications to form a training class of between 15 and 30-men and women.

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Date: 07/29/02

Length: 2:00

Story: The 10 millionth Toyota built in North America rolled off the assembly line this morning...in the passenger seat, the chairman of Toyota Motor Company.

Nearly half of the cars have been assembled here in Georgetown. Over 30,000 jobs have been created in Kentucky as a result of Toyota's presence...7,000 of those positions at the Georgetown plant alone.

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Date: 08/01/02

Length: :30

Story: The Kentucky State Fair which opens August 15th is looking

for temporary workers.

Applications are being accepted starting next week.

Wages start at 6-50 an hour.

The fair is looking for laborers, tour guides, tram drivers and maintenance staff and others.

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Date: 08/01/02

Length: 2:00

Story: Caesars expects dockside gambling to bring more people-- and more money--to the boat. They say that's been the case in other states that have switched to dockside gambling. It could eventually mean some additional jobs at the casino.

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Date: 08/05/02

Length: 2:00

Story: Word of Haven House's money problems brought in a flood of donations today.

More than two-thousand dollars.

Some of it from former clients who have jobs and homes today...thanks to Haven House's help.

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Date: 08/30/02

Length: :30

Story: General Electric is making another cost-cutting move that could have an impact at Louisville's Appliance Park.

The company is combining its lighting business with its appliance unit.

The change means workers on the line at Appliance Park will see no changes, but some workers in the front offices of the lighting or appliance units could lose their jobs.

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Date: 09/05/02

Length: :20

Story: Ford Motor company will be spending 50 million dollars at its Jefferson County plant to beef up production of its F-Series Super Duty pickup trucks.

The company will expand its paint shop, overhaul the body shop and renovate the chassis line.

The money will be spent over the next 8 months.

Ford doesn't expect any added jobs at the plant and its not saying how many more trucks the plant would produce with the improvements.

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Date: 09/10/02

Length: 2:00

Story: Marathon Ashland Petroleum will move its concrete operations to cane run road this December making way for Waterfront Park's expansion.

Marathon hopes to find jobs for all its employees displaced when this terminal closes, while waterfront will oversee the clean-up.

Marathon realized its facility no longer fit here - and to help in the 1-point-five million dollar deal - will donate a quarter of a million back -money to replace concrete with grass.

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Date: 09/20/02

Length: :45

Story: Hundreds of workers will soon lose their jobs when a local business shuts down.

The Dupont Dow Chemical Plant announced it will close its neoprene operation in 2005.

285 people will be out of work, most from the production line.

The 60 year old company makes neoprene synthetic rubber for autos and adhesives, but it says in the last few years, neoprene business has dropped.

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## EDUCATION

Date: 07/18/02

Length: 30

Story: Kentucky's 176 school districts have put their local improvement plans on line. They may now be viewed by anyone through the Internet.

The state Department of Education says each district has posted its plan to its own Web site.

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Date: 07/18/02

Length: 2:00

Story: After a major gang-related crime ring is busted, neighborhood groups and even school systems got involved and gang education workshops were common as people tried to learn more about gangs and how to prevent youth from being lured into joining them.

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Date: 08/07/02

Length: :45

Story: Jefferson County's school board approved a plan to remove high fat, high sugar snacks from high school vending machines.

Items like candy bars and potato chips will be replaced by more healthful items like pretzels and nutrition bars.

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Date: 08/12/02

Length: :30

Story: Jefferson County public schools are working to get more men involved this year in children's education by expanding a program that enlists fathers as in-school tutors, lunch companions and mentors.

Officials say the volunteer program fills a critical need in a district where male role models are scarce.

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Date: 09/16/02

Length: :30

Story: Louisville's business community is forming a task force to review Jefferson County's public schools.

Greater Louisville Inc. is convening the seven- to ten-member group of executives.

In about six months, the group expects to suggest changes and attract new resources to schools, including more money.

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Date: 09/16/02

Length: 2:00

Story: It's the official end of a 150-year-old school, as Spalding University sells Holy Rosary Academy.

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Date: 08/20/02

Length: 2:00

Story: Computers and the internet have become a regular part of educational programs in most area schools.

But, in Saint Bartholomew School in Buechel, computers are taking over in the school's three junior high classrooms as part of the move to paperless education.

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Date: 09/19/02

Length: :45

Story: Test scores are in, and for the most part the news for Jefferson County is good.

The state released results of the Commonwealth Accountability Testing System, or CATS... and nearly half of Kentucky's public schools have qualified for a share of 20 million dollars in cash rewards.

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Date: 09/20/02

Length: :30

Story: More money is on the way for Kentucky schools, thanks to better statewide test scores.

The state released results of the Commonwealth Accountability Testing System, or CATS... and nearly half of Kentucky's public schools have qualified for a share of 20 million dollars in cash rewards.

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Date: 09/23/02

Length: :30

Story: Enrollment for Kentucky's colleges and universities has seen an increase this fall.

Western Kentucky University had the largest enrollment increase among the state's four-year universities, in figures released yesterday by the Council on Postsecondary Education.

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## SECURITY CONCERNS

Date: 07/12/02

Length: :30

Story: Starting next week, people applying for an Indiana drivers license or state I-D for the first time will face stricter requirements.

The policy requires proof of a Social Security number along with a primary document, 2 secondary documents, and two proof of residency documents.

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Date: 07/16/02

Length: :30

Story: The head of the Federal Aviation Administration unveiled a technology program focused on safety and security at Louisville International Airport.

Under the program the computers allow pilots and ground crews to know each other's locations.

The systems utilize satellite technology as opposed to radar.

If the tests are successful in Louisville, the combination of technology could be used in airports around the world.

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Date: 07/25/02

Length: :45

Story: It was a happy homecoming today for 70 Kentucky National Guard troops.

The troops had recently returned from a ten month mission.

The 198-th Military Police Battalion was one of the first National Guard units deployed to support the war on terror.

The M-Ps were stationed at Fort Bragg, North Carolina, where they were in charge of security and performed law enforcement duties.

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Date: 07/26/02

Length: :45

Story: Governor Patton, who is the new president of the national governors conference, was invited to a breakfast where the President laid out his homeland security plan.

Governor Patton is a democrat, but feels there is bipartisan support to combat terrorism on the homefront.

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Date: 07/30/02

Length: :45

Story: Several local agencies and emergency response experts are working together to improve homeland security right here in Jefferson County.

The newly-formed group is called the Citizen Corps Council.

This group will try to teach local residents how they can help in the wake of a large-scale disaster.

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Date: 07/31/02

Length: :45

Story: Jefferson County police have a new unit devoted to a new type of threat.



The new Homeland Security Unit was introduced yesterday. Lieutenant Steve Cheatham is the officer in charge. He'll investigate terrorist threats and other security issues in the community.

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Date: 08/07/02

Length: :45

Story: Police and security workers at Louisville's airport say a federal drug enforcement agent did NOT violate security procedures when he bypassed a metal detector last night.

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Date: 08/28/02

Length: :45

Story: A Georgia man accused of trying to board an airplane at Louisville International Airport with a loaded gun was arraigned in federal court this morning.

43 year-old Russell Baldwin pleaded NOT GUILTY this morning to the charge of attempting to board an aircraft while in possession of a firearm.

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Date: 09/11/02

Length: :45

Story: The Louisville Water Company is one of many across the country.. that is on heightened alert after September 11th.

Federal dollars will be used to determine where security problems might exist and how best to tackle them.

The water company will also revamp its emergency response and detection plans.

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Date: 09/11/02

Length: :45

Story: In spite of the nation being on heightened alert, local authorities say they haven't changed the way they are protecting the community.

According to a Louisville Police spokesman, today has been a fairly normal one.

All regularly scheduled officers are on duty...performing their normal tasks.

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Date: 09/12/02

Length: :30

Story: A passenger who refused to stop at an airport metal detector forced hundreds of people to evacuate the Cincinnati - Northern Kentucky airport today.

Delta's two concourses were evacuated after a man set off a metal detector and refused to stop.

Security officers looked for the passenger, but it's unclear if the person was found.

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Date: 09/17/02

Length: :30

Story: You'll soon need fewer documents to get an Indiana

drivers license.

The Indiana B-M-V says in response to concerns about the new laws put in place in July, it's relaxing the requirements.

The new rules were put into place in response to the September 11th attacks.

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Date: 09/20/02

Length: :30

Story: The federal security director who allegedly tried to dodge security at Louisville International Airport has been reassigned.

Bruce Brotman was suspended after he was accused of using his credentials to get himself and a woman past security at the airport without being screened.

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Date: 09/24/02

Length: :30

Story: Changes may soon come into the way security screening is handled at airports.

The Security Administration Chief says random security screening of people who board planes could soon be phased out.

He says with better paid and better trained workers, less security will be needed at the gates.

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## HEALTH

Date: 07/18/02

Length: :30

Story: New studies to be released next week will give scientists the big picture on the link between Alzheimer's disease and a heart-healthy lifestyle.

Research indicates eating more fruit and veggies and less red meat not only can prevent heart disease but also may help prevent Alzheimer's.

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Date: 07/18/02

Length: 2:00

Story: An unknown substance underneath the hood of a pick-up truck created panic in a St. Matthews parking lot.

Rick Tonini of St. Matthews Fire and Rescue says neither fire-fighters nor Hazmat workers could determine what was inside.

So they decided to squirt the vehicle with water and let whatever was inside the canister drain out.

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Date: 08/06/02

Length: 2:00

Story: An outbreak of whooping cough has local health officials concerned.

The health department is working to educate doctors and the public on how to curb the spread of the disease.

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Date: 07/30/02

Length: :30

Story: At least four states including Indiana are relaxing their student immunization standards at the start of the school year.

It's because of shortages in vaccines for many childhood diseases.

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Date: 08/09/02

Length: 2:00

Story: The incidence of AIDS among African-Americans is higher than ever. We look at why and what can be done about it.

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Date: 08/09/02

Length: 2:00

Story: Actor Charlton Heston announces he believes he has Alzheimer's. This casts more light on this ongoing health problem. How do families cope?

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Date: 08/13/02

Length: 2:00

Story: A Lexington doctor says he's ready to clone a human being.

He says he has potential parents lined up for the experimental procedure, which could take place in a foreign country by the end of the year.

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Date: 08/16/02

Length: 2:00

Story: It's day two of the state fair, and thousands of people are there to take in all the exhibits, rides, and food.

And believe it or not, going to the state fair can actually be good for your health, if you eat the right thing.

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Date: 08/16/02

Length: 2:00

Story: Late last year -- Southern Indiana health officials say they found a bird with West Nile.

Today - they confirm they've found another.

That means the virus could be in the area.

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Date: 08/19/02

Length: 2:00

Story: Louisville's new cancer hospital, expected to be on par with the world renowned Mayo Clinic is a step closer to reality tonight.

The University of Louisville Board of Trustees gave the green light the project needed to move forward.

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Date: 08/21/02

Length: :30

Story: The first case of human West Nile virus is found in Kentucky.

Health Authorities say 84-year-old Carroll Woods of Union County lost his life to the disease on Monday.

Woods apparently had multiple health problems including emphysema, diabetes and influenza.

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Date: 09/02/02

Length: 2:00

Story: Patrick Pollock was riding his bike in the Extreme Park, when the boy fell into this now-notorious 12-foot bowl.

His parents say Patrick fell on his back and head, and like so many injured here before him, he wasn't wearing any protective pads or a helmet.

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Date: 09/03/02

Length: :30

Story: French fries and other fast food don't seem to go along with health consciousness.

But McDonald's is offering a change, for consumers who are concerned about their health.

The fast food giant says it's changing the oil it uses for its fried foods, trying to boost the nutritional value of its menu.

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Date: 09/03/02

Length: 2:00

Story: An elderly woman has become the first local person to die from West Nile virus.

The Jefferson County health department says it isn't sure how she got it, but it assumes an infected mosquito is to blame.

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Date: 09/17/02

Length: 2:00

Story: The Jefferson County Health Department is getting tougher in the fight against the West Nile Virus.

Today it announced plans to hire one person to deal exclusively with combating the virus.

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Date: 09/18/02

Length: 2:00

Story: Lung cancer is a leading killer of Americans. Doctors say nearly 160,000 United States residents will die this year because of the disease.

For that reason, the medical community is trying to determine what role early detection plays in curing lung cancer...and Jewish Hospital is one of just 30 in the country taking part in a study to try to find out.

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Date: 09/23/02

Length: :45

Story: The ever growing cost of insurance brought school district workers to tonight's Jefferson County school board meeting.

They showed off a paper chain, symbolic of the workers who are paying 20 percent increases or more for group health insurance.

They say many struggle to afford the higher premiums charged by the two companies the state offers as health insurers.

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Date: 09/26/02

Length: :30

Story: The weather is cooler, but the threat of the West Nile Virus is still here.

Kentucky State Health officials say two more elderly people in Western Kentucky have apparently been infected with the virus.

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Date: 09/27/02

Length: 45

Story: The West Nile virus continues to spread in Kentucky.

State officials say 13 more people are believed to have contracted the disease.

The latest reports include four cases of West Nile fever, a milder form of the disease.

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Date: 09/28/02

Length: :45

Story: Nolan Banet was born a healthy baby... but weeks later, parents Jeff and Angie Banet of Floyds Knobs.. knew there was something wrong.

Nolan was taken to the hospital.. and doctors diagnosed him with a rare condition.

With only 30 centimeters left of his small intestine...

Nolan.. who is now 7-months-old... cannot digest regular food.  
He has to be fed through his veins.

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## CRIME

Date: 07/02/02

Length: :30

Story: Louisville police are searching for the gunman who killed a Portland man.

Police were called to the home of 51-year-old Geoffrey Holmes at about 5:15 a-m.

They found Holmes in his front yard, dead of a single gunshot wound to the face.

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Date: 07/09/02

Length: 2:00

Story: Louisville police today launched a new partnership with area ministers.

It's called the Police/Clergy Resource Team.

These ministers will work with the people on the other side of the crime tape who may be hurting, angry, or confused.

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Date: 07/10/02

Length: :30

Story: The man accused of raping an eight-year-old Louisville girl faced a judge today.

25-year-old Richard Ray Coleman pleaded not guilty to first degree rape and a variety of other charges.

Police say the crime happened while he was babysitting the girl in his apartment on South Eighth Street.

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Date: 07/16/02

Length: :45

Story: A small Old Louisville neighborhood is taking a vote today that could lead to a ban on alcohol sales.

Residents of Toonerville, a small neighborhood at the eastern edge of Old Louisville, hope banning alcohol will end problems at the Ormsby Dispensary, a corner store

at Brook and Ormsby. Residents say the Ormsby Dispensary had been attracting vagrants who were responsible for rowdy behavior and crime in the neighborhood.

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Date: 07/17/02

Length: 2:00

Story: Two Jefferson County Police Officers are recovering after an altercation with a man who allegedly set himself on fire.

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Date: 07/17/02

Length: 2:00

Story: It took two years and thousands of hours of work, but police and prosecutors say they have broken up a violent west Louisville gang.

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Date: 07/29/02

Length: :40

Story: Louisville police say they've broken up a violent west-side gang.

Kenneth Parker, Wilbert Bethel, Domonique Coffey, Clifford Warfield, DeShawn Parker and Marcus Stallard are charged with three murders, four attempted murders, three assaults, threatening witnesses, and engaging in organized crime.

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Date: 07/29/02

Length: :45

Story: Court records show Archbishop Thomas Kelly was informed, more than 12 years ago, of alleged illegal sexual acts by a local priest.

Letters sent to the archdiocese from an alleged victim of Father Louis Miller are now part of the criminal case found in court documents.

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Date: 07/31/02

Length: :45

Story: A judge in New Albany ruled against several motions by a former Indiana State trooper convicted of murdering his family.

In April, the judge sentenced David Camm to 195 years in prison for the crimes.

Camm said he would appeal.

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Date: 08/01/02

Length: :30

Story: The brother of whom police call a gang leader was arraigned on several charges today.

Norman Parker was indicted yesterday on charges of engaging in organized crime, carrying a concealed weapon, drug possession, and other charges.

Police say Parker was a member of the Victory Park Crips.

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Date: 08/05/02

Length: 2:00

Story: Thousands of dollars in merchandise was returned today to several area businesses.

The goods were purchased with forged credit cards.

The two people behind the scheme face court appearances in the coming months.

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Date: 08/08/02

Length: :30

Story: Coroners say they should soon have an I-D on a body Louisville Police found last night.

Detectives turned the playground at Gutermuth Elementary school into a crime scene after a woman walking her dog found the body behind some bushes.

The school is only five blocks away from the home of Jennifer Goodlett who was reported missing

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Date: 08/12/02

Length: 2:00

Story: A Shelbyville mother and her boyfriend are charged with complicity to commit murder, following the death of 10 month



old Summer Brown early yesterday morning.

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Date: 08/13/02

Length: 45

Story: A former Scottsburg, Indiana police officer is charged with Robbery and Resisting Law enforcement -- after a 4-hour stand-off earlier today.

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Date: 08/14/02

Length: 2:00

Story: Date: 08/29/02

Length: :45

Story: Jefferson County Police are looking for a man they believe is a serial rapist.. who is responsible for ten rapes, attempted rapes, and robberies in the Hikes Point and Fern Creek areas.

Some of the crimes date back to 1998.

Police are still hoping the public can help identify the man.. in a Bank of Louisville surveillance tape.

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Date: 08/29/02

Length: 2:00

Story: Jefferson County Police are looking for a man they believe is a serial rapist.. who is responsible for ten rapes, attempted rapes, and robberies in the Hikes Point and Fern Creek areas.

Some of the crimes date back to 1998.

Police are still hoping the public can help identify the man.. in this Bank of Louisville surveillance tape.

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Date: 08/27/02

Length: 30

Story: Louisville Police say intruders tried to set a woman on fire in her home early this morning.

Firefighters arrived at this house on Preston Street in Old Louisville and put out a fire.

That's when investigators learned the woman who lives there woke up to find the intruders in her home.

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Date: 08/31/02

Length: :45

Story: Investigators are hoping to get some new leads on a missing I-U student.. after "America's Most Wanted" featured the story tonight.

Jill Behrman has been missing for more than two years.

The F-B-I and Bloomington Police believe she was accidentally struck by a pick-up truck.

Police believe her body was then dumped in Salt Creek.

After several searches... her body

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Date: 09/06/02

Length: :45

Story: A child sex abuser pleads guilty and is sentenced for his crimes.

Louis Holtzknecht will spend a maximum of 40 years in prison.  
He's eligible for parole after 11 years.

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Date: 09/07/02

Length: 2:00

Story: Vandals have burglarized and spray painted... satanic and gang related symbols... inside a Scott County church.

Now.. Indiana State Police have caught the suspects.

Officials say two minors broke into a church and now they faces a number of charges.

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Date: 09/08/02

Length: 2:00

Story: It's what her friends, family and neighbors had feared.

Police and coroners confirm the body they found near a south Louisville school Wednesday is that of Jennifer Goodlett.

Goodlett had been missing since late last week.

Now, police say she was murdered.

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Date: 09/13/02

Length: 2:00

Story: On Wednesday August 28th.. Louisville Police say a 17-year-old girl was waiting near a bus stop on West Muhammad Ali Boulevard.

In a grey S-U-V with tinted windows.... police say a suspect drove the teen teen to the area of Lexington Road and Godfrey Avenue near the Southern Baptist Seminary.

That's when police say she was sexually assaulted.

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Date: 09/18/02

Length: 30

Story: After serving 13 years for a rape conviction, a Frankfort man walked out of the Eddyville State Prison today after a judge ordered his immediate release.

Herman May was a teenager when he was arrested for a Frankfort rape and, while he was convicted, always maintained his innocence.

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Date: 09/19/02

Length: :30

Story: A Kentucky man is enjoying his first day of freedom after he served 13 years in prison for a crime he likely didn't commit.

Herman May was a teenager when he was arrested for a rape in Frankfort.

An organization called the Kentucky Innocence Project claimed tests of 14 year old DNA evidence proved May could not be guilty.

The judge ordered more detailed DNA testing and, based on results, ordered May's release until he can be retried.

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Date: 09/21/02

Length: :30

Story: Torrential rains from yesterday's storm are hindering the search for the body of a missing Indiana University student.

Officials recently drained a portion of Salt Creek near Bloomington... to search for the body of Jill Behrman... who disappeared in May of 2000.

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Date: 09/27/02

Length: :30

Story: Two Louisville police officers charged with stealing money from a crime scene... have resigned from the force.

Daryl Wayne Brown and Richard L. Stephens stepped down from their jobs today.

The two appeared in court yesterday... and pleaded not guilty to theft charges.

Police say the men took 468-dollars from the glove compartment of a car... that someone attempted to steal.

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