

The local public service announcements that aired from April 1 – June 30, 2006 and the issues they addressed are listed below.

Many of the following PSA's ran as a result of a quarterly ascertainment taken by the media. Our Community Affairs department reviews the concerns of the community organizations and the personal concerns of those representing the organizations and attempts to schedule PSA's that respond to those concerns.

Issue Description: Health Education: Research indicates that health is a major concern in our DMA. WB 4 believes it important to air PSA's that deal with health education.

Issue Treatment: Public Service Announcement
Title: The Leukemia & Lymphoma Society-Goals (Surviving and Curing Cancer)
Duration: :60, :30

Issue Treatment: Public Service Announcement
Title: Partnership for a Drug-Free America-People
Duration: :30

Issue Treatment: Public Service Announcement
Title: Partnership for a Drug-Free America-Eye
Duration: :30

Issue Treatment: Public Service Announcement
Title: Poverty in America-Hope
Duration: :30

Issue Treatment: Public Service Announcement
Title: Indiana University School of Medicine (2006 Friends for Life Event)
Duration: :30

Issue Treatment: Public Service Announcement
Title: American Dental Association-Dudley Remembers (Brush Teeth)
Duration: :30

Issue Treatment: Public Service Announcement
Title: ocdgethelp.org-What does OCD look like? (OCD)
Duration: :30, :15

Issue Treatment: Public Service Announcement
Title: AdCouncil: autismspeaks.org-Car Seat (Autism Awareness)
Duration: :15

Issue Treatment: Public Service Announcement
Title: AdCouncil: autismspeaks.org-Broadway (Autism Awareness)
Duration: :15

Issue Treatment: Public Service Announcement
Title: AdCouncil: autismspeaks.org-Baseball (Autism Awareness)
Duration: :15

Issue Treatment: Public Service Announcement
Title: Cystic Fibrosis Foundation-Laney (Disease Research)
Duration: :30

Issue Treatment: Public Service Announcement
Title: Cystic Fibrosis Foundation-Mary Lindsey (Disease Research)
Duration: :30

Issue Treatment: Public Service Announcement
Title: Multiple Sclerosis Society-Dreams (Disease Research)
Duration: :15

Issue Description: Education: Education is a major concern in the Indianapolis Area. Education officials are seeking ways to raise Indiana students' test scores and lower the dropout rate. The following PSA's promote the importance of education and learning.

Issue Treatment: Public Service Announcement
Title: Indiana Army National Guard-In Their Own Words/Thompson (Military Education)
Duration: :30

Issue Treatment: Public Service Announcement
Title: Indiana Army National Guard-In Their Own Words/Edwards (Military Education)
Duration: :30

Issue Treatment: Public Service Announcement
Title: Indiana Army National Guard-Parents (Military Education)
Duration: :30, :15

Issue Treatment: Public Service Announcement
Title: AdCouncil: Boost-Teen Boost (High School Dropout Prevention)
Duration: :15

Issue Treatment: Public Service Announcement
Title: AdCouncil: Boost-Parent Boost (High School Dropout Prevention)
Duration: :15

Issue Treatment: Public Service Announcement
Title: National Commission on Writing-Garfield (Writing is Essential)
Duration: :30

Issue Treatment: Public Service Announcement
Title: Learn More Resources-Chatroom
Duration: :30

Issue Treatment: Public Service Announcement

Title: AdCouncil: Big Brothers Big Sisters-YoYo

Duration: :30

Issue Treatment: Public Service Announcement

Title: AdCouncil: Big Brothers Big Sisters-Racetrack

Duration: :30

Issue Treatment: Public Service Announcement

Title: AdCouncil: Big Brothers Big Sisters-Girl

Duration: :30

Issue Treatment: Public Service Announcement

Title: The Centruy Council-IN Atty. Gen. Steve Carter (Drinking and Driving)

Duration: :30

Issue Treatment: Public Service Announcement

Title: AdCouncil: Big Brothers Big Sisters-Chess (Mentoring)

Duration: :30

Issue Treatment: Public Service Announcement

Title: AdCouncil: Big Brothers Big Sisters-Lake (Mentoring)

Duration: :30

Issue Treatment: Public Service Announcement

Title: AdCouncil: Big Brothers Big Sisters-Hope (Mentoring)

Duration: :15

Issue Treatment: Public Service Announcement

Title: American Indian College Fund-Rez (College/Scholarship)

Duration: :30

Issue Treatment: Public Service Announcement

Title: NASA-Teter (Math & Science)

Duration: :30

Issue Treatment: Public Service Announcement

Title: NASA-Bergoust (Math & Science)

Duration: :30

Issue Treatment: Public Service Announcement

Title: NASA-Dillon (Math & Science)

Duration: :30

Issue Treatment: Public Service Announcement

Title: Honda Regional Marketing Urban Initiative-Before (Awareness)

Duration: :30

Issue Treatment: Public Service Announcement
Title: Library of Congress-Childs Mind (Literacy, Reading)
Duration: :30, :15

Issue Treatment: Public Service Announcement
Title: US Army: boostup.org-Teen (High School Dropout Prevention)
Duration: :30

Issue Treatment: Public Service Announcement
Title: United Negro College Fund-Schedule (Support Minority Education)
Duration: :30

Issue Description: Violence: Despite efforts by Central Indiana Police Departments to reduce crime and violence, our area has seen a very slight reduction in crime. This reduction is not proportionate with the work and programs that have been implemented.

Issue Treatment: Public Service Announcement
Title: AdCouncil: National Crime Prevention Council-Bully Hotline (Bully Prevention)
Duration: :30

Issue Description: Parenting: Parenting children and youth in today's world can be challenging. Parents and teens often find themselves on two different levels of communication. Although various teen support lines exist, seldom do parents have a place to turn. Obtaining problem solving techniques could prevent a situation or problem from becoming a crisis.

Issue Treatment: Public Service Announcement
Title: The Foundation for a Better Life-Hero (Adult Mentors)
Duration: :30

Issue Treatment: Public Service Announcement
Title: AdCouncil: US Dept. Trans.-Light (Booster Seats)
Duration: :30

Issue Treatment: Public Service Announcement
Title: AdCouncil: US Dept. Trans.-Monkey (Booster Seats)
Duration: :30

Issue Treatment: Public Service Announcement
Title: AdCouncil: US Dept. Trans.-Cargo (Booster Seats)
Duration: :30, :15

Issue Treatment: Public Service Announcement
Title: AdCouncil: US Dept. Trans.-Four Nine (Booster Seats)
Duration: :30

Issue Treatment: Public Service Announcement
Title: National Center for Missing & Exploited Children-Khaliah Ali (Missing Child)
Duration: :30, :15

Issue Treatment: Public Service Announcement
Title: Library of Congress-Your Mind (Literacy & Reading)
Duration: :30, :15

Issue Treatment: Public Service Announcement
Title: United Way & Born Learning-Signs (Early Childhood Development)
Duration: :30

Issue Treatment: Public Service Announcement
Title: National Fatherhood Initiative-Dance (Fatherhood)
Duration: :30

Issue Treatment: Public Service Announcement
Title: National Fatherhood Initiative-Errand (Fatherhood)
Duration: :30

Issue Treatment: Public Service Announcement
Title: National Fatherhood Initiative-Light (Fatherhood)
Duration: :30

Issue Treatment: Public Service Announcement
Title: US Army: boostup.org-Parent (High School Dropout Prevention)
Duration: :30

Issue Treatment: Public Service Announcement
Title: National PTA-Choir (Parent Involvement in Schools)
Duration: :30

Issue Treatment: Public Service Announcement
Title: National PTA-Drama (Parent Involvement in Schools)
Duration: :30

Issue Treatment: Public Service Announcement
Title: American Legacy Foundation-Baby (Secondhand Smoke & Kids)
Duration: :30

Issue Treatment: Public Service Announcement
Title: American Legacy Foundation-Grandpa (Secondhand Smoke & Kids)
Duration: :30

Issue Description: Children: Part of WB 4's mission is to make a significant impact and investment in our community focusing primarily on youth. Therefore, it is important to run messages that speak directly to children.

Issue Treatment: Public Service Announcement
Title: The Foundation for a Better Life-Cafeteria (Friendship, Loneliness)
Duration: :30, :20, :15, :10

Issue Treatment: Public Service Announcement
Title: AdCouncil: USDA Forest Service-Twice Upon A Time (Wildfire Prevention)
Duration: :30, :15, :10

Issue Treatment: Public Service Announcement
Title: World Wildlife Fund-People (Preserving Wildlife)
Duration: :60, :30

Issue Treatment: Public Service Announcement
Title: Boy Scouts & American Red Cross-Hero (volunteering)
Duration: :30

Issue Treatment: Public Service Announcement
Title: Girls and Boys Town-Whole New Game (Fighting Temptation)
Duration: :20, :15, :10

Issue Treatment: Public Service Announcement
Title: National Inhalant Prevention Coalition-Cop (Teens & Inhalants)
Duration: :60, :30, :15

Issue Treatment: Public Service Announcement
Title: United States Department of Transportation-HP (Drunk Driving Prevention)
Duration: :30

Issue Description: Station sponsored projects and events. Community Events.

Issue Treatment: Public Service Announcement
Title: Community Calendar
Duration: :30

Issue Treatment: Public Service Announcement
Title: WXIN Fox 59/WTTV WB 4 - Equal Opportunity Employer
Duration: :30

Issue Treatment: Public Service Announcement
Title: FOX 59/WB4 and Toyota-Beautiful Babies Campaign
Duration: :30, :15

Issue Treatment: Public Service Announcement
Title: Health Foundation of Greater Indianapolis Spotlight 2006 Event
Duration: :30

Issue Treatment: Public Service Announcement
Title: Youthlink (Golf Event)
Duration: :30

Issue Treatment: Public Service Announcement
Title: Indiana Black Expo-Summer Celebration
Duration: :30

WTTV-TV provides its viewers treatment of community issues through its airing of programs and public service announcements that address these issues and through participation in community service events. The issues that were given significant treatment during the April 1- June 30, 2006 period include Crime, Health, Safety, Children, Education and Environment.

Full-length programs and the issues they address that aired on WTTV (TV) during the April 1- June 30, 2006 period are listed below.

Issue Description: Multi-Issue Programs.

ISSUE TREATMENT: Local Weekly Community Affairs Program

TITLE: Focus On Central Indiana

DATES: Sundays, April 1 – June 30, 2006

TIME: 1:00AM

DURATION: 28 minutes

DESCRIPTION: Focus On Central Indiana was developed as a way for our news department to be able to take a more in depth look and discussion of the most current issues and projects facing Central Indiana. The format of the show will consists of a roundtable-discussion format normally with 1-2 guests divided into three, eight-minute segments hosted by Cheryl Parker and Bob Donaldson of Fox 59 News at 10. When produced, the length of the show is 28 minutes. Following our premiere show, most issues addressed on each program have been chosen from a community ascertainment panel representing constituencies from the community such as government, public safety, education, economic development, public transportation, health, child development, philanthropy, and the environment.

April 2 – Week of the Young Child

Director of the Indiana Association for the Education of Young Children along with a local child care provider talked about the week of the young child, the emphasis on early childhood education, and the state's possible move to full-day kindergarten.

April 9 - Gangs

Gangs in Indianapolis are on the rise. We discussed the sudden influx.

April 16 – Underage Drinking

Several town hall meetings on preventing underage drinking were held across the country, including here in Indiana. We were joined by Randy Miller, Executive Director of Drug Free Marion County, a physician and a teen in recovery.

April 23 – Child Abuse Prevention

A recent study revealed that Indiana has the worst fatality for child abuse in the nation. April is also Child Abuse Prevention month. We looked at the statistics and how this problem can be prevented.

April 30 – Covering the Uninsured

Indiana's uninsured population is growing more than twice the national average. The Marion County Health Department (and others) addressed this concern by having a community forum and health fair. We discussed the event and the healthcare crisis.

May 7 – HIV/AIDS Awareness

Discussed local and state efforts to raise awareness about HIV/AIDS programs, HIV/AIDS gap fund and other related issues.

May 14 – Legacy House

Indianapolis has seen a surge in violent crime and as a result, there are a lot of people who have lost their loved ones. Legacy House offers programs for family member's who've lost loved ones to homicide.

May 21 – Coalition for Homelessness Intervention and Prevention

Discussed CHIP's "A Home Within Reach" program and the fact that FSSA is making more dollars available for childcare.

May 28 – Indianapolis Convention and Visitors Association

We discussed the overall mission of the ICVA, the convention center expansion (demand for more space), the need for more downtown hotels, and how Indy has developed into the ideal convention city.

June 4 – HIV/AIDS Awareness

See May 7th.

June 11 – State Superintendent of Public Instruction

Talked to Dr. Suellen Reed about the educational system in Indiana and full-day kindergarten.

June 18 – Coalition for Homelessness Intervention and Prevention

See May 21st.

June 25 – Legacy House

See May 14th.