

The local public service announcements that aired from January 1 – March 31, 2005 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: United Way – Childcare

Duration: :30

Issue Treatment: Public Service Announcement

Title: Boys & Girls Town National Hotline – Feel: Parent

Duration: :10, :30 , :60

Issue Treatment: Public Service Announcement

Title: Boys & Girls Town National Hotline – Feel: Teen

Duration: :10, :30 , :60

Issue Treatment: Public Service Announcement

Title: Boys & Girls Town National Hotline – Truth

Duration: :20

Issue Treatment: Public Service Announcement

Title: Ad Council: Infant and Child Nutrition – Itsy Bitsy

Duration: :30

Issue Treatment: Public Service Announcement

Title: Ad Council: Child Asthma Attack Prevention – Drain

Duration: :30

Issue Treatment: Public Service Announcement

Title: Prevent Childhood Obesity Educational Outreach Campaign – Prevent Obesity

Duration: :30

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: Army National Guard - Commitment

Duration: :30

Issue Treatment: Public Service Announcement

Title: Army National Guard – I am

Duration: :15

Issue Treatment: Public Service Announcement

Title: Ad Council: United Negro College Fund - Schedule

Duration: :60, :30

Issue Treatment: Public Service Announcement

Title: McCormick Tribune Freedom Museum PSA

Duration: :30

Issue Treatment: Public Service Announcement

Title: Indiana Broadcasters Association – IBA Scholarships

Duration: :30

Issue Treatment: Public Service Announcement

Title: Ad Council: American History Resource - Skateboard

Duration: :30

Issue Treatment: Public Service Announcement
Title: Ad Council: Math/Science for Girls – See the World
Duration: :30

Issue Treatment: Public Service Announcement
Title: Prevent Childhood Obesity Educational Outreach Campaign – Prevent Obesity
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: National Center For Missing & Exploited Children - Places
Duration: :30 , :15

Issue Treatment: Public Service Announcement
Title: National Center For Missing & Exploited Children - Acronyms
Duration: :10 , :60

Issue Treatment: Public Service Announcement
Title: Boys & Girls Town National Hotline – Feel: Parent
Duration: :10, :30 , :60

Issue Treatment: Public Service Announcement
Title: Boys & Girls Town National Hotline – Feel: Teen
Duration: :10, :30 , :60

Issue Treatment: Public Service Announcement
Title: Boys & Girls Town National Hotline – Truth
Duration: :20

Issue Treatment: Public Service Announcement
Title: Drunk Driving Prevention: TVB Project Roadblock - Jesselyn Rose
Duration: :30

Issue Treatment: Public Service Announcement
Title: Drunk Driving Prevention: Project Roadblock - Jeff Peckler
Duration: :30

Issue Treatment: Public Service Announcement
Title: Drunk Driving Prevention: Project Roadblock - John Elliot
Duration: :30

Issue Treatment: Public Service Announcement
Title: Drunk Driving Prevention: Project Roadblock - Carol Leigh Ledord
Duration: :30

Issue Treatment: Public Service Announcement
Title: Drunk Driving Prevention: Project Roadblock - The Wiggins Kids
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: Ad Council: Infant and Child Nutrition – Itsy Bitsy
Duration: :30

Issue Treatment: Public Service Announcement
Title: Ad Council: Child Asthma Attack Prevention – Drain
Duration: :30

Issue Treatment: Public Service Announcement
Title: United Way – Childcare
Duration: :30

Issue Treatment: Public Service Announcement
Title: Boys & Girls Town National Hotline – Feel: Parent
Duration: :10, :30 , :60

Issue Treatment: Public Service Announcement
Title: Boys & Girls Town National Hotline – Feel: Teen
Duration: :10, :30 , :60

Issue Treatment: Public Service Announcement
Title: Boys & Girls Town National Hotline – Truth
Duration: :30 , :20

Issue Treatment: Public Service Announcement
Title: National Center For Missing & Exploited Children - Places
Duration: :30 , :15

Issue Treatment: Public Service Announcement
Title: National Center For Missing & Exploited Children - Acronyms
Duration: :30 , :60

Issue Treatment: Public Service Announcement
Title: Big Brothers Big Sisters – Race Track
Duration: :30

Issue Treatment: Public Service Announcement
Title: Ad Council: Foundation For a Better Life – Gonna Stop Us
Duration: :30

Issue Treatment: Public Service Announcement
Title: Ad Council: Foundation For a Better Life – Deli
Duration: :20

Issue Treatment: Public Service Announcement
Title: Prevent Childhood Obesity Educational Outreach Campaign – Prevent Obesity
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. And because the station airs WB KIDS PROGRAMMING, it is important to run messages that speak directly to children.

Issue Treatment: Public Service Announcement
Title: Ad Council: Math/Science for Girls – See the World
Duration: :30

Issue Treatment: Public Service Announcement
Title: American Dental Association – Dudley: Soccer Moms
Duration: :30

Issue Treatment: Public Service Announcement
Title: Big Brothers Big Sisters – Race Track
Duration: :30

Issue Treatment: Public Service Announcement
Title: Ad Council: Operation Graduation – Megaphone
Duration: :30

Issue Treatment: Public Service Announcement
Title: American Red Cross/Partnership For a Drug Free America – Orange People
Duration: :30

Issue Treatment: Public Service Announcement

Title: American Red Cross/Partnership For a Drug Free America – Your Brain Gets Dizzy

Duration: :20 :30

Issue Treatment: Public Service Announcement

Title: American Red Cross/Partnership For a Drug Free America - Interview

Duration: :30

Issue Treatment: Public Service Announcement

Title: American Red Cross/Partnership For a Drug Free America - Hombeez

Duration: :30

Issue Treatment: Public Service Announcement

Title: American Red Cross/Partnership For a Drug Free America - Kitchen

Duration: :30

Issue Treatment: Public Service Announcement

Title: American Red Cross/Partnership For a Drug Free America - Noses

Duration: :30

Issue Treatment: Public Service Announcement

Title: National Center For Missing & Exploited Children - Places

Duration: :30 , :15

Issue Treatment: Public Service Announcement

Title: National Center For Missing & Exploited Children - Acronyms

Duration: :30 , :60

Issue Treatment: Public Service Announcement

Title: Prevent Childhood Obesity Educational Outreach Campaign – Prevent Obesity

Duration: :30

Issue Description: Station sponsored projects and events.

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

Issue Treatment: Public Service Announcement
Title: Public File
Duration: :10

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

Issue Treatment: Public Service Announcement
Title: American Red Cross/Partnership For a Drug Free America - Noses
Duration: :30

Issue Treatment: Public Service Announcement
Title: American Red Cross/Partnership For a Drug Free America - Hombeez
Duration: :30

Issue Treatment: Public Service Announcement
Title: American Red Cross/Partnership For a Drug Free America - Kitchen
Duration: :30

Issue Treatment: Public Service Announcement
Title: American Red Cross/Partnership For a Drug Free America – Orange People
Duration: :30

Issue Treatment: Public Service Announcement

Title: American Red Cross/Partnership For a Drug Free America – Your Brain Gets Dizzy

Duration: :20 :30

Issue Treatment: Public Service Announcement

Title: American Red Cross/Partnership For a Drug Free America - Interview

Duration: :30

Issue Treatment: Public Service Announcement

Title: American Red Cross/Indiana Broadcasters Association: Tsunami Relief

Duration: :30

Issue Treatment: Public Service Announcement

Title: Indiana Broadcasters Association – IBA Scholarships

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 January 1-March 31, 2005 period include Crime, Health, Safety, Children, and Environment.

Full-length programs and the issues they address that aired on WTTV (TV) during the January 1 - March 31, 2005 period are listed below.

Issue Description: Multi-Issue Programs.

ISSUE TREATMENT: Local Weekly Community Affairs Program

TITLE: Focus On Central Indiana

DATES: Sundays, February 13th – March 27th, 2005

TIME: 7:00AM - 7:30AM

DURATION: 28 minutes

DESCRIPTION: Focus On Central Indiana is a new venture that both Fox 59 and WB 4 have 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 newly produced show premiered on Sunday, January 30th on Fox 59 at 10am. The show has continued to air every Sunday on Fox 59 at this time, with repeats airing the 2nd following Sunday on WB 4 at 7am. The format of the show will consists of a roundtable-discussion format normally with 1-2 guests) divided in three - 8 minute segments hosted y both 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.