

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.

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**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.

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**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

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**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.

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**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

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**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.

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**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 Wiggin Kids  
**Duration:** :30

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**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.

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**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

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**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.

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**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

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**Issue Description:** Station sponsored projects and events.

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**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.**

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**Issue Description:** Multi-Issue Programs.

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**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 consist of a roundtable-discussion format normally with 1-2 guests) divided in three - 8 minute segments hosted by 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.