

## **Q4 KSBO San Luis Obispo 2010 Quarterly Issues Report**

**Number: 1**

**Issue:** How to pay for College

**Market:** San Luis Obispo

**Title:** Airplane

**Length:** 60 Seconds

**Brief Description:** States the importance in having a plan as to how to pay for college. It also gives a website AyudameAlr.org where one can go to find help.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 2**

**Issue:** Hispanic Parental Engagement

**Market:** San Luis Obispo

**Title:** Julian

**Length:** 10 - 15 - 30 and 60 Seconds

**Brief Description:** Informs Hispanic parents the importance in the role they must play to assure their children get a college degree and further their education.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 3**

**Issue:** Military Benefits

**Market:** San Luis Obispo

**Title:** Despues de la Batalla

**Length:** 60 Seconds

**Brief Description:** This is a program to help and inform military personnel of all of their benefits they are entitled to when coming back home.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 4**

**Issue:** Buy Affordable Housing

**Market:** San Luis Obispo

**Title:** I'm Home

**Length:** 10 and 60 seconds

**Brief Description:** States the importance of how to buy a house and make it affordable by getting help from associations like [www.Makinghomeaffordable.com](http://www.Makinghomeaffordable.com)

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 5**

**Issue:** Mortgage Loans

**Market:** San Luis Obispo

**Title:** Clown

**Length:** 60 seconds

**Brief Description:** This is to inform viewers about authorized licensed organizations for mortgage loans.

**Aired:** 10/15/10 to 12/31/10

**Number: 6**

**Issue:** Wear seat Belts

**Market:** San Luis Obispo

**Title:** Slow Motion

**Length:** 30 and 60 seconds

**Brief Description:** The goal of this campaign is to educate and show the importance to both, parents and children, of wearing their seat belts every time they are in the car.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 7**

**Issue:** Premature Babies

**Market:** San Luis Obispo

**Title:** Coming Home

**Length:** 60 seconds

**Brief Description:** States how 1 out of 8 babies are born premature and many of them with health problems. PSA promotes how one can help babies be born healthier by getting educated in things to do and not to do while pregnant. For more information it asks viewers to log onto [www.marchofdimes.com](http://www.marchofdimes.com)

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 8**

**Issue:** Credit Card Debt

**Market:** San Luis Obispo

**Title:** Time

**Length:** 60 seconds

**Brief Description:** Explains and promotes the idea of keeping up and maintaining a good credit by keeping your credit card balances low.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 9**

**Issue:** Save Energy

**Market:** San Luis Obispo

**Title:** Energy Savers and Magical Things

**Length:** 15 - 30 and 60 seconds

**Brief Description:** Explains the importance of knowing how to save energy by turning off electronics, using florescent lighting and other things. For more information it asks the viewers to go to [www.energy.gov/kids](http://www.energy.gov/kids)

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 10**

**Issue:** Consolidation

**Market:** San Luis Obispo

**Title:** No hay Solucion Magica

**Length:** 60 Seconds

**Brief Description:** PSA explains how NFCC can help to lower debt.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 11**

**Issue:** US Army

**Market:** San Luis Obispo

**Title:** Ativa

**Length:** 30 seconds

**Brief Description:** U.S. Army asks the viewers to help students further their studies by motivating them regardless of how hard life may be.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 12**

**Issue:** Lead Poisoning

**Market:** San Luis Obispo

**Title:** Milk Bottle

**Length:** 10 and 30 seconds

**Brief Description:** Advices people to be careful if their house was made before 1978 because more than one million children have been affected by lead poisoning. For more information it asks the viewers to go to [www.leadfreekids.org](http://www.leadfreekids.org)

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 13**

**Issue:** Autism Awareness

**Market:** San Luis Obispo

**Title:** Times Have Changed

**Length:** 30 seconds

**Brief Description:** This campaign aims to raise awareness and increase parental knowledge about the prevalence of autism. It empowers parents to take action if their child is not meeting certain developmental milestones.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 14**

**Issue:** Childhood Asthma

**Market:** San Luis Obispo

**Title:** Monster

**Length:** 20 and 30 seconds

**Brief Description:** Although there is not a known cure for asthma, experts agree that there are a variety of ways to reduce the number of asthma attacks. This PSA highlights some unexpected items that can trigger asthma attacks and simple ways to take care of these items so that they are safer for a child with asthma.

**Date(s) Aired:** 10/31/10 to 12/31/10

**Number: 15**

**Issue:** GED

**Market:** San Luis Obispo

**Title:** Barriers

**Length:** 30 Seconds

**Brief Description:** Shows the viewer how there are no barriers that can prevent them from obtaining their GED and bettering their future. For more information it asks to go to [www.yourged.org](http://www.yourged.org)

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 16**

**Issue:** Diabetes

**Market:** San Luis Obispo

**Title:** Ticker

**Length:** 30 Seconds

**Brief Description:** Explains how every 30 seconds someone dies from diabetes caused by ignorance over what to eat. It shows the importance of being educated on the issue to prevent bad things happening to one's health.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 17**

**Issue:** Helping Others

**Market:** San Luis Obispo

**Title:** Live United

**Length:** 15 and 30 Seconds

**Brief Description:** Explains how we all as people can relate to each other and how we all should put part into helping one another in whatever way possible.

**Date(s) Aired:** 10/15/10 to 12/31/10

**Number: 18**

**Issue:** Flood

**Market:** San Luis Obispo

**Title:** Flood

**Length:** 10 Seconds

**Brief Description:** One must be prepared with home insurance in case a disaster happens.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 19**

**Issue:** Health

**Market:** San Luis Obispo

**Title:** Healthy Tomorrow

**Length:** 10 - 15 and 30 Seconds

**Brief Description:** It encourages viewers to educate their kids with healthy habits such as to eat vegetables, not eat junk food and to go out and exercise so that they can live a healthier life.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 20**

**Issue:** Childhood Asthma

**Market:** San Luis Obispo

**Title:** Bed

**Length:** 15 Seconds

**Brief Description:** Although there is not a known cure for asthma, experts agree that there are a variety of ways to reduce the number of asthma attacks. This PSA highlights some unexpected items that can trigger asthma attacks and simple ways to take care of these items so that they are safer for a child with asthma.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 21**

**Issue:** Tornado prevention

**Market:** San Luis Obispo

**Title:** Consequences

**Length:** 20 Seconds

**Brief Description:** It is always better to be prepared than to regret it later.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 22**

**Issue:** Veteran's rights to their benefits

**Market:** San Luis Obispo

**Title:** Apoyando a Nuestros Héroes

**Length:** 20 Seconds

**Brief Description:** Informs viewers how PVA can help veterans obtain the benefits they deserve.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 23**

**Issue:** Healthy pregnancy

**Market:** San Luis Obispo

**Title:** Consejos para un Bebe Saludable

**Length:** 10 and 15 Seconds

**Brief Description:** Encourages viewers who are pregnant or are planning to become pregnant to multivitamins with folic acid to help prevent neural tube defects.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 24**

**Issue:** Mortgage problems

**Market:** San Luis Obispo

**Title:** Antes de que sea Demasiado Tarde

**Length:** 20 Seconds

**Brief Description:** Gives the viewer a website, [www.nopierdastuhogar.org](http://www.nopierdastuhogar.org) , to visit in order to obtain free help concerning their mortgage and to help them avoid losing their homes.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 25**

**Issue:** Pet Adoption

**Market:** San Luis Obispo

**Title:** Magical Difference

**Length:** 30 Seconds

**Brief Description:** It shows the viewers the pros of adopting a pet from a shelter and tells them to go to [TheShelterPetProject.org](http://TheShelterPetProject.org) for more information about adopting their next friend and family member.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 26**

**Issue:** Health

**Market:** San Luis Obispo

**Title:** Miguel y Maya Challenge

**Length:** 30 Seconds

**Brief Description:** It tells viewers to be active by going out and doing different activities. It also encourages them to go to [www.letsmove.gov](http://www.letsmove.gov) , to get more ideas on different activities they can do to stay active.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 27**

**Issue:** Flu Prevention

**Market:** San Luis Obispo

**Title:** Right Way to Sneeze

**Length:** 30 Seconds

**Brief Description:** It informs viewers how to sneeze correctly preventing them from spreading their germs and the flu to others.

**Date(s) Aired:** 11/1/10 to 12/31/10

**Number: 28**

**Issue:** Drogas

**Market:** San Luis Obispo

**Title:** Adrenalina

**Length:** 30 Seconds

**Brief Description:** Asks the viewers to be aware that drugs can be in your own home and not just at your neighbors.

**Date(s) Aired:** 11/8/10 to 12/31/10

**Number: 29**

**Issue:** Organ Donation

**Market:** San Luis Obispo

**Title:** A Signature is Life

**Length:** 30 Seconds

**Brief Description:** Ask viewers to register to be an organ donor, it states that every donor can save up to 8 lives.

**Date(s) Aired:** 11/8/10 to 12/31/10