

# **KTOY 104.7 FM**

## **Texarkana Radio**

### **Quarterly Issues/Program List Q3 - 12**

**In Accordance with Federal Communications Commissions rules, the following opinions of Texarkana Radio (KTFS-FM, KTOY-FM, KBYB-FM, KCMC-AM-FM) are the problems and issues of the community, not necessarily listed in order of importance. Each is addressed by significant public affairs and/or public service programming in response to those needs. Community Leaders and staff of Texarkana Radio (KTFS-FM, KTOY-FM, KBYB-FM, KCMC-AM-FM) have determined this list:**

#### **Issues:**

- 1. Education and Youth**
- 2. Health/Public Safety**
- 3. Community Outreach**

**The programming outlined below is not an exhaustive list but only a sample of the many public affairs issues addressed by the station in this reporting period.**

# **KTOY 104.7 FM**

## **Texarkana Radio**

### **Quarterly Issues/Program List**

**July, August, September - 2012**

**Community Calendar: airs 4 times a day ~ 10:20AM, 12:20PM, 2:20PM, 4:20PM**

**July 1 – 8: – Ashdown School District Monthly School Board meeting July 9<sup>th</sup>....Texarkana, Arkansas Advertising and Promotion Commission general meeting; Texarkana Independent School District Partners in Educaiton, Masonic Patrol Hamburger Dinner Fundraiser.**

**July 9 - 15: Arkadelphia Baptist Church Youth Program; Texarkana Metropolitan Planning Organization Arkansas and Texas Legislative update; Mount Zion C.M.E Church – Queen City – Fish Fry and Fundraiser; Hands on Texarkana Volunteer Opportunities; Domestic Violence Prevention needs caring and empathetic individuals to work hotline and shelter; Texarkana Water Utilities College Drive Project to fix water leaks; Texarkana Trailblazers Track Club Fundraiser to support trip to Junior Olympic Games; Lifeshare Blood Drive at Golden Corral July 14<sup>th</sup> 11 am – 3:00 pm**

**July 18 - 24: Texarkana Chamber of Commerce events; Faith, Love and Hope Youth Corporation needs mentors for students ages 10 – 11; Habitat for Humanity – Texarkana needs coordinator and individuals to serve on the board of Directors; Metropolitan Planning Organization to hold Technical Committee meeting on Tuesday, July 24<sup>th</sup> and Policy Board meeting on Wednesday, July 25<sup>th</sup>; New Boston Chamber of Commerce Presents the program “ Dealing with Difficult Customers; Texarkana Animal League to host Adoption Event on Saturday, July 21<sup>st</sup> ....**

**July 25 thru 31: Eleventh Street Baptist Church Youth Choir Concert; Miller County Parkinson’s Support Group meets the second Wednesday of each month; Diabetes Management Program meets the second Monday of each month at the Glenwood Building on College Drive; Bowie County Health Department hold Diabetic Cooking Classes July 26, 30, and 31 at Pecan Ridge Community Room.**

**August 1 - 5: Four States 4-H Field Day. A day of activities for students considering 4-H involvement; Texarkana Chamber of Commerce Ribbon Cutting Ceremonies At Jordon Health Services on August 2<sup>nd</sup>, Marco’s Pizza on August 7<sup>th</sup>, United**

**Health on August 9<sup>th</sup> and Gusano's Pizza on August 9<sup>th</sup>. Brain Injury Support Group meets the fourth Friday of each month in the Dogwood Room of Christus St. Michael Health System; Arklatex Woodcarving Club meets each Monday from 5:00 until 8:00 pm at the Sugar Hill United Methodist Church; Miller County Patriot's meet every Tuesday at Big Jakes BBQ on Arkansas Blvd; Toastmasters meet at noon the first and third Thursday of each month at the Restoration House; Texarkana Evening Lions Club meeting is the second and fourth Monday of each month at the Iron Mountain Neighborhood Center.**

**August 6 - 12: Girl Scouts Registration Rally; Home-school Record Keeping Seminar at Baptist Bookstore; Hope Watermelon Festival Concert and Festival Information; Susan G Komen Race for the Cure Registration; The First Presbyterian Church offers a Prescription Assistance Program. Assistance is available from ten until noon each Tuesday at the Church; Texarkana Regional Arts and Humanities Council presents Jawbone as fund raiser.**

**August 13 - 19: Susan G Komen Race for the Cure Registraton; Bowie Count Extension Service Community Wide Health, Wellness and Education Program; Main Street Texarkana Revolving Loan fund Presentation to Jason Horton to renovate Kress Building; Girl Scouts – DeGray Lake Cardboard Boat Fund-raiser.**

**August 20 – 31: Texarkana Chamber of Commerce Business to Business Breakfast; Texarkana – Bowie County Family Health Center Health in Information Fair; Texarkana Radio Lifeshare Blood Drive on Tuesday, August 28<sup>th</sup>....– Bud Light PSA's to Promote Responsibility and campaign against Drinking and Driving; 11<sup>th</sup> Anniversary Commemoration Memorial Service.**

**September 5 - 9: 11<sup>th</sup> Anniversary Commemoration Memorial Service; 68<sup>th</sup> Annual Four States Fair and Rodeo.**

**September 10 – 16: Texarkana, Arkansas Police seeking neighbors to participate in "National Night Out" Block Parties...Souls of Faith fifth Anniversary Gospel Sing at Saint Paul CME Church; 68<sup>th</sup> Annual Four States Fair and Rodeo.**

**September 17 – 23: Texarkana Chamber of Commerce Business after hours; Arkansas Department of Health Free HIV and Syphilis Testing; Texarkana Chamber of Commerce Business to Business Breakfast; Texarkana Veterans Group Vital Information meeting; American Legion Riders Annual Rally and Benefit for the Susan G. Komen Race for the Cure; Lake Wright Patman Vounteer Cleanup Day; Martin Chapel Christian Methodist Episcopal Church – Redwater – Fish Fry Fund-raiser; Nashville, Arkansas Parks and Recreaton Outdoor Expo and Fall Fetival – held in conjunction with National Hunting and Fishing Day.**

**September 24 – 30: City of Texarkana, Texas Parks and Recreation Fall Community Wide Garage Sale.**

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**Recorded PSAs:**

**The Foundation for a Better Life – Values.Com PSA's (10) (:60's) 100X July, 100X August, 100X September**

**On The Road in Texas PSA's (7) (:60's) – Underage Drinking, Flat Tires, Towing Boats, Labor Day DWI Enforcement, Back to School Safety, Safety Belts and Grandparents 100X July, 100X August, 100X September**

**Children's Health Minute PSA's (5) (:60's) – Sun Safety, Drugs and Alcohol – How to Talk to your Kids, Immunizations, Healthy Family Eating, Is Your Child Getting Enough Sleep 100X July, 100X August, 100X September**

**National Guard Recruitment PSAs (1) – 100X July, 100X August, 100X September  
Arkansas State Police –:30s – Highway Safety (2) – 100X July, 100X August, 100X September**

**Keep Arkansas Beautiful PSA's (:30s) – anti-littering campaign (3) – 50X July, 50X August, 50X September**

**Arkansas State Parks PSA's (:60s) (3) – 100X July, 100X August, 100 September**

**Texas Department of Health PSA's (:60) 100X July, 100X August, 100X September**

**UAMS / Breast Cancer PSA's (:30s) (2) – 100X July, 100X August, 100X September**

**Community Calendar solicitations (:30s) (3) – 300X July, August, September**

**Komen Texarkana Race for the cure (:30's) (3) – 100X, September**

Long-form On Air interviews: approx 20 minute each during Let's Talk About It program, typically live from Thursdays from 1:00 pm – 2:00 pm

**see attachment**

**KTOY Teamed up with Lifeshare Blood Services for a day long Blood Drive at the home office on College Drive....Broadcast Live promoting the event from 10:00 am until 2:00 pm on Tuesday, August 28<sup>th</sup>. Also ran 50 promotional announcements Bringing attention to the shortage of blood in the area.**



**“Let's Talk About It” .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 07/05/12

**Part 1 Guest:** Irene Webster: Traffic Safety Specialist

**Topic:** TX Department of Transportation Summer Campaign

**Focus:** PASS – Person Appointed To Stay Sober

**Calls:** 0

**Part 2 Guest:** Debra Rose: Committee Member (Christian Coalition for Unity)

**Topic:** Youth Leadership Conference

**Focus:** Target youth grades 6 – 12 to better prepare them for Adulthood

**Calls:** 0

**Part 3 Guest:** Venture Watson

**Topic:** Razorback Camp for Boys & Girls

**Focus:** For Boy & Girls 3<sup>rd</sup> - 6<sup>th</sup> grades and Girls 7<sup>th</sup> - 12<sup>th</sup> grades

**Calls:** 0



**"Let's Talk About It" .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 07/12/12

**Part 1 Guest:** Derek A Scrivner – Disease Intervention Specialist / Beverly Coleman - Community Health Educator

**Topic:** STD's

**Focus:** The Epidemic of these diseases (causes, effects & treatments)

**Calls:** 0

**Part 2 Guest:** Pastor Elmore Green: Bethel 7<sup>th</sup> Day Adventist Church

**Topic:** Bethel Summer Outreach Program

**Focus:** Bullying, Drug Counseling, Peer Pressure, Financial Counseling & Abstinence

**Calls:** 0

**Part 3 Guest:** Amy Gland: Director of Social Services

**Topic:** Hospice of TXK hosting 10<sup>th</sup> Annual Good Grief Day

**Focus:** Support for children who have suffered loss of any kind.

**Calls:** 0



**“Let's Talk About It” .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 07/19/12

**Part 1 Guest:** No Shows

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_

**Part 2 Guest:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_

**Part 3 Guest:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_



**“Let's Talk About It” .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 07/26/12

**Part 1 Guest:** No Shows

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_

**Part 2 Guest:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_

**Part 3 Guest:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_



**“Let's Talk About It” .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 08/02/12

**Part 1 Guest:** Stacey Roberson / Ronesha Dun

**Topic:** 2012 Ultimate Praise & Worship Concert

**Focus:** Honoring music icons Kirk Franklin & the Family

**Calls:** 0

**Part 2 Guest:** Andrew William / Nedra Harris

**Topic:** Andrew Williams Success story

**Focus:** Full ride scholarship to Yale University

**Calls:** 0

**Part 3 Guest:** Matt Graves – Co Founder / President

**Topic:** Laces of Grace 3<sup>rd</sup> Annual Tennis Shoes Giveaway

**Focus:** Addressing the needs of our children

**Calls:** 0



**"Let's Talk About It" .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 08/09/12

**Part 1 Guest:** Brian Matthews / Rachel Green

**Topic:** Blood Drive

**Focus:** Linrock's 1<sup>st</sup> time ever blood drive partner w/ Life Share blood center

**Calls:** 0

**Part 2 Guest:** David Michael Wyatt – DMW Entertainment / Malinda Cree – CASA PD

**Topic:** "I am for the Child" Gospel Celebration

**Focus:** In conjunction with CASA – A Gospel celebration 8/18/12 at 1<sup>st</sup> Baptist Church  
301 Moores Lane, Texarkana, TX

**Calls:** 0

**Part 3 Guest:** Matt Graves – Co Founder / President

**Topic:** Laces of Grace 3<sup>rd</sup> Annual Tennis Shoes Giveaway

**Focus:** Addressing the needs of our children

**Calls:** 0



**"Let's Talk About It" .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 08/16/12

**Part 1 Guest:** Theresa Mitchell (RN @ Union Elem. TASD)  
Delois Curry (RN Home Health Service)

**Topic:** Open House @ Union Elem. School Involving Not Just the Teaching Staff But,  
All of the Elements That Make Up the Community.

**Focus:**

**Calls:** 0

**Part 2 Guest:** Liz Thrash/ Destiny Thrash

**Topic:** Recent Participation of Destiny and Team USA in Basketball Competition In  
Brazil

**Focus:** Team USA Girls Got the Gold and Destiny was MVP

**Calls:** 0

**Part 3 Guest:** Robert Nero (Director of Hope Six Rose Hill R<sub>1</sub> Revitalization

**Topic:** Update on the Ongoing of Construction

**Focus:** Back To School Programs Offered Not Only To Residents, but Community.

**Calls:** 0



**“Let's Talk About It” .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 08/23/12

**Part 1 Guest:** Joytina Lewis & Jimmy Scott

**Topic:** The Annual Musical of Polly Chapel Baptist Church

**Focus:** The Theme is “Throw Back” Featuring Men of Music, Kacy Harvey  
& Vocal Coach Brandi Ross

**Calls:** 0

**Part 2 Guest:**

**Topic:**

**Focus:**

**Calls:** 0

**Part 3 Guest:**

**Topic:**

**Focus:**

**Calls:** 0



**“Let's Talk About It” .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 08/30/12

**Part 1 Guest:** Kim Bursey Reese

**Topic:** Nash Burial Association

**Focus:** Up Keep of Historic Cemetery

**Calls:** 0

**Part 2 Guest:** Stacy Robertson

**Topic:** Sing With a Smile Foundation Fundraiser

**Focus:** Labor Day Skate Party

**Calls:** 0

**Part 3 Guest:**

**Topic:**

**Focus:**

**Calls:** 0



**“Let's Talk About It” .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 09/06/12

**Part 1 Guest:** NAACP Exec> Committee Member Ulysses Brewer/ Taretha Harper Bi-Annual

**Topic:** Freedom Fund Banquet

**Focus:** This Years Agenda/ Itinerary

**Calls:** 0

**Part 2 Guest:** Tendra Washington/ Dr Robert Jones

**Topic:** Smith Keys Village Apt. Computer Learning Center

**Focus:** Identifying &Detailing With the Problems Our Children Face Day To Day

**Calls:** 0

**Part 3 Guest:** Dennis Cook

**Topic:** Man Nation Movement

**Focus:** To Gather Men Together To Exchange Information & Empowering our Men To Lift Up the Communities.

**Calls:** 0



**"Let's Talk About It" .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 09/13/12

**Part 1 Guest:** Dr. Professor Robert Jones

**Topic:** Open Forum

**Focus:** State Of The World

**Calls:** 4

**Part 2 Guest:** Dr. Mark Wren (Med Director of Health South)

**Topic:** Rehab Week (09/16-09/22)

**Focus:** All Aspects of Rehab

**Calls:** 0

**Part 3 Guest:**

**Topic:**

**Focus:**

**Calls:**



"Let's Talk About It" .... KTOY 104.7  
Thursday's 1PM - 2PM

Date: 09-27-12

(VIA TELEPHONE)

Part 1 Guest: DR. STANLEY T. HILLARD SR / PASTOR @ ST LUKE MISSIONARY BAPT. CHURCH

Topic: ANNUAL FALL REVIVAL FOR 11<sup>TH</sup> ST BAPTIST CHUR M - TH 10-08 / 10/04

Focus: LOOKING FOR A HUGE MOVE OF THE HOLY SPIRIT THAT WILL REVIVE THE LIVES OF THE PEOPLE WHO ATTEND

Calls: Ø

Part 2 Guest: GENIA BULLOCK, RHONDA DOLBERRY, DAVID MURPHY

Topic: UPCOMING EVENT @ PEROT THEATER STARRING SINBAD (MAYOR @ MEDLEN)

Focus: EVENTS HOSTED BY TAAC (TRACH AFRICAN AMERICAN COMMITTEE)

Calls: \_\_\_\_\_

Part 3 Guest: \_\_\_\_\_

Topic: \_\_\_\_\_

Focus: \_\_\_\_\_

Calls: \_\_\_\_\_



**"Let's Talk About It" .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 09/20/12

**Part 1 Guest:** Did Not Air

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_

**Part 2 Guest:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_

**Part 3 Guest:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Focus:** \_\_\_\_\_

**Calls:** \_\_\_\_\_



**“Let's Talk About It” .... KTOY 104.7**  
Thursday's 1PM – 2PM

**Date:** 09/27/12

**Part 1 Guest:** (via telephone) Dr. Stanley T. Hillard Sr./ Sr Pastor @ St Luke Missionary Baptist Church in Houston, TX

**Topic:** Annual Fall Festival For 11<sup>th</sup> St Baptist Church Monday thru Thursday 10/1-10/4

**Focus:** Looking for a huge move of the Holy Spirit that will revive the lives of the people who attend.

**Calls:** 0

**Part 2 Guest:** Gena Bullock, Rhonda Dolberry and David Murphy

**Topic:** Upcoming event @ Perot Theater starring Sinbad (major comedian)

**Focus:** Events hosted by TAAC (TRACH African American Committee)

**Calls:** 0

**Part 3 Guest:**

**Topic:**

**Focus:**

**Calls:**

**FOR FCC PUBLIC FILE:  
ISSUES ADDRESSED THROUGH  
LONE STAR RADIO NETWORK  
PUBLIC SERVICE FEATURES**

**JULY 2012**

:60 Radio News Features

**ON THE ROAD IN TEXAS**

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**OTR-JN502R – Drink. Drive. Go to Jail – July 4<sup>th</sup> Rev.** The July Fourth holiday is coming up. Most of us will enjoy a day off from work, but state troopers and local law enforcement will be on the job, watching for drunk drivers on our streets and highways.

**OTR-JL100R – Three Keys to Safety** Remember the 3 S's – sobriety, speed and safety belts. Sobriety – don't drink and drive. Speed – don't just stay under the limit, but drive a speed that's safe for road and weather conditions. And safety belts – buckle up every time, all the time.

**OTR-MR112R – Stopping Distance Rev.** It's dangerous to follow the vehicle in front of you too closely. In just three seconds at 70 miles an hour, you cover the length of a football field. Following too closely is one of the leading causes of traffic crashes in Texas.

**OTR-DO202R – Drowsy Driving** Driving when you're drowsy is extremely dangerous. If you nod off going 70 miles an hour for even a second, you've traveled more than 100 feet without being in control of your vehicle.

**OTR-NV012R – Where Should Your Child Ride?** The safest place for your child is going to be in the back seat. If your vehicle doesn't have a back seat, the best thing to do to protect your child is make sure they're buckled up securely, either in a safety belt or a car seat, and that the vehicle seat is pushed back as far as possible.

**CHILDREN'S HEALTH MINUTE**

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**CHM-0701 "Sun Safety"** Skin protection starts with choosing a sunscreen that says "broad spectrum" – that means it will screen out both UVA and UVB rays. Try to stay inside between 10am and 4pm, when UV rays are the strongest.

**CHM-0702 "Drugs and Alcohol: How to Talk To Your Kids"** Studies show kids are half as likely to use drugs and alcohol if their parents talk with them about the risks and be involved in their lives. Teach teens how to cope with stress and strong emotions in healthy ways - like playing sports.

**TEXAS CLEAN AIR MINUTE**

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**AIR-SE401 – Check Engine Light** If the "Check Engine" light on your dashboard comes on, this means that there might be a problem with the emissions control system. Be sure to get your car checked out.

**AIR-JL402 – Combine Errands** Turning your car on and off releases carbon dioxide and other harmful emissions into the air. When you combine your errands into a single trip, you're reducing the amount of air pollution emitted than if you restart an engine that hasn't already warmed up.

**AIR-MA301 – Oil Changes** Keep your car running clean by using the correct oil for your vehicle and getting oil changes every 3,000 miles.

**AIR-JL401 – Proper Tire Inflation** Properly inflated tires could save you money at the gas pump and reduce air pollution. Properly inflated and balanced tires can prevent excess drag and improve fuel economy -- by up to one mile per gallon. Another benefit is that properly inflated tires are also safer and last longer.

**FOR FCC PUBLIC FILE:**  
**ISSUES ADDRESSED THROUGH**  
**LONE STAR RADIO NETWORK**  
**PUBLIC SERVICE FEATURES**  
*JULY 2012*  
:60 Radio News Features

***BREASTFEEDING: EVERY OUNCE COUNTS***

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**WIC-0801 Healthy Baby** Breastfeeding is one of the best ways to keep your baby healthy. PSA informs parents about illness prevention through breastfeeding and helpful hints from a pediatrician.

**WIC-0802 Healthy Mom** New research shows that breastfeeding that can help prevent breast and ovarian cancers in women. Also, Informs parents about illness prevention through breastfeeding and helpful hints from a pediatrician.

**WIC-0803 Mom & Baby** Breastfeeding helps new moms lose weight and prevents against cancer. It also is an immune booster for babies and will keep them healthy

***POWER2TALK***  
***Air through August 5, 2012***

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**HHSC-POWER1 - Power2Wait- spot 1** At Power2talk.org you'll find accurate, age appropriate information that extends far beyond the traditional "birds and bees" conversation. It's more than just a website, it's a "solution kit", a conversation starter designed for even the most nervous of parents.

**HHSC-POWER2 – Power2Wait – spot 2** The Power2Wait.com website gives teens the answers they crave about sex, love and relationships. There are even interactive games for kids of all ages to learn the truth about sex, STDs and much more!

**HHSC-POWER3 – Teachable Moments** There has never been a better time to start talking to your kid about sex. At the new website Power2talk.org parents will learn that having "the talk" comes down to everyday, teachable moments. Smart parents know that talking with their kids about sex can't wait.

**HHSC-POWER4 – Teen Pregnancy and STDs** It's so important to talk to your child about sex and STDs. It's never too early or too late to have this talk. If you're not sure you're ready to talk? Power2talk.org and Power2wait.com has information and interactive games that you can play with your kids while it does the talking for you.

**FOR FCC PUBLIC FILE:  
ISSUES ADDRESSED THROUGH  
LONE STAR RADIO NETWORK  
PUBLIC SERVICE FEATURES  
August 2012**

:60 Radio News Features

**ON THE ROAD IN TEXAS**

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**OTR-JA111R – Underage Drinking Rev.** In Texas, if you are under 21 years of age, it's illegal to consume or attempt to purchase alcohol. If you're under 21 and you're stopped for drinking and driving, be prepared. You could have your driver's license taken away for a whole year, you could go to jail for as many as 180 days, and you could be fined up to \$2,000 dollars.

**OTR-10SE13 – Flat Tires** Even with a flat, you can drive your car slowly to a safe spot. The most important thing is to move your car off the road as far away from traffic as you can. And be sure to turn on your hazard lights.

**OTR-MA110R – Towing Boats and RVs Rev.** If your trailer has been sitting in one spot for months, make sure it's roadworthy – you'll want to check the tire pressure, supports and lights. The extra weight of a boat or trailer means you'll need to allow more room and more time for stopping and accelerating.

**OTR-AU504R – Labor Day/Stepped Up DWI Enforcement Rev.** With stepped up enforcement around the Labor Day holiday, chances are if you drive drunk, you'll get caught. The penalty for a first DWI conviction is a fine of up to \$2,000, plus court costs. You can also be sentenced to serve time behind bars, and you will lose your driver's license.

**CHILDREN'S HEALTH MINUTE**

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**CHM – 0801 “Benefits of Breastfeeding”** Breastfeeding helps mom bond with her baby. Women who breastfeed tend to lose pregnancy weight more quickly— the average is about 600 calories burned per day! And, breastfeeding for over 12 months is shown to prevent breast and ovarian cancer in moms.

**CHM – 0802 “The Importance of Immunizations”** Vaccines help your child's immune system to combat many very serious illnesses, like measles, and whooping cough. To be effective, vaccines must be given on a set schedule, beginning during the child's first two years of life.

**TEXAS CLEAN AIR MINUTE**

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**AIR-JL801R – Drive a Cleaner Car Rev.** Driving a low-emission vehicle – like a hybrid – is one of the best things you can do to reduce air pollution. When you're shopping around, be sure to check the vehicle's window sticker for its emissions information or ask the dealer.

**AIR-SE402 – Commute Solutions** One obvious way to reduce the amount of pollution in the air is to reduce the number of vehicles on the road. Take public transportation or ride share. EPA estimates suggest a two-person car pool can cut combined emissions in half and reduce fuel consumption by up to one-third.

**BREASTFEEDING: EVERY OUNCE COUNTS**

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**WIC-0801 Healthy Baby** Breastfeeding is one of the best ways to keep your baby healthy. PSA informs parents about illness prevention through breastfeeding and helpful hints from a pediatrician.

**WIC-0802 Healthy Mom** New research shows that breastfeeding that can help prevent breast and ovarian cancers in women. Also, Informs parents about illness prevention through breastfeeding and helpful hints from a pediatrician.

**WIC-0803 Mom & Baby** Breastfeeding helps new moms lose weight and prevents against cancer. It also is an immune booster for babies and will keep them healthy

**FOR FCC PUBLIC FILE:  
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PUBLIC SERVICE FEATURES  
SEPTEMBER 2012  
:60 Radio News Features**

**ON THE ROAD IN TEXAS**

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**OTR-AU105R – Back-to-School Pedestrian Safety Rev** Take children for a practice walk so they know the safest route to get to school. Remind your kids to always use the cross walks and obey traffic signals and crossing guards. If they ride their bikes to school, make sure they know it's safest to get off their bikes and walk when they cross the street.

**OTR-SE707 – DWI With a Child** In Texas, a person is legally intoxicated and may be arrested and charged with DWI with a blood or breath alcohol concentration of .08 or more. The penalties are much harsher if you're arrested when there's an underage passenger in your vehicle. *DWI with a child passenger is punishable by a fine of up to \$ 10,000 and up to 2 years in a state jail prison.*<sup>1</sup>

**OTR-S102R – Safety Belts and Grandparents Rev** When you pick up your young grandchildren from their parents, don't forget to pick up their child safety seats, too. Even if it's just a short trip, you have to keep kids properly secured. The law now says any child younger than eight years old must ride in a safety seat or booster seat, unless they are more than four feet, nine inches tall.

**OTR-F102R – Alcohol/Reaction Times Rev** The law says you're legally intoxicated if your blood alcohol concentration is .08 or more. But your driving can be affected by considerably less alcohol than that. That's why you can be arrested for less than .08 if your driving is impaired. If you're drinking, let someone sober take the wheel or take a cab to get home safely.

**CHILDREN'S HEALTH MINUTE**

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**CHM-0901 "Healthy Family Eating"** Kids that eat breakfast everyday are healthier and are more likely to participate in school sports and other healthy physical activities. Studies show that kids who eat with their families at least three times per week are less likely to experiment with cigarettes, marijuana and alcohol.

**CHM-0902 "Is Your Child Getting Enough Sleep?"** Most kids' need to sleep between 8 to 12 hours a night depending on their age. Younger children tend to need more sleep, but even teens need 8 to 9 hours of sleep. Establishing a bedtime routine that helps kids relax and get ready for bed is the key to getting them the sleep that they need.

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<sup>1</sup> Texas Department of Transportation, "Road Tips," 2006 Edition.