



To: Public File

From:

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Issues and Programming Response List July 06 - September 2006

The following are the community needs and concerns of the Wichita and South-Central Kansas area as determined by needs met by KSCW-TV. Also listed are some of the efforts in response to these needs.

1. African-American Community Issues
2. Hispanic Community Issues
3. Children's Educational and Informational Issues
4. Children's Drug and Alcohol Abuse Issues
5. Children's Parenting and Mentoring Issues
6. Children's Peer Group Issues
7. Philanthropic and Community Service Issues
8. Safety Issues
9. Crime Issues
10. Environmental Issues

KWCV/ KSCW air Public Service Announcements every day. The following lists organize the PSAs around the issues they address.



African-American Community Issues

Connecting with the Wichita African-American Community and serving their specific and special needs is important in a diverse culture.

Response:

PSA's:

Reach Out	:60, :30
Equal Employment Opportunity	:15
Father Involvement	:30, :30
Child Obesity	:30
Martin Luther King Jr Nat'l Memorial	:30
Children in Need-Interplast	:30
Children in Need-Care Mobile	:30
Support Minority Ed	:60

1. Hispanic Community Issues

Connecting with the Wichita Hispanic Community and serving their specific and special needs is important in a diverse culture.

Response:

PSA's:

Equal Employment Opportunity	:20
Reach Out	:60, :30
Children in Need-Interplast	:30
Children in Need-Care Mobile	:30
Father Involvement	:30, :30
Child Obesity	:30
Hispanic Underage Drinking	:60, :30, :15

3. Children's Educational Issues

As a "CW" affiliate, children's issues are especially important. Issues in education and schooling are vital to protect the future of the community.

Response:

PSA's:

Reach Out	:60, :30
Read across Kansas	:30
High School Dropout	:30, :15
Booster Seat Education	:30
Lifelong Literacy	:30

4. Children's Drug and Alcohol Abuse Issues

As a "CW" affiliate, children's issues are especially important. Issues in drug and alcohol abuse education is vital to ensure that children don't try, abuse, or commit crimes because of drug use, to minimize illicit activity, to eliminate death and self-destruction, school truancy and drop-out, and violence due to drug and alcohol use, and driving while impaired, need to be addressed to stop these activities before children experiment or try them.

Response:

PSA's:

Partnership for Drug Free	:30
Underage Drinking	:30
Buzzed Driving Prevention	:30
Community Drug Prevention	:30, :20
Drug Prevention	:30, :20

5. Children's Parenting and Mentoring Issues

As a "WB" affiliate, children's issues are especially important. Issues in proper and responsible parenting and community mentoring are vital to ensure that children grow up without gangs, violence, drug abuse, parental abuse, sexual abuse, and unavailable parental care must be addressed to start policing and caring for children in the home.

Response:

PSA's:

Booster Seat Education	:30
Fathers-Dance	:30, :15
Fathers-Light	:30, :15
Fathers-Errand	:30, :15
Be a Hero	:30
Domestic Violence Prevention	:30
Child Obesity	:30, :15
High School Dropout	:30, :15
Children in Need	:30
Online Sexual Exploitation	:30
Parental Involvement in Schools 1	:30
Parental Involvement in Schools 2	:30
Parental Involvement in Schools 3	:30
Parental Involvement in Schools 4	:30
Parental Involvement in Schools 5	:15
Parent Involve "Choir"	:30
" " "Drama"	:30

6. Children's Peer Group Issues

As a "WB" affiliate, children's issues are especially important. Issues protecting children from Peer Group pressure to participate in drug activities, violence, crime, sex, and counter-education activities must be addressed to show children that they are not alone and they do not have to give in to peer pressure within a difficult environment for it.

Response:

PSA's:

Boy Scouts of America	:30
Children in Need	:30, :15
Online Sexual Exploitation	:60, :30, :30, :30, :15, :15
Children in Need	:30, :15
Reach Out	:60, :30

7. Philanthropic and Community Service Issues

In Wichita, as in most communities, there is a need for the public and private organizations to contribute money, time, and services to important issues, organizations, and causes within their community. As a public medium, we carry a responsibility to let the community know about important causes that are worthy of public support.

Response:

PSA's:

Boy Scouts of America	:30
Breast Cancer	:60, :30
Make a wish	:60, :30, :15
Big Brother Big Sister	:30
Kansas Army National Guard	:30, :15
HIV Awareness	:30
Marines	:60, :60, :30, :30, :30, :30
Childhood Cancer Foundation	:30, :30, :30, :15, :15, :15
Alzheimer's Association	:30
American Cancer Society Walk	:30
March of Dime's Walk	:30
Center of Health and Wellness	:20
Air Force	:30
Rocko	:30

8. Safety Issues

In Wichita, as in most communities, there is a need for public awareness of certain public and personal safety issues, and as a public medium, it is our responsibility to help ensure that a message is disseminated.

Response:

PSA's:

HIV Awareness	:30, :30, :15
Buzzed Driving Prevention	:30
Child Obesity Prevention	:30, :30
Radon Program	:60, :30
Domestic Violence	:30
Crime Prevention	:30
Booster Seat Education	:30
Alzheimer's Association	:30
Online Sexual Exploitation	:60, :30, :30, :30, :15, :15
Friends don't let friends	:30

9. Crime Issues

In Wichita, as in most communities, there is a need for public awareness of crime and crime prevention issues, and as a public medium, it is our responsibility to help ensure that a message is disseminated.

Response:

PSA's:

Buzz Driving	:60, :30
Crime Prevention	:30
Wildfire Prevention	:30
Online Sexual Exploitation	:60, :30, :30, :30, :15, :15
Friend's don't let friends drive drunk	:30

10. Environmental Issues

In Wichita, as in most communities, there is a need for public awareness of environmental issues, and as a public medium, it is our responsibility to help ensure that a message is disseminated.

Response:

PSA's:

Wildfire Prevention	:30, :30
Randon Program	:60, :30
U.S. Environment	:60, :30, :15
Hot Weather Safety	:30
National Geographic	:30
Global Warning "train"	:30
Global Warning "Tick"	:30