

2/1/07

PROBLEMS ISSUES LIST 1st QUARTER 2007, KUNO TV, FORT BRAGG, KDSL-CA UKIAH AND KTNC TV, CONCORD

Problem/Need: Drug Awareness

Program Title	Type	Source	Date(s)	Time of Air	Duration	Description
Drunk Driving Prevention	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Drunk driving prevention.
Drunk Driving Prevention	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Tragic consequences of driving under the influence of alcohol.

Problem/Need: Education

Program Title	Type	Source	Date(s)	Time of Air	Duration	Description
Operation Graduation	PSA	Ad Council	4/1/07-6/30/07	Various	:15	Promotes value of graduating from high school.
Operation Graduation	PSA	Ad Council	4/1/07-6/30/07	Various	:25	Promotes value of graduating from high school.
Operation Graduation	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Promotes value of graduating from high school.

Problem/Need: Environment

Program Title	Type	Source	Date(s)	Time of Air	Duration	Description
eRecycle.org	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Information on recycling to keep the environment clean.
eRecycle.org	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Information on recycling televisions to protect the environment.
eRecycle.org	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Information on recycling computer monitors to protect the environment.

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Problem/Need: Health and Welfare

Program Title	Type	Source	Date(s)	Time of Air	Duration	Description
American Diabetes	PSA	Ad Council	4/1/07-6/30/07	Various	:30	
Healthy Lifestyles and Diabetes Disease Prevention	PSA	Ad Council	4/1/07-6/30/07	Various	:25	Inspires behavioral changes among overweight adults through increased physical activity and healthier eating.
Booster Seat	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Importance of child booster seats for children 4'9" and under
Four Nine Spanish	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Importance of child safety seats for children 4'9" and under
Gotas	PSA	Ad Council	4/1/07-6/30/07	Various	Various	Educates public on how bone marrow registration may save lives.
Disease Prevention	PSA	American Heart Association	4/1/07-6/30/07	Various	1:00	Stay healthy by taking ownership of your health.
El Futbol	PSA	Ad Council	4/1/07-6/30/07	Various	:15	Spreading generosity and positive values.
Pedestrian Safety	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Information on driving safely and respecting pedestrian rights.
Medicare Today	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Make people aware of the prescription benefits of the new Medicare program and encourages people to educate themselves.
Testimonios	PSA	Alcoholics Anonymous	4/1/07-6/30/07	Various	1:00	Educates viewers on the dangers and negative impacts of alcoholism.
Testimonios	PSA	Alcoholics Anonymous	4/1/07-6/30/07	Various	:30	Educates viewers on the dangers and negative impacts of alcoholism.
Women's Cancer Initiative	PSA	Women's Cancer Initiative	4/1/07-6/30/07	Various	:30	Encourages Spanish speaking women to use available resources to combat cancer early.
Shriner's Hospital	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Promotes the purpose of the hospital and shares contact information for services.
GOTA	PSA	Ad Council	1/1/07 - 3/31/07	Various	:30	Various famous personalities promote the importance of bone marrow registration to the community

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Problem/Need: Miscellaneous

Program Title	Type	Source	Date(s)	Time of Air	Duration	Description
Mexican Consulate Services - Mexitel	Spot	Locally Produced by KTNC	4/1/07-6/30/07	Various	:30	Azteca America community service: Informs the viewing audience of the requirement to use the Mexican consulate's new phone system, Mexitel, to make appointments for passport and identification processing.
U.S. Department of Labor	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Information on government benefits can be found on the internet.
Sinfonia	PSA	Hispanic Christian Church Association	4/1/07-6/30/07	Various	:30	Promotes spiritual growth through religion.
Por Que	PSA	Hispanic Christian Church Association	4/1/07-6/30/07	Various	:30	Promotes spiritual growth through religion.
Demasiado	PSA	Hispanic Christian Church Association	4/1/07-6/30/07	Various	:30	Promotes spiritual growth through religion.
La Carrera	PSA	Ad Council	4/1/07-6/30/07	Various	:30	Promotes sharing and positive values
La Carrera	PSA	Ad Council	4/1/07-6/30/07	Various	:60	Promotes sharing and positive values
Precious Cargo	PSA	Ad Council	4/1/07-6/30/07	Various	:60	Promotes child safety. Advises that children under 4'9" use a booster seat.
Team Coalition Soccer	PSA	NAB	4/1/07-6/30/07	Various	:30	Encourages the practice of assigning sober designated drivers for safety.
"Character" Pass It On	PSA	unavidamejor.com	4/1/07-6/30/07	Various	:30	Promotes healthy and universally good values in our youth.
"Do Your Part" Pass It On	PSA	unavidamejor.com	4/1/07-6/30/07	Various	:30	Promotes healthy and universally good values in our youth.
Junior Achievement	PSA	Junior Achievement	4/1/07-6/30/07	Various	:30	Volunteer at Junior Achievement
CEO Women	PSA	Locally Produced	4/1/07-6/30/07	Various	:30	"Creating Economic Opportunities (CEO) for Women" Promoted this non-profit organization's classes which aim to provide language and business expertise to immigrant women, emphasizing entrepreneurial skills for improvement.

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Problem/Need: Miscellaneous (cont'd)

Program Title	Type	Source	Date(s)	Time of Air	Duration	Description
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Problem/Need: Event Support

Program Title	Type	Source	Date(s)	Time of Air	Duration	Description
June 30, 2007: Gilroy Gardens--Host event to provide entertainment for children: The following are the four activities we're going to be hosting at the "Juguemos A Cantar event" in Gilroy Gardens. Table #1 Jewellery making using beads (bracelets, necklaces, etc.) Table #2 Pot planting (planting seeds/painting clay pots) Table #3 Loteria (6 kids at a time w/opportunity to win toy) Table #4 Fishing contest (groups of 6 winner wins prize)						