

**WDRB - 2ND QUARTER - 1999  
PSA REPORT**

**APRIL**

<b>SOURCE</b>	<b>SUBJECT</b>	<b>LENGTH</b>	<b>RUNS</b>
AAPCC	Poison Control	:60	2
American Cancer Socitey	Relay For Life	:30	12
American Heart Association	Tour De Heart	:30	13
Bridgehaven	Generic	:30	1
Buy Recycled	Circle	:60	2
Dare To Care	2nd Harvest	:60	54
Dare To Care	Taste of Derby Festival	:30	35
Earth Share	Choice	:60	4
Family of Latter Day Saints	Saturday Morning	:60	1
Fire Safety	Matches & Lighters	:60	2
Fire Safety	Cool Rules	:60	1
Fox 411	DUI	:30	2
Fox Kids	Check Yourself	:60	10
Fox Kids	Check Yourself	:30	4
Fox Network	Anti Crime	:30	1
Fox Network	Designated Driver	:30	4
Fox Network	Drunk Driver	:30	1
KATA	Stop The Violence	:15	7
Kentucky Dept of Health	Teen Abstinence	:30	35
Key Club	Anti Smoking	:30	1
KY Center / Stage One	Thunder at the Center	:15	8
Leukemia Society	Ride/Run/Walk	:30	1
Louisville Police	Drunk Driving	:20	1
Louisville Visual Arts Association	Boat Race Party	:30	17
National Parkinson's	Muhammad Ali	:30	18
National Parkinson's	Generic	:30	3
National Parkinson's	Generic	:60	30
National Parkinson's	Generic	:15	2
Red Cross	Blood Alert	:15	3
Save the Children	Generic	:120	17
Save the Children	Generic	:90	6
Squash It	Anti Violence	:30	2
Young Women's Club	Generic	:30	1

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**MAY**

<b>SOURCE</b>	<b>SUBJECT</b>	<b>LENGTH</b>	<b>RUNS</b>
AAPCC	Poison Control	:60	3
AAPCC	Poison Control	:30	1
American Cancer Socitey	Relay For Life	:30	17
American Dental Association	Toothache Dudley	:60	2
American Heart Association	Tour De Heart	:30	22
Buy Recycled	Circle	:60	7
Dare To Care	2nd Harvest	:60	53
Dare To Care	2nd Harvest	:30	1
Earth Share	Choice	:60	12
Elderserve	Macaroni Necklace	:30	35
Fire Safety	Matches & Lighters	:60	5
Fire Safety	Cool Rules	:60	6
Fire Safety	Stop, Drop & Roll	:60	4
Fox 411	DUI	:30	1
Fox 411	Teen Pregnancy	:30	3
Fox 411	Prison	:30	1
Fox 411	Obstacles	:30	1
Fox Kids	Check Yourself	:60	61
Fox Kids	Check Yourself	:30	2
Fox Network	Anti Crime	:30	1
Fox Network	Stay in School	:30	3
Hey Bro!	Nineline	:60	3
KATA	Stop The Violence	:15	8
KBA	NCSA	:30	18
Kentucky Dept of Health	Teen Abstinence	:30	29
Louisville Visual Arts Association	Summer Art Classes	:30	9
Multiple Sclerosis Society	Get Ready	:30	12
National Parkinson's	Muhammad Ali	:30	12
National Parkinson's	Generic	:30	3
National Parkinson's	Generic	:60	35
National Parkinson's	Generic	:15	5
Oklahoma Fox Affiliate	Tornado Relief	:20	25
Save the Children	Generic	:120	27
Save the Children	Generic	:90	5
Save The Children	Generic	:60	2

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**JUNE**

<b>SOURCE</b>	<b>SUBJECT</b>	<b>LENGTH</b>	<b>RUNS</b>
American Dental Association	Toothache Dudley	:60	3
Arbor Day Foundation	Generic	:60	2
Buy Recycled	Circle	:60	2
Dare To Care	2nd Harvest	:60	44
Dare To Care	2nd Harvest	:30	2
Earth Share	Choice	:60	3
Elderserve	Macaroni Necklace	:30	37
EPA	Earth Share	:30	1
Fire Safety	Matches & Lighters	:60	2
Fire Safety	Cool Rules	:60	3
Fox 411	AIDS	:30	7
Fox Network	Stay in School	:30	1
Healing Place	Rumble for Recovery	:30	19
Hey Bro!	Nineline	:60	13
KATA	Stop The Violence	:15	13
KBA	Goodwill Games	:30	19
KBA	NCSA	:30	18
Kentucky Dept of Health	Teen Abstinence	:30	29
Ky Dept of Fish & Wildlife	Safe Boating	:30	10
Louisville Visual Art Association	Summer Art Classes	:30	11
Louisville Visual Art Association	Waterside Festival	:30	43
Multiple Sclerosis Society	Get Ready	:30	5
Multiple Sclerosis Society	Coach	:10	1
National Parkinson's	Muhammad Ali	:30	6
National Parkinson's	Generic	:30	3
National Parkinson's	Generic	:60	28
National Parkinson's	Generic	:15	3
Partnership for Drug Free America	Animated	:30	2
Ronald McDonald House	Generic	:30	12
Samaritan's Purse	Kosovo	:30	19
Save the Children	Generic	:120	9
Save the Children	Generic	:90	1
Volunteers of America	Fish	:60	2

QUARTERLY ISSUES/PROBLEMS LIST  
(April 1, 1999 - June 30, 1999)

During the Ascertainment Meeting of Community Leaders held on Thursday, April 8, 1999, for the 2nd quarter, the following were determined as the most significant issues of community concern:

- 1) The Aging Population - What is society doing to cope with increasing number of elderly?
- 2) Affordable Health Care - What is the government doing to make health care available to everyone?
- 3) City/County Merger - Is this best for both?
- 4) Crime - What needs to be done to alleviate this growing problem?
- 5) Environmental Issues and their effects throughout our communities.

<u>Description of Issue</u>	<u>Program</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program Segment</u>
Aging Population	Fox News at 10	05/12/99	10:00PM	1:30	sisters of Charity break ground for a new facility to treat Alzheimer's patients.
Aging Population	Fox News at 10	06/24/99	10:00PM	2:45	Parents of adult mental patients who are housed at Central State get a reprieve from closing the facility. State wanted to move the patients into group homes.
Affordable Health Care	Fox News at 10	04/01/99	10:00PM	2:00	State move to close mental unit at Central State is debated. State says it will free money to help even more mentally ill.
Affordable Health Care	Fox News at 10	05/17/99	10:00PM	1:45	Insurance Commissioner Nichols is trying to resolve the battle between Aetna and local doctors before thousands are forced to look for a new physician.
Affordable Health Care	Fox News at 10	05/30/99	10:00PM	2:00	Local Veterans use Memorial Day to protest the Federal cuts in health benefits. Plan sales of New Veteran's rose to raise money for health research.
Affordable Health Care	Fox News at 10	06/03/99	10:00PM	1:35	State Insurance Dept. grants a stay on cutting off some Aetna Doctors. Many will still lose their doctors if they stay with Aetna.
Affordable Health Care	Fox News at 10	06/23/99	10:00PM	1:50	AMA Doctors vote to create a union to help fight HMO's and keep them from dictating treatments and costs.

<u>Description of Issue</u>	<u>Program</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program Segment</u>
City/County Merger	Fox News at 10	05/07/99	10:00PM	1:45	Merger study group questions alderman Dan Johnson's merger plan calling for one mayor and a 24 member council.
Crime	Fox News at 10	04/05/99	10:00PM	1:00	Man out of prison just over two weeks shoots police officer during convenience store holdup.
Crime	Fox News at 10	04/06/99	10:00PM	1:00	President Clinton introduces federal anti hate crimes legislation.
Crime	Fox News at 10	04/06/99	10:00PM	2:00	City uses computers to crack down on tardy parking tickets.
Crime	Fox News at 10	04/09/99	10:00PM	1:35	Jefferson County adds 14 more policemen to its street patrols.
Crime	Fox News at 10	04/20/99	10:00PM	2:15	Judges in Jefferson County are banding together to clear nearly 70,000 outstanding arrest warrants.
Crime	Fox News at 10	04/20/99	10:00PM	25:00	Various stories with local school officials and experts in child behavior in reaction to the shootings in Littleton, CO.
Crime	Fox News at 10	04/21/99	10:00PM	27:00	More stories on local reaction to Littleton shootings....local school safety...Brandenburg teen puts out a "Hit" list and is expelled from school....Statewide "Protect the Innocent" group asks for funding to link all police agencies in information on troubled kids.
Crime	Fox News at 10	04/28/99	10:00PM	2:20	Indiana attorney general Jeff Modisett talks with local elementary kids about dealing with violent thoughts.
Crime	Fox News at 10	04/29/99	10:00PM	2:15	A convicted sex offender is released from prison and moves next to Meyzeek Middle school. School System still hasn't activated a plan to be notified about released offenders under Law".
"Meghan's Crime	Fox News at 10	05/06/99	10:00PM	2:30	Mayor Dave Armstrong appoints a blue ribbon panel to come up with ways to stop gun violence in Louisville.
Crime	Fox News at 10	05/10/99	10:00PM	1:45	Jefferson County School system creates a transitional school for students who commit multiple crimes.

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Crime	Fox News at 10	05/10/99	10:00PM	1:30	New Albany School officials ask police to be at New Albany High School due to threats.
Crime	Fox News at 10	05/13/99	10:00PM	1:15	Dr. Stephen Daeschner is defending the school system's proposal to use Franklin Elementary as a center for troubled teens. Says they need a half-way center for juveniles getting out of jail.
Crime	Fox News at 10	06/03/99	10:00PM	2:00	First meeting of Mayor Armstrong's Blue Ribbon Panel on how to curb gun violence.
Crime	Fox News at 10	06/04/99	10:00PM	1:45	KY Senator Karem says he may reintroduce Bill placing use of guns by juveniles a responsibility of parents after a 4-year-old shoots a 6-year-old.
Crime	Fox News at 10	06/09/99	10:00PM	1:45	Blue Apple Players videotapes it's award winning play aimed at stopping violence. Teaches kids how to avoid violent situations.
Crime	Fox News at 10	06/27/99	10:00PM	1:30	Metro Narcotics Officers complete two-year investigation by arresting a Louisville man and confiscating four kilos of Cocaine.
Environment	Fox News at 10	05/13/99	10:00PM	2:00	Sally Bringham puts 250 Acres of her property along the Gene Snyder Freeway in an environmental trust. Means it is permanently preserved as a nature preserve.
Environment	Fox News at 10	05/15/99	10:00PM	1:30	18 Jefferson Co. chemical companies demonstrated Hazmet prevention capabilities.
Environment	Fox News at 10	06/14/99	10:00PM	2:45	Stretch of upper River Road included in possible bridge sites is added to a national historic endangered list.
Environment	Fox News at 10	06/19/99	10:00PM	1:50	Hundreds of volunteers show up to help clean the shores of the Ohio River.
Environment	Fox News at 10	06/20/99	10:00PM	1:30	Jeffersonville man wants an area in that town protected from a downtown bridge just like an area up river on the KY side last week.
Environment	Fox News at 10	06/23/99	10:00PM	1:00	Transit Authority River City get 3 million dollars from the federal govt. to buy newer & less polluting buses.
Environment	Fox News at 10	06/28/99	10:00PM	2:30	Once again bad drainage in south end results in flooded homes. MSD considering a buy out of one neighborhood to remove the houses from flood plain.