

**WDRB - 1ST QUARTER - 1999
PSA REPORT**

JANUARY

SOURCE	SUBJECT	LENGTH	RUNS
90210	Substance Abuse	:30	6
AAPCC	Poison Control	:60	20
AAPCC	Poison Control	:30	2
American Dental	Toothache Dudley	:60	8
American Red Cross	Generic	:30	1
American Cancer Socitey	3 Point Attack	:30	26
American Cancer Society	3 Point Attack	:10	3
Big Brothers/Big Sisters	Rock-n-Bowl	:30	2
Breast Cancer	Generic	:30	1
Bridgehaven	Generic	:30	9
Buy Recycled	Circle	:60	40
Children's Assault Prevention	Generic	:30	1
Earth Share	Choice	:60	14
Fire Safety	Matches & Lighters	:60	10
Fire Safety	Cool Rules	:60	6
Fire Safety	Stop, Drop & Roll	:60	6
Fox Network	Anti-Crime	:30	8
Fox Network	Drunk Driving	:30	1
Fox Network	Domestic Violence	:30	7
Fox Network	Designated Drivers	:30	11
Fox Network	Stay In School	30	1
Fox 411	DUI	:30	2
Fox 411	Prison	:30	8
Fox 411	Aids	:30	3
Fox 411	Date Rape	:30	3
Fox 411	Lenny Lyles	:30	5
Fox 411	Obstacles	:30	3
Fox 411	Drugs	:30	5
Fund For The Arts	Generic	:15	7
Hey Bro!	Nine Line	:60	32
Hey Bro!	Nine Line	:30	2
KATA	Citizen Justice	:30	4
Key Club	Anti Smoking	:30	8
Latter Day Saints	Saturday Morning	:60	10
Leukemia Society	Ride/Run/Ride	:30	1
Leukemia Society	Ride/Run/Ride	:20	1
Louisville Police	Designated Driver	:20	1

WDRB - 1ST QUARTER - 1999
PSA REPORT

JANUARY (continued)

<u>SOURCE</u>	<u>SUBJECT</u>	<u>LENGTH</u>	<u>RUNS</u>
Louisville Visual Arts Association	Art Classes	:30	15
Louisville Visual Arts Association	Dinnerworks	:30	69
Narcotics Anonymous	Generic	:30	4
Party of Five	Alcohol Abuse	:30	6
RAB	Buckle Up	:30	4
RAB	Premier of Education	:20	4
Red Cross	Blood Alert	:15	9
Save the Children	Generic	:120	54
Save the Children	Generic	:90	28
Save the Children	Generic	:60	6
Squash It	Anti Violence	:30	9
Until There's A Cure	HIV	:60	5

**WDRB - 1ST QUARTER - 1999
PSA REPORT**

FEBRUARY

SOURCE	SUBJECT	LENGTH	RUNS
90210	Substance Abuse	:30	5
AAPCC	Poison Control	:60	15
AAPCC	Poison Control	:30	1
American Red Cross	Generic	:30	1
American Cancer Socitey	3 Point Attack	:30	9
American Cancer Society	3 Point Attack	:10	1
Big Brothers/Big Sisters	Rock-n-Bowl	:30	6
Bridgehaven	Generic	:30	5
Buy Recycled	Circle	:60	11
Children's Assault Prevention	Generic	:30	10
Earth Share	Choice	:60	13
Fire Safety	Matches & Lighters	:60	1
Family Place	The Caper	:30	25
Fox Network	Drunk Driving	:30	1
Fox Network	Domestic Violence	:30	1
Fox 411	DUI	:30	3
Fox 411	Drugs	:30	3
Fox Kids	Check Yourself	:60	23
Fox Kids	Check Yourself	:30	6
Fund For The Arts	Generic	:15	11
Hey Bro!	Nine Line	:60	6
Hey Bro!	Nine Line	:30	5
Junior Achievement	Awards Banquet	:30	14
KATA	Citizen Justice	:30	2
Kentucky Dept of Health	Teen Abstinence	:30	1
Key Club	Anti Smoking	:30	1
Leukemia Society	Ride/Run/Ride	:30	4
Leukemia Society	Ride/Run/Ride	:20	6
Louisville Visual Arts Association	Dinnerworks	:30	12
Narcotics Anonymous	Generic	:30	1
Party of Five	Alcohol Abuse	:30	3
RAB	Premier of Education	:20	2
Red Cross	Blood Alert	:15	3
Save the Children	Generic	:120	67
Save the Children	Generic	:90	14
Squash It	Anti Violence	:30	18
Until There's A Cure	HIV	:60	1
Young Women's Club of Louisville	Generic	:30	1

**WDRB - 1ST QUARTER - 1999
PSA REPORT**

MARCH

SOURCE	SUBJECT	LENGTH	RUNS
90210	Substance Abuse	:30	3
AAPCC	Poison Control	:60	16
AAPCC	Poison Control	:30	1
American Cancer Socitey	3 Point Attack	:30	1
Bridgehaven	Generic	:30	2
Buy Recycled	Circle	:60	9
Children's Assault Prevention	Generic	:30	2
Earth Share	Choice	:60	8
Fire Safety	Cool Rules	:60	1
Fox Network	Anti Crime	:30	1
Fox Network	Designated Driver	:30	1
Fox 411	DUI	:30	3
Fox Kids	Check Yourself	:60	13
Fox Kids	Check Yourself	:30	8
Fund For The Arts	Generic	:15	2
Hey Bro!	Nine Line	:60	6
KATA	Citizen Justice	:30	3
Kentucky Dept of Health	Teen Abstinence	:30	44
Key Club	Anti Smoking	:30	2
Louisville Visual Arts Association	Boat Race Party	:30	34
Narcotics Anonymous	Generic	:30	1
Party of Five	Alcohol Abuse	:30	2
Red Cross	Blood Alert	:15	3
Save the Children	Generic	:120	40
Save the Children	Generic	:90	11
Squash It	Anti Violence	:30	9
American Dental	Toothache Dudley	:60	1
Save the Children	Generic	:60	1
State Farm Insurance	Diversity Posters	:30	18
Breast Cancer	Y Me	:30	1
Children's Rights	John Walsh	:30	25
Dare To Care	2nd Harvest	:60	9

TO: ALL GENERAL MANAGERS, GENERAL SALES MANAGERS, PROGRAM DIRECTORS,
PROMOTION MANAGERS AND PUBLIC AFFAIRS DIRECTORS

FROM: RUTH LEVENSON FFW
MARY BALDWIN FBC

DATE: APRIL 1, 1999

RE: NETWORK PRIMETIME/SPORTS/LATE-NIGHT PSA "1ST" QUARTER 1999 REPORT

<u>DATE</u>	<u>PROGRAM</u>	<u>TIME</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
1/1/99	COTTON BOWL	12:30:56P	ZBKA8523	ONDCP/ANTI D/DRIVING	:30
1/1/99	FOX MOVIE	8:48:14P	ZBKA8883	ONDCP/NAT'L INHALANT COALITION	:30
1/1/99	FOX MOVIE	9:16:59P	F98112	CLINTON/ANTI D/DRIVING	:20
1/2/99	AMW	9:35:23P	ZBKA8623	ONDCP/CRIME PREVENTION	:30
1/2/99	MAD TV	11:08:14P	ZBKA8263	ONDCP/DRUNK DRIVING	:30
1/3/99	PO PREGM	3:45:22P	NPNU8304	NFL/UNITED WAY	:30
1/3/99	NFL WILDCARD	5:52:53P	NPNU8308	NFL/UNITED WAY	:30
1/9/99	PO PREGM	12:15:33P	NPNU8308	NFL/UNITED WAY	:30
1/9/99	NFL DIV GAME	2:15:14P	NPNU8304	NFL/UNITED WAY	:30
1/9/99	NFL DIV GAME	2:45:51P	NPNU8304	NFL/UNITED WAY	:30
1/10/99	NFL DIV GAME	5:56:53P	NPNU8320	NFL/UNITED WAY	:30
1/17/99	NFL CHAMP GAME	2:17:59P	NPNU8335	NFL/UNITED WAY	:30
1/26/99	GUINNESS WRLD/RCRDS	9:13:04P	JBROWN20	CHILDREN'S SCHOLARSHIP FUND	:20
1/28/99	WRLD'S WLDST POLICE VID	8:23:23P	ZBKA9263	PDFA/DRINKING	:30
1/31/99	SBP PRE PRE GAME	11:17:48P	NPNU8322	NFL/UNITED WAY	:30
1/31/99	SBP ALL MADDEN MILLE	1:09:46P	NPNU9319	NFL/UNITED WAY	:30
1/31/99	SBP PRE GAME	2:34:23P	NPNU8324	NFL/UNITED WAY	:30
1/31/99	SBP PRE GAME	4:15:56P	NPNU9320	NFL/UNITED WAY	:30
1/31/99	SB PREKICK	5:09:25P	NPNU8108	NFL/UNITED WAY	:10
1/31/99	SUPER BOWL	8:14:26P	NPNU8336	NFL/UNITED WAY	:30
2/3/99	PARTY FIVE	9:57:01P	PSANCMP	CBWY/N CAMPBELL/DOM-VIOLENCE	:17
2/5/99	BRIMSTONE	8:33:38P	ZBKA9103	PDFA/ANTI-DRINKING & DRIVING	:30
2/6/99	AMW	9:55:55P	JBROWN20	CHILDREN'S SCHOLARSHP FUND	:20
2/18/99	WRLD'S SHOCK/MEDICAL	9:19:40P	ZBKA9273	PDFA/DRINKING/DATE RAPE	:30
2/26/99	"SEVEN"	9:04:51P	ZBKA8983	PDFA/MENTORING	:30
3/3/99	WRLD'S FUNNIEST	10:08:44P	IANZ30	CHILDREN'S SCHOLARSHP FUND	:30
3/6/99	AMW	9:13:10P	ZBKA8893	PDFA/QUINCY JONES-MENTORING	:30
3/7/99	WRLD'S FUNNIEST	7:14:22P	JWALSH20	CHILDREN'S SCHOLARSHP FUND	:20
3/11/99	FOX FILES	9:30:28P	ZBKA9253	PDFA/NATURE OF FATHERHOOD	:30
3/14/99	WRLD'S FUNNIEST	7:15:01P	ZBKA8973	PDFA/FAITH HILL RADD D/ DRIVING	:30

PLEASE CONTACT MARY BALDWIN (310) 369-1821 SHOULD YOU HAVE ANY QUESTIONS REGARDING THIS REPORT .

TO: ALL GENERAL MANAGERS, GENERAL SALES MANAGERS, PROGRAM DIRECTORS,
PROMOTION MANAGERS, AND PUBLIC AFFAIRS DIRECTORS

FROM: RUTH LEVENSON

DATE: APRIL 1, 1999

RE: KIDS PSA 1ST QUARTER 1999 REPORT

<u>DATE</u>	<u>PROGRAM</u> <u>TIME</u>	<u>PROGRAM</u>	<u>TIME</u> <u>AIRER</u>	<u>ISCI</u>	<u>PSA DESCRIPTION</u>	<u>LEN</u>
2/6/99	8:30:00A	P Rgrs:Playback 8:30AM SAT	8:56:43A	PSA0913	CY/"SCIENCE FAIR UNFAIR"	1:01

QUARTERLY ISSUES/PROBLEMS LIST
(January 1, 1999 - March 31, 1999)

During the Ascertainment Meeting of Community Leaders held on Thursday, February 11, 1999, for the 1st Quarter, the following were determined as the most significant issues of community concern:

- 1) Transportation of the Elderly: Would volunteers solve this problem?
- 2) Crime & Drugs: How they affect our community.
- 3) Land Use Planning: Will we run out of space?
- 4) Pollution - What are the effects on our community?
- 5) City/County Merger: Is this best for both?

<u>Description of Issue</u>	<u>Program</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program Segment</u>
Elderly Transportation	Fox News at 10	01/06/99	10:00PM	3:15	Changes in the state system for transporting elderly and disabled cause major problems and raises questions about who gets contracts.
Elderly Transportation	Fox News at 10	01/07/99	10:00PM	2:45	More controversy on lack of competition for new state medicare transportation system.
Elderly Transportation	Fox News at 10	02/09/99	10:00PM	2:30	state lawmakers hold hearing on new controversial medicare transportation system. Put new program on hold pending more investigation.
Crime & Drugs	Fox News at 10	01/05/99	10:00PM	2:15	Rev. Louis Coleman announces plan to pay drug dealers to stop the drug business.
Crime & Drugs	Fox News at 10	01/06/99	10:00PM	:45	Drug Dealer arraigned after Cops find 150 lbs. of marijuana, cocaine and cash.
Crime & Drugs	Fox News at 10	01/28/99	10:00PM	2:30	city/county Police distribute "Hot Spot" post cards so people can mail in info on drug houses, dealers and other criminal activity.
Crime & Drugs	Fox News at 10	02/22/99	10:00PM	1:45	Louisville ATF office brings national program to Louisville to curtail supply of drugs and firearms to juveniles.
Crime & Drugs	Fox News at 10	03/01/99	10:00PM	:45	Local teen arraigned for shooting 10 year old while parents were drugged out.
Crime & Drugs	Fox News at 10	03/17/99	10:00PM	2:00	Federal Drug Enforcement agency arrests Marion Co., KY man and charges him with being a major cocaine dealer in midwest.

Description of Issue	Program	Date	Time	Duration	Description of Program Segment
Land Use Planning	Fox News at 10	03/27/99	10:00PM	2:50	Ground broken for new community, Heritage Creek. It was created by the airport to move all those residents from the former Minor Lane Heights subdivision leveled for airport expansion.
Land Use Planning	Fox News at 10	03/30/99	10:00PM	1:45	Residents hear from Regional Airport Authority and Aldermen regarding possible expanded commercialization of the airport property.
Pollution	Fox News at 10	02/03/99	10:00PM	2:00	Jeff. Co. wants to increase VET Testing fees and prepares to hold public hearings.
Pollution	Fox News at 10	02/08/99	10:00PM	1:50	Air pollution control bd. holds first of public hearings on plan to raise Vet fees and perform more involved tests.
Pollution	Fox News at 10	03/04/99	10:00PM	2:00	MSD asks for permission to use a Diffusion Line into the Ohio River. Environmentalists say they should spend more money pre-treating sewage instead.
Pollution	Fox News at 10	03/17/99	10:00PM	2:45	Jefferson Co. Air Pollution Control Bd. votes to increase VET fees and testing procedures.
City/County Merger	Fox News at 10	03/26/99	10:00PM	2:45	City-County officials meet to discuss merger, but wind up doing battle with Co. Judge Exec. Rebecca Jackson who says the first move should be to get the issue on the ballot for a vote.
City/County Merger	Fox News at 10	03/30/99	10:00PM	2:00	Alderman Dan Johnson says his plan for merger should be a starting point for discussion. Says Louisville & unincorporated Jefferson Co. should be joined first with small cities having the option to join, suggests Mayor & 27 Member Council.