

**WDRB - 3RD QUARTER - 1999
PSA REPORT**

JULY

<u>SOURCE</u>	<u>SUBJECT</u>	<u>LENGTH</u>	<u>RUNS</u>
American Dental Association	Toothache Dudley	:60	1
Arbor Day Foundation	Generic	:60	11
Boystown	Lost	:60	5
Childreach	Disaster	:60	5
Dare To Care	2nd Harvest	:60	31
Dare To Care	2nd Harvest	:30	2
EPA	Earth Share	:30	3
Epilepsy Association of Louisville	Mud Jam '99	:30	15
Fire Safety	Matches & Lighters	:60	3
Fox 411	AIDS	:30	15
Fox Network	Anti Crime	:30	2
Fox Network	Drunk Driving	:30	1
Fox Network	Designated Driver	:30	5
Fox Network	Stay In School	:30	2
Fox Network	Drunk Driving	:30	7
Fox Network	Designated Driver	:30	4
Fox Network	Domestic Violence	:30	1
KATA	Stop The Violence	:15	4
KBA	Goodwill Games	:30	3
KBA	NCSA	:30	17
Kentucky Dept of Health	Teen Abstinence	:30	16
Kentucky Humane Society	Generic	:30	6
Ky Dept of Fish & Wildlife	Safe Boating	:30	3
Lion's Club	Visions	:60	3
Louisville Visual Art Association	Waterside Festival	:30	10
Louisville Police	Job Recruitment	:60	4
National Parkinson's	Muhammad Ali	:30	1
National Parkinson's	Generic	:60	30
National Parkinson's	Generic	:15	3
National Stroke Association	Generic	:60	1
Partnership for Drug Free America	Animated	:30	9
Peace Corps	How Far?	:60	11
Ronald McDonald House	Generic	:30	10
Samaritan's Purse	Kosovo	:30	2
Shriner's Hospital	Doctor/Patient	:60	3
Volunteers of America	Fish	:60	4
YFU International Exchange	Host Family	:60	3

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AUGUST

SOURCE	SUBJECT	LENGTH	RUNS
American Dental Association	Toothache Dudley	:60	1
American Heart Association	Heart Walk	:30	11
Arbor Day Foundation	Generic	:60	6
Boystown	Lost	:60	2
Childreach	Disaster	:60	1
Dare To Care	2nd Harvest	:60	33
Dare To Care	Score Against Hunger	:30	7
Elderserve	Macaroni Necklace	:30	23
EPA	Earth Share	:30	5
Epilepsy Association of Louisville	Mud Jam '99	:30	8
Fire Safety	Matches & Lighters	:60	3
Fox 411	AIDS	:30	27
Fox Network	Anti Crime	:30	1
Fox Network	Drunk Driving	:30	11
Fox Network	Designated Driver	:30	7
Fox Network	Stay In School	:30	1
Junior Achievement	On-Line Auction	:30	16
KATA	Stop The Violence	:15	2
KBA	NCSA	:30	12
Kentucky Dept of Health	Teen Abstinence	:30	9
Kentucky Humane Society	Generic	:30	1
Ky Dept of Fish & Wildlife	Safe Boating	:30	5
Louisville Police	Job Recruitment	:60	2
National Parkinson's	Muhammad Ali	:30	3
National Parkinson's	Generic	:60	62
Partnership for Drug Free America	Animated	:30	3
Peace Corps	How Far?	:60	5
Ronald McDonald House	Generic	:30	9
Volunteers of America	Fish	:60	4
YFU International Exchange	Host Family	:60	1

**WDRB - 3RD QUARTER - 1999
PSA REPORT**

SEPTEMBER

SOURCE	SUBJECT	LENGTH	RUNS
American Heart Association	Heart Walk	:30	39
Arbor Day Foundation	Generic	:60	14
Boystown	Lost	:60	8
Childdeach	Disaster	:60	6
Dare To Care	Score Against Hunger	:30	70
Elderserve	Macaroni Necklace	:30	11
EPA	Earth Share	:30	22
Fox Network	Check Yourself	:60	2
Fox Network	Check Yourself	:30	9
KATA	Stop The Violence	:15	2
KBA	NCSA	:30	15
Kentucky Humane Society	Generic	:30	14
Louisville Police	Job Recruitment	:60	6
National Parkinson's	Muhammad Ali	:30	3
National Parkinson's	Generic	:30	1
National Parkinson's	Generic	:60	13
National Parkinson's	Generic	:15	2
Partnership for Drug Free America	Animated	:30	18
Peace Corps	How Far?	:60	2
Ronald McDonald House	Generic	:30	14
Volunteers of America	Fish	:60	2
YFU International Exchange	Host Family	:60	10
Shriners Hospital	Generic	:60	5
Hey Bro!	Nineline	:60	3
Louisville Board of Aldermen	Louisville AIDS Walk	:30	38
Kentucky Organ Donor	Generic	:30	13

QUARTERLY ISSUES/PROBLEMS LIST
(July 1, 1999 - September 30, 1999)

During the Ascertainment Meeting of Community Leaders held on Thursday, July 15, 1999, for the 3rd Quarter, the following were determined as the most significant issues of community concern:

- 1) Neglect of the Elderly - What are we doing to make sure the elderly are being taken care of health wise and financially?
- 2) City/County Merger - Why hasn't a decision on this merger been made?
- 3) Education - What can we do to improve our school system in Kentucky?
- 4) Environmental Issues - what effects they have throughout our community.
- 5) The bridge issue is still undecided - why is this a problem not being addressed?

<u>Description of Issue</u>	<u>Program</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program Segment</u>
Neglect of the Elderly	Fox News at 10	07/01/99	10:00PM	2:00	West Louisville Nursing Home has to move nearly 100 residents because of a roof collapse due to shoddy construction.
Neglect of the Elderly	Fox News at 10	09/29/99	10:00PM	1:45	State changes its mind about forcing elderly and handicapped to use a designated transportation unit instead of one they choose.
City/County Merger	Fox News at 10	08/10/99	10:00PM	1:00	2000 Census could make Lexington larger than Louisville. Threat makes argument for city/county merger in Louisville much stronger.
City/County Merger	Fox News at 10	09/09/99	10:00PM	2:00	Mayor and Co. Judge get ready to propose a plan for merging city & county government.

<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	09/10/99	10:00PM	2:10	Dave Armstrong & Rebecca Jackson unveil plan to merge city & county government. Calls for a county mayor and 19 councilmen. Fire districts and sixth class cities to remain the same.
Education	Fox News at 10	07/01/99	10:00PM	1:35	Teachers from the Old Franklin and Breckinridge Elementary schools move into a brand new building. This "year-round" school opens for classes July 13 th .
Education	Fox News at 10	07/01/99	10:00PM	:45	The State Lottery Commission makes their annual payment to the state. The 159 point 5 million goes toward education.
Education	Fox News at 10	08/02/99	10:00PM	1:50	A KY Dept of Education rule requiring college-bound students have two years of a foreign language have some educators concerned.
Education	Fox News at 10	08/05/99	10:00PM	1:50	Three teachers bring suit against Jefferson Co. Schools because they were transferred from Atkinson Elementary against their will. School system says they're just trying to improve the worst school in the district.
Education	Fox News at 10	08/09/99	10:00PM	1:35	Jefferson County Schools buys a bomb sniffing dog. It will be used for unannounced checks of schools, lockers, etc. to help insure safety of students.
Education	Fox News at 10	08/12/99	10:00PM	1:50	3 teachers sue Jeff. Co. Schools because they were transferred from Atkinson ELEM. School System. Says it is part of a move to improve the worst school in the county.
Education	Fox News at 10	08/15/99	10:00PM	1:45	Jeff. Co. Schools prepares for 1 st day. Opens a web page where parents and students can find bus routes, lunch menus, etc.
Education	Fox News at 10	08/18/99	10:00PM	1:45	17-year-old Prosser school senior charged with having a gun on school property. Zero tolerance policy has him expelled and also charged with a felony.

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Education	Fox News at 10	09/14/99	10:00PM	:40	Settlement of class action suit by Toys R Us gives KY over 200-thousand dollars for reading programs.
Education	Fox News at 10	09/16/99	10:00PM	2:00	First result of new KY school test show Jefferson County below average in many categories.
Education	Fox News at 10	09/29/99	10:00PM	2:15	First test scores under new Cats testing show Jefferson County under state average, even though some schools rank number 1.
Environment	Fox News at 10	07/01/99	10:00PM	1:35	Jefferson County residents begin paying more for a stronger vehicle emissions test.
Environment	Fox News at 10	07/13/99	10:00PM	2:00	Surveyers are checking possible bridge sites for the existence of endangered species.
Environment	Fox News at 10	07/23/99	10:00PM	1:50	State environmental officers announced a crackdown on the state's largest illegal dump in Floyd Co., KY
Environment	Fox News at 10	07/27/99	10:00PM	2:00	EPA says reformulated gasoline should be taken off the market because it's danger to water supplies (in case of a spill) is more harmful to the environment than it's benefit to the air quality.
Environment	Fox News at 10	08/02/99	10:00PM	2:15	Company charged with killing hundreds of fish in Floyd's fork last month has been operating despite a year of violations.
Environment	Fox News at 10	08/10/99	10:00PM	2:00	Two barges collide in Ohio River near Henderson, KY spilling thousands of gallons of gasoline into the river. Five communities downstream are forced to shutdown water intakes.
Environment	Fox News at 10	08/13/99	10:00PM	1:40	Drought and low water levels in Ohio cause bad tasting and bad smelling water. Bottled water sales are through the roof of restaurants are forced to make substitutions.

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Environment	Fox News at 10	08/17/99	10:00PM	2:30	Governor and other state officials tour Gaseous Diffusion plant in Paducah. Promise workers and retirees the investigation into plutonium and other nuclear pollution will be quick.
Environment	Fox News at 10	08/23/99	10:00PM	2:00	Aldermen plan to amend noise ordinance to include a noise inspector to conduct readings around live music bars.
Environment	Fox News at 10	08/31/99	10:00PM	1:30	Environmentalists are surveying sections of the Ohio River near proposed routes for new bridges for rare Zebra Mussels.
Environment	Fox News at 10	09/14/99	10:00PM	1:10	Energy Dept officials say the gaseous diffusion plant operators in Paducah, KY need to pay closer attention to cleanup of hazardous materials and the health of employees.
KY/Indiana Bridges	Fox News at 10	07/13/99	10:00PM	2:25	Environmentalists study several different sites for new Ohio River bridges for the existence of endangered species.