

WDRB-TV
3rd Quarter PSA Report
2003

| TITLE - Subject | July | August | September |
|--|-------------|---------------|------------------|
| Ad Council - Crime Prevention | 12 | 3 | ----- |
| Ad Council – Drunk Driving | ----- | 1 | ----- |
| Ad Council – Earth Share | ----- | ----- | 1 |
| Ad Council – Historic Preservation | 11 | 13 | 2 |
| Ad Council - Learning Disabilities | 1 | ----- | 1 |
| Ad Council – Library of Congress | 7 | ----- | ----- |
| Ad Council – Wildfire Prevention | 1 | 1 | ----- |
| Alliance to Save Energy – Science Fair | 25 | 30 | 26 |
| American Civil Liberties Union – Generic | 17 | 6 | ----- |
| American Dental Association – Brush | 4 | 13 | 5 |
| American Legacy – Smoking while Pregnant | 5 | ----- | ----- |
| American Red Cross – Generic | 15 | 21 | 17 |
| Arbor Day Foundation – Generic | 7 | 4 | 12 |
| Big Brothers/Big Sisters – Generic | 3 | 6 | 5 |
| Boys and Girls Clubs – Generic | 4 | 13 | 5 |
| Childhood Asthma – Fish out of Water | ----- | ----- | 5 |
| Fox 41 - Louisville Orchestra Tickethon | ----- | 31 | 140 |
| Girl Scouts – Kentuckiana Chapter | ----- | ----- | 1 |
| HIV / AIDS | 5 | 2 | 7 |
| HIV / Startling Facts | 1 | 2 | ----- |
| Junior Achievement – Coming Home | 30 | 20 | 25 |
| Kentucky Air National Guard – Generic | 15 | 15 | 8 |
| KY Commission on Volunteerism–Give Back | 1 | 6 | ----- |
| Kyana Interfaith/Dare to Care – Hunger Walk | ----- | 13 | 63 |
| Leukemia Society – Team in Training | 4 | 2 | 9 |
| Listen Up – Diversity | 6 | 2 | 2 |
| Listen Up – Generic | 4 | 5 | 6 |
| Listen Up – National Mental Health | 4 | 3 | 4 |
| Louisville Urban League – Generic | ----- | ----- | 20 |
| March of Dimes – Ride for Babies | ----- | ----- | 56 |
| Naval Reserve – What Do You Think? | 12 | 5 | 1 |
| Poison Control – Car Fluids | ----- | ----- | 2 |
| Salvation Army – Generic | ----- | 4 | ----- |
| Special Olympics & Trust for Life –Governors Cup | 44 | ----- | ----- |
| Stage One – Paige Davis | ----- | 24 | 27 |
| US Air Force – Faces | ----- | ----- | 2 |
| USA Freedom Corps – Generic | ----- | 1 | ----- |
| YMCA – Louisville | 22 | 16 | ----- |
| Yum – Dare To Care Food Bank | 37 | 20 | 18 |

This quarter, WDRB-TV chose the following issues to emphasize as it ascertained the community's needs:

Metro government

Economy

Courts and law

Agriculture / tobacco

Families

METRO GOVERNMENT

Date: 07/09/03 Fox News @ 4

Length: 2:00

Story: Louisville Metro police officers say recent changes in the department will make it harder for them to do their jobs.

Command staff will be given cell phones, but detectives and officers on the street won't have them.

The administrative bureau commander says the move won't affect the officers' ability to communicate with each other and the community.

Date: 07/10/03 Fox News @ 10

Length: 2:00

Story: How should metro council members use their discretionary funds, and what should they do with any money they have left over at the end of the fiscal year?

Metro council members have been bickering over possible answers to those questions.

An ordinance introduced tonight may answer at least one of the questions.

It won't be discussed or voted on by the full council for another two weeks, but it is already the product of compromise.

Date: 07/15/03 Fox News @ 10

Length: :50

Story: Louisville's mayor heads to the nation's capitol tomorrow to meet with some top government officials.

Mayor Jerry Abramson is going as part of a Greater Louisville Inc. trip to Washington to meet with Kentucky's Congressional delegation and others.

They'll talk about air quality issues, the bridges project, and plans for future military base closures.

Date: 07/16/03 Fox News @ 10

Length: 2:00

Story: A nationwide manhunt ends in Louisville, with the arrest of a man police believe assaulted a child from a store in West Virginia.

Part of that incident was captured on store video cameras.

And showing that tape on TV led to Allen Coates' arrest this afternoon.

Date: 07/31/03 Fox News @ 10

Length: :45

Story: Metro Louisville is launching a new effort to crack down on underage drinking.

Mayor Jerry Abramson and police chief Robert White are streamlining the city's alcohol enforcement efforts.

They're moving seven Alcohol Beverage Control Inspectors to the police department.

Date: 08/07/03 Fox News @ 10

Length: 2:00

Story: Louisville Metro government is making a new effort to shut down several adult entertainment businesses which have opened without permission.

Citations have been issued against six businesses to test a recent court decision in the city's favor.

Date: 08/13/03 Fox News @ 10

Length: 2:00

Story: The River Road Country Club will file for bankruptcy, as it tries to stop the city from evicting it from the public property the club sits on.

The club owes the city about 80 thousand dollars in back rent.

The city wanted the money by Thursday night.

But by declaring bankruptcy, the club will buy itself time to pay back the debt -- And force the city to make a decision.

Date: 08/18/03 Fox News @ 10

Length: 2:00

Story: Mayor Jerry Abramson and a small army of city officials went to southwest Louisville tonight for what was billed as a community conversation.

But a large crowd of concerned citizens angrily left because they weren't allowed to talk about their problems.

Date: 08/27/03

Length: 2:00

Story: For the second time this month, a large, vocal crowd turned out to demand the city speed up work on a road project in Southwest Jefferson County.

Residents are angry Mayor Jerry Abramson sent an aide to hear their complaints about Stonestreet Road construction, but they sounded off anyway.

Date: 09/08/03 Fox News @ 4

Length: :45

Story: The Louisville Metro police and fire departments may be one step and eight million dollars closer to getting a unified emergency communication system.

Mayor Jerry Abramson says he's found a one time revenue source to help pay for the estimated 50 million dollar project.

The project will link up emergency workers like police, fire and EMS throughout the city, so they're on the same system.

Date: 09/23/03 Fox News @ 10

Length: 2:00

Story: A proposed smoking ban for Louisville is still up for debate.

Tonight the Metro Health Department held its third of four public hearings on the topic. On one side, pro-smoking ban proponents say smoking is unhealthy.

On the other side -- anti-smoking ban advocates say the government shouldn't tell them what to do on the topic.

Date: 09/25/03

Length: 45

Story: A proposed smoking ban in Louisville still has not come before the city's Metro Council for a vote.

And the lack of official action on it is drawing mixed reviews.

Louisville's Metro Council met but did not discuss the ban.

So the proposal sits idle in the Council's Public Health and Safety Committee.

ECONOMY

Date: 07/07/03 Fox News @ 10

Length: 30

Story: Churchill Downs closed out its spring meet this weekend with a record setting finish.

A track spokesman says total wagering on the spring meet surpassed the 600 million dollar mark.

Date: 07/10/03 Fox News @ 10

Length: 2:00

Story: Tough economic times and cheaper wages south of the border are spelling trouble for hundreds of workers in Hardin County.

In the last months, 3 factories have either announced they'll close or have layed off employees. Just 2 days ago, VAC notified the city of Elizabethtown in the near future the magnet manufacturer will close down for good.

Date: 07/22/03 Fox News @ 10

Length: :30

Story: In the first fiscal year of dockside gambling, Indiana's ten casinos generated more than 670-million dollars in tax revenue for state and local governments.

State officials say about 400 million dollars of the casino tax money has been used to cut property taxes.

Dockside gambling was legalized last August and allows gamblers to come and go as they please.

Date: 07/28/03 Fox News @ 10

Length: 2:00

Story: If you haven't already refinanced, it may be too late to get those record low mortgage rates.

30 year mortgages are now closer to 6 percent.

The rates are expected to go up even higher.

While that's good for the economy, it's NOT so good.. for homeowners.

Date: 08/15/03 Fox News @ 10

Length: 2:00

Story: The first weekend of the Kentucky State Fair is underway.

Good crowds mean a good profit.

Local businesses rake in millions of dollars as a result of the fair being in town.

The state fair brings in more than a half-million people, and they do spend.

Date: 08/26/03 Fox News @ 10

Length: :30

Story: FedEx announced that its going to build a 50-million dollar distribution hub on a 96-acre site in Northern Kentucky. Its scheduled to open in 2005 and employ hundreds of workers. Ground breaking is set for September at an industrial park in Boone County.

Date: 09/16/03 Fox News @ 10

Length: 2:00

Story: City leaders say the Fourth Street Live project is still on schedule to open next spring. When it does, city leaders hope it'll revitalize downtown. Some businesses are caught waiting for the expected boom, and having to make ends meet until it happens.

Date: 09/25/03 Fox News @ 10

Length: 2:00

Story: Halloween is still more than a month away but already the holiday is bringing in big bucks for local retailers.

The USS Freightliner is just one of the many Halloween attractions throughout Kentuckiana sure to bring in thousands of dollars over the next month.

In fact, Halloween is second only to Christmas in the amount of money spent on a holiday.

Date: 09/26/03 Fox News @ 10

Length: 2:00

Story: The state of Indiana has approved an off-track betting parlor in Clarksville that may give Churchill Downs a run for its money.

The owners want to open the parlor in Clarksville by the end of the year. It's a facility which has many track goers excited, but Churchill Downs officials concerned over the added competition in an already tight market.

COURTS AND LAW

Date: 07/07/03 Fox News @ 10

Length: 2:00

Story: There are now stiffer penalties for people who intentionally torture animals in Kentucky.

You could face a felony if you torture animals, including dogs and cats.

Date: 07/08/03 Fox News @ 10

Length: 2:00

Story: Until now, Kentucky State Police have mentioned robbery as a possible motive in the murder of Richie Phillips.

But tonight there's a possibility the killing was a hate crime.

Police say Phillips was killed because he was gay.

Date: 07/15/03 Fox News @ 10

Length: 2:00

Story: The family of a child killed in a hit and run accident is outraged because the man police say committed the crime could get out of jail.

Jimmy Parks remains in jail but his bond was set today at just 25,000... even though he faces multiple charges, including murder.

Date: 07/29/03 Fox News @ 10

Length: :45

Story: A Jefferson County program is celebrating ten years of helping residents turn their lives around.

Today's drug court graduation marked the program's ten year anniversary.

Those graduating were sentenced to the program because of their addiction to drugs or alcohol and their long history in court and in jail.

Date: 08/05/03 Fox News @ 10

Length: :45

Story: A judge heard more arguments today that will determine whether the man charged with assaulting a young girl in a store is competent to stand trial.

Allen Coates of Irvington, Kentucky is accused of assaulting an 11-year-old girl at a West Virginia Target store.

He's also been charged in connection with a similar incident involving a 9 year-old in Ashland Kentucky.

Date: 09/02/03 Fox News @ 10

Length: 2:00

Story: The Louisville man who shot and killed his brother over a video game wants another chance at freedom.

Aaron Hardin has asked a Jefferson County Court for shock probation, for a second time.

Date: 09/05/03 Fox News @ 10

Length: 2:00

Story: A Bullitt County judge has dropped all charges against David Bucky Brooks. Prosecutors had charged Brooks with the strangulation death of 17 year old Jessica Dishon in a case from almost four years ago.

Date: 09/24/03 Fox News @ 10

Length: :30

Story: A man arrested in Mississippi is back in Jefferson County tonight to face murder charges.

St. Matthews investigators say Maurice Vallentine killed Roy Means at the Mallgate Apartments in July and beat a woman.

Date: 09/29/03 Fox News @ 4

Length: 2:00

Story: If you go to jail soon, take your wallet with you.

Louisville Metro government is close to imposing a new fee: 20 dollars each time an inmate is booked.

A three year old state law allows local jails to impose fees on inmates.

Date: 09/30/03 Fox News @ 10

Length: 2:00

Story: There was some disturbing testimony today in the trial of the man accused of raping a Louisville teenager.

The focal point of the trial today was the 9-1-1 call the teen made while her abductor left her alone, while she was still bound in the garage where she was being held.

AGRICULTURE / TOBACCO

Date: 07/01/03 Fox News @ 10

Length: :30

Story: Tobacco fields in America are disappearing, buried under lawsuits, and dropping off along with the number of smokers.

413 thousand acres are devoted to tobacco this year, 3 percent lower than a year ago.

Imported tobacco is cheaper for cigarette makers.

Last year the United States imported 715 million dollars of tobacco.

In 2001 the number was 676 million, and the year before it was 628 million. Date:

Date: 07/02/03 Fox News @ 10

Length: 2:00

Story: The vote to ban smoking in public places in Lexington illustrates the diminished role of tobacco in Kentucky's economy.

Drive by many farming communities, and you'll see more and more are sowing other seeds in the fields.

Growing tobacco is not as profitable as it once was.

Demand is down, too, so many farmers have switched crops.

Date: 07/30/03 Fox News @ 4

Length: :30

Story: Senators are expected to introduce a tobacco buyout bill today.

They have reached a consensus on a bill to pay tobacco farmers to stop growing the leaf under the federal price stabilization program.

Kentucky Senator Jim Bunning says the amount the farmers would receive would be based on how much they were allowed to grow in 2002.

Date: 08/04/03

Length: 2:00

Story: Firefighters are not just working tonight to save buildings during the warehouse fire at the Jim Beam warehouse in Bardstown, Kentucky.

They're doing their best to save the environment as well. It's a battle that's taking shape on two fronts in Bardstown.

Date: 08/08/03

Length: 2:00

Story: Thousands of dead fish are floating down the Salt River into the Ohio River tonight.

The bloated fish are most visible at the mouth of the Salt River, at West Point, Kentucky.

But it is possible the Jim Beam warehouse fire is to blame.

Date: 08/15/03 Fox News @ 10

Length: :45

Story: During today's trip to promote Medicare reform, the Surgeon General said he'll make sure Louisville leaders have plenty of information to help them decide whether a smoking ban should be considered.

Last month, Lexington passed a smoking ban after a long debate.

Louisville Mayor Jerry Abramson and the Metro Council are beginning to look into whether a local ban in public places should be considered.

Date: 08/18/03 Fox News @ 10

Length: :45

Story: Metro council member Doug Hawkins says the metro health department should not be spending public money to lobby for a ban on smoking in public places.

The coalition includes volunteers for the heart and lung associations, the cancer society and other local organizations.

Hawkins says the health department money is being spent for a political campaign, rather than a campaign to stop smoking.

Date: 08/25/03 Fox News @ 4

Length: :45

Story: Its billed as a sports pub for the entire family. The third Beef O Brady's in the Louisville area opened today out on Kentucky 22 just east of the Summit. But unlike the other two, this one is smoke free.

Date: 09/11/03 Fox News @ 10

Length: 2:00

Story: The issue of smoking is officially up for debate in Louisville.

The Metro Council is now considering an ordinance to ban smoking in all public buildings.

Date: 09/15/03 Fox News @ 10

Length: 2:00

Story: For the first time in Kentucky history, smokers are being told they can't smoke outside.

The new restrictions outside University Hospital took effect this morning and it was a surprise to most smokers.

Date: 09/16/03 Fox News @ 10

Length: 2:00

Story: People spoke on the record, for the first time, as to whether Louisville should pass a ban on smoking in public places. Councilman Doug Hawkins sponsored the first of two public hearings he has scheduled to discuss a public smoking ban he is proposing.

Instead of working to support the public smoking ban he has proposed, Councilman Doug Hawkins hopes his proposal is so strict, so objectionable, the council will vote it down.

Date: 09/29/03 Fox News @ 10

Length: 45

Story: The topic of a smoking ban in Louisville is now closed as far as public comment is concerned.

Tonight smoking ban supporters and opponents had their final say on the issue.

The Metro Health Department held its fourth and final public hearing on a proposed smoking ban in Louisville.

Date: 09/30/03 Fox News @ 10

Length: :45

Story: A proposed smoking ban in Louisville will now get special attention from the Metro Council.

Today Council President Ron Weston named a five member ad hoc committee to specifically study the issue.

Weston says the committee will look at the potential effects of a smoking ban and hear testimony from experts and citizens on the topic.

FAMILIES

Date: 07/01/03 Fox News @ 4

Length: :45

Story: After a two year fund drive and a suspenseful last minute appeal for help, Louisville's Center for Women and Families has reached an important goal.

Over the last three weeks, the center was able to raise more than 400-thousand dollars.

Date: 07/03/03 Fox News @ 4

Length: 2:30

Story: It's a homecoming filled with love and hope...

Over the last month, we've been following a local couple through the process of international adoption.

Last night, Tim and Becky Antkowiak returned from Russia with their new daughter...

And, today Ashley Olga begins her new life in her new home.

Date: 07/03/03 Fox News @ 10

Length: :50

Story: A Louisville congresswoman wants the federal government.. to make it easier for families to adopt children from China.

Representative Anne Northup says the process of adopting Chinese children.. especially girls.. has grown tougher.

That's because the SARS epidemic.. halted many adoptions in mid-stream.

World health experts say the epidemic has passed.. and the Chinese government is starting to lift adoption restrictions.

Date: 07/16/03

Length: 2:00

Story: Members of a local family say they no longer have to worry about their daughter serving in Iraq.

That's because Private Sara Wheeler got home, greeted by loved ones at the Louisville International Airport.

Date: 07/21/03 Fox News @ 4

Length: 2:00

Story: A child found yesterday in an eastern Jefferson County neighborhood still has not been claimed.

The child was found in a neighborhood off Herr Lane near Ballard High School.

Police say they are exhausting every measure to locate this child's parents.

Date: 07/31/03 Fox News @ 10

Length: :45

Story: Survivors of abuse by Catholic priests in the Archdiocese of Louisville say tonight they have issues to discuss that go beyond the financial settlement agreed upon this week.

With dozens of candles representing the victims, and appearing with photos from their childhood, abuse survivors tonight called for Archbishop Thomas Kelly to make face to face apologies to each abuse victim, and for him to resign.

Date: 08/1/03 Fox News @ 10

Length: 2:00

Story: 126 members of the Kentucky Air National Guard are back home tonight after five months in the Persian Gulf and a German air base.

Hundreds of friends and families welcomed them when they arrived to thank them for doing their part in the fight against terrorism and Saddam Hussein's regime.

Date: 08/19/03 Fox News @ 10

Length: 2:00

Story: With the hot weather many parents are taking their kids to the new waterfront playground.

But some parents are concerned the park isn't safe enough.

At the new playground there's a 15 foot drop off from the sidewalk to the river.

And some parents fear their kids could fall in.

Date: 08/20/03

Length: 2:00

Story: The twist of a bottle cap changed their lives, and a Simpsonville family has 100 thousand reasons to celebrate.

On the day of her 1 year wedding anniversary, last June, she visited a beverage shop with her husband James and her granddaughter Nikki Hernandez.

They pulled over and saw that inside the bottle cap it said, "Winner 100-thousand dollars."

Date: 09/08/03 Fox News @ 10

Length: 2:00

Story: A Shively woman says she's being forced to move out of a mobile home park because she's pregnant. The woman says she's being discriminated against and she has until the end of the month to leave.

Monica Whelan's plans are on hold after she told the park's management she was pregnant.

Days later, she received a letter saying her month to month contract to lease the land will be terminated on September 30th, due to her pregnancy.

Date: 09/12/03 Fox News @ 10

Length: 2:00

Story: Planned Parenthood says it's planning its future right here in town. Planned Parenthood Federation of America President Gloria Feldt says Planned Parenthood is on a mission and she says giving women more options is only part of the agenda. She says education is key too, including more comprehensive sex ed classes.

Date: 09/24/03 Fox News @ 10

Length: 2:00

Story: Lincoln Elementary School parents learn they may have saved their children's school.

It's an inner-city school on the east end of downtown, with ever-increasing test scores and standards.