

**WB33**  
**Effective September 18<sup>th</sup> CW33**  
**KDAF-TV**

**QUARTERLY ISSUES/PROGRAMS LIST**

**3rd Quarter 2006**

WB33 provides its viewers treatment of community issues through its airing of programs and public service announcements that address these issues and through participation in community service events.

**\*\*Ascertainment\*\***

The issues selected for treatment are the result of a quarterly ascertainment taken by the media. The Community Services Manager reviews the concerns of community organizations and the personal concerns of those representing the organizations, and schedules public service announcements and program segments that respond to those concerns.

The issues that were given significant treatment during July 1, 2006 - September 30, 2006:

- Health/Medical
- Education
- Volunteerism
- Crime/Safety
- Economy/Finance

The **Full-Length Programs** and the issues they addressed, which aired on WB33/CW33, during the July 1, 2006 - September 30, 2006, are listed below.

***D/FW Closeup*** is a locally produced Community Affairs Program focusing on issues of concern to the WB33 community. The weekly program is typically composed of one to three distinct topics. *DIFW Closeup* airs Sunday from 7:00 - 7:30 a.m.

***CW33 News At Nine formally WB News At Nine*** is a comprehensive, locally produced newscast with local, national and world news plus sports and weather. Newscasts contain regular segments on finance and health addressing issues important to the WB33/CW33 community. *WB/CW News At Nine* airs nightly, Monday - Friday, 9:00 - 10:00 p.m. and Saturday - Sunday, 9:00-9:30 p.m.

## DFWCLOSEUP

**ISSUE DESCRIPTION:** **Health and Medical.** Due to continuous research and studies being conducted, public education on recent health concerns are at the forefront of our community's needs.

**A) DFWCloseup** (L-PA), July 2, 2006, 7:00 - 7:30 P.M.

**Topic:** **Ask a Specialist, Sbarro and Chef Joe, and FACES**

**Guests:** Ryan Eason Medical City Heart; Giuspepee "Joe" Borruso, Sbarro and Chef Joe and Dweayne Washington and Marcus Rockwell, FACES, the band

**Description:** Ryan Eason talked about a new program at White Rock Lake called "Ask a Specialist." The program is a new health initiative program at Medical City Hospital. Walkers, runners and cyclists at White Rock Lake can beat a path to Medical City's "Ask a Specialist" station for free water and health information. The post will be staffed by specialists from Medical City including physicians, nurses, registered dietitians, physical therapists, exercise physiologists and others.

Corporate Chef Giuseppe "Joe" Borruso is an award-winning chef and pizza maker who has been with Sbarro for more than 30 years. He has provided culinary training to more than 400 Sbarro locations. Chef Guiseppe helps oversees quality control, employee training, and menu development. He showed our audience how to prepare a healthy pizza.

Dewayne Washington found himself homeless in New York City while trying to make a break in the music business. Although he wasn't homeless for an extended period of time, he learned lessons that continue to this day. FACES is an acronym for Faith Always Changes Everything.

**B) DFWCloseup** (L-PA), July 16, 2006, 7:00 - 7:30 P.M. (R) September 10, 2006

**Topic:** **Mother-to-Mother Postpartum Depression and Visiting Nurse Association**

**Guests:** Sandra Poulin, author, Mother-to-Mother Postpartum Depression and Robert Carpenter, Chief Executive Officer of the Visiting Nurse Association

Description:	<p>Author Sandra Poulin talked about her recently released book "Mother-to-Mother: Postpartum Depression." After recovering from post postpartum depression herself, Sandra began a mission to help women with the illness by creating a book filled with encouragement, inspiration, and wisdom to help mothers recover. The book contains 120 stories and is set up by topics, covering everything from overcoming anger to mothers looking for their maternal instinct.</p> <p>The Visiting Nurse Association of Texas provides care in the home; hoping the familiar surroundings, independence and support from loved ones can speed recovery or ease the uncertainty of terminal illness. Robert Carpenter, President and Chief Executive Officer talked about the services the organization provides, including Meals on Wheel, Home Healthcare, Hospice Services and many more.</p>
c) <b><i>DFWCloseup</i></b>	(L-PA), July 23, 2006, 7:00 - 7:30 P.M.
Topic:	<b>Callier Advanced Research Hearing Center and Hands on North Texas</b>
Guests:	Linda Thibodeau, Phd., Callier Advanced Research Hearing Center and Kathy Heick, Lindsey Young and Anjali Mohan, Hands on North Texas
Description:	<p>The Callier Advance Research Hearing Center is the only agency devoted primarily to human communication and communication disorders. The agency's mission is to provide clinical services to the community, educational programs to children with hearing impairments, basic and applied research in communication disorders, and university training for undergraduate, master level and doctoral levels. Dr. Thibodeau talked about the resources and programs provided for the treatment of communication disorders. She also talked about her personal research and advances with the Advanced Research Hearing Center.</p> <p>Hands on North Texas is a program of the Volunteer Center of North Texas. The program helps individuals, families, corporate and community groups find creative and flexible volunteer opportunities at nonprofit agencies in Collin, Dallas and Tarrant counties. Hands on North Texas is the North Texas affiliate of the Hands on Network, a national civic movement that brings people together to tackle community problems through volunteer service.</p>

- D) **DFWCloseup** (L-PA), August 20, 7:00 - 7:30 P.M.
- Topic: **Nationwide Asthma Screening Program and Open Mike Night**
- Guests: Dr. Carrie Gross, Asthma Specialist and Cliff McClelland, Adriana Torres and Andrew Jernigan, Richardson High School "Open Mike Night."
- Description: Both adults and children are encouraged to participate in the Nationwide Asthma Screening Program going on in August and later on in the fall. There is no cure for this illness that attacks the airways, but with proper treatment it can be managed.
- Richardson High School "Open Mike Night" is an all student produced film. This project is the first of its kind because the entire school assisted with the project. The theatre teacher at Richardson High School wrote the screen play and used every resource the school had available. The film debuted in May and is now being entered in a national film contest.
- E) **DFWCloseup** (L-PA), September 3 ,2006, 7:00 - 7:30 P.M.
- Topic: **DNA Grant Program and Mocha Mom**
- Guests: Lavinia Masters, Rape Survivor; Nina Jones, Mocha Moms, and Lisa Faulkner-Dunne, Mocha Moms
- Description: The DNA Grant Program helps solve rape cases. Due to cuts in funding, hundreds of cold cases set on the shelf ever year with only hope of help from the DNA evidence. This episode of DFW Closeup focuses on how important DNA programs are.
- Mocha Moms is an organization for stay at home mothers. Mocha Moms gives tips for saving money, how to work less, and how to be able to spend more time with your kids,
- F) **DFWCloseup** (L-PA), September 24, 2006, 7:00 - 7:30 P.M.
- Topic: Light the Night, Tea at the Adolphus and Crib Give-a-Way
- Guests: Jason Vincik, Leah Bartlett and Kirk Fullerton; Holly Kerr and Susan Hoff; and Al Walsh and Calvin Berry

Description:

The Leukemia and Lymphoma Society's Light the Night Walk is a casual evening walk that celebrates and commemorates lives touched by cancer. The evening includes music, food, and entertainment for all ages. Light the Night is not a race and has no physical requirement.

Child Care Group, a non-profit child care organization serving Dallas County children and their families, will host its 10<sup>th</sup> annual Child Care Group "Tea at the Adolphus." The event will include traditional English tea for adults and a kid-friendly tea for children, as well as entertainment by American drummers, jugglers, face painters, etc. One highlight of the tea will be the silent auction featuring rocking horses decorated by local artists and celebrators.

Win a brand new Berry Home, a new car from Drivers Select, and more with the Rickey Smiley's 150 "K" Crib Give-a-Way. This event is the biggest radio contest of the year on any Dallas radio station.

ISSUE DESCRIPTION:		Education. A key concern of the DFW Community is to educate our children and viewing audiences on various topics. Encouraging children to stay in school and the opportunities available are also important.
A)	<i>D/FW Closeup</i>	(L-PA), July 30, 2006, 7:00 - 7:30 a.m.
	Topic:	Drive Clean Across Texas, Parkland ER and Care Accidents and the North Texas home Educators Network (NTHEN)
	Guests:	Mark Burrghoughs, Drive Clean Across Texas; Alan Walne and Jorie Klein, Parkland Hospital; and Steve Lundsford, North Texas Home Educators Network (NTH EN)
	Description:	<p>Drive Clean Across Texas is the nation's first statewide public outreach and education campaign designed to raise awareness and change attitudes about air pollution.</p> <p>Parkland Hospital is being proactive by educating the public on vehicle accident prevention. Despite advances in safety equipment and technology, the majority of ER cases at the county hospital are related to car accidents. Many of the patients survive, but these crashes can be a very expensive to the health care system and tax payers.</p> <p>The North Texas Home Educators Network provides services and support to home school families and home school support groups in north and northeast Texas. The goal of the organization is to ensure home school leaders and parents have the proper tools and resources to create an enriching education experience for every home school student.</p>
B)	<i>D/FW Closeup</i>	(L-PA), September 17,2006,7:00 - 7:30 a.m.
	Topic:	A Search of African American live, Achievement, and Culture, LIFT, and Vista Film Festival
	Guests:	John C. Cothran, Author, A Search of African American Life, Achievement, and Culture; Jerome Mosman, Sylvester Sly and Mark Wren, Lift; and J. Frank Hernandez, Vista Film Festival
	Description:	The book, A Search of African American Life, displays African American Life, Achievement, and Culture throughout the years.

LIFT: The Literacy Institute for Texas is designed to be accessible and appealing to people who are frequently overlooked or ignored in educational initiatives. As Dallas becomes more ethnically diverse, LIFT has seen a need for English instruction among immigrants to the area. LIFT is a unique program because it focuses on students who have a low literacy level in their native language.

VISTA Film Festival is dedicated to highlighting Latino culture and involvement in the film arts by providing public exposure for Latino artists and their work. Since its inception in 1999, the festival has presented more than 250 films from across the world.

#### ISSUE DESCRIPTION:

Volunteerism. An important facet of our community is to volunteer. The non-profit world is in need of volunteers to carry out its missions.

#### A) *D/FW Closeup*

(L-PA), August 6, 2006, 7:00 - 7:30 a.m.

##### Topic:

KRLD Restaurant Week, DISD Back to School and Back to School Fiesta Care Van

##### Guests:

Chef Matt Bresnam, Susie Priore and Jan Pruitt, KRLD Restaurant Week; Renee Martinez, Dallas Independent School District; and Craig Jeffery and Gail Anderson, Care Van Program

##### Description

Starting August 14 through August 20, dining dollars will help the needy. KRLD Restaurant Week will donate seven dollars from every meal bought at participating restaurants will benefit the North Texas Food Bank and Lena Pope Home.

Many of Dallas' students will start school on August 14. DISD is the largest area school district. The administration wants to make sure parents and students are prepared for the upcoming school year and are providing information and school supplies to start the Back to School Kick Off at the American Airlines Center.

Irving students are invited to attend a "Fiesta" to help prepare them for school. The event is sponsored by Care Van and Blue Cross Blue Shield. The event will take place on August 1 **ih** at the Irving Mall.

#### B) *D/FW Closeup*

(L-PA), August 27, 2006, 7:00 - 7:30 a.m.

##### Topic:

Dallas Zoo, Jakki Opolla and Bruce Painter



Guests:	Chuck Siegel, Department Director for Animal Management; Jakki Opolla, R.N. Medical City Dallas; and Author Bruce Painter, The Giving Zone
Description	<p>The Dallas Zoo will be unveiling its latest exhibit featuring 60 colorful birds from around the world. The exhibit will give people an opportunity to view animals at a close range. The zoo specifically chose birds that would be friendly and curious to meet humans.</p> <p>Jakki Opollo was accepted into the 2006 International Scholar Laureate Program Delegation on Nursing in South Africa. The young nurse spent 14 days in South Africa and has returned to share her culture and career experiences. Opolla visited with educators and students to learn about the innovative ways that nursing education and training are changing due to the country's dire shortage of health care workers.</p> <p>"The Given Zone", by Author Bruce Painter, teaches parents how not to over give while influencing their children to give to others. The book also applies to adults.</p>

ISSUE DESCRIPTION: Crime & Safety. A key concern is how to educate the public on crime prevention, as well as safety issues.

A) *D/FW Closeup* (L-PA), August 13, 2006, 7:00 - 7:30 a.m.

Topic: Crimes Against Children Conference; Gatlin Education, YMCA & Texas Christian University (TCU); and Healthy Marriage Initiative

Guests : Lynn Davis, Lt. C. Williams, Sgt Byron Fasset, Children's Advocacy Center; Stephen Gatlin and Julie Lovett, Gatlin Education Services and Ronda Broxton, YMCA; and Kelly Simpson, Healthy Marriage Initiative

Description Protecting our children is the center piece of the Children's Advocacy Centers' conference. The conference is made up of law enforcement agencies and child advocacy's groups all aimed at educating the public on abuse, neglect and stranger danger.

Gatlin Education, YMCA and TCU are teaming up to offer online courses to economically disadvantaged students. The job skills computer courses are part of Fort Worth based Gatlin Education Services. The training is available through the YMCA and TCU is providing the computers.

The federal government passed the "Healthy Marriage Initiative" in January 2006. Starting in September 2006, this initiative will provide \$100 million per year in grants to states for programs that promote healthy marriage skills. The initiative will utilize existing skills education program that have proven to be effective in decreasing conflict and increasing happiness and stability among couples.

ISSUE DESCRIPTION: Economy/Finance. A key concern in the Dallas Fort Worth area is its economy and to educate consumers more about finance. Through local programming, KDAF provides information on how the economy is improving, special events taking place to boost the economy and educating consumers about finances.

A) *D/FW Closeup* (L-PA), July 9, 2006, 7:00 - 7:30 a.m.

Topic: Fashion Academy Frisco and Real Estate Council Associate Leadership Council

Guests : Josette Golatt, an Eye for Style Fashion Academy; and Ann Allison and Aleta Stampley, Real Estate Council Foundation

Description  
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An Eye for Style Fashion Academy is an entrepreneurial program for youth ages 12-17. The program offers young people the opportunity to be introduced to Business of Fashion Design and Merchandising and teaching them the necessary skills on how garments are constructed and how to market them.

The Real Estate Council's Associated Leadership Council class selects and implements a real estate related community service project each year. This year's beneficiary was St. Philip School. The ALC class donated more than 500 hours-including the majority of the physical labor-renovating the Panama House of St. Phillip School's interior, exterior, landscaping and fencing. The renovation value exceeded \$70,000.

**WB33/CW33 News At Nine** addressed the following issues on its newscasts during the July 1, 2006 - September 30, 2006 period.

Issues addressed were:

- Health/Medical
- Family
- Education
- Arts & Entertainment
- Crime & Entertainment
- Economy/Finance
- Drugs & Alcohol
- Volunteerism
- Environment

## **HEAL TH/MEDICAL**

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, July 6, 2006

Segment length (min:sec) 1 :06

Description: Fort Worth health officials use larvacide and Dallas officials spray for mosquitoes to try to stop the spread of the West Nile virus.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, July 11, 2006

Segment length (min:sec) :2:10

Description: Dallas Fire-Rescue ambulances begin using two new devices that could help increase blood flow to the heart after a heart attack or head injury.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, July 12, 2006

Segment length (min:sec) :17

Description: A study finds that women who gain weight increase their risk of post-menopausal breast cancer.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, July 18, 2006

Segment length (min:sec) 2: 18

Description: Temperatures around 105 degrees put many people at risk for heat-related illnesses.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, July 20, 2006

Segment length (min:sec) 1 :09

Description: Dallas county health officials warn the area could see a large number of West Nile Virus cases this year because of the hot weather.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, July 24, 2006

Segment length (min:sec) :20

Description: The FDA approves a new sunscreen for the first time in 18 years.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, July 28, 2006

Segment length (min:sec) 2:08

Description: Dallas county health officials say residents should assume all mosquitoes are infected with the West Nile virus.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, August 3, 2006

Segment length (min:sec) :20

Description: The Food and Drug Administration approves four manufacturers to sell flu vaccines this year.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, August 4, 2006

Segment length (min:sec) 2:04

Description: Dallas County health officials warn that conditions are perfect for local lakes to develop a waterborne illness that attacks the brain.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, August 8, 2006

Segment length (min:sec) 2:04

Description: The Arlington City Council considers a ban on smoking in bars and restaurants and many other public places.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, August 24, 2006

Segment length (min:sec) :47

Description: The Food and Drug Administration makes the morning-after pill, "Plan B," available over the counter to adult women.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 1, 2006

Segment length (min:sec) :21

Description: Dallas County reports 62 human cases of West Nile so far this year.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 6, 2006

Segment length (min:sec) :45

Description: The state offers enrollment to the Child Health Insurance Program (CHIP).

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 4, 2006

Segment length (min:sec) :23

Description: The Centers for Disease Control and Prevention says flu shots should be plentiful this year.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 14, 2006

Segment length (min:sec) :21

Description: Federal health authorities warn of an outbreak of E. Coli linked to bagged spinach.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 15, 2006

Segment length (min:sec) 2:27

Description: Federal health officials tell Americans to throw out all bagged spinach because of an E. Coli outbreak that has affected people in 20 states.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 16, 2006

Segment length (min:sec) 1 :56

Description: Local restaurants pull spinach dishes because of the nationwide E. Coli scare.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 18, 2006

Segment length (min:sec) :39

Description: The FDA expands the spinach warning to include all fresh spinach.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 23, 2006

Segment length (min:sec) : 19

Description: Two more Americans have died after eating spinach tainted with E.Coli.

Issue: Health/Medical

Program: WB33 News at Nine

Date and Time: 9 pm, September 24, 2006

Segment length (min:sec) :25

Description: The drought in Texas is extending the allergy season.

Issue: Health/Medical

Program: CW33 News at Nine

Date and Time: 9 pm, September 29, 2006

Segment length (min:sec) 2:21

Description: A man dies after eating raw oysters in a Plano restaurant. Health officials are trying to track the remainder of a shipment of bacteria-contaminated oysters.

Issue: Health/Medical

Program: CW33 News at Nine

Date and Time: 9 pm, September 30, 2006

Segment length (min:sec) :20

Description: Federal health officials lift the ban on fresh spinach, after tracking the source of an E.Coli outbreak.

## **FAMILY**

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, Sunday, July 2, 2006

Segment length (min:sec) 2: 15

Description: Psychologists discuss warning signs of post-partum depression.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, Monday, July 3, 2006

Segment length (min:sec) 3:00

Description: Four brothers and a sister, living in foster care, hope to be adopted together.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, Sunday, July 9, 2006  
Segment length (min:sec) 3:00  
Description: Episcopal Churches in Dallas, Fort Worth and Plano are considering separating from the American Episcopal Church over the selection of woman and gays as bishops.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, Monday, July 10, 2006  
Segment length (min:sec) 3:00  
Description: An 11-year-old boy in foster care needs a permanent adoptive home.  
Description: A teenage girl, who suffered abuse from her family, is now living in foster care and ready for a permanent family.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 13, 2006  
Segment length (min:sec) 2:05  
Description: A builder shows simple tips families can use to keep their homes cool on 100+ degree days without drastically increasing their electricity cost.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 17, 2006  
Segment length (min:sec) 3:00  
Description: 10-year-old Ryan is in foster care and needs a permanent adoptive family.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 24, 2006  
Segment length (min:sec) 2:45  
Description: Two teenage sisters living in foster care need a permanent adoptive family.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 31, 2006  
Segment length (min:sec) 1 :58  
Description: Police in the small town of Murphy arrest four suspected child sex predators over the weekend.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 31, 2006  
Segment length (min:sec) 3:04  
Description: Sisters, aged 10 and 8, hope to find a family that will adopt them together.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, August 14, 2006  
Segment length (min:sec) 3:06  
Description: A 6-year-old boy in foster care is eligible for adoption by a permanent family.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, August 15, 2006  
Segment length (min:sec) :41

Description: A study reveals teens who listen to music with strong sexual content are twice as likely as other teens to have sex at a younger age.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, August 21, 2006

Segment length (min:sec) 2:10

Description: A 12-year-old boy who has been in foster care since he was 5 is in need of a permanent adoptive home.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, August 23, 2006

Segment length (min:sec) 1 :51

Description: Microsoft tries to educate law officers and parents about the potential for sexual predators to contact children through their Internet-enabled X-box.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, August 28, 2006

Segment length (min:sec) 2:41

Description: A 12-year-old girl living in foster care is in need of a permanent adoptive home.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, August 30, 2006

Segment length (min:sec) 2:09

Description: Actor Dwayne "The Rock" Johnson spoke to Dallas high school students about making good decisions and staying out of trouble.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, September 4, 2006

Segment length (min:sec) 3:20

Description: A 12-year-old boy needs a permanent adoptive family, but may be hard to place because he is autistic.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, September 11, 2006

Segment length (min:sec) 3: 12

Description: Three siblings are in need of a permanent adoptive home.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, September 19, 2006

Segment length (min:sec) 3:15

Description: A six-year-old boy living in foster care after severe neglect, now needs a permanent adoptive home.

Issue: Family

Program: WB33 News at Nine

Date and Time: 9 pm, September 19, 2006

Segment length (min:sec) :49

Description: Governor Rick Perry kicks off a program to give parents child ID kits which will store fingerprints, DNA, and a physical description.

Issue: Family



Program: WB33 News at Nine  
Date and Time: 9 pm, September 21, 2006  
Segment length (min:sec) 2: 13  
Description: Tarrant County authorities unveil a new police packet, filled with questions that may help detect extreme cases of family violence.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, September 25, 2006  
Segment length (min:sec) :26  
Description: About a third of Texas Child Protective Services caseworkers and special investigators have quit within the past year.

Issue: Family  
Program: WB33 News at Nine  
Date and Time: 9 pm, September 25, 2006  
Segment length (min:sec) 3: 16  
Description: A family of five young children need a permanent adoptive family, and hopes to be adopted together.

## **EDUCATION**

Issue: Education  
Program: WB33 News at Nine  
Date and Time: 9 pm, April 18, 2006  
Segment length (min:sec) :22  
Description: Texas lawmakers begin work on a new plan to finance public education.

Issue: Education  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 28, 2006  
Segment length (min:sec) :45  
Description: Dallas County health officials begin early immunization clinics to give students the required shots.

Issue: Education  
Program: WB33 News at Nine  
Date and Time: 9 pm, August 8, 2006  
Segment length (min:sec) 2: 1 0  
Description: The Texas Federation of Teachers says the TAKS test requires them to spend too much classroom time preparing for the test rather than actual teaching.

Issue: Education  
Program: WB33 News at Nine  
Date and Time: 9 pm, August 22, 2006  
Segment length (min:sec) :35  
Description: Fort Worth's school superintendent plans to put novels in classrooms, and spent money to improve music and fine arts programs.

Program: WB33 News at Nine  
Date and Time: 9 pm, August 22, 2006  
Segment length (min:sec) 2:20  
Description: More than 500 students in the Lancaster school district receive in-school suspension because they didn't complete a homework assignment over the summer break.

Issue: Education  
Program: WB33 News at Nine  
Date and Time: 9 pm, August 27, 2006  
Segment length (min:sec) 2:03

Description: A Frisco art teacher is suspended after taking students to the Dallas Museum of Art, after a parent complained about students being exposed to nudity.

Issue: Education

Program: WB33 News at Nine

Date and Time: 9 pm, September 15, 2006

Segment length (min:sec) : 19

Description: Conagra Foods plans to close a plant in Fort Worth and plants in four other cities. 400 jobs will be eliminated.

## **ARTS & ENTERTAINMENT**

Issue: Arts & Entertainment

Program: WB33 News at Nine

Date and Time: 9 pm, April 23, 2006

Segment length (min:sec) :39

Description: 500,000 people visit the Main Street Arts Festival in Fort Worth.

Issue: Arts & Entertainment

Program: WB33 News at Nine

Date and Time: 9 pm, September 27, 2006

Segment length (min:sec) :41

Description: Researchers using laser scanning reveal Mona Lisa was once wearing a fine gauze veil, which would indicate she was pregnant or had just given birth, which could explain the mysterious smile.

## **CRIME & SAFETY**

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, July 6, 2006

Segment length (min:sec) 2: 15

Description: Dallas' Lake Highlands neighborhood reports an 80% decrease in crime since the neighborhood association installed--and publicized--a group of webcams.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, July 8, 2006

Segment length (min:sec) 1 :39

Description: Police in Midlothian search for a missing convicted sex offender.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, July 17, 2006

Segment length (min:sec) 2:25

Description: Ambulances from several cities break down in the heat. In one case, an ambulance had to pull over and call for another ambulance from another city to continue a patient's trip to the hospital.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, July 23, 2006

Segment length (min:sec) 2:29

Description: Dallas police increase their presence in newly-developed sections of downtown after a surge in violent crime.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, August 2, 2006

Segment length (min:sec) 1 :50

Description: Real estate agents take self defense classes, in response to the murder of an agent in McKinney.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, August 8, 2006

Segment length (min:sec) 2:36

Description: Dallas police begin training to recognize and deal with suspects who are mentally ill.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, August 9, 2006

Segment length (min:sec)

Description: Plano police crack down on drivers who speed through school zones.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, August 21, 2006

Segment length (min:sec) 3:05

Description: Law enforcers from around the country meet in Dallas to try to identify victims of child sexual abuse.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, September 10, 2006

Segment length (min:sec) 2:12

Description: Fort Worth police warn women about a rapist who has attacked at least two women in the city.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, September 13, 2006

Segment length (min:sec) 2:09

Description: Dallas police warn women in the Uptown area after a man attacked a woman at gunpoint in her garage.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, September 14, 2006

Segment length (min:sec) 2: 11

Description: Dallas unveils a new communications system that will allow police, fire and other rescue workers to communicate during a disaster.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, September 20, 2006

Segment length (min:sec) 2:20

Description: The FBI says Dallas' crime rate is the highest of the 10 largest cities in the country. Statistics indicate 1 out of 12 Dallas residents will be crime victims in a given year.

Issue: Crime/Safety

Program: WB33 News at Nine

Date and Time: 9 pm, September 21, 2006

Segment length (min:sec) 2:14

Description: Terrell police warn women about a man who stops female drivers, claiming there's something wrong with their car.

Issue: Crime/Safety

Program: WB33 News at Nine  
Date and Time: 9 pm, September 28, 2006  
Segment length (min:sec) 2: 15  
Description: Fort Worth schools consider a no-tolerance gang policy after three incidents at schools in the last month.

## **ECONOMY**

Issue: Economy  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 5, 2006  
Segment length (min:sec) 2:30  
Description: Dallas-based Southwest Airlines raises some ticket prices \$3-10, each way, because of high fuel prices.

Issue: Economy  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 12, 2006  
Segment length (min:sec) :23  
Description: Home foreclosures in Dallas-Fort Worth increased 25% in the last two months.

Issue: Economy  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 14, 2006  
Segment length (min:sec) 2:14  
Description: Foreclosures in North Texas have jumped 26% over the last year, and analysts say the trend may continue.

Issue: Economy  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 19, 2006  
Segment length (min:sec) :37  
Description: American and Southwest Airlines announce sharp increases in profits for the second quarter.

Issue: Economy  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 27, 2006  
Segment length (min:sec) 2:04  
Description: Irving-based Exxon Mobile reports second-quarter earnings of \$10.36 billion. Drivers complain about the company earning so much while they pay \$3 per gallon for gas.

Issue: Economy  
Program: WB33 News at Nine  
Date and Time: 9 pm, July 29, 2006  
Segment length (min:sec) - 2:32  
Description: Low-wage earners watch the proposed minimum wage increase that's making its way through Congress.

Issue: Economy  
Program: WB33 News at Nine  
Date and Time: 9 pm, August 3, 2006  
Segment length (min:sec) - :18  
Description: State officials list items that will be sold without the state sales tax this weekend.

Issue: Economy  
Program: WB33 News at Nine  
Date and Time: 9 pm, August 7, 2006  
Segment length (min:sec) 1 :00

Description: BP announces the shut down of an Alaska because of a corroded pipeline. Analysts expect gas prices to rise a few cents per gallon as a result.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, August 11, 2006

Segment length (min:sec) :22

Description: Fort Worth-based Radio Shack closes 480 stores and plans to layoff more than 400 employees at company headquarters.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, August 14, 2006

Segment length (min:sec) :32

Description: The National Association of Realtors says sales of used homes is dropping nationwide.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, August 14, 2006

Segment length (min:sec) :25

Description: Forbes magazine says Texas is second only to Virginia as the best place to operate a business.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, August 24, 2006

Segment length (min:sec) 2:12

Description: Many north Texas families call on foundation repair companies because of the dry weather.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, August 29, 2006

Segment length (min:sec) 1 :56

Description: Radio Shack lays off more than 400 people from its corporate headquarters in Fort Worth.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, September 1, 2006

Segment length (min:sec) :41

Description: Gas prices have dropped 25 cents/gallon in the last month, just in time for Labor Day travelers.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, September 5, 2006

Segment length (min:sec) :25

Description: A group of oil companies including Chevron announce they have discovered a new source of oil in the Gulf of Mexico.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, September 28, 2006

Segment length (min:sec) 2:16

Description: Gas prices have dropped 35 cents a gallon over the past five weeks.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, September 23, 2006

Segment length (min:sec) :27

Description: Irving city leaders consider two plans to develop Texas Stadium after the Dallas Cowboys move to Arlington.

Issue: Economy

Program: WB33 News at Nine

Date and Time: 9 pm, September 25, 2006

Segment length (min:sec) :27

Description: Dallas city leaders consider allowing gas drilling in some city parks.

Issue: Economy

Program: CW33 News at Nine

Date and Time: 9 pm, September 30, 2006

Segment length (min:sec) 1 :56

Description: The House and Senate both vote to allow long-haul flights at Dallas Love Field. The bill still requires President Bush's signature.

## **DRUGS & ALCOHOL**

Issue: Drugs & Alcohol

Program: WB33 News at Nine

Date and Time: 9 pm, July 10, 2006

Segment length (min:sec) 2:15

Description: A Fort Worth-based pilot for Southwest Airlines is arrested in Utah for allegedly attempting to fly while under the influence of alcohol.

Issue: Drugs & Alcohol

Program: WB33 News at Nine

Date and Time: 9 pm, July 26, 2006

Segment length (min:sec) :41

Description: The head of the White House's National Drug Control Policy announced a campaign to make Hispanic parents more aware of drug abuse among teenagers.

Issue: Drugs & Alcohol

Program: WB33 News at Nine

Date and Time: 9 pm, August 5, 2006

Segment length (min:sec) 2:15

Description: Several North Texas mayors join together to ask the legislature to approve drunk driver checkpoints. Texas is 1 of only 10 states that don't allow such checkpoints.

Issue: Drugs & Alcohol

Program: WB33 News at Nine

Date and Time: 9 pm, September 18, 2006

Segment length (min:sec) :25

Description: Willie Nelson is charged with marijuana possession after police in Louisiana find 1.5 pounds of marijuana on his bus.

## **VOLUNTEERISM**

Issue: Volunteerism

Program: WB33 News at Nine

Date and Time: 9 pm, July 5, 2006

Segment length (min:sec) 2:11

Description: Texas Baptist men refit their equipment for food service, after serving more than 2 million meals to victims of Hurricanes Rita and Katrina.

Issue: Volunteerism

Program: WB33 News at Nine

Date and Time: 9 pm, August 28, 2006

Segment length (min:sec) :46

Description: Red Cross volunteers from north Texas travel to a staging area in Alabama to help potential victims of Hurricane Ernesto.

## **ENVIRONMENT**

Issue: Environment

Program: WB33 News at Nine

Date and Time: 9 pm, July 13, 2006

Segment length (min:sec) 2:05

Description: City officials in Frisco enforce conservation laws by cutting off the water to sprinkler systems at violators' homes.

Issue: Environment

Program: WB33 News at Nine

Date and Time: 9 pm, July 18, 2006

Segment length (min:sec) :25

Description: Restaurants in Addison try to conserve water by only serving glasses of water to customers who request it.

Issue: Environment

Program: WB33 News at Nine

Date and Time: 9 pm, August 10, 2006

Segment length (min:sec) 2: 15

Description: A woman in a North Richland Hills neighborhood adopts Xeriscaping, gardening that uses less water than normal gardening, but neighbors say the result is not pretty and sticks out in the neighborhood.

Issue: Environment

Program: WB33 News at Nine

Date and Time: 9 pm, August 12, 2006

Segment length (min:sec) :21

Description: The Greater Dallas Homebuilders Association demonstrates a "Green" home which uses a rainwater catching system, xeriscaping and increased energy efficiency.

Issue: Environment

Program: WB33 News at Nine

Date and Time: 9 pm, September 12, 2006

Segment length (min:sec) 2: 13

Description: Dallas may institute voluntary water restrictions if the region doesn't get significant rainfall soon.

The local **Public Service Announcements** and the issues they address that aired on Dallas/Fort Worth's CW (formally WB) during the July 1, 2006 - September 30, 2006, period are listed below. The airdates and times of these PSAs are located in Dallas/Fort Worth's CW (formally WB) public file, exhibit A.

Issues addressed were:

- Environment
- Education
- Drugs and Alcohol
- Crime and Safety
- Arts and Entertainment
- Health/Medical
- Family
- Volunteerism
- Economy



**ISSUE DESCRIPTION:**     **Environment.** An important facet of our community is to keep Texas clean. Texas' slogan is "Don't Mess with Texas."

**A)     ISSUE TREATMENT:**     Public Service Announcements

**Dallas Water** "2006 Out Door" (:30) (9128)

The purpose of this PSA is to encourage residents to save water.

ISSUE DESCRIPTION: Education. A key concern of the DFW community is the education of our children. Encouraging children to stay in school and the opportunities available are also important.

A) *ISSUE TREATMENT:* Public Service Announcements

Donors Choose "Broken Supplies with Morgan Freeman" (:30) (9320)  
This PSA encourages viewers to donate to DonorsChoose.org to help support low-income students in school by assisting them with school tools.

Vote Smart "One Common Ground" (:30) (9319)  
This PSA encourages viewers to visit vote-smart.org to educate themselves about candidates running for a political office.

Ad Council/North Voter Participation "Old Relish packet" (:30) (9314)  
The objective of this campaign is to increase the percentage of 18-24 year olds who will register and vote in the 2006 midterm elections.

US Navy "Picture" (:30) (9308)  
This PSA encourages others to join the US Navy.

Texas Higher Educating Coordinating Board "The College for Texans Campaign" (:30) (9078) September 1<sup>st</sup> (9306)  
The purpose of this PSA is to inform viewers about the importance of attending college and to provide a website and toll-free number to simplify the process of applying for college financial aid.

Texas Association of Broadcasters "Investigate Before You Invest" (:30) (9079)  
This campaign encourages Texans to "investigate before they invest" and to beware of scams and charlatans.

Irving Community Television Network "Traveling Exhibit in Irving Texas" (:30) (9090)  
This PSA promotes the "Forever Free: Abraham Lincoln's Journey to Emancipation" and encourages viewers about this unique educational opportunity.

Texas Association of Broadcasters "U.S. Coast Guard "Shield of Freedom" Texas (:30) (9095)  
This PSA promotes the U.S. Coast Guard.

Texas Veterans Land Board "Defending Freedom" (:30) (9081)  
The purpose of this PSA is to honor the courage and patriotism of all Texas military veterans from 1836 to today.

**Communities in School "The Chase" (:30) (9083)**

This PSA encourages partnerships between the community and Communities in Schools. CIS encourages kids to stay in school and graduate prepared for life.

**Ad Council/High School Dropout Prevention "Parent Boost" (:30) (9137)**

The objective of this campaign is to encourage teens to stay in school and obtain a high school diploma.

**Ad Council/Supporting Minority Education "Choir" (:30) (9138) September 18" (9300)**

The objective of this campaign is to increase parental involvement in their children's school.

**Ad Council/Supporting Minority Education "Schedule" (:60) (9139)**

The objective of this campaign is to help deserving students obtain a college education and realize their potential and dreams.

**Ad Council/Livelong Literacy "Open Your Child's Mind" (:30) (9140) and "Open Your Child's Mind 2" (:30) (9242) September 18<sup>th</sup> (9251)**

The objective of this campaigns to inspire fun and promote literacy in all types of learning, including reading books, magazines and cartoons, visiting museums, creating music and using one's imagination.

**Girls Inc. "Tarrant County" (:30) (9259)**

This PSA encourages young girls to be strong, bold and smart.

**United Negro College Fund "Neighborhood" (:30)(9199)**

This PSA focuses on the self-fulfilled benefits of those determined students who are able to attend college due to the generosity of others. The PSA also reminds us of the tragic reality of unrealized potential. The airing of this PSA assures that deserving students fulfill their dreams, rather than watch them pass by.

**After School Programs "Blow Fish" (:30) (9235)**

The purpose this PSA is to encourage the nation's youth to think positively about after school programs by showing that these programs offer fun, social opportunities to explore their interest. This campaign also shows youth that doing cool activities after school is a choice they can make.

**Dallas Museum of Natural History "Olympus Mons" (:30) (9231) and**

**"Plateau"(:30) (9232)**

These PSAs bring science facts into the homes of our young viewers. The science facts are educational and interesting and are presented by children ages 7-17.

**Math/Science for Girls "Girls Scouts of the USA" (:30) (9238)**

The objective of this PSA is to persuade influencers of young girls to act to change the cultural cues that girls receive. The PSA creates a call to action for

partners and caregivers to empower girls to help bridge the techno-gender divide.

**Air Force Reserve** "7,000 Miles Away" (:30) (9122)

This PSA encourages others to join the Air Force Reserve.

**American Indian College Fund** "If I Stay on the Rez" (:30) (9127)

The purpose of this PSA is to promote American Indian Colleges.

**Marines** "For Country" (:30) (9096) and "For Country" (:30) (9141)

This PSA promotes the Marines and honors Marines around the world and encourages viewers to consider the Marines as a career.

**Don't Mess With Texas** (:30) (9102 & 91 03) September 18<sup>th</sup> (9302 & 9303)

This PSA celebrates "Don't Mess with Texas 20<sup>th</sup> anniversary."

**Boys and Girls Clubs of America** "College Dreams featuring Denzel Washington" (:30) (9106) September 18<sup>th</sup> (9304)

This PSA promotes the Boys & Girls Clubs by dramatically depicting the stark contrast between a child merely dreaming about a hopeful future ... and that same child having an opportunity to achieve hi/her dreams.

**Irving Community Television Network** "Change a Life, Become a Literacy Tutor" (:30) (9110)

This PSA encourages others to become a literacy tutor.

**Junior Achievement** "Hero" (:30) (9111)

This PSA is designed to inspire viewers to get involved and volunteer for Junior Achievement.

**Ad Council/High School Dropout Prevention-BOOSE** "Parents Boost" (:30) (9112)

The purpose of this PSA is to encourage teens to stay in school and obtain a high school diploma.

**Texas Department of Transportation** "Texas Lemon Law" (:30) (9113)

This media campaign is to make sure every consumer in Texas who buys a flawed vehicle knows where to get information necessary to have his or her lemon fixed, repurchased or replaced.

**ISSUE DESCRIPTION:**     **Drugs and Alcohol.** A key concern in the community is drug and alcohol abuse. Education and prevention at an early age can prevent a lifetime of trouble.

A)     **ISSUE TREATMENT:**     Public Service Announcements

**AIAnon Alateen** "What It's Like" (:30) (9085)

The purpose of this PSA is to reach out and give hope and help to the millions of lives being impacted by the family disease of alcoholism.

**Project Road Block** "Buzzed Driving/House Party" (:30) (9087)

The objective of this campaign is to inspire dialogue and recognition of the dangers of "Buzzed driving" and subsequently motivate people to stop driving "buzzed."

**Partnership for a Drug Free America** "Teleprompter" (:30) (9073), "Mary J. Blige" (:30)(9074), "The Facts" (:30) (9233), "Fish Tank" (9234), "Enough Lake" (9315), "Nebraska Couple" (9316), "The Hood" (9317), "Silence" (9318)

These PSAs encourage adults/kids not to use drugs and inform them of the dangers associated with its use.

**Ad Council/Community Drug Prevention** "Boxing" (:30) (9120)

The objective of this PSA is to motivate adults to get involved with youth in their communities and help them stay away from drugs.

**Ad Council/Underage Drinking Prevention** "David" (:30) (9240)

This PSA features children predicting the future consequences of their own underage drinking and remind parents that children who begin drinking at an early age are more likely to develop alcohol problems.

**ISSUE DESCRIPTION:**      **Crime and Safety.** A key concern is how to educate the public on Crime Prevention, as well as Safety Issues.

**A)      *ISSUE TREATMENT:***      Public Service Announcements

**Ad Council** **Wildfire Prevention** "Matchsticks" (:30) (9099)

The objective of this PSA is to continue to decrease the number of human-caused wildfires while continuing to increase public awareness and prevention of wildfires. This PSA also reminds adults that Smokey Bear is counting on them to prevent human-caused fires.

**Wal-Mart Stores, Inc.** "Missing Children's Network" (:30) (9072) and (9080)

This PSA focuses on finding missing children. Photos of missing children are located in all Wal-Mart Stores.

**Ad Council: Booster Seat** "Cropped Kids/Light Switch" (:30) (9116)

The purpose of this campaign is to create awareness and educate parents of young children who have outgrown their toddler seats that a booster seat is a must for any child under 4'9" before the transition into an adult safety belt alone is safe.

**Wildfire Prevention** "Remember, Only YOU Can Prevent Wildfires" (:10) (9107)

The objective of this campaign is to decrease the number of human-caused wildfires while continuing to increase public awareness and prevention of wildfires.

**ISSUE DESCRIPTION:**     **Arts/Entertainment.** Dallas offers an array of artistic and cultural events. However, many people are not aware of these events or of the diversity of our community.

**ISSUE TREATMENT:**     Public Service Announcement

**The Richard Group** "Dallas Convention and Visitors Bureau" (:30) (9084)  
This PSA encourages visitors and Dallas residents to explore the culture in Dallas, Texas.

ISSUE DESCRIPTION: Health/Medical. Due to the continuous research and studies being conducted, public education on recent health concerns is at the forefront of our community's needs.

A) *ISSUE TREATMENT:* Public Service Announcements

Narconon "Jessica" (:30) (9313)

This PSA provides and 800 help line where people who are affected by addiction can get free assessment, free addiction counseling and support, and free referrals to local program facilities.

FAAN (Food Allergy & Anaphylaxis Network) "Dallas Area Walk 10-22-06" (:30) (9312)

This PSA encourages our audience to participate in the "Walk for Food Allergy: Moving Toward a Cure." This walk is FAAN biggest fundraising whose initiative is to raise awareness and find a cure for food allergy.

National Meningitis Association "What Happened Shouldn't Happen" (:30) (9310)

This PSA is designed to educate parents of adolescents and college students about the dangers of meningococcal disease and how they can protect their children.

Child Abuse Prevention "Little Devices" (:30) (9309)

This PSA encourages the prevention of child abuse.

National Alcohol & Drug Addiction "Labyrinth" (:30) (9075) September 15" (9305)

This PSA targets individuals in need of alcohol and drug addiction treatment and recovery. By emphasizing that recovery is possible, the spot highlights the impact that family and community interaction can have in helping loved ones with recovery.

The Association of Pool & Spa Professionals "My Mommy Says" (:30) (9091)

This PSA promotes water safety rules.

Girls & Boys Town "Labels" (:30) (9/17/06)

This PSA offers free advice for teen parents and teens who feel overwhelmed by problems at school, at home, or anywhere else.

March of Dimes "Stadium" (:30) (9100)

The purpose of this PSA is to help raise public awareness that premature birth is the #1 killer of newborns and it is a national crisis that is jeopardizing the lives and health of our babies in increasing numbers.

Muscular Dystrophy Association "Luke's Dreams with Jerry Lewis" (:30) (9086)



This PSA encourages others to support the Muscular Dystrophy Association.

**American Red Cross "Help America II" (:30) (9133)**

This PSA encourages viewers to donate blood to the American Red Cross.

**American Dental Association "Dudley Remembers" (:30) (9241) September 18<sup>th</sup> (9252)**

This PSA encourages kids and others to brush and floss their teeth often and visit the dentist regularly.

**Center for Disease Control "CDC HIV Awareness" (:30) (9088)**

This PSA encourages viewers to get tested for HIV and to link people with HIV to treatment, care and ongoing prevention services.

**American Diabetes Association "Raindrops" (:30) (9123)**

The goal of this PSA is to educate the public that diabetes is a serious disease with complications that can be prevented if diagnosed early. It directs viewers to a free diabetes risk test that can help open a dialogue with health care professionals.

**U.S. Department of Health and Human Services "Ambulance" (:30) (9126)**

The purpose of this PSA is to help our audience learn to identify the symptoms of a stroke.

**Ad Council/Disease Prevention "Bus Stop" (:30) (9129)**

The objective of this PSA is to motivate African American women to make healthy everyday choices to help reduce their risk of disease like cancer, diabetes, heart disease and stroke.

**Leukemia & Lymphoma Society "Goals featuring Landon Donovan" (:30) (9105)**

Landon Donovan, a member of the U.S. Men's National Soccer Team Players Association, is helping The Leukemia & Lymphoma Society raise money to help children survive cancer so that can grow up to pursue their own goals and dreams.

**Sickle Cell Disease Association of America "Taking Control of Sickle Cell Disease" (:30) (9109)**

The purpose of this PSA is to continue to raise awareness about Sickle Cell Disease.

ISSUE DESCRIPTION: Family. The aspects of the family unit have changed over the years. The importance of family is a key concern to the community.

A) *ISSUE TREATMENT:* Public Service Announcements

Ad Council/Adoption "Gift" (:30) (9091) September 15" (9307)

This PSA encourages the adoption of teens in the United States foster care system and to also increase the number of potential families inquiring about adoption.

Gladney Center "Duck Crossing" (:30) (9206)

This PSA promotes adoption.

Family Gateway Center "Melvadine" (:30) (9083)

This PSA informs families that help is available for those who are in need of temporary assistance.

Medina Children's Home "Medina Children's Home" (:30) (9119)

This PSA brings awareness to Medina Children's Home and provide information about its programs.

Foundation for A Better Life "Cafeteria" (:30) (9089)

The purpose of this PSA is to promote values such as hard work, caring, courtesy, etc. and encourage viewers to "pass them on." This campaign also focuses on the values of "Make a Difference and Reaching Out."

ISSUE DESCRIPTION: Volunteerism. An important facet of our community is to volunteer. The non-profit world is in need of volunteers to carry out their mission.

A) *ISSUE TREATMENT:* Public Service Announcements

Foundation for a Better Life "Classroom" (:30) (9250)

The purpose of this PSA is to promote better role models, better values, and a better life.

Honda Regional Marketing "Urban Initiative PSAIAfter (:30) (9082)

This PSA promotes the outcome of those who donated to the Urban Initiative Ballparks were built for children.

Habitat for Humanity "I Helped Build It" (:30) (9093)

This campaign encourages viewers to reach out and help those in need of simple, decent and affordable housing by partnering with Habitat for Humanity and by doing their part to "help build it!"

USO "Times" (: 15) (9076) September 15" (9311) This PSA encourages others to support the USO.

DFW Airport "Welcome Home" (:30) (9134) September 15" (9301)

This PSA encourages viewers to come to DFW Airport and welcome home our troops.

Ad Council Parental Involvement in School "Drama Club" (:30) (9077)

The objective of this campaign is to increase parental involvement in their children's school.

Big Brothers Big Sister "Yo Yo" (:30) (9236) and "Chess" (:30) (9095)

The purpose of this PSA is to encourage individuals to support BBBS and make a positive difference in the life of a child.

Boy Scouts of America & the American Red Cross, "Good Turn for America" (:30) (9118)

This PSA encourages the public to volunteer and to promote emergency preparedness.

Army National Guard in Their Own Words "In Their Own Words" (:30) (9101)

This PSA promotes how women are making a difference in the U.S. Coast Guard.

Paralyzed Veterans of America "Thank You's" (:20) (9108)

The purpose of this PSA is to remember service persons who have demonstrated their commitment to protecting our country.

ISSUE DESCRIPTION: Economy/Finance. A key concern in the Dallas Fort Worth area is its economy. Through local programming, KDAF provides information on how the economy is improving and special events taking place to boost the economy.

- (A) ISSUE TREATMENT: Public Service Announcement  
National Endowment for Financial Education "Not If We Can Help It" (:30)  
(9082)  
This PSA encourages others to learn and take control of their financial affairs.
- Save and Invest "Military" (:30) (9121)  
The purpose of this PSA is to help military families manage their money with confidence.

The **Community Service Projects, Events, and Awards** that Dallas/Fort Worth's WB participated in during the July 1, 2006 - September 30, 2006 period are listed below.

**Community Outreach:**

**Anchor participation**

- Victoria Snee, Judge, The SPCA's second annual Pet Flix film festival, Sunday, August 20, 2006
- Bob Irzyk, emcee, Boxing at the Ballroom, benefiting WB33 Kids Fund and Boys and Girls Clubs of Tarrant County, Saturday, August 26, 2006

**Events:**

- Awesome Arts Festival, September 9
- Stand Up for Families, September 16

**Award(s):**

- US Navy
- Ad Council

