

WDRB - 3RD QUARTER - 1998
PSA REPORT

JULY

<u>SOURCE</u>	<u>SUBJECT</u>	<u>LENGTH</u>	<u>RUNS</u>
Beverly Hills 90210	Substance Abuse	:30	1
RAB	Premier of Education	:20	7
RAB	RADD	:30	2
Fox 411	Drugs	:30	4
Fox 411	DUI	:30	3
Fox 411	Teen Pregnancy	:30	6
Fox 411	Prison	:30	7
Fox 411	Aids	:30	1
Fox 411	Date Rape	:30	5
Fox 411	Lenny Lyles	:30	2
Fox 411	Obstacles	:30	2
Fox Network	Parents Example	:30	2
Young Women's Club	Generic	:30	1
Bridgehaven	Generic	:30	1
Until There's A Cure	HIV and Aids	:60	6
Church of Latter Day Saints	Family	:60	2
Key Club	Smoke Free Youth	:30	13
KY Broadcasters Assoc.	Bluegrass State Games	:30	7
KY Broadcasters Assoc.	Education Pays	:30	2
Hey Bro!	Nine Line	:30	1
Hey Bro!	Nine Line	:60	5

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AUGUST

<u>SOURCE</u>	<u>SUBJECT</u>	<u>LENGTH</u>	<u>RUNS</u>
RAB	Buckle Up	:30	1
RAB	Premier of Education	:20	7
RAB	Radd	:30	1
Fox 411	Teen Pregnancy	:30	4
Fox 411	Prison	:30	2
Fox 411	Aids	:30	1
Fox 411	Date Rape	:30	2
Fox 411	Lenny Lyles	:30	2
Fox 411	Obstacles	:30	1
Fox 411	Drugs	:30	4
Fox 411	DUI	:30	13
Church of Latter Day Saints	Family	:60	1
Key Club	Smoke Free Youth	:30	8
Ky Broadcasters Assoc	Education Pays	:30	9

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PSA REPORT

SEPTEMBER

<u>SOURCE</u>	<u>SUBJECT</u>	<u>LENGTH</u>	<u>RUNS</u>
RAB	Premier of Education	:20	17
RAB	RADD	:30	2
Squash It	Anti Violence	:30	2
Fox 411	Teen Pregnancy	:30	12
Fox 411	Prison	:30	10
Fox 411	Aids	:30	9
Fox 411	Date Rape	:30	7
Fox 411	Lenny Lyles	:30	11
Fox 411	Obstacles	:30	8
Fox 411	Drugs	:30	10
Fox 411	DUI	:30	16
Fox Network	Drunk Driving	:30	2
Fox Network	Domestic Violence	:30	1
Fox Network	Designated Drivers	:30	1
Bridgehaven	Generic	:30	4
Hey Bro!	Nine Line	:30	2
Key Club	Anti Smoking	:30	22
Young Womens Club	Generic	:30	1
Until There's A Cure	HIV	:60	28
Latter Day Saints	Saturday Morning	:60	14
Kyana Girl Scouts	Sneaker Talk	:30	20
Party of Five	Alcohol Abuse	:30	1
Louisville Police	Drunk Driving	:30	2

QUARTERLY ISSUES/PROBLEMS LIST
(July 1, 1998 - September 30, 1998)

During the Ascertainment Meeting of Community Leaders held on Thursday, June 25, 1998, for the 3rd quarter, the following were determined as the most significant issues of community concern:

- 1) Youth: Lack of social options causes boredom; boredom creates unrest; thus crime.
- 2) Growing number of immigrant workers and what this means to our city in terms of low income jobs and language barriers.
- 3) Improved transportation: This community needs to address the pollution problem and what it will take to solve this problem.
- 4) Education: How do we improve our school/ learning system so our classrooms are equal to those of other cities.
- 5) Racial Division: The harder we push the races together, the further apart they seem to be. What measures do we take to overcome this problem.

<u>Description of Issue</u>	<u>Program</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program Segment</u>
Youth & Crime	Fox News at 10	07/02/98	10:00PM	2:00	City Officials say their crack-down effort against gangs and crime has resulted in significant drop in violent crimes.
Youth & Crime	Fox News at 10	07/20/98	10:00PM	2:30	Metro Youth Golf Scramble for program designed to give kids recreational options to loitering and crime.
Youth & Crime	Fox News at 10	07/26/98	10:00PM	1:20	Police arrest 17-Year-Old for murder of woman. Police say cocaine involved.
Youth & Crime	Fox News at 10	08/11/98	10:00PM	1:00	Gov. Patton gives money to West Louisville neighborhood house where kids get supervision after school.
Youth & Crime	Fox News at 10	08/18/98	10:00PM	2:00	8 & 10 Year Olds try to hold up a tanning salon with BB Gun.
Youth & Crime	Fox News at 10	08/21/98	10:00PM	2:00	West end mother forms a parent group to help keep kids away from gangs.
Youth & Crime	Fox News at 10	08/25/98	10:00PM	2:40	Two Taylorville teens charged with plotting to kill the stepfather of one of them.

<u>Description of Issue</u>	<u>Program</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program Segment</u>
Youth & Crime	Fox News at 10	09/10/98	10:00PM	2:00	Louisville man arrested for using teens & youngsters to shoplift for him.
Pollution and Transportation	Fox News at 10	07/16/98	10:00PM	2:45	TARC Planning Committee definitely decides on route for light rail design for downtown Louisville to Airport.
Racial Division	Fox News at 10	09/19/98	10:00PM	2:00	Urban League holds "Doing The Right Thing" festival to recognize achievement of youth in racial equality.
Racial Division	Fox News at 10	09/26/98	10:00PM	1:00	Tiger Woods in town to teach underprivileged kids the game of golf. Helps dedicate new "training" course at Shawnee Golf Course.