

**WDRB - 4TH QUARTER - 1998
PSA REPORT**

OCTOBER

SOURCE	SUBJECT	LENGTH	RUNS
Fox Network	Anti-Crime	:30	2
Fox Network	Drunk Driving	:30	2
Fox Network	Domestic Violence	:30	1
Fox Network	Designated Drivers	:30	1
Fox Network	Stay In School	30	1
Kyana Girl Scouts	Sneaker Talk	:30	22
Young Womens Club	Generic	:30	3
90210	Substance Abuse	:30	1
Party of Five	Alcohol Abuse	:30	1
Bridgehaven	Generic	:30	3
Buy Recycled	Circle	:60	15
Until There's A Cure	HIV	:60	16
Latter Day Saints	Saturday Morning	:60	17
American Dental	Toothache Dudley	:60	3
Earth Share	Choice	:60	18
Fire Safety	Matches & Lighters	:60	6
Fire Safety	Cool Rules	:60	3
Fire Safety	Stop, Drop & Roll	:60	1
Save the Children	Generic	:120	20
Save the Children	Generic	:90	5
Save the Children	Generic	:60	2
Key Club	Anti Smoking	:30	17
Red Cross	Blood Alert	:15	33
Louisville Police	Designated Driver	:20	8
RAB	Buckle Up	:30	1
RAB	Premier of Education	:20	19
Fox 411	DUI	:30	26
Fox 411	Teen Pregnancy	:30	7
Fox 411	Prison	:30	11
Fox 411	Aids	:30	4
Fox 411	Date Rape	:30	5
Fox 411	Lenny Lyles	:30	6
Fox 411	Obstacles	:30	2
Fox 411	Drugs	:30	10
Leukemia Society	Ride/Run/Ride	:30	4
Leukemia Society	Ride/Run/Ride	:20	2

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PSA REPORT

OCTOBER (continued)

<u>SOURCE</u>	<u>SUBJECT</u>	<u>LENGTH</u>	<u>RUNS</u>
Squash It	Anti Violence	:30	5
Hey Bro!	Nine Line	:30	2
KATA	Citizen Justice	:30	5
LDA of KY	Generic	:30	7
Breast Cancer	Generic	:30	6
AAPCC	Poison Control	:60	2
AAPCC	Poison Control	:30	3
American Red Cross	Generic	:30	3
Narcotics Anonymous	Generic	:30	19

**WDRB - 4TH QUARTER - 1998
PSA REPORT**

NOVEMBER

SOURCE	SUBJECT	LENGTH	RUNS
Fox Network	Designated Drivers	:30	1
Fox Network	Stay In School	30	1
Young Womens Club	Generic	:30	1
Bridgehaven	Generic	:30	2
Buy Recycled	Circle	:60	14
Until There's A Cure	HIV	:60	15
Latter Day Saints	Saturday Morning	:60	12
Earth Share	Choice	:60	11
Fire Safety	Matches & Lighters	:60	6
Fire Safety	Cool Rules	:60	3
Fire Safety	Stop, Drop & Roll	:60	1
Save the Children	Generic	:120	11
Save the Children	Generic	:90	5
Save the Children	Generic	:60	11
Key Club	Anti Smoking	:30	23
Red Cross	Blood Alert	:15	5
Louisville Police	Designated Driver	:20	4
RAB	Buckle Up	:30	2
RAB	Premier of Education	:20	18
Fox 411	DUI	:30	6
Fox 411	Teen Pregnancy	:30	1
Fox 411	Prison	:30	12
Fox 411	Aids	:30	3
Fox 411	Date Rape	:30	2
Fox 411	Lenny Lyles	:30	3
Fox 411	Obstacles	:30	1
Fox 411	Drugs	:30	19
Leukemia Society	Ride/Run/Ride	:30	2
KATA	Citizen Justice	:30	2
LDA of KY	Generic	:30	3
Breast Cancer	Generic	:30	2
AAPCC	Poison Control	:60	1
AAPCC	Poison Control	:30	2
American Red Cross	Generic	:30	3
Narcotics Anonymous	Generic	:30	20
Jefferson Co. Police	VINE	:30	4

WDRB - 4TH QUARTER - 1998
PSA REPORT

DECEMBER

<u>SOURCE</u>	<u>SUBJECT</u>	<u>LENGTH</u>	<u>RUNS</u>
Bridgehaven	Generic	:30	2
Buy Recycled	Circle	:60	29
Until There's A Cure	HIV	:60	45
Latter Day Saints	Saturday Morning	:60	43
American Dental	Toothache Dudley	:60	7
Earth Share	Choice	:60	21
Fire Safety	Matches & Lighters	:60	17
Fire Safety	Cool Rules	:60	8
Fire Safety	Stop, Drop & Roll	:60	1
Save the Children	Generic	:120	47
Save the Children	Generic	:90	5
Save the Children	Generic	:60	4
Key Club	Anti Smoking	:30	21
Red Cross	Blood Alert	:15	10
RAB	Premier of Education	:20	13
Fox 411	Prison	:30	18
Fox 411	Aids	:30	1
Fox 411	Date Rape	:30	2
Fox 411	Lenny Lyles	:30	7
Fox 411	Drugs	:30	20
Leukemia Society	Ride/Run/Ride	:30	2
KATA	Citizen Justice	:30	1
LDA of KY	Generic	:30	2
Breast Cancer	Generic	:30	1
Narcotics Anonymous	Generic	:30	27
Fox Network	Designated Drivers	:30	8
American Cancer Society	Coaches vs Cancer	:30	41
Salvation Army	All I Want For Christmas	:20	102



October 1998

PSA/Programming Grid

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
□ PSA's 408B - HARMONY 409B - TOLERANCE 507B - RACIAL HARMONY 508B - INDIVIDUALITY 601 - KNOWLEDGE IS POWER 601B - KNOWLEDGE IS POWER 603B - SELF ESTEEM 801 - B.Y.O.B.F. - 911 802 - "ACTING AND READING" 803 - "READING MUSIC VIDEO" 804 - "HOUSE MONSTERS"	READ" 805 - "JUST SAY NO" 807 - "BROKEN RECORD" 808 - "WALK AWAY" 809 - "CHANGING THE SUBJECT" 811 - "COLD SHOULDER" 812 - "STRENGTH IN NUMBERS" 901 - "DON'T GO THERE" 902 - "PLEASE NO ORAL REPORTS" 903 - "SCIENCE FAIR UNFAIR" 904 - "CAN I HANG TOO?"	905 - "HE'S HEAVY, HE'S MY BROTHER" 906 - "YOU CAN'T CHANGE PEOPLE" 907 - "I DO IT MY WAY" 910 - "DO THIS FIRST" 911 - "DON'T GO THERE" REVISION 912 - "PLEASE NO ORAL REPORTS" REVISION 913 - "SCIENCE FAIR UNFAIR" REVISION	914 - "CAN I HANG TOO?" REVISION 916 - "YOU CAN'T CHANGE PEOPLE" REVISION 917 - "I DO IT MY WAY" REVISION 918 - "I DARE YA" 919 - "YOUR OWN VOICE" REVISION 920 - "DO THIS FIRST" REVISION		
□ SHOW LEGEND BW* - BOBBY'S WORLD GB - GOOSEBUMPS GZ - GODZILLA LL* - LIFE WITH LOUIE MJ - MAD JACK MK - MYSTIC KNIGHTS MS* - MAGIC SCHOOL BUS NE - NED'S NEWT OG - OGGY	PO - MR. POTATO HEAD PR - POWER RANGERS SF - SPACE GOOFS SR - SPIDER-MAN SY - SPY DOGS TN - TOONSYLVANIA YH - YOUNG HERCULES * - EDUC./INFORM PROGRAM PSA - PUBLIC SERV ANNOUNC.		1 BW* - 807 (TV) LL* - 212 (TV) SR - 410 (TV) PR - 120 (TVY7) PSA - 918 MK - 111 (TVY7FV) YH - 107 (TVY7FV)	2 BW* - 302 (TV) LL* - 201 (TV) SR - 411 (TV) PR - 142 (TVY7) PSA - 911 MK - 112 (TVY7FV) YH - 108 (TVY7FV)	3 PO - 101 (TV) PR - 704 (TVY7FV) GZ - 105 (TVY7FV) YH - 116 (TVY7FV) MK - 113 (TVY7FV) SY - 104 (TV) MJ - 105 (TVY7) OG - 114,115,101 (TV)
5 MS* - 101 (TV) LL* - 301 (TV) SF - 110 (TV) TN - 105 (TVY7) GB - 408 (TVY7)	6 MS* - 103 (TV) NE - 201 (TV) SR - 101 (TV) PR - 701 (TVY7FV) MK - 114 (TVY7FV) YH - 121 (TVY7FV)	7 MS* - 203 (TV) NE - 113 (TV) SR - 102 (TV) PR - 702 (TVY7FV) MK - 101 (TVY7FV) YH - 123 (TVY7FV)	8 MS* - 102 (TV) NE - 110 (TV) SR - 103 (TV) PR - 703 (TVY7FV) MK - 102 (TVY7FV) YH - 104 (TVY7FV)	9 MS* - 304 (TV) LL* - 311 (TV) SR - 104 (TV) PR - 704 (TVY7FV) MK - 115 (TVY7FV) YH - 122 (TVY7FV)	10 PO - 102 (TV) PR - 705 (TVY7FV) GZ - 103 (TVY7FV) YH - 113 (TVY7FV) MK - 104 (TVY7FV) SY - 105 (TV) MJ - 101 (TVY7) OG - 118,113,116 (TV)
12 MS* - 201 (TV) LL* - 207 (TV) SF - 114 (TV) TN - 107 (TVY7) GB - 410 (TVY7)	13 MS* - 207 (TV) NE - 106 (TV) SR - 105 (TV) PR - 705 (TVY7FV) PSA - 919 MK - 106 (TVY7FV) YH - 124 (TVY7FV)	14 MS* - 113 (TV) NE - 107 (TV) SR - 106 (TV) PR - 706 (TVY7FV) PSA - 920 MK - 107 (TVY7FV) YH - 101 (TVY7FV)	15 MS* - 413 (TV) NE - 108 (TV) SR - 201 (TV) PR - 707 (TVY7FV) PSA - 912 MK - 108 (TVY7FV) YH - 102 (TVY7FV)	16 MS* - 105 (TV) LL* - 106 (TV) SR - 202 (TV) PR - 708 (TVY7FV) MK - 109 (TVY7FV) YH - 103 (TVY7FV)	17 PO - 104 (TV) PR - 709 (TVY7FV) GZ - 101 (TVY7FV) YH - 114 (TVY7FV) MK - 116 (TVY7FV) SY - 101 (TV) MJ - 102 (TVY7) OG - 102,112,110 (TV)
19 MS* - 106 (TV) LL* - 210 (TV) SF - 115 (TV) TN - 108 (TVY7) GB - 411 (TVY7)	20 MS* - 206 (TV) NE - 104 (TV) SR - 211 (TV) PR - 709 (TVY7FV) PSA - 913 MK - 110 (TVY7FV) YH - 122 (TVY7FV)	21 MS* - 301 (TV) NE - 203 (TV) SR - 212 (TV) PR - 710 (TVY7FV) PSA - 914 MK - 111 (TVY7FV) YH - 115 (TVY7FV)	22 MS* - 112 (TV) NE - 103 (TV) SR - 113 (TV) PR - 702 (TVY7FV) PSA - 915 MK - 112 (TVY7FV) YH - 116 (TVY7FV)	23 MS* - 104 (TV) LL* - 107 (TV) SR - 203 (TV) PR - 711 (TVY7FV) PSA - 916 MK - 113 (TVY7FV) YH - 113 (TVY7FV)	24 PO - 103 (TV) PR - 712 (TVY7FV) GZ - 102 (TVY7FV) YH - 129 (TVY7FV) MK - 114 (TVY7FV) SY - 102 (TV) MJ - 106 (TVY7) OG - 109,111,117 (TV)
26 MS* - 204 (TV) LL* - 211 (TV) SF - 125 (TV) TN - 201 (TVY7) GB - 217 (TVY7) KS - 133 (TVY7)	27 MS* - 213 (TV) NE - 105 (TV) SR - 316 (TV) PR - 712 (TVY7FV) MK - 115 (TVY7FV) YH - 107 (TVY7FV)	28 MS* - 303 (TV) NE - 101 (TV) SR - 317 (TV) PR - 713 (TVY7FV) PSA - 911 MK - 116 (TVY7FV) YH - 108 (TVY7FV)	29 MS* - 108 (TV) NE - 102 (TV) SR - 309 (TV) PR - 714 (TVY7FV) PSA - 919 MK - 101 (TVY7FV) YH - 125 (TVY7FV)	30 MS* - 305 (TV) LL* - 302 (TV) SR - 310 (TV) PR - 715 (TVY7FV) PSA - 918 MK - 102 (TVY7FV) YH - 117 (TVY7FV)	31 PO - 111 (TV) PR - 716 (TVY7FV) GZ - 106 (TVY7FV) YH - 118 (TVY7FV) MK - 120 (TVY7FV) GB - 404 (TVY7) MJ - 103 (TVY7)



December 1998

PSA/Programming Grid

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<input type="checkbox"/> PSA's 901 - "DON'T GO THERE" 902 - "PLEASE NO ORAL REPORTS" 903 - "SCIENCE FAIR UNFAIR" 904 - "CAN I HANG TOO?" 905 - "HE'S HEAVY, HE'S MY BROTHER" 906 - "YOU CAN'T CHANGE"	PEOPLE" 907 - "I DO IT MY WAY" 910 - "DO THIS FIRST" 911 - "DON'T GO THERE" REVISION 912 - "PLEASE NO ORAL REPORTS" REVISION 913 - "SCIENCE FAIR UNFAIR" REVISION 914 - "CAN I HANG TOO?"	REVISION 916 - "YOU CAN'T CHANGE PEOPLE" REVISION 917 - "I DO IT MY WAY" REVISION 918 - "I DARE YA" 919 - "YOUR OWN VOICE" REVISION 920 - "DO THIS FIRST" REVISION	<input type="checkbox"/> SHOW LEGEND GB - GOOSEBUMPS GZ - GODZILLA KS - KIDS' SPECIAL LL* - LIFE WITH LOUIE MJ - MAD JACK MK - MYSTIC KNIGHTS MS* - MAGIC SCHOOL BUS NE - NED'S NEWT		
<input type="checkbox"/> SHOW LGND. CONT'D. OG - OGGY & THE COCKROACHES PO - MR. POTATO HEAD PR - POWER RANGERS SF - SPACE GOOFS	1 MS* - 111 (TVY) NE - 202 (TVY) SR - 206 (TVY) YH - 129 (TVY7FV) PR - 702 (TVY7FV) MK - 103 (TVY7FV)	2 MS* - 308 (TVY) NE - 206 (TVY) SR - 207 (TVY) YH - 125 (TVY7FV) PR - 708 (TVY7FV) MK - 104 (TVY7FV)	3 MS* - 403 (TVY) NE - 104 (TVY) SR - 208 (TVY) YH - 117 (TVY7FV) PR - 709 (TVY7FV) MK - 105 (TVY7FV)	4 MS* - 212 (TVY) LL* - 208 (TVY) SR - 315 (TVY) YH - 115 (TVY7FV) PR - 710 (TVY7FV) MK - 106 (TVY7FV)	5 PO - 108 (TVY) PR - 711 (TVY7FV) GZ - 110 (TVY7FV) GZ - 106 (TVY7FV) GZ - 108 (TVY7FV) GZ - 107 (TVY7FV) GZ - 109 (TVY7FV) GZ - 105 (TVY7FV)
7 MS* - 310 (TVY) LL* - 213 (TVY) SF - 116 (TVY) TN - 205 (TVY7) GB - 303 (TVY7) GB - 216 (TVY7)	8 MS* - 313 (TVY) NE - 103 (TVY) SR - 308 (TVY) YH - 121 (TVY7FV) PR - 711 (TVY7FV) MK - 117 (TVY7FV)	9 MS* - 402 (TVY) NE - 207 (TVY) SR - 311 (TVY) YH - 104 (TVY7FV) PR - 712 (TVY7FV) MK - 118 (TVY7FV)	10 MS* - 211 (TVY) NE - 105 (TVY) SR - 403 (TVY) YH - 113 (TVY7FV) PR - 713 (TVY7FV) MK - 119 (TVY7FV)	11 MS* - 407 (TVY) LL* - 313 (TVY) SR - 404 (TVY) YH - 124 (TVY7FV) PR - 714 (TVY7FV) MK - 120 (TVY7FV)	12 PR - 715 (TVY7FV) GZ - 104 (TVY7FV) KS - 135 (TVY7FV) MJ - 109 (TVY7) OG - 121, 122, 118 (TVY)
14 MS* - 408 (TVY) LL* - 209 (TVY) SF - 119 (TVY) TN - 112 (TVY7) GB - 316 (TVY7) GB - 318 (TVY7)	15 MS* - 411 (TVY) NE - 204 (TVY) SR - 401 (TVY) YH - 101 (TVY7FV) PR - 715 (TVY7FV) MK - 101 (TVY7FV)	16 MS* - 312 (TVY) NE - 208 (TVY) SR - 402 (TVY) YH - 102 (TVY7FV) PR - 716 (TVY7FV) MK - 102 (TVY7FV)	17 MS* - 101 (TVY) NE - 205 (TVY) SR - 112 (TVY) YH - 103 (TVY7FV) PR - 717 (TVY7FV) MK - 121 (TVY7FV)	18 MS* - 203 (TVY) LL* - 203 (TVY) SR - 301 (TVY) YH - 106 (TVY7FV) PR - 718 (TVY7FV) MK - 122 (TVY7FV)	19 NE - 107 (TVY) PR - 719 (TVY7FV) GZ - 103 (TVY7FV) PR - 205 (TVY7FV) KS - 136 (TVY7) KS - 137 (TVY7) MJ - 105 (TVY7) OG - 123, 106, 102 (TVY)
21 MS* - 304 (TVY) LL* - 312 (TVY) SF - 104 (TVY) TN - 206 (TVY7) GB - 315 (TVY7) GB - 309 (TVY7)	22 MS* - 201 (TVY) NE - 201 (TVY) SR - 109 (TVY) YH - 116 (TVY7FV) PR - 720 (TVY7FV) MK - 123 (TVY7FV)	23 MS* - 413 (TVY) NE - 210 (TVY) SR - 110 (TVY) YH - 130 (TVY7FV) PR - 721 (TVY7FV) MK - 124 (TVY7FV)	24 MS* - 207 (TVY) NE - 102 (TVY) SR - 111 (TVY) YH - 134 (TVY7FV) PR - 722 (TVY7FV) MK - 127 (TVY7FV)	25 MS* - 313 (TVY) LL* - 101 (TVY) PO - 101 (TVY) SY - 103 (TVY) MJ - 104 (TVY7) OG - 101, 109, 103 (TVY)	26 PO - 105 (TVY) PR - 723 (TVY7FV) GZ - 101 (TVY7FV) PR - 152 (TVY7FV) PSA - 916 MK - 125 (TVY7FV) SY - 104 (TVY) MJ - 106 (TVY7) OG - 110, 113, 114 (TVY)
28 MS* - 113 (TVY) LL - 311 (TVY) PR - 601 (TVY7FV) PR - 602 (TVY7FV) PR - 603 (TVY7FV) PR - 604 (TVY7FV)	29 MS* - 301 (TVY) NE - 113 (TVY) MK - 107 (TVY7FV) MK - 108 (TVY7FV) MK - 109 (TVY7FV) MK - 115 (TVY7FV)	30 MS* - 105 (TVY) NE - 209 (TVY) SR - 201 (TVY) SR - 202 (TVY) SR - 410 (TVY) SR - 411 (TVY)	31 MS* - 303 (TVY) NE - 203 (TVY) PR - 104 (TVY7FV) PR - 209 (TVY7FV) PR - 214 (TVY7FV) PR - 215 (TVY7FV)	<input type="checkbox"/> SHOW LEGEND CONTINUED SR - SPIDER-MAN SY - SPY DOGS TN - TOONSYLVANIA YH - YOUNG HERCULES * - EDUCATIONAL/INFORMATIONAL PROGRAM PSA - PUBLIC SERVICE ANNOUNCEMENT	

QUARTERLY ISSUES/PROBLEMS LIST
(October 1, 1998 - December 31, 1998)

During the Ascertainment Meeting of Community Leaders held on Thursday, October 22, 1998, for the 4th Quarter, the following were determined as the most significant issues of community concern:

- 1) City/County Merger: What's best for our community?
- 2) Abuse and exploitation of the elderly, i.e., home repairs, insurance salespeople, contractors, telemarketers, etc.
- 3) Market shortage for hourly wage employees and what this means to companies that depend on these workers.
- 4) Environmental issues: What is toxic and dangerous; why we allow waste to be dumped in our water systems; research on lead, etc.
- 5) Education: How do we improve our school system so our classrooms are equal to those of other cities.

<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	10/07/98	10:00PM	2:00	City Aldermen meet to discuss merging City and County Police Departments.
City/County Merger	Fox News at 10	10/27/98	10:00PM	1:40	County FOP appears before Fiscal Court to again protest consideration of city-county police merger.
City/County Merger	Fox News at 10	11/24/98	10:00PM	2:00	As City-Co. Police merger talks near, one Co. Commissioner pleads for caution.
Elderly Abuse	Fox News at 10	10/05/98	10:00PM	2:35	In light of recent check scams, police tell citizens, particularly elderly to be more careful with checks & credit cards.
Environment	Fox News at 10	10/20/98	10:00PM	2:15	Local man starts pick-up shredding service to help keep white paper out of landfills.
Education	Fox News at 10	10/02/98	10:00PM	1:25	Governor Patton announces internet connection for Governor scholars and businesses looking for employees.
Education	Fox News at 10	10/15/98	10:00PM	2:00	Governor Paul Patton in Washington for violence in school meeting says reducing class size will help.
Education	Fox News at 10	10/23/98	10:00PM	1:40	Jefferson Co. Parents invited to showcase of schools to help make decisions on where to send kids.

<u>Description of Issue</u>	<u>Program</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program Segment</u>
Education	Fox News at 10	11/05/98	10:00PM	2:00	Three area teachers named teacher of the year. One eligible for national award.
Education	Fox News at 10	12/03/98	10:00PM	2:00	Jefferson County proud that nearly all schools exceed their goals under the Kiris Tests.
Education	Fox News at 10	12/05/98	10:00PM	2:15	Jeff Co. Police take underprivillidged kids to "Books a Million" where many get their first book ever.
Education	Fox News at 10	12/08/98	10:00PM	1:45	New state wide school tests will replace the old Kiris test. Officials hope it will give an even better measure of student progress.
Education	Fox News at 10	12/17/98	10:00PM	2:30	Atherton students, parents & officials debate need for dress code to increase student performance.