

WDRB - 1998 2nd QUARTER PSA REPORT

APRIL

| <u>SOURCE</u> | <u>SUBJECT</u> | <u>LENGTH</u> | <u>RUNS</u> |
|-----------------------------|----------------------|---------------|-------------|
| RAB | Premier of Education | :20 | 12 |
| Squash It | Anti Violence | :30 | 9 |
| Fox 411 | Teen Pregnancy | :30 | 2 |
| Fox 411 | Date Rape | :30 | 1 |
| Fox Network | Parents Example | :30 | 3 |
| Fox Network | Domestic Violence | :30 | 1 |
| Fox Network | Stay In School | :30 | 3 |
| Church of Latter Day Saints | Family | :60 | 1 |

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MAY

| <u>SOURCE</u> | <u>SUBJECT</u> | <u>LENGTH</u> | <u>RUNS</u> |
|-----------------------------|-----------------------|----------------------|--------------------|
| RAB | Premier of Education | :20 | 17 |
| Squash It | Anti Violence | :30 | 13 |
| Fox 411 | Teen Pregnancy | :30 | 9 |
| Fox 411 | Date Rape | :30 | 9 |
| Fox 411 | Prison | :30 | 1 |
| Fox Network | Anti-Crime | :30 | 3 |
| Fox Network | Parents Example | :30 | 2 |
| Fox Network | Domestic Violence | :30 | 1 |
| Fox Network | Stay In School | :30 | 2 |
| Church of Latter Day Saints | Family | :60 | 1 |

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JUNE

| <u>SOURCE</u> | <u>SUBJECT</u> | <u>LENGTH</u> | <u>RUNS</u> |
|---------------|----------------------|---------------|-------------|
| RAB | Premier of Education | :20 | 8 |
| Squash It | Anti Violence | :30 | 4 |
| Fox 411 | Teen Pregnancy | :30 | 8 |
| Fox 411 | Prison | :30 | 5 |
| Fox 411 | Date Rape | :30 | 5 |
| Fox Network | Anti Crime | :30 | 1 |
| Fox Network | Parents Example | :30 | 1 |

QUARTERLY ISSUES/PROBLEMS LIST
(April 1, 1998 - June 30, 1998)

During the Ascertainment Meeting of Community Leaders held on Thursday, April 2, 1998, for the 2nd Quarter, the following were determined as the most significant issues of community concern:

- 1) Racial Tension: It continues to get worse, not better.
- 2) Education: Parents need to spend more personal time with our youth, and youth needs to spend less time in front of computers.
- 3) Gun Control: Lack of control seems to run parallel with crime in our community.
- 4) Mass Transportation: What this would mean to our environment in terms of less pollution.
- 5) Domestic Violence: What is being done to eliminate this from our community?

| <u>Description of Issue</u> | <u>Program</u> | <u>Date</u> | <u>Time</u> | <u>Duration</u> | <u>Description of Program Segment</u> |
|-----------------------------|----------------|-------------|-------------|-----------------|--|
| Racial Tension | Fox News at 10 | 04/01/98 | 10:00PM | 1:00 | Local Civil Rights Leaders want 4 unindicted Security Guards kept from their jobs. They were involved in death of inmate Adrian Reynolds. |
| Racial Tension | Fox News at 10 | 04/13/98 | 10:00PM | 2:45 | Rev. Jesse Jackson comes to Louisville to urge Board of Aldermen to force TKR Cable to promise fair treatment to black communities. |
| Racial Tension | Fox News at 10 | 06/01/98 | 10:00PM | 1:15 | Faith Community Forum holds day-long summit on race relations. |
| Racial Tension | Fox News at 10 | 06/13/98 | 10:00PM | 1:00 | Reverend Jesse Jackson calls for a redoubling of efforts against racism at service for Texas man who was dragged to death by white supremacists. |
| Education | Fox News at 10 | 04/24/98 | 10:00PM | 2:40 | New Jefferson Co. School Program links volunteers with "at risk" students in 9 community churches for after school tutoring. |
| Gun Control | Fox News at 10 | 05/21/98 | 10:00PM | 1:50 | Local parents react to yet another school shooting where a teen used available guns to shoot nearly thirty students in an Oregon school cafeteria. |

| <u>Description of Issue</u> | <u>Program</u> | <u>Date</u> | <u>Time</u> | <u>Duration</u> | <u>Description of Program Segment</u> |
|-----------------------------|----------------|-------------|-------------|-----------------|--|
| Gun Control | Fox News at 10 | 05/21/98 | 10:00PM | 2:00 | Testimony begins in trial of a man and a youth charged with shooting death of Manual student Quentin Hammond. |
| Gun Control | Fox News at 10 | 05/22/98 | 10:00PM | 2:25 | 14-Year-Old arrested for bringing a loaded gun to Butler High School. |
| Mass Transportation | Fox News at 10 | 04/01/98 | 10:00PM | 2:30 | U.S. House of Reps. Debates bill that would provide money to begin work on two new bridges across Ohio River and begin study of new light rail for Louisville. |
| Mass Transportation | Fox News at 10 | 06/16/98 | 10:00PM | 2:45 | TARC unveils plan to build light rail system from downtown to airport along Preston Street. |
| Domestic Violence | Fox News at 10 | 05/12/98 | 10:00PM | 2:00 | Southern Indiana breaks ground for its first center for abused women and families. |