

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30, 4:30
1/3 422P 522p 619P 721P 822P
1/20 1221A 121A 220A 321A 422A
1/25 619A 721A 819A 922A
1/29 1021A 1119A 1221P 118P 218P
2/7 321P 421P 522P 622P 722P
2/15 521P 622P 717P 820P 921P
2/19 1221A 121A 221A
3/1 422P 517P 620P 717p 821P
3/8 1121A 1221p 118P 221P 318P
3/14 321A 422A 519A 621A 720A
3/18 5621A 722A 922A 920A 1021A

Senior Housing Options

House choices for older people. Examining the growth of continuing care facilities that provide a variety of housing options from condominiums to nursing home care.
1064

DURATION/TIME/DATE(S)

4:00
1/3 1122A
1/13 721A
1/16 322P
1/24 722P
1/28 1020A
2/7 821P
2/11 122A
2/17 222A
2/19 522A
3/4 1122A
3/13 621A
3/18 121P
3/26 1121P

Medishare

Julie Mackey, Executive Director of Marion Polk County Medical Society, shares with viewers information about Medishare. A program developed to improve access to medical care for seniors experiencing financial difficulties.
9647

DURATION/TIME/DATE(S)

4:30
1/11 421P
1/23 221p
2/2 720A
2/6 1020A
2/11 1222A
2/22 621A
3/7 122A
3/11 1121A
3/19 422A

3/30 823A

Housing Options for Seniors

Provides viewers with information about housing options for seniors with attended and assisted living facilities.

9614

DURATION/TIME/DATE(S)

3:30

- 1/3 520A
- 1/6 1222p
- 1/10 1121P
- 1/18 520p
- 1/18 520P
- 1/24 218P
- 1/30 722P
- 2/9 1021P
- 2/14 321A
- 2/24 321P
- 3/6 422A
- 3/15 718A
- 3/21 421P
- 3/30 1222P

17. MINORITY CONCERNS

NATIONAL PSA'S

The United Negro College Fund says that being black used to mean you had to forget about your dreams, but the United Negro College Fund keeps those dreams alive through college education.

DURATION/TIME/DATE(S)

- :30 9391
- 1/4 1052P
- 2/24 958A

MILLER BREWING/ WILLIAM GREAVES

These PSA's are narrated by Noel Hankin, telling what this black film\maker did in his life with excerpts.

2/8/91

DURATION/TIMES/DATE(S)

:60 9407A

3/24 325P

3/17 254P

3/26 652A

MILLER BREWING/ BOURNE

These PSA's are narrated by Noel Hankin, telling what this black film\maker did in her life with excerpts.

2/8/91

DURATION/TIMES/DATE(S)

:60 9414A

2/21 1256A

3/14 821A

MILLER BREWING/ OSSIE DAVIS

These PSA's are narrated by Noel Hankin, telling what this black film\maker did in his life with excerpts.

2/8/91

DURATION/TIMES/DATE(S)

:60 9442A

3/20 1051P

The United Negro College Fund says that being black used to mean you had to forget about your dreams, but the United Negro College Fund keeps those dreams alive through college education.

DURATION/TIME/DATE(S)

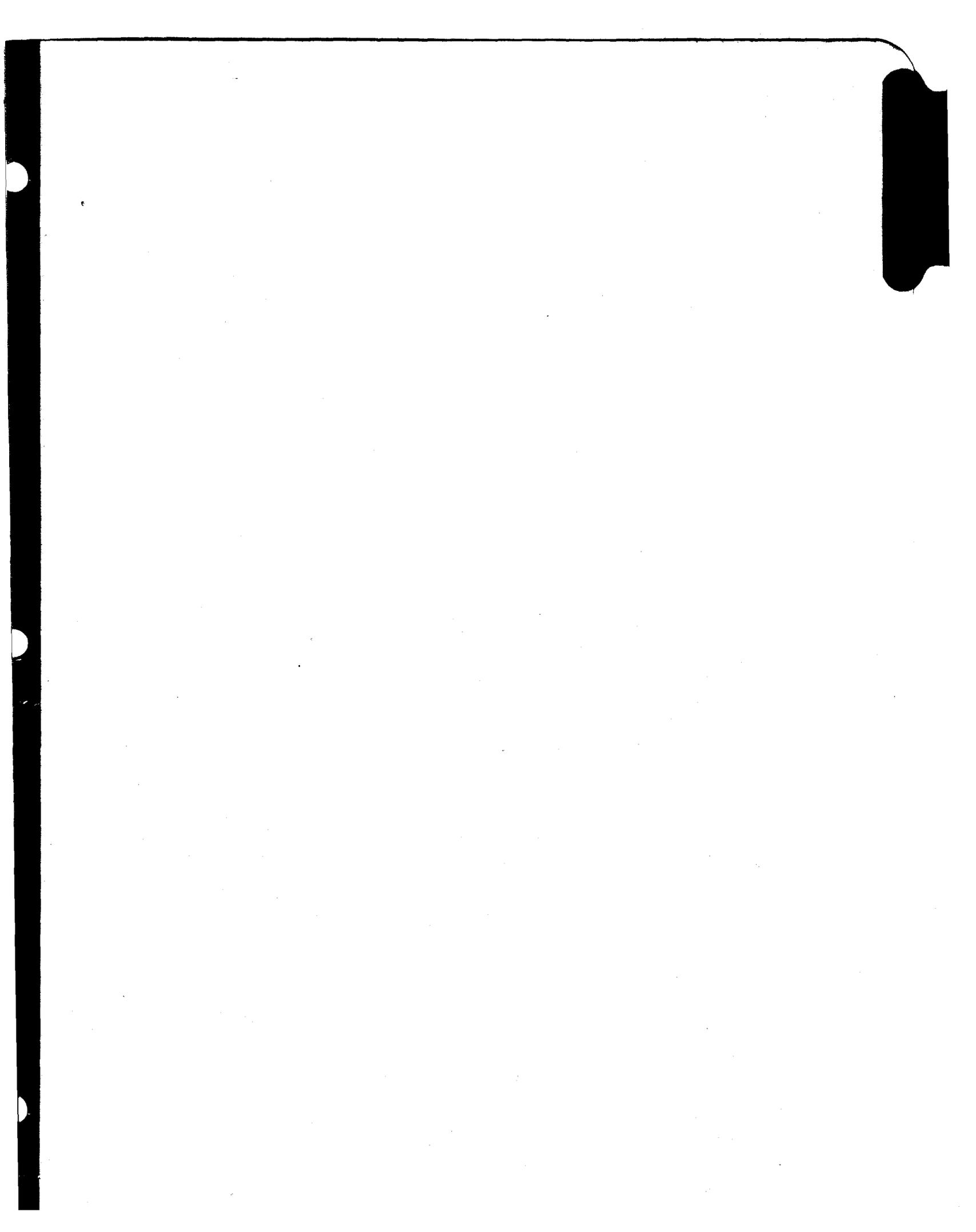
:60 9446

1/7 254A

1/25 1255P

2/3 958A

*First Quarter
1991 (ends)*



KBSP-TV

ISSUES/PROGRAMS QUARTERLY REPORT

OCTOBER, NOVEMBER, DECEMBER 1991

RECEIVED
MAR 2 1993
FCC MAIL ROOM

RECEIVED
MAR 2 1993
FCC MAIL ROOM

1. Health Matter
2. The Community
3. Youth Oriented Issues
4. Quality of Life
5. Public Safety
6. Government
7. Environmental Concerns
8. Pet Care Concerns
9. Education
10. Employment
11. Substance Abuse
12. Consumer Issues
13. Recreation
14. The Economy
15. Concerns of Women
16. Concerns of Senior Citizens
17. Minority Concerns

1. HEALTH MATTERS

 IN YOUR INTEREST—This daily public affairs segment combines man-on-the-street interviews, discussions with experts and demonstrations to elicit opinions and solutions to a variety of significant issues in the KBSP-TV service area.

Infectious Daycare

In this four-part series Dr. James Lacey, a Salem Pediatrician, provides information on infections associated with day care.

9593, 9594, 9595, 9596

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30
 10/4 319P 421P 520P 619P
 10/16 422A 522A 521A 722A
 10/23 720A 817A 920A 1021A
 10/30 521P 621P 722P 822P
 11/16 1221A 121A 221A 318A

Stomach Flu

In this four-part series Dr. James Lacey, a Salem Pediatrician, provides information on the symptoms, causes, dehydration and treatment of the stomach flu.

9610, 9611, 9612, 9613

DURATION/TIME/DATE(S)

4:30, 4:30, 4:30, 4:30

10/5 421A 521A 621A 721A

10/15 1021P 1119P

10/16 1221A 121A

10/31 318A 421A 521A 621A

11/5 818A 921A 1022A 1122A

11/19 1221A 121A 221A 320A

Strep Throat

In this four-part series, Dr. James Lacey, a Salem Pediatrician provides information on strep throat. What causes it, symptoms, possible complications and treatment.

9655, 9656, 9657, 9658

DURATION/TIME/DATE(S)

4:30, 4:00, 4:30, 4:30

10/8 1019P 1122P

10/9 122A 121A

10/19 922A 1020A 1120A 1219P

10/26 422A 522A 622A 719A

11/2 321P 422P 519P

11/4 221A 318A 421A 521A

11/17 122P 220P 317P 417P

11/18 318A 421A 517A 621A

11/27 1219A 120A 221A 318A

Meningococemia

In this three-part series, Dr. James Lacey, a Salem Pediatrician discusses the dangers of Meningococemia. This disease is fatal if not detected and treated.

10/21 321A 422A 522A 621A
10/28 1020A 1121A 1221A 118A
11/8 819P 921P 1019P 1121P
11/11 1219A 120A 221A 322A
12/1 319A 422A 520A 620A
12/26 1221A 121A 222A 322A

TONSILS AND ADENOIDS

Dr. Lacey, a Salem Pediatrician, shows viewers signs of swollen tonsils and adenoids and the care that should follow.

9477, 9478

DURATION/TIME/DATE(S)

4:30, 4:30

10/10 1021P 1121P

10/21 119P 217P

10/29 320A 418A

11/8 1222P 120P

11/17 721P 821P

11/18 122A 222A

11/28 422A 520A

12/21 1221A 120A

PREVENTION OF ASPIRATION AND CHOKING

Dr. James Lacey gives some important tips on avoiding and dealing with aspiration and choking with children.

1033

DURATION/TIME/DATE(S)

10/2 120P

10/14 121A

10/22 219P

10/30 421A

11/9 719A

11/16 1119P

11/25 118A

12/7 1221A

12/18 321A

AIDS IMPACT

How the increase of AIDS cases in the country is causing an impact on our society.

1259, 1260

DURATION/TIME/DATE(S)

10/2 222A 321A

10/22 518A 621A

10/29 718P 822P

11/9 520P 619P

11/11 422A 521A

11/24 1219A 120A

12/26 417A 521A

CHILDHOOD HUNGER

According to a report recently released by The Food Research and Action, 5.5 million children under age 12 are hungry in this country. Another 6 million children and their families are at serious risk of being hungry. Here in Oregon, 11.3 percent of children under 12 are hungry. This state doesn't get enough to eat. FRAC has begun a campaign to find solutions to end childhood hunger.

1345 4/9/91

DURATION/TIME/DATE(S)

10/5 1019P

10/16 918P

10/24 222A

10/31 319P

11/5 120A

11/13 120A

11/26 617A

11/30 222A

12/16 322A

CATARACTS/ADVANCEMENTS

Over 1 million Americans had their vision restored last year by undergoing cataract surgery. Dr. Andy Harris explains the causes of cataracts and the use of Phaco Emulsification to remove them.

1360 4/26/91

DURATION/TIME/DATE(S)

10/2 1021A

10/13 921P

10/22 1221P

10/30 219A

11/9 922A

11/11 1218P

11/20 1022P

11/28 917A

12/6 219P

12/9 721P

12/22 717A

12/26 920A

CATARACTS

By undergoing cataract surgery, over 1 million Americans had their vision restored. Dr. Andy Harris explains the latest technology in cataract surgery.

1370 4/29/91

DURATION/TIME/DATE(S)

10/1 1020P

10/13 522A

10/22 421A

11/9 719P

11/21 721A

11/28 221P

12/6 722P

12/9 1022P

EASTER/POLIO

Barbara Carlson, Susan Des Camp, and Dina Triest all discuss Post Polio Syndrome; a re-occurrence of polio symptoms for people who have beat the disease but are getting on in years.

1403 7/6/91

DURATION/TIME/DATE(S)

4:30

10/7 1220A

10/17 522P

10/20 821P

10/24 621P

11/1 1118A

11/6 321A

11/11 621P

11/21 1022A

11/28 821P

12/7 117P

12/10 121P

12/26 117P

EASTER SEAL/RED BARON

Each year, Red Baron Frozen Pizza sends its biplanes into Oregon to raise money for Easter Seal of Oregon. These old planes add distinctive charm to the fundraiser.

1404 7/4/91

DURATION/TIME/DATE(S)

4:00

10/7 322P

10/18 619A

10/21 1220A

10/28 721A

11/7 221A

12/7 619P

12/11 721A

NURSING HOMES

This IYI examines important treatment improvements in the care of nursing home residents and provides vital information for individuals in nursing homes and their families.

1410 8/91

DURATION/TIME/DATE(S)

3:30

10/5 522P

10/9 419P

10/16 1222P

10/23 1119P

10/31 1017A

11/5 421A

11/12 818P

11/18 1017A

11/25 821A

12/2 117P

12/14 519P

12/16 421A

HYPERTENSION

With personal monitors at home, people who suffer from hypertension are able to take their blood pressure readings on a daily basis. This information helps doctors in determining what sort of care to give the patient.

1412 8/91

DURATION/TIME/DATE(S)

2:30

10/10 1121A

10/20 1121P

10/21 1122A

10/28 1021P

11/8 619P

11/12 1022A

11/22 821A

11/29 719P

12/8 919P

12/11 519P

12/19 921A

PREMATURE BABIES

Doctors and patients talk about the new drugs available to help premature babies live under adverse circumstances.

1414 8/91

DURATION/TIME/DATE(S)

2:00

10/2 522P

10/14 421A

10/22 621P

10/30 621A

11/9 320A

11/13 1220P

11/18 318P

11/25 219P

12/3 619P

12/15 820A

12/18 621A

SHINGLES

This painful viral disease that affects more than half of all Americans over age 60 can now be treated with an effective medication.

1415 8/91

DURATION/TIME/DATE(S)

3:00

10/10 922P

10/21 1219

10/28 1122P

11/8 521P

11/14 922A

11/19 120P

11/26 1122A

12/5 617A
12/13 621A
12/16 1022P

HEARTBURN

A popular ulcer drug has just been approved for use in the treatment of severe heartburn as well.

1416 8/91

DURATION/TIME/DATE(S)

2:00

10/2 719A
10/22 1022A
10/30 1221A
11/9 1118A
11/11 1122P
12/9 721P
12/11 1122A
12/21 721A
12/26 921P

PHYSICAL THERAPISTS

This VNR examines one of the fastest growing professions in the health care field - physical therapy.

1417 8/91

DURATION/TIME/DATE(S)

3:30

10/8 918P
10/19 818A
10/26 322A
11/2 121P
11/4 122A
11/13 821A
11/18 120P
11/25 1220P
12/3 121P
12/14 619P
12/18 520A

COMMIT FITNESS

This VNR looks at the growing problems of physical inactivity among kids.

1418 8/91

DURATION/TIME/DATE(S)

3:30

10/5 321A
10/15 919P
10/23 721P
10/31 219A
11/5 1217P
11/11 217P
11/20 1122P
11/28 521P
12/6 921P

12/22 621A
12/26 1020A

PSYLLIUM

The grain psyllium apparently has some anti-cholesterol properties. In the past, this grain was only available in laxative form, i.e. Metamusil. Psyllium is now offered in cereal form.

1425 8/91

DURATION/TIME/DATE(S)

2:30

10/2 620A

10/13 419P

10/22 922A

10/29 1117P

11/9 1217P

11/13 321P

11/18 621P

11/25 820P

12/15 717A

12/17 522A

ASPARTAME

In recently published research from the National Institutes of Health, scientists reported they could find no cases of allergic effects from aspartame in laboratory challenges.

1430 8/91

DURATION/TIME/DATE(S)

2:30

10/9 1122A

10/16 819A

10/20 522A

10/27 421A

11/11 817A

11/20 320P

11/27 821P

12/6 821A

12/9 1020A

12/25 1119P

REHABILITATIVE HOSPITAL

A comprehensive look is taken at the Salem Hospital Rehabilitation Center. The various programs: Physical, Speech, Occupational, Hand and Industrial Therapy are all examined.

1435 9/91

DURATION/TIME/DATE(S)

4:00

10/16 420P

10/24 123A

10/31 121P

11/5 321A

11/13 918P

11/18 1021P

11/26 721A
12/15 621P
12/19 1022A

IGRAM/MIGRAINES

Dr. Cass Igram discusses his new book about migraine headaches and their relation to food allergies.

1438 9/91

DURATION/TIME/DATE(S)

4:30

10/7 617P

10/15 921A

10/25 721A

11/1 221P

11/6 1220A

11/13 621P

11/15 1122P

11/24 520P

11/30 118A 221P

12/14 118P

12/15 220A

IGRAM/NATURAL FOODS

Dr. Cass Igram discusses his new book Eat Right or Die young, a new release on nutrition. This IYI concentrates on NATURAL FOODS.

1439 9/91

DURATION/TIME/DATE(S)

4:30

10/6 421P

10/17 1122A

10/24 1122A

11/1 618A

11/6 1021A

11/16 1020A

11/24 619P

12/5 521A

IGRAM/ALCOHOLISM

Dr. Cass Igram discusses his new book Eat Right or Die young, a new release on nutrition. This IYI concentrates on ALCOHOLISM.

1440 9/91

DURATION/TIME/DATE(S)

3:30

10/2 1222P

10/14 1221A

10/26 1019P

10/30 1021P

11/4 121P

11/12 1122A

11/22 1022A

11/29 821P

12/8 1121P

12/11 920P

IGRAM/ASPIRIN

Dr. Cass Igram discusses his new book Eat Right or Die young, a new release on nutrition. This IYI concentrates on ASPIRIN

1441 9/91

DURATION/TIME/DATE(S)

4:30

10/2 221P

10/22 320P

11/9 622A

11/23 919P

11/29 1021P

12/2 222A

12/12 621A

IGRAM/EAT RIGHT

Dr. Cass Igram discusses his new book Eat Right or Die young, a new release on nutrition. This IYI concentrates on EATING RIGHT.

1442 9/91

DURATION/TIME/DATE(S)

4:30

10/5 121A

10/15 721P

10/23 521P

10/31 1221A

11/5 221P

11/14 621A

11/23 1023P

11/29 1119P

12/3 320A

12/11 121A

OR Fair Share Ballots

The local chapter of Oregon Fair Share participated in the Emergency Drive for Health Care. They had people sign ballots in Salem, demanding change in our health-care system.

1448

DURATION/TIME/DATE(S)

3:30

10/9 1222P

10/20 619A

0/27 516A

11/4 717P

11/12 921P

11/18 1117A

11/25 922A

12/3 617A

12/13 118P

12/22 520A

VNR KIDNEY DISEASE

This VNR looks at new treatment which allows kidney patients to anemia and lead normal lives.

1457

DURATION/TIME/DATE(S)

3:30

10/27 117P

12/12 620P

AIDS CONFERENCE

New findings show that AIDS infection to a rare white blood cell.

1459

DURATION/TIME/DATE(S)

2:30

10/27 421P

11/5 721P

11/20 220P

11/27 719P

12/6 719A

12/9 922A

12/25 921P

ENDOMETRIOSIS

Examines a non-surgical approach to endometriosis.

1460

DURATION/TIME/DATE(S)

2:30

10/27 520P

11/5 821P

11/11 821P

11/21 1217P

11/28 1021P

12/7 1019P

12/10 419P

12/26 419P

TRIGLYCERIDES

Looks at new study that found certain kinds of blood fat, totally separate from cholesterol, which could cause heart attacks.

1461

DURATION/TIME/DATE(S)

2:30

10/27 621P

11/5 1021P

11/14 820P

11/19 1019P

11/27 718A

12/15 520A

12/17 1121P

SWIMMING & ARTHRITIS

New studies show that swimmin can relieve the pain associated with arthritis.

1462

DURATION/TIME/DATE(S)

2:30

10/27 721P

10/29 920P

11/5 1122P

11/14 721P

11/19 922P

11/26 121P

12/2 1020A

12/9 222A

12/17 220P

PROGRAMS INVOLVING HEALTH MATTERS

PROSTATE CANCER

Mason Adams host a very informative show that deals with the complications involved with prostate cancer and encourages men over 40 to get their annual checkups.

DURATION/TIME/DATE(S)

30:00

10/23 930A

LOCAL PSA'S INVOLVING HEALTH MATTERS

107

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 10/1 - 10/3/91

10/1 150P

10/2 721P

10/3 1154P

108

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 10/3- 10/10/91

10/4 455P

10/5 746P

10/6 646P

10/7 749A

10/8 554P

10/9 954P

10/10 754P

109

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 10/10 - 10/17/91
10/11 652A
10/12 1218P
10/13 1157A
10/14 154P
10/15 618P
10/16 954P
10/17 750P

110

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 10/17 - 10/24/91
10/18 220P
10/19 950A
10/20 855A
10/21 1122A
10/22 148P
10/23 651P
10/24 1154P

111

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 10/25 - 10/31/91
10/25 752P
10/26 1054P
10/27 222P
10/28 454P
10/29 920P
10/30 1252P
10/31 1054P

119

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 11/1 - 11/4/91
11/1 752P
11/2 554P
11/3 854A
11/4 352A

120

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 11/5 - 11/6
11/5 751A
11/6 918P
11/7 1154P

121

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 11/7 - 11/15/91

11/7 146P

11/8 955P

11/11 854A

11/12 647A

11/13 854A

11/14 445P

122

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 11/16 - 11/22/91

11/16 854A

11/17 345P

11/18 352A

11/19 351P

11/20 1253P

11/21 1217P

11/22 1154A

11/23 823P

11/24 1121P

11/25 750A

11/26 1018A

11/27 818A

124

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 11/28 - 12/2/91

11/28 947A

11/29 151P

11/30 848P

12/1 452P

12/2 921A

22

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)

:60 12/5 - 12/11

12/5 121P

12/6 821P

12/7 1118P

12/8 122P

12/9 1051P

12/10 1255P

12/11 1122P

23

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)
:60 12/12 - 12/19/91
12/12 1218P
12/13 719P
12/14 1017A
12/15 518P
12/16 854A
12/17 1120A
12/18 859P
12/19 820P

24

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)
:60 12/20 - 12/23/91
12/20 321P
12/21 557P
12/22 447P
12/23 1021A

25

RED CROSS BLOOD DONATION SITES

DURATION/TIME/DATE(S)
:60 12/24 - 12/25/91
12/24 1119A
12/25 954P

143

RED CROSS/ BLOOD TYPE O

DURATION/TIME/DATE(S)
:60

NATIONAL PSA'S INVOLVING HEALTH MATTERS

HELEN KELLER INTERNATIONAL/TAKE PART MIRACLE Actress Pam Dawber encourages viewers to donate to the Helen Keller foundation which helps to preserve sight for children around the world.

2/13/91

DURATION/TIME/DATE(S)

:30 9301 A
10/28 818A
10/31 349A
11/21 254P
12/9 1221P
12/12 854A

RECRUIT NURSES/ CARDIAC

America has been suffering from a severe nurse shortage. The National Commission on Nursing Implementation Project is hoping to encourage capable people to pursue nursing through this dramatic PSA.

START 5/30/91

DURATION/TIME/DATE(S)

:30 9302 A

10/31 921A

11/18 554P

12/9 1020A

12/12 1053P

NAT. REYE'S SYNDROME/ DICK VANDYKE

Dick VanDyke warns the viewer that if their child is recovering from a virus and begins vomiting, becomes listless and displays aggressive behavior, not to use aspirin and to call the doctor.

3/6/91

DURATION/TIME/DATE(S)

:30 9306 A

10/28 646P

10/31 217P

11/18 254A

11/21 349P

12/9 348A

12/12 152P

A dramatic symbolism of Alzheimer's disease, a grandfather holds a baby in his lap, but after being struck by alzheimer's, he is no longer able to remember those memories. This PSA ends with a plea for help.

2/14/91

DURATION/TIME/DATE

:30 9307 A

10/7 217P

10/10 648A

10/28 817P

11/18 421A

11/21 419P

12/9 450P

12/12 1218P

AMERICAN DIETETIC ASSOCIATION/ BITE INTO

In a modern diner is a crowd of people who've discovered how easy it is to eat right. The primary message is that nutritious eating doesn't have to be boring. Busy people can still eat out quickly and healthily.

2/13/91

DURATION/TIME/DATE(S)

:30 9310 A

11/18 318P

11/21 555A

12/9 1221P

12/12 721P

AMERICAN COLLEGE OF EMERGENCY PHYSICIANS/HEART ATTACK. A woman talking about her husband having a heart attack.

2/9/91

DURATION/TIME/DATE

:30 9312 A

10/13 1028A

10/28 344A

11/18 1055P

11/21 817P

12/9 554P

12/12 854P

WILL ROGERS/ ARTHRITIS

Morgan Freeman, star of "Driving Miss Daisy", tells viewers to watch for symptoms of arthritis and what to do if they are suffering from it.

START 5/30/91

DURATION/TIME/DATE(S)

:30 9 316 B

11/18 350P

11/21 650P

12/9 254P

PROSTATE CANCER/ Rita Moreno

Rita Moreno encourages viewers to get in for their annual prostate cancer check-up.

319 A 11/15/91

DURATION/TIME/DATE(S)

:30

11/18 922P

11/21 720P

AMERICAN DENTAL ASSOCIATION/FOR GRANTED

This motivational spot encourages people of all ages and lifestyle to realize how important a healthy mouth is to their overall health and well being.

10/91

DURATION/TIME/DATE(S)

:30 9323

10/7 1053P

11/3 1058A

11/18 318P

MEDIC ALERT/ EMERGENCY PHYSICIAN

Medic Alert encourages people with allergies or specific medical concerns to wear an I.D. bracelet so the emergency physicians will know.

10/1/91

DURATION/TIME/DATE(S)

:30 9325 A

10/7 1154A

11/18 450P

WILL ROGERS/ TUBERCULOSIS Shari Belafonte says that tuberculosis is treatable and for people to watch out for the symptoms and contact a doctor if they appear. For more info, contact the Will Rogers Institute.

2/13/91

DURATION/TIME/DATE(S)

:30 9329 A
10/1 644P
10/13 753A
10/19 148A
10/22 254A
11/9 1118A
11/12 354A
11/30 554A
12/21 619A
12/24 455A

Lions Club International reminds viewers not to lose sight on what your eyes mean to you and to prevent blindness through regular check-ups.

DURATION/TIME/DATE(S)

:30 9332
10/16 1254A
10/19 554P
11/6 554A
11/9 848P
11/27 619P
11/30 719P

LIONS CLUB INTERNATIONAL/ QUAYLE. Marilyn Quayle talks about volunteering for different organizations.

2/8/91

DURATION/TIME/DATE(S)

:30 9336 A
10/1 122A
10/19 254A
10/22 1117A
11/12 1222P
11/30 1120A
12/3 452A
12/21 619P
12/24 1048A

ADA (AMERICAN DENTAL ASSOCIATION)/ SAVE TOOTH In a cute cartoon, a character named Dudley loses a tooth. He rinses it off and follows the proper procedures and then heads for the dentist in order to save his tooth.

2/13/91

DURATION/TIME/DATE(S)

:30 9337 A
10/1 353A
10/19 553A
10/22 621A
11/12 951P

11/30 1154P
12/3 221P
12/21 848P
12/24 1254P

The National Marrow Donor Program along with Barbara Bush urges viewers to give marrow and save a life. A 1-800 number is given to call as she has children at her side.

DURATION/TIME/DATE(S)

:30 9339
10/1 418A
10/19 650A
10/22 922A
11/3 153A
11/12 254P
11/30 1250P
12/3 746A
12/24 1254P

US DEPT OF HEALTH/DEPRESSION-BLUES

This spot informs viewers that they can become aware that depression is an illness, recognize symptoms, learn that treatments are effective, and get additional information by calling.

10/91

DURATION/TIME/DATE(S)

:30 9346A
10/22 718P
11/9 754A
11/12 1022A
12/3 149P
12/21 818A
12/24 855A

The National Association of Emergency Medical Technicians urge viewers to get help and take action right away if burned.

DURATION/TIME/DATE(S)

:30 9347
ftc: 10/22/90
10/22 922P
11/9 321P
11/12 621A
12/3 221P
12/21 955A
12/24 855A

SKIN CANCER

Tom Kite, a professional golfer talks about the danger of being out side a lot in the sun. He suggests ways to avoid skin cancer.

3/6/91

DURATION?TIME DATE(S)

:30 9348 A
10/3 821A 919A 1020A 1117A 1218P 121P

10/20 123P 218P 322P 422P 522P 619P
10/22 1121P
10/23 1221A 122A 322A 422A
11/3 217P 317P 419P 519P 617P 720P
11/9 218P 319P 422P 518P 621P 721P
11/20 1221A 121A 220A 322A 422A 521A

AMERICA RESPONDS TO AIDS/MISS AMERICA. Miss America talks about the spread of AIDS and cautions the viewer.

2/11/91

DURATION/TIME/DATE(S)

:30 9350 A

10/22 122A

11/9 644P

11/12 717A

12/3 350P

RED CROSS/ PERSIAN GULF

The American Red Cross is seeking support in helping the victims of the Persian Gulf War. The Red Cross and Red Crescent have both been there, helping the refugees with medical and food needs.

5/1/91

DURATION/TIME/DATE(S)

:30 9351

10/19 1222A

10/22 554A

11/9 353A

11/12 751A

12/3 619P

St. JUDE'S HOSPITAL/ HELP US?

St. Jude's Children's Research Hospital has lost Danny Thomas as a celebrity spokesman due to his death, but this loss as not dampened St. Jude's resolve to rid the world of catastrophic disease in children. They continue to ask for

11/3 521A
11/6 452P
11/24 653P
11/27 821P
12/15 717A

RESEARCH AMERICA/ HAPPY B-DAY

The health of tomorrow's children and the hope of millions of Americans now Sliving with incurable diseases depend on discoveries that come from today's bio-medical research laboratories.

START 6/1/91

DURATION/TIME/DATE(S)

:30 9 366 A

10/13 1254A

10/16 1021A

11/3 121P

11/6 222A

11/24 1255P

11/27 1254A

12/15 750A

12/18 155A

The Leukemia Society of America portrays a special moment being shared just relaxing thanks to the Leukemia Society of America.

DURATION/TIME/DATE(S)

:30 9367

10/13 419P

10/16 1117A

11/3 1058A

11/6 452P

11/18 554P

11/24 219P

11/27 651A

12/15 355A

12/18 254A

RED CROSS/ PLAY YOUR PART II

The Red Cross wants us to join in helping collect blood for our blood banks.

DURATION/TIME/DATE(S)

:30 379

10/13 1228P

11/3 254P

11/6 1154P

11/24 1154P

12/18 554A

NAT ORGANIZATION ON DISABILITY/John Yeh

More than 40 million Americans have physical or mental impairments that substantially limit one or more major life activities. They are the nation's largest minority. John Yeh's success story is used to demonstrate the capabilities of disabled people.

10/1/91