

KBSP TV 22 Salem, Oregon Quarterly Programming Report for April-May-June '92

SALEM POLICE/DRIVING PRECAUTIONS

Officer Bruce Cheeley tells TV 22's Lucinda Sears about the precautions individuals driving alone must take. 1041 (ran 5 times during qtr)

April (8-12:17a, 22-4:22a, 27-2:22a),
May (6-2:21a, 19-6:18a).

LOCAL PSA'S INVOLVING PUBLIC SAFETY

OREGON TRAFFIC SAFETY COMMISSION/STAY COOL-SUMMER DRUNK DRIVING

A summer special spot reminding people that the Oregon State Police are "staying cool" and watching for drunk drivers. (6-92) :30 357 June (18-6:22p, 24-10:25a) (ran more than 2 times during June)

OR DEPT OF TRANSPORTATION/PORTER-BUCKLE

Trailblazer Terry Porter challenges people to wear their seatbelts since it is the law. 361 5/92 30sec

OREGON TRAFFIC SAFETY DIVISION

Reminds people that while there are a number of excuses why people don't wear safety belts, the reasons police are enforcing the law in Oregon are all too real. 6/92 :30 351 June (3-4:51p, 6-1:52p, 21-10:25p) (ran more than 3 times during June)

OREGON DEPARTMENT OF TRANSPORTATION/WEEKEND WARRIOR

The Traffic Safety Division warns viewers that Oregon's DUII laws are tough and that the consequences are not worth risking. 4/92 :30 391 April (10-11:53a), May (1-4:22p, 4-2:22a, 22-1:21p), June (18-9:53a) (ran more than 5 times during qtr)

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NATIONAL PSA'S INVOLVING PUBLIC SAFETY

US DEPT OF TRANSPORTATION/ UNANSWERED QUESTIONS

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US FIRE ADMINISTRATION/FIRE IS BLACK

The US Fire Administration warns about the dangers involved with house fires. :30 396 May (22-3:49p, 25-7:21p), June (15-8:59p, 18-8:24a) (ran more than 4 times during quarter)

US DOT/NEIGHBORS

The U.S. Department of Transportation warns viewers whenever they see a sign that a petroleum pipeline exists, call before you dig. :60 409 April (16-1:21a), May (4-3:21a, 7-8:20p, 25-7:21a) (ran more than 4 times during quarter)

CRIME PREVENTION COALITION/TEDDY BEAR

This PSA hopes to convince caretakers of youth that unless they take immediate action to prevent crime in their communities, they and their children will never be safe from the threat of crime and drugs. 1/92 :60 435 April (1-6:22a), May (4-11:21a, 10-10:28a, 13-4:55p), June (3-11:54p) (ran more than 5 times)

US DEPT COMMERCE/ TORNADO SAFETY

The US Department of Commerce and the National Oceanic and Atmospheric Administration give tips on surviving tornadoes and flash floods. 439 5/92 :60 June (21, 4:55a)

US DEPT. OF TRANSPORTATION/ US COAST GUARD

The 1992 National Safe Boating week spot emphasizes the wearing of Personal Flotation Devices and boating safety. 6/92 :30 309 June (6-12:17a, 27-12:51p) (ran more than 2 times during June)

6. GOVERNMENT

OREGON DEPT. of HUMAN RESOURCES IYI/VOLUNTEERS

Ciane Clayton, Marion County Supervisor, with TV 22's Dick Bond, describes the Department of human Resources Volunteer Program and how it is attempting to get more of its clients off the welfare roles. 1545 (4:00) (ran 26 times in qtr)

April (20-8:21p, 26-12:19a,4:22p, 28-5:20p),

May (1-11:22a, 4-10:21p, 6-5:19p, 8-3:22p, 10-8:21a, 12-6:21a, 18-7:17p, 25-10:18a, 29-2:21p),

June (3-5:19p, 4-10:19p, 5-7:21a, 6-5:23p, 8-2:18a,1:22p, 9-7:20a, 12-8:21a, 16-10:22a, 17-6:21a, 19-12:20p, 24-2:21p, 27-9:19p)

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GAS TAX IYI

A discussion with Carol Mitchell and TV 22's Dick Bond concerning the 2 cent a gallon increase in gas tax for the state of Oregon that went into effect 1/92. Carol Mitchell is with the Oregon Department of Transportation. 1510 1/92 4:00 (ran 5 times during quarter)

April (14-9:21p, 22-10:19p, 26-3:19a),

May (5-6:21p, 13-7:22a).

LOCAL PSA'S INVOLVING GOVERNMENT

OREGON NATIONAL GUARD/DOES IT ALL

The national PSA, localized for the Oregon National Guard, shows scenes of the "citizen-soldiers in their federal role, defending America's freedoms in Operation Desert Storm, responding to natural disasters, interdicting drugs, and aiding the disadvantaged at home and overseas. There is no narration, just music and graphics. (6-92) :60 417 June (15-5:54a, 4:54p, 21-1:45a, 27-3:54a) (ran more than 4 times in June)

NATIONAL PSA'S INVOLVING GOVERNMENT

US DEPT FAIR HOUSING/ OPEN DOORS

In this PSA families with children and the disabled are featured because the law gives them new protection. It informs victims that they can change illegal
by the Department of Housing and Urban Development 707 6101-70 April (10-10-55) May

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NATIONAL GUARD/ Parachute

The National Guard asks employers to make it possible for their employees to volunteer once a week and participate in the National Guard. 327 11/91 :30 April (16-9:48a, 25-5:21a), May (4-1:19a, 25-6:54p) (ran more than 4 times during quarter)

EMPLOYER SUPPORT OF THE GUARD AND RESERVE, NATIONAL COMMITTEE FOR NATIONAL GUARD/TANK

The National Guard asks employers to make it possible for their employees to volunteer once a week and participate in the National Guard. 327 5/92 :30 78 :15 162 30: June (9-5:54p) (ran more than 1 time during June)

AMERICAN LEGION/ VIETNAM VETERANS

The American Legion is encouraging veterans of the Vietnam War to call the number on the screen for help if they feel the need for counseling or if they or their children have suffered any medical problems that might be related to their service in Vietnam. 5/91 :30 330 May (16-5:22p, 19-7:21a), June (6-7:48p, 9-6:26p, 21-9:54a) (ran more than 5 times during quarter)

US GEODESICAL SERVICE/MAPS

The US Geodesical service explains that topographic maps are available for people who plan on doing any of their own exploring. 2/92 :30 334 April (4-3:53a, 7-3:21p, 25-221a, 28-6:21a), June (6-7:54a, 9-8:23p, 21-12:55p) (ran more than 9 times during quarter)

US COAST GUARD/ SEARCH & RESCUE

Rescues on the open sea are among the most dangerous missions tackled by the U.S. Coast Guard. The footage in this PSA is tense and dramatic. It encourages young men and women to join the U.S. Coast Guard and be part of the action. 10/91 :30 344 April (4-11:20p, 7-3:21a, 25-1:18a, 28-10:18p), May (16-10:18a, 19-12:45p), June (6-2:54a, 21-6:54p) (ran more than 8 times during qtr.)

US COAST GUARD/DRUG BUST ON THE HIGH SEAS

"Things your Coast Guard does every day," like making drug busts at sea, is the theme of this recruiting PSA. :60 413 April (16-12:20p), May (4-9:22a, 7-5:18p, 25-8:21a) (ran more than 4 times during quarter)

COAST GUARD/ GOLDY-LIFE JACKET

Through the analogy of a fish out of water, the United States Coast Guard warns

INTRNATIONAL ASSOC. OF CLERKS, RECORDERS, ELECTION OFFICIALS, AND TREASURERS/VOTE
This campaign seeks to encourage eligible voters to register and vote. This PSA focuses on the real power behind a democracy and influential just one ballot can be. 4/92 :30 350 April (4-3:23p, 7-11:21p, 25-10:22a, 28-8:54a), May (16-11:21a, 19-12:54a, 10:21a,3:54p), June (6-11:54a, 21-9:26p) (ran more than 10 times during quarter)

U.S. SAVINGS BONDS/HABITS

The Dept. of Treasury recommends saving for the future by buying savings bonds. 1/92 :30 372 April (1-12:51a, 19-4:54a, 22-9:20p), May (10-6:21a, 13-11:21a, 31-3:55p) (ran more than 6 times during April-May)

U.S. SAVINGS BONDS / ANTHEM

Musical PSAs with the theme of "making American Dreams a Reality." 6/92 :60 430 :30 288 (runs in July)

SOCIAL SECURITY/RUNNING OUT

"Unlike many things in life, Social Security won't run out. For more information, write to Social Security, Pueblo, Colorado 81009." 1/92 :30 374 April (1-10:22a, 22-4:55a), May (10-12:50p, 13-1:46p, 31-6:54a), June (3-3:54p) (ran more than 6 times during quarter)

SOCIAL SECURITY/Jogger

Features an early morning jogger and reminds the public that "Social Security is up and running when you are" with its toll-free 800 telephone number. 6/92 :15 163: (15 sec PSAs not surveyed)

SOCIAL SECURITY/Blind-SSI

Features a young blind girl carrying out her daily activities at home. This spot addresses SSI benefits available for children with disabilities whose families have limited income and resources. 6/92 :30 290 (runs in July)

SOCIAL SECURITY/AIDS Disability

Features a young woman with HIV infection whose activities have been curtailed because of the disease. But she knows that Social Security disability benefits will be there when she's unable to work any longer. 6-92 :30 291

SOCIAL SECURITY/Direct Deposit

A grandmother and granddaughter enjoy each other, reminding Social Security beneficiaries of the safety and convenience of direct deposit. 6-92 :30 292

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DEPT OF VA/ NATIONAL SALUTE

The Department of Veterans promotes good will towards veterans. 405 :60 May (4-12:19p, 7-11:22p, 25-1:22p) (ran more than 3 times during quarter)

DAV/FIELD SERVICE UNIT

The Dept of Veterans is letting veterans know that if they are experiencing health problems and are not sure whether or not they should be receiving benefits from the government, the DAV sends a van around to meet with them and discuss there alternatives. 4/91, (6-92) :60 423 April (4-11:55p, 7-12:54a, 25-3:22a, 28-1:19p), May (16-6:18p, 19-8:21p), June (27-7:24a) (ran more than 7 times in qtr)

DAV/TRAVIS TRITT

Country music performer Travis Tritt promotes the spirit of volunteering with disabled veterans. 7/92 :30 287

US AIR FORCE/ RED FLAG

Another high energy spot promoting the career opportunities of the Air Force. 452 5/92 :60 May (1-10:21a, 4-7:21p, 22-10:22p), June (21-11:54p) (ran more than 4 times in May-June)

MARINES/ CHESS / CHESS (Minority Version)

Marines recruiting spots. 6/92 :60, 454; :30, 289; :15,165 (runs in July, replaces SWORD :60 454 April (10-11:21p), May (1-10:22p) (ran more than 2 times during quarter)

7. ENVIRONMENTAL CONCERNS

RECYCLING IYI/BRENTANO

KBSP's Dick Bond talked with Sam Brentano of Santiam Sanitary Service about recycling concerns. Brentano explained what area garbage haulers would and would not accept as part of their recycling efforts. 1447 3:30 (ran 6 times)

April (2-8:20p, 6-6:20a, 17-7:21a, 24-9:22p),
May (1-2:18p, 8-10:19p).

MILL CREEK WATERSHED IYI

Dennis Wise, Oregon Dept of Fish and Wildlife, explains to TV 22's Dick Bond how the Mill Creek Watershed Enhancement Program came to be, where it is now and the future plans for the development. 1496,97 4:00 (ran 12 times during quarter)

April (8-2:20a,3:22a, 15-8:17p, 24-2:21p,3:22p),
May (2-6:18p,7:19p, 7-1:19p,2:18p, 15-9:21p,10:21p, 23-1:20a).

PAPER MAKING-RECYCLING IYI

This two-part series informs and demonstrates to viewers the importance of recycling paper. Hosted by Terry Fristad, Marion County Recycling. 9516,17 (4:30ea) (ran series 6 times during quarter)

April (18-12:17p,1:22p),
May (30-5:21a,6:17a),
June (6-5:17a,6:21a, 7-12:19a,1:21a, 13-2:20a,3:19a, 29-12:21p,1:21p).

WETLANDS VNR/IYI

British Petroleum is conducting a unique environmental research project designed to learn how natural wetlands act as a treatment area for wastewater. 1357 3:00

April (6-7:18a, 20-3:20p).

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SCRAP RECYCLING VNR/IYI

Recycling of metal and paper has increased over the past years but have along ways to go. This IYI stresses the importance of continuing our progression in this area. 1411 8/91 2:30 (ran 5 times during quarter)

April (8-6:18p, 17-11:20a, 26-7:18p),
May (1-11:21p, 10-7:21a).

BAKING SODA VNR/IYI

Normal Arm & Hammer baking soda can be used for a lot more than keeping the refrigerator clean smelling. Civil engineers have found that by adding it to the water system, it will seal the pipes, preventing lead poisons from leaking into the water supply. 1424 8/91 3:00 (ran 8 times in quarter)

April (4-9:21p, 20-8:18a),
May (4-3:19p, 10-10:19a, 18-9:17p, 20-3:21a, 21-3:21a, 28-3:21a).

NASA VNR/IYI/Find Fish

Image processing software called EIAS developed at NASA's Stennis Center is now being used to manage and preserve fish populations in the gulf of Mexico. By applying ELAS to a standard NOAA satellite view, researchers at the national Marine Fisheries can predict where certain species of fish should be on a given day. This capability is a much needed tool for evaluating fish populations in the gulf and setting critical catch limits. And by reducing search times, it can also save the fishermen thousands of dollars in fuel costs..wavings which could in turn be passed on to the consumers. 1288 (3:30) (ran 5 times in qtr)

April (1-1:22p, 9-2:20a, 16-5:20p, 24-9:21a),
May 28th, 2:17a.

NASA VNR/IYI/IMPROVING MAPPING SYSTEM

Researchers at the Ohio State University Center for Mapping, one of NASA's 16 centers for the commercial development of space, have outfitted a Ford van with

NASA VNR/IYI/RECYCLING IN SPACE

An effort is underway to provide a completely enclosed life support system for long duration space missions or settlements. Researchers at NASA Centers, universities and industry are investigating the possibility of growing plants in zero gravity that would provide a food source as well as recycle on board air, water, and waste. The goal is to greatly reduce the need for costly resupply missions. 1376 3:30 (ran 3 times in quarter)

April (5-6:18p, 22-8:22a),
May 27th, 12:20a.

NASA VNR/IYI/SPACE ADAPTATION

The majority of astronauts who go into space are ill for the first few days of a mission due to microgravity's effect on the inner ear, not unlike sea sickness. With time, all astronauts adapt, but the process that causes this re-adjustment is not well understood. Researchers have been doing pre and post-flight studies of the astronauts and have devised a training simulator that may someday help them adapt to microgravity before acutally flying. 1377 3:30 (ran 4 times)

April (7-12:21a, 15-9:19p, 23-12:22p),
May (23-2:21a).

NASA VNR/IYI/PROSTHETIC DEVICES

Using robotic techniques developed for space, researchers at NASA's Marshall Space Flight Center are developing improved end effectors for hand and below the elbow amputees. One of the things they've come up with is a lightweight alternative to the standare "hook" that eliminates an uncomfortable shoulder harness. They're also working on a number of individual needs, including a fishing-reel crank for outdoorsmen and a heavy lift device for carpetnery tasks. 1378 4:00 (ran 5 times during quarter)

April (1-3:21a, 23-4:21a),
May (3-8:21a, 31-7:21a),
June 2nd, 12:20a.

NASA VNR/IYI/SPACE PLANE

1431 9/91 3:30 (ran 4 times during quarter)
April (3-7:22p, 16-1:21a, 23-1:20a),
June (5-11:20p).

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NASA VNR/IYI/MICROSENSORS 1432 9/91 3:30 (ran 2 times during quarter)
April 5th, 11:21p,
May 2nd, 6:19a.

NASA VNR/IYI/GOLDSTONE 1433 9/91 4:00 (ran April 26th, 8:21am only).

NASA VNR/IYI/SPADELAB 1434 9/91 4:30 (ran 3 times during quarter)
April (15-4:20a, 25-12:21a),
June 2nd, 10:17p.

NASA VNR/IYI/VIRTUAL REALITY 1501 12/91 4:00 (ran 3 times during qtr)
April (4-3:23p, 22-2:22a, 30-12:21a).

NASA VNR/IYI/BALLOON 1502 12/91 4:00 (ran 7 times during quarter)
April (1-8:18a, 8-1:21a, 16-10:18a, 23-7:21a, 30-10:21a),
May 24th, 3:18a
June 4th, 12:20a.

NASA VNR/IYI/MODEL BUILDING 1503 12/91 3:30 (ran 4/4-8:19p, 4/25-3:22a)

NASA VNR/IYI/MEDICAL SPIN-OFFS 1504 12/91 3:30 (ran 4/3-10:21a, 5/7-6:18p)

LOCAL PSA'S INVOLVING ENVIRONMENTAL CONCERNS

MARION COUNTY/TRASH FACTS

The Marion County Disposal Department informs us about trash and recycling.
:30 370 April (19-3:18p), May (4-2:22a) (ran more than 2 times in qtr)

MARION COUNTY/RECYCLE STEPS

The Marion County Solid Waste Management gives viewers steps to take on how to
recycle items. :30 394 May (4-4:21p) (ran more than 1 time in quarter)

NATIONAL PSA'S INVOLVING ENVIRONMENTAL CONCERNS

EARTH SHARE/SAVE EARTH

Encouragement from Earth Share for grass-roots involvement in conserving our environment. 300 5/92 :30 May (4-12:17a, 7-5:17a, 25-2:20a, 28-8:23a, 31-5:22p (ran more than 5 times in April-May)

US FISH AND WILDLIFE/ FOR THE BIRDS

This is a cute spot with different bird feeders feeding all kinds of birds. Music score and video. 2/91 :30 304 April (16-8:22a, 19-10:58a), May (4-2:19a, 7-6:18p, 22-10:22p, 25-11:22p, 28-3:21p), June (9-5:54a, 21-3:35a) (ran more than 9 times during quarter)

COUNTRY CONSERVATION/LACY DALTON

This PSA uses popular country Western singer Lacy Dalton, her music and footage of wildlife appealing to viewers to take interest in the environment. 2/92 :30 341 April (4-9:21p, 7-2:22a, 28-7:21a), May (16-3:49a, 19-4:52a), June (6-9:55a, 21-4:55p) (ran more than 7 times during quarter)

ENVIRONMENTAL DEFENSE FUND/ROCKET

The objective of this PSA is to increase awareness of the need to participate in recycling programs at the household and community levels. 4/92 :30 342 April (4-9:48p, 25-6:56p, 28-3:55a), May (1-8:59p, 16-9:45a, 19-2:21p), June (6-11:22a, 21-5:25p) (ran more than 8 times during quarter)

SOLAR ENERGY/ SUN ENERGY

A series of quick shots of morning routine typical of Americans. Alarm clock, hot shower, coffee, microwave, toaster - all being powered by the sun. A telephone number is provided for more information. 3/91 :30 353 April (19-12:21p, 22-10:19p), May (10-8:21a, 13-11:20p, 31-6:20a), June (3-5:21a, 18-6:52p) (ran more than 7 times during quarter)

LDS CHURCH/EARTH

The Church of Latter Day Saints encourages practical participation of keeping the "Spaceship Earth" clean with a view from space of the earth. 2/92 :30 308 April (1-12:21p), May (10-7:21a, 10:58a, 13-9:21p, 31-3:50a), June (3-11:21p) (ran more than 6 times during quarter)

GREENHOUSE CRISIS FOUNDATION/ TARGET EARTH

This dramatic PSA makes an analogy of the earth's current environmental problems to that of bullets being loaded into a gun, the muzzle being an exhaust pipe. :30 385 April (10-8:21p), May (1-8:19a, 22-6:20a) (ran more than 3 times)

ARBOR DAY FOUND/ DENVER-SONG

John Denver, Charelton Heston and Eddie Albert join other Americans in singing a song about planting trees. :60 410 :15 152 60s: May (4-5:21p, 7-8:18a, 25-3:20a) (ran more than 3 times during quarter)

SPACE FOUNDATION/ HESTON

Space technologies have aided millions of Americans and will increasingly affect the welfare and quality of life for all of us. These benefits are contributions from our space program and should be known to all. Charleton Heston is the spokesperson for this PSA 2/91 :60 421 April (4-9:21p, 7-12:20p, 25-1:18a, 28-4:20p), May (16-4:20p, 19-6:18a) (ran more than 6 times during April-May)

PROFESSIONAL LAWN CARE ASSOC./GRASSCYCLING

Viewers learn that mulching grass clippings is easy to do and has two distinct benefits...it provides the lawn with important nutrients and it helps reduce unnecessary wast in landfills. 4/92 :60 444 April (1-8:59p, 10-7:21a, 19-11:57a, May (10-2:21p, 13-4:22a, 31-12:58p) (ran more than 6 times in April-may)

WORLD WILDLIFE FUND/ RAINFOREST

By bulldozing, logging and burning, one acre of rain forest is destroyed every second. For over 30 years, World Wildlife Fund has been working to save the world's rain forests. This spot seeks more support. 10/91 :60 453 April 28 (3:21p), May (31-11:57a), June (15-11:54p) (ran more than 3 times in qtr)

EARTHWATCH/EARTHCORPS

EarthCorps is volunteers assisting scientists on research expeditions around the world studying the environment. 6/92 :30 367 (runs in July)

THE POPULATION INSTITUTE/H.ROLLINS

Howard Rollins describes the projected increases in world population and their effect on the environment. Literature is offered by the Population Institute. 6/92 :60 422 June (24-8:54a, 27-6:53a)

B. PET CARE

Dr. Gordon Cunningham, Salem-area veterinarian

PET VACCINATIONS IYI

Dr. Cunningham, a Salem Veterinarian provides information on general pet vaccinations, parvo vaccine, rabbie vaccination, cat vaccinations, and lukemia virus. 9583,84,85,86,87 (4:30ea) (series ran 1 time during quarter)
June (1-1:17a,2:21a,3:22a,4:22a).

HUMANE SOCIETY OF THE WILLAMETTE VALLEY...WEEKLY SERIES IYI

The public information director of the local humane society, Marti Staprans, conducts a weekly interview segement on pet and animal issues.
Total of segments broadcast during the quarter: 246 (about 3 each day).

1544 4/7 - 4/13/92 4:00

April (7-8:21a,12:20p,7:19p, 8-7:18a,2:20p,9:21p, 9-9:21a,4:21p,11:21p, 11-6:19a,1:21p).

LUCKY AND FLEAS

1546 4/14 - 4/20/92 4:00

April 14-4:21p, 8:19p 15-4:22p, 11:20p, 7:19p 16-8:17p, 12:20p, 8:20p 17-

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HUMANE SOCIETY OF THE WILLAMETTE VALLEY...

LYME DISEASE

1552 3:30 5/19 - 5/25

May (19-8:21a,1:22p,8:21p, 20-10:22a,3:21p,10:21p, 21-7:21a,12:21p,5:18p, 22-9:20a,2:20p,7:19p, 23-11:20a,4:22p,9:22p, 24-1:17p,6:21p, 25-12:19a,7:21a,12:20p,7:21p).

FELINE IMMUNE VIRIS

1562 3:30 5/26 - 6/2

May (26-2:21a,9:22a,2:21p,9:22p, 27-4:21a,11:22a,4:18p,11:22p, 28-6:22a,9:21a,1:18p,6:20p, 29-8:21a,12:21p,3:22p,8:20p, 30-3:22a),
June (1-1:21p,8:18p, 2-1:21p,6:17p).

REVA LUX-WILDLIFE REHABILITATION

1571 4:00 6/23 - 7/7

June (23-3:21a,1:22p,9:21p, 24-6:22a,5:19p, 25-3:22p, 27-4:17p, 29-1:22a,10:21a,10:18p, 30-2:21a,11:22a,8:19p).

BYE MARTI STAFFRANS; INTRODUCING MONICA McLIN

1575 4:00 7/7 - 7/14

Total telecasts: 246 (April-June, 1992, not all are itemized above)

LOCAL PSA'S INVOLVING PET CARE CONCERNS

HUMANE SOCIETY OF THE WILLAMETTE VALLEY/SUMMER DOG CARE

"Don't take your dog with you in the car on hot summer days" because the inside of a car gets hot enough to fry an egg warns this localized national-PSA.
(6-92) :30 295 (ran in June on hot days)

NATIONAL PSA'S INVOLVING PET CARE CONCERNS

MORRIS ANIMAL FOUNDATION/ ROBERT WAGNER/G.PECK

Robert Wagner encourages viewers to call a number and learn more about what the Morris Animal Foundation does for animals. 1/92

DURATION/TIME/DATE(S)

:30 9 338 B :15 160 :30 293 (338: April (4-4:55p, 7-6:54a, 25-7:47a, 28-2:22p), May (16-10:54p, 19-9:21p), June (6-9:22a, 9-9:23p, 21-2:54p) (ran more than 9 times during quarter)

ADOPT-A-CAT MONTH OF JUNE/MORRIS 6/92 30sec 393 June (3-8:18p, 15-12:24p) (ran more than 2 times during June)

9. EDUCATION

PROGRAMS

CARRASCOLENDAS PROGRAM

A weekly Spanish and English bi-lingual half-hour children's program. Each program is designed to show children the importance of their surroundings and how to appreciate others. Promotes involvement in education and cultural experiences. (ran 12 episodes during quarter)

April (5-9:30a, 19-9:30a, 26-9:30a),
May (3-9:30a, 10-9:30a, 17-9:30a, 24-9:30a, 31-10a)
June (7-10a, 14-10a, 21-10a, 28-10a).

VEGETABLE SOUP PROGRAM

This weekly half-hour program mixes language arts, social studies and career education to assist young people in understanding and functioning in the world. (ran 12 episodes during quarter)

April (5-12:30p, 19-10a, 26-10a),
May (3-10a, 10-10a, 17-10a, 24-10a, 31-10:30a),
June (7-10:30a, 14-10:30a, 21-10:30a, 28-10:30a).

IYIs

YWCA TEEN PARENTING CLASSES IYI/#1, #2

Nancy Hart Fishwick talks about the local YWCA's involvement in a teen parents education program in a two-part interview with KBSP's Dick Bond. 6/92 4:30ea 1573,74 (ran 6/30-1:17p, 9:21p)

TOKYO INTERNATIONAL UNIVERSITY

Dean Yukihiro Kawashima and Barbi Wilson of Toyko Internation University's Salem campus tell about the school and its unique relationship with Willamette University, the City of Salem, and Japan. 1555 4:30 (ran 22 times during qtr)

May (18-2:21p, 19-12:18p, 20-8:18a, 21-4:22p, 23-2:18p, 24-9:22a,11:20p),
June (6-1:22a, 8-5:21a, 9-3:20a,4:22p, 10-8:17a, 12-1:17p, 14-5:22p, 15-2:20a, 16-8:19p, 17-10:22a, 18-3:20p, 20-3:21a, 21-8:21p, 22-5:21a, 26-7:20p, 28-9:22p).

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VISUAL COMPUTING VNR/IYI

Computers are being used to instruct teachers on new ways in which to incorporate computers in the classroom. 1473 (ran 8 times during quarter)

April (1-9:22a, 10-7:21a, 16-11:20p, 20-5:21a),
May (3-6:21a, 9-11:19p, 12-4:21a, 24-1:21a).

Mill Creek Watershed Education (see Environmental Concerns)

NATIONAL PSA'S INVOLVING EDUCATION

MUSIC EDUCATION/ MANCINI

Henry Mancini, as well as other well-known artists, recommend that education for the arts still be provided in school. Also, 15 sec. spots by G. Jones, G. Estafan, and Doc Severinsen. 7/91 :30 326 :15 157,158,158 (326: April (16-4:48a), May (4-9:55a, 25-8:54a, 28-8:54a,6:54p), June (9-5:54p) (ran more than 6 times during quarter)

ROTARY CLUB/SCHOLAR

The Rotary International urges viewers to get an education overseas. It is an eye opener. :30 335 April (7-8:21p, 25-4:21a, 28-1:21a,3:54p), May (19-11:21a), June (6-5:54p, 9-8:24p). (ran more than 7 times during quarter)

SALVATION ARMY/SUMMER CAMP

The Salvation Army encourages the involvement of youth in their summer camps. 4/92 :30 336 April (4-4:19p, 7-10:54a, 25-7:22a), May (16-5:54a, 25-6:20p), June (6-2:54p, 9-8:55p, 21-1:23p) (ran more than 7 times during quarter)

NAT. COUNCIL MATH TEACHERS/HAVING FUN

This is a blatant promotion of studying math. Various celebrities explain the importance of studying math in school. 1/92 :30 352 April (4-1:20a, 7-10:54a, 28-8:17p), May (19-5:54p), June (6-3:54p) (ran more than 5 times during quarter)

EDUCATIONAL FOUNDATION FOR FOREIGN STUDY/SHARE COUNTRY

The Educational Foundation encourages people to host foreign students or to participate in exchanges to other countries. 2/92 :30 355 April (19-5:18a, 22-6:19a), May (10-1:21p,13-6:22a, 31-8:22p), June (3-6:21a) (ran more than 6 times during quarter)

INDEPENDENT COLLEGES/ ROLL CALL

The Council of Independent colleges is seeking recognition for the fact that many famous people have graduated from small colleges around the United States and that one doesn't need to attend a big college in order to be successful. 5/91 :30 371 April (1-6:22a, 19-4:20p, 22-7:55a), May (13-12:48p, 31-1:53a), June (3-11:54a) (ran more than 6 times during quarter)

EDUCATION COMMISSION/PARENTS WHO CARE

The objective of this PSA is to convince parents that they are critically important in motivating their children to get the education they need.

1/92 :30 395 April (10-12:51p), May (1-10:54p, 4-10:21p, 22-8:59p, 25-11:17a, 31-7:51a) (ran more than 6 times during quarter)

AACD/SCHOOL MENTAL HEALTH COUNSELORS

The American Association For Counseling & Development talks about how counselors can be of a service. :60 401 May (4-11:21p, 7-11:20a, 25-4:47a, 28-5:22a), June (9-6:21a) (ran more than 5 times during quarter)

UNITED NEGRO COLLEGE FUND/ GRADUATION

The objective of this campaign is to positively predispose potential donors to the United Negro College Fund so when asked to give they will do so. The advertising strategy is to convince potential donors that the UNCF provides a quality education to deserving yet financially disadvantaged students.

10/1/91 :60 402 May (4-6:21a), June (9-9:22p) (ran more than 2 times in qtr)

YOUTH FOR UNDERSTANDING-EXCHANGE STUDENTS/DENMARK

A girl narrates as pictures of her stay in Denmark flash on the screen. She went through a program called Youth for Understanding. They would like our continued support. 10/91 :60 420 April (4-1:55p, 7-12:21a, 25-11:22p, 28-9:19p), May (16-2:18p, 19-5:21a) (ran more than 6 times during quarter)

LDS CHURCH/ LEARNING "WILLIE"

A boy realizes the importance of learning from a man who didn't take advantage of the opportunity to go to school; then that same boy recommits himself to education. 10/91 1:30 502, :60 433 April (4-5:20a, 7-2:54a, 28-11:21p), May (16-11:19p, 19-7:54p), June (8:18a) (ran more than 6 times during quarter)

RECRUIT TEACHERS/HEROES

This PSA is designed to raise self esteem of teachers and recruit new teachers. :60 450 April (1-1:55p, 19-4:20p), May (10-5:19p, 31-7:18p), June (3-2:21a, 21-7:53a) (ran more than 6 times during quarter)

10. EMPLOYMENT

OREGON EMPLOYMENT DIVISION "HELP WANTED" PSAs

A weekly series of timely listings provided by the state employment office; a 60-second PSA.

April (6-4:54p,6:52p,8:17p, 7-8:21a,2:54p,11:21p, 8-9:21a,5:54p,6:18p,7:18p, 9-9:21a,3:51p,10:48p, 10-6:19a,1:19p,11:54p, 11-1:54a) (ran 17 spots in April).

11. SUBSTANCE ABUSE

MARION COUNTY SHERIFF'S DEPT/DUII TEAM IYI

The most frequently committed crime in this nation is drunk driving...The Marion County Sheriff's Dept. has two deputies assigned to the DUII enforcement team. This team works hard to get drunk drivers off our streets. 1322 4:30 (ran 5 times during quarter)

April (5-5:21a, 21-2:22p),
May (6-5:19a, 18-7:19a, 19-2:17a).

ADVERTISING/DRUGS VNR/IYI

The Partnership for Drugs in America is working with the advertising community to educate the nation on the bad effects of drugs. So far, the advertising community has "spent" millions of dollars on this effort. 1409 8/91 3:00

April (24-1:18a, 27-4:21a),
May (5-4:22a, 19-12:21a, 29-11:19p, 30-1:22a).

DRUG FAMILIES VNR/IYI

In this VNR, the American Bar Association examines the fallout of the ills associated with "cocaine babies". 1475 10/91 3:00 (ran 8 times during qtr)

April (4-5:20a, 11-3:21p, 21-1:22p, 28-2:22p),
May (4-11:21p, 12-7:21a, 23-10:19p),
June (4-3:18a).

NATIONAL PSA'S INVOLVING SUBSTANCE ABUSE

SPORTS UNITED AGAINST DRUGS/AMERICAN SPORTS EDUCATION INSTITUTE

"Play it Cool" advises sports personalities Bart Conner (Olympic gymnast), Beth Daniel, LPGA Player of the year, and Zina Garrison, tennis pro. The spots echo the theme "you don't need drugs and steroids to succeed in athletic competition or life. These messages are aimed at the nations youth. 6-92 :30 381 Bart Conner, :60 426 Beth Daniel, June (24-9:25p, 27-10:49p) :60 427 Zina Garrison June (24-8:25a) (ran more than 2 times in June)

PFADFA/PUSHER

Partnership For Drug Free America has a drug pusher talking into the camera as if he was speaking to a child's mother. :30 376 April (1-10:22a, 19-6:52p), May (10-7:21a, 13-1:50a, 31-10:51p), June (3-9:21p) (ran more than 6 times in qtr)

PARTNERSHIP FOR DRUG FREE AMER/STRAIGHT UP

The Partnership for a drug free America is encouraging youth to avoid the temptation of drugs. 417 :60 April (4-1:53a, 25-2:54a, 28-4:54a), May (16-6:45p) (ran more than 4 times in April-May)

PARTNERSHIP FOR A DRUG-FREE AMERICA/AFRICAN AMERICAN CAMPAIGN

Spots targeted at pre-teen and teen African American youth telling them of the dangers of illegal drugs and that illegal drugs are "un-cool." (6-92) :30 299, :30 376, :30 399 June (18-12:25p) (ran more than 1 time in June)