

KESP - TV
CHILDREN'S QUARTERLY EDUCATIONAL REPORT
April, May, June 1992

All the programs, In Your Interest public service segments and public service announcements, listed below, are targeted to children.

PROGRAMS

CARRASCOLENDAS

A weekly bilingual children's program. Each program is designed to show children

IN YOUR INTEREST SEGMENTS

Dr. James Lace, Salem-area pediatrician:

MENINGOCOCCEMIA IYI

This three-part series discusses the dangers of Meningococemia. This disease is fatal to children if not detected and treated quickly. 9784,85,86 (4min each) (ran 2 times during quarter)

April 4th (12:21a,1:20a,2:22a),
June 3rd (4:22a,5:21a,6:21a).

PREVENTION OF ASPIRATION AND CHOKING IYI (LACE/CHOKING)

Dr. Lace gives some important tips on avoiding, and dealing with, aspiration and choking in children. (977, 11-70) (ran 7 times during quarter)

May (3-1:19a, 2:20a, 3:20a, 4:21a, 9-1:19a, 2:21a, 3:19a, 4:19a).

IGRAM/EAT RIGHT IYI

Dr. Igram discusses his new book Eat Right or Die young, and concentrates on eating "right." 1442 9/91 (4:30) (ran 2 times during quarter)

April (1-2:20a, 15-5:21a).

POISON PREVENTION VNR/IYI

80% of all poisonings are accidental and mainly involve medicine. Shows how to prevent. 1458 (2:30) (ran 6 times during quarter)

April (2-10:21p, 15-11:21p, 30-11:20a),

May (18-4:21p, 26-12:20a),

June (3-11:21p).

ADA/SMOKELESS TOBACCO

Carl Ripken, a major league baseball player, warns against the use of smokeless tobacco. 302 5/92 :30 May (7-9:48a, 25-5:20a, 28-9:21a), June (9-5:23a, 15-9:49a, 1:55p). (ran more than 6 times during quarter)

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. 3/91 :30 306 April (16-10:18a), May (4-5:44p, 7-5:54p, 25-9:20a), June (9-6:53a). (ran more than 5 times during qtr)

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 :30 323 April (6-5:54a), May (4-6:53, 7-6:55a, 25-3:55p, 28-2:17p), June (9-3:55p) (ran more than 6 times during quarter)

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. 2/91 :30 337

April (4-10:50a, 7-4:17a, 25-3:55p), May (6-8:54a, 19-7:20p), June (9-8:59p). (ran more than 8 times during quarter)

AMERICAN ACADEMY OF DERMATOLOGY/JOE THE MOLE

Animated "Joe the Mole" offers advice about exposure to the sun, skin cancer and moles in this seasonal psa. (6-92) :30 298 (ran during late June)

US DEPT HEALTH & HUMAN SERVICES/ CIGARETTE MACHINES

This PSA is an extremely relevant message focusing on the fact that vending machines cannot distinguish the age of their patrons. The scenario gives the illusion that several young teens are soliciting a merchant for cigarettes, when in fact, they are speaking to a vending machine. :30 377 May (31-11:18p), June (3-10:19p) (ran more than 2 times during quarter)

RED CROSS/ YOUNG HERO

This campaign seeks to encourage young adults to contribute their time, talent, and support to the American Red Cross. 4/92 :30 379 April (1-2:22p), May (10-1:45p, 13-2:54a, 31-11:54p), June (3-3:18a) (ran more than 5 times)

SHRINERS HOSPITAL/ TRACK STAR

This PSA is a message for the Shriner's Hospital and is a

AMERICAN LUNG ASSOCIATION/CHARLIE BROWN'S TIPS

Animated "Charlie Brown" gives several tips to clean the air and reduce lung problems related to air pollution. 6-92 :30 366 (begins in July)

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES/HEPATITIS B VACCINE

The "MTV GENERATION" graphics shows young adults and adolescents how to avoid becoming infected with socially-transmitted hepatitis B and informs about the vaccine currently available. 7/92 :30 285 (begins in July)

NATIONAL SHOOTING SPORTS FOUNDATION/HOME SAFETY

The Shooting Sports Doudation offers a number of home safety tips, including advice on keeping guns locked away from children. :30 381 April (1-2:54p), May (10-7:44p, 13-3:54p, 31-4:52a), June (3-7:18a, 24-8:25p) (ran more than 6 times)

FOOD ADDICTION HOTLINE

A project of the School of Psychology, Florida Institute of Technology, the Food Addiction Hotline offers referrals to groups like Overeaters Anonymous and gives callers the basic facts about food addictions. (6-92) :30 397 June (15-8:59p) (ran more than 1 time during June).

YWCA EVENTS CALENDAR

A timely listing of events sponsored by the Salem YWCA in a 60-second local PSA. (18 spots in April and 43 spots in May; 61 spots total)

KBSP COMMUNITY CALENDAR

A weekly 60-second PSA listing timely events in the community.
:60 75 (ran 51 times during quarter)

April (14-10:54p,11:54p, 15-8:54a,4:20p,9:48p, 16-11:54a,8:54p,11:54p, 17-2:20p,8:20p,11:54p, 18-12:50a,8:54a,11:54p, 19-1:50a,8:54a, 20-12:50a,7:49a,11:54p, 21-12:50a,6:20a,7:50a, 22-12:50p,5:20p),
:60 85 May (2-12:50p,9:54p,11:54p, 3-11:56a,4:50p,9:50p, 4-4:50a,4:50p,11:54p, 5-12:50a,10:20a,1:50p, 6-2:50a,10:50a,6:50p, 7-1:50a,4:50p,10:20p, 8-8:54a,1:20p,7:20p, 9-12:50a,11:20a,6:20p, 10-12:50a,6:50a,7:50a)

3. YOUTH ORIENTED ISSUES

MID-VALLEY CHILDREN'S GUILD IYI

The Mid-Valley Children's Guild helps children with mental and physical problems. Children receive the training they need to survive. The Mid-Valley Guild needs money to provide necessary services to these children. Dr. James Lacey, Salem-area pediatrician, explains how viewers can support the agency. 1065 (4:10)

SALEM POLICE/BUDDY BEAR IYI

The Buddy Bear program distributes stuffed animals to children who are distraught or emotionally upset after being a victim or experiencing a traumatic situation is shown in this segment. TV 22's Lucina Sears interviews a Salem police officer about the program. 1055 (3:00) (ran April 23rd at 5:22am)

KIDS CORNER IYI/HOW TO JUGGLE

Clowns Harley and Stardust instruct kids on the principles of juggling. 9588,89 (ran 4 times)

April (4-7:17a,8:21a, 25-12:19p,1:22p),

May 16th, 7:21a,

June (13-1:20p,2:22p).

KIDS CORNER IYI/How to Make BALLOON ANIMALS

Clowns Harley and Stardust show kids how to make animals from balloons.9592 (4:30) (ran 3 times during quarter)

April 11th, 9:18a,

May 2nd, 10:22a,

June 20th, 10:22a.

KIDS CORNER IYI/CHILDRENS FIRE SAFETY SERIES

Lebanon Fire district "Fun with Fire Safety" Puppets provide fire safety tips directed toward children. 9684,85,86,87,88,89,90,91 (4:30, 3:20, 3:50, 4:30, 3:40, 4:30, 3:50, 4:30) (segments ran 23 times during quarter)

April (4-9:21a,10:19a, 11-7:17a, 25-8:22a,9:18a,10:22a),

May (2-7:21a,8:19a,9:21a, 16-9:22a,11:21a,12:17p, 23-7:18a,8:20a,9:21a, 30-7:17a,8:19a,9:19a),

June (6-7:21a,8:21a,9:22a, 14-6:22a,9:22a).

GUS/SALEM POLICE IYI/No to Drugs, Go Tell

Gus (a dummy) talks with Officer Cheeley about what he should do if someone offers him drugs. Cheeley tells him about No, Go, and Tell. 1301 (4:00)

April 11th, 10:19am,

May 2, 12:20pm,

June 13, 4:18pm.

GUS/SALEM POLICE IYI/Stranger Danger

Gus (a dummy) talks with Officer Cheeley about strangers and "bad touches." Cheeley tells him to run away from people who offer to show or give him something. 1304 (4:00) (ran 4 times during quarter)

April 25th, 7:22am,
May 31st, 9:21am,
June (7-9:19a, 20-1:22p).

GUS/MARION CO. FIRE DEPT IYI/E.D.I.T.H.

Gus (a dummy) talks with Bill O'Neil about "Exit Drills In The Home" (EDITH). Kelsey Sears demonstrates how to exit the second floor of a burning house by crawling across the floor, checking the door, going down the ladder and meeting the family in a safe place. 1305 (4:00) (ran 4 times during quarter)

April 11, 8:19am,
May 2nd, 11:17am,
June (14-1:20p, 23-7:21p).

GUS VISITS THE DOCTOR FOR THE FIRST TIME/DR. JAMES LACE . IYI
1361,62,63,64,65 5/91 (4:30ea.) (series ran 3 times during quarter)

April 18th (7:18a, 8:21a, 9:19a, 10:21a, 11:18a),
May 8th (6:20a, 7:21a, 8:21a, 9:20a),
June 27th (10:22a, 11:21a, 1:21p, 2:21p)

SALEM ART ASSOCIATION/FINE ARTS CAMP FOR KIDS

Cherie Doud, director of the camp, explains to TV 22's Dick Bond the Fine Arts for Kids program sponsored by the Salem Art Association. 1557 (3:30) (ran 24 times in qtr)

May (25-3:19p, 26-1:19a,1:22p,7:21p, 27-10:20a, 28-5:22a,2:17p),
June (1-11:18a, 2-7:22p, 3-8:18a,10:19p, 4-3:22p, 6-9:19p, 7-8:21a,5:18p, 8-5:21p, 9-11:22a, 10-12:21p,7:20p, 11-2:20p, 12-11:21a, 13-4:20a,9:18a,7:17p).

BOYS AND GIRLS CLUB OF SALEM

Lloyd Tolle, executive director of the Salem Boys and Girls Club, gives an overview of the operation of the local club to TV 22's Dick Bond and shows its new facilities. He also explains how the club differs in direction to other area youth organizations.

1553 (4:30) (ran 27 times during quarter)

May (10-10:22p, 11-7:19p, 15-4:21p, 18-9:19a, 20-9:18a,12:20p, 21-8:17a, 22-12:21p,8:21p, 24-4:21p, 25-4:22p, 31-4:17p),

June (2-2:18p, 5-9:22p, 6-12:18p, 7-6:21a, 10-5:20p, 11-4:20p, 12-3:21p, 13-8:22a, 20-4:21p, 23-5:21a, 24-11:21a, 25-8:19p, 27-5:19p, 28-1:22p, 29-5:17p).

NATIONAL PSA'S INVOLVING CONCERNS OF YOUTH

BOYS TOWN/ TELEPHONE Rappers singing about the alternatives homeless and abused children are able to pursue. They are to call the national hotline for Boystown. 2/91 :30 349 April (4-12:22p, 7-7:21a,10:21p, 25-8:22a, 28-12:54a,7:21a), May (4-9:52a, 16-11:19p, 19-10:53a), June (6-4:49a). (ran more than 10 times during quarter)

SHRINERS HOSPITALS/Kitchen Hazards

The Shriners Hospital For Crippled Children gives us safety spots for kids.

:60 441 April (1-2:55a, 22-1:21a), May (10-6:44p,9:22p, 13-7:18p, 31-10:58a) (ran more than 6 times during quarter)

CHRISTIAN CHILDREN'S FUND/DOWNTOWN

The Christian Children's Fund is looking for help in supporting children.

:30 375 April (1-11:54a, 19-3:18p, 22-2:54a), May (10-5:19p, 13-5:19p, 28-1:54p, 31-7:47p) (ran more than 7 times during quarter)

CHILDREN'S MIRACLE NETWORK/ BIG LIFT

In this spot, Bo Jackson shows the kind of dedication to children that the Children's Miracle network has been giving to kids in hospitals. They visit

children and comfort them. 434 April (1-12:55p, 19-5:54a, 22-7:21p), May (10-3:55a, 13-4:20p, 31-11:18p) (ran more than 6 times during quarter)

BOYS TOWN/ ANSWER

A high-energy, crisis-resolution PSA that portrays the urgency of three young teenagers struggling to solve their problems. This PSA offers the Boys Town National Hotline as the place kids can call to get help in any crisis.

:60 438 April (1-1:22p, 19-10:28a, 22-3:55a), May (10-4:48a, 13-8:18p, 31-2:54a). (ran more than 6 times during quarter)

FAMILY COURSE CONSORTIUM/COUNSELOR

The Family Course Consortium promotes interactivity among family members.

4/92 :60 432 April (4-11:20p, 7-1:53a, 28-10:18p), May (16-7:21p, 19-11:18p, 31-11:57a) (ran more than 6 times during quarter)

LDS CHURCH/SERVICE

The Church of Jesus Christ of Latter-day Saints encouraging persons to perform services for others. 451

4/92 :60 May (1-6:19a, 22-2:20p), June (21-5:54a) (ran more than 3 times during quarter)

POINTS OF LIGHT FOUNDATION/DRAWING

Inspires Americans to volunteer helping disabled children in the community.

6/92 :30 300 June (3-9:49p, 9-1:25a, 2:23a, 12:49p) (ran more than 3 times in June)

BICYCLE SAFETY VNR/IYI

In this two-part series Mark Garrick, U.S. Cycling Team, and Jane Eickoff, Gold

AMERICAN RED CROSS/DISNEYLAND/ EARTHQUAKE PREPARE

Disneyland wants people to be aware of the dangers of earthquakes and what kinds of preventive care can be taken. :30 373 April (1-6:22a, 19-4:20p, 22-12:52a), May (10-2:54p, 13-1:19p, 31-4:51p), June (3-12:52a) (ran more than 7 times during quarter)

SELECTIVE SERVICE/QUICKER, EASIER LAW

The Selective Service System reminds young men that they must register in 30 days after their birthday. 4/92 :30 321 April (16-6:54p), May (4-6:47p, 7-3:49a, 25-6:52a, 8:58p, 28-3:52p), June (9-2:54p, 27-2:54p) (ran more than 8 times in qtr)

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)

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)

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)

EARTHWATCH/EARTHCORPS

EarthCorps is a national organization dedicated to environmental protection and conservation. It is a 501(c)(3) nonprofit organization. For more information, visit our website at www.earthcorps.org or call 1-800-452-4524.

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).

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)

SCIENCE GRASP VNR/IYI

Apple Computers, The Upjohn Company and the National Science Teachers Associaton sponsor a summer program for teachers of science. At this program, they are exposed to new ways of teaching science. 1506 1/92 3:00 (ran 8 times)

April (1-11:20p, 17-9:22a, 26-5:21p),

May (1-6:19a, 10-6:21a, 17-4:22p),
June (2-9:17p, 4-5:15a).

LOCAL PSA'S INVOLVING EDUCATION

OSU AG EXTENSION SERVICE/WHAT IS AES

Oregon State University sheds some light on what your tax dollars go towards in higher education. 1/92 :30 333 April (4-2:54a, 7-3:53a, 25-8:25p, 28-1:21a), May (16-7:21p, 19-12:21a, 3:21p), June (6-6:53p, 9-7:25p, 21-12:25p, 27-7:52p) (ran more than 11 times during quarter)

OSU AG EXTENSION SERVICE/TODAY'S ENVIRONMENT

Oregon State University's Agricultural Extension Service provides many services which affect the environment in Oregon. :30 308 April (16-1:17p), May (4-9:20p, 7-10:54p, 25-11:54a, 28-6:55a), June (6-9:48p, 9-7:51a, 15-5:55p) (ran more than 8 times during quarter)

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

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)

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 famut of the illls 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~~ :30 374 April (1-10:22a, 10-4:52a) May

:30 376, :30 399 June (18-12:25p) (ran more than 1 time in June)

OR PREVENTION OF RESOURCE/DRUG-FREE YEARS

The Oregon Prevention of Resource Center shows viewers a pile of cocaine blowing away. They want parents to know that the state of Oregon is preparing children and parents for the drug free years. :30 311 April (16-10:21p), May (4-8:48a, 7-11:54p, 25-10:50p, 28-12:54a), June (9-9:5a) (ran more than 6 times in qtr)

HABILITAT/LOCKER ROOM

Habilitat shows viewers how drug deals can lead to death. :30 356 April (1-4:19p, 19-2:21p, 22-8:20a), May (1-8:20p, 10-11:22p, 13-8:19a, 16-12:48a, 31-1:22a), June (3-5:54a) (ran more than 9 times during quarter)

DARE/ Dinner Table

DARE (Drug Abuse Resistance Education) is encouraging parents to talk with their children so that they can keep track of what their children are doing in regard to drugs. 386 11/91 :30 April (10-10:21p), May (1-6:22p, 22-7:48p) (ran more than 3 times during quarter)

CHILD CARE INFORMATION SERVICE OF SALEM IYI

Lorene day-Reynolds and Jennifer Newton explain the child care referral services offered by Salem's Child Care Information Service to TV 22's Dick Bond. 1556 3:00 (ran 18 times during the quarter)

May (20-11:21a, 11:21p, 26-7:17a, 29-5:17p, 30-1:19p),
June (1-5:21a, 3-7:18a, 4-4:22p, 9-6:18a, 9:19p, 13-12:19p, 15-11:22a, 17-4:21p, 21-3:20p, 23-4:21a, 24-9:22a, 28-2:18p, 30-12:22p).

NATIONAL FISHING WEEK 1992/Take a Friend Fishing

Adults are shown and urged to take a child fishing in this 60 sec. untagged version of the Fishing Week PSA. (6-92) :60 404 June (27-7:49a)

AFRICAN-AMERICAN HISTORY-BLACK MAYORS/Patricia Barrio Associates

10/10/92 CHILDREN:

KBSP TV Children's Quarterly Report July, Aug. Sept '92

KBSP - TV
CHILDREN'S QUARTERLY EDUCATIONAL REPORT
July, August, September 1992

0. About This Report.....p. 2

1. Health Matters.....p. 3

2. The Community.....p. 6

3. Youth Oriented Issues.....p. 9

4. Quality of Life.....p. 13

5. Public Safety.....p. 16

6. Government.....p. 19

7. Environmental Concerns.....p. 22

8. Pet Care Concerns.....p. 25

9. Education.....p. 27

10. Employment.....p. 32

11. Substance Abuse.....p. 32

12. Consumer Issues.....p. 34

13. Recreation.....p. 35

14. The Economy.....p. -

15. Concerns of Women.....p. -

16. Concerns of Senior Citizens.....p. -

17. Minority Concerns.....p. 36

RECEIVED
MAR 23 1993
FCC MAIL ROOM

RECEIVED
MAR 22 1993
FCC MAIL ROOM

ABOUT THIS REPORT

This report SUMMARIZES LOCAL "CHILDREN'S ISSUE PROGRAMMING" during the quarter year. These reports are maintained in the station's Public Access File and follow the procedures described in the policy manual of Blackstar Communications. This report includes those programs and activities specifically directed toward meeting the educational and informational needs of children 16 years of age and under as well as the station's overall nonchildren's programming nevertheless viewed by children, which in the opinion of management also meets their educational and informational needs.

This report is ORGANIZED BY ISSUE for major issues of concern to the KESP TV 22 broadcast area. Programming which deals with the particular issue is listed under the major issue heading. All the programs, In Your Interest public service segments and public service announcements, listed below, are targeted to children. There is, of course, some overlap of issues considered in the programming items.

TV 22 is a HOME SHOPPING NETWORK affiliate station and carries The Home Shopping Club, Network Two, programming 24 hours a day, seven days a week (except for six hours a week off the air for transmitter maintainance and about four hours each Sunday morning for local program insertion).

TV 22's PUBLIC SERVICE PROGRAMMING is broadcast during the five and a half minutes of station breaks each hour in Home Shopping Club Programming. IYIs (Public Affairs, or PA on the program log) are broadcast during Break One, between 17 and 22 minutes after the hour, a break four and one half minutes long. PSAs are broadcast during both Break One and Break Two, a one minute break between 44 and 58 minutes past the hour.

IN YOUR INTEREST (IYI, PA)-This public affairs production combines local studio and field interviews, discussions with experts, and demonstrations to elicit opinions and solutions to a variety of significant issues in the KESP-TV service area. "Brief Paws," a regularly-scheduled IYI, is produced by TV 22 in cooperation with the Humane Society of the Willamette Valley. The Humane Society public affairs director conducts the interviews.

LOCAL PUBLIC SERVICE ANNOUNCEMENTS (PSA)-Are produced by TV 22 for local non-profit organizations or provided by state and local non-profit organizations. PSAs are two minutes or less in length (most PSAs are broadcast in the 30 second format).

The station ALSO BROADCASTS COMMERCIAL spot announcements, sponsored (commercial) programs, local promotional spot announcements, station identification announcements, and Emergency Broadcast System tests.

The DATES AND TIMES at which item was broadcast are listed following its description. Broadcast listings are organized by month for the quarter of this

1. HEALTH MATTERS

YMCA FITNESS IYI

Cliff Lawrence, Director of Health & Physical fitness, talks with TV 22's Dick Bond about fitness programs and introduces Senior-Fitness Director Jane Bloomfield. 1522 2/92-7/92 (4:30) ends August, 1992

July (1-921p, 2-722a, 4-122p, 7-923p, 11-421a, 15-319p, 28-221a, 30-519a)

NATIONAL PSA'S INVOLVING HEALTH MATTERS

AMERICAN ACADEMY OF DERMATOLOGY/JOE THE MOLE

Animated "Joe the Mole" offers advice about exposure to the sun, skin cancer and moles in this seasonal psa. (6-92) :30 298

July (4- ,16- ,26- ,28-)

August (3- ,8-321p, 27-)

September 6th.

AMERICAN INDIAN HEALTH CARE ASSOCIATION/Healthy Lifestyles

Reminds American Indians of health issues of special concern and urges a commitment to a healthier lifestyle. The regional Native American Indian health care center is located in Salem. (6/92) :30 354

July (11- ,19- ,22- ,26- ,31-)

August (13- ,21-)

September (1- ,9- ,14- ,22-451p).

AMERICAN DENTAL ASSOCIATION/SMOKELESS TOBACCO

Carl Ripken, a major league baseball player, warns against the use of smokeless chewing-tobacco. 302

July (4- ,7- ,16- ,26- ,28-)

August (3- ,10- ,18- ,28-)

September 7th, 521a.

AMERICAN DENTAL ASSOCIATION/ SAVE TOOTH In a cute cartoon, Dudley loses a tooth. He rinses it off, puts it in milk or water, and then rushes to the dentist in order to save his tooth. 2/91 :30 337 ends 9/21/92

July (8- ,18-653p, 30-254p)

August (11-822p, 20- ,31-)

AMERICAN DENTAL ASSOCIATION/DUDLEY'S QUIZ

Animated Dudley recalls proper tooth brushing and flossing rules during a classroom quiz on oral health. 9/92 :30 337

September 23rd.

KESP TV Children's Quarterly Report July, Aug. Sept '92

AMERICAN PODIATRIC MEDICAL ASSOCIATION

The APMA offers simple, yet effective tips to keep feet healthy. 6/92

:60 411 :30 318

July 30:(6-1253p, 7- ,12-254p, 17- ,29-) 60:(2- ,15-925p, 21-154a, 23- ,27-522a)

August 30: (4- ,11-854a, 18- ,30-) 60: (3- ,9- ,16- ,26-)

September 30s:(7-255p, 13-254a), 60s:(2- ,9- ,16- ,27-).

AMERICAN RED CROSS/ YOUNG HERO

This campaign seeks to encourage young adults to contribute their time, talent, and support to the American Red Cross. 4/92 :30 379 (Pulled 8/30/92)

July (1- ,9-254p, 12-622p, 23-)

August (1- ,6- ,14-554p, 24-)

FOOD ADDICTION HOTLINE

A project of the School of Psychology, Florida Institute of Technology, the Food Addiction Hotline offers referrals to groups like Overeaters Anonymous and gives callers the basic facts about food addictions. (6-92) :30 397

July (9-722a, 12-951p, 21-254p, 24-654p)

August (2-1248p, 7- ,15- ,25-)

September (3- ,16-859p, 24-).

INSTITUTES FOR THE ACHIEVEMENT OF HUMAN POTENTIAL/HURT KIDS/L.MINNELLI

The Institutes deal with brain and head injury treatment and programs designed to overcome the handicaps caused by brain injury. 9/92 30sec 251 252

September (19-949p, 24- ,30-)

NATIONAL REYE'S SYNDROME/ DICK VANDYKE

Dick VanDyke warns parents that if their child is recovering from a the flu or a virus and begins vomiting, becomes listless, and displays aggressive behavior, not to use aspirin and to call the doctor. 3/91 :30 306

July (16- ,28-)

August (4- ,9- ,18- ,28-)

September (7-554a, 12- ,19-954a, 28-554a).

NATIONAL REHABILITATION HOSPITAL/Pool

Recounts the dangers of drinking alcohol and diving in a swimming pool. Scenes of poolside drinking and horseplay, based upon a true story and told by the person who experienced it, turns tragic when a diver injures his spine. 6-92

:30 294

July (3-748p, 4- ,5- ,10- ,12-218a, 13- ,16- ,25- ,28)

August (3- ,10- ,17-122p, 27-)

September 6th.

KESP TV Children's Quarterly Report July, Aug. Sept '92

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES/HEPATITIS B VACCINE

The "MTV GENERATION" graphics shows young adults and adolescents how to avoid becoming infected with socially-transmitted hepatitis B and informs about the vaccine currently available. 7/92 :30 285

July (4- ,6-1022p, 7- ,11- ,12-1021p, 13- ,15-1220p, 25- ,27-727p)

August (3- ,8-120p, 16- ,26-)

September (5- ,11- ,18- ,26-).

NUTRI-SYSTEM/OBESITY "FEED THE BABY"

Children are always encouraged by their elders to clean their plates. Nutri System is asking parents to avoid instilling this habit in their kids. :60 443

July (14- ,18- ,25- ,29-)

August (6- ,12-621p, 18-1024a, 21- ,30-)

September (5- ,20-).

SHRINERS HOSPITAL/ TRACK STAR

This FSA campaign features patients at Shriners Hospitals and provides a telephone number for viewers to call if they have, or know of, a child that might benefit from their orthopaedic and burn care. 10/91 :30 384

July (9-1223p, 14- ,21-218a, 24-1022a)

August (1- ,6- ,14-1021p, 24-)

September (2- ,16-1059a).

US DEPT. OF HEALTH/ CIGARETTE MACHINES

This anti-smoking spot dramatically pretends that young children are buying cigarettes from clerks, while they are actually buying cigarettes from a vending machine. :30 377

July (9-327p, 23-)

August (1- ,6- ,14-221p, 24-)

September (2- ,16-554a, 23-).

US DEPT. OF HEALTH/HEALTHY START CAMPAIGN

Targeting adults, this FSA points out the importance of prenatal care and tells how viewers "can help pregnant women get the care they need to have healthy babies through programs like Healthy Start," sponsored by the US Department of Health and Human Services. 7/92 :30 271

July (25- ,27-1221a,554a)

August (2-354p, 6- ,7- ,9- ,9- ,16- ,26-)

September (4- ,11- ,14- ,17- ,26-).

US DEPT. OF HEALTH/AIDS SELF-REALIZATION

KBSF TV Children's Quarterly Report July, Aug. Sept '92

US OFFICE ON SMOKING & HEALTH/X-RAY

The Office on Smoking & Health shows that it is never too late to quit smoking and encourages doing so. (2/92) :30 368

July (23-)

August (5-452, 13- ,23-325p)

September (2- ,15- ,23-).

2. THE COMMUNITY

EYE OF THE SETTING SUN BOOK OF OREGON HISTORY IYI

Walt Davies, in character, tells TV 22's Dick Bond about the book "The Eye of the Setting Sun" written by his great aunt. The book traces people who arrived in Oregon on the first wagon train and settled near Salem. 9/92 4:30 1615

September (23-1122a, 24-1219p,1121p, 26-322p, 29-617p, 30-421p)

Ran 6 times during quarter

OREGON STATE FAIR IYI

Don Hillman, director of the Oregon State Fair, explains to TV 22's Dick Bond the new pricing policy for entertainment at the fair and describes this year's entertainment lineup. 7/92 3:30 1579

July (22-217p,822p, 23-222a,918a,421p, 24-919p, 25-617a,921p, 26-122p, 27-423p, 28-322p, 29-523p, 31-1020a)

August (1-819a, 2-821a, 3-523p, 4-622p, 5-1122p, 6-128p, 7-1223p,919p, 8-