

10. EMPLOYMENT

CHEMEKETA JOB PLACEMENT PROGRAM/IYI

Ray Phipps, director of Cooperative Work Service Experience and Placement Service at Chemeketa Community College in Salem, and Judy Sawser, coordinator of the Job Placement Resource Center on the Chemeketa campus, explain to TV 22's Dick Bond what benefits their service offers to Chemeketa students and college district residents. 8/92 4:30 1591

August (14-1022a, 15-923p, 16-121p, 17-1022a, 18-1122a, 19-1218p, 20-321p, 21-422p, 22-522p, 23-620p, 24-1018a, 25-1217p, 26-217p, 27-420p, 28-519p, 29-722p, 30-820p, 31-1119a)

September (1-821a, 2-718p, 3-1021p, 7-421a, 9-817a, 11-722a, 13-1121p, 14-821a, 15-1020a, 16-621a, 17-221p, 20-917p, 21-1118a, 28-422p, 29-120p, 30-421a).

Ran 34 times during quarter

11. SUBSTANCE ABUSE

OREGON STATE POLICE/D.A.R.E.

State Police Lt. ~~Pat Cross~~ program coordinator for the D.A.R.E. drug abuse

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

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

July 299: (1- ,4- ,5- ,7- ,16- ,26- ,28-)
376: (2- ,9-356p, 10- ,12-1228p, 23-)
399: (9-326a, 12-951p, 21-421p, 24-1049p)
August 299:(3- , 8-421p, 10- , 17-422p, 27-)
376:(1- , 5-953p, 13- , 24-)
399:(2-122p, 7- , 15- , 25-)
September 299:(6- ,19-349a, 27-)
376:(2- ,16-319a, 23-)
399:(3- ,17- ,24-).

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,

July 381: (9-148p, 12-655p, 24-752a)
426: (2- ,4- ,6-154a, 9-653a, 11- ,13- ,17- ,24-1221p, 28-)
427: (4- ,6-654a, 9-1024p, 10- ,11- ,13- ,17- ,24- ,28-)
August 381: (1- , 6- , 14-819p, 24-)
426: (4- , 5-154a, 10- , 17-452a, 29-)
427: (5-322a, 10- , 18-)
September 381:(2- ,16-854a)
426:(3- ,18- ,25-423p)
427:(3- ,18-).

OR PREVENTTION 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

July (7- ,17- ,29-)
August (4- , 11-1221a, 18- , 29-)
September (7-853a, 12- ,19-1254p, 28-455p).

HABILITAT/LOCKER ROOM

Habilitat shows viewers how drug deals can lead to death.:30 356
July (19- ,22- ,26- ,31-)
August (13- , 21-)
September (1- ,10- ,22-525p).

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

D.A.R.E./ 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

July (9-1154a, 12-755p, 14- ,21-753a, 24-1252p)

August (1- , 5-622p, 6- , 15- , 24-)

September (3- ,5- ,12- ,16-146p, 27-).

12. CONSUMER ISSUES

CHILD CARE INFORMATION SERVICE/#1 & #2 IYI

#1: Program director Lorine Day-Reynolds explains to TV 22's Dick Bond the services offered by Child Care Information Service in Salem. 9/07 4:30 1400

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

NATIONAL INSURANCE CRIME BUREAU/Little Lies

Shows how insurance fraud is hurting everyone and costing billions of dollars. The psa also asks consumers to call an 800-number to report insurance fraud and vehicle theft. 6-92 :60 425

July (3-1154p, 6-554a, 7- ,11- ,23- ,28-)

August (4- , 5-1254a, 10- ,17-349a)

September (3- ,17-).

UL LABS/ELECTRIC SHOCK

Promotes the installation of Ground Fault Circuit Intruptors (GFCI) to prevent electric shocks when using appliances. :30 314

July (17- ,29-)

August (4- , 11-354a, 18- , 29-)

September (7-1255p, 12- ,19-554p, 21- ,28-655p).

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

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

July (8- ,15-455a, 22-)

August (2-455a, 8-617a, 15- , 24-)

September (8- ,16-345a).

FGA / FIRST SWING

Presenting the FGA In Child program First Swing and also for kids the FGA has

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

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 92
:30 376 :30 399
see SUBSTANCE ABUSE

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 ends 9/30/92.
see EDUCATION

SUMMARY OF NONBROADCAST EFFORTS

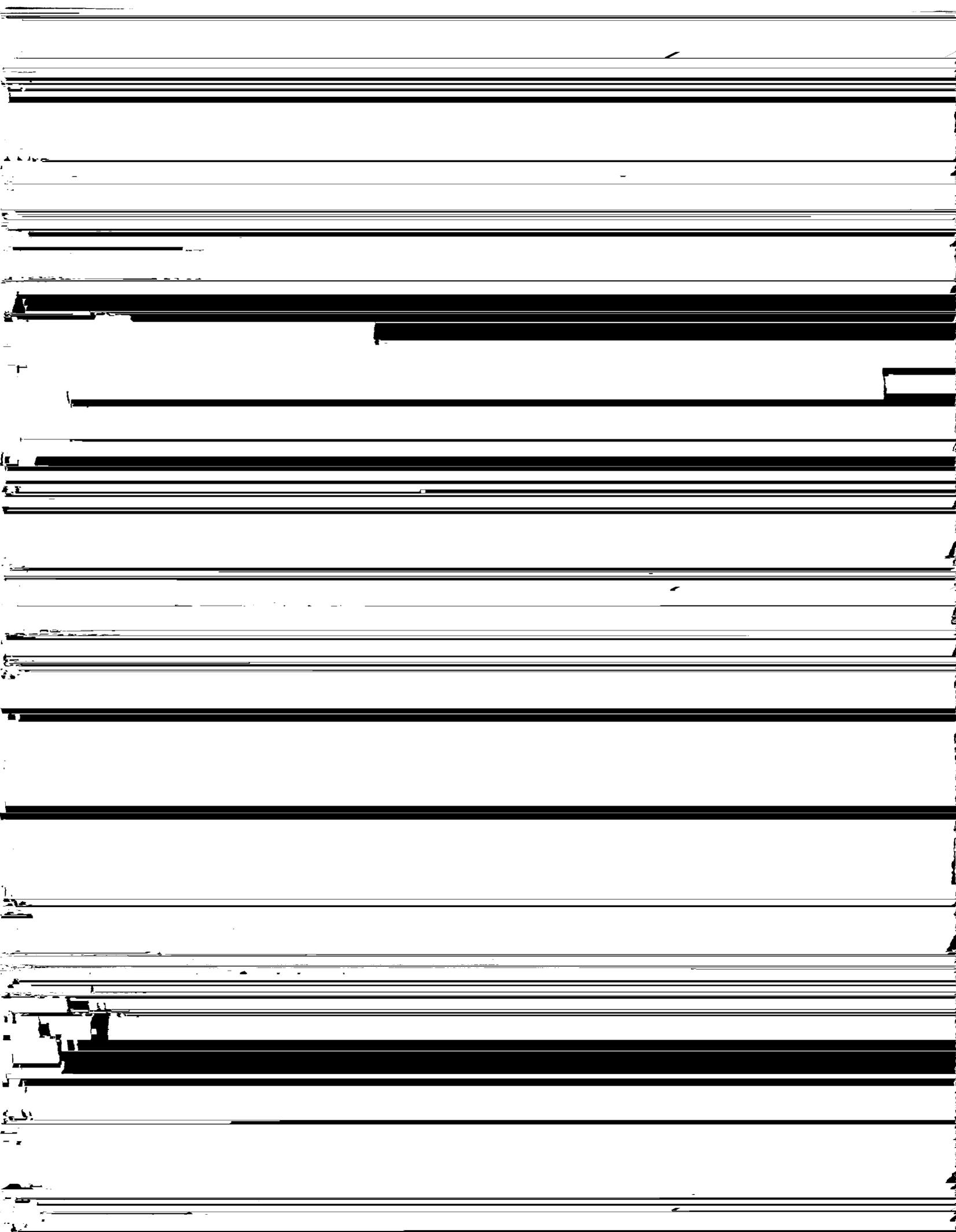
The staff conducted a tour of the TV station facilities for a local Cub Scout group on September 25th, 1992.

SUMMARY OF SUPPORT FOR OTHER STATION'S CHILDREN'S PROGRAMMING

C:\WP51\GTR\CHILD3Q.DOC

CHILDREN'S PROGRAMMING
COMMERCIAL TIME LIMIT COMPLIANCE

Period from July 1992 to October 1992



1 To the extent that the station has relied on information provided by networks or syndicators, Exhibit A provides copies of such documentation. To the extent there have been any inadvertent overages during the quarter covered by this report, such instances, if any, are described in Exhibit B.

EXHIBIT A Documentation from Networks and Syndicators

EXHIBIT B Inadvertent Overages of commercial time in children's programming

C:\WP51\QTR\CHILDCTL.DOC

PROGRAM DESCRIPTIONS

CARRASCOLENDAS

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. Produced for the Public Broadcasting System (PBS) and now being distributed by Great Plains National Instructional TV Library., Lincoln, NE.

VEGETABLE SOUP

This weekly half-hour program mixes language arts, social studies and career education to assist young people in understanding and functioning in the world. Produced for the Public Broadcasting System (PBS) and now being distributed by Great Plains National Instructional TV Library., Lincoln, NE.

"IN YOUR INTEREST" SHORT SEGMENTS

Dr. James Lace, Salem-area pediatrician:

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 Lace, Salem-area pediatrician, explains how viewers can support the agency. 1065 (4:10)

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

Other Short Programs

KIDS CORNER IYI/HOW TO JUGGLE

Clowns Harley and Stardust instruct kids on the principles of juggling. 9588,89

KIDS CORNER IYI/How to Make BALLOON ANIMALS

Clowns Harley and Stardust show kids how to make animals from balloons.9592 (4:30)

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)

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)

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).

NATIONAL PSAs

ADA/SMOKELESS TOBACCO

Carl Ripken, a major league baseball player, warns against the use of smokeless tobacco. 302 5/92 :30

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

BOY SCOUTS OF AMERICA/SCOUTING BECAUSE

Young Cub Scouts tell why they like scouting in this psa for boys in grades 1 thru 5. 9/92 30sec 388

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 (Replaced by new version 8/28/92)

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 (Replaced by new version 8/28/92)

BOYS TOWN NATIONAL HOTLINE/WHEN YOU NEED A FRIEND

"A musical portrayal of one young girl's problems at school and with her friends" and promotion of the national hotline number for help. 8/92 60 438 30 349

BOYS TOWN NATIONAL HOTLINE/TIM & DAPHNE REID

Offering information about the hotline for troubled families are Tim and Daphne Reid. 8/92 30 sec 262 (also 15 sec. 171)

CHILD CARE AWARE/SORTING THINGS

The objectives of Child Care Aware are "1. Teach people what quality child care is and why it's important. 2. Help parents look for quality child care in their community." The spot illustrates some features of quality child care. 7/92 :60 446

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

NATIONAL COMMITTEE TO PREVENT CHILD ABUSE/GOOD ADVICE

Targeted for "all parents/primary childgivers of children from infancy to approximately age twelve," this psa reminds adults that "instead of hitting, adults--especially parents--need to get control of themselves and use alternative behaviors. 7-92 :30 393

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

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

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

SHRINERS HOSPITAL/ TRACK STAR

This PSA 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 need help with an orthopaedic or burn related problem. 10/91 :30 384

PHYSICIANS COMMITTEE/DROWN

Dr. Henry Heimlich gives First Aid tips for drowning victims. (2/92) :60 416

WILL ROGERS INSTITUTE/SMOKING

Illustrates the health dangers of cigarette smoking and offers more information from the Will Rogers Institute. :30 315 April (16-11:20p), May (4-12:23a, 7-7:54p, 25-12:20p, 28-2:54a), June (9-11:54a) (ran more than 6 times in qtr)

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

NUTRI SYSTEM/OBESITY

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

NATIONAL COMMITTEE TO PREVENT CHILD ABUSE/GOOD ADVICE

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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

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

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

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

ROTARY CLUB/SCHOLAR

The Rotary International urges viewers to get an education overseas. It is an eye opener. :30 335

SALVATION ARMY/SUMMER CAMP

The Salvation Army encourages the involvement of youth in their summer camps. 4/92 :30 336

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

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

AACD/SCHOOL MENTAL HEALTH COUNSELORS

The American Association For Counseling & Development talks about how counselors can be of a service. :60 401

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

RECRUIT TEACHERS/HEROES

This PSA is designed to raise self esteem of teachers and recruit new teachers. :60 450

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)

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

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

PARTNERSHIP FOR A DRUG-FREE AMERICA/AFRICAN AMERICAN CAMPAIGN

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OR PREVENTTION 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

HABILITAT/LOCKER ROOM

Habilitat shows viewers how drug deals can lead to death.:30 356

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)

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

AFRICAN-AMERICAN HISTORY-BLACK MAYORS/Patricia Bario Associates

"Historic" deals with the history of black achievement in the political world. 4/92 :60 415

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 92
:30 376 :30 399



KBSP - TV
CHILDREN'S QUARTERLY EDUCATIONAL REPORT
October, November, December 1992

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FCC MAIL ROOM
NOV 23 1992
FCC MAIL ROOM
NOV 22 1992

KBSP TV Children's Quarterly Report Oct., Nov., Dec. '92

Programs are usually considered 30-minutes or longer blocks of time. IN YOUR INTEREST, KBSP's local public affairs productions, are up to 4:30 long. They

~~include studio or field interviews by KBSP's Public Affairs Director, Rick Bond~~

1. HEALTH MATTERS

BURN TREATMENT IYI

Bill O'Neil, of Marion County Fire District, talks about burn first aid treatment with TV 22's Dick Bond. They discuss when home remedies are adequate and when emergency help is required and include a VNR from WaterGel burn first-aid.

KBSP TV Children's Quarterly Report Oct., Nov., Dec. '92

WILLAMETTE VALLEY CHAPTER OF THE AMERICAN RED CROSS/BLOOD DONATION SITES
A series of sixty-second PSAs listing the dates, times and locations of the local Red Cross Chapter's blood drawings.

57 Red Cross Local Blood ends 10/14

October (11-3:54am, 12:28pm, 4:45pm, 12-7:25am, 1:45pm, 9:22pm, 13-7:22am, 12:55pm, 14-9:25am, 12:52pm).

#58 10/15-19

October (15-11:54am, 4:22pm, 16-6:52am, 1:52pm, 17-3:49pm, 18-12:55am, 3:52pm, 19-7:54am, 1:25pm).

#59 Red Cross local blood ends 10/21

October (20-7:52am, 10:52am, 21-9:54am, 12:51pm).

60 Red Cross donor info ends 10/25

October (22-9:49am, 11:54pm, 23-6:50am, 10:54am, 24-9:53am, 12:54pm, 25-3:47pm).

61 Red Cross donor info ends 10/28

October (26-10:52am, 27-9:50am, 3:52pm, 28-6:50am, 1:48pm).

62 Red Cross donor info ends 11/4

October (29-7:55am, 9:48am, 30-7:55am, 12:54pm, 31-10:55am).

November (1-3:49pm, 7:51pm, 2-9:54am, 12:54pm, 3-6:50am, 9:55am, 4-7:55am, 11:21am).

63 Red Cross donor info ends 11/11

November (5-9:54am, 10:25am, 11:54pm, 6-9:55am, 3:23pm, 7-6:25pm, 11:54pm, 8-6:51pm, 9:54pm, 9-7:55am, 9:45am, 10-8:54am, 10:52am, 11-9:52am, 12:25pm).

64 Red Cross donor info ends 11/15

November (12-8:25am, 11:54am, 13-7:55am, 9:23am, 14-11:25am, 1:46pm, 15-9:58am, 9:54pm).

65 Red Cross local donor info ends 11/18

November (16-7:25am, 9:53am, 17-7:54am, 10:48am, 18-8:25am, 10:53am).

66 Red Cross local donor info ends 11/24

November (19-9:55am, 1:46pm, 20-7:25am, 12:48pm, 21-6:51am, 9:51pm, 22-1:53pm, 4:52pm, 23-7:25am, 10:51am, 24-8:23am, 10:53am).

67 Red Cross local donor info ends 11/27 noon

November (25-9:25am, 1:49pm, 26-3:49pm, 10:24pm, 27-9:55am).

68 Red Cross local donor info ends 11/29

November (27-3:23pm, 28-2:21pm, 9:25pm, 29-9:58am, 4:53pm).

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

October (6-6:54pm, 15-6:47pm, 22-9:52pm, 29-7:55pm).

November (6-7:55am, 14-7:52pm).

December (10-8:54am, 14-2:54am).

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

251 IAHP/KIDS BRAINS/MINNELLI

October (8-12:21am, 16-12:50pm, 23-6:25pm).

November (14-7:20pm, 28-8:22am).

December (16-5:54am).

252 IAHP/KIDS BRAINS/MINNELLI

October (7-5:54am).

November (6-2:54pm).

December (16-6:53am).

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

October (10-2:54am, 18-9:55pm, 26-11:54am).

November (1-8:21pm, 8-7:21pm, 17-9:50pm).

December (2-8:54am, 22-7:18am).

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

October (8-10:53am, 17-11:58pm, 25-2:54am, 31-7:17pm).

November (7-6:46pm, 17-2:54am, 30-8:21pm).

December (19-9:55pm).

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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

October (4-12:58p, 9-10:50pm, 14-1:24pm, 23-10:52pm, 31-1:53am).

November (12-1:55pm, 20-2:22pm).

December (14-8:21pm, 29-12:46pm).

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

October (5-6:49pm, 14-10:21pm, 21-5:54pm, 28-8:21pm).

November (5-3:52pm, 12-10:55pm, 23-11:18pm).

December (11-8:59pm).

US DEPT. OF HEALTH/AIDS SELF-REALIZATION

Animated characters, in a PSA targeted at 18-21 year olds, point out how drugs and alcohol negatively affect good judgement about sexual behavior and often place young people at risk for AIDS and other sexually-transmitted diseases. 9/92 :30 :60 248 462

248 AIDS/JEANINE 30 sec.

October (3-12:23a, 5-4:53pm, 6-9:53pm, 10-11:55pm, 15-10:53pm, 23-12:51pm, 29-10:50pm).

November (1-9:51pm, 7-1:54am, 8-11:54pm, 28-2:54am).

December (15-10:25pm).

462 AIDS/SELF-REALIZATION 60 sec.

October (1-10:54p, 2-11:54p, 7-5:25pm, 11-12:52am, 12-10:53pm, 17-6:52am, 27-1:54am).

November (2-4:51am, 4-12:54am, 5-4:55am, 7-12:55am, 11-10:54pm, 14-12:51am, 27-10:47pm).

December (8-10:50pm, 12-5:25am, 16-1:54am).