

14. MINORITY CONCERNS

JUDICIAL RACIAL-ETHNIC ISSUES IYI

Oregon Justice Edwin J. Peterson of the Oregon Supreme Court explains to TV 22's Dick Bond about the newly-formed task force on racial and ethnic issues of the Oregon Supreme Court and the goals they hope to accomplish. Chief Justice Wallace P. Carson Jr. of the Oregon Supreme Court appointed the 17-member group to identify and root out biases in the state's court system. 8/92 4:30 1604

October (3-1:22a, 4-12:19a, 6-12:21a, 13-5:22am, 17-1:22am, 20-2:21am, 22-4:21am, 27-8:19pm).

November (1-4:22am, 12-6:18pm, 14-2:20am, 17-11:22pm, 18-5:21pm, 19-1:21am, 25-12:21am, 27-11:22pm).

December (2-4:21am, 8-1:22am, 11-11:17pm, 14-1:20am, 26-12:17am, 31-11:21pm).

MARION COUNTY COMMISSION/MIGRANT CENSUS IYI

Marion County Commissioner Mary Pearmine and acting Marion County Emergency Management coordinator, Mary Grimm, explain to TV 22's Dick Bond the need for a migrant census and the results of the recently completed census conducted by Marion County government. 8/92 Parts A & B, 4:00 each, 1588 1589

1588 Migrant "A"

October (1-3:20a, 4-1:22a, 5-1:22a, 12-8:22pm, 14-12:21am, 17-2:22am, 27-12:21am).

November (8-12:22am, 9-12:22am, 13-10:22pm, 18-4:22am).

December (5-1:22am, 9-12:21am, 15-3:22am, 25-1:22am,

1589 Migrant "B"

October (3-12:23a, 13-1:22pm, 15-8:18am, 18-2:18am, 28-12:22am).

November (5-4:20am, 10-11:18pm, 14-5:21am, 17-4:18am).

December (1-2:18am, 6-12:20am, 10-12:22am, 16-12:21am, 27-1:18am,

NATIONAL PSA'S

AFRICAN-AMERICAN HISTORY-BLACK MAYORS/MILLER BREWING-Patricia Bario Associates  
"Historic" deals with the history of black achievement in the political world.  
4/92 :60 415 442 :30 374 354

354 MILLER/Black Mayors-Historic 30 sec.  
November (21-5:54pm).  
December (8-1:50pm, 29-6:54pm).

374 MILLER BREW/Black Mayors-Words 30 sec.  
November (14-11:22am, 23-7:52pm, 11-6:22am).

15. SUMMARY OF NONBROADCAST EFFORTS

The staff conducts tours of the TV station facilities for a local groups.

KBSP TV-22 is involved in an on-going project with the Salem/Keizer School District to develop a half hour program to be aired on KBSP on a regular basis. High School students are learning how to write, direct, produce, shoot, edit, perform as anchors and talent, operate studio and field cameras, and operate a Teleprompter™. This instruction is provided by teachers and having students job shadow with KBSP TV-22 regular employees. The program will be produced by and for



**CHILDREN'S PROGRAMMING  
COMMERCIAL TIME LIMIT COMPLIANCE**

Period from October 1992 to January 1993

Station: KBSP TV 22, Salem, OR

**1. COMMERCIAL MATTER**

The undersigned hereby certifies under penalty of perjury that the above listed station, as a standard practice, formats and airs the children's programs (produced primarily for children aged 12 and under) listed below within the limits set forth by the Children's Television Act of 1990.<sup>1</sup>

**2. CHILDREN'S PROGRAMS PRODUCED AND AIRED PRIMARILY FOR CHILDREN**

**CHILDREN'S PROGRAMMING  
COMMERCIAL TIME LIMIT COMPLIANCE**

VEGETABLE SOUP 30-Min. Educational Program from Public Broadcasting System. Broadcast weekly on KBSP at 10:30am or 12:30pm Sunday mornings.

<u>date</u>	<u>time</u>	<u>episode</u>	<u>commercial-promotional content</u>
10/4	12:30p	#132-B	none,
10/11	12:30p	#133-B	none,
10/18	12:30p	#134-B	none,
10/25	12:30p	#135-B	none;
11/1	10:30a	#136-B	30 sec promo;
11/8	12:30p	#137-B	none;
11/15	10:30a	#138-B	none;
11/22	12:30p	#139-B	none;
11/29	12:30p	#101-B	none;
12/13	12:30p	#103-B	none;
12/20	12:30p	#104-B	none;
12/27	10:30a	#105-B	none;
Jan '93	either	#10x	Less than 2:00 commercial/promo

CHILDREN'S PROGRAMMING  
COMMERCIAL TIME LIMIT COMPLIANCE

Executed on January 7, 1993 By Donald Robinson, Traffic Clerk  
(Name and title)

\* Program Descriptions Attached, as is a list of PSAs.

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

**EXHIBIT A Documentation from Networks and Syndicators**



## PROGRAM DESCRIPTIONS

### CARRASCOLENDAS PROGRAM

A weekly Spanish and English bi-lingual half-hour children's program from the Public Broadcasting System (PBS). Each program is designed to show children the importance of their surroundings and how to appreciate others. Promotes involvement in education and cultural experiences. Sunday at 10am.

### VEGETABLE SOUP PROGRAM

This weekly half-hour program from PBS mixes language arts, social studies and career education to assist young people in understanding and functioning in the world.

Both programs are off-network shows from PBS, currently distributed by

Great Plains National Insutuctional TV Library, Lincoln, NE 68501

### JIMMY SWAGGART TELECAST RELIGIOUS PROGRAM

The sixty minute religious program includes bible lectures, music, and commercials. Sundays at 9am.

Produced by Jimmy Swaggart Television, Baton Rouge, LA



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

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

(H) Protect Your Family from HIV: A Parent's Responsibility

15s: 177 "With a Guide" 30s: 234 "Latch Key"

30s: 235 "Motherwit" 236 "Father-Daughter"

60s: 416 "Roving Eyes" 420 "Remote"

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

DOWNTOWN HOLIDAY PARADE IYI

Parade chairman Warren Franklin, of KBZY Radio, discusses with TV 22's Dick Bond the "1992 Holiday of Lights" parade sponsored by the Salem Area Chamber of Commerce, the Salem Convention and Visitors Bureau, the Salem Downtown Association, and KBZY radio. 10/92 4:00 1634 ends 11/12/92

HIGHLAND NEIGHBORHOOD ASSOCIATION IYI/#1 AND #2

Jaqueline Zimmer, association president, talks with TV 22's Dick Bond about actions the Highland Neighborhood Association is taking to combat gang activity in the area.

1537,38 3/92 (4:00ea)

SALEM BALLET ASSOCIATION/NUTCRACKER '92 IYI

Michelle Wardrip, general manager, and Ballet Master Rick Van Winkle discuss the Salem Ballet Association's annual holiday production of "The Nutcracker" with TV 22's Dick Bond. The November 28th performance features local area children along with members of the Eugene, Oregon Ballet Association.

11/92 4:30 1642 ends 11/27/92

ST. VINCENT DE PAUL/APPEAL FOR GIFTS FOR BOYS 9-16 YRS IYI

Stu McElhinny, public relations coordinator, makes a special appeal for gift items for the less fortunate in this interview with TV 22's Dick Bond. Especially needed are items for boys ages nine through sixteen. 12/92 1667 4:30

WHAT'S UP AT THE SALEM PUBLIC LIBRARY IYI

Carol Torrrens, adult program and exhibits coordinator for the Salem Public Library, talks with TV 22's Dick Bond about the upcoming features and exhibits for December, 1992 at the library. This is the first episode of a monthly series. 10/92 4:30 1639

"TRAILS TO THE PAST" OREGON TRAIL VIDEO

The Oregon Economic Development Department, Oregon Department of Tourism, produced this video on the celebration of the Oregon Trail planned for 1993 in various communities in Oregon. 9min 38sec

YWCA SNOBALL DANCE FOR HIGH SCHOOL STUDENTS IYI

TV 22's Dick Bond interviews Christine Duffy, YWCA Teen Programs Director, and Sarah Laird, Snoball Advisor, about the 39th annual Snoball, Salem's only all-high school formal dance held the first Saturday in December.

11/92 3:30 1645 ends 12/4/92

YWCA EVENTS CALENDAR

A timely listing of events sponsored by the Salem YWCA in a 60-second local PSA.

KBSP COMMUNITY CALENDAR

A sixty-second listing of current local events.

BOYS AND GIRLS CLUB OF SALEM/GRANT TO FIGHT GANGS

Mr. Lloyd Tolle, executive director of the Salem Boys and Girls Club, talks with TV 22's Dick Bond about the \$154,000 grant the local facility received to assist in combating gang-related activities. The money will be used in part to hire an outreach worker to "work the streets" and disseminate information about the proliferation of gang-related activity in the greater Salem area. 8/92 4:00 1598

BOYS AND GIRLS CLUB OF SALEM/SOCIAL OUTREACH PROGRAM IYI

Rob Roeder, guidance councilor, and Hervie Urbina, social outreach coordinator, talk with TV 22's Dick Bond about the new Social Outreach Program at the Boys & Girls Club of Salem, Marion and Polk Counties. The program is designed to encourage youth to improve their life skills and identifies and targets at-risk youngsters. 12/92 4:30 1665

BALLOON ANIMALS/KIDS CORNER CLOWNS TEACH KIDS HOW TO MAKE THEM 9592 2/90 4:30

GIRL SCOUTS/CALENDAR SALE IYI

Marnie Baxter, fund development director for the Santiam Girl Scout Council, and Reyna Evans, a girl scout, talk with TV 22's Dick Bond about the 1993 Oregon Girl Scout Calendar sale. ends 11/29/92 4:00 10/92 1638

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). 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)

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

HUMANE SOCIETY OF THE WILLAMETTE VALLEY/KIDS CORNER/CAT CARE/DOG CARE

Teri Schmidt, the elementary school humane educator for the Humane Society shows children how to provide basic care for their cat or dog. These Kids Corner productions are directed at elementary-school aged children. 10/92 3:30 each, cat: 1628 dog: 1629 3:30 each

JUGGLE, HOW TO/KIDS CORNER CLOWNS HARLEY & STARDUST  
2/90 4:30 2 Parts 9588 9589

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)

ACADEMY FOR STATE AND LOCAL GOVERNMENT/CHILD POVERTY LINE

Part of an Ad Council campaign to "break the cycle of disadvantage" for children. The campaign promotes awareness of the need for and existence of early intervention programs for children living in poverty. 10/92 328

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 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 ends 10/29/92

FAMILY COURSE CONSORTIUM & THE TOBACCO INSTITUTE/TOBACCO-HELP YOUTH SAY NO

The Consortium (Communication Through Open Minds, Understanding, Respect and Self Esteem) is committed to discouraging youth smoking. These spots, "Sometimes it's hard to talk" and "You'd give them anything" promote the theme that "smoking should not be a part of growing up." 11/92 30s 229 , 230

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

NATIONAL PARENT-TEACHERS ASSOCIATION (PTA)/SCHOOL BUS SAFETY

Directed at middle school children, these PSAs say that it's "cool to follow the rules" of school bus safety, stay away from the curb, and keep from under the bus. 11/92 15s, 30s 167 174 266

SHRINERS HOSPITALS/Kitchen Hazards

The Shriners Hospital For Crippled Children gives us safety spots for kids.  
:60 441

WORK AND FAMILY TIPS BY VERNA JOHNSON/VARIOUS TOPICS

Verna Johnson, coordinator of Chemeketa Community College's seminars on balancing work and family, offers tips to assist individuals in work and family life. Covering topics such as change, anger, self esteem, couple relationships, hopes & dreams, attitude, and family finance, these 60-second PSAs refer the viewer to Chemeketa Community College for more information. Special holiday spots are also produced. 7/92 :60 11-20, 10/92 42-56, 12/92 57-65, 70-72.

CHILDREN'S MIRACLE NETWORK/QUARTERBACK CLUB

The NFL Quarterback Club promotes the services of the Children's Miracle Network, which provides medical care to children. 9/92 60 sec 408 30 sec 259

EASTER SEALS/PIZZA

The Easter Seal Society shows what it is doing to assist individuals with disabilities. Their latest achievement has enabled deaf people to even order pizza over the phone.:30 364

EASTER SEALS/PETER FALK ON ADA

Actor Peter Falk explains the requirements of the new Americans with Disabilities Act with special attention on how the law affects businesses. 8/92 :30 269 :60 434

FAMILY COURSE CONSORTIUM/COUNSELOR

The Family Course Consortium promotes interactivity among family members.  
4/92 :60 432

GUIDE DOG FOUNDATION FOR THE BLIND/FINEST PLACES

Guide Dogs are permitted in the "finest places," this spot from the Guide Dog Foundation points out. Discrimination against persons with guide dogs is prohibited. (6-92) :15 156

GUIDE DOG FOUNDATION/WHEN I GROW UP

"When I Grow Up", narrated by Tony Randall, is a playful, earnest look at the honorable and important role of a working guide dog. 2/92 :30 340

KNIGHTS OF COLUMBUS/CHRIST IN CHRISTMAS

Christmas is a time to remember what the holiday season is all about. This psa reminds viewers to remember not only those who are close to us, but to also remember those who are in need. 12/92 15s, 30s 180 228

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OREGON COUNCIL FOR THE BLIND/THE OTHER SIDE

A crosswalk safety reminder for drivers about Oregon state law and blind pedestrian safety. :30 382

OREGON CRIMINAL JUSTICE SERVICES DIVISION/STOP HATE CRIMES

By saying and showing the "hate" words, this psa aims to attack the recent increase in bias or hate crimes in Oregon. 10/92 60 sec. 407

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, with the American Red Cross. :30 373

DANNY FOUNDATION/ CRIB SAFETY

Every day at least 35 children are injured due to an unsafe crib. 90% of these injuries are preventable. The Danny Foundation's efforts are not based on numbers alone, but rather on the vulnerability of the children and the solvability of the problem. 358 8/91 :30

OPERATION LIFESAVER/M. GROSS

Michael Gross speaking for Operation Lifesaver talks about how dangerous trains can be and to look and listen when approaching railroad crossing. :30 369

UL LABS/ELECTRIC SHOCK

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

UL LABS/SMOKE DETECTORS' BATTERIES

A reminder to check the battery in your smoke detector. 10/92 294

UL LABS/CHRISTMAS '92 SAFETY TIPS

"Consumers can take a few simple steps to protect themselves during the holiday season" says UL LABS in this holiday psa focusing on fire safety hazards. 12/92 30s 224

US DEPT OF TRANSPORTATION/ KEVIN

This campaign encourages friends to intervene; to take away car keys, call a cab, take a stand. Getting past the embarrassment or fear and keeping a friend from getting behind the wheel of a car after drinking. 1/92 :30 365

US DOT/SAFETY BELT EDUCATION/DUMMY CAM, ANY QUESTIONS

The crash dummies are showing their new "crash cam" views of auto accidents in "dummy cam" and asking if there are "any questions" (in a take-off of the anti-drug campaign psa) to promote seat belt use. 9/92 30sec 260 15sec 154

US DOT/DRUNK DRIVING-HOW TO GET THE CAR KEYS

This campaign shows how to take the car keys from potential drunk drivers. "Whatever you do...do whatever it takes. Friends don't let friends drive drunk." 12/92 15 sec and 30 sec spots: 182 183 184 , 220 , 221 , 365

US EPA/RADON "GAS MASK"

This psa encourages all homeowners to test their homes for radon by showing the risk to children of radon exposure. 10/92 298

US ENVIRONMENTAL PROTECTION AGENCY/RADON "IF YOU SMOKE"

This psa warns of the dangerous linkage between smoking and radon gas in producing cancer and promotes radon testing. 9/92 30sec 253

US FIRE ADMINISTRATION/TIME (FIRE IS FAST, THERE IS NO TIME)

This psa emphasizes the speed at which a house fire gets out of control and becomes dangerous. 10/92 30sec 280

NOAA IN SALEM/NATIONAL WEATHER SERVICE'S SALEM OFFICE IYI

Bill Isabell, local National Weather Service manager, takes TV 22's Dick Bond on a tour of the local weather bureau office. Bill Isabell explains the mission of the Salem office and talks with Dick Bond about how the staff members perform their tasks. 8/92 4:30 1590

OREGON FILM AND VIDEO OFFICE OF THE DEPT OF ECONOMIC DEVELOPMENT/#1 AND #2

Holly McLane of the state film and video office, a branch of the Oregon Economic Development Commission, explains how her office "sells" Oregon to film and video producers. In the interviews with Dick Bond, she describes the coordination function of the Film and Video office during local filming and recent major productions in Oregon. 6-92 1569-70 (4:30,4:00)

TEAM OREGON MOTORCYCLE SAFETY IYI

Stan Porter, coordinator of "Team Oregon," the Oregon Department of Transportation's motorcycle training team, talks with TV 22's Dick Bond about Team Oregon. The motorcycle-related fatalities in Oregon are at a 22-year low, according to Mr. Porter. 9/92 4:30 1611

AMERICAN CHIROPRACTIC ASSOCIATION/THE BILL OF RIGHTS

This historical mini-drama promotes the US Bill of Rights to the Constitution and the continued importance of the rights it guarantees in contemporary life. It is a reminder to vote spot. 8/92 30 264 60 437

INTRNATIONAL ASSOC. OF CLERKS, RECORDERS, ELECTION OFFICIALS, AND TREASURERS/VOTE

This campaign, "sophisticated weapons," 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 )

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (NOAA)/WINTER STORM WARNING

The series of spots are hosted by NBC's Willard Scott and include tips to prepare for winter storms. 11/92 15s, 30s, 60s 179 , 231 , 428

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 ends 10/24/92

SELECTIVE SERVICE/RITUALS

The Selective Service System reminds young men that they must register in 30 days after their birthday. 10/92 :30 321 (replaced "Quicker")

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

SOCIAL SECURITY/HOMELESS CAN RECEIVE SSI

Combining Phil Collins' music video with scenes of homeless persons in America, this psa reminds viewers that many of the homeless may qualify for Social Security Disability benefits or Supplemental Security Income benefits. 11/92 60s, 30s 433 290

US DEPT FAIR HOUSING/ OPEN DOORS

In this PSA, families with children and the disabled are featured because the law

OREGON WATER RESOURCES DEPARTMENT/GLASSES

Promoting water conservation during the drought situation in Oregon, this psa advises that there are "simple, yet effective water conservation techniques" which will make the most of our water supply. 9/92 30sec 255

ARBOR DAY FOUND/ DENVER-SONG

John Denver, Charelton Heston and Eddie Albert join other Americans in singing a song about planting trees. 410 60s:

EARTH SHARE/SAVE EARTH

Encouragement from Earth Share for grass-roots involvement in conserving our environment. 305 5/92 :30

EARTHWATCH/EARTHCORPS

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

ENVIRONMENTAL DEFENSE FUND/ROCKET ends 1/14/93

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

FOREST FIRE PREVENTION/METAMORPHOSIS

Smokey Bear "morphs" into different forest remider images in the campaign to prevent forest fires. 7/92 :15 166, ends 10/20/92

~~FOREST FIRE PREVENTION/SAFETY ROAD~~



WILDLIFE SAFARI/SNAKE/BEARCAT IYI

Sue Davis, education interpreter, explains to TV 22's Dick Bond the outreach education Wildlife Safari offers to school-age children. She also displays four animals which are used in the education programs. Wildlife Safari is a non-profit Drive-thru wildlife park in Winston, Oregon (near Roseburg, OR).

11/92 4:30 each 1651, 1652

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

AMERICAN LIBRARY ASSOCIATION/TERRY PORTER

Terry Porter, Portland Trail Blazers' guard, in a national psa shot at the Tigard, Oregon public library encourages children and adults to "check out the action" at their local public library. 9/92 30sec 257

OREGON EDUCATION ASSOCIATION/INVEST IN KIDS

With the current education budget problems in Oregon, the teacher's union, OEA, sponsors this general psa promoting the importance of educating children. For use at OEA's request, between 12/25 and 1/15/93. 30s #228

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

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

AACD/SCHOOL MENTAL HEALTH COUNSELORS

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

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

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

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.

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

RECRUIT TEACHERS/HEROES

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

ROTARY CLUB/SCHOLAR

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

US AIR FORCE ROTC/VEHICLE/ROTC SCHOLARSHIPS

Showing the advantages of education, these spots encourage young Americans to complete their education. The PSAs describe the kinds of experience and training offered by the Air Force for those complete high school and college. 7/92 :15s 168, :30 275, :60 456

YOUTH FOR UNDERSTANDING/OPENS HEART

Exchange students are looking for sponsor homes. :60 418 ends 11/20/92

YOUTH FOR UNDERSTANDING/GET READY FOR THE WORLD/SPORTS FOR UNDERSTANDING

"YFU, one of the world's oldest and largest non-profit exchange programs for high school students, is an organization dedicated to international understanding and world peace." These spots promote their programs. SFU's "Happy Feet" promotes the sports related programs of YFU. 60sec 418 30 sec. 264 , 267 11/92

CHEMEKETA JOB PLACEMENT PROGRAM/IYI

Ray Phipps, director of Cooperative Work Service Experience and Placement Service at Chemeketa Community College in Salem, and Judy Sawyer, 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

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

State Police Lt. Patt Gregg, program coordinator for the D.A.R.E. drug abuse program in Oregon, talks with TV 22's Dick Bond about the goals of the program in reaching school children. He gives an overview of the Oregon State Police's participation in the national campaign called DARE. 8/92 4:00 1586

OREGON TRAFFIC SAFETY/HOME FOR THE HOLIDAYS

This 30sec psa is set at a holiday party and is "designed as a positive reminder for people to drive safely" and not "drink and drive." 30s 12/92 225

MOTHERS AGAINST DRUNK DRIVING MADD /PROJECT RED RIBBON '92

This spot, produced for the Oregon MADD committee, shows the effects of drunk driving and requests participation in MADD's "tie one on for the holidays" Red Ribbon '92 campaign. 30s 380 ends 1/1/93

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 ends 11/25/92

DARE (Drug Abuse Resistance Education)/HAMMER 'THEY DIDN'T GET ME!'

Rap music star Hammer responds to a series of children who announce "They didn't Get Me!" into drug abuse. DARE teaches children "the skills to recognize and resist the pressures that tempt them to experiment with drugs and alcohol." 12/92 30 sec. 386

HABILITAT/LOCKER ROOM

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

NATIONAL FAMILIES IN ACTION/SAY NO TO DRUGS

Race car drivers tell reasons to "say no to drugs," comparing winning on the track with winning in life by being drug-free. 7/92 :60 457, :30 274

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

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

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, . 10/92 revisions: H. Walker, football, replaced B. Conner for 381, S. Smith replaced B. Daniel for 426.

US NAVY/DAVID ROBINSON 'I COULDN'T HAVE DONE ALL THIS ON DRUGS'

Basketball star and Navy officer David Robinson lists his accomplishments as he flies through the air (using high-quality special effects). He is not bragging, but is making the point "I couldn't have done all this on drugs." With the spot's visuals, you believe him. 12/92 30 sec. 219

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. 9/92 4:30 1609

#2:Program director Lorine Day-Reynolds talks with TV 22's Dick Bond about a special series of workshops being offered to child care providers by the Child Care Information Service in Salem. 9/92 4:00 1610

CONSUMER INFORMATION CENTER/MUSTARD

In a very humorous PSA, the U.S. Consumer Information Center in Pueblo, Colorado "dramatizes" the fact that everyone can receive free information regarding consumer concerns. 5/92 :15 155; :30 320

CONSUMER INFORMATION CENTER/ STAR WITNESS

In a very humorous PSA, the U.S. Consumer Information Center in Pueblo, Colorado "dramatizes" the fact that everyone can receive free information regarding consumer concerns. 5/91 :60 424

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

UNITED FRUIT AND VEGETABLE ASSOCIATION/Tips on Washing Fresh Produce

Including "important tips on preparing fresh produce" for consumers, this psa also points out the recognized health benefits of eating at least five servings of fruits and vegetables daily. 7/92 :30 286

PGA / FIRST SWING

Promoting the PGA Jr. Golf programs First Swing and clubs for kids, the PGA has "taught millions of children to play golf...develop self-confidence, respect for tradition and a sense of fair play. 7/92 :30 284

JUDICIAL RACIAL-ETHNIC ISSUES IYI

Oregon Justice Edwin J. Peterson of the Oregon Supreme Court explains to TV 22's Dick Bond about the newly-formed task force on racial and ethnic issues of the Oregon Supreme Court and the goals they hope to accomplish. Chief Justice Wallace P. Carson Jr. of the Oregon Supreme Court appointed the 17-member group to identify and root out biases in the state's court system. 8/92 4:30 1604

MARION COUNTY COMMISSION/MIGRANT CENSUS IYI

Marion County Commissioner Mary Pearmine and acting Marion County Emergency Management coordinator, Mary Grimm, explain to TV 22's Dick Bond the need for a migrant census and the results of the recently completed census conducted by Marion County government. 8/92 Parts A & B, 4:00 each, 1588 1589

AFRICAN-AMERICAN HISTORY-BLACK MAYORS/MILLER BREWING-Patricia Barrio Associates

"Historic" deals with the history of black achievement in the political world. 4/92 :60 415 442 :30 374 354

LEADERSHIP CONF. EDUCATION FUND/ANTI-DISCRIMINATION "STOP THE HATE"

This psa is part of an Ad Council campaign to "promote interracial understanding, combat bigotry of all kinds, and build a new national consensus to eliminate discrimination in every sector of society. It reminds people that "life is short and that they should 'Stop the Hate.'" 10/92 30s 279