

pg 4

1. Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30

November 17, 7:17p, 8:17p,
9:17p, 10:17p
November 18, 11:17a, 12:17p,
1:17p, 2:17p
November 19, 6:17p, 7:17p,
8:17p, 9:17p
November 21, 4:17a, 5:17a,
6:17a, 7:17a
November 23, 4:17a, 5:17a,
6:17a, 7:17a
November 27, 12:17a, 1:17a,
2:17a, 3:17a

In a four part series, this program focused on diet and definition of food groups that makes up the average American daily diet. Julie Schlepp, a nutrition educator from the St. Louis Dairy Council was the featured guest. She described the typical foods we eat and the food group with essential vitamins they contain.

1. Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
October 29, 2:17p, 3:17p,
4:17p, 5:17p
October 30, 7:17p, 8:17p,
9:17p, 10:17p
October 31, 8:17a, 9:17a,
10:17a, 11:17a
November 2, 5:17p, 6:17p,
7:17p, 8:17p
November 5, 7:17p, 8:17p,
9:17p, 10:17p
November 6, 2:17p, 3:17p,
4:17p, 5:17p
November 7, 5:17p, 6:17p,
7:17p, 8:17p

The issue addressed in this program was the role of Hospice at Barnes Hospital in helping terminally ill patients and their families deal with daily life. The discussion began by focusing on what medical staff makes up a Hospice care team and how patients are treated. The discussion also talked about services offered to help patients and family deal with stress and the difficulties of dealing with death. Hospice care addresses issues like pain management, social and psychological concerns and employment problems. The latter portion of the program dealt with holiday grief, support, special events, opportunities and volunteer information. Paula Gianino, Barnes Hospice Manager (Barnes Hospital) was the guest on this four part series.

pg 6

1. Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
Part 5 4:30

October 30, 12:17a, 1:17a,
2:17a, 3:17a, 4:17a
November 2, 4:17a, 5:17a,
6:17a, 7:17a, 8:17a
November 5, 12:17a, 1:17a,
2:17a, 3:17a, 4:17a
November 7, 4:17a, 5:17a,
6:17a, 7:17a, 8:17a

The issue addressed in this program was the health concerns of people who are considered overweight. The featured guests were two members from the National Association for Fat Acceptance. The discussion provided an overview of the stereotypes against fat people and the services available at NAAFA. The guests explained how some people who eat too much are discriminated against in employment, and at times just treated poorly in public. Barbara Finkelstein, President and Helene Forst, Vice President of NAAFA, respectively, were the featured guests on this five part series.

pg 7

1. Health - IN Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30

October 1, 6:21p, 7:21p
October 3, 10:21p, 11:22p
October 6, 10:21p, 11:22p
October 7, 3:22p, 4:21p
October 8, 8:21a, 9:22a
October 10, 10:21p, 11:22p
October 13, 10:22p, 11:22p

Mark Sanford, Director of Operations and Ronald Wyatt, M.D. Director of medical services respectively of the centers were guests on the program. The program was designed to give some background on the purpose of these two centers, and why they are needed alternatives to traditional hospitals. The centers primarily serve low income individuals who should never afford established medical centers or hospitals. A wide range of races and age groups receive the services at People Health Centers. The two centers plan to increase services and service hours in the near future.

1. Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30

October 1, 12:21a, 1:21a,
2:22a
October 8, 1:22a, 2:22a, 3:21a

The issue addressed in this program was the education of St. Louis area regarding the type and availability of emergency medical systems in the metropolitan St. Louis area. Bruce Weinberg, Chief medical officer for the Eureka Fire Protection District was the featured guest. Mr. Weinberg open the discussion with a brief overview of the history of E.M.S's. He illustrated the services available around the St. Louis area. The discussion also included precautions people should, such as a medical ID bracelet when having major illnesses, which assists medical emergency treatment. Mr. Weinberg went on to discuss area trends and community events about emergency medical services.

1. Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30

September 30, 1:21p, 2:22p,
3:21p, 4:22p
October 3, 12:21p, 1:21p,
2:22p, 3:22p
October 5, 5:21a, 6:21a,
7:22a, 8:21a
October 6, 6:22p, 7:21p,
8:21p, 9:22p
October 7, 11:22a, 12:21p,
1:21p, 2:22p
October 10, 12:21p, 1:21p,
2:22p, 3:22p
October 12, 5:21a, 6:21a,
7:21a, 8:21a
October 13, 11:22a, 12:22p,
1:21p, 2:21p

The issue addressed in this program was the phenomenon of organ donations around the St. Louis metropolitan area. The program's discussion opened by mentioning, Mid-America's transplant associations big goals as far as options for organ donations. Barry Freedman, Director of Development of Mid-America was the guest. The discussion mentioned awareness campaigns and the success rate of organ transplant. The program went on to discuss the long waiting lists for organs, and other pertinent information regarding donation of organs. The latter segment talked about medical technology impact on organ donation along with hospitals role and overall impact of organ donation on the family environment.

pg 10

1. Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30

October 15, 1:22p, 2:22p, 3:21p
October 17, 8:21a, 9:21a, 10:21a
October 18, 9:22p, 10:21p, 11:22p
October 19, 12:21a, 1:22a, 2:22a
October 20, 7:21a, 8:22a, 9:22a
October 23, 5:22p, 6:21p, 7:22p
October 24, 9:21a, 10:22a, 11:22a

In this three part series, the issues addressed in this program was the reason for the increasing infant mortality rate in America. Dr. F. Sessions Cole, a specialist on infant mortality was one of the featured

pg 11

1. Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30

October 16, 2:21p, 3:22p,
4:21p, 5:22p
October 17, 8:21p, 9:21p,
10:22p, 11:21p
October 18, 2:21p, 3:21p,
4:22p, 5:21p
October 20, 7:22p, 8:22p,
9:22p, 10:21p
October 22, 8:22a, 9:21a,
10:19a, 11:22a
October 24, 12:21p, 1:22p,
2:22p, 3:21p

In this four part series, several demonstrations of various food preparations were provided. Gloria Black a food and nutrition specialist from Oster was the featured guest. Gloria provided recipes and step by step demonstrations in preparing food dishes. Dips, casseroles and soups were illustrated. This program was intended to provide recipes and nutrition information to the St. Louis area consumers diet.

pg 12

Public service announcements are short duration announcements

1. Health - PSA

Descriptions

:30

American Cancer Society

This group of announcements explains the dangers of getting cancer associated with passive smoke. During the period of October 1 - December 31, 1990 this PSA ran daily at 4:53a, 6:53a, 11:54a, 2:56p, 5:57p, 9:55p, 10:57p.

:30

Arthritis Foundation

This series of announcements with Harry Morgan as national spokesman, gives simple self-help techniques that enable the arthritis sufferer to enjoy life with less pain. This PSA ran October 1 - December 31, 1990 at 3:55a, 4:53a, 10:55a, 7:56p, 8:55p, 9:55p, 11:57p.

:30

Church of Jesus Christ of Latter Day Saints (Mormons)

The "teen depression" campaign showed various lifestyle stages that cause stress in teens. It gives warning signs of depression to parents. During the period October 1 - December 31, 1990 this PSA ran daily at 1:57a, 5:56a, 6:57a, 11:57a, 12:55p, 2:56p, 3:57p.

pg 14

1. Health - PSA

:30

Descriptions

Childhood Asthma

The Will Rogers Institute campaign help parents of children with asthma learn lifestyle management techniques. During the period of October 1 - December 31, 1990 this PSA ran daily at 2:55a, 4:57a, 5:48a, 10:55a, 1:57p, 2:55p, 6:57p.

:30

Colon Cancer

The Will Rogers Institute campaign uses Steve Alan as spokesman. He relates his experience with colon cancer and how his life was saved with early detection. During the period October 1 - December 31, 1990 this PSA ran daily at 5:55a, 10:56a, 12:55p, 1:57p, 7:55p, 9:57p, 11:57p.

pg 15

2. Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30

November 24, 4:17p, 5:17p,
6:17p
November 26, 6:17p, 7:17p,
8:17p
November 27, 10:17a, 11:17a,
12:17p
November 28, 9:17p, 10:17p,
11:17p
November 29, 6:17a, 7:17a,
8:17a
December 3, 8:17a, 9:17a,
10:17a
December 5, 12:17a, 1:17a,
2:17a

In this three part series this program profiled the St. Louis Confederation of Independent Schools as an alternative to traditional public schools. Barbara Fulton, Principal of the Chesterfield school and Shirley Peterson, parent and board member were the featured guests. Their views illustrated that classrooms have fewer students, providing more individual attention, and parent have more access to teachers, as well as non curriculum activities for everyone.

pg 16

2. Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30

November 8, 7:17p, 8:17p,
9:17p, 10:17p
November 9, 1:17p, 2:17p,
3:17p, 4:17p
November 13, 2:17p, 3:17p,
4:17p, 5:17p
November 15, 5:17a, 6:17a,
7:17a, 8:17a
November 19, 5:17a, 6:17a,
7:17a, 8:17a

The issue addressed in this program was the overall status of quality of education for city students in public elementary and high schools. The guests for the program was a member of the Board of Education and President of St. Louis's teachers union. The discussion began by examining the reality of desegregation and its impact on public education. It was stated that more is needed from private sector of business to assist in improving education. Teachers qualifications and accountability was addressed as well. The featured guests stated that the community at large must share their views with administrators and decision makers to improve the plight of public schools. Mary Franklin, President of St. Louis Teachers Union and Rev. Earl Nance, a member of the St. Louis Board of Education were the featured guests on this four part series.

pg 17

2. Education - In Your Interest Descriptions
Duration/Dates/Times

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
Part 5 4:30

November 24, 9:17a, 10:17a,
11:17a, 12:17p, 1:17p
November 25, 6:17p, 7:17p,
8:17p, 9:17p, 10:17p

In this five part series, the
program's discussion focused
on Springboard to Learning's
role in providing education to

2. Education - In Your Interest Descriptions
Duration/Dates/Times

Part 1 4:30
Part 2 4:30

September 30, 8:21a, 9:21a
October 1, 12:20p, 1:21p
October 2, 4:22p, 5:22p
October 3, 8:21p, 9:22p
October 4, 2:22p, 3:22p
October 5, 10:21a, 11:22a

The issue addressed in this program was the role of the United Negro College Fund in supporting the needs of African Americans to attend college. Myra Coates, St. Louis area Director, and Lores Wells 10 K Walk-a-thon chairperson were the guests. The program's discussion covered the history of UNCF and shared detail it being the leader in providing funds for those who have little capabilities in financing their college tuition. Walk-a-thon is an annual event with much community support of the United Negro College Fund.

pg 19

2. Education - In Your Interest Descriptions
Duration/Dates/Times

Part 1 4:30

Part 2 4:30

December 8, 2:17p, 3:17p
December 10, 1:17p, 2:17p
December 11, 10:17p, 11:17p
December 14, 11:17a, 12:17p
December 15, 7:17p, 8:17p
December 17, 12:17p, 1:17p

In a two part series, the program highlighted a UNCF graduate, Martha Puine, a Vice President within the Federal Reserve Bank of St. Louis. Ms. Puine talked about the value of a black college experience, also transition from going to white college for graduate studies. She also gave comments about how young people can achieve and become constructive adult citizens through education and setting of goals.

pg 20

2. Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

December 8, 12:17p, 1:17p
December 9, 8:17p, 9:17p
December 11, 6:17p, 7:17p
December 12, 2:17p, 3:17p
December 15, 3:17p, 4:17p
December 16, 6:17p, 7:17p
December 18, 9:17a, 10:17a

In this two part segment we focused on the graduates from the United Negro College Fund Colleges. Reuben Anderson, owner of Andy's Seasonings was the featured guest. Reuben discussed the values of attending a black college, cultural experiences, and how he developed his career.

pg 21

2. Education - In Your Interest - Vegetable Soup
Duration/Dates/Times Descriptions

28:30

October 7, 6:00a-6:30a
6:00a-6:30a

Vegetable Soup has a three fold
purpose as its objective to reach

pg 22

2. Education - PSA

Descriptions

:60

The group of announcements sponsored by St. Louis Magnet Schools show various educational opportunities available to children in the public school system. During the period October 1 - December 31, 1990, this PSA ran at 5:55a, 10:55a, 12:55p, 1:57p, 7:48p, 9:57p, 10:55p.

:30

James Edward Olmos reprises his role as calculus teacher in the "Stand and Deliver" for this series of announcements looking to recruitment new teachers. During the period October 1 - December 31, 1990 this PSA ran daily at 5:57a, 10:56a, 11:48a, 12:55p, 5:48p, 10:57p, 11:57p.

:60

This series of announcements sponsored by the United Negro College Fund reminds us that a mind ~~is a terrible thing to waste~~ with

pg 23

3. Women - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

November 17, 11:17p
November 18, 10:17a
November 19, 5:17p
November 21, 10:17p
November 22, 11:17a
November 23, 11:17a

In this one part segment, the program focused on the 10th anniversary of YWCA leader lunch. The luncheon honors working women in St. Louis communities. Ruth Lewis, Chairperson of the luncheon, was the featured guest. Ruth discussed the awards, and how the guest correlates with the mission of the YWCA.

3. Women - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30

October 28, 2:17p, 3:17p,
4:17p, 5:17p
October 30, 6:17a, 7:17a,
8:17a, 9:17a
November 4, 2:17p, 3:17p,
4:17p, 5:17p
November 5, 6:17a, 7:17a,
8:17a, 9:17a
November 8, 4:17a, 5:17a,
6:17a, 7:17a
November 10, 12:17a, 1:17a,
2:17a, 3:17a

The issues addressed in this program was the role of the Sexual Assault Response Team's efforts in helping victims of sexual assault. The discussion included the myths surrounding why women are attached and sexually assaulted. Representatives from SARF gave detail about services provided and accessible counseling for those in need of the services. Susan Chilnall, Rape Crisis Counselor and Laurie Holland, SARF Project Coordinator were the featured guests on this four part series.

pg 25

3. Women - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

October 29, 6:17a, 7:17a

October 31, 5:17p, 6:17p

The issue addressed in this program was the role of the Alive organization in providing services to battered women. One of the key services available is an emergency shelter program for battered women and their children whose lives are in immediate danger. Alive staff members work intensively with the victim to develop a safe plan of action. The discussion included domestic violence on women, children and society as a whole. Debra Bick, Executive Director of ALIVE was the guest on this two part series.

3. Women - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

October 28, 8:17a
October 29, 11:17p
October 30, 5:17a
October 31, 4:17a
November 2, 2:17p
November 3, 12:17a
November 4, 7:17a
November 5, 5:17a
November 6, 11:17p
November 7, 2:17p

The issue addressed in this program was the opportunities available to single mothers with very little education and vocation skills. Janet Lewis, Executive Director of redevelopment opportunities for women was the featured guest. ROW provided a structured program that assists these women in developing self esteem, job skills, and independence in their lives.

Part 1 4:30

October 3, 11:22a
October 5, 9:21a
October 6, 8:22a
October 7, 7:21a
October 8, 7:22p
October 9, 11:22p
October 10, 9:21p
October 11, 7:21p
October 12, 4:22p

The issue addressed in this program was the education of St. Louis area residents of services available at the Phyliss Wheatley YWCA branch. Katherine Brantley and Marjorie Hutton were the guests. The guests discussed the history and services of the Wheatley branch. Also, the program talked about how this YWCA branch has expanded and special upcoming events.

pg 27

3. Women - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30

October 15, 9:21a, 10:21a,
11:22a, 12:22p
October 16, 8:21p, 9:22p,
10:22p, 11:21p
October 17, 4:20a, 5:21a,
6:22a, 7:21a
October 18, 1:22p, 2:21p,
3:22p, 4:22p
October 20, 12:21a, 1:22a,
2:21a, 3:21a
October 22, 8:17p, 9:17p,
10:21p, 11:22p
October 24, 5:22p, 6:21p,
7:22p, 8:22p

In this four part series, the issue addressed in this program was that of battered women by men. Raven is an organization which faces up to the problem,, assisting men and family's with solutions to lower the amount of abuse. Tom Karzmarc and Michael Magas, an administrator and member were the featured guests.

pg 28

3. Women - PSA

:30

at

Descriptions

The United Way Campaign shows how women in crisis can receive different types of counseling through local agencies supported by United Way contributions. During the period July 1 - Sept. 30, 1990 this PSA ran daily 10:55a, 2:55p, 4:48p, 6:57p, 9:55p, 11:57p.