

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

October 1, 1998 through December 31, 1998

The following is a list of the programs broadcast during the period of October 1, 1998 through December 31, 1998 which have provided KVOA-TV's most significant treatment of community issues as indicated by community leaders throughout the area. The responsive broadcasts listed are exclusive of NBC Television Network News and Public Affairs Programs and Public Service Announcements which may deal with these problems on a national basis.

PROGRAM

DATE & TIME

PARTICIPANTS

SUMMARY OF DISCUSSION

Crime - There is a strong concern about the high rate of violent crime, rape, drug related crime, theft, home burglaries, and adequate police protection.

Impact

Local PA 11/29
10:30-11AM 14 Min.

Terry Chandler, Ass't.
Chief U. S. Attorney

A discussion of the role the U. S. Attorney's office plays in prosecuting major crimes, enforcing immigration laws and enforcing federal laws on the Indian reservation.

Eyewitness News
Interview

Local PA 11/1
11-11:30AM 7 Min.

Peter Goudinoff, former
State Senator, Ray Vinsik,
Retired DEA agent.

A discussion of the impact of the possible legalization of marijuana.

Local PA 11/29
11-11:30AM 7 Min.

Diann Belleranti, Pat
Richer, The Parent
Connection

A discussion of this organization's programs to treat young adults how to be good parents so their children develop their full potential and avoid criminal behavior.

Local PA 12/13
11-11:30AM 28 Min.

Mike Moskaitis, Special
Agent, U. S. Secret
Service.

A discussion of the measures the Secret Service is employing to surpress counterfeiting.

Save Our Streets

Syn. PA, Sat. Sun
Various 22 Min.

Various

A syndicated ½ hour program dealing with crime issues.

Extra

Syn. PA, 10/30
11:35P-12:05AM 4 Min.

Various

A segment on protecting your home from hired household workers.

Syn. PA, 11/5
11:35-12:05AM 4 Min.

Various

A segment on home burglary.

Syn. PA, 11/11
11:35P-12:05AM 4 Min.

Various

A segment on insurance fraud.

Syn. PA, 11/29
11:35P-12:05AM 4 Min.

Various

A segment on teaching convicts meaningful jobs to avoid returning to a life of crime.

PSAs

Partnership for a Drug Free

Arizona

Local PSA :20/:15 seconds ran 7 time October – December.

Southern AZ. DUI Task

Force

Local PSA :30 seconds ran 48 times October – December.

Tuc. Ctr. For Women
And Children

Local PSA :60/:30/:20 seconds ran 22 times October – December.

Economy – A concern about the local economy, taxes, cost of living, salaries, the effect of the tighter budgets on charities, and the national debt.

Impact

Local PA, 10/18
10:30-11AM 14 Min.

Rosemary Nieman,
Southern Arizona
Women's Fund

A discussion of the Fund's program to help women get off welfare.

Local PA, 10/25
10:30-11AM 14 Min.

Dan Stasser, Credit
Counselor, Starr Cochran,
Financial Planner

A discussion of personal debt control, credit counseling services and financial planning for retirement.

Local PA, 11/8
10:30-11AM 14Min.

Janny Fernandez, Society
of Fund Raising Executives

A discussion of Philanthropy Day that honors outstanding charity fundraisers in the community.

Eyewitness News Interview

Local PA, 10/25
11-11:30AM 7 Min.

Jeff Groscott, State
Speaker of the House
Len Munsil, Center for
Arizona Policy.

A discussion of the economic impact on state funding if the Arizona Lottery is voted out.

Local PA, 11/8
11-11:30AM 14 Min.

Ken Uhlich, Exec. Dir.
Primavera Services.

A discussion of Primavera's activities to assist the homeless.

Local PA 11/15
11-11:30AM 28 Min.

Jim Pignatelli, President
Tucson Electric Power

A discussion of the ramifications of the deregulation of the electric industry and what it means to the consumer.

Bloomberg Morning News

Syn. PA M-F
5:00-5:30AM 22Min/day

Various

A daily half hour business program on what happened yesterday and overnight in the stock markets. Produced by Bloomberg Television.

Wall Street Journal Report

Syn. PA Sat.-Sun.
Various, 11 Min./day

Various

A weekly half-hour business program produced by the Wall Street Journal.

Extra

Syn. PA, 11/13
11:35PM-12:05AM 4Min.

Various

A segment on saving money on home repairs.

PSAs

Tucson Chamber of

Commerce

Local PSA :30 seconds ran 24 times October - December.

U. S. Dept. of Treasury

Local PSA :30 seconds ran 4 times October - December.

Wilcox Chamber of

Commerce

Local PSA :20 seconds ran 2 times October - December.

Education - A concern about the school programs, teacher compensation, redistricting, school administration, bi-lingual education, magnet schools, ethnic balances and the general quality of education.

Impact

Local PA, 11/1
10:30-11AM 14Min

Victor Villaseñor
Author

A discussion of Villaseñor's high school lectures which teach the importance of Hispanic heritage.

Education (Continued)

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Local PA, 11/22 Ray Ciruli, Dir. Boys & Girls Club of Santa Cruz County. A discussion of the club's after school tutoring and mentoring programs.

Eyewitness News Local PA, 10/4 Dr. Peter Likins, President University of Arizona A discussion with the newly appointed President of the U of A about the many challenges he faces Administering and meeting the needs of a 35,000 student population.

Interview 10:30-11:30AM 58 Min. Dr. Peter Likins, President University of Arizona A discussion with the newly appointed President of the U of A about the many challenges he faces Administering and meeting the needs of a 35,000 student population.

Local PA, 10/11 Lisa Keegan, State Superintendent of Public Instruction. A discussion of the controversy over the State's newly proposed State Academic Standards test.

PSAs

Angel Charity Local PSA :30/:20 seconds ran 5 times October – December.

AZ. Opera League Local PSA :20/:15/:10 seconds ran 43 times October – December.

AZ. Theatre Co. Local PSA:30 seconds ran 54 times October – December.

Ballet Arts Foundation Local PSA :30/:20/:15/:10 seconds ran 22 times October – December.

Casa (Child Advocate) Local PSA :20/:1-0 seconds ran 3 times October – December.

Casa De Los Ninos Local PSA :30 seconds ran 34 times October – December.

Catalina Chamber Local PSA :30/:15 seconds ran 16 times October – December.

Orchestra Local PSA :20 seconds ran 8 times October – December.

Child & Family Resources Educational Enrichment Foundation Local PSA :30 seconds ran 9 times October – December.

Local PSA :30 seconds ran 64 times October – December.

Flandrau Science Center Local PSA :10 seconds ran 2 times October – December.

Int'l Wildlife Museum Local PSA :30 seconds ran 8 times October – December.

Int'l. Children's Choir Local PSA :30 seconds ran 44 times October – December.

La Frontera Center Local PSA :30 seconds ran 46 times October – December.

Live Theatre Workshop Local PSA :20 seconds ran 6 times October – December.

Make The Right Call Local PSA :60 seconds ran 1 time October – December.

Nat'l. Spa & Pool Local PSA :30 seconds ran 26 times October – December.

Northwest Fire/Safety Parent Connection Local PSA :20/:15 seconds ran 9 times October – December.

Partnership or a Drug Free Arizona Local PSA:20/:15 seconds ran 7 times October – December.

Arizona Local PSA :30/:15 seconds ran 4 times October – December.

Saburo Girl Scouts

Education (Continued)

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School to Work
Local PSA :30/:20/:10 seconds ran 28 times October – December.
Serenata Navidena
Local PSA :30/:15/:10 seconds ran 70 times October – December.
Tucson Arts District
Local PSA :30 seconds ran 93 times October – December.
Tucson Botanical Gardens
Local PSA :30 seconds ran 46 times October – December.
Tucson Boys Chorus
Local PSA :30/:15 seconds ran 35 times October – December.
Tucson Girls Chorus
Local PSA :15 seconds ran 3 times October – December.
Tucson Center for Women
and Children
Local PSA :60/:30/:20 seconds ran 22 times October – December.
Tucson/Pima Library
Local PSA :20 seconds ran 1 time October – December.
Tucson Zoological Soc.
Local PSA :20 seconds ran 7 times October – December.
University of Arizona
Local PSA :30 seconds ran 11 times October – December.
Vietnam Vets of America
Local PSA :30/:05 seconds ran 11 times October – December.
YMCA
Local PSA :30 seconds ran 24 times October – December.

Employment - A concern about unemployment, new job opportunities, attracting new industries to Tucson, wages and employment practices.

Impact	Local PA, 10/11 10:30-11AM 14 Min.	Diane Bissel, Executive Women International	A discussion of the efforts of EWI to help women find employment and prepare themselves for promotion.
Eyewitness News Interview	Local PA11/29 10:30-11AM 14 Min. Local PA 11/8 11-11:30AM 14 Min.	Molly Holzschlag Author, Educator Karin Uhlich, Exec. Dir. Primavera Services	A discussion of the internet web design industry which is growing rapidly and constantly needs new employees. A discussion of Primavera's job training program for the homeless.

PSAs

Desert Survivors
Local PSA :30 seconds ran 8 times October – December.
Job Corps
Local PSA:60/:30/:15 seconds ran 23 times October – December.
Linkages
Local PSA :30 seconds ran 18 times October – December.
Operation Blessing
Local PSA :30/:10 seconds ran 15 times October – December.
School to Work
Local PSA :30/:20/:10 seconds ran 28 times October – December.

Environment – A concern about the general quality of life, protecting the desert, preserving clean air, disposal of toxic elements and water quality.

Impact
Local PA 12/20
10:30-11AM 14Min.

A. J. Schneller, City
Tucson Recycle Program

A discussion of a new city program to inform Tucson's Spanish speaking population about recycling called " Viva Reciclaje " .

Eyewitness News
Interview
Local PA 11/25
11-11:30AM 7 Min.

Beth Woodin, Az. Fish
& Game, Mary Foster
The Nature Conservancy

A discussion of the possible impact on the funding of environmental programs if the State lottery is voted out.

PSAs

Ad Council
Alliance to Save Energy
City of Tucson Solid Waste
Management
Desert Survivors
School to Work
Pima County DEQ
World Wildlife Foundation
Local PSA:30/:15 seconds ran 9 times October – December.
Local PSA:60/:30 seconds ran 16 times October – December.
Local PSA:30/:15 seconds ran 118 times October – December.
Local PSA:30 seconds ran 8 times October – December.
Local PSA:30/:20/:10 seconds ran 12 times October – December.
Local PSA:30/:20 seconds ran 12 times October – December.
Local PSA:60/:30 seconds ran 8 times October – December.

Government – A concern about the local government, elected/appointed officials its size, its growth, the conflict between city and county government and the federal government's size, efficiency and growth.

Impact
Local PA 12/27
10:30-11AM 28 Min.

Maria Aguilar, Atty.
Sue Ryan, Domestic
Violence Law Clinic

A discussion of the joint project between the Department of Justice and the College of Law that aids victims of domestic violence.

Eyewitness News
Interview
Local PA 10/25
11-11:30AM 7Min.

Len Munsil, Center for
Arizona Policy, Rep. Jeff
Groscoft, Speaker of the
House.

A discussion of Proposition 304.

Local PA, 11/1
11-11:30AM 7 Min.

Peter Goudinoff, former
State Senator Ray Vinsik

A discussion of Proposition 300 & 301.

Local PA, 11/22
11-11:30AM 28 Min.

U. S. Senator Jon Kyle

A discussion of the issues before the senate such as Iraq, impeachment hearings, and the recent election results.

Your Vote '98
Local PA, 10/18
6-7PM 60 Min.

Various

A live one hour debate between the candidates for State Attorney General.

Local PA, 10/25
6-7PM 60 Min.

Various

A live one hour debate between the candidates for U. S. Congressional District 5.

Local PA, 10/1-11/4
6-6:30PM ran 17 times
@ 3 Min.

Eyewitness News Dept.

A series dealing with the candidates and issues in the November elections.

PSAs

Ad Council (Vote)

Local PSA:30 seconds ran 23 times October – December.

Air Force Reserve

Local PSA:30 seconds ran 3 times October – December.

Az. Dept. of Liquor

Local PSA:30 seconds ran 16 times October – December.

City of Tucson Solid Waste

Management

Local PSA :30/:15 seconds ran 118 times October – December.

Pima County DEQ

Local PSA :30/:20 seconds ran 12 times October – December.

Pima County Parks and

Recreation

Local PSA:30/:20/:05 seconds ran 63 times October – December.

Tucson Firefighters

Local PSA :30/:20/:15/:05 seconds ran 47 times October – December.

U. S. Dept of Health

Local PSA :30 seconds ran 4 times October – December

U. S. Dept of Treasury

Local PSA :30 seconds ran 4 times October – December.

U. S. Marine Corps.

Local PSA :30/:15 seconds ran 82 times October – December.

Growth - A concern about the continuing growth of the Tucson area, controversy of growth vs no growth, planning for growth and the functions of the City Planning and Zoning Department. Also the controversy over what types of industry we should be seeking.

Impact

Local PA, 12/6
10:30-11AM 14 Min.

Marie Pearthree, Engineer,
City of Tucson

A discussion of the revitalization of the Santa Cruz downtown area to encourage inner city growth vs urban sprawl.

Growth (Continued)

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Eyewitness News Local PA, 10/18 Arlan Colton, State Land A debate on Proposition 303- Arizona's growth
Interview 11-11:30AM 28 Min. Department, David Baron, initiative.
Arizona Center For Law In
In The Public Interest.

Big Brothers/Big Sisters Local PSA :60/:30/:15 seconds ran 29 times October – December.
December Diaper Drive Local PSA :30/:20 seconds ran 121 times October – December.
Hermitage Cat Shelter Local PSA :30 seconds ran 18 times October – December.
Jewish Family & Children's Services Local PSA:30 seconds ran 1 time October – December.
Miracle on Church St. Local PSA :20 seconds ran 8 times October – December.
Old Pueblo Children's Home Local PSA :30 seconds ran 36 times October – December.
Sabino Canyon Local PSA :30 seconds ran 1 time October – December.
Save the Children Local PSA :30/:20 seconds ran 11 times October – December.
Tohono Chul Park Local PSA :20 seconds ran 5 times October – December.
Tucson Celtic Festival Local PSA :30 seconds ran 18 times October – December.
Tucson Firefighters Local PSA :30/:20/:15/:05 seconds ran 47 times October – December.
Tucson Jazz Society Local PSA:30/:10 seconds 7 times October - December.
Tucson Parks & Recreation Local PSA :30/:20/:15/:10/:05 seconds ran 57 times October – December.
United Way Local PSA :30/:20 seconds ran 48 times October – December.
U of A. Icccats Local PSA :30 seconds ran 9 times October - December.
Volunteer Center Local PSA :30/:20 seconds ran 46 times October – December.
Western Music Association Local PSA :30 seconds ran 15 times October – December.

Health - A concern about the cost of healthcare, a desire for information on the newer techniques, preventive measures that are available and personal fitness.

Impact Local PA, 10/11 Jennifer Carroll, Diane A discussion of the Las Familias treatment center
10:30-11AM 14 Min. Mc Lane, Las Familias for abused or sexually molested children.

Local PA, 11/1 Cindy Parseghian, A discussion of this rare and incurable disease.
10:30-11AM 14 Min. Nieman Pick Disease
Foundation.

Local PA, 11/15
10:30-11AM 21 Min.

Anne Manley, Southern
Arizona AIDS Foundation

A discussion of the various medical programs
the Foundation provides for HIV positive and
HIV infected people.

Eyewitness News
Interview

Local PA, 11/1
11-11:30AM 7 Min.

Peter Guidinoff, former
State Senator, Ray Vinsik
former DEA Agent.

A discussion of the controversial use of
marijuana for medicinal purposes.

Local PA 11/29
11-11:30AM 7 Min.

Diann Belleranti, Pat
Richter, The Parent
Connection

A discussion of this organization's program to
teach young parents about child abuse and how
to avoid it.

Dr. Dean Edell

Syn. PA, M-F
6-7AM 2 Min/daily

Various

A daily two minute capsule on various health
topics.

Med Check

Local PA, M-F
5-5:30PM 2 Min/day
Ran 45 times.

Eyewitness News Dept.

A series of reports on various health topics.

Extra

Syn. PA, 11/6
11:35PM-12:05AM 4 Min.

Various

A segment on home fire safety.

Syn. PA, 12/24
11:35PM-12:05AM 4 Min.

Various

A segment on thyroid disease.

Syn. PA, 12/29
11:35PM-12:05AM

Various

A segment on chronic snoring.

PSAs

Alzheimer's Association
American Diabetes Assoc.
American Cancer Society
American Heart Assoc.
American Red Cross
Arizona Cancer Center
Arthritis Foundation

Local PSA :20 seconds ran 6 times October – December.
Local PSA :30/:20/:15 seconds ran 24 times October – December.
Local PSA :30/:20 seconds ran 14 times October – December.
Local PSA :30 seconds ran 10 times October – December.
Local PSA :60/:30 seconds ran 17 times October – December.
Local PSA :30/:20/:10/:05 seconds ran 47 times October – December.
Local PSA :30/:20/:05 seconds ran 75 times October – December.

Health (Continued)

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Community Food Bank Local PSA :30 seconds ran 12 times October – December.
Freedom From Fear Local PSA :30/:10 seconds ran 2 times October - December.
March of Dimes Local PSA :30/:20 seconds ran 16 times October – December.
Pediatric AIDS Foundation Local PSA :30/:20 seconds ran 22 times October – December.
Southern Arizona AIDS Foundation Local PSA :30/:15/:10 seconds ran 56 times October – December.
Special Olympics Local PSA :30/:20 seconds ran 9 times October – December.
U S. Dept. of Health Local PSA :30 seconds ran 4 times October – December.

Transportation - A concern about Tucson's continuing transportation problems, cross-town expressways, traffic flow control, road maintenance, widening of specific roads, future planning and mass transit.

Impact Local PA, 12/20 Richard Schaeffer, A discussion of PAG's comprehensive bicycle
10:30-11AM 14 Min. Pima Association of plan to encourage alternate commuting modes.
Governments.

Eyewitness News Local PA, 12/27 Tom Fisher, Planner A discussion of bicycling as an alternative
Interview 11-11:30AM 28 Min. City Transportation Dept. transportation mode. Tucson is considered to be the
Rosemary Carmody, number 2 city in the country for bicycle
Bicycle Advisor accommodations with over 400 miles of bike routes.

PSAs

Arizona Tourism Local PSA :30 seconds ran 23 times October – December.
Southern Arizona DUI Task Force Local PSA :30 seconds ran 48 times October – December.

Water - Since Tucson is a desert community that is still dependent upon ground water, there is a concern about future supplies, the Central Arizona Project, conservation and effluent use including the future use of CAP water, customer service, effluent use in recreational areas, water conservation and CAP recharge.

Impact Local PA, 12/6 David Modder, Director A discussion of the use of CAP water, CAP
10:30-11AM 14 Min. Tucson Water recharge and a test program for selected
neighborhoods to prove CAP water can work for
domestic consumption.

Water (Continued)

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Eyewitness News
Interview

Local PA, 12/5
11-11:30AM 28 Min.

Kathy Jacobs, State
Dept. of Water Resources

A discussion of the lack of water conservation by agriculture, mining and industry. Also the use of effluent and the near term implementation of the use of CAP water.

Local PA, 12/6
11-11:30AM 10 Min.

Luis Gutierrez, Ass't.
City Manager, Bob
Rodriguez, Santa Cruz
River Task Force.

A discussion of the use of CAP water to recharge the Santa Cruz river which is currently a dry wash.

PSAs

Tucson Water

Local PSA :30 seconds ran 11 times October - December.

PROGRAM DESCRIPTIONS

Impact

A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department featuring interviews with government and community leaders on topical issues.

Eyewitness News Interview

A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department utilizing the interview format that deals in-depth with local stories.

The Wall Street Journal
Report

A weekly half-hour business and economic show produced by Dow Jones and Company. Scheduled Sat/Sun various times.

Bloomberg Morning News

A daily syndicated business report produced by Bloomberg Television. Scheduled Mon - Fri. 5-5:30AM.

Eyewitness News

Regularly scheduled M-F 6-7AM, 7:25-7:30AM, 8:25-8:30AM, 12-12:30PM, 5-5:30PM, 6-6:30PM, 10-10:35PM, Sat. 7-7:30AM Sat. 5:30-6PM, 10-10:30PM, Sun. 5:30-6PM, 10-10:30PM traditional news, weather, sports presentation. Locally produced by KVOA-TV news.

PROGRAM DESCRIPTIONS (CONTINUED)

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Dr. Dean Edell

(Mon-Fri) two minute health insert on various health topics.
Scheduled 6-7AM.

Save Our Streets

A weekly syndicated hour show dealing with crime issues.
Scheduled Saturday, Sunday various times.

Extra

A syndicated daily half-hour show dealing with various topics. Scheduled
M-F 11:35PM-12:05AM. Also a one-hour weekend show scheduled Sat/Sun
at various times.

Your Vote '98

A series of news stories on candidates and issues on the 1998 ballot. Also, two one
hour candidate debates scheduled 10/18 and 10/25 6-7PM