

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

January 1, 1999 through March 31, 1999

The following is a list of the programs broadcast during the period of January 1, 1999 through March 31, 1999 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.

<u>PROGRAM</u>	<u>DATE & TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
<u>Crime</u> - 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 1/24 10:30-11AM 14 Min.	Sgt. Rick Hovden, TPD C. J. Downing, PCSO	A discussion of the Fraternal Order of Police's programs to support officers and their families in shootings.
Eyewitness News Interview	Local PA 1/24 11-11:30AM 14 Min.	Diane Hine, Author	A discussion of the theory that lack of bonding with newborns may lead to teen and adolescent crime.
Save Our Streets	Syn. PA Sat/Sun 22 Min.	Various	A ½ hour program on crime problems and solutions in various cities.
Extra	Syn. PA 2/3 11:35PM-12:05AM 4 Min.	Various	A segment on the toughest Sheriff in the country.
	Syn. PA 3/21 11:35PM-12:05AM 4 Min.	Various	A segment on child safety from molestation in the schools.

PSAs

88 Crime
Az. Dept. of Liquor
Control
Az. Violence
Prevention
Gov. Comm. For
Violence Against
Women
Klaas Kids
Foundation
Parent Aid
Partnership for a
Drug Free AZ
Southern AZ DUI
Task Force
Tuc. Ctr. For Women
And Children

Local PSA:30 seconds ran 26 times January – March.
Local PSA :30 seconds ran 19 times January – March.
Local PSA :30 seconds ran 7 times January – March.
Local PSA :30 seconds ran 55 times January – March.
Local PSA :30/:15 seconds ran 8 times January – March.
Local PSA :15 seconds ran 2 times January – March.
Local PSA :20 seconds ran 4 times January – March.
Local PSA :30 secones ran 21 times January – March.
Local PSA :60/:30/:20 seonds ran 8 times January – March.

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 1/3 Paul Julien, Ex. Director A discussion of Legal Aid's program to help people
10:30-11AM 21 Min. S.Az. Legal Aid that fall below the poverty line.

Local PA 1/17 Melissa Amado, Business A discussion of the ½ million dollar grant the city
10:30-11AM 7 Min. Development Finance Corp. has to help women and minority owned businesses.
Sylvia Compoy, City Small
Business Administration

Local PA 2/7 Ted Knight, Author A discussion of dividing property and assets in a
10-10:30AM 14 Min. a divorce proceeding.

Eyewitness News Interview	Local PA 1/3 11-11:30AM 28 Min.	Diane Ealy, Kay Lesh, Co-Authors, "Our Money Ourselves"	A discussion of the dysfunctional relationship most women seem to have (according to the authors) in dealing with money.
	Local PA 1/10 11-11:30AM 5 Min.	Ann Day, Elaine Richardson State Senators, Dan Schottel, State Rep.	A discussion of tax cuts in the upcoming legislative session.
	Local PA 2/21 10-10:30AM 28 Min.	Bruce Wright, V.P. U of A. Economic Development	A discussion of the growth and economic impact of the U of A's Science and Technology Park.
Wall Street Journal Report	Syn. PA Sat/Sun 6:30-7AM 22 Min.	Various	A ½ hour business show produced by the Wall Street Journal.
Bloomberg Morning News	Syn. PA M-F 5-5:30AM 22 Min.	Various	A daily ½ hour business show produced by Bloomberg Television.
Extra	Syn. PA, 2/23 11:35-12:05AM 4 Min.	Various	A segment on income tax tips.
<u>PSAs</u>			
Tucson Open Tucson Parks (LPGA)	Local PSA :30 seconds ran 82 times January – March. Local PSA :30 seconds ran 5 times January – March.		
U.S. Dept of Treasury	Local PSA :60/:30/:10 seconds ran 52 times January – March.		

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 2/21 Sally Trattner, Exec. Dir. A discussion of the Foundation's field trip and
9:30-10AM 28 Min. Educational Enrichment sports participation funding programs.
Foundation.

Local PA 2/27 Anne Abbott, Sherey A discussion of TMA's educational programs for
11-11:30AM 7 Min. Stepleton, Tucson Museum children.
of Art.

Eyewitness News Local PA 1/10 Ann Day, Elaine Richardson A discussion of the revenue bonding for education
Interview 11-11:30AM 5 Min. State Senators, Dan Schottel issue coming up in the next legislative session.
State Representative

Local PA 1/31 Lisa Graham, State Superintendent A discussion of funding school construction, AIMS
10:30-11AM 28 Min. of Public Instruction testing, drop outs, charter schools and bilingual
education.

Local PA 2/14 Laura Sullivan, Gina Maculso A discussion of the Tucson Library's "Homework
11-11:30AM 14 Min. Daphne Daly, Tucson Library Help" program for teens.

Local PA 3/21 Emily Mescheter, I Have A A discussion of this unique program which
9:30-10AM 28Min. Dream Foundation promises underprivileged students college assistance
to kids who graduate from high school.

PSAs

Ad Council Local PSA :30 seconds ran 4 times January – March.

Az. Genealogical Local PSA :30 seconds ran 21 times January – March.

Society Local PSA :20/:15/:10 seconds ran 22 times January – March.

Az. Opera League Local PSA :30/:20 seconds ran 71 times January – March.

Az. State Museum Local PSA :30 seconds ran 23 times January – March.

Az. Theatre Co. Local PSA :60 seconds ran 4 times January – March.

Boys & Girls Club Local PSA :30 seconds ran 36 times January – March.

Campfire Boys & Girls

Education (Continued)

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PSAs

CASA
Center for Disability
Colossal Cave
Humane Society
Klaas Kids
Foundation
Northwest Fire
Safety
Parent Connection
Sahuaro Girl Scouts
St. Gregory's College
Simon Peter
Sunnyside
Foundation
Tucson Arts Dist.
Tuc. Center for Women
and Children
Tucson Museum
Of Art
Tucson Quilters
Guild
TUSD Magnet
Schools
Uof A Spring Fling
Uof A Trademark
Uof A. Baseball
Uof A Hockey
YMCA

Local PSA :20/:10 seconds ran 4 times January – March.
Local PSA :30 seconds ran 34 times January – March.
Local PSA :30/:20 seconds ran 16 times January – March.
Local PSA :30/:15/:10 seconds ran 38 times January – March.
Local PSA :30/:15 seconds ran 8 times January – March.
Local PSA :30/:15 seconds ran 12 times January – March.
Local PSA :20/:15 seconds ran 1 time January – March.
Local PSA :30/:15 seconds ran 4 times January – March.
Local PSA :30 seconds ran 20 times January – March.
Local PSA :30 seconds ran 3 times January – March.
Local PSA :30/:15 seconds ran 19 times January – March.
Local PSA :30 seconds ran 50 times January – March.
Local PSA :60/:30/:20 seconds ran 8 times January – March.
Local PSA :15 seconds ran 3 times January – March.
Local PSA :30 seconds ran 1 time January – March.
Local PSA :30 seconds ran 13 times January – March.
Local PSA :30 seconds ran 12 times January – March.
Local PSA :30 seconds ran 13 times January – March.
Local PSA :30/:20/:05 seconds ran 30 times January – March.
Local PSA :30 seconds ran 26 times January – March.
Local PSA :30/:15 seconds ran 105 times January – March.

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

Impact Local PA 1/10 Jann Wilson, Ollie McKinney A discussion of employment opportunities in the health care industry.
10:30-11AM 14 Min. Canyon Ranch

Eyewitness News Local PA, 2/14 Laura Sullivan, Gina Macaluso A discussion of the Tucson Library's new career development programs for low income youth.
Interview 11-11:30AM 14 Min. Daphne Daly, Tucson Library

PSAs

Desert Survivors Local PSA :30 seconds ran 31 times January - March.
Job Corps Local PSA :60/:30/:15 seconds ran 1 time January – March.
School to Work Local PSA :30 seconds ran 7 times January – March.

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 1/17 Don Gibson, City of Tucson A discussion of the City's recycling program with emphasis on the just completed Christmas tree program and the City's curb-side recycling program.
10:30-11AM 14 Min. Recycling Coordinator

“Civano Futureville” Local PA 2/24 Eyewitness News Department An in-depth report on Civano which is a model community incorporating new environmental protection concepts.
5-5:30PM 7 Min.

Eyewitness News Local PA 2/7 Dick Shafer, Tom Fisher A discussion of the carbon monoxide reduction of 57 tons annually credited to the use of bicycles vs automobile commuting.
Interview 9:30-10AM 7 Min. Bicycle/Pedestrian Coordinator
PAG and the City of Tucson

“Kartchner Caverns” Local PA 2/8,2/9 Eyewitness News Department A two part series on Arizona's newest park and the precautions being made to protect this natural wonder.
10-10:35PM 3 Min/day

Extra Syn. PA 1/31 Various A segment on the unusual storm systems this year taking place around the world.
4-5PM 4 Min.

Environment (Continued)

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PSAs

Ad Council Local PSA :30/:15 seconds ran 2 times January – March.
Alliance to Save Energy Local PSA :60/:30 seconds ran 5 times January – March.
City of Tucson Solid Waste Management Local PSA :30/:15 seconds ran 62 times January – March.
Desert Survivors Local PSA :30 seconds ran 31 times January – March.
Tucson Clean & Beautiful Local PSA :30 seconds 5 ran 25 times January – March.
World Wildlife Foundation Local PSA :60/:30 seconds ran 4 times January – March.

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 1/3 Paul Julien, Exec. Dir. S. Az. A discussion of the governments funding of this program which supports people below the poverty guidelines.

10:30-11AM 7 Min. Legal Aid

Eyewitness News Local PA 1/10 Ann Day, Elaine Richardson, State A discussion of the various issues facing the 1999
Interview 11-11:30AM 5 Min. Senators, Dan Schottel, State legislative session.
Representative.

Local PA 2/27 Brent Davis, Mike Fleishman, A discussion of this committee's responsibility to
11:30AM-12N 28 Min. Tillie Arvizu, Citizens Committee recommend or veto plans to build a new city hall.

PSAs

Ad Council Local PSA :30/:15 seconds ran 2 times January – March.
Air Force Reserve Local PSA :30 seconds ran 1 time January – March.
Arizona Dept. of Liquor Control Local PSA :30 seconds ran 19 times January – March.
Army National Guard Local PSA :60/:30 seconds ran 61 times January – March.

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 1/17 Melissa Amado, Business Development Finance Corp. A discussion of the growth of small businesses and 10:30-11AM 7 Min. Sylvia Campoy, City Small Business Administrator and the construction industry through SBA funding.

Eyewitness News Local PA 1/17 Chuck Huckleberry, Pima County Administrator A discussion of the County's new managed growth 11-11:30AM 28 Min. plan and how it will be funded.

PSAs

Big Brothers Big Sisters Local PSA :60/:30/:15 seconds ran 96 times January – March.

Chicago Por La Causa Local PSA :30/:20/:10/:05 seconds ran 58 times January – March.

Friends of the Orphans Local PSA :30 seconds ran 2 times January - March.

Hermitage Cat Shelter Local PSA :30/:15/:10 seconds ran 15 times January – March.

Save the Children Local PSA :30/:20/:10 seconds ran 7 times January – March.

Tucson Firefighters Local PSA :30 seconds ran 31 times January – March.

Tucson Open Local PSA :30 seconds ran 82 times January – March.

Tucson Parks & Recreation Local PSA :30/:20/:15/:10/:05 seconds ran 80 times January – March.

LPGA Local PSA:30 seconds ran 5 times January – March.

Tu Nidito Local PSA :30 seconds ran 33 times January – March.

United Way Local PSA :30/:20/:10 seconds ran 47 times January – March.

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 1/10 Jann Wilson, Ollie McKinney A discussion of the healthy living programs that are 10:30-11AM 14 Min. Canyon Ranch taught at Canyon Ranch.

Local PA 1/24 Valerie Chapman Gale, Roots A discussion of this organization's mental health 10:30-11AM 14 Min. and Wings counseling program.

Local PA 1/31 Gerry Furth, Kitchen Research A discussion of healthy nutritional diets and fat 10:30-11AM 14 Min. reducing diets.

	Local PA 3/20 10:30-11AM 9 Min.	Kim Gunn, Race For The Cure	A discussion of this event which raises money for breast cancer awareness program.
Eyewitness News Interview	Local PA 1/10 11-11:30AM 5 Min.	Ann Day, Elaine Richardson State Senators, Dan Schottel State Representative	A discussion of how these lawmakers feel the Arizona tobacco settlement dollars should be spent in the health sector.
	Local PA 1/24 11-11:30AM 14 Min.	Dianne Hine, Author	A discussion of teen alcohol and drug addiction.
	Local PA 3/7 9:30-10AM 28 Min.	Claudia Halsell, Sonora Behavioral Health Network, Dr. Gila Saks, Psychologist	A discussion of the upcoming Women's Issue Conference on how aging affects women.
Medical Check	Local PA M-F 5-5:30PM 1-1/2 Min. Day Ran 31 times.	Eyewitness News Department	A regularly scheduled health report on various topics.
	Local PA 2/15,2/16 10-10:35PM 4 Min/day	Eyewitness News Department	A two part series on assisted suicide.
"The Right To Die"	Local PA 2/23,24,25 6-6:30PM @ 4 Min..	Eyewitness News Department	A three part series on the pros and cons of workout supplements in the sports world.
"Abuse of Power"			
Dr. Dean Edell	Syn. PA M-F 6-7A 2 Min/day	Dr. Dean Edell	A daily two minute capsule on various health topics.
Extra	Syn. PA 1/5 11:35PM-12:05AM 4 Min. Syn. PA 1/11 11:35PM-12:05AM 4 Min.	Various Various	A segment on "phantom illnesses". A segment on elder care.
	Syn. PA 1/22 11:35PM-12:05AM 4 Min.	Various	A segment on Rheumatoid Arthritis.

Syn. PA 2/26	Various	A segment on sleep disorders.
11:35PM-12:05AM 4 Min.		
Syn. PA 3/3	Various	A segment on the potential dangers of permanent makeup.
11:35PM-12:05AM 4Min.		

PSAs

American Cancer Society
Local PSA :30/:20/:15/:05 seconds ran 90 times January – March.
American Red Cross
Local PSA :60/:30 seconds ran 6 times January – March.
Breast Cancer Foundation
Local PSA :30/:20/:15/:10/:05 seconds ran 65 times January – March.
Easter Seals
Local PSA :30/:20 seconds ran 7 times January – March.
Freedom From Fear
Local PSA :30/:10 seconds ran 3 times January – March.
Make-A-Wish
Local PSA :30 seconds ran 28 times January – March.
March of Dimes
Local PSA :30/:20/:15/:10/:05 seconds ran 71 times January – March.
Pediatric AIDS Foundation
Local PSA :30/:20 seconds ran 5 times January – March.
Salvation Army
Local PSA :30 seconds ran 14 times January – March.
Steele Memorial Children's Hospital
Local PSA :30/:20/:15/:05 seconds ran 12 times January – March.

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 3/20 10:30-11AM 9 Min.	Terry Ruiz, Rideshare	A discussion of the Rideshare program which encourages car pooling and the use of alternative transportation.
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Eyewitness News Interview	Local PA 1/10 11-11:30AM 5 Min.	Ann Day, Elaine Richardson, State Senators, Dan Schottel, State Representative.	A discussion of re-allocation of State funds for Pima County transportation needs.
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Local PA 2/7 9:30-10AM 28 Min.	Dick Schaffer, Tom Fisher, Bicycle/Pedestrian Coordinators PAG and the City of Tucson	A discussion of bicycling as an alternative mode of transportation and the updating of the Community Bike Plan.
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PSAs

Southern Arizona DUI

Task Force

Local PSA :30 seconds ran 21 times January – March.

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

Impact

Local PA 3/20
10:30-11AM 9 Min.

Fernando Ruiz, Tucson Water

A discussion of water conservation techniques for year round use vs just summer peak consumption times.

Eyewitness News Interview

Local PA 3/28
9:30-10AM 28 Min.

David Modeer, Director Tucson Water

A discussion of the new CAP blend test project, a possible new water initiative this fall and current conservation needs due to the lack of precipitation.

PSAs

Tucson Water

Local PSA :60/:30 seconds an 58 times January – March.

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.

PROGRAM DESCRIPTIONS (Continued)

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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
Sun. 5:30-6PM, 10-10:30PM, Sun. 5:30-6PM, 10-10:30PM traditional news, weather, sports presentation. Locally produced by KVOA-TV news.

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.