

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

October 1 through December 31, 1999

The following is a list of the programs broadcast during the period of October 1, 1999 through December 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, 10/17 10:30-11AM 14 Min.	Barbara LaWall, County Attorney, Linda Behr, Jewish Family & Children's Services	A discussion of domestic violence in the Jewish community and the services available to these women through JFCS.
	Local PA, 12/12 10:30-11AM 7 Min.	Officer Thierry Sloan, TPD	A discussion of crime and violence in the workplace.
Eyewitness News Interview	Local PA 12/12 11-11:30AM 7Min.	Conrad Lindo, Director, Father to Father	A discussion of this program which works with single fathers, many of whom have criminal records, to help them learn to be responsible parents.
SOS In America	Syn. PA Various 22 Min. ea. 10/10, 3:30-4PM 10/26, 10/31, 11/7, 11/28, 12/4, 12/12, 12/19, 12/26 12:30-1PM	Various	A half hour program on various crime problems in cities across America.

Extra
Syn. PA, 10/3
4-5PM 4 Min.

Various

A segment on Stalkers.

Syn. PA, 10/21
11:35PM-12:05AM 4 Min.

Various

A segment on child molesters

PSAs

Tucson Police Department
Adult Protective Services
Southern Arizona DUI
Task Force

Local PSA :30 seconds ran 23 times October-December.
Local PSA :30 seconds ran 2 times October – December.
Local PSA :30 seconds ran 28 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, 10/3
10:30-11AM 14Min.

Sandy Manfield, Ann Via, St.
Lukes Home.

A discussion of St. Luke's housing program for the elderly and a forthcoming capital project to fund expansion.

Local PA, 11/7
10:30-11AM 14 Min.

John Tabor, Development
Director, Judy Davidson, Fund
Raiser.

A discussion of fund raising techniques for various charities.

Local PA 12/5
10:30-11AM 14 Min.

Mike Dominguez, Sherry
Stepleton, Donna de Fiori,
Downtown Assoc.

A discussion of the Association's efforts to promote the downtown galleries and restaurants to stimulate business in this area.

Eyewitness News Interview

Local PA, 10/16,
5:30-6AM 21 Min.

Punch Woods, Exec. Director
Tucson Food Bank.

A discussion of the seasonal needs of the Food Bank and World Food Day.

Local PA, 10/31
11-11:30AM 7 Min.

Betsy Bolding "Go Tucson"
Fred Ronstadt, City Council

A discussion of the economic impact of the Rio Nuevo project if it is approved by the voters.

Local PA 12/19
11-11:30AM 14 Min.

Margaret Steele, President
Jennifer Carroll, Development
Directors, St. Luke's Home.

A discussion of St. Luke's Home which is for
elderly low income women.

Wall Street Journal
Report
Syn. PA, Sun.
6:30-7AM 22 Min.

Various

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

Bloomberg Business
Report
Syn. PA, M-F
4:30-5AM 22 Min.

Various

A daily-half hour business program produced by
Bloomberg News.

Hispanic Business Today
Sun. PA, 11/7, 12/5
11:30AM-12N 22 Min.

Various

A half-hour program produced by WNBC-TV
covering Hispanic Business news of the week.

PSAs

Better Business Bureau
US Dept. of Treasury
Tucson Chamber of
Commerce
Local PSA :15 seconds ran 35 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.

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

Julieta Gonzalez, Priscilla Marquez,
Catalina Players

A discussion of a play written by Gonzalez which is
being used in public libraries across the county as an
historical education tool. It is about Mexican-
Americans returning to Tucson after World War II.

Local PA, 11/7
10:30-11AM 14 Min.

Gail Lanham, Exec. Dir. Big
Brothers/Big Sisters

A discussion of the educational benefits they have
discovered for their children through the role model
impact of volunteers.

Eyewitness News Interview
Local PA, 10/24
11AM-12N 58 Min.

Dr. Peter Likins, President of
The University of Arizona.

A discussion of a number of issues including campus
Security, Recruitment of minority students, parking,
research vs teaching, tuition costs and the effects of
new technology on teaching.

PSAs

Casa de Los Niños
Local PSA :30 seconds ran 11 times October – December.

Parent Connection
Local PSA :10 seconds ran 25 times October – December.

Az. Theatre Company
Local PSA :30 seconds ran 85 times October – December.

Humane Society of S. A.
Local PSA :30 seconds ran 18 times October – December.

Tucson Botanical Gardens
Local PSA :30 seconds ran 58 times October – December.

Az. School for Deaf & Blind
Local PSA :15 seconds ran 2 times October – December.

Tucson Museum of Art
Local PSA :30 seconds ran 51 times October – December.

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

Tucson Ctr. For Women & Children
Local PSA :30 seconds ran 50 times October – December.

Tucson Veterinarian Assoc.
Local PSA :30 seconds ran 5 times October – December.

Found Pets
Local PSA :30 seconds ran 8 times October – December.

Pima Prevention Partnership
Local PSA :30 seconds ran 8 times October – December.

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

Dick Tomey Pony Express
Local PSA :30 seconds ran 16 times October – December.

US Homer
Local PSA :15 seconds ran 1 times October – December.

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

Virtue Media
Local PSA :30 seconds ran 38 times October – December.

Western Music Assoc.
Local PSA :30 seconds ran 41 times October – December.

Consumer Federation Of America
Local PSA :30 seconds ran 2 times October – December.

Palo Verde Church of Christ
Local PSA :30 seconds ran 5 times October – December.

Arizona Icecats Hockey
Local PSA :30 seconds ran 42 times October – December.

Points of Light Foundation
Local PSA :30 seconds ran 35 times October – December.

Senior Olympics
Local PSA :30/:15/:05 seconds ran 66 times October – December.

Fannie Mae Foundation
Local PSA :30 seconds ran 7 times October – December.

International Wildlife Fdn.
Local PSA :15 seconds ran 1 time October – December.

Catholic Campaign
Local PSA :30 seconds ran 1 time October – December.

Operation Lifesaver
Local PSA :30 seconds ran 1 time October – December.

UA Office of the Vice President
Local PSA :30 seconds ran 5 times October – December.

Latter Day Saints
Local PSA :60 seconds ran 4 times October – December.

Tucson Girls Chorus
Local PSA :30 seconds ran 2 times October – December.

AZ.Child Support Council
Local PSA :20 seconds ran 10 times October – December.

Jewish Federation of Southern Arizona
 Tucson Girls Chorus
 Habitat
 Angel Charity
 Sunnyside Foundation
 US Environmental Hotline
 Safe Kids Campaign
 Tempe Police Department
 Mother Basilea Films
 Science Education
 Michael Bolechalk Marketing
 Veterans Association
 US West
 Salvation Army
 Eyeglass Donation Program

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

Impact	Local PA, 10/31 10:30-11AM 14 Min.	Wendy Adkisson, Joe Wakefield, Tucson Police Dept. Recruiters	A discussion of a major recruiting campaign by TPD to hire 100 new officers.
	Local PA, 12/12 10:30-11AM 7 Min.	Officer Thierry Sloan, TPD	A discussion of a special TPD department that teaches employees how to avoid crime and violence in the workplace.
Eyewitness News Interview	Local PA, 10/16 5:30-6PM 7 Min.	Punch Woods, Exec. Dir. The Food Bank.	A discussion of high employment and low wages in the retail and telemarketing industry resulting in the working poor's dependence on his organization.

PSAs

Desert Survivors
 Linkages

Local PSA :30 seconds ran 41 times October – December.
 Local PSA :30 seconds ran 25 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, 11/28 Rita Hildebrand, Terraza Ruiz, A discussion of this program's efforts to promote alternate transportation to reduce air pollution.
10:30-11AM 7 Min. Rideshare

Eyewitness News Interview Local PA, 11/7 Jim Kolbe, US Congressman, A discussion of plans to turn 200,000 acres east of Tucson into a National Conservation Area.
11-11:30AM 21 Min. Luther Propst, Exec. Dir. Sonoran Institute.

Local PA, 12/5 Terry Bracy, Chairman, M. K. A discussion of this Foundation's funding of an of an environmental think tank specializing in U. S.-Mexico issues.
11-11:30AM 28 Min. Udall Foundation

PSAs

Pima County DEQ Local PSA :30 seconds ran 12 times October – December.
Biosphere Local PSA :30 seconds ran 41 times October – December.
Habitat for Humanity Local PSA :30 seconds ran 8 times October – December.
The Nature Conservancy Local PSA :30 seconds ran 25 times October – December.
USDA/APHIS Local PSA :30 seconds ran 2 times October – December.
Tucson Zoological Society Local PSA :30 seconds ran 45 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, 12/19 Barbara La Wall, Pima County A discussion of the budgetary mix between Federal and County funds and the process her office goes through to achieve governmental funding.
10:30-11AM 14 Min. Attorney

Eyewitness News Interview Local PA, 10/3 Jose Ibarra (D), Val Romera (I) A mini-debate between the two candidates running in Ward I.
11-11:30AM 28 Min. Candidates for City Council Ward I.

Local PA, 10/10 Carol West (D), Rick Grinnel (R) A mini-debate between the two candidates running in Ward 2.
11-11:30AM 28 Min. Candidates for City Council

Government (Continued)

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Local PA, 10/31
11-11:30AM 14 Min.

Betsy Bolding, Go Tucson,
Fred Ronstadt, City Councilman

A mini debate on Proposition 400 – the Rio
Nuevo project.

Election '99 Mayoral
Debate
Local PA, 10/24
8:30-9:30PM 58 Min.

Bob Walkup @, Molly McKasson
(D) Ed Kahn (Lib.)

A one hour debate between the three candidates
for Mayor.

Election '99 Proposition
200 Debate
Local PA, 10/31
4-5PM 58 Min.

Bob Beaudry, Ted Curtis, Yes on
on 200. George Miller, Kathy
Jacobs – No on 200.

A one hour debate on Proposition 200 – utilization
of CAP water.

PSAs

Pima County Parks & Rec.
City of Tucson
State of Arizona
ADOT
USMC
Local PSA :30 seconds ran 75 times October – December.
Local PSA :30 seconds ran 11 times October – December.
Local PSA :60 seconds ran 1 time October – December.
Local PSA :30 seconds ran 3 times October – December.
Local PSA:30 seconds ran 5 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, 12/5
10:30-11AM 14 Min.

Mike Dominguez, Sherry
Stepleton, Donna de Fiori
Downtown Association

A discussion of the Association's efforts to promote
growth in the downtown area and the warehouse
district.

Eyewitness News Interview
Local PA, 10/31
11-11:30AM 7 Min.

Betsy Bolding, Go Tucson, Fred
Ronstadt, City Councilman

A discussion of the growth impact of the Rio Nuevo
project just west of downtown Tucson.

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

Jim Kolbe, U. S. Congressman,
Luther Probst, Tuc. Dir. The
Sonoral Institute.

A discussion of the impact on urban growth if the
the U. S. Government designates a 200,000 acre
area east of Tucson as National Conservation Area.

PSAs

Ad Council
Local PSA :30 seconds ran 1 time October – December.

United Way
Volunteer Center
Boy Scouts of America
Heritage Cat Shelter
Suniders
Local PSA :30/:20 seconds ran 30 times October – December.
Local PSA :30 seconds ran 25 times October – December.
Local PSA :30 seconds ran 19 times October – December.
Local PSA :15 seconds ran 8 times October – December.
Local PSA :30 seconds ran 16 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, 10/10
10:30-11AM 14Min.
Bridgett Riceci, Tucson Rape
Crisis Centers, Cynthia Holmes,
Parkinsons Assoc., Doris Par,
American Cancer Society.

Local PA 10/17
10:30-11AM 14Min.
Anne Maley, AIDS Foundation
A discussion of the up coming AIDS walk.
Local PA 10/24
10:30-11AM 28 Min.
Phyllis Henrich, Christ Child
Society, Larry Cummings, Festival
For Life.
A discussion of the Christ Child Society service of
of supplying baby bottles and blankets to new borns
and the AIDS Society's fund raiser.

Eyewitness News Interview
Local PA 11/21
11-11:30AM 28 Min.
Andrea Spendisrian, Diane
McLain, Las Familias
A discussion of this agency's counseling service for
survivors of childhood sexual abuse.
Local PA, 11/28
11-11:30AM 28 Min.
Cathy McConnell, Ass't. Dir.
La Paloma Family Services
A discussion of the agency's program for troubled
youth and teen moms.

Dr. Dean Edell
Syn. PA, M-F
5:30-7AM 2/Min./day
Various
A daily news insert on various medical subjects.

4 Your Health
Local PA, M-F
5-5:30PM 1:30 Min.@
10/4, 10/6, 10/7, 10/14,
10/20, 10/25, 11/4, 11/15,
11/22, 11/24, 11/30, 12/8,
12/10, 12/17, 12/21, 12/30
Eyewitness News Department
A regularly scheduled local health report on various
subjects.

“Living Younger”

Local PA, M-F 6-6:30PM 3Min.@ 11/8, 11/9, 11/10, 11/11, 11/15, 11/16, 11/18, 11/19, 11/22, 11/23, 11/24 11/15, 11/26	Eyewitness News Department	A multi-part series on how to protect your health to live longer.
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Extra Syn. PA, 10/6 11:35-12:05AM 4 Min.	Various	A segment on Dorm Disease on college campuses.
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PSAs

American Red Cross American Cancer Society Southern Arizona AIDS Foundation Center for Substance Abuse Treatment Susan G. Komen Foundation Tucson Inline Skate Club National Bone Marrow Donors Shriners Hospital for Children Arthritis Foundation American Heart Association Special Olympics World Care National Bone Marrow Donors MDA Ronald McDonald House Community Food Bank Salvation Army	Local PSA :30 seconds ran 23 times October – December. Local PSA :30/:20 seconds ran 54 times October – December. Local PSA :30/:20 seconds ran 104 times October – December. Local PSA :30 seconds ran 2 times October – December. Local PSA :30 seconds ran 5 times October – December. Local PSA :30 seconds ran 14 times October – December. Local PSA :60 seconds ran 1 time October – December. Local PSA :20 seconds ran 3 times October – December. Local PSA :30 seconds ran 11 times October – December. Local PSA :30 seconds ran 1 time October – December. Local PSA :30 seconds ran 25 times October – December. Local PSA :30 seconds ran 8 times October – December. Local PSA :60 seconds ran 2 times October – December. Local PSA :30 seconds ran 1 time October – December. Local PSA :30 seconds ran 24 times October – December. Local PSA :20 seconds ran 18 times October – December. Local PSA :20 seconds ran 10 times October – December.
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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, 11/28 10:30-11AM 7 Min.	Rita Hildebrand, Terraza Ruiz Rideshare	A discussion of Rideshare's programs to promote car-pooling, riding bikes and using bus transportation to cut down congestion.
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Eyewitness News Interview	Local PA, 12/26 11-11:30AM 28 Min.	George Garcia, General Manager Sun Tran	A discussion of Sun Tran's new programs for rerouting buses, improved maintenance, on time scheduling, bus security and a proposal to buy a new fleet of smaller buses.
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PSAs

Department of Transportation	Local PSA :30 seconds ran 3 times October – December.		
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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 confidence in the Tucson Water Department.

Impact	Local PA, 11/28 10:30-11AM 14 Min.	Bruce Prior, Tucson Water	A discussion of Tucson Water's urban wetlands program which acts as a mini-reservoir.
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Election '99 Proposition 200 Debate	Local PA, 10/31 4-5PM 58 Min.	Bob Beaudy, Ted Curtis Yes on 200, George Miller, Kathy Jacobs No on 200.	A one hour debate on Proposition 200 – the utilization of CAP water.
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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.		
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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.		
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- 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, 4:30-5AM effective 9/7/99
- 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.
- Dr. Dean Edell
(Mon-Fri) two minute health insert on various health topics.
Scheduled 6-7AM
- Save Our Streets/
SOS in America
(Eff. 10/3)
A weekly syndicated half 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.