

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

April 1, 2000 through to June 30, 2000

The following is a list of the programs broadcast during the period of April 1, 2000 through June 30, 2000 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 &amp; TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
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, 4/16 6-6:30AM 14 Min.	Mary Ryan, County Attys. Office, Suzanne Saenz, Milton Mom March	A discussion of this event dealing with gun violence and proposed gun safety lock legislation.
Eyewitness News One On One	Local PA, 4/23 6:30-7AM 7 Min.  Local PA, 5/23 6:30-7AM 28 Min.	U. S. Senator Jon Kyle  Dr. Richard Carmona, Trauma Surgeon Pima County Sheriff's Dept.	A discussion of victim's rights, cyber crime and internet gambling.  A discussion of PCSO's CARGO program to program to instruct parents and children about gun safety.
Tucson Town Hall	Local PA, 6/17 7-8PM 55 Min.	Various	A one hour-live special in a town hall format with with over 300 people in attendance dealing with teen violence on the south side. This was simulcast on all eight local television stations.

SOS in America

Syn. PA, Sun  
1-1:30AM 22 Min.

Various

A half hour syndicated show on various crime problems across America.

Extra

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

Various

A segment on amateur crime fighters.

Syn. PA 4/25  
11:35PM-12:05AM 4 Min.

Various

A segment on punishment for teenage drunk driving.

Syn. PA 5/9  
11:35P-12:05AM 4 Min..

Various

A segment on Supermarket Card Club scams.

Syn. PA 5/22  
11:35P-12:05AM 4 Min.

Various

A segment on police brutality.

Syn. PA, 5/30  
11:35P-12:05AM 4 Min.

Various

A segment on adoption scams.

PSAs

Syn. PA 6/1  
11:35P-12:05AM 4 Min.

Various

A segment on underage kids buying alcohol on the internet.

88 Crime  
Gov.'s, Comm. On  
Domestic Violence

Local PSA :25 seconds ran 29 times April – June.

Local PSA :30 seconds ran 28 times April – June.

Impact

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

Local PA, 4/2  
6-6:30AM 14 Min.

Margaret Steele, Diane Degross, St. Luke's Hosp.

A discussion of low cost housing for elderly women, men and couples funded by St. Luke's.

Local PA, 5/7  
6-6:30AM 28Min.

Jerry Reinsdorf, owner of Chicago White Sox

A discussion of the economic impact on Tucson of the spring training activities of the Sox, Diamond Backs and Rockies

Economy (Continued)

Page 3

Local PA, 6/4  
6-6:30AM 26 Min.

Wayne Rod, President  
Netmoney In.

A discussion of E-commerce in Tucson and how businesses can develop this adjunct to their regular business.

Eyewitness News

Local PA, 4/9  
6:30-7AM 28 Min.

Herb Stratford, Ben  
Buehler-Garcia, Fox  
Tucson Theater  
Foundation

A discussion of downtown revitalization and the possible economic impact of the Fox Theatre renovation.

Local PA, 4/23  
6:30-7AM 7 Min.

U. S. Senator Jon Kyle

A discussion of the marriage tax penalty and social security reforms.

Local PA, 5/14  
6:30-7AM 9 Min.

Katie Dusenberry, Bonds  
for Tucson, Larry Hunter,  
No On Bonds

A discussion of the forthcoming bond issue to raise taxes for community improvements.

Bloomberg Morning News

Syn. PA Sun-Thurs.  
4:30-5AM 22 Min.

Various

A half hour daily business show produced by Bloomberg News.

Wall Street Journal Report

Syn. PA, Sunday  
9-9:30AM 22 Min.

Various

A half hour business show produced by the Wall Street Journal.

Hispanic Business Report

Syn. PA, 5/21, 6/18  
9:30-10AM 22 Min.

Various

A half hour Hispanic business show produced by WNBC-TV.

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, 4/23  
6-6:30AM 14 Min.

Sylvia Vega, Corina Gomez  
League of Mexican-  
American Women

A discussion of the league's scholarship program which has raised over one million dollars for Hispanic students.

Local PA, 5/21  
6-6:30AM 14 Min.

Laurie Osterman, Immac-  
ulate Heart Teacher, Kelly  
Martin, Harriet Sitter,  
Students.

A discussion of this school's programs to encourage students to help others through volunteer work at hospitals and nursing homes.

Eyewitness News

One On One

Local PA, 4/23  
6:30-7AM 7 Min.

Senator Jon Kyle

A discussion of the federal Affordable Education Act.

Local PA, 6/18  
6:30-7AM 28 Min.

George Garcia, TUSD  
Superintendent, Mary  
Garcia, Sunnyside  
Superintendent

A discussion of state funding for education, the  
the AIMS test, charter schools, and violence in  
schools.

PSAs

Bolchalk Advertising/

Tax Credit

Boys & Girls Clubs

Foundation for Better Living

Foundation for Animals

At Risk

Humane Society of So. Az.

La Frontera Center

Live Theatre Workshop

Missing Children's Network

Nat'l Council on Teaching Math

Simon Peter Passion Play

Sports Strategies

Sun Sounds

Tucson Arts District

U of A/Dept. of Psychology

U of A/Office of VP

Veteran's Assoc./Korean War

YMCA

Local PSA :30 seconds ran 10 times April – June  
Local PSA :30 seconds ran 13 times April – June  
Local PSA :60 seconds ran 11 times April – June

Local PSA :20/:30 seconds ran 9 times April – June.  
Local PSA :30 seconds ran 28 times April – June.  
Local PSA :30 seconds ran 1 time April – June.  
Local PSA :30 seconds ran 27 times April – June.  
Local PSA :30 seconds ran 1 time April – June.  
Local PSA :10/:20 seconds ran 5 times April – June.  
Local PSA :30 seconds ran 7 times April – June.  
Local PSA :10/:20 seconds ran 32 times April – June.  
Local PSA :30 seconds ran 3 times April – June.  
Local PSA :30 seconds ran 8 times April – June.  
Local PSA :30 seconds ran 69 times April – June.  
Local PSA :30 seconds ran 8 times April – June.  
Local PSA :30 seconds ran 18 times April – June.  
Local PSA :30 seconds ran 27 times April – June.

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

Impact

Local PA, 4/30  
6-6:30AM 7 Min.

Robert Gonzales, Exec.  
Greater Tucson Economic  
Development

A discussion of GETC's efforts to attract new employees and to help established businesses stay viable.

Local PA, 5/14  
6-6:30AM 14 Min.

Chef Barry Infuso, Pima  
Community College

A discussion of PCC's culinary training program and the apprentice programs offered by area hotels.

Eyewitness News  
One On One

Local PA, 4/16  
6:30-7AM 7 Min.

Dr. June Webb-Vinery  
Les Gin, Metropolitan  
Education Commission

A discussion of the Commission's Job Fair to help students prepare for entry into the workforce.

Local PA, 4/23  
6:30-7AM 7Min.

U S. Senator Jon Kyle

A discussion of elderly employment and hiring requirements for the expanding Border Patrol.

PSAs

Desert Survivors  
Rehabilitation Services

Local PSA :30 seconds ran 7 times April – June.  
Local PSA :30 seconds ran 2 times April – June.

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, 5/28  
6-6:30AM 7 Min

Terreza Ruiz, Pima  
Association of  
Government

A discussion of PAG's program to lower auto usage to reduce the county's air pollution problems.

Eyewitness News  
One On One

Local PA, 6/25  
6:30-7AM 7 Min.

Richard Corbett, Pima  
Assoc. of Governments,  
Tom Bush, Citizens  
Advisor Committee on  
Mass Transit, Priscilla  
Cornelio, Consultant

A discussion of the environmental impact of mass transit vs the use of private vehicles.

PSAs

CAP/Water

Local PSA :30 seconds ran 4 times April – June.

Environment (Continued)

Page 6

**PSAs**

City of Tucson Solid Waste Mgmt. Local PSA :30 seconds ran 8 times April – June.  
Habitat for Humanity/Restore Local PSA :30 seconds ran 41 times April – June.  
Nat'l. Arbor Day Foundation Local PSA :30 seconds ran 34 times April – June.

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, 6/4 Barbara LaWall, Pima  
6-6:30AM 28 Min. County Attorney  
A discussion of how the county budget/funding process allocations funds for its various government agencies.

Eyewitness News Local PA, 6/4 Jim Knaus, PCC, Artem  
One On One 6:30-7AM 14 Min. Vashchlineko, International  
Consultant  
A discussion of the U. S. State Department program, "Community Connections", which helps former Soviet bloc nations learn how to implement Democratic concepts in their home countries.

**PSAs**

City of Tucson/Bike Safety Local PSA :30 seconds ran 2 times April – June.  
Dept. of Economic Security Local PSA :30 seconds ran 7 times April – June.  
Az. Attorney General/ Telemarketing Local PSA :30 seconds ran 34 times April – June.

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, 4/30 Robert Gonzalez, Exec.  
6-6:30AM 7 Min. Dir. Greater Tucson  
Economic Council  
A discussion of GTEC's efforts to attract new industry to insure Tucson's solid growth trend.

Eyewitness News  
One On One

Local PA 6/25  
6:30-7AM 7 Min.

Richard Corbett, Pima Assoc.  
of Governments, Priscilla  
Cornelio, Consultant, Tom  
Bush, Citizens Advisory  
Committee on Mass Transit

A discussion of the problem of expanding  
mass transit systems to the various new  
areas of growth.

## PSAs

Active 20/20 Club  
Boy Scouts of America  
Community Cruisers  
MALDEF  
One on One Mentors  
US Bureau of Census

Local PSA :05/:10/:15/:20/:30 seconds ran 108 times April – June.  
Local PSA :30 seconds ran 5 times April – June.  
Local PSA :15/:30 seconds ran 3 times April – June.  
Local PSA :30 seconds ran 10 times April – June.  
Local PSA :30 seconds ran 1 time April – June.  
Local PSA :30 seconds ran 10 times April – June.

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, 4/2  
6-6:30AM 14 Min.

Dr. Shuana McIssac, Antonio  
Robles, Festival De Salud.

A discussion of the festival's annual health  
fair targeting Hispanics who live on the  
on the Southside of Tucson.

Local PA, 4/9  
6-6:30AM 14 Min.

Lolie Gomez, Dan Rainer,  
La Frontera

A discussion of La Frontera's mental health  
services for lower income people.

Local PA, 5/14  
6-6:30AM 14 Min.

Vicky Stromer, Children to  
Children

A discussion of this program which helps  
children through the grieving process after t  
the death of a loved one.

One On One

Local PA, 4/30  
6:30-7AM 28Min.

Dr. Jason Theodosakis  
U of A. Health Science Ctr.

A discussion of how to deal with HMOs,  
doctors incentives and patient  
responsibilities.

Dr. Dean Edell  
Syn. PA, M-F  
5:30-7A 2 Min./day  
Dr. Dean Edell  
A daily health capsule on various health topics.

Four Your Health  
Local PA, M-F  
5-5:30PM :90 sec. Per day  
10-10:35PM :90 sec. Per day  
Eyewitness News Department  
A daily health report on various topics.

Extra  
Syn. PA, 5/11  
11:35PM-12:05AM 4 Min.  
Various  
A segment on sleep disorders.

Syn. PA, 5/16  
11:35PM-12:05AM 4 Min.  
Various  
A segment on Little League baseball safety.

Syn. PA, 5/18  
11:35PM-12:05AM 4 Min.  
Various  
A segment on low-fat labeling techniques.

Syn. PA, 5/29  
11:35PM-12:05AM 4 Min.  
Various  
A segment on the health dangers of roller coaster rides.

Syn. PA, 6/21  
11:35PM-12:05AM 4 Min.  
Various  
A segment on Scheroderma.

**PSAs**

American Red Cross  
Centurions  
KidsCare CHHP  
Komen Foundation/  
Race for the Cure  
March of Dimes  
Parkinson Disease Ass'n.  
Parseghian Foundation  
Prima Council on Aging  
Local PSA :30 seconds ran 12 times April – June.  
Local PSA :15/:30 seconds ran 26 times April – June.  
Local PSA :30 seconds ran 17 times April – June.

Local PSA :30 seconds ran 25 times April – June.  
Local PSA :05/:10/:15/:20/:30 seconds ran 55 times April – June.  
Local PSA :30 seconds ran 11 times April – June.  
Local PSA :30 seconds ran 85 times April – June.  
Local PSA :30 seconds ran 2 times April – June.

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, 5/28 Teresa Ruiz, Rideshare Program  
6-6:30AM 7 Min. A discussion of Rideshare's programs to encourage alternate transportation uses i.e. carpooling, buses, bicycles and the travel reduction plan.

Eyewitness News Local PA, 5/14 Gary Oaks, City Transportation Planner, Larry Hunter, County Taxpayers Association  
One On One 6:30-7AM 9 Min. A discussion of the forthcoming bond election dealing with street improvements.

Local PA, 6/25 Richard Corbett, Pima Assoc. of Governments, Priscilla Cornelio, Consultant, Tom Bush, Citizen's Advisory Committee on Mass Transit  
6:30-7AM 7 Min. A discussion of PAG's role in trying to start a coordinating plan for the eleven different bus systems in Tucson.

Extra Syn. PA, 4/5 Various  
11:35PM-12:05AM 4 Min. A segment on airbag safety.

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, 5/21 Dennis Rule, Tucson Water  
6-6:30AM 14 Min. Water A discussion of CAP water, blended water, ground water and the effects of this year's drought on groundwater supplies.

Eyewitness News Local PA, 5/28 Steve Pageau, City Water Administration, Larry Hunter  
One On One 6-6:30AM 14 Min. No On Bonds A discussion of the forthcoming bond election which would improve the water system at the cost of increased water bills.

Local PA 5/28 6:30-7AM 28 Min.	Fernando Molina, Water Conservation Program Mgr. City of Tucson	A discussion of the summer Beat The Peak Programs, alternate day watering, drip systems and summer water shortage.
-----------------------------------	---	--

Extra Syn. PA, 4/23 10:30-11:30PM 4 Min.	Various	A segment on re-cycled water.
--	---------	-------------------------------

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  
One on One  
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 lead 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, 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

PROGRAM DESCRIPTIONS (Continued)

Page 11

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.

**KVOA-TV**  
**2<sup>ND</sup> QUARTER PUBLIC SERVICE REPORT**  
**APRIL – JUNE 2000**

**CRIME**

88-CRIME (:15)	29
Gov's Comm. On Domestic Violence (:30)	28

**EDUCATION**

Bolchalk Advertising/Tax Credit (:30)	10
Boys & Girls Clubs (:30)	13
Foundation for Better Living (1:00)	11
Foundation for Animals at Risk (:20; :30)	9
Humane Society of So. Az. (:30)	28
La Frontera Center (:30)	1
Live Theatre Workshop (:30)	27
Missing Children's Network (:30)	1
* Nat'l Council on Teaching Math (:10, :20)	5
Simon Peter Passion Play (:30)	7
* Sports Strategies (:10; :20)	32
Sun Sounds (:30)	3
Tucson Arts District (:30)	8
U of A/Dept. of Psychology (:30)	69
U of A/Office of VP (:30)	8
Veteran's Association/Korean War (:30)	18
YMCA (:30)	27

**EMPLOYMENT**

Desert Survivors (:30)	4
Rehabilitation Services	2

**ENVIRONMENT**

CAP/Water (:30)	7
City of Tucson Solid Waste Mgmt. (:30)	8
Habitat for Humanity/Restore (:30)	41
Nat'l. Arbor Day Foundation (:10)	1

**GOVERNMENT**

* City of Tucson/Bike Safety (:30)	2
Department of Economic Security (:30)	7
Az. Attorney General/Telemarketing (:30)	34

**GROWTH**

Active 20/20 Club (:05; :10; :15; :20, :30)	108
* Boy Scouts of America (:30)	5
Community Cruisers (:15, :30)	3
MALDEF (:30)	10
One-On-One Mentors (:30)	1
US Bureau of the Census (:30)	10

**HEALTH**

American Red Cross (:30)	12
Centurions (:15; :30)	26
KidsCare CHIP (:30)	17
Komen Foundation/Race for the Cure (:30)	25
March of Dimes ( :05, :10; :15 :20; :30)	55
Parkinson Disease Assn. (:30)	11
Parseghian Foundation (:30)	85
Pima Council on Aging (:30)	2

**KIDS**

Ad Council/Kids (:20)	1
Boy Scouts of America (:30)	5
City of Tucson/Bike Safety (:30)	2
Nat'l Council on Teaching Math (:10, :20)	5
Northwest Fire/Kids event (:10;:15; 30)	71
Pop Warner registration (:10)	6
Sidewinder's(Toros) Kids event (:05;:10; 20;:30)	147
Sports Strategies (:10;:20)	32
USA Baseball/Kids event (:30)	4
Valley of the Moon (:30)	1

(\* denotes a PSA also logged in Kids category)