

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

July 1, 2000 through to September 30, 2000

The following is a list of the programs broadcast during the period of July 1, 2000 through September 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, 7/23 6-6:30AM 28 Min.		Deputy Cathy Masters, Pima County Sheriff's Office	A discussion of the DARE (Drug Abuse Resistance Education) program, drugs, alcohol and gang problems relating to the youth of Pima County.
Local PA, 8/13 6-6:30AM 7 Min.		Charlene Laplante, Southern Arizona Legal Aid	A discussion of this agency's program to help victims of domestic violence.
Local PA, 9/3 6-6:30AM 14 Min.		Roger Easy, Pima Community College Police	A discussion of their R.A.D. program - rape aggression defense classes.
Local PA, 9/10 6-6:30AM 28 Min.		Deputy Cathy Masters, County Sheriff's Office	A discussion of Stranger Danger and how parents can educate their children about what to do when approached by strangers.
Eyewitness News One on One	Local PA, 9/3 6:30-7AM 7 Min.	George Cunningham, Mary Ryan, Candidates District 5	A discussion illegal immigration problems and the crimes associated with it.

SOS In America  
Syn. PA, Sun.  
1-1:30AM 22 Min.  
(ran 12 times J-S)  
Various  
A half hour syndicated show dealing with various crime problems in cities across the country.

Extra  
Syn. PA, 8/2  
11:35PM-12:05AM 4Min.  
Various  
A segment on cyber-crime.

Syn. PA, 8/4  
11:35PM-12:05AM 4 Min.  
Various  
A segment on ways to avoid violent crime.

PSAs

Ad Council/Crime  
Local PSA :30/:15 seconds ran 5 times during July – September.

AZ. Attorney General/  
Telemarketing  
Local PSA :30 seconds ran 82 times during July – September.

Az. Dept. of Weights &  
Measures  
Local PSA :30 seconds ran 24 times during July – September.

Gov's Comm. On Domestic  
Violence  
Local PSA :15 seconds ran 15 times during July – September.

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, 7/2  
6-6:30AM 14 Min.  
Rubin Reyes, Latino Films  
A discussion of the effect of Latino Films local production efforts in Tucson on our local economy.

Local PA, 8/6  
6:30AM 7 Min.  
David Corimer, Tucson Water,  
Art Flagg, Citizens Water  
A discussion of a pending water rate increase and how water bills are calculated.

Eyewitness News  
One On One  
Local PA, 8/13  
6:30-7AM 28 Min.  
David Sheppard, Pima  
Community College  
A discussion of financial planning, taxes and investment strategies for retirement.

Local PA, 9/17  
6-6:30AM 28 Min.  
Carole Baumgarten, Exec.  
Director of Habitat For  
Humanity  
A discussion of this program to supply affordable housing to low income families.

	Local PA 9/17 6-6:30AM 28 Min.	Linda Block, "Money 2000"	A discussion of this U of A program that teaches money management and budget planning to its participants.
Bloomberg News	Syn. PA, Sun-Thursdays 4:30-5AM 22 Min.	Various	A daily financial program dealing with various economic topics.
Wall Street Journal Report	Syn. PA, Sun 9-9:30AM 22 Min.	Various	A weekly half hour program on various economic activities from the previous week.
Hispanics Today	Syn. PA, 7/30,8/13, 9/10 9:30-10AM 22 Min.	Various	A half hour monthly show produced by WNBC-TV on Hispanic economic topics.
<u>Education</u> - A concern about school programs, teacher compensation, redistricting, school administration, bi-lingual education, magnet schools, ethnic balances and the general quality of education.			
Impact	Local PA, 8/20 6-6:30AM 14 Min.	Joanne Trujillo, Olga Gutierrez League of Mexican American Women	A discussion of the league's fund raisers to to finance their college scholarship programs.
Eyewitness News One On One	Local PA, 8/27 6:30-7AM 28 Min.	Stan Paz, Superintendent, Tucson Unified School District	A discussion of AIMS testing, drop out rates, teacher compensation, class sizes and bilingual education.
<u>PSAs</u>			
Ad Council/Education Foundation for Better Living	Local PSA :30 seconds ran 5 times during July – September Local PSA :1:00 seconds ran 11 times during July – September.		
Foundation for Animals At Risk	Local PSA :20/:30 seconds ran 42 times during July – September.		
Missing Children's Network New Parents Network	Local PSA :30 seconds ran 8 times during July – September. Local PSA :15 seconds ran 16 times during July – September.		

PSAs (Continued)

Nat'l Council on Teaching Math  
Local PSA :10/:20 seconds ran 17 times during July – September.  
Special Olympics  
Local PSA :60/:30/:20 seconds ran 47 times during July – September.  
Sun Sounds  
Local PSA :30 seconds ran 5 times during July – September.  
Valley of the Moon  
Local PSA :30 seconds ran 5 times during July – September.  
Veteran's Association/Korean War  
Local PSA :30 seconds ran 1 time during July – September.  
YMCA  
Local PSA :30 seconds ran 50 times during July – September.

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

Impact	Local PA, 7/2 6-6:30AM 14 Min.	Peggy Koenig, Barbara Costello Single Parents Reaching Out	A discussion of SPROUT's program that helps single parents and the working poor learn new skills preparing them for better jobs.
	Local PA, 8/27 6-6:30AM 14 Min.	Rosemary Toscano, County Women's Business Center	A discussion of this new center which helps women with small businesses develop and maintain business plans.

Eyewitness News One On One	Local PA, 7/16 6:30-7AM 14 Min.	Judith Clinco, Catalina In-Home Services	A discussion of the growing need for trained potential employees in homecare which is the tenth fastest growing industry in the U.S.
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	Local PA, 9/10 6:30-7AM 28 Min.	Gene Luini, Tucson Association For The Blind, Jim Omvig, Atty.	A discussion of the employment obstacles such as lack of job training, unequal opportunities and their high unemployment rate that face blind people.
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PSAs

Rehabilitation Services  
Local PSA :30 seconds ran 2 times during July – September.

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, 9/3 6-6:30AM 7 Min.	Teresa Ruiz, Rideshare	A discussion of the environmental impact of automobile travel reduction.
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Eyewitness News

One On One  
Local PA, 7/23 Raul Grijalva, County Supervisor  
6:30-7AM 14 Min. Bob Mora, Chairman Parks  
Projects  
A discussion of a new park area on the west side which will preserve this desert area as open space and a wildlife corridor.

PSAs

CAP/Water Local PSA :30 seconds ran 32 times between July – September.  
Az.Dept. Game & Fish Local PSA :30 seconds ran 4 times during July – September.  
Desert Survivors Local PSA :30 seconds ran 34 times July – September.  
Habitat for Humanity  
Restore Local PSA :30 seconds ran 41 times July – September.  
Nat'l. Arbor Day Found. Local PSA :10 seconds ran 8 times July – September.  
Pima County Dept. of Environmental Quality Local PSA :30 seconds ran 29 times July – September.

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, 8/15 Paul Julien, Commissioner A discussion of how a new governmental agency gets started, the funding process and the legislation this commission has been responsible for.  
6-6:30AM 14 Min. Arizona Women Against Violence

Eyewitness News

One On One  
Local PA, 7/30 Mike Hellon, Arizona Republican A discussion of the upcoming National Conventions, the youth/hispanic vote and voter apathy.  
6:30-7AM 28 Min. National Committeeman Bacal, Arizona Democratic National Committeeman

Local PA, 9/3 George Cunningham, Mary Ryan A discussion of federal budgets, social security, immigration policies and the role of the federal government in education policy.  
6:30-7AM 21 Min. Democratic Primary Candidates Congressional District 5

PSAs

Ad Council/Voting Local PSA :30 seconds ran 32 times during July – September.  
Consumer Info Center Local PSA :30/:20/:15 seconds ran 11 times during July – September.

Dept. of Economic Security  
 US Air Force  
 United States Marine Corp.  
 Army National Guard  
 US Navy  
 Tucson Metropolitan Housing Commission

Local PSA :30 seconds ran 22 times during July – September.  
 Local PSA :60/:30 seconds ran 2 times during July – September.  
 Local PSA 60/:30 seconds ran 6 times during July – September.  
 Local PSA :60/:30 seconds ran 149 times during July – September.  
 Local PSA :60/:30 seconds ran 2 times during July – September.  
 Local PSA :30 seconds ran 42 times during July – September.

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 7/16  
 6:30-7AM 14 Min.

Jerry Anderson, Tucson City Council, Dan Peterson, Businessman

A discussion of the planned renovation of Stone Avenue which will add apartments, housing units and service businesses just north of the downtown area.

Eyewitness News  
 One On One  
 Local PA, 7/23  
 6:30-7AM 14 Min.

Raul Grigalva, County Supervisor  
 Bob Mora, Chairman Park Project

A discussion of the counties recent acquisition of 50 acres on the west side to prevent developer growth in the area.

PSAs  
 Boy Scouts of America  
 Hispanic Chamber of Commerce  
 Junior Achievement  
 One-On-One Mentors  
 Salvation Army  
 Tucson Zoological Society

Local PSA :30 seconds ran 4 times during July – September.  
 Local PSA :30 seconds ran 3 times during July – September.  
 Local PSA :30 seconds ran 1 times during July – September.  
 Local PSA :30 seconds ran 16 times during July – September.  
 Local PSA :30 seconds ran 8 times during July – September.  
 Local PSA :30/:10 seconds ran 26 times during July – September.

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

Jerry and Kathy Zelman, Tee Up For Tots, Lindsey Jones, AIDS Walk Coordinator

A discussion of TUFF which raises money for the pediatric cancer research program at UMC and the annual walk to raise funds for the AIDS Foundation.

	Local PA, 8/6 6-6:30AM 14 Min.	Diana Whitman, CODAC Behavioral Services	A discussion of Codac which is a substance abuse prevention and treatment center.
	Local PA, 8/20 6-6:30 AM 14 Min.	Dr. Rodrigo Villar, Judith Keazy Children's Clinic For Rehabilitative Services	A discussion of this organization which serves children with special needs, their physical therapy program and sliding fee scale for low income families.
Eyewitness News One On One	Local PA, 7/2 6:30-7AM 28 Min.	Joe Miller, Ophthalmologist U of A, Lori Jacobwith, Prevent Blindness America	A discussion of blindness prevention PBA's free eye screening program and the need for children to get screenings.
	Local PA, 7/16 6:30-7AM 14 in.	Judith Clinco, National Association For Home Care	A discussion of the benefits of in-home care vs assisted living facilities or nursing homes.
	Local PA, 8/6 6:30-7AM 28 Min.	Captain Joe Gulotta, Tucson Fire Department	A discussion of barbeque safety, project BITE for teenage burn survivors, pool safety and bicycle safety.
For Your Health	Local PA, M-F 5-5:30PM, 1:30/day 10-10:30PM 1:30/day	Eyewitness News Dept.	A local health insert on various health topics.
Dr. Dean Edell	Syn. PA, M-F 5:30-7AM 2 Min/day	Various	A nationally syndicated daily health segment on various topics.
Extra	Syn. PA, 7/11 11:35-12:05AM 4 Min.	Various	A segment on the dangers of diet pills.
	Syn. PA, 9/9 11:35-12:05AM 4 Min.	Various	A segment on eye implants
	Syn. PA, 9/21 11:35-12:05AM 4 Min.	Various	A segment on dealing with stress.

PSAs

American Dental Assn. Local PSA :30 seconds ran 1 time during July – September.  
Intertribal Health Center/Diabetes Local PSA :30 seconds ran 70 times during July – September.  
KidsCare CHIP Local PSA :30 seconds ran 45 times during July – September.  
March of Dimes Local PSA :05/:10/:15/:20/:30 seconds ran 22 times during July – September.  
Rehabilitation Services Local PSA :30 seconds ran 8 times during July – September.  
Southern AZ. AIDS Foundation Local PSA :30/:20 seconds ran 35 times during July – September.  
Tee Up ForTots Local PSA :30/:20/:10 seconds ran 82 times during July – September.

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, 7/16	Jerry Anderson, City Councilman, Janice Miller	A discussion of the new transportation needs for the north Stone redevelopment including bus routes and bike routes for residents and businesses.
	6:30-7AM 14 Min.	City of Tucson	
	Local PA, 9/3	Tereza Ruiz, Pima County Rideshare Program	A discussion of this program to encourage car-pooling and the use of public or alternative transportation.
	6-6:30AM 7 Min.		

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, 8/6	David Corimer, Tucson Water	A discussion of water usage, conservation techniques and the City's ever growing demands on its water resources.
	6-6:30AM 7 Min.	Art Flagg, Citizens Water Advisory Counsel	

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

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.