

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

October 1, 2000 through to December 30, 2000

The following is a list of the programs broadcast during the period of October 1, 2000 through December 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 & 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, 10/29 6-6:30AM 14 Min.	Gail Leland, Kathy Wier, "Homicide Survivors"	A discussion of this organization that helps families whose lives have been effected by a murder.
Eyewitness News	Local PA, 11/12 6-6:30AM 14 Min.	Sgt. Mellor, Lt. Gearhart Sgt. Ledy, Sheriff's Dept.	A discussion of the crime statistics in Pima County which are going down inspite of continued population growth.
One On One	Local PA, 12/24 6:30-7AM 28 Min.	Richard Miranda, Chief TPD David Bartlett, Southern Arizona Attorney General's Office.	A discussion of racial profiling and the programs TPD has instituted to avoid this practice.
Pioneer Fire	Local PA, 11/1,2/3 10-10:35 PM 3:30Min/Day	Eyewitness News Department	A three part series looking back at the Pioneer Hotel Fire thirty years later. This was the deadliest fire in Tucson history.
Extra	Syn. PA, 12/19 11:35PM-12:05AM 4 Min.	Various	A segment on "AirRage"/safety in air plane travel.

Crime (Continued)

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PSAs

AZ. Dept. of Weights

And Measures

Gov.'s Comm on

Domestic Violence

Local PSA :30 seconds ran 30 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, 10/1
6-6:30AM 14 Min.

Rick Meyers, Kathy Carlisle
United Way

A discussion of the “Day of Caring” program which is the kick-off for the annual United Way campaign.

Local PA, 10/8
6-6:30AM 14 Min.

Tana Curtis, Junior League
of Tucson.

A discussion of the League’s various activities which help fund numerous Tucson Charities and needs.

Local PA, 10/15
6-6:30AM 7 Min.

Brian Molina,
Tucson.com

A discussion of the economic impact of this website on attracting new business prospects and tourists.

Eyewitness News

One On One

Local PA, 10/29
6:30-7AM 7 Min.

Gayle Harmann, Yes on 202
Brent Davis, No on 202

A discussion of Proposition 202’s possible effect on the economy of Pima County.

“Street Life”

Local PA, 11/27, 28
10-10:23PM 3Min/Day

Eyewitness News Department

A two part series on the homeless and how they survive on the street.

Wall Street Journal

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

Various

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

Hispanic Today

Syn. PA, 10/29, 11/5
10:30-11AM (2X)
11:30AM-12N (1X)

Various

A monthly Hispanic business show produced by WNBC-TV.

Extra

Syn. PA, 10/15
11:35PM-12:05AM 4Min.

Various

A segment on “stranger danger” and how to protect children.

Education - 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, 10/15
6-6:30AM 14 Min. Amy Charles, Clyde Kranz, Tucson Symphony

A discussion of their programs for children to introduce children to music and fund music education for underprivileged children.

Local PA 12/17
6-6:30AM 28 Min. Sisters Monsegur, Hughes, Ramirez, Our Lady of Lourdes School.

A discussion of this school's bi-lingual education program which is the only one in Southern Arizona.

Eyewitness News

One on One

Local PA, 11/2
6:30-7AM 28 Min. Hector Ayala, Yes on 203 Sal Gabaldon, No on 203

A debate on Proposition 203, which would eliminate bi-lingual education.

Local PA, 11/19
6:30-7AM 28 Min. Dr. Raul Bejarano Superintendent, Sunnyside School District

A discussion of bi-lingual education, AIMMS testing literacy and school funding.

Local PA, 11/26
6:30-7AM 28 Min. June Webb-Vignery, Exec. Dir. Metropolitan Education Commission

A discussion of the new "resiliency program" to help children bounce back from difficult situations.

PSAs

Arizona Opera League
College Financial Aid
Hotline
Educational Enrichment Foundation
New Parents Network
School to Work Partnership
University of Arizona
Valley of the Moon
Veterans/Nam Jam
Volunteer Center of Tucson

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

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

Local PSA :20 seconds ran 3 times October – December.

Local PSA :15 seconds ran 17 times October – December.

Local PSA :60/:30 seconds ran 14 times October – December.

Local PSA :30 seconds ran 80 times October – December.

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

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

Local PSA :30 seconds ran 25 times October – December.

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

Impact Local PA, 11/12 Sgt. Randy Lady,
6-6:30AM 14 Min. County Sheriff's Dept. A discussion of the recruitment program for Sheriff's deputies and corrections officers.

Eyewitness News

Local PA, 10/29 Gayle Hartmann, Yes on 202 A discussion of the possible effect on employment
6:30-7AM 5 Min. Brent Davis, No on 202 this proposition would have due to growth curtailment.

One On One

A discussion of the possible effect on employment this proposition would have due to growth curtailment.

PSAs

Army National Guard Local PSA :60/:30 seconds ran 145 times October – December.

Linkages Job Fair Local PSA :30 seconds ran 8 times October – December.

US Air Force Local PSA :60/:30 seconds ran 26 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, 11/19 Rita Hildebrand, Rideshare A discussion of pollution reduction as a result of carpooling.

6-6:30AM 7 Min.

Eyewitness News

Local PA, 10/15 Luther Propt, No on 100 A discussion of Prop 100 which would designate
6:30-7AM 9 Min. Arlan Colton, Yes on 100 270,000 acres of State land for conservation.

One On One

Kartchner Caverns Local PA, 11/10 Eyewitness News Department

6-6:30PM 22 Min. A special program on the one year anniversary of the opening of the Kartchner Caverns to the public dealing with the environmental impact visitors have had on the cave's interior.

PSAs

Desert Survivors Local PSA :30 seconds ran 11 times October – December.

International Wildlife Local PSA :30 seconds ran 6 times October – December.

Museum

Pima County Dept

Environmental Quality Local PSA :30 seconds ran 61 times October – December.

Tucson Botanical Gardens Local PSA :30 seconds ran 64 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, 11/26 6-6:30AM, 28Min.	Jan Monk, PhD. SW Inst. for Research, Carol Sack, Exec Dir. Women's Foundation of Southern Arizona	A discussion of a recent State Government report evaluating the status of women in government, business and their status as far as health benefits.
Eyewitness News One On One	Local PA, 12/10 6-6:30AM 14 Min.	Ray Carroll, County Supervisor	A discussion of the impact the new President of Mexico may have on our relationships with that country.
Eyewitness News One On One	Local PA, 10/8 6:30-7AM 28 Min.	Trisha Campie, Maria Ramirez, Gilbert Maldonado, National Student Parent Mock Election	A discussion of this program designated to inspire young people to exercise their right to vote.
Decision 2000	Local PA, 10/15 6:30-7AM 9 Min.	Luther Propt, No on 100 Arlan Colton, Yes on 100	A discussion of this proposition which would change the State constitution.
Decision 2000	Local PA, 11/12 6:309-7AM 28 Min.	Linda McMahon, Regional Director for Social Security	A discussion of the social security program and possible future changes in the program.
Decision 2000	Local PA, 10/22 2-5PM 3 Hours	Eyewitness News Department	A three hour special presentation featuring candidates and pro/con representatives of Propositions on the November ballot.
Decision 2000	Local PA, 10/16 10/31 6-6:30PM 2:30Min/Day	Eyewitness News Department	A week long series on propositions 100, 106, 108, and 202 as well as the two County Board of Supervisors races.
Mexico's Inauguration	Local PA, 11/30, 12/1 10-10:35PM 2 Min/Day	Eyewitness News Department	A two part series from Mexico City covering the inauguration Of President Fox.

PSAs

Ad Council/Voting
Dept. of Economic
Security
Local PSA :30 seconds ran 14 times October – December.
Local PSA :30 seconds ran 2 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, 10/15
6-6:30AM 7 Min.
Brian Molina, Tucson.com
A discussion of this web-site which promotes Tucson businesses opportunities and tourism.

Eyewitness News
One On One
Local PA, 10/15
6:30-7AM 9 Min.
Luther Propst, No on 100
Arlan Colton, Yes on 100
A discussion of Proposition 100 which would limit growth by changing the way Arizona manages state land – also known as the Growing Smarter Plan.

Local PA, 10/29
6:30-7AM 12 Min.
Gayle Hartmann, Yes on 202
Brent Davis, No on 202
A discussion of 202's requirement that cities and counties with population of over 2500 have a growth management plan and establish growth boundaries.

PSAs

Boys & Girls Clubs
Casa de Los Ninos
DES Tax Credit
Habitat for Humanity
Jewish Family and
Children's Service
Rex Allen Days
St. Luke's/Sensational
Settings
Southern Arizona AIDS
Foundation
Salvation Army
Tucson Zoological
Society
Tucson Marathon
United Way

Local PSA :60/:30 seconds ran 4 times October – December.
Local PSA :30 seconds ran 41 times October – December.
Local PSA :30 seconds ran 50 times October – December.
Local PSA :30/:20 seconds ran 173 times October – December.
Local PSA :30 seconds ran 115 times October – December.
Local PSA :30 seconds ran 40 times October - December.
Local PSA :30 seconds ran 15 times October – December.
Local PSA :20/:30 seconds ran 104 times October – December.
Local PSA :30 seconds ran 18 times October – December.
Local PSA :30/:10 seconds ran 70 times October - December.
Local PSA :30 seconds ran 19 times October - December.
Local PSA :30 seconds ran 92 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, 10/1
6:30-7AM 28 Min.
Pamela Marquez, Katie Heltzel,
Manyos De Ayuda

A discussion of this program "helping hands" – a volunteer medical program for children in Rocky Point, Mexico.

Local PA, 10/8
6-6:30AM 14 Min.
Anne Addison, Glenna Kornegay
Las Familias

A discussion of this non-profit organization that that helps sexually abused or molested children.

Local PA, 10/29
6-6:30AM 14 Min.
Dr. Debbie Friedman, Maria
Mendola, R.S.

A discussion of breast cancers awareness month.

Health (Continued)

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Local PA, 12/10
6-6:30AM 14 Min. Philip Heresh, DES, Child Care
Mimi Gray, U of A. A discussion of the various United Way programs
that benefit children.

Eyewitness News

One on One Local PA, 11/5
6:30-7AM 28 Min. Janice Palmer, Proposition 200
Dr. Eve Shaper, Proposition 204 A discussion of these two propositions which both
deal with the disposition of tobacco settlement
dollars to solve health problems in the state.

Local PA, 12/3
6:30-7AM 28 Min. Dr. Kevin Leman
A discussion of child rearing concepts,
blended families and single parent families.

Dr. Dean Edell Syn. PA, M-F
5:30-7AM 2 Min/Day Various A daily two minute segment on various health
topics.

For Your Health Local PA, M-F
5-5:30PM 1:30Min/Day Eyewitness News Department A daily segment on various health topics.

Cleaning The Air Local PA, 11/6
6-6:30PM 4 Min. Eyewitness News Department A segment looking back at the Tucson smoking ban
after one year.

Extra Syn. PA, 10/4
11:35PM-12:05AM 4 Min. Various A segment on stress and various treatments.

Syn. PA, 10/22
11:35PM-12:05AM 4 Min. Various A segment on diet DO's and DON'Ts.

Syn. PA, 10/23
11:35PM-12:05AM 4 Min. Various A segment on the dangers of Alpha-hydroxy.

Syn. PA, 11/8
11:35PM-12:05AM 4 Min. Various A segment on breast implants.

Syn. PA, 12/18
11:35-12:05AM 4 Min. Various A segment on "Nicotine Gum".

PSAs

Intertribal Health Center
Diabetes
March of Dimes
Las Familias
Red Cross
Southern Arizona AIDS
Foundation
Tee Up For Tots
Tucson Health Care Council
Winter Wellness

Local PSA :30 seconds ran 39 times October – December.
Local PSA :30 seconds ran 39 times October – December.
Local PSA :60/:30 seconds ran 71 times October – December.
Local PSA :30 seconds ran 87 times October – December.
Local PSA :30/:20 seconds ran 4 times October – December.
Local PSA :30 seconds ran 93 times October – December.
Local PSA :30 seconds ran 35 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
Eyewitness News
One On One
PSAs

Local PA, 11/19
6-6:30AM 14 Min.
Local PA, 10/29
6:30-7AM 14 Min.

Rita Hildebrand, Pima
Association of Governments
Gayle Hartmann, Yes on 202
Brent Davis, No on 202

A discussion of alternative transportation including bus transportation and car pooling.
A discussion of the effect 202 would have on traffic congestion due to growth containment.

Goodwill/Wheels to
Work
Tucson Airport
Authority/Changes

Local PSA :30/:60 seconds ran 35 times October – December.
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.

Impact
Local PA, 11/19
6-6:30AM 14 Min.
Marie Peathree, Tucson Water
A discussion of blended CAP water and what people can expect as it's use is integrated by Tucson 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

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.