

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

January 1, 2001 through to March 31, 2001

The following is a list of the programs broadcast during the period of January 1, 2001 through March 31, 2001 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, 2/11 6-6:30AM 14 Min.	Gary Dhaemer, Exec. Dir. 88-Crime	A discussion of the history of 88 Crime, how it works and how the rewards are funded.
	Local PA, 3/18 6-6:30AM 14 Min.	Lt. Mark Napier, Tucson Police Dept.	A discussion of the South 6 th and 12 th avenue crime corridors and how the increase in police presence/citizen involvement has resulted in a 14% decrease in crime.
Eyewitness News	Local PA, 1/28 6:30-7AM 5 Min.	U. S. Senator Jon Kyl	A discussion of illegal aliens and the increased personnel for the U. S. Border Patrol.
One on One	Local PA, 2/25 6:30-7AM 28 Min.	Robin Andrews, FBI, Jeff Englander, Sheriff's Dept., Phil Uhall, TPD	A discussion of child pornography and seduction on the internet.
Net Dangers	Local PA, 2/18-20 10-10:35PM 4 Min. a day	Eyewitness News Dept.	A three part series on internet predators.

The Difference Between
Life and Death

Local PA, 2/28, 3/1
10-10:35PM 2 1/2Min.day

Eyewitness News Dept.

A two part series on how women can protect themselves in various situations.

SOS In America

Syn. PA Sunday
11-11:30AM 1/7, 1/14,
4:30-5PM 1/21-3/25 22 Min.

Various

A syndicated program about crime problems and solutions in various cities in America.

Extra

Syn. PA, 1/3
11:35PM-12:05AM 4 Min.
Syn. PA, 2/2
11:35PM-12:05AM 4 Min.
Syn. PA, 3/11
11:35PM - 12:35PM 4 Min.

Various

A segment on date rape drug GHB.

Various

A segment on home security.

Various

A segment on economic scams.

PSAs

Az. Dept. of Weights
And Measures
AG's Office on
Domestic Violence
Medical Fraud

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

Local PSA :30 seconds ran 28 times January – March.

Local PSA :30 seconds 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, 1/7
6-6:30AM 14 Min.

Shirley Chann, Ann Black-
mar, Don Luria, Tucson
Arts Odessey

A discussion of the economic impact of the Tucson
Arts District upon the local economy.

Local PA, 2/4
6-6:30AM 28 Min.

Paul Crevosahy,
Antoinette Matlins, Gem-
ologists

A discussion of the annual economic impact
of the Gem and mineral show.

Local PA, 2/18
6-6:30AM 14 Min.

Bobby O'Connor, Andy Gregory, Tucson Museum of Art

A discussion of the annual fund raiser which is their sole supply of monies to operate the museum.

Eyewitness News
One On One

Local PA, 1/7
6:30-7AM 14 Min.

Karin Uhrich, Ron Austin Paul Patterson, Primavera Foundation.

A discussion of the foundation's program for the homeless and need for more affordable housing.

Local PA, 1/14
6:30-7AM 28 Min.

Mark Valentine, Estate Planner

A discussion of the need for estate planning, tax implications on retirement plans and probate.

Local PA, 1/28
6:30-7AM 5 Min.

U. S. Senator Jon Kyl

A discussion of the proposed tax cut and campaign reform.

Local PA, 3/17
6:30-7AM 9 Min.

Phil Richardson No Dan Burtchin-Yes Casas Adobes Incorporation.

A discussion of the new tax base that would be installed if Casas Adobes were to be incorporated.

Homegrown Arizona

Local PA 2/5-2/8
6-6:30PM 2:30Min.day

Eyewitness News Dept.

A five part series on agriculture in Southern Arizona.

Wall Street Journal
Report

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

Various

A weekly half-hour business and economic program produced by Dow Jones and Company.

Hispanic Today

Syn. PA, Sun.
1/7 II:30AM - 12N.
2/4, 3/49:30-10AM
22 Min.
Sum. 1/7 12N-1PM
44Min.

Various

A monthly Hispanic business show produced by WNBC-TV.

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, 1/7
6-6:30AM 14 Min.

Shirley Chann, Ann Blackmar, Don Luria, Tucson Arts Odessey

A discussion of this program to make students aware of the theater, museums and symphony programs in Tucson.

Local PA, 1/14
6-6:30AM 14Min.

Ron Clayton, Ruth Fawx
Tucson Education Program

A discussion of this mentoring program to help self esteem and improve school performance.

Local PA, 1/21
6-6:30 AM 14 Min.

Betty Eppler, Elaine Romero, Arizona Women's Studies Advisory Council

A discussion of program to raise awareness for students interested in writing.

Local PA, 2/18
6-6:30AM 14 Min.

Ted Martinez, David Foster
Sunnyside School Found'n

A discussion of the Foundation's funding of special projects and field trips for Sunnyside students.

Eyewitness News

One On One

Local PA, 1/28
6:30-7AM 5 Min.

U. S. Senator Jon Kyl

A discussion of the President's education plan and school vouchers.

Local PA, 2/4
6:30-7AM 14 Min.

June Vigney, Exec. Dir.
Metropolitan Educational Commission, Mari High Pima/Santa Cruz County Tech Prep Consortium

A discussion of the "tech prep" program for high school students and how they can earn college credits while still in high school.

Local PA, 2/18
6:30-7AM 14 Min.

Bob Jensen, Chancellor,
Angela Zardaira, Pima Community College

A discussion of PCCs new northwest campus and their plans for future campuses in Marana and the Rita Ranch area.

"Schooling"

Local PA, 2/26-2/28
6-6:30PM 3 Min./day

Eyewitness News Dept

A three part series private schools. (Catholic, Private, Charter). "Is it right for your child?"

PSAs

University of Arizona
St. Gregory's Sip
School-To-Work
Partnership

Local PSA :30 seconds ran 55 times between January - March.
Local PSA :30 seconds ran 28 times between January – March.
Local PSA :30 seconds ran 4 times between January – March.

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

Impact

Local PA, 2/25
6-6:30AM 28 Min.

Donna Nordin, Don Luiva
Michael Luria, Restaurant
Operators

A discussion of the employment
opportunities in the restaurant businesses.

Eyewitness News
One On One

Local PA, 1/7
6-30-7AM 14 Min.

Karin Uhlich, Ron Austin
Paul Pattison, Primavera
Foundation

A discussion of the opportunities the
foundation supplies to the homeless that are seeking
employment.

Local PA, 2/4
6:30-7AM 14 Min.

June Vigney, Exec. Dir.
Metropolitan Education
Commission, Mari High
Pima/Santa Cruz County
Tech Prep Consortium

A discussion of job opportunities in the high
tech field and the preparatory programs available
to high school students.

Local PA, 2/18
6:30-7AM 14 Min.

Bob Jensen, Barb Tansey
Pima Community College

A discussion of PCC's partnership with the local
business community to train students for the local
workforce.

PSAs

Army National Guard
Native American Job
Fair
US Air Force

Local PSA :60/:30 seconds ran 133 times between January – March.
Local PSA :30 seconds ran 52 times between January – March.
Local PSA :60/:30 seconds ran 9 times between 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, 1/21 Sally Drachman, Anna Jolivet,
6-6:30AM 14 Min. Cycle of Life A discussion of this program which raises funds to plant trees in local parks and underserved areas.

Local PA, 3/11 Maria Peartree, Tucson Water A discussion of a recent \$400,000 grant to
6-6:30AM 7Min. Melanie Seecat, Don Freeman evaluate the environmental impact on water
Pima Association of Government quality in Pima County.

Eyewitness News
One On One Local PA, 1/28 U. S. Senator Jon Kyl A discussion of President Clinton's last minute
6:30-7AM 5 Min. designation of new National Monument areas in
Arizona.

PSAs

Az. Dept. Water Resources Local PSA :30 seconds ran 17 times between January – March.
Desert Survivors Local PSA :30 seconds ran 41 times between January – March.
Nature Conservancy Local PSA :30 seconds ran 10 times between January – March.
Pima County Dept. Environmental Quality Local PSA :30 seconds ran 16 times between January – March.
Tucson Clean and Beautiful Local PSA :30 seconds ran 23 times between 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, 3/18 Col. Ron Shoopman, Commander A discussion of the importance of continued
6-6:30AM 14 Min. Air National Guard funding for the Guard and the various training
missions the local wing performs.

Local PA, 3/25 Jose Ibarra, City Councilman A discussion of the new city budget and how the
6-6:30AM 7Min. mayor and council are trying to fairly allocate the
available funds amid growing budget requests.

Eyewitness News
One On One Local PA, 1/28 U. S. Senator Jon Kyl A discussion of the issues facing the new 2001
6:30-7AM 5 Min. Congress.

Local PA, 1/21 6:30-7AM 14 Min.	Regina Kelly, Exec. Dir. "Voices"	A discussion of this program which seeks and administers government funding for low income housing.
Local PA, 3/4 6:30-7AM 28 Min.	Don Carson, James Johnson U of A	A discussion of the 30 year Congressional career of Morris K. Udall.

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, 3/25 6-6:30AM 7 Min.	Jose Ibarra, City Councilman	A discussion of a growth on the west side, the need for infrastructure and the Rio Nuevo Project.
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Eyewitness News One On One Local PA, 3/11 6:30-7AM 9 Min.	Don Burchin, Yes Phil Richardson, No Proposal to Incorporate Casas Adobes	A discussion of this proposition to incorporate Casas Adobes which would allow the area to control its own growth and zoning vs being controlled by the County.
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PSAs

Arts Odyssey Arizona Opera DES Tax Credit Fdtn. For Animals at Risk Habitat for Humanity Help on Call Crisis Line LPGA Las Familias New Parents Network Simon Peter Passion Play Retired Senior Volunteers	Local PSA :30 seconds ran 51 times between January – March. Local PSA :30 seconds ran 13 times between January – March. Local PSA :30 seconds ran 23 times between January – March. Local PSA :20/:30 seconds ran 18 times between January – March. Local PSA :30/:20 seconds ran 24 times between January – March. Local PSA :30 seconds ran 53 times between January – March. Local PSA :30 seconds ran 113 time between January – March, Local PSA :60/:30 seconds ran 46 times between January – March. Local PSA :15 seconds ran 2 times between January – March. Local PSA :30 seconds ran 13 times between January – March. Local PSA :10 seconds ran 2 times between January – March.
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Top Dog
United Way
WWII Registry
Local PSA :30 seconds ran 2 times between January – March.
Local PSA :30 seconds ran 14 times between January – March.
Local PSA :30 seconds ran 55 times between 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, 1/14
6-6:30AM 14 Min.
Dr. Robert Dryden
A discussion of new techniques in cosmetic surgery.

Local PA, 1/28
6-6:30AM 28Min.
Maria Breitenback, Mary Allison,
Los Puentes, Cheryl Borden,
Consumer Education Specialist
A discussion of the Los Puentes program that helps the female breast cancer survivors and the nutritional value of peanuts.

Local PA, 2/11
6-6:30AM 14 Min.
Gary Rneau, Geriatric Services
of America
A discussion of the treatment of upper respiratory diseases.

Local PA, 3/4
6-6:30AM 14 Min.
Josh Katz, 20/30 Club
A discussion of an upcoming fund raiser for “Tu Nidito” which is a hospice for young children.

Local PA 3/25
6-6:30AM 14 Min.
Dr. Deborah Friedman
A discussion of breast cancer awareness and the Race for the Cure.

Eyewitness News
One On One
Local PA, 3/18
6:30-7AM 28 Min.
Dr. Debbie Friedman, Ann
Hastings, Run For the Cure
A discussion of breast cancer mammograms and the importance of self examination.

Long Term Love
Local PA, 2/12&13
6-6:30PM 3Min/day
Eyewitness News Department
A two part series on caring for elderly parents.

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

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

Syn. PA, 1/18 11:35PM-12:05AM 4 Min.	Various	A segment on radiowave corrective eye surgery.
Syn. PA, 1/31 11:35PM-12:05AM 4 Min.	Various	A segment on breast cancer detection.
Syn. PA, 2/19 11:35PM-12:05AM 4 Min.	Various	A segment on laser eye surgery.

PSAs

American Cancer Society Intertribal Health Center/ Diabetes	Local PSA :10/:20/:30 seconds ran 105 times between January - March.
March of Dimes	Local PSA :30 seconds ran 62 times between January – March.
Race for the Cure	Local PSA :20/:30 seconds ran 5 times between January – March.
Red Cross	Local PSA :15/:20/:30 seconds ran 73 times between January – March.
Tee Up ForTots	Local PSA :30 seconds ran 66 times between January – March.
Tucson Health Care Council	Local PSA :30 seconds ran 44 times between January – March.
Winter Wellness	Local PSA :30 seconds ran 12 times between 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, 3/11 6-6:30AM 14Min.	Melanie Seacat, Don Freeman, Pima Association of Governments	A discussion of the priorities in the short and long range plans in the County transportation improvement plan.
Eyewitness News	Local PA, 3/11 6:30-7AM 9 Min.	Don Burchin, Yes Phil Richardson, No Casa Adobes Incorporation Proposition.	A discussion of the possible impact of incorporation upon solving the areas extremely overcrowded road system.

PSAs

Goodwill Wheels to Work Tucson Airport Authority/
Changes Local PSA :30/:60 seconds ran 35 times January – March.
Local PSA :30 seconds ran 48 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, 3/11 Marie Peachtree, Tucson Water A discussion of a study Tucson Water is doing to determine the contents of water being distributed through their system.
6-6:30AM 7 Min.

Eyewitness News Local PA, 3/25 David Modeer, Director A discussion of “blended” water which is a combination of CAP water and ground water intended to finally utilize CAP water and lessen the use of our underground reserves.
One On One 6:30-7AM 28 Min. 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.

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.

PROGRAM DESCRIPTIONS (Continued)
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Dr. Dean Edell
(Mon-Fri) two minute health insert on various health topics.
Scheduled 6-7AM

Save Our Streets/
SOS in America
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.

Hispanics Today
A syndicated monthly half hour show discussing economic news of importance
to Hispanics. Produced by WNBC-TV. First Sunday morning of every month.