

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

April 1, 2001 through to June 30, 2001

The following is a list of the programs broadcast during the period of April 1, 2001 through June 30, 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, 6/24 6-6:30AM 24 Min.	Barbara LaWall, Pima County Attorney, Ann Donohue, Casa De Las Ninos.	A discussion of recent legislation covering the "Safe Baby" program designated to accept unwanted newborns within the first 72 hours at hospitals, firestations or the Casa De Los Ninos thus avoiding prosecution for child abandonment or murder.
	Local PA, 6/30 6-6:30AM 14 Min.	Kay Ott, Rebecca Manoleas, CASA Program.	A discussion of the county's Court Appointed Special Advocate (CASA) program which assists the needs of abused and neglected children.
Eyewitness News One On One	Local PA, 4/22 6:30-7:00AM 14 Min.	Lawrence Taylor, Writer Anthropologist	A discussion of "Tunnel Kids", who are homeless children who live in the tunnels along the Mexican border, and many times resort to crime as a source of income.

Crime (Continued)
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New Home Theft	Local PA, 5/10 6-6:30PM 3 Min.	Eyewitness News Dept.	A segment on the theft of home appliances from houses under construction.
Better Behind Bars	Local PA, 5/8 6-6:30PM 3 Min.	Eyewitness News Dept.	A segment on prison conditions and the use of telemedicine in area prisons.
SOS In America	Syn. PA, Sat. 4:30-5AM 22 Min.	Various	A weekly half-hour program dealing with crime issues in cities across America.
Extra	Syn. PA, 4/9 11:35-12:05AM	Various	A segment on coerced confessions.
PSAs			
AZ. Dept. of Weights & Measures	Local PSA :30/:60 seconds aired 2 times April – June.		
DES/Medicare Fraud	Local PSA :30 seconds aired 5 times between April – June.		
<u>Economy</u> – 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, 4/1 6-6:30AM 14 Min.	Sister Luisa Sanchez Immaculate Heart of Mary	A discussion of their fund raising efforts to build a new gym at Tucson's oldest Catholic school.
	Local PA 4/22 6-6:30AM 7 Min.	Margaret Romero, Patty Lopez, Mariachi Conference.	A discussion of the economic impact of this national convention on Tucson.
	Local PA, 5/27 6-6:30AM 28 Min.	Bruce Wright, U of A. Economic Development Office, Lisa Lloyd, Invention University	A discussion of the economic impact of Tucson's Arts community and the process for developing inventions for profit.
Eyewitness News One On One	Local PA 4/2 6:30-7AM 14 Min.	Lawrence Taylor, Author Anthropologist	A discussion of poverty along the Mexican American border and the Mi Neuva Casa program.

Economy (Continued)

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Local PA, 5/20
6:30-7AM 8 Min.

State Senators Ruth
Soloman, Toni Hellon

A discussion of the forthcoming State Budget.

Hispanics Today

Syn. PA, 5/20
6/17, 6/24
10:30-11AM 22 Min.

Various

A syndicated program produced by WNBC-TV
on Hispanic economic issues.

Wall Street Journal Report

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

Various

A half hour business and economic news program
produced by the Wall Street Journal.

Extra

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

Various

A segment electric conservation methods.

Syn. PA, 6/24

Various

A segment on gas saving gadgets.

11:35PM-12:05AM 4 Min.

Syn. PA 6/27

Various

A segment on tips for home re-financing.

11:35PM-12:05AM 4 Min.

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, 4/1
6-6:30AM 14Min.

David Membula,
Melissa Dela Rosa,
Sunnyside High School

A discussion of Sunnyside's various college
scholarship programs and their local fund
raising efforts.

Local PA, 4/8
6-6:30AM 28 Min.

Olga Aguilar, League of
of Mexican-American
Women, Jana Brewer, U
Of A Spring Fling

A discussion of the league's college scholar-
ship program and the Spring Fling which is
largest student run event in the country.

Eyewitness News
One On One

Local PA, 5/13
6:30-7AM 28 Min.

June Webb-Vignery
Executive Director
Metropolitan Education
Commission

A discussion of the "Resolving Initiative" to
to teach kids to recover from adversity and
"Dreams Come True" program to get more
lower income kids to graduate from
high school and attend college.

Education (Continued)

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Local PA, 5/20
6:30-7AM 10 Min. State Senators Ruth Soloman, Toni Hellon
A discussion of the implementation of Proposition 301 which created additional funding for education.

Local PA, 6/23
6:30-7AM 25 Min. Sheila Saxberg, Amy Hartman, Tucson Children's Museum
A discussion of the travelling Marquest exhibit which is an educational exhibition for children describing Mars.

PSAs

Lame for a Game Local PSA :30 seconds ran 39 times April – June.
Las Familias Sexual Abuse Center Local PSA :60/:30 seconds ran 21 times April – June.
University of Arizona Local PSA :60/:30 seconds ran 67 times April – June.

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

Impact Local PA, 6/17 Bob Walkup, Mayor, Don Luria, Business Owner
A discussion of the “Good Business Partnership Program” to encourage higher wages and employment growth in Tucson.

Eyewitness News Local PA, 6/13 Brian Flagg, Casa Maria and Primavera Foundation
A discussion of these agencies programs to assist the homeless in finding employment and a new law to stop Labor Halls from exploiting the unemployed.

Wall Street Journal Report Syn. PA, 5/20 Various
9-9:30AM 5 Min. A segment on the employment outlook for college graduates.

PSAs

Army National Guard Local PSA :60/:30 seconds ran 99 times April – June.
Beacon Foundation Fundraiser Local PSA :30 seconds ran 7 times April – June.
Tucson Assn. For the Blind Local PSA :30 seconds ran 21 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, 5/6
6-6:30AM 14 Min. Beth Gorman, Dept. of Environmental Quality
Pima County

A discussion of the air quality monitoring system in the county and the interpretation of the air quality rating system.

Local PA, 6/30
6:00-6:30AM 3 Min. Teresa Ruiz, Tucson Rideshare Program

A discussion of the environmental benefits of the use of alternative transportation modes.

Eyewitness News

Local PA, 4/15
6:30-7AM 7 Min. Mark Ginsberg, U. S. Energy Dept., John Miller
Armory Del Sol

A discussion of the current state of solar energy energy and its application to housing developments.

PSAs

Desert Survivors
Local PSA :30 seconds ran 18 times April – June.

Forever Wild Rehabilitation
Local PSA :30 seconds ran 8 times April – June.

International Wildlife Museum
Local PSA :30 seconds ran 5 times April – June.

Nature Conservancy
Local PSA :60/:30 seconds ran 73 times April – June.

Pima County Dept. Environmental Quality
Local PSA :30 seconds ran 21 times April – June.

Tucson Clean & Beautiful
Local PSA :30 seconds ran 102 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, 5/6
6-6:30AM 14 Min. Barbara La Wall, Pima County Attorney

A discussion of the current county budgeting system the process, departmental input and the possible effect on the tax base.

Eyewitness News

Local PA, 4/1
6:30-7AM 28 Min. Tom Volgy, former Mayor
of Tucson

A discussion of citizen participation in local government and the campaign reform act.

One On One

Government (Continued)

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Local PA, 4/15 Mark Ginsberg, U. S. A discussion of US government funding and
6:30-7AM 7 Min. Department of Energy involvement in energy conservation housing
projects like Armory Del Sol.

Local PA, 5/20 State Senators Ruth A discussion of the legislative session that just
6:30-7AM 8 Min. Solomon, Toni Hellon ended and an evaluation of the Governor's first
year.

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.

Eyewitness News

One On One Local PA, 4/8 Dr. Oscar Martinez A discussion of the tremendous growth in Tucson
6:30-7AM 28 Min. U of A and Arizona of the Mexican American population
and their potential political influence on growth
patterns.

Local PA, 4/15 John Miller, Armory A discussion of this new development which is an
6:30-7AM 14 Min. Del Sol “in fill” project vs sprawl.

Local PA, 5/27 Tom Douchette, Home A discussion of the effect of current zoning laws
6:30-7AM 21 Min. Builder, Luther Probst on innovative building concepts and in-fill develop-
ment to slow sprawl.
Exec. Dir. Sonoran Inst.

PSAs

Chicano Por La Causa – Tex Mex Local PSA :30 seconds ran 33 times April – June.
DES Tax Credit Local PSA :30 seconds ran 2 times April – June.
Foundation. For Animals in Risk Local PSA :30/:20 seconds ran 31 times April – June.
Help on Call Crisisline Local PSA :30/:15 seconds ran 77 times April – June.
Humane Society of So. Arizona Local PSA :30 seconds ran 39 times April – June.
RSVP Volunteer Program Local PSA :10 seconds ran 9 times April – June.
Salvation Army Local PSA :30 seconds ran 8 times April – June.
SCORE Local PSA :30 seconds ran 31 times April – June.
Simon Peter Passion Play Local PSA :30 seconds ran 23 times April – June.
Top Dog Local PSA :30 seconds ran 40 times April – June.
United Way Local PSA :30 seconds ran 3 times April – June.
Veteran's W/WWII Memorial Local PSA :30 seconds ran 67 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, 4/15
6-6:30AM 28 Min.
Dr. Janna White, Dan Johnson, The Wellness Center.
A discussion of women's health problems and how to deal with work place stress.

Local PA, 4/29
6-6:30AM 14 Min.
Peg Forgey, Dr. Gary Simpson, Las Familias
A discussion of child abuse awareness month and the services this agency offers to abused children.

Eyewitness News
One On One
Local PA, 5/6
6:30-7AM 28 Min.
Mark Clark, Lurie Ledy, Gaby Gutierrez, CODAC
A discussion of CODAC's programs for drug abuse, mental health, alcohol dependency and mental depression.

Local PA, 6/24
6:30-7AM 28 Min.
Laurie Bera, Trish Molina, Prevent Blindness America
A discussion of children's eye testing, eye safety and their free eye screening program.

For Your Health
Local PA, M-F
5-5:30PM, except week of 5/21, 1 1/2Min. a day
Eyewitness News Dept.
A daily health report on various topics.

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

Extra
Syn. PA, 4/7
11:35PM-12:05AM 4 Min.
Various
A segment on cancer treatments.

Health (Continued)

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	Syn. PA, 4/13	Various	A segment on hoof and mouth disease.
	11:35PM-12:05AM 4 Min.		
	Syn. PA, 4/16	Various	A segment on alternative medicine.
	11:35PM-12:05AM 4 Min.		
	Syn. PA, 5/16	Various	A segment on viagra for women.
	11:35PM-12:05AM 4 Min.		
	Syn. PA, 6/14	Various	A segment on sunscreen safety.
	11:35PM-12:05AM 4 Min.		
PSAs			
AZ. DHS/Methamphetamine	Local PSA :30 seconds ran 22 times April – June.		
AZ. DHS/Absstinence	Local PSA :30 seconds ran 16 times April – June.		
American Cancer Society	Local PSA :20/:30 seconds ran 99 times April – June.		
Centurions/Carondolet	Local PSA :30 seconds ran 52 times April – June.		
Intertribal Health Center/Diabetes	Local PSA :15/:30 seconds ran 65 times April – June.		
March of Dimes Walkamerica	Local PSA :20/:30 seconds ran 35 times April – June.		
March of Dimes/Folic Acid	Local PSA :30 seconds ran 109 times April – June.		
Parseghian Foundation	Local PSA :10/:20/:30 seconds ran 62 times April – June.		
Race for the Cure	Local PSA :30 seconds ran 5 times April – June.		
Red Cross Penny Drive	Local PSA :30/:45 seconds ran 4 times April – June.		
Safe Baby Program	Local PSA :30/:15 seconds ran 46 times April – June.		
Tee Up For Tots	Local PSA :30 seconds ran 28 times April – June.		
UA College of Nursing			

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, 6/30	Teresa Ruiz, Tucson	A discussion the gas price crisis, car pooling and
	6-6:30AM 11 Min.	Rideshare	the use of public transportation to ease traffic
			congestion.

Transportation (Continued)

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Eyewitness News

One On One

Local PA, 5/27
6:30-7AM 7 Min.

Luther Probst, Sonoran
Institute, Tom
Douchette, Southern
Ariz. Homebuilders Assn.

A discussion of the need for better in-city zoning to encourage builders not to build in the county thus avoiding new expensive road construction and utilizing existing transportation Modes.

PSAs

Goodwill/Wheels to Work

Local PSA :30/:60 seconds ran 17 times April - June

Tucson Airport Authority/changes
Tucson Airport Authority/
Aviation Day

Local PSA :30 seconds ran 91 times April – June
Local PSA :30 seconds ran 28 times April – June.

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, 5/20
6-6:30AM 14 Min.

Fernando Molina
Tucson Water

A discussion of water conservation and the various educational programs the city has to teach these practices.

Local PA, 6/24
6-6:30AM 14 Min.

Ruth Jacome, Luis
Bracamonte, Dia de
San Juan

A discussion of this Hispanic celebration in preparation for Tucson's annual monsoon monsoon season during which the area receives over 60% of its annual rainfall and the seasons effect on water re-charge.

Eyewitness News

One On One

Local PA, 6/17
6:30-7AM 14Min.

Cecilly Gill, Greg
Cornan, Tucson
Botanical Gardens

A discussion of xeriscape which is a system that that minimizes water usage on desert landscaping

CAP Returns

Local PA, 5/3
6-6:30PM 15 Min.

Eyewitness News
Department

A special on the introduction on this day of "blended" water which is a combination of CAP and ground water to the entire Tucson water system.

PSAs

Goodwill/Wheels to Work
Tucson Airport Authority/changes
Tucson Airport Authority/
Aviation Day

Local PSA :30/:60 seconds ran 17 times April – June.
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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.

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.

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