

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

July 1 through to September 30, 2001

The following is a list of the programs broadcast during the period of July 1, 2001 through September 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, 7/1 6 - 6:30AM, 15 min.	Kay Ott, Rebecca Manoleas, CASA Program	A discussion of the Court Appointed Special Advocacy Program (CASA) which addresses the needs of abused and neglected children.
	Local PA, 7/29 6 - 6:30AM 21 min.	Cathy Masters, Pima County Sheriff's Office	A discussion of drugs and alcohol use at school and preventing shooting incidents.
	Local PA, 8/12 6 - 6:30 AM, 14 min.	Norma Mackenzie, Tucson Centers for Women & Children	A discussion of domestic violence and the program the center has for assisting victims.
	Local PA, 9/9 6 - 6:30AM, 14 min	Andy Federhar, Men's Anti-Violence Network	A discussion of M.A.N.'s mission to prevent domestic violence.
Eyewitness News One on One	Local PA, 9/9 6:30 - 7 AM, 7 min.	Steve Leal, Jesse Lugo City Council Candidates Ward 5	A discussion of how each candidate would address the growing crime problem on the city's southside.

SOS in America
Syn. PA, Sundays
6-6:30PM, 22 min. Various
A weekly program on crime problems in cities across the country.

Extra
Syn. PA, 9/18
11:35-12:05AM, 4 min. Various
A segment on national security breaches.

Syn. PA, 9/19
11:35 – 12:05AM, 4min. Various
A segment on airline safety.

PSAs:

Safe Baby Campaign (:30;:20) Ran 128 times 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, 8/12
6-6:30AM 14 min. Kathy Carlisle, Ron Russell, United Way
A discussion of the history of the United Way in Tucson and this year's fall campaign.

Local PA, 8/26
6-6:30AM, 14 min. Dr. Robert Jensen, Chancellor, Marty Cortez, Board Member
A discussion of the economic development programs at PCC that assist the city, county and private sector in economic growth.

Pima Community College

Local PA, 9/30
6-6:30AM, 14 min. Bob Walkup, Mayor
A discussion of the economic impact of the WTC disaster on the local tourism and travel industry.

Rich Vaughn, MTCVB

Eyewitness News
One On One
Local PA, 7/29
6:30-7AM, 7 min. Bruce Wright, CEO
A discussion of the Park's mission to foster technological development from the lab to the marketplace.

UA Science & Tech. Park

Local PA, 8/19
6:30-7AM, 14 min. David Bryan, Jonnie Ahrens, Project AYUDA
A discussion of this program, which aids fixed income seniors re-enter the workforce to supplement Social Security.

David Bryan, Jonnie Ahrens, Project AYUDA

Hispanics Today
Syn. PA, 10:30-11AM,
7/15; 10-10:30AM, 8/5;

Various

A half-hour Hispanic business show.

4:30-5PM, 9/29, 22 min

Wall Street Journal Report

Syn. PA, Sunday
5:30-6AM, 22Min.

Various

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

Extra

Syn. PA, 7/22
11:35PM-12:05AM 4 min.

Various

A segment on buying fashions for less.

Syn. PA, 7/26
11:35PM-12:05AM 4 Min.

Various

A segment on managing a stock portfolio.

Syn. PA, 9/2
11:35PM-12:05AM 4 Min.

Various

A segment on airline fares and reducing travel costs.

Syn. PA, 9/20
11:35PM-12:05AM 4 Min.

Various

A segment the economic impact of WTC events on the travel industry.

PSAs:

Americorps Volunteers (:60, :30)

Ran 1 time July - September

Consumer Info. Center (:20, :10)

Ran 12 times July - September

SCORE (:30)

Ran 37 times July - September

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, 7/29
6-6:30AM, 7 min.

Cathy Masters, Pima
County Sheriff's Office

A discussion of safety tips for parents to prepare their children for returning to school.

Local PA, 8/5
6-6:30AM, 14 min.

David Barazza, Tom
Dodge, Cholla High School
Alumni Foundation

A discussion of the foundation's fundraising efforts which benefit student scholarships, field trips and library books.

Local PA, 8/19
6-6:30AM, 14 min.

Olga Gutierrez, Joann
Trujillo, League of Mexican
American Women

A discussion of LULAC's annual fundraising efforts to fund college scholarships for Hispanics.

Local PA, 9/2
6-6:30AM, 14 min. Jeff Judge, Literacy Volunteers of America
A discussion of this community-based effort to teach children and adults how to read and write.

Eyewitness News
One On One
Local PA, 7/29
6:30-7AM, 7 min. Bruce Wright, CEO, UA Science & Tech. Park
A discussion of the Park, acquired by the UA seven years ago, and its involvement with the school in joint research projects.

Teaching Tucson's Children
Local PA, 8/26
4-5PM, 54 min. Various
A one-hour local special designed to engage community leaders, parents and educators in the process of improving education.

PSAs:

Anti-prejudice (:30) Ran 2 times from July – September
Creative Photography Cntr. (:30) Ran 18 times from July - September
Pima Community College (:30) Ran 9 times from July - September
Big Brothers/Big Sisters (:30) Ran 30 times from July - September
Boys & Girls Clubs (:60;30) Ran 17 times from July - September
Girl Scouts of the U.S. (:30) Ran 25 times from July - September
Fdn. For Animals in Risk (:30;:20) Ran 16 times from July - September
Fox Tucson Theatre Fdn. (:30) Ran 34 times from July - September
Gospel Rescue Mission (:30) Ran 3 times from July - September
Help on Call Crisiline (:30;:15) Ran 60 times from July - September
Humane Society of So. Az. (:30) Ran 4 times from July - September
Kids Sleep (:30;:15) Ran 2 times from July - September
Las Familias Center (:60; :30) Ran 14 times from July -September
Make A Wish Fdn. (:30) Ran 3 times from July - September
Nam Jam (:30) Ran 3 times from July - September
Salvation Army (:30) Ran 3 times from July - September
Sun Sounds (:30) Ran 2 times from July - September
Top Dog (:30) Ran 7 times from July - September
Ver's WWII Memorial Comm. Ran 38 times from July - September

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

Impact
Local PA, 7/15
6-6:30AM, 21 min. Capt. Bill Richards
Tucson Police Dept.
A discussion of the current recruiting program for the Tucson Police Department.

Local PA, 8/19
6-6:30AM, 14 min. Enrique Serna,
Norteno Festival
A discussion of this event, which supports Pío Decimo's job training center on Tucson's southside.

Local PA, 8/26 Dr. Robert Jensen, A discussion of PCC's various programs to
6-6:30AM, 7 min. Chancellor, Pima prepare students for entry into the 21st century
Community College workforce.

Eyewitness News Local PA, 7/29 Bruce Wright, CEO, A discussion of the Park's employment growth
One On One 6:30-7AM, 7 min. UA Science & Tech. Park over 7 years to more than 700 employees, and
the job opportunities that exist there.

Local PA, 8/19 David Bryan, Jonnie A discussion of this program, which trains low
6:30-7AM, 14 min. Ahrens, Project AYUDA income seniors and assists in their employment
placement.

PSAs:
Army National Guard (:60, :30) Ran 87 times 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, 7/1 Teresa Ruiz, Rideshare A discussion of the environment protection and
6-6:30AM, 7 min. pollution reduction effects of the Rideshare
program.

Eyewitness News Local PA, 9/2 Ann Day, Sharon Bronson A discussion of the Sonoran Desert Conservation
One On One 6:30-7AM, 7 min. Pima County Supervisors Plan's proposal to preserve 1.2 million acres of
desert land.

Local PA, 9/30 April Bourie, Carmen A discussion of the Desert Discovery Education
6:30 – 7AM, 21 min. Christy, Tohono Chul Park Center located at this desert preserve.

PSAs:
Forever Wild Animal Rehab (:30) Ran 10 times July – September
International Wildlife Museum (:30) Ran 93 times July - September
Nature Conservancy (:60, :30) Ran 60 times July - September
Pima County Dept Environ. (:30) Ran 33 times July - September
Tucson Clean & Beautiful (:30) Ran 59 times July - September
Wild Burro Adoption (:30) Ran 3 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, 7/22 Jim Collins, Kathleen Detrick, Citizens Clean Election Act A discussion of the effect of new legislation which allows candidates for legislative office to apply for campaign funding during political elections.

Eyewitness News
One On One Local PA, 9/2 Ann Day, Sharon Bronson Pima County Supervisors A discussion of Governor Hull's request that the federal government stop condemning state lands until the state gets a land use plan.

Local PA, 9/9 Steve Leal, Jesse Lugo City Council Candidates Ward 5 A discussion of numerous issues facing the new city council.

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.

One On One Local PA, 9/2 Ann Day, Sharon Bronson Pima County Supervisors A discussion about the impact of the Sonoran Desert Conservation Plan on the continued growth of Pima County.

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, 8/26 Robert Grinnell, Arthritis Foundation A discussion of arthritis; its cause and various relief remedies.

Local PA, 9/16 Anne Maley, Robert Levaso Southern Az Aids Fdtn. A discussion of the programs available to HIV Patients at the Foundation.

Eyewitness News
One On One Local PA, 7/1 Kay Donohoe, Kevin Danaher, American Red Cross A discussion of the agency's blood donation program and the severe shortages at the blood bank.

Local PA, 7/22 Capt. Joe Gulotta Tucson Fire Dept. A discussion of the "Children Aren't Water-proof" campaign to raise awareness of pool safety

and prevent child drownings.

Local PA, 9/23 Fred Allison, Diocese of Tucson, Vaughn Pyle, attack on America.

6:30 – 7AM, 28 min. Victim Witness Program

For Your Health

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

For Your Health Headlines

Local PA, M-F Eyewitness News Dept. A daily segment on various health topics.
10-10:35PM, 1:30 min/day

Extra

Syn. PA, 8/26 Various A segment on beating the flu.
11:35PM-12:05AM, 4 min.

Syn. PA, 9/17, 4 min. Various A segment on how to explain the TWC
11:35PM-12:05AM tragedy to children.

PSAs:

Az. DHS/Methamphetamine (:30) Ran 21 times July - September
Az. DHS/Abstinence (:30) Ran 6 times July - September
American Red Cross/local(:30) Ran 2 times July - September
EPA/Asthma (:20, :10) Ran 3 times July - September
Kids Aren't Waterproof (:30) Ran 185 times July - September
Intertribal Health Cntr/Diabetes (:30) Ran 30 times July - September
March of Dimes/Folic Acid (:20, :30) Ran 14 times July - September
Make-A-Wish Foundation (:30,:20) Ran 23 times July - September
Never Shake a Baby Campaign (:30) Ran 45 times July - September
Safe Baby Program (:30,:45) Ran 128 times July - September
So.Arizona AIDS Fdn. (:20,:30) Ran 55 times July - September
Tohono Health (:30) Ran 4 times July - September
Tee Up For Tots (:30, :15) Ran 108 times 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, 7/1 Teresa Ruiz, Rideshare A discussion of the importance of using car pools,
6-6:30AM, 7 min. public transportation and other alternate methods to

Eyewitness News
One On One

Local PA, 9/9
6:30 – 7 AM, 7 min.

Steve Leal, Jesse Lugo
City Council Candidates
Ward 5

reduce congestion and air quality problems.
A discussion of each candidate's position on the bus strike, traffic congestion and the ½ cent sales tax allocated to transportation issues.

PSAs:

Tucson Airport (:60, :30)

Ran 37 times July - September

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, 8/5
6-6:30AM, 14 min.

Jeff Bridges, Michael Dew
Tucson Water

A discussion of the management of Tucson's groundwater and water treatment processes.

Eyewitness News

Local PA, 9/30
6:30 – 7AM, 7 min.

April Bourie, Carmen
Christy, Tohono Chul Park

A discussion of their Sin Agua (without water) program which teaches desert water conservation techniques.

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 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
to Hispanics. Produced by WNBC-TV. First Sunday morning of every month.