

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

April 1 through June 3, 2002

The following is a list of the programs broadcast during the period of April 1 through June 30, 2002 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.

Special Program Note: Due to extensive news coverage of the Bullock, Rodeo and Chediski fires in Arizona during the month of June, KVOA-TV's program schedule was altered on various days. This important coverage preempted some local public affairs shows, some regularly scheduled news inserts and some network programs.

| <u>PROGRAM</u> | <u>DATE & TIME</u> | <u>PARTICIPANTS</u> | <u>SUMMARY OF DISCUSSION</u> |
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| <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. | | | |

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| Impact | Local PA, 4/14 | Laurie Wetterschneider | A discussion of the Club's programs for youth at risk to keep them off the streets. |
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| | 6 - 6:30 AM, 14 min. | Mark Irvin, Boys & Girls Clubs of Tucson. | |
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| | Local PA, 6/2 | Joe Christiani, President | A discussion of the upcoming dinner honoring four at-risk kids who have overcome diversity. |
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| | 6 - 6:30AM, 14 min. | Boys & Girls Clubs, Kristiana Ruiz, Youth of the Year, Daniel Munoz, Pascua-Yaqui Boy of the Year. | |
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| Eyewitness News | Local PA, 6/16 | June Webb Vignery, Exec. Director, Metro Tucson Education Commission; Maria Frontain, Special Education teacher | A discussion of the "links initiative" to fight crime in schools, specifically violence, drugs and alcohol abuse. |
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| One on One | 6:30 - 7 AM, 14 min. | | |
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SOS in America Syn. PA, Sundays
4:30 – 5AM, 21 min. Various A weekly program dealing with crime issues in cities across America

PSAs:
Pima County Sheriff/Antiterrorism (:30) 80 times this reporting period
Safe Baby Campaign (:30) 50 times this reporting period

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, 4/7 Catherine Baron, Tucson
6-6:30AM, 14 min. Museum of Art A discussion of the Museum's fundraising efforts to cover operating costs.

Local PA, 4/14 Mark Irvin, Boys & Girls
6-6:30AM, 14 min. Clubs of Tucson A discussion of the Club's capital drive to fund the building of two new facilities.

Local PA, 5/5 Jeff Hunter, TEP
6-6:30AM, 28 min. Michael Hendricks, Greystar Properties. A discussion of new ways to cut energy use through energy-efficient construction techniques.

Local PA, 6/16 Melissa Amado, Business
6-6:30 AM, 14 min. Development Finance Corp. A discussion of BDFC, which is a private, nonprofit organization dedicated to economic development in Arizona.

Eyewitness News
One On One Local PA, 4/21 Bob Walkup, Mayor of Tucson A discussion of the economic impact of Tucson's recent designation (one of eight U.S. cities) as an "Empowerment Zone".
6:30-7AM, 14 min. Kendall Bert, Director of Economic Development.

Local PA, 5/12 Katie Dusenberry, "Let's Go
6:30-7AM, 28 min. Tucson", Joy Herr-Cardillo, A discussion of the potential economic impact of the proposed
5/19, 11:30AM – 12:00 Citizens for Sensible Transportation Solutions. ½ cent sales tax increase to be voted on May 21.
PM, 28 min.

Wall Street Journal Report Syn. PA, Sunday various A weekly half hour business and economic news program
5:30-6AM, 21 min. produced by Dow Jones.

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| PSAs: | | |
| Arizona Business (:30) | 1 | times this reporting period |
| Click Charities (:30) | 68 | times this reporting period |
| Goodwill/Employment (:30) | 12 | times this reporting period |
| IRS Tax Credit (:30) | 2 | times this reporting period |

Education - A concern about school programs, teacher compensation, redistricting, school administration, bi-lingual education, magnet schools, ethnic balances and the general quality of education.

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| Impact | Local PA, 4/28 6-6:30AM, 14 min. | Clara Sandoval, League of Mexican-American Women | A discussion on the League's fundraisers for college tuition assistance. |
| | Local PA, 5/26 6-6:30AM, 14 min. | Gracie Ciotti, Vergie Miller Tucson Museum of Art | A discussion of the Museum's programs to educate schoolchildren in the arts. |
| Eyewitness News One on One | Local PA, 6/16 6:30 - 7 AM, 14 min. | June Webb Vignery, Exec. Director, Metro Tucson Education Commission; Maria Frontain, Special Education teacher | A discussion of the new trends in the education of special needs students, which teaches life skills (grocery shopping, cooking, riding the bus, etc.) |

Inside Our Schools
Local PA, M - F
10-10:35 PM, 1:30/day
(pre-empted 6/3 - 6/28
due to forest fire coverage)

Eyewitness News Dept.
A daily segment on various school and education topics.

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| PSAs: | | |
| Boys & Girls Clubs (:30); :10) | 72 | times this reporting period |
| Boy Scouts (:30) | 23 | times this reporting period |
| Families of Freedom Scholarship Fund (:30) | 5 | times this reporting period |
| 4-H (:30) | 5 | times this reporting period |
| Help on Call (:15, :30) | 16 | times this reporting period |
| Humane Society of Tucson (:30, :15, :20, :10) | 38 | times this reporting period |
| Lowell Observatory (:60:30) | 100 | times this reporting period |
| Sahuaro Girl Scout Council/Volunteers (:30) | 32 | times this reporting period |
| Sun Sounds (:30) | 25 | times this reporting period |
| WWII Registry (:30) | 31 | times this reporting period |

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

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|--------|------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Impact | Local PA, 5/12 6-6:30AM, 9 min. | Dr. Nelson de Jesus Lupita Valencia, City of Tucson | A discussion of an upcoming small business conference to help employers find new employees and keep existing employees. |
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Local PA, 6/30
6-6:30AM, 14 min.
Holly Lackowicz, Rick Wilson, The Primavera Foundation.
A discussion of this nonprofit agency's efforts to get people off the streets and into jobs.

Eyewitness News
One On One
Local PA, 4/14
6:30-7AM, 28 min.
Herb Garman, Owner Management Recruiters Of Tucson
A discussion of Tucson's rising unemployment rate, out-placement services, how to find work (resume writing, interviewing techniques and networking.)

Local PA, 4/21
6:30-7AM, 14 min.
Bob Walkup, Mayor Kendall Bert, Director of Economic Development
A discussion of the potential employment, growth and employee wage growth made possible by tax incentives associated with Tucson's designation as an "Empowerment Zone".

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, 6/30
6:30- 7AM, 7 min.
Anne Nequette, Brooks Jeffrey, UA School of Architecture
A discussion of architectural techniques to blend into and preserve the desert environment.

Eyewitness News
One On One
Local PA, 5/19
6:30-7AM, 21 min.
Jon Wesley Miller, Builder Nancy Mairs, homeowner
A discussion of Miller's "green" homes which utilize solar energy and his forthcoming test home which will use zero energy.

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.

Eyewitness News
One on One
Local PA, 6/16,
6:30-7AM, 14 min.
June Webb Vignery, Exec. Director, Metro Education Commission, Maria Frontain, Special Education teacher
A discussion of the new federally funded \$7.8 million "links initiative" grant.

Election Coverage
Local PA, 5/21
10-10:35 PM, 5 min
Eyewitness News Department for transportation funding.
An updated report on the special proposed sales tax increase

PSAs:
Army National Guard (:60, :30) 36 times this reporting period

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, 6/30
6:30 - 7AM, 7 min. Anne Nequette, Brooks
Jeffrey, UA School of
Architecture
A discussion of urban sprawl and the plans for the Rio
Nuevo project.

Eyewitness News
One On One
Local PA, 5/19
6:30 – 7AM, 7 min. Jon Wesley Miller,
Home Builder
A discussion of Miller's Armory Park Del Sol project
which is an infill development which prevents urban
sprawl.

PSAs:
Habitat for Humanity (:60;:30) 39 times this reporting period
Leave A Legacy (:30) 6 times this reporting period
Peace Corps (:60, :30) 12 times this reporting period
Primavera Builders (:60;:30) 9 times this reporting period
United Way (:30) 3 times this reporting period
YMCA (:30) 14 times this reporting period

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, 4/7
6-6:30AM, 14 min. Dr. Gordon Ewy,
Dr, Joan Arden
A discussion of the risk factors for women with cardiovascular
disease.
Local PA, 4/12
6-6:30AM, 14 min. Susie Babby, CODAC
A discussion of CODAC's substance abuse programs.

Eyewitness News
One On One
Local PA, 4/7
6:30-7AM, 28 min. Richard White, Exec.
Director, Red Cross;
Vivian McKinon, Health
And Safety Instructor
A discussion of sudden cardiac arrest and the Red Cross's
program to encourage businesses and government agencies
to purchase portable defibrillators.
Local PA, 5/5
6:30 – 7AM, 28 min. Betsy Dorken, Bobby
Burns, Shirley McDowell,
American Diabetes Assn.
A discussion of diabetes with particular emphasis on its
prevalence among minority populations.

Local PA, 6/23
6:30 – 7AM, 28 min. Dr. Kevin Lemna
A discussion of raising children during their adolescence.

For Your Health

Local PA, M-F
5-5:30PM, 1:30min/day Eyewitness News Dept.
10-10:35P, 1:00min/day A daily health insert on various current topics.

Parenting

Syn P A M - F Various
5-6:30AM, 2x week
6-6:30 PM, 1x week A two-minute segment featuring tips on parenting
2 min/day produced by CNN.

PSAs:

Arizona DHS/abstinence (:30) 2 times this reporting period
Intertribal Health (:30) 29 times this reporting period
Las Familias (:60;:30) 16 times this reporting period
Make-A-Wish Foundation (:15;:30) 2 times this reporting period
Partnership for a Drug Free America (:30;:15) 10 times this reporting period
Parseghian Foundation (:30) 91 times this reporting period
Race for the Cure (:20;:30) 54 times this reporting period
St. Mary's Centurions (:30;:20;:15) 95 times this reporting period

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, 5/19 Rita Hildebrand A discussion of traffic congestion, street maintenance and
6:30AM, 14 min. Pima Assn. Of Govts. public transportation.

Eyewitness News

One on One Local PA, 5/12 Katie Dusenberry, "Let's Go A mini-debate on Propositions 100 and 400, which would
6:30-7AM, 28 min. Tucson", Joy Herr-Cardillo, fund numerous transportation improvements with grade
5/19, 11:30AM-12:00 Citizens for Sensible Trans- separations and street widening projects vs. building light
PM, 28 min. portation Solutions. rail systems as an alternative to congestion.

Impact

Local PA, 6/30 Anne Nequette, Brooks A discussion of the role of transportation planning in concert
6:30 - 7AM, 7 min. Jeffrey, UA School of with housing expansion plans.
Architecture

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 and water conservation.

Impact

Local PA, 6/23 Joaquin Delgado, A discussion of a new program Tucson Water has developed
6-6:30AM, 14 min. Tucson Water Dept. to teach the city's youth about community water resources,
the value of water conservation, and how to help Tucson become

a sustainable community.

Eyewitness News
One on One

Local PA, 6/2
6:30 – 7AM, 28 min.
Marie Peartnee, Mich
Basetzky, Tucson Water
Dept.

A discussion of the effect of the current drought on the water supply, the expanding use of CAP water, the annual Beat the Peak program and water conservation tips.

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.

Save Our Streets/
SOS in America

A weekly syndicated half-hour show dealing with crime issues. Scheduled Saturday, Sunday various times.