



**QUARTERLY RESPONSIVE PROGRAMMING REPORT**  
**KVOA Communications, Inc.**  
**2<sup>nd</sup> Quarter, April 1 – June 30, 2004**

The following is a list of the programs broadcast during the period of April 1 – June 30, 2004, which have provided KVOA's most significant treatment of community issues as indicated by community leaders throughout the area. The responsive broadcasts listed are exclusive of NBC network news and public affairs programs and public service announcements which may also deal with these problems on a national basis.

<u>PROGRAM</u>	<u>DAY/DATE</u>	<u>TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
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**Economy:**

Concerns are the local economy, taxes, cost of living, salaries and buying power, the effect of tighter budgets on charities and the national debt.

Impact	Sun., 4/18/04	6:00 AM	Kristine Welter, CODAC PR Coordinator Deb Leyna, Las Amigas, Residential Manager Rick Gregson, Derby Day Chairperson Kristy Kelley, CODAC Board Member, Fundraising Chair	Talking to CODAC about Derby Day Fundraiser at McMahon's Restaurant. Also interviewing Program Coordinator for Las Amigas (falls under CODAC umbrella) which helps drug and alcohol-addicted moms and their children. This will be one of the programs benefiting from the funds raised from the proceeds of Derby Day.
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EWN One on One Impact	Sun. 5/30/04 Sun., 6/27/04	5:30 AM 6:00 AM	Arizona Heat Owner, Jim Tiggas Heat Public Relations Director, Cindy Jordan Arizona Heat Players, Nancy Evans and Rebekah Quiroz	Tucson has reeled in another professional sports team. The Arizona Heat, professional women's softball team, kicks off their season on June 1st. The Sidewinders have had a difficult time over the last few years making money, staying afloat here in Tucson, what will it take for the Heat to survive? Will Tucson come out and support the Heat like they do the UA Softball team?
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EWN One on One	Sun. 6/13/04	6:30 PM	2nd Segment: Mark Rasdorf, General Manager, Broadway in Tucson	2nd Segment: We discuss the premiere season of Broadway in Tucson. It's bringing 5 Broadway shows to the TCC including "Movin' Out". The Mayor calls it another example of downtown revitalization.
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EWN One on One	Sun., 6/27/04	6:30 AM	Jack Jewitt, TMC, with Legislature Perspective	Medical Malpractice: Skyrocketing insurance rates - how they are effecting doctors, health care industry and patients costs and needs.
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Len Ditmanson, President of the Pima  
County Medical Society

Dr. Tom Purdin, OBGYN

## Education:

Concerns are quality of education, school programs, teacher compensation, redistricting, school administration, bilingual education, magnet schools and ethnic balances.

EMN One on One	Sun., 4/4/04	6:30 AM	Charles Ares: Former UA Law School Dean. He was clerking for US Supreme Court Justice William O. Douglas on the day the case was argued.  Jack Chin, UA Law School Professor. He and his students have just finished a study of all the segregationist laws still on the books.  Charles Todd, African American Man. Former TUSD teacher.	50 <sup>th</sup> Anniversary of Brown V Board of Education. On May 17, 1954, America was changed forever when the US Supreme Court ruled unanimously to outlaw racial segregation in the Nation's public schools.  Three guests discuss the impact of the ruling.  Charles Ares was a clerk for one of the Supreme Court Justices and watched the legal arguments. Jack Chin has just finished a study of all the Jim Crow Laws still on the books in the US. He says laws still enable some states to segregate schools. He believes nationwide; school segregation is increasing for reasons including white flight, etc. 88 year old Charles Todd moved to Tucson in 1947. He talks about segregation here. He had to live in one neighborhood. Only one restaurant served blacks. He had to teach in an all black school.
EMN One on One	Sun., 4/11/04	6:30 AM	Deputy Chief Randy Ogden and Capt. Paul McDonough from Fire Department	Talking about the dangers of children around pools and open buckets this time of year. It's a reminder "Children Aren't Waterproof". We will tell parents and caretakers how to supervise their kids around water, and we'll give a crash course in CPR. The quick lesson will include an actual demonstration using both a child and infant mannequin. Also, we'll remind people about the whistles that are available at fire stations, pool stores and our studios, as well as the importance of everyone keeping a watchful eye on kids.
Impact	Sun., 5/02/04	6:00 AM	Jason Johnson, Former UA Quarterback, Professional Canadian Football Player  Jim Rosborough, Associate Head Coach of UA Basketball  Nancy Evans, Assistant Coach of Arizona Softball	College Athletics... the use of steroids 1st segment was on use of steroids, supplements and the push to be bigger, stronger and faster in athletics today. 2nd segment was on recruiting college athletes.
Impact	Sun., 5/23/04	6:00 AM	Eddie Lopez, Founder of the Kids Gear 4 Baseball  Debra Norris, Pasqua Yaqui Tribe Community Relations Spokesperson	A new organization is collecting baseball and softball gear for little league teams that can't afford to purchase their own. Organization members will discuss just how great the need is in Tucson for sports equipment. They'll be holding a collection drive May 30th at TEP and all Sidewinder Baseball games. You can also drop off gear at Mailboxes etc. on Grant and Stone.

**Government:**

Concerns are local government, the size of government, elected/appointed officials, and conflicts between city and county government and the efficiency of government.

EWN One on One	Sun., 5/09/04	6:30 AM	Peter Backus, Cochair Friends of the Sonoran Desert, a citizen's coalition dedicated to passing question 1. Ramon Gaanderse, Tucson Metropolitan Chamber of Commerce Manager of Governmental Affairs. The Chamber opposes question 1.	Guests debate pros and cons of question 1 on Pima County's May 18 <sup>th</sup> bond election. It would spend \$174 million to buy up open space. Its goal is to protect Sonoran desert open space and habitat. It would also buy up land to prevent urban encroachment of Davis Monthan Air Force Base.
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**Growth:**  
Concerns are pro-growth industry versus anti-growth sentiment, proper planning for growth, preparing infrastructure for growth and human services for growing population.

Impact	Sun., 4/11/04	6:00 AM	Jeneiene Schaffer, Tucsonans for Quality Life Sarah More, Tucson City Planner	The increase in flights from Davis Monthan Airforce base, and their effect on noise, quality of life, and safety. My two guests were Jeneiene Schaffer from Tucsonans for quality life, and Sarah More, a Tucson City planner. Sara More has worked closely with Davis Monthan to develop the State's Joint Land Use Study. This study makes recommendations to assure the future growth of Davis Monthan works well with the future growth of Tucson. Sara More discussed the challenges the city faces accommodating concerned citizens who dis-like increased air traffic, while also accommodating the needs of the base at a time it faces the possibility of closure.
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EWN One On One	Sun., 4/25/04	6:30 AM	U.S. Senator John McCain – Republican, Arizona
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- His reaction to the combat death of Pat Tillman, a former AZ Cardinals football player who gave up a multi-million dollar contract to join the military.
- Status of the war in Iraq.
- Controversy over the media showing flag draped coffins of soldiers.
- What does the war mean to November's presidential election?
- McCain predicts the election will be very close.
- His wife Cindy's recent stroke.
- His book "Why Courage Matters"

**Health:**

Concerns are the quality, costs and availability of healthcare, information about new techniques, preventative measures that are available and personal fitness.

Impact Sun., 4/4/04 6:00 AM

Heidi Kruse, Susan G. Komen Foundation  
Beverly Davies, Race Chair  
Patricia Thompson, Grant Chair

We talked about the Race for the Cure... how and why it started, where the monies raised go... we talked about breast cancer and the problems that women and different minorities' face...how can people help, why they should get mammograms etc. I ran the pkg from Dara where she talks with her mother who was a breast cancer survivor because she found it early and ran the pkg from Frank with training tips for the race.

Impact Sun., 4/25/04 6:00 AM

Dr. Alice Chan, Author and Founder of Academy for Cancer Wellness  
Dr. Paula Fan, U of A Faculty and also cancer survivor

Health/Academy for cancer wellness. A non-profit organization that was started by a cancer survivor.  
Dr. Alice Chang is a 10 year survivor and has also written a book... "A Survivor's Guide to Breast Cancer". They are raising money to fund underinsured women.

Impact Sun., 5/09/04 6:00 AM

Patricia Thompson, PhD  
Cynthia Thompson, PhD, RD  
Anita Kellman, Co-Founder, Breast Cancer Boot Camp

Three guests discuss obesity and its link to cancer and other diseases.

Impact Sun., 5/16/04 6:00 AM

Dr. Vince Fulginiti, M.D. Smallpox and contagious disease expert  
Jennifer Lee Carrell - best-selling author of The Speckled Monster.

Nancy Interviews author of a book on the History of Small Pox in the United states. Author discusses the dangerous effects of the disease throughout history and the possibility of an outbreak's effects if someone used small pox as a terrorist tactic within the US.

EWN One on One Sun., 5/16/04 6:30 AM

Stephen Cohen, Health Group, Aaron Roberts, M.D.

Carondelet Health Care

EWN One on One Sun., 5/23/04 6:30 AM

Dr. Elizabeth MacNeil  
Sharon Browning

West Nile hit Arizona for the first time last summer. Things are expected to be worse this summer. We talk to Dr. Elizabeth MacNeil and Sharon Browning both of the Pima County Health Department. To learn more about the virus. And how you can protect yourself and report problem areas.

Impact Sun., 5/30/04 5:00 AM

Cecilia Rosales, M.D., M.S. Chief, Office of Border Health, Arizona Dept. of Health Services  
"Diana Betes" is Andrea Logue, High School Sophomore  
"Lady Low n Sweet" is Katie Toci, High School Sophomore

Girl Scouts wrote and performed in this videotape. They address diabetes and this videotape brings awareness to the problem. This educational program provides an interactive dialogue that engages school-aged children in the process of learning about diabetes. This Girl Scout Troop selected "Diabetes Education and Prevention in Youth" as the theme for their community service Silver and Gold Award Projects. These awards are the highest honors a Cadette and

"The Narrator" is Josie Albertini, High School Sophomore  
 "Town of Glucose" is Lisa Kondrat, High School Freshman  
 "Sir Insulin Monk" is Alexis Contreras, High School Sophomore

senior Girl Scout can achieve! These young women have developed a program that includes a play, "The Evil Diana Betes vs Sir Insulin Monk" written information and games that bring an awareness to young children about the risks of diabetes. These presentations are aimed at elementary and middle school aged children. Current educational materials are published in English, Spanish and Tohono O'odham languages.

Steve Stratton, Ph.D. Researcher, AZ Cancer Center

Southern Arizona has the second highest rate of skin cancer in the world. That means your health and the health of your loved ones could be at risk, if you don't take a pro-active approach to prevention. Today, on "Impact," we talk with three experts from the Arizona Cancer Center about detecting, treating, and preventing skin cancer.

Paola Werstler, Health Educator, AZ Cancer Center

Jerry Bangert, M.D., Dermatologist, UMC

Susy Bacal, Randy Accette, Kim Gunn

Tucson Health Initiative

Susy Bacal, Randy Accette, Kim Gunn

Tucson Health Initiative

**Water:**

Concerns are the availability of good quality water, conservation and recycling of effluent.

Marie Pearthree, Tucson Water Deputy Director

Tucson Water is in the process of putting together a new 50-year water use plan. By then Tucson will have grown to double the size it is today. Bottom line, it means Tucson will have to cut its groundwater use by as much as half. Start using all of its cap allotment. Start using all of its effluent. Practice more conservation. Will we have to drink effluent in the future? Will we ever drink pure cap water again? How will the city keep water affordable? Various alternatives—and their costs—should be released to the public in the fall. We talk about the planning process.

Glen Sampson, National Weather Service

National Weather Service sits down with Karl to discuss Drought in Arizona. What drought has done over the last few years, how long its expected to last, how bad it will be this summer.

**1<sup>st</sup> Segment:**

Lillian Lopez Grant, Organizer of Dia De San Juan Fiesta  
 Ruth Jacome, Organizer of Dia de San Juan Fiesta  
 Lucy Amparano, Rio Nuevo Project Mgr

1<sup>st</sup> Segment: June 24<sup>th</sup> Dia de San Juan Fiesta that celebrates the beginning of the monsoon rains. Fiesta was created to help Tucson to remember the importance of water in the desert. Tucson's early settlements held similar celebrations to honor the patron Saint of water and to ask that crops be plentiful. We also discuss the role of water in the Rio Nuevo downtown revitalization project.

\* Impact and EWN One on One shows were pre-empted on June 6<sup>th</sup>, due to Wimbledon.

## Program Descriptions

### **Eyewitness New Impact**

A weekly half-hour public affairs program usually scheduled for Sundays at 6:00 AM. Produced by KVOA's Eyewitness News 4 News Department featuring interviews with community leaders about local events.

### **Eyewitness News One on One**

A weekly half-hour public affairs program usually scheduled for Sundays at 6:30 AM. Produced by KVOA's Eyewitness News 4 News Department featuring interviews with community leaders and participants in local topical issues.

### **Eyewitness News 4**

This title of KVOA's live local newscasts which are regularly scheduled at these times: Mondays-Fridays, 5:30 AM to 7:00 AM, 7:24 AM to 7:30 AM, 7:55 AM to 8:00 AM, 8:25 AM to 8:30 AM, 8:55 AM to 9:00 AM, 9:25 AM to 9:30 AM, 9:55 AM to 10:00 AM, 12:00 Noon to 12:30 PM, 5:00 PM to 5:30 PM, 6:00 PM to 6:30 PM, 10:00 PM to 10:30 PM. Saturdays, 7:00 AM to 7:30 AM, 5:30 PM to 6:00 PM, 10:00 PM to 10:30 PM. Sundays, 5:30 PM to 6:00 PM and 10:00 PM to 10:30 PM.