



QUARTERLY RESPONSIVE PROGRAMMING REPORT
KVOA Communications, Inc.

3rd Quarter, July 1 – September 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 that 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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Crime:

Concerns are the rate of violent crime, rape, drug-related crime, theft, home burglaries, personal safety and adequate law enforcement protection.

Impact	8/8/04	6:00 AM	Norma Mackenzie, Executive Director Barbara Moore, Director of Development Raquel Mrozowski	Tucson Center for Women and Children: We discuss how the center helps women and children who are leaving an abusive situation. They not only house them but they also counsel them and help them find jobs if needed. We also discuss the upcoming fundraiser.
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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	7/11/04	6:00 AM	Marsh Myers, Director of Education and Community Outreach for The Humane Society of So. AZ Julie Ragland, Senior Shelter Technician	A Day in the Life of the Humane Society. What it is like currently to work at the Humane Society. How difficult it is to receive all these animals and know that many of them will have to be euthanized if they are not adopted. How people can adopt a dog.
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EWN One on One	7/18/04	6:00 AM	Bryan Sperber, GM Phoenix International Raceway Mike Prusinskim, Public Relations Director	Phoenix International Raceway has been given a second race date by NASCAR, and the mile oval will play host to a Spring race in April of 2005, and it will be under the lights. The impact of this decision is enormous, if not for the prestige of it all, but for the money that rolls into this state. Discussed was the economic impact of "one" Nextel Cup Race. Each and every Fall whether it is in October or November, PIR has hosted Busch Series and Nextel Cup Race, and the track is jammed to the rafters with just one race. Discussed economic impact in Arizona, on Phoenix, on Tucson and everyone else, and how was the money spend by visitors and race fans.
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EWN One on One	7/18/04	6:30 AM	Ellen Hargis, President of the Volunteer Center of Southern Arizona.	Volunteering in Tucson.
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EWN One on One	7/25/04	6:30 AM	Peggy Hutchinson-Primavera Foundation Tamara McElwee-Salvation Army	Tucson Homeless Population: Why are so many people homeless in Tucson and what programs are available to help. We also examine the stereotypes and how often they are wrong.
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EWN One on One	8/1/04 9/12/04	6:30 AM	Herb Stratford, Executive Director, Fox Tucson Theatre Foundation	The Fox Tucson Theatre was a hot spot for Tucson entertainment 70 years ago. But, in the past 30 years, it's lapsed into disrepair. Now, the Fox Tucson Theatre Foundation is trying to raise \$11 million to renovate and reopen the facility.
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Impact	8/29/04	6:00 AM	Jim Livengood, UA Athletic Director	2004-2005 Athletic Year... Why fire Mackovic? Why hire Stoops? UA Olympic Athletes. Financial status of athletic department.
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EWN One on One	9/5/04	6:30 AM	Michael Luria, Restaurateur of Café Terra Cotta and the Tucson Originals	Restaurant business, Tucson Originals / Café Terra Cotta fire
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Education:
Concerns are quality of education, school programs, teacher compensation, redistricting, school administration, bilingual education, magnet schools and ethnic balances.

Impact	7/25/04	6:00 AM	Hermينيا Frias	Tribal Gaming, how its helped the Pascua Yaqui tribe in the last decade. Hermينيا Frias first woman elected as Tribal Chairman talks about how she is product of Tribal Gaming. It helped her obtain her college degree and now she is working on an MBA. We talk about how the tribe has grown in the last decade.
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EWN One on One	8/15/04	6:30 AM	Jan Paddy, Mother who home schools her two children. Hannah Paddy, Jan's daughter.	Home Schooling is on the rise nationally and here in Arizona. Why? And is it good or bad?
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Impact	8/15/04	6:00 AM	Frank Hernandez, Assistant Director at Arts for All.	Arts For All. A One of a kind non-profit organization that teaches visual and performing arts to children with disabilities. We discuss with the Assistant Director, what it's like teaching performing arts to children who are either blind, deaf, mentally or emotionally disabled. We see what it's like to dance in a wheel chair.
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EWN One on One	8/29/04	6:30 AM	Kristi Thomas, Signing Smart Instructor Michelle Locke, Signing Smart Instructor Rebecca Harris, Mother and her 18 month old son, Brian	Talked about benefits of teaching toddlers sign language. Often helps parents communicate with their child before they learn how to speak. Interviewed two instructors who gave demonstration with one mother and her 18-month-old son.
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Impact	9/5/04	6:30 AM	Jane Larkindale and Cathy Wasmann, Southern Arizona Rescue Association	Discussed rescue techniques and the lost Mt. Lemon hiker.
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Impact	9/26/04	6:00 AM	Heidi Montijo, Long-time Junior League of Tucson Member	Upcoming rummage sale... great way for Tucsonans to get a good deal on amazing items. Ways JTL teaches volunteerism, the dozens of non-profits JLT has started and how Tucsonans can get involved.
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Growth:

Concerns are pro-growth industry versus anti-growth sentiment, proper planning for growth, and preparing infrastructure for growth and human services for growing population.

EWN One on One 7/11/04

6:30 AM

U.S. Senator Jon Kyl "R" Arizona - One of Arizona's two U.S. Senators. Chairman of the Senate Subcommittee on Terrorism and Homeland Security.

Hand over of Iraq, 9/11 Commission conclusions about terrorism and intelligence failures, and the upcoming presidential election and border security issues.

EWN One on One 8/22/04

6:30 AM

US Rep Jim Kolbe, Republican, Arizona. Randy Graf, Republican running for Kolbe's seat.

A debate between the two Republican candidates running for Southern Arizona Congressman from District 8, Jim Kolbe's district. The winner of this primary will face candidates from other parties in November. But many believe this primary could decide the race. Topics discussed include immigration and gay marriage.

EWN One On One 9/19/04

6:30 AM

Fred Chaffee, Pres & CEO of Arizona's Children Association
Evelyn Jones, Therapeutic Foster Mom

The show highlights a new Tucson philanthropic chapter of ACA, allowing people in the community to help the state's largest and oldest non-profit organization. Also tells the remarkable story of the Jones family, they have four biological children and have now decided to adopt their three foster children as well.

Impact 9/19/04

6:00 AM

Diana Cannon, Coldwell Banker
Shootout Director
Pat Dunham – Former Ft. Lowell Soccer Club President

Discussed the growth and impact of youth soccer in Tucson and previewed the upcoming Ft. Lowell Shootout.

Health:

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

EWN One on One 8/8/04

6:30 AM

Dan Baker, PHD. Medical Psychologist at Canyon Ranch. Author of "What Happy People Know."

Guest is a leading authority on happiness. He talks about how his infant son died from a lung disorder and how he emerged from grief, and what people can do to make them selves happy.

Impact 8/22/04

6:00 AM

Dr. Elizabeth MacNeill, Pima County Health Dept., and her co-worker, a mosquito expert

West Nile Virus – it's here in Pima County, what do we need to do to stay safe, is the virus worrisome as it's made out to be, good guidelines to follow.

Impact 9/12/04

6:00 AM

Jill de Zapotien, Associate Dean of Community Programs
Brenda Manuelito, Director of Health Disparities

Mel and Enid Zuckerman, Arizona College of Public Health
Discussed Project EXPORT which focuses on Hispanics and Native Americans and targets substance abuse and diabetes.

EWN One on One 9/26/04

6:30 AM

Anita Kellman, Breast Cancer Boot Camp Co-Founder
Patte Lazarus, Breast Cancer Boot Camp Co-Founder
Fran Katz, Breast Cancer Boot Camp Board of Directors

Breast cancer patients can fight their disease with more than just medical treatment. Breast cancer Boot Camp encourages its "troops" to be mentally tough and emotionally strong. Our guests will explain how those facets help patients and survivors to defeat their cancer. They'll also talk about the important role exercise and fitness plays in the treatment process.

Water:

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

Impact	8/1/04	6:00 AM	Glen Sampson, National Weather Service	North American Monsoon Project
				This is the most comprehensive study of the Monsoon ever! Will this research make our forecasts more accurate?

* Impact and EWN One on One shows were pre-empted on July 4, 2004, 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.