



QUARTERLY RESPONSIVE PROGRAMMING REPORT
KVOA Communications, Inc.
4th Quarter, October 1 – December 31, 2004

CHANNEL 64
K64BV

The following report is representative of responsive broadcasts during the period of October 1 – December 31, 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 that may also deal with these problems on a national basis. Issues addressed and that are important to the Tucson Community include: Crime, Economy, Education, Employment, Environment, Government, Growth/Community Development, Health and Water.

<u>ISSUE</u>	<u>PROGRAM</u>	<u>DAY/DATE</u>	<u>TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
Economy	EWN One on One	10/3/04	6:30 AM	Jay Davies, Event Organizer	Oktoberfest Festival benefits the Mt. Lemmon Community.
Growth/Community Development	Impact	10/3/04	6:00 AM	Greg Shelko, Rio Nuevo Director Don Martin, Friends of Downtown Randi Dorman, Developer Ice House Lofts	Rio Nuevo is a huge, multi-billion dollar downtown revitalization project. If it comes to fruition, it will be a huge economic boom for the city and the biggest growth project for downtown and the Westside in decades. We will talk how it's going... are developers signing on? Is it on track?
Education	Impact	10/10/04	6:00 AM	Coach Rosenberg, U of A Basketball Coach	Discuss past, present and future of basketball program, fan and student support, and the economics and recruiting of college basketball.
Health	EWN One on One	10/10/04	6:30 AM	Dr. Bruce Stewart, Ear, Nose and Throat Specialist Pam Wood, Audiologist in Private Practice Don Poore, retired businessman who is hearing impaired	Guests are from the non-profit Aloha, Adult Loss of Hearing Association. Its goal is to create a support system for hearing impaired individuals and their families. Most Americans, 28 million, lost their hearing after age 19. We discuss Aloha programs, hearing loss causes, assistance devices, depression, and other problems caused by hearing loss, and upcoming fund raiser, etc.
Education	EWN One on One	10/17/04	6:30 AM	Victor Murrillo Mary Lou Murrillo	Talking about the Angels in Adoption Award that recognizes individuals who have made a positive impact on children and the community through adoption and foster care. A South Tucson couple has been nominated for the Congressional Award.
Environment	Impact	10/17/04	6:00 AM	Mihai Ducea, UA Geologist	Discussed Mt. St. Helen's and how the mountains around Southern Arizona are dormant volcanoes.

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Government	EWN One on One	10/24/04	6:30 AM	Randy Pullen, Chairman of Yes on Proposition 200 Dave Seldon, No on 200 committee	200 is the immigration initiative. It would require government workers to check the immigration status of anyone applying for non-federally mandated public benefits. Guests debate the pros and cons.
Health	Impact	10/24/04	6:00 AM	1 st Segment: Gerry Furth, Food Writer from L Don Luria, Café Terra Cotta and Founder of Tucson Originals 2 nd Segment: Pat Connors, Pasitche, Member of Tucson Originals	Holiday cooking ideas, ways to prepare holiday meals and alternatives to high fat/high calorie meals. Tucson Culinary Festival to benefit community food bank and Southern Arizona Sexual Assault Center.
Education	EWN One on One	10/31/04	6:30 AM	Officer Hector Reyes, Tucson Police Department	Officer Reyes is going to show what parents and kids need to know to have a safe Halloween and safety tips for trick or treating.
Health	Impact	10/31/04	6:00 AM	Randy Accetta, Get a Move On Organizer Sarah Gonzales LeeAnne Savage, Health and Fitness Expert	The City of Tucson is promoting healthy lifestyles through the Get a Move On Program. Basically, participants are encouraged to start slow by walking just 30 minutes a day. Then, they move up to several miles a few times a week. The program also focuses on healthy eating. Our guests will explain how even folks who aren't in the program can adopt its method and get healthy!
Employment	EWN One on One	11/7/04	6:30 AM	Dr. Kevin Leman, Internationally known Psychologist, Business Consultant, Award Winning Author. Regular guest on CNN, CBS, Good Morning America, Today, and The View.	Leman's Book "The Way of the Shepherd 7 Ancient Secrets to Managing Productive People." The book is written like a parable. Leman says managing people is like managing sheep. He offers tips for how to make employees trust you, feel like they belong to a business, etc.
Health	Impact	11/7/04	6:00 AM	Jill de Zapoién, 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.
Economy	KVOA 6 PM Newscast	11/09/04	6:00:13 to 6:02:01		Number of local social service agencies feel they are being short changed by the city. The city receives 7 million dollars in federal community block funds. For the first time in years, the city council has voted to cut back on the share of those dollars that it gives to non-profits.

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Education	KVOA Daybreak 5:30a-7a Newscast	11/09/04	5:53:23 to 5:55:18		Teaching these days has moved far from rulers and blackboards of yester-year. Technology, such as the palm pilot, is allowing educators and students to learn at light speed.
Health	KVOA Noon Newscast	11/09/04	12:22:57 to 12:24:27		Scientists are flocking to the brain of songbirds to learn about human language and speech disorders.
Education	KVOA Daybreak 5:30a-7a Newscast	11/10/04	6:04:37 to 6:06:02		Colleges around the United States, including the University of Arizona, are reconsidering the way they deal with some advance placement tests.
Education	KVOA Noon Newscast	11/10/04	12:06:25 to 12:07:45		Universities are asking what score is good enough on an advanced placement test to get out of the course in college? At the center of debate, a score of 3 on the AP Calculus test. Math Departments have noticed that students with 3's do not measure up.
Health	KVOA Daybreak 5:30a-7a Newscast	11/10/04	6:24:19 to 6:24:39		Disturbing trend among pregnant women watching their weight, so they stay thin with the perfect round belly, like the celebrities, regardless of the health risks.
Government	KVOA Daybreak 5:30a-7a Newscast	11/10/04	6:06:27 to 6:06:42		Investigators at the Pentagon are still trying to figure out how explosives disappeared from Iraqi munitions facilities during the early days of the war.
Health	Impact	11/14/04	6:00 AM	Dr. Daniel Boone, Ph. D.	The voice is a problem for many, many Americans – it can affect not just your health, but also your level of personal achievements. We'll talk to one of the nation's foremost vocal experts who have worked with everyone from Sen. John McCain to Julie Andrews. He'll teach the audience how to properly and effectively use one's voice and achieve their potential.
Health	Impact	11/14/04	6:00 AM	Michele Bart, Events Manager Archie Dalglesch, SAAF Client	Southern Arizona Aids Foundation helps people who are HIV positive. They provide numerous of services such as taking meals to clients with aids. They also have various prevention programs to help educate people as well as prevent the spread of aids. We discuss these topics and an upcoming fundraiser called the Jerome Beillard Festival for Life.

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Crime	KVOA 5 PM Newscast	11/17/04	5:00:49 to 5:02:24		Mexico's Department of Liquor Control received a loan from Arizona to help the boarder town cut down on under age drinkers.
Health	KVOA Daybreak 5:30a - 7a Newscast	11/17/04	6:50:05 to 6:50:35		New researchers found a potent antioxidant in apples could help protect brain cells. Researchers found the antioxidant quercetin was more powerful than vitamin C in protecting brain cells from oxidative stress. That's a tissue damaging process that could lead to Alzheimer's Disease. Researchers found the highest levels of quercetin in raw red apples. Similar benefits also come from onions, blueberries and cranberries.
Economy	KVOA Noon Newscast	11/18/04	12:04:07 to 12:04:22		New information reveals Arizona has the highest growing number of food stamp users across the nation.
Economy	EWN One on One	11/21/04	6:30 AM	Julie penny and Jenna Westerboke, ran the auction	The Boys and Girls' Club largest fundraiser of the year. What items are for auction? How much money is expected to be raised? And what exactly will the money raised go to? Programs, new clubhouses?
Water	Impact	11/21/04	6:00 AM	Mitch Basefsky, Tucson Water Spokesperson Fernando Molina, Water Conservation Expert	Arizona Drought Task Force and conservation initiatives.
Health	EWN One on One	11/28/04	6:30 AM	Molly Brewer, MD Christina Kim, MD	The Arizona Cancer Center has just launched the High Risk Breast and Ovarian Cancer Clinic. It uses a multidisciplinary approach to screen for, prevent, and treat cancer. It also offers patients a chance to participate in clinical trials not open to the general public. The doctors hope to find ways to diagnose cancer sooner by working with "at risk" women in their 30's or early 40's.
Health	KVOA Noon Newscast	12/01/04	12:24:17 to 12:24:31		New form of CPR being used at University Medical Center and they are the first in the world to do so. It's called continuous chest compressions CPR. Doctor's at the Sarver Heart Center say for heart attack victims, don't bother with mouth to mouth, just pump the patient's chest hard continuously.
Crime	KVOA 6p Newscast	12/02/04	5:59:41 to 6:01:21		Pima County Sheriff's Department uncovered a huge identity theft operation in Tucson.

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Crime	KVOA Daybreak 5:30a to 7a Newscast	12/02/04	6:03:05 to 6:04:25		A mugging caught on tape is prompting police officers to warn holiday shoppers to be careful in parking lots.
Crime	KVOA Daybreak 5:30a to 7a Newscast	12/02/04	6:04:55 to 6:05:15		The Arizona Supreme Court is looking at racial profiling and traffic stops. The court will rule whether motorists can use racial profiling as a defense in a criminal case. The hearing stems from cases in Yavapai County. A judge there has already ruled that traffic stops based on race on irrelevant in criminal cases. DPS denies officers have engaged in racial profiling.
Economy	KVOA 5pm Newscast	12/02/04	5:01:17 to 5:03:01		The job market for college graduates is looking up.
Water	KVOA Noon Newscast	12/03/04	12:05:37 to 12:06:06		The Central Arizona Project Board has endorsed a water deal between Arizona and Nevada. Under the agreement, Arizona would give Nevada a share of its Colorado River water for about 20 years. Nevada would pay 330 million for the water. It also would pledge political support for efforts to restore top priority status to the Colorado River water that flows to Phoenix and Tucson.
Health	KVOA Noon Newscast	12/03/04	12:20:49 to 12:21:37		Depression strikes an estimated 17 million Americans yearly. In addition to being a major suicide high risk factor, it can be painful and debilitating. New drugs work well but not for everyone... which means months of trial and error to find an effective treatment.
Economy	Impact	12/05/04	6:00 AM	Nikki Mehalic, Realtor Ed Taczanowsky, SAHBA	What's fueling the hot real estate market, and how to benefit from it?
Health	EWN One on One	12/05/04	6:30 AM	Felipe Jacome, Alzheimer's Association Evelina Marquez, Family Care Consultant Dr. Alfred Kaszniak, U of A Psychology Dept.	Alzheimer's Disease is a devastating long-term disease that is hard on the patient as it is on the caregiver. We will explore what new medical developments are available for Alzheimer's patients, what services are available through the Alzheimer's Association and what is out there for the caregiver.
Crime	KVOA 5 PM Newscast	12/06/04	5:00:44 to 5:02:19		Arizona Banks are signing onto a new system to try to stop theft this holiday season when most of us will be writing lots of checks and using credit cards which makes this prime time for thieves to steal our information.

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Health	KVOA 5 PM Newscast	12/06/04	5:24:39 to 5:26:11		Each year nearly half a million people die when their heart suddenly stops... not from a heart attack but a different condition called sudden cardiac arrest. The FDA approved an over the counter device to shock the heart, buying time until help arrives. But today, some doctor's are asking if it is a good idea to sell these medical devices without a prescription.
Water	KVOA Daybreak 5:30a to 7a Newscast	12/07/04	6:33:41 to 6:33:56		Tucson voters have approved every water bond issue that's ever gone to the ballot, and the water department hopes they'll do it again. The department is proposing a new bond package to pay for new facilities and projects... to ensure the long-term future of our water supply.
Health	KVOA 10 PM Newscast	12/08/04	10:27:29 to 10:27:50		A new drug is showing better results at preventing the return of breast cancer than the drug currently being used. Researchers say Arimindex could prevent the recurrence of 70 to 80 percent of common types of cancer that occur in women after menopause. In the study, Arimindex increased survival by more than 10 percent compared to Tamoxifen.
Water	KVOA Daybreak 5:30a to 7a Newscast	12/10/04	6:36:08 to 6:26:28		A threat of "fire" could force monthly water bills to increase on the Northwest side of Tucson. Metro water is pushing a 28 million dollar bond issue so it can upgrade its system. That would increase water bills for home and business owners by 4 percent. Northwest firefighters say upgrades are necessary because the water pressure from area fire hydrants is dangerously low.
Education	EWN One on One	12/12/04	6:30 AM	Dr. Ann Lane Hedlund, leading authority on Navajo Tapestries, Author of several books, Curator of Exhibit at the Arizona State Museum. Barbara Ornelas, Master Navajo Weaver and Exhibit Consultant. Sierra Ornelas, Barbara's daughter, UA Student and Weaver.	The Arizona State Museum on the UA Campus has just opened an unprecedented exhibition showcasing 150 years of Navajo weaving. Guests will bring rugs, slides, looms, etc.
Health	Impact	12/12/04	6:00 AM	Kate McKinzie, MSW, CISW, Canyon Ranch	Discussed about food and mood... and how you can eat healthy during the holiday season and the importance of exercising during the holiday season to relieve the added stress.

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Economy	KVOA Noon Newscast	12/13/04	12:11:30 to 12:11:51		Shoppers showed a bit of cheer at the cash registers in November. Sales were up about one tenth a percent, that's just a bit more than the flat line economists expected. Shoppers in November spent the most on electronics, appliances, groceries, building materials and garden supplies. But they cut back on cars, clothes, sporting goods, books and music.
Growth/Community Development	KVOA Noon Newscast	12/13/04	12:03:47 to 12:04:13		For the second time in 12 years, the Dalai Lama plans to visit Tucson. The spiritual leader of the people of Tibet is scheduled to come to Tucson next September. He'll lead three days of Buddhist teachings focused on meditation. He is also expected to speak publicly at the Tucson Convention Center.
Crime	KVOA Daybreak 5:30a to 7a Newscast	12/13/04	6:37:12 to 6:38:52		The US Post Office is offering reward money for those who report information regarding mail theft. If you report information that leads to the arrest and conviction of someone stealing mail, the Postal Service will give you a 10 thousand dollar reward and a 50 thousand dollar reward for the arrest of someone sending illegal drugs or money through the mail.
Economy	KVOA 5 PM Newscast	12/14/04	5:05:20 to 5:06:48		The Ghost Ranch Lodge on Miracle Mile has been sold and will be converted into affordable housing for the elderly. The motel served visitors for more than 60 years.
Health	KVOA Daybreak 5:30a to 7a Newscast	12/14/04	6:20:46 to 6:22:36		The flu vaccine shortage is over, but now a different problem is plaguing health care workers in several states. It seems doctor's offices and clinics now stocked with the flu shots are finding there is a shortage of demand.
Health	KVOA 5 PM Newscast	12/15/04	5:25:25 to 5:27:28		Most people who have high blood pressure need more than one class of drug. A new observational study is the first to look at which combinations are best at protecting older women from heart attack, stroke and other heart problems all of which can stem from high blood pressure.
Growth/Community Development	Impact	12/19/04	6:00 AM	Sam Fox Regan, Manager	How to create a successful business model. How to expand. Learning lessons from local leaders who have made it in their field.
Health	EWN One on One	12/19/04	6:30 AM	Dr. Luca Brigatti, Dr. Lynn Polonski Shameema Skider, UA Medical Student	January is glaucoma awareness month. We discuss the diseases of glaucoma and cataracts. Symptoms, treatments, etc. We tell viewers how to get free glaucoma screenings. 628-7871

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Education	KVOA Noon News	12/21/04	12:07:45 to 12:08:03		NewAIMS Test results are showing significant gains in education. That's based on the scores of the first graduating class that must pass the reading, writing and math test to get a high school diploma. State officials say about half of the students passed. That's up from 49 percent last Spring.
Health	KVOA 5 PM Newscast	12/24/04	5:24:22 to 5:24:44		Medicare is planning to pay for counseling to help some of the nation's older smokers kick the habit next year. Medicare beneficiaries who smoke and have smoking-related diseases or who take certain medicines will be eligible for up to four counseling sessions. And if that is not enough, they could sign up for more. Illness related to tobacco use costs Medicare 14 billion dollars a year.
Growth/Community Development	KVOA 10 PM Newscast	12/24/04	10:00:42 to 10:02:37		With the temperature dropping, the Salvation Army is trying to raise Holiday spirits by opening its doors to the homeless this Christmas Eve.
	KVOA 5:30 PM Newscast	12/25/04	5:36:12 to 5:36:34		Startling statistics involving teenagers and drinking... A survey shows the underage drinking rate is higher in Pima County than the national rate... The 2002 Arizona Youth Survey found eighth graders drink at almost twice the national rate. 42 percent admitted drinking alcohol in the month preceding the survey, compared with 22 percent nationally.
Growth & Community Development	EWN One on One	12/26/04	6:30 AM	Bonnie Lilley, DVM Manager Linda Soto, Shelter Supervisor	The change in management from Dr. Rodrigo Silva to Dr. Bonnie Lilley. Also, highlight future goals for the shelter.
Education	Impact	12/26/04	6:00 AM	Natasha Korshak, Miraval Director of Mindfulness Education	Discussed a new look at the typical New Year's Resolutions, with a meditative life in balance twist.
Education	KVOA Daybreak 5:30a to 7a Newscast	12/27/04	6:37:19 to 6:37:34		Arizona has fewer "under" performing schools. Of the state's 1,200 schools, 43 are labeled "under" performing versus last year's number at 136.
Crime	KVOA Noon Newscast	12/27/04	12:07:19 to 12:07:40		The U.S. Border Patrol wants to install nearly 20 miles of additional barriers at the Arizona Mexico border. The Border Patrol wants to place 12 foot secondary fencing about 60 feet North of the existing border walls in Douglas and Naco. This proposal is being reviewed after being part of an environmental impact statement released in October.

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Crime	KVOA 5 PM Newscast	12/28/04	5:05:54 to 5:06:06	
Environment	KVOA Noon Newscast	12/29/04	12:08:12 to 12:08:32	
Health	KVOA Noon Newscast	12/29/04	12:23:38 to 12:25:38	
Health	KVOA Noon Newscast	12/31/04	12:20:40 to 12:22:50	
Economy	KVOA Noon Newscast	12/31/04	12:06:54 to 12:07:45	

SUMMARY OF DISCUSSION

The New year could bring you money from the Arizona Motor Vehicle Department. Beginning, Saturday, the MVD will start refunding the unused portion of license fees to drivers who have a credit of at least \$12.00. Arizona has been keeping up to \$350.00 from drivers who leave the state, stop driving or buy another car before selling the old one. State Law requires drivers to keep license plates when they sell their vehicle. In most cases, drivers can transfer remaining credit to their family acquired car but drivers could waste that credit if they wait to sell their old car until after they buy a new one.

Tucson police are tallying up crime statistics for 2004. Homicides increased slightly this year. 54 murders compared to 51 last year. Police say there were also more rapes, 326 by today, compared to 274 in 2003.

At least 300 people are being evacuated from the Sedona area. A winter storm has flooded Oak Creek causing water levels to rise 11 feet overnight. Officials say run-off could cause flash flooding and prompt more evacuations. Rainwater is also causing some canyon walls to collapse in Oak Creek Canyon.

The cost of health insurance is on the rise going up as much as 12%. To cut costs, some companies are taking a different approach to health care. They are focusing on preventative measures.

Controversy is brewing over a new way to serve alcohol in some bars in the country. It's call AWOL "Alcohol without liquid." The AWOL machine lets drinkers inhale shots of alcohol. Promoters say its safe, legal and fun but some doctors and lawmakers believe the AWOL machine is a disaster waiting to happen.

It's been a seller's market for real estate in Tucson this year and the trend is expected to carry over into 2005. The average price of a new home in Tucson was \$212,665 in November, \$16,000 more than during the same time last year.

Public Service Announcements (PSA's) also cover issues and problems in our area. The following list includes PSA's that KVOA aired extensively during the quarter with a minimum of 15 airings each:

ECONOMY	Resolve Inc.
EDUCATION	Flandrau Science Center
EDUCATION	Northwest Fire District
EDUCATION	Saharo Girl Scout Council
EDUCATION	Tucson Boys Chorus
ENVIRONMENT	Tucson Airport Authority
ENVIRONMENT	Tucson Clean and Beautiful
GROWTH & COMMUNITY DEVELOPMENT	Hermitage Cat Shelter
GROWTH & COMMUNITY DEVELOPMENT	Volunteer Center of Tucson
HEALTH	Alzheimer's Association
HEALTH	Leukemia Society
HEALTH	American Heart Association
HEALTH	Susan G. Komen Cancer Foundation
CHILDREN/YOUTH	DARE
CHILDREN/YOUTH	Bear Essential News for Kids
CHILDREN/YOUTH	Boy Scouts – Catalina Council

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.