

AUSTIN NEWS

MEMORANDUM

TO: KXAN/KXAM Public Files

RE: Issues and Programs Report – ^{Fourth} ~~First~~ Quarter
October 1-December 31, 2007

DATE: January 10, 2008

The top ten ascertained significant problems and needs of the Austin community are:

1. Transportation/traffic
2. Education quality
3. Growth
4. Crime
5. Gangs
6. High-tech Education
7. Teaching good citizenship/responsibility
8. Focus on positive/good news
9. Family Values
10. Poverty

Attached are examples of local news reports, public service efforts, local programming, and syndicated programs that have addressed these issues. Additionally, as an NBC affiliate, we broadcast network programs that discuss these problems and needs from a national perspective. These include "Dateline" and "Meet the Press". Examples of national news reports with local relevance are also attached.

PROGRAMS OF SIGNIFICANT INTEREST

October 1, 2007 – December 31, 2007

NAME OF PROGRAM	DAYS AIRED	TIME AIRED
Austin News Today	Monday-Sunday	(M-F) 5:00-7:00 a.m. (Sat) 7:00-9:00 a.m. (Sun) 7 & 9 a.m.
Austin News Today Show Cut-ins	Monday-Friday	7:26-7:30 a.m. 7:56-8:00 a.m. 8:26-8:30 a.m. 8:56-9:00 a.m.
Austin News @ 4 & 5	Monday-Friday	4-4:30 p.m.
Austin News @ 6	Monday-Saturday	6:00-6:30 p.m.
Austin News @ 5	Sunday	5-5:30 p.m.
Austin News @ 10	Monday-Friday Saturday-Sunday	10:00-10:35 p.m. 10:00-10:30 p.m.

All of these programs are produced locally and are a mix of news, weather and sports.

KXAN also airs NBC Nightly News with Brian Williams, Monday – Friday at 5:30 – 6:00 p.m., and NBC Nightly News on Saturday and Sunday at 5:30 – 6:00 p.m.

NBC Nightly News has two ongoing reports that are relevant to the community we serve.

NBC Nightly News – Making a Difference synopsis:

"Making a Difference" stories air every Friday on "NBC Nightly News with Brian Williams." The series was conceived in response to viewers who complain that the broadcast features only "bad" news. Viewers can also read and watch the stories on the NBC Nightly News website and use the mailbag to tell NBC about someone they know who is making a difference.

NBC Nightly News – What Works synopsis:

"What Works" is a continuing series on "NBC Nightly News with Brian Williams." These are "reports which spotlight ideas or innovations that are solving various problems in communities across the country." Viewers can read and watch all the stories from the series on NBC Nightly News website.

Story examples from KXAN Austin News