4th Quarter 1998
KOMU-TV Columbia, Missouri

There follows a listing of some of the significant issues responded to by station KOMU-TV through its news programming for the period October 1, 1998 to December 31, 1998. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

4th Quarter Issues: Government, Community Improvement, Health, Education, Consumer Issues, Jobs/Economy

Description of Issue	Program/ Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
Health	NBC8 News at Six	10/1	6	2:00	A mercury spill at a local health clinic goes undetected for several months, until an employee reports it. We cover the breaking news.
Jobs/Economy	NBC8 News at Ten	10/1	10	2:00	We examine the incomplete bridge at the lake of the Ozarks and it's impact on business there.
Education	NBC8 News at Six	10/2	6	2:00	We look at the trend of more girls being interested in science education and fields in science, as well as how to encourage daughters to participate.
Education	NBC8 News at Six	10/3	6	1:30	MU cuts it's scholarship funding for minorities. Will this hurt chances of bringing minorities to Columbia?
Health	NBC8 News at Six	10/5	6	3:30	We look at the new cancer fighting treatments under investigation at the University if Missouri
Community Improvement	NBC8 News at Ten	10/5	10	2:00	Stephens College reports much higher enrollment this year, meaning more jobs and a better neighbor for the community.
Government	NBC8 News at Six	10/6	6	5:00	Extensive coverage of flooding in our area and the government response to stop it and help with the cleanup.
Government	NBC8 News at Ten	10/6	10	5:00	More coverage of the floods and their aftermath.
Government	NBC8 News	10/7	6	2:00	County government officials are embarrassed when the

	at Six				jail in Miller county has a whopping phone bill to sex numbers.
Government	NBC8 News at Ten	10/7	10	2:00	We Look at the road damage associated with the floods and what it will take for counties to rebuild.
Education	NBC8 News at Six	10/9	6	3:00	Fire devastates a small school near Sedalia, completely destroying the school building.
Health	NBC8 News at Ten	10/9	10	3:00	We look at the impact of the AIDS Memorial Quilt as it comes to mid-Missouri for display.
Health	NBC8 News at Six	10/ 10	6	1:00	We examine the effectiveness of flu shots for the elderly.
Jobs/Economy	NBC8 News at Six	10/ 12	6	3:00	An out of town company buys two major employers in the area and we show the impact on workers and others.
Community Improvement	NBC8 News at Ten	10/ 13	10	2:00	We talk to local gay groups about the death of a gay man in Wyoming and the need for a change in laws to protect against hate crimes.
Consumer Issues	NBC8 News at Six	10/ 14	6	2:00	There are a number of telemarketing scams going around the area and people are warned to watch out for their money.
Government Jobs/Economy	NBC8 News at Ten	10/ 14	10	2:00	The latest on the plans to build a replacement prison in Jefferson City is on hold while they work to secure a site. It would offer better security and many jobs.
Community Improvement	NBC8 News at Six	10/ 15	6	2:00	We examine the possible positive and negative impacts of gambling if the Boats in Moats bill is passed.
Community Improvement Jobs/economy	NBC8 News at Six	10/ 16	6	2:00	The new Jefferson City convention center is underway, and will bring much business to the area.
Government	NBC8 News at Ten	10/ 16	10	4:00	The new federal budget will have a definite impact on mid-Missouri. We look at the impact and see how things might change.
Jobs/Economy	NBC8 News	10/	6	5:00	Extended reports look at the impact of Mizzou's

	at Six	16			homecoming tradition on the business and job situation in Columbia.
Community Improvement	NBC8 News at Ten	10/ 18	10	2:00	New Community Betterment awards are handed out, to a neighborhood association for the first time.
Consumer Issues	NBC8 News at Ten	10/ 19	10	2:00	We examine the impact of the AT&T and TCI merger to see what it means for phone and cable business.
Alcohol and Drugs	NBC8 News at Six	10/ 20	6	2:00	We kook at the impact of alcohol and drug abuse on the lives of people in abusive relationships. Counselors see a link and would like to break it.
Community Improvement Government	NBC8 News at Six	10/ 21	6	1:30	The widening of U.S. Hwy 63 will mean better business and community access, as well as safer transportation.
Jobs/Economy	NBC8 News at Six	10/ 22	6	3:00	A job fair in Columbia shows the pressure on employers with such a low unemployment rate. They must try to find skilled workers where there are none.
Drugs/Alcohol	NBC8 News at Ten	10/ 22	10	2:00	A Mizzou anti-drinking and rugs program wins a national award and money to help spread work for the cause.
Health	NBC8 News at Six	10/ 24	6	2:00	We look at a revolutionary new type of medical building that brings doctors together in a whole new way.
Consumer Issues	NBC8 News at Ten	10/ 24	10	2:00	Consumer report on new solar homes that work much better than the kind people used to buy.
Community Improvement	NBC8 News at Six	10/ 26	6	2:00	A new pilot program looks at the way abused children are taken for the home for rehabilitation and how that could work better through a foster care system.
Drugs/Alcohol	NBC8 News at Ten	10/ 26	10	3:00	Missouri begins its second methamphetamine summit in Jefferson City with a promise to move down the list of meth production states.
Community Improvement	NBC8 News at Six	10/ 27	6	2:00	A local food pantry changes its name to try to show what its full range of services to the community are all about.
Education	NBC8 News	10/	10	3:00	Parents are trying a new way to get teachers and

	at Ten	27			students together to talk about their progress. They are having a giant teacher-parent fair where they can get together away from work hours to hear each other talk.
Jobs/Economy	NBC8 News at Six	10/ 28	6	5:00	NBC8 News breaks the story of a new airline that will base itself in Columbia and provide better service than we have had for years, using the old Ozark name and logo.
Jobs/Economy	NBC8 News at Six	10/ 29	6	5:00	More extended coverage on all the job impact of the new airline.
Health	NBC8 News at Ten	10/ 29	10	2:00	The John Glenn return to space helps to make the elderly of the area think more about how active they are. They find they can do more than they thought.
Health	NBC8 News at Six	10/ 29-30	6	7:00	A two part series looks at whether we are all getting enough sleep.
Community Improvement	NBC8 News at Ten	10/ 30	10	2:00	An unusual protest in Columbia as cars drive slowly on purpose to try to complain about the use of gasoline and plead with people to use more bicycles.
Consumer Issues	NBC8 News at Ten	11/2-3	10	4:00	We look at the right way to tip and give people enough for their service.
Government	NBC8 News at Six	11/3	6	10:00	A complete election preview
Government	NBC8 News at Ten	11/3	10	20:00	Complete election returns
Consumer Issues	NBC8 News at Six	11/4	6	4:00	Our 8 on Your Side report looks at the idea of lifting weights for general fitness.
Education	NBC8 News at Six	11/5	6	2:00	National panels of educators are coming to mid-Missouri to see how Douglass High School in Columbia has become a model program for the rest of the nation.
Consumer Issues	NBC8 News at Ten	11/6	10	2:00	A Columbia nursing home is fined and loses its license for a while after failing an inspection. It seems they can't

					keep enough workers to meet the state law.
Consumer Issues	NBC8 News at Six	11/ 7	6	2:00	Dock owners at the lake of the Ozarks will have to pay more due to a new tax levied by AmerenUE to pay for Bagnell Dam.. But owners say the tax is wrong.
Government	NBC8 News at Six	11/ 10	6	10:00	A major tornado hits the city and we examine the response of the government agencies to clean up and warn people about the tragedy.
Government	NBC8 News at Ten	11/ 10	10	4:00	An investigation by NBC8 News shows that the alarm call on the tornado may have been an accident.
Consumer Issues	NBC8 News at Six	11/ 12-13	6	6:00	In a two-part series, we look at the toys your kids want the most for Christmas, and let them test the toys out in our studio.
Jobs/Economy	NBC8 News at Ten	11/ 14	10	2:00	Still delayed on opening the renovated Jefferson City bridge, the cost on the state may actually go down.
Education	NBC8 News at Six	11/ 16	6	3:00	The first of many reports on the idea of stopping transfers between the two high schools, and setting new boundary lines there.
Government	NBC8 News at Six	11/ 17-18	6	7:00	We investigate the use of county funds to pay welfare to those in jail. We first reported this years ago and want to see if it is better. It is.
Consumer Issues	NBC8 News at Six	11/ 18	10	3:00	The big tobacco deal between Missouri and tobacco makers means a lot of money coming to the state. We look at how taxpayers and others might get it.
Jobs/Economy	NBC8 News at Ten	11/ 19	10	2:00	With the boats in moats plan passed, we get a chance to see how quickly Davis Gaming will set up its boat in Boonville, putting may jobs onboard.
Health	NBC8 News at Six	11/ 20	6	4:00	We look at all aspects of quitting smoking with the Great American Smokeout.
Community Improvement	NBC8 News at Six	11/ 23	6	2:00	The new improvement on the Jefferson City bridge are finally complete and it reopens to traffic.

Health	NBC8 News at Six	11/ 23-24	6	10:00	A special two-part investigative report looks into the problems of nursing shortages and patient dumping at Jefferson City area hospitals.
Jobs/economy	NBC8 News at Six	11/ 26	6	3:00	Despite the fact many people think the day after Thanksgiving is the busiest shopping day of the year, it's not. Still, we show its impact on the Christmas economy.
Jobs/Economy	NBC8 News at Six	11/ 27	6	2:00	We look at the rising trend in part-time employment this Christmas.
Education	NBC8 News at Ten	11/ 30	10	2:00	A whole battery of new tests is planned for the incoming high school student in Missouri to assess how their younger education has gone.
Education	NBC8 News at Six	12/1	6	3:00	Budget cuts mean the closing of a school in New Florence. The students and teacher will be absorbed into other schools in the area.
Jobs/Economy	NBC8 News at Six	12/2	6	3:00	A closing of a Quaker Oats plant in North Carolina means more jobs for mid-Missouri, as some of the production is shifted here.
Education	NBC8 News at Ten	12/2	10	3:00	The University of Missouri puts off its decision about an anti-gay ordinance to help protect gay students. This angers many supporters of the plan.
Education	NBC8 News at Six	12/4	6	2:00	The governor is putting report cards about each school in the state on the Internet for parents to pick through.
Community Improvement	NBC8 News at Six	12/7	6	2:00	The state once again brings out a plan to connect all the major cities of the state with a big four lane highway.
Community Improvement	NBC8 News at Ten	12/7	10	2:00	The Columbia city council looks at trying to rezone some land to make more park space along the Katy trail. But the local Islamic mosque wants to expand there.
Consumer Issues	NBC8 News at Six	12/8	6	2:00	GTE files to provide short long distance service to Missouri. We look at the possible benefits and costs of

					this sort of service.
Education	NBC8 News at Six	12/ 10	6	1:30	Colleges in the area try some new forms of recruiting to get the non-traditional student interested in college.
Jobs/Economy	NBC8 News at Ten	12/ 14	10	3:00	Higher than usual December temperatures mean the workers in construction areas are getting extra work done and extra payroll on the streets.
Jobs/Economy	NBC8 News at Six	12/ 15	6	2:00	The expansion of the Scholastic plant in Moberly means 100 new jobs for the area.
Consumer Issues	NBC8 News at Six	12/ 17	6	2:00	Extra low gas prices make driving an incredible bargain this December.
Consumer Issues	NBC8 News at Ten	12/ 17	10	5:00	Internet shopping is growing all the time, and we look at whether it is safe or not.
Health	NBC8 News at Six	12/ 22	6	2:00	We offer suggestion for relieving holiday stress.
Drugs/Alcohol	NBC8 News at Six	12/ 26	6	2:00	We look at the movement for "mocktails" mixed drinks within alcohol that tastes like the real thing.
Consumer Issues	NBC8 News at Six	12/ 28	6	2:00	We look at the best way to fight holiday debt.
Drugs/Alcohol	NBC8 News at Six	12/ 31	6	2:00	A preview of the upcoming First Night alcohol-free celebration of the new year.
Drugs/Alcohol	NBC8 News at Ten	12/ 31	10	5:00	:Live coverage of the no alcohol celebration.

Missouri Business Account (MBA)

This is a locally-produced program which provides information of a business nature to the Mid-Missouri audience. This 30-minute program hosted by Patsy Dalton, a local business-woman, is designed to provide an in-depth look at issues facing the area business community. The program airs each Sunday at 10:30PM and looks at issues dealing with finances, insurance and healthcare. The program features interviews with key business leaders and experts in the various fields discussed each week.

Attached is a listing of program highlights from each week.

Quarterly Issues/ Missouri Business Account
4TH Quarter 1998
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4TH Quarterly issues: Government, Community Improvements, Education, Health, Alcohol and drugs, Consumer issues and Jobs and the Economy.

Issue	Program	Date	Time	Duration	Segment Description
Government	Missouri Business Account	Dec 13	10:30pm	2:00	Columbia City debates a request by the Islamic Center to purchase city land for expansion. The same property is also requested by the MKT Trailhead committee as a park.
Government	Missouri Business Account	Oct 4	10:30pm	:30	Columbia City Council turns down a request by a businessman to construct a new auto parts shop. Owner Thomas Kardon says he is the target of unfair discrimination.
Community Improvements	Missouri Business Account	Oct 11	10:30pm	:30	Columbia City Council announces improved downtown parking including changes in street side parking meters and the new parking garage now allows for special spaces for business employees in the area.
Jobs and Economy	Missouri Business Account	Oct 22	10:30	1:40	The holiday season opens up a busy time of year for temporary employees.
Jobs and Economy	Missouri Business Account	Oct 22	10:30pm	:45	The Department of Labor's Job Service building is temporarily closed after tornadic winds cause structural damage. Prospective employees and employers are urged to use the virtual web site.
Jobs and Economy	Missouri Business	Oct 11	10:30pm	:30	Nowell's grocery announces expansion at Providence and

	Account				Nifong, which will mean the addition of new jobs.
Jobs and Economy	Missouri Business Account	Nov 29	10:30	1:25	Impact of Christmas sales on the local economy with a focus on the amount of returns stores get.
Jobs and Economy	Missouri Business Account	Nov 29	10:30	4:00	Changing role of women in the work force, nearly 3/4s of women age 20-50 work outside the home.
Economic Development	Missouri Business Account	Nov 1	10:30	3:00	A new airline announces service in the coming months to Columbia's regional airport. The new company will use an old name- Ozark Airlines.
Economic Development	Missouri Business Account	Nov 22	10:30	2;00	A group of four college entrepreneurs develop their own line of clothing.