QUARTERLY REPORT
THIRD QUARTER – 2008

JULY 1, 2008 through SEPTMEBER 30, 2008

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

Growth:
In Las Vegas **traffic** continues to be an issue for locals. With **improvements** to existing roads and non-stop construction of new ones, locals, while still struggling, are able to get around the valley a little easier. Another concern is **building & construction.** Although growth has slowed due to the economy a large number of people continue to migrate to Las Vegas. **Utility issues** will also continue to be a concern. From growing power bills to conserving water, locals want to know how to maximize their dollars. Living in the desert also has locals concerned with their water. Water conservation, our natural water resources, and living a more "green" life are very important.

Education:
The quality of **higher education** is has become more prevalent an issue in Clark County with emphasis on improving the current system. **Safety** is a concern for K-12 due to the **class sizes** and the lack of adequate **staffing** of teachers. Because of the struggling economy, the **budget** is of major concern. With recent cuts, where will education funding come from?

Crime:
Crime remains one of the top concerns among Southern Nevada residents. The allure of the 24 hour city, and transient nature of the city, contribute to an increase in **alcohol** and **DUI**-related accidents as well as illegal **drug** use. Since 9-11, there is a growing concern for **public safety** specifically along the strip where some of the largest hotels in the world are located. In the suburban communities **family safety** is also an issue. The sheriff of the Metro Police Department says that **gangs** are a problem here and one of his biggest concerns as head of the department. Police are also seeing an increase in **sex crimes** specifically among young adults, and tragically, children. **Graffiti** continues to be an issue - not only in the city limits but in neighborhoods as well.

Lifestyles:
Lifestyles in our community are always a concern with adults. Our city has several lifestyles that contribute to different issues, good and bad. **Health and Medical issues** are always a topic of discussion, especially with the recent health scare at the endoscopy clinics. **Gambling and Casinos** are also consistently in the spotlight. There are many **family issues and activities** that are of concern as well. Is there enough to do in Las Vegas as a family?

Economy: With the summer driving season here, **gas prices** are at an all time high. The average price is at record level. While Las Vegas residents are paying a lot to fill up their tanks, unemployment has also risen to some of the highest in Clark County. The **cost of living** continues to rise, as does the **foreclosure** rate. Clark County is the highest in the nation for foreclosures. **Tourism,** however, remains our city's big money maker, but, this too has taken a hit due to the economy.

Politics: **Election** season is in full swing, and our presumptive Presidential **candidates** area campaigning. Las Vegas took a look at candidates in February with their first Caucus. Candidates will start talking more about **issues** of concern here in Las Vegas as time moves on.

Children/School:
Class size continues to be a major concern for the children of Clark County. The effects of overcrowding spill over onto many other areas with the increase of students in each classroom. **Crime in school** becomes more difficult to manage and **curriculum** receives less attention.

Children/Safety:
As **gangs** are becoming bolder in their activities it is becoming more difficult for children to avoid the **alcohol, drugs** and **weapons** that are affiliated with them. The peer pressure to join is often too much to avoid. Despite campaigns against tobacco use, **smoking** continues to be prevalent among teens. As for teens and younger children the **stranger danger** warnings continue as more random abductions and attempted abductions are reported. As seen in the expansion of child welfare services the **home life** of many children is not safe.

Children/Activities:
School sports are always are always in the forefront when kids are I school. Sports can be a good way for students to make friends and learn responsibility and teamwork. Students also take part in **extracurricular activities** to spend time before and after school. They can be parts of teams, clubs, or even after school jobs. In the extracurricular arena students can learn the value of being part of something as well as commitment and responsibility.

Children/Technology:
The internet is a great source of information and you can find computers in every classroom and home. It is a great resource for children and teens but the internet can also be a very dangerous place. Children and teens sometimes fall prey to sexual predators they meet on the internet on **teen websites** such as myspace.com. With easy access to teen websites and chat rooms, there is growing concern over **internet safety**. The evolution of technology is also opening the floodgates to teen communication through the use of **electronic devices**. IPods and cell phones are considered "must have" items by many teens. How does this affect a child'
s social life, well-being, etc.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: April 14-20, 2008, May 19-25, 2008 and June 16-22, 2008.

STORIES APPEARING ON, NEWS 3 AT TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (3) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (4) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LILTTLE FURTHER AND STORIES ABOUT THE ECONOMY; (5) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (6) WWW.KVBC.COM, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL

BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES

REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES

PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS "CALL 3" PROGRAMS. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH RUN DURING NEWSCASTS.