

FCC Report 2<sup>nd</sup> Quarter 2007  
KXMB CBS12

Story: Lukemia  
Issue: Health & Medical  
Reporter: Lauren  
Air Date: 04/25  
Air Time: 10pm  
TRT: 2:04  
Interviews: Sheila Faut/Hazen, Maynard Bronstein, MD

Educational and inspirational story on prevention of leukemia and use of new medicine to treat it.

Story: Property Taxes  
Issue: Consumer/Money matters  
Reporter: Donnell Preskey  
Air Date: 04/24  
Air Time: 10pm  
TRT: 1:15  
Interviews: Gil Herbel/Grafton, Jim Kasper/Fargo, Scot Kelsh/Fargo

Story outlines property tax relief plan passed by legislators that will provide tax breaks for North Dakotans. Allows residents to deduct 10% of property taxes from income tax returns.

Story: Steele  
Issue: Community project/Business  
Reporter: Brad Feldman  
Air Date: 05/29  
Air Time: 10pm  
TRT: 1:32  
Interviews: Paul Erdelt/Steele Economic Development

Local small community develops plan to grow by spending money on television commercials to promote opportunities in Steele.

Story:Science

Issue:Community Projects

Reporter:Brad Feldman

Air Date:05/30

Air Time:10pm

TRT:1:24

Interviews: Shireen Ghorbani/Shade Tree Players, Beth Demke/Gateway to Science

Local arts and science center has outgrown its space. This story outlines an expansion project that would need community support.

Story:Plasma

Issue:Health & Medical

Reporter:Lauren Kalberer

Air Date:06/22

Air Time:10pm

TRT:2:17

Interviews:Dessie Baxter/Donor Recruitment, Connie Morris/UBS Center Director

New regulation prohibits any women who have ever been pregnant or transfused from donating plasma. Story talks about issue and how local agencies are keeping the blood supply safe.

Story:Current

Issue:Health & Safety

Reporter:Donnell Preskey

Air Date:06/27

Air Time:10pm

TRT:1:45

Interviews:Nathaniel Umphrey/ND Game & Fish Dept

A Mandan man nearly drowns after being swept up in an undercurrent. Story raises awareness for safety on area lakes and rivers.

## QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by Station **KXMB-TV Bismarck**, North Dakota along with typical and illustrative programming for the period of **April 1, 2007 to June 30, 2007**. The listings are by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

### 1. Description of Issue: Health & Medical Issues

#### Responsive Program:

Title: Noon Show  
Date: April 10, 2007  
Time: 12:00 Noon  
Duration: 5 Minutes  
Type: Live Interview

Description: Guests: MaryAnn Carlson & Diane Peterson, Certified Healing Touch Practitioners. Both talked about the practice of Healing Touch, which is an alternative healing method using hands-on and energy-based techniques to balance and align the human energy field. They explained how through Healing Touch, the "whole person" is influenced, and can help control pain, reduce anxiety, control headaches, and more. Diane says she has done healing touch on clients before and after surgery, and the patient has had a faster recovery. The local hospitals allow them to see their clients who are hospitalized and request healing touch. MaryAnn will be teaching a Level One Healing Touch certification class on Friday, Saturday and Sunday, April 27-29. Registration is required by calling 222-8529.

#### Responsive Program:

Title: Noon Show  
Date: May 16, 2007  
Time: 12:00 Noon  
Duration: 5 Minutes  
Type: Live Interview

Description: Guest Jolene Engelhart talked about recognizing the symptoms of stroke and preventing it. She explained the risk factors—high blood pressure, smoking, obesity, heart disease. It's important to be able to recognize when someone is having a stroke, and follow the acronym F.A.S.T. Face—ask the person to smile. If one side is drooping, that is a sign. Arm—have the person raise their arms. If they have trouble raising one arm, that's another symptom. Speech—have the person say a simple sentence. Treatment--immediately! Jolene says strokes are 70% preventable. For more information viewers should call 530-6600 or 1-800-422-0801 or [www.st.alexius.org](http://www.st.alexius.org)

#### Responsive Program:

Title: Noon Show  
Date: May 31, 2007  
Time: 12:00 Noon  
Duration: 5 Minutes  
Type: Live Interview

Description: World No Tobacco Day—guest, Michelle Walker, the Cessation Coordinator with the Tobacco Program for the ND Department of Health talked about the origin and purpose of this day. It was established in 1987 by the World Health Organization and is observed around the world every year on May 31<sup>st</sup>. The purpose is to draw global attention to the tobacco epidemic and to the preventable death and disease it causes. Michelle explained how North Dakotans can take part, by getting involved with the Tobacco Quitline. She described what is offered there—a free telephone-based service to help smokers and spit-tobacco users quit using tobacco. It helps users set a date; deal with withdrawal symptoms, offers professional counseling, tips, and more. She says besides smokers and chewers, family members and health care professionals should call the quitline. The number is 1-866-388-QUIT. (7848)

## 2. Description of Issue: Youth & Family Issues

### Responsive Program:

Title: Noon Show  
Date: May 7, 2007  
Time: 12:00 Noon  
Duration: 5 Minutes  
Type: Live Interview  
Description: Dr. Paul Johnson, Bismarck Schools Superintendent and John Salwei, Assistant Superintendent talked about the recent visit from the North Central Accreditation team. The team talked with 637 employees, parents and students about the quality of the district. Paul and John talked about the commendations and recommendations from the NCA team. They explained how the results will be used by the school board and administrators to develop a strategic plan for the district. Parents and other are offered the full report at the school district's website [www.bismarck.k12.nd.us](http://www.bismarck.k12.nd.us)

### Responsive Program:

Title: Noon Show  
Date: June 5, 2007  
Time: 12:00 Noon  
Duration: 5 Minutes  
Type: Live Interview  
Description: Scott Larkin, Research Specialist with the Fort Abraham Lincoln Foundation was on the show to talk about the Melodramas run every Friday and Saturday from June 8<sup>th</sup> to July 28<sup>th</sup>. Scott wrote and will be directing both Melodramas this summer. This is the 12<sup>th</sup> season of Melodramas at Fort Lincoln. The Melodramas start at 7:45. On the Saturday of the Fort Lincoln Festival (June 16<sup>th</sup>) we will be performing the Melodrama on an outdoor stage on the grounds of the Visitor Center. For more information, [www.fortlincoln.com](http://www.fortlincoln.com).

**Responsive Program:**

**Title:** Noon Show

**Date:** June 21, 2007

**Time:** 12:00 Noon

**Duration:** 5 Minutes

**Type:** Live Interview

**Description:**

The theme for this year's annual Mandan Junior Chamber (Jaycees) Fourth of July Parade is "Commitment to Community". This annual parade, hosted by the Mandan Jaycees since 1953, is known as the largest parade in North Dakota. Jaycees president and Parade Director, Ray Morrell was the guest. He shared with viewers some tips for getting a good seat for the parade, the parade route, and being entered in the parade. He says The Parade is viewed by over 75,000 people along Mandan Main Street. Parade officials will judge every parade entry. First place in each area of judging will receive a \$400 cash prize and a recognition plaque placed on a traveling trophy. A runner-up plaque will also be awarded in each judging area. Categories for judging are: Best Interpretation of Theme, Best Overall Design and Most Unique Design. Safety is another concern for the Jaycees parade. Morrell states that many of the rules and restrictions in place for the parade entrants are because of incidents that have occurred in the past. In 1983, we had a young girl get ran over by a vehicle as she was reaching for a piece of candy. It was at that time we no longer allowed candy to be thrown from parade floats. Parade entry forms are available by logging on to [www.cityofmandan.com](http://www.cityofmandan.com) or email [mandanjayceesparade@yahoo.com](mailto:mandanjayceesparade@yahoo.com).

**3. Description of Issue: Art & Education Issues**

**Responsive Program:**

**Title:** Noon Show

**Date:** April 9, 2007

**Time:** 12:00 Noon

**Duration:** 5 Minutes

**Type:** Live Interview

**Description:**

Shirley Olgerson & Charlene Jones are the Co-Directors of the Mandan Art Association 49<sup>th</sup> Annual Art Show and Sale. The three-day event, April 13-15 will feature art from local artists of all ages, as well as from artists across the state and South Dakota. They said the entries have reached a record 582 entries this year. The event begins with an Artists' reception for the public on Friday April 13<sup>th</sup>. Throughout the event, the public is encouraged to vote for their favorite piece of artwork in the adult and student category. Awards will be given to the "People's Choice." The Association has chosen Rosemary Landsberger for the 2007 Show Honoree. The show will include a variety of art in various mediums, a poster contests, an artist "quick draw" event, a silent auction and some of the pieces will be for sale. The show is free. More information by calling 220-4066.

**Responsive Program:**

**Title:** Noon Show

**Date:** May 11, 2007

**Time:** 12:00 Noon

**Duration:** 5 Minutes

**Type:** Live Interview

**Description:**

Stephanie Delmore, Director of Sleepy Hollow Summer Theater talked about the annual classes in the arts being offered to kids and adults for the summer months. There are 41 classes for kids as young as three all the way up to adults, including Aliens, UFOs & Monsters, Basic Drawing, A Bug's Life, Dance with the Fairies, Glass Etching, Japanese Kimono, Sculpture, Set Design, Sign Language, Tie Dye and Watercolor Magic. She says there are new classes being offered and some fill up very fast. For more information or to sign up, call 258-6343 or log onto [www.shst.org](http://www.shst.org)

**Responsive Program:**

**Title:** Noon Show

**Date:** June 26, 2007

**Time:** 12:00 Noon

**Duration:** 5 Minutes

**Type:** Live Interview

**Description:**

Marlette Pittman, spokeswoman for Buckstop Junction was on the show to promote the tour schedule for Buckstop Junction, and also to talk about a brand new book that was published recently by a North Dakota native, Brenda Tzipori—"Old Wall Do Tell Tales." It is a collection of the Pioneer Stories of Buckstop Junction. It features a history of the buildings that are located now at Buckstop Junction, and interview with founder, Buckshot Hoffner. The book is being sold in one of the newest additions to the little town near Bismarck, The Shoppe, which is a gift shop operated by volunteers. The book, along with other period-specific items, are for sale. Buckstop Junction is also celebrating its 15<sup>th</sup> Anniversary. Viewers can get more information at 223-4838 or 223-7559

**4. Description of Issue: Consumer & Safety Issues**

**Responsive Program:**

**Title:** Noon Show

**Date:** April 2, 2007

**Time:** 12:00 Noon

**Duration:** 5 Minutes

**Type:** Live Interview

**Description:**

National Public Safety Telecommunications Week, April 8-14. Guests Chantel Hartl and Morgan Hartman are both 911 dispatchers for the Bismarck/Burleigh Combined Communications Center. They explained how a dispatcher is more than a "receptionist," that she is the first "first responder" in a crisis situation. They talked about their role in an emergency, helping callers remain calm, asking the right questions to get the information that police or EMTs need before they arrive on the scene. They also shared advice for people who call 911 with an emergency, and talked about the most difficult aspects of their work. It's an extremely high-pressure job, with long hours and high-pace at times. They said have the National week to recognize their work is gratifying because often this type of work goes unnoticed. For the public to find out more information, 222-6727.

**Responsive Program:**

**Title:** Noon Show  
**Date:** May 1, 2007  
**Time:** 12:00 Noon  
**Duration:** 5 Minutes  
**Type:** Live Interview  
**Description:** June Kraft, Burleigh County Extension talked about "from the garden or orchard to the table." This focused on growing fruits and vegetables in North Dakota Gardens, which can be harvested for canning or making fresh salsas. She talked about those types of produce the can be successfully grown here, some tips for harvesting along with recipes. She touched a little on herbs and potatoes. Consumers can get lots of information from her office by calling 221-6865 or go online to [www.ag.ndsu.edu/pubs](http://www.ag.ndsu.edu/pubs)

**Responsive Program:**

**Title:** Noon Show  
**Date:** June 12, 2007  
**Time:** 12:00 Noon  
**Duration:** 5 Minutes  
**Type:** Taped Interview  
**Description:** The North Dakota Department of Transportation, Office of Traffic Safety and law enforcement recently completed participating in the nationwide "Click It Or Ticket" May Mobilization. The goal was to increase safety belt usage and, more importantly, reduce the number of fatalities and serious injuries on North Dakota roadways. Marsh Lembke, Director of the ND-DOT Drivers License and Traffic Safety Division was on the show to discuss some of the findings. The mobilization theme this year was simple: "Don't get ejected!" Wear your safety belt! Marsha shared that North Dakota is at particular risk for vehicle crashes and ejections due to the rural nature of the state and the number of vehicle miles traveled per person. She says nationally, rural traffic crashes account for 60 percent of the total fatalities on American highways, according to the National Highway Traffic Safety Administration. In North Dakota, rural traffic crashes account for 96 percent of the total fatalities on our roadways. In 2006, males accounted for over 66 percent of all North Dakota traffic fatalities, with men ages 18 to 44 particularly over-represented. For more information, viewers can call 328-4865 or log onto [www.dot.nd.gov](http://www.dot.nd.gov).