



**KBSI-TV, CHANNEL 23**  
**Paducah, Ky/Cape Girardeau, Mo/Harrisburg, Il**

**QUARTERLY ISSUES/PROGRAMS LIST**

What follows is a list of some of the issues of importance to the community responded to by KBSI-TV, Cape Girardeau, Mo., along with the most significant programming treatment of these issues during the period of:

**October 1, 2016 through December 31, 2016**

The order in which the issues appear does not reflect any priority or significance. The list is by no means exhaustive.

## **KBSI-TV 4<sup>TH</sup> QUARTER 2016 ISSUES & PROGRAMS LIST**

### **ISSUE: CRIME/VIOLENCE/GANGS**

Program: Cape Chronicle

Broadcast Date/Time: October 15/5:02am

Length: 6:45

Source: Local

Description: Interview with Sgt. Adam Glueck, Public Information Officer for the Cape Girardeau Police Department, to discuss the various program used by the police department to reach out to the community. Programs include "Coffee with a Cop" which is a monthly meeting at a local business or organization which allows citizens to talk openly with police officers, and "Neighborhood Roll Call" where the police department opens up its daily operations meetings to the public. Another outreach program is "Lunch with a Bunch" in conjunction with the Cape Girardeau school district, in which students and counselors are giving the opportunity to have lunch with a police officer.

Program: News at 9 on FOX23

Broadcast Date/Time: October 18/9:01pm

Length: 1:58

Source: Local

Description: The Cape Girardeau Police Department is investigating a shooting incident at a party resulting in three people being injured. Andrew Farres, who lives across the street from the shooting, says he had planned to move from the neighborhood after his home was robbed, and the shooting solidifies his decision. A prayer march was held at the location by neighbors and the community group Stop Needless Acts of Violence. The group was founded by Felice Roberson after her son was killed last year, and her goal is to help people understand that violence isn't the answer when there is a dispute. The group holds prayer meetings every Tuesday at locations where violence has been committed, and are inviting local residents to participate during a meeting at the Salvation Army with their thoughts on how to make the neighborhood safer.

Program: News at 9 on FOX23

Broadcast Date/Time: November 14/9:06pm

Length: 1:14

Source: Local

Description: With the holidays approaching, on-line shopping will increase, as well as the chance of delivered packages being stolen. A new popular anti-theft item is the video doorbell. The device works much like a standard doorbell, except if someone approaches or rings the device, it also sends a video signal to your computer or smart phone; and many will also allow you to speak directly to the person. Scott Starzinger, from HD Media Systems, says that most standard security systems only alert you after someone has tried to break into you home; but the benefit of these devices is that it also provides video of the suspect. Local police say they haven't yet noticed an increase in delivery thefts; but encourage people to notify them of any suspicious activity.

## **ISSUE: CRIME/VIOLENCE/GANGS Continued**

Program: News at 9 on FOX23

Broadcast Date/Time: December 6/9:05pm

Length: 45 sec

Source: Local

Description: A new ordinance in Cape Girardeau, Mo., aims to clean up neighborhoods and prevent crime. The chronic nuisance ordinance sets up a “three strikes” rule in which any property that violates the nuisance rules three times in a year, will be up for an abatement hearing, during which if the city decides the property is a chronic nuisance, it will be closed for up to a year. Cape Girardeau City Manager Scott Meyer says the ordinance is intended to identify properties that have become a problem, with the goal to clean up neighborhoods. The ordinance was based on similar laws in other Missouri cities such as Kansas City and Columbia.

## **ISSUE: HEALTH CARE & WELFARE**

Program: News at 9 on FOX23

Broadcast Date/Time: October 7/9:06pm

Length: 1:22

Source: Local

Description: The Sikeston, Mo., Department of Public Safety joined with the Bootheel Counseling Center for a weeklong training session to learn more about how to handle people they may encounter with mental health issues. Officers visited the Poplar Bluff Mental Health Center to see how counselors work with patients. Captain Jim McMillen says it’s important that officers are able to quickly identify individuals with difficulties, and know how to find the proper resources to help the person. Michael Ziegler, from the Bootheel Counseling Center, says the training is important, not just for the officer, but also for the people they encounter. He says the training helps the officers better interpret a subject’s behavior and be more aware that the person may be in need help, rather than a night in jail. Captain McMillen says the plan is to help this type of training each year.

Program: Independently Speaking

Broadcast Date/Time: October 29/5:00am

Length: 28:30

Source: Local

Description: Interview with Linda Sanders, Vice President for the Depression Bipolar Support Alliance, which meets the fourth Sunday of each month, and offers support to persons suffering from mental illness. The meetings often include a local doctor who provides medical advice to group members. Ms. Sanders discusses how many people who have to contend with depression or other medical disorders often have difficulty discussing their problems with family or friends, and the support meetings give them an outlet where they can share with other people like themselves.

## **ISSUE: HEALTH CARE & WELFARE Continued**

Program: Independently Speaking

Broadcast Date/Time: November 12/5:00am

Length: 28:30

Source: Local

Description: Interview with Tiffany Robison, Support Coordinator Supervisor for County Disability Resources, which provides case management for individuals with developmental disabilities in New Madrid, Pemiscot and Perry counties in Missouri. The organization helps clients get in touch with needed services, such as medical equipment and supplies, in-home services and employment opportunities. Ms. Robison discusses how Missouri defines a developmental disability as a lifelong disability that occurred before the age of 22, including autism, downs syndrome, cerebral palsy and polio. She also discusses how the organization meets with clients to discuss their history, medical and behavioral concerns and safety needs to determine what can be done to help the person meet their particular needs. Ms. Robison also discusses the group's community outreach efforts to develop working relationships with other groups such as the SEMO Autism Center.

Program: Red Cross Blood Drive PSA

Broadcast Date/Time: December 28-31/various

Length: 20 sec

Source: Local

Description: KBSI produced and aired a PSA promoting a Winter Blood Drive for the Red Cross, to be held January 6<sup>th</sup> in Cape Girardeau, Mo.

## **ISSUE: PUBLIC SAFETY**

Program: Cape Chronicle

Broadcast Date/Time: October 15/5:11am

Length: 6:52

Source: Local

Description: Interview with Ivan LaGrand, Fire Inspector for the Cape Girardeau Fire Department, to discuss changes and improvements to the department, including remodeling several of the fire stations to create larger bays for fire engines and equipment. The remodeling will also create more comfortable living and office spaces for personnel. The department is also building a new fire station for District 4 which has had significant growth since the current station was built several decades ago. Mr. LaGrand also discussed the purchase of new fire engines and rescue equipment.

## **ISSUE: PUBLIC SAFETY Continued**

Program: News at 9 on FOX23

Broadcast Date/Time: October 17/9:01pm

Length: 1:17

Source: Local

Description: A new report by the Associated Press and USA Today found that about a third of accidental gun deaths involving children are undocumented. The CDC keeps track of accidental deaths by relying on coroner's reports; however it was found that many of these deaths are mislabeled. The study noted that there were more than a thousand children killed or injured by firearms between January 2014 and June 2016. Firearms instructor Tom Beardslee says many of these deaths could have been avoided. He says it's the responsibility of the gun owner to keep the firearm secure and away from children. He adds that loaded firearms should never be kept in the home where children can access them, and that there are numerous styles of locks that can be used to increase safety.

Program: News at 9 on FOX23

Broadcast Date/Time: October 24/9:02pm

Length: 1:21

Source: Local

Description: With Halloween just a week away, Captain Ivan LaGrand, from the Cape Girardeau, Mo., Fire Department offers some safety tips. First, make sure children's costumes fit well, so that they aren't too big, causing the child to trip or fall. Also be sure costumes are reflective enough to be seen in low lit areas. Be sure any outside decorations don't create a fire hazard; and any outside lighting is in good repair. While driving, slow down and be alert for any trick or treaters. And finally, after trick or treating is finished, examine the child's treats for any candy that appears to have been tampered with or opened.

Program: News at 9 on FOX23

Broadcast Date/Time: November 21/9:04pm

Length: 1:13

Source: Local

Description: AAA expects there will be 43.5 million drivers on the road during the Thanksgiving weekend; and because of the extra traffic, the Missouri State Highway Patrol says they will be out in force. The Highway Patrol says they will have a trooper assigned for every 20 miles along state highways, not just to enforce traffic laws, but also to assist any stranded motorists. Patrol Sergeant Clark Perrott says motorists become distracted or don't pay attention to their fuel, or sometimes the car is just not ready to make a long trip. Sergeant Perrott recommends that before hitting the road, motorists should first make sure the car is ready by checking the oil and tire pressure.

## **ISSUE: PUBLIC SAFETY Continued**

Program: News at 9 on FOX23

Broadcast Date/Time: December 9/9:06pm

Length: 1:24

Source: Local

Description: Students at Southern Illinois University have a new tool to stay safe while walking on campus. It's a new app called the SIU Safe Walk, developed by the University Police Department. It allows students and faculty to make arrangements to be met by an officer anywhere on campus and make sure they get to their destination safely. One parent, Maher Aboujabal, says it helps give parents some piece of mind knowing their child is safe, and student worker, Falyn King, says she likes the idea of having a police escort available. Students are still encouraged to be cautious at night, and use only well lit paths.

## **ISSUE: CONSUMER SERVICES & AWARENESS**

Program: News at 9 on FOX23

Broadcast Date/Time: October 6/9:06pm

Length: 1:34

Source: Local

Description: The bobcat was considered to be endangered in Illinois; but recent studies showed that bobcat populations have become healthy. The first bobcat hunting season is coming soon, with 500 permits to be granted; however close to 6,500 hunters have applied. The state's Department of Natural Resources estimate that there are about 5,000 bobcats in the state, and some people are concerned that the animals are being hunted too soon. On the other hand, bobcats have few natural predators, and hunting advocates like J.D. Baxter, from Tombstone Gun Range, says hunting helps keep the animals from becoming over-populated. Hunting and trapping season has been set for early November to late January.

Program: Independently Speaking

Broadcast Date/Time: October 8/5:00am

Length: 28:30

Source: Local

Description: Interview with Kristal Berkbigler-Friese, Assistive Technology Coordinator for SADI (SEMO Alliance for Disability Independence), to discuss the various programs and items designed to help persons with disabilities, such as the "Tap for Telephone" program which helps provide home telephones for those who cannot use traditional telephones. She also shows examples of head gear which help people with limited mobility to be able to operate a computer by moving their head; and hunting and fishing accessories to aid outdoorsmen who may need help due to age or injury. Ms. Berkbigler-Friese also highlights updated equipment from the Wolfner Library Program, which provides audio books and magazines, now available on USB drives. SADI's "loan closet" is also discussed in which the organization accepts donations of used medical equipment, such as walkers and wheelchairs, that is then made available to people who need assistance in acquiring the items due to financial difficulties.

## **ISSUE: CONSUMER SERVICES & AWARENESS Continued**

Program: Business Today – SADI

Broadcast Date/Time: November 14 & 25/various

Length: 2:00

Source: Local

Description: KBSI's daily local business spotlight features an interview with Raquel Dannenmueller, coordinator for the GAPS Program, which is offered by Southeast Alliance for Disability Independence. Ms. Dannenmueller explains how the program provides assistance to disabled children through financial contributions.

Program: Cape Chronicle

Broadcast Date/Time: December 3/5:20am

Length: 7:36

Source: Local

Description: Interview with Derick Charles, founder and owner of SEMO Trade and Sell, an on-line service, designed to allow local businesses and individuals sell goods and services. Since it was founded in 2013, the website has grown to about 10,000 users in Missouri, Illinois, Kentucky and Tennessee. With the growth in users, Mr. Charles has also encouraged using the website to promote charitable and public service events. Mr. Charles has personally been involved in fundraising events for Safe House for Women and the Southeast Missouri State University Autism Center.

Program: Cape Chronicle

Broadcast Date/Time: December 10/5:12am

Length: 6:16

Source: Local

Description: Interview with Elizabeth Shelton, Executive Director for United Way of Southeast Missouri. Ms. Shelton discusses how many people may not be fully aware of the needs of some of their neighbors, and that the United Way's purpose is to help fill those needs. She adds that a majority of the money raised by the United Way is through workplace contributions and the ninety-nine cents of every dollar stays in the community. Locally the United Way invests in thirty-four programs that focus on education, income and health; and she discusses how any local program that wants to apply for funding has to go through a vigorous application process to illustrate how the money will be used.

## **ISSUE: CONSUMER SERVICES & AWARENESS Continued**

Program: News at 9 on FOX23

Broadcast Date/Time: December 13/9:01pm

Length: 1:08

Source: Local

Description: Information on an on-line scam targeting wine enthusiasts. The scam involves Facebook posts claiming to be a holiday gift exchange, inviting people to send in one bottle of wine to a participant, and in return they will receive six to thirty-six bottles. However the Better Business Bureau says this is just a new version of a classic mail chain scam. Joey Keys, from the Cape Girardeau BBB office, says the numbers don't add up. Someone may be getting lots of wine for the holiday; but not the person who is sending it. Also, the U.S. Postal Service considers it unlawful to use its services for mail chains and pyramid schemes.

Program: Independently Speaking

Broadcast Date/Time: December 31/5:00am

Length: 28:30

Source: Local

Description: Interview with Traci Ritter, founder of Reclaim 4:23, a not-for-profit business designed to provide employment opportunities for individuals for disabilities. The plan for Reclaim 4:23 is to accept donated items from the public, which can be repurposed by local artisans and sold at the business. In doing so, Reclaim 4:23 would provide various jobs for disabled individuals, giving them experience and the potential to be hired elsewhere.

## **ISSUE: YOUTH ORGANIZATIONS**

Program: News at 9 on FOX23

Broadcast Date/Time: November 15/9:06pm

Length: 39 sec

Source: Local

Description: Several hundred needy people in the area will have shoes to wear due to the efforts of a Cape Girardeau Boy Scout. Andrew Hyatt II left bags on people's doors and set up boxes at local businesses asking for donations of any used and unwanted shoes. Hyatt says he could have just donated his own shoes; but he thought it would be greater if he could help others to also donate their unwanted shoes. About 300 pairs of shoes were collected and donated to the Salvation Army to distribute. In addition to helping the community, the project will also help Hyatt earn his Eagle badge.

## **ISSUE: YOUTH ORGANIZATIONS Continued**

Program: Cape Chronicle

Broadcast Date/Time: November 26/5:20am

Length: 7:21

Source: Local

Description: Interview with Becky Simpher, Senior Program Director for Big Brothers Big Sisters of Cape Girardeau, in which she discusses how the program aims to aid children in need. The primary goal of the program is to help pair children with positive role models that can help guide the child. Ms. Simpher explains how adults can volunteer, as well as the process involved in becoming a Big Brother or Big Sister, and the ways they can interact with the children. She also discusses the ABC Today program, which works with local schools to celebrate children who are succeeding, while lending help to children that are having difficulties.

## **ISSUE: ECONOMIC/BUSINESS DEVELOPMENT**

Program: Ag PhD

Broadcast Date/Time: Saturdays, October 1-December 31/8:00am

Length: 30:00

Source: Syndicated

Description: This weekly half-hour series provides information to farmers about money-making and money-saving ideas to make their farms more successful. Each week, the show offers information on topics in which the farmer can control, such as: how to pick the proper herbicides and fertilizers, and how to stop crop damaging insects and diseases.

Program: Cape Chronicles

Broadcast Date/Time: November 19/5:02am

Length: 8:15

Source: Local

Description: Interview with Bruce Loy, Manager of the Cape Girardeau Regional Airport, and Deputy Manager Katrina Amos. Together they discuss the importance the airport has on business development in the area, and the growth of the airport since the arrival of Cape Air airline services in 2009. They discuss improvements to the airport, including new lighting for the runways; as well as the airport's partnership with Cardinal Glennon Children's Hospital, from St. Louis, which keeps a 24-hour staff on the airport grounds to provide emergency medical air services of children.

## **ISSUE: ECONOMIC/BUSINESS DEVELOPMENT Continued**

Program: Cape Chronicle

Broadcast Date/Time: November 19/5:12am

Length: 6:10

Source: Local

Description: Interview with Kim Voelker, Vice President of Community Development for the Cape Girardeau Chamber of Commerce. Ms. Voelker discusses a new project by the Chamber to focus on women in business by providing mentoring and support. The Chamber has sponsored several events to help motivate and educate local women to succeed in their chosen area. She also discusses the Chamber's efforts to work with local businesses to help develop the area workforce, largely to target university students to find opportunities to keep them in the area after graduation.

Program: Cape Chronicle

Broadcast Date/Time: December 10/5:01am

Length: 7:45

Source: Local

Description: Interview with Crystal Jones, director of the Economic and Business Engagement Center, formally known as the Institute for Regional Innovation and Entrepreneurship. According to Ms. Jones, the name was changed so that the community knows that the organization was available to help businesses with economic and training assistance. The Center works with Southeast Missouri State University to offer training courses for small businesses, providing tools and training to help these businesses get started and expand. The Center also assists potential entrepreneurs to develop a business plan that can be taken to a bank for investment purposes, as well as providing a revolving loan program to provide additional financing.

## **ISSUE: RELIGION**

Program: Faith Focus

Broadcast Date/Time: Saturdays, October 1-December 31/5:30am

Length: 30:00

Source: Local

Description: A half-hour religious based weekly program, produced locally by the Lighthouse Ministries in Cape Girardeau, Mo.

Program: Living Hope

Broadcast Date/Time: Sundays, October 2-December 24/6:30am

Length: 30:00

Source: Local

Description: A half-hour religious based weekly program, produced locally by the Trinity Lutheran Church in Cape Girardeau, Mo.

## **ISSUE: RELIGION Continued**

Program: Hope Harbor Show

Broadcast Date/Time: Sundays, October 2-December 4/12:30am

Length: 30:00

Source: Local

Description: A half-hour religious based weekly program, produced locally by the Hope Harbor Church in Murray, Ky.

Program: Business Today – Holiday Home Tour

Broadcast Date/Time: November 15 & 24/various

Length: 2:00

Source: Local

Description: KBSI's daily local business spotlight featured an interview with Michelle Ramsey, from the Lutheran Family & Children's Service, to promote their Holiday Home Tour annual fundraiser on Dec. 3<sup>rd</sup>.

Program: Business Today – Southern County Christmas Church Tour

Broadcast Date/Time: November 23 & December 5/various

Length: 2:00

Source: Local

Description: KBSI's daily local business spotlight featured an interview with Donna Cook, to promote the Southern County Christmas Church Tour. The event took place on December 10<sup>th</sup> and 11<sup>th</sup>, giving people the chance to see smaller rural churches decorated for the holidays.

## **ISSUE: EDUCATION**

Program: News at 9 on FOX23

Broadcast Date/Time: October 11/9:02pm

Length: 1:14

Source: Local

Description: Jackson County, Il., residents will vote on a 1% sales tax which will go towards county schools. The funds are earmarked for repairs and upkeep, including replacing the roof on the Murphysboro High School, which collapsed in August. Surrounding counties have already passed similar tax issues; but not everyone agrees with the plan. Murphysboro resident Darlene Hall says just raising taxed is not the answer. Half of the revenue will go to building repairs, while the other half will go for abating property taxes.

## **ISSUE: EDUCATION Continued**

Program: Cape Chronicle

Broadcast Date/Time: December 10/5:20am

Length: 7:05

Source: Local

Description: Interview with Scott McMullen, director of Central Academy, formally known as Cape Alternative Education Center. Mr. McMullen describes how Central Academy offers an education opportunity for students who generally have attendance or academic difficulties or have problems fitting into a larger school environment. The Academy provides a positive learning experience and allows students to work at their own pace. Also students who meet academic and behavioral criteria are allowed to participate in athletics and other extra-curriculum activities at Cape Central High School.

### **EDUCATIONAL PROGRAMMING**

Program: Xploration DIY Sci

Broadcast Date/Time: Saturdays, October 1-December 31/7:00am

Length: 30:00

Program: Wild America

Broadcast Date/Time: Saturdays, October 1-December 31/7:30am

Length: 30:00

Program: Xploration Earth 2025

Broadcast Date/Time: Mondays, October 3-December 26/7:00am

Length: 30:00

Program: Xploration Nature Knows Best

Broadcast Date/Time: Tuesdays, October 4-December 27/7:00am

Length: 30:00

Program: Xploration Outer Space

Broadcast Date/Time: Wednesdays, October 5-December 28/7:00am

Length: 30:00

Program: Xploration Awesome Planet

Broadcast Date/Time: Thursdays, October 6-December 29/7:00am

Length: 30:00

Program: Xploration Weird But True

Broadcast Date/Time: Fridays, October 7-December 30/7:00am

Length: 30:00

Description: These syndicated educational programs aired on KBSI during the fourth quarter of 2016, targeting children ages 16 and under. More information on these programs can be found in the KBSI's quarterly Children's Television Programming Report, filed with the FCC.

## **ISSUE: GOVERNMENT**

Program: Full Measure with Sharyl Attkisson

Broadcast Date/Time: Sundays, October 2-December 31/9:00am

Length: 30:00

Source: Syndicated

Description: This weekly syndicated news program focuses on investigative, original and accountability reporting unique in today's media. The show format includes a major investigative piece each week on topics ranging from immigration issues at home and abroad, government waste, national security concerns and vulnerabilities, as well as whistleblower reports on government abuse and misdeeds

Program: News at 9 on FOX23

Broadcast Date/Time: October 10/9:01pm

Length: 1:15

Source: Local

Description: A recent survey revealed that 47% of Illinois residents wish they lived in a different state. The survey was performed by the Paul Simon Public Policy Institute at Southern Illinois University in Carbondale, and polled 1,000 registered Illinois voters. The top reason for discontent was high taxes. The institute's Director, David Yepsin, says he feels that voters no longer believe that are getting what they want from state lawmakers, largely because of stories of corruption, mismanagement and wastefulness. While governor's seat is not up for reelection this year, many local offices will be. Also, according to the survey, the largest demographic who are unhappy are millennials, of which 57% say they want to leave the state.

Program: News at 9 on FOX23

Broadcast Date/Time: November 11/9:06pm

Length: 1:21

Source: Local

Description: While protests around the country grow in response to the presidential election, about two dozen protesters gathered at the mall in Carbondale, IL. The group says the goal is to let people know there are people in the area that are unhappy with the rhetoric used by President-Elect Trump. Some passersby, such as Ashley Willenborg, question why such protests are necessary. Protest manager, Sara Beatty, says they knew that there are always differences in opinion; but part of the freedom of being an American is being able to express your beliefs and opinions, and they also fear the election of Trump may endanger the rights of minorities.

## **ISSUE: GOVERNMENT Continued**

Program: News at 9 on FOX23

Broadcast Date/Time: November 22/9:08pm

Length: 1:36

Source: Local

Description: The Army Corps of Engineers met with Ste. Genevieve city officials to discuss plans to control flooding in the city. One suggestion is to modify many of the homes in a way that will minimize flood damage, such as modifying the basement to allow water to flow in and later drain easier. Ste. Genevieve mayor Dick Greminger says it has been a very long process, with numerous studies; and he hopes this will finally be the answer. The city's portion of the cost will be about a half-million dollars, which the mayor says the funds have already been set aside. According to officials, it may be several years before any physical work begins.

Program: News at 9 on FOX23

Broadcast Date/Time: November 29/9:05pm

Length: 1:31

Source: Local

Description: With the popular election over, the final step in deciding the U.S. President is the Electoral College. Scott R. Clark, the Republican elector representing the 8<sup>th</sup> Congressional District in Missouri, says he has been inundated with letters and e-mails urging him to abstain or switch his vote to anyone but Donald Trump. He says the letters started arriving a couple of weeks after the election, urging him to do the will of the people. In response, he says that he will not change his vote because a majority of the voters in his district chose Trump as their next president, and therefore he is following the will of the people.

## **MISCELLANEOUS ITEMS**

The following miscellaneous items aired on KBSI during the fourth quarter. While not fitting into one of the previous listed issues, they did provide information of a public service nature to the viewers.

Program: Event Center

Broadcast Date/Time: October 4-December 30/various

Length: 30 sec

Source: Local

Description: KBSI produced and aired a weekly community calendar promoting various community events by local non-profit organizations and groups.

## **MISCELLANEOUS ITEMS Continued**

Program: River Tales

Broadcast Date/Time: October 22/5:21am

Length: 6:01

Source: Local

Description: Tony Rushing, student athlete at Southeast Missouri State University, discusses how he became involved in track and field in high school, although he didn't consider himself much of an athlete. Once he moved up to the university level, he continued and began to receive comments from others that he was an inspiration to become more physically active. This inspired him to become more involved in charity marathon events; and when his friend, Matt Schellingerhout, was diagnosed with cancer, he started a fundraising campaign in which he pledged to run one mile for every dollar raised.

Program: Business Today – Zonta Club of Cape Girardeau

Broadcast Date/Time: October 27 & November 11/various

Length: 2:00

Source: Local

Description: KBSI's daily local business spotlight featured an interview with Cheryl Klueppel, from the Zonta Club of Cape Girardeau, whose goal is to empower women through service and advocacy, to promote the club's Women of Achievement Luncheon, on November 18<sup>th</sup>, recognizing and celebrating local women who have given of themselves to provide services to others.

Program: Humane Society of Southeast Missouri PSAs

Broadcast Date/Time: November 3-December 19/various

Length: 30 sec

Source: Local

Description: KBSI aired locally produced promotional announcements to support efforts of the Humane Society of Southeast Missouri, in Cape Girardeau, Mo.

Program: Business Today – Happy Slapowitz's Toy Bash

Broadcast Date/Time: November 18 & 22/various

Length: 2:00

Program Happy Slapowitz's Toy Bash PSAs

Broadcast Dates/Time: November 23-December 7/various

Length: 20 sec

Source: Local

Description: KBSI's daily local business spotlight featured an interview with Ryan Eftink to promote the Happy Slapowitz's Toy Bash on December 8<sup>th</sup>, an annual event held in downtown Cape Girardeau, Mo., to promote toy and cash donations for the Toys for Tots charity drive. KBSI also produced and aired PSAs to promote the event.