



**KFXK-TV, Longview, Texas  
Warwick Communications, Inc.**

**Quarterly List of Issue-Responsive Programming  
Second Quarter 2010 (April 1<sup>st</sup>- June 30, 2010)**

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KFXK-TV has ascertained the following issues as important to the Longview, Texas community:

- Economy
- Public Safety
- Government and Politics
- Education

During this quarter, KFXK-TV broadcast the following local and network programs that provided the station's most significant treatment of these community issues:

Local News and Public Affairs Programming:

- *Fox News East Texas* (Monday - Friday: 9:00 - 9:30 PM)
- *U.S. Farm Report* (Sunday: 5:00-6AM)

FOX Network News and Public Affairs Programming:

- *Fox News Sunday* (Sunday: 9:00 - 10:00 AM)

While this list describes much of KFXK-TV's most significant issue-responsive programming, it is not exhaustive. Programming described in this Quarterly List of Issue-Responsive Programming may relate simultaneously to more than one issue. Duration of each report is between 30 seconds and 2 minutes unless otherwise noted.

Filed by:  X Drew Balch   7/5/2010   
Drew Balch, Program Manager Date Placed in Public Inspection File

**Issue:** Economy

<b>Program</b>	<b>Time</b>	<b>Date</b>	<b>Duration</b>	<b>Description</b>
<i>Fox News East Texas</i>	9:00PM	4/1/10	:40	The Verizon Call Center in Longview finally closed its doors. Now, several employees are being relocated to different call centers.
<i>Fox News East Texas</i>	9:00PM	4/6/10	1:21	Texas has more than three million mortgage borrowers, and according to a recent study, less than six percent of them are in foreclosure.
<i>Fox News East Texas</i>	9:00PM	4/12/10	:31	Pilgrims Pride is shutting down its corporate headquarters in East Texas, and more than 150 jobs will be eliminated.
<i>Fox News East Texas</i>	9:30PM *Rescheduled	4/13/10	1:40	For eight straight months, home sales in East Texas have been steadily increasing.
<i>Fox News East Texas</i>	9:00PM	4/19/10	1:20	The keystone oil pipeline that stretches from Alberta, Canada to Oklahoma is expanding in Texas.
<i>Fox News East Texas</i>	9:00PM	4/22/10	:16	There appears to be some improvement in the labor market with news that “first time” unemployment claims fell last week.
<i>Fox News East Texas</i>	9:00PM	4/27/10	:40	The City of Longview is hiring for several positions despite being in a hiring freeze.
<i>Fox News East Texas</i>	9:00PM	5/6/10	:23	Economy experts say the sudden drop of the stock market is being attributed to the Greek credit crises.
<i>Fox News East Texas</i>	9:00PM	5/6/10	2:10	A major drop in the Dow Jones Industrial average is blamed on a bad trade by Proctor and Gamble.

**Issue:** Economy (continued)

<b>Program</b>	<b>Time</b>	<b>Date</b>	<b>Duration</b>	<b>Description</b>
<i>Fox News East Texas</i>	9:00PM	5/7/10	2:10	Thursday we were reminded again what a Wall Street panic looks like, but how does that affect the U.S. Economy?
<i>Fox News East Texas</i>	9:00PM	5/25/10	:40	More than 2 thousand jobs have been added to the Longview area since the beginning of the year.
<i>Fox News East Texas</i>	9:00PM	5/25/10	1:10	While efforts are underway to clean up the oil spill in the gulf, the Federal Government is thinking of ways to finance it.
<i>Fox News East Texas</i>	9:00PM	6/1/2010	1:30	More retail space could be coming to Old Bullard road in Tyler.
<i>Fox News East Texas</i>	9:00PM	6/3/10	:11	Some good news about the economy. New unemployment claims have fallen for two straight weeks.
<i>Fox News East Texas</i>	9:00PM	6/4/2010	1:25	Today's labor report is disappointing, and the implications are both economical and political.
<i>Fox News East Texas</i>	9:00PM	6/9/10	1:15	It's the worst year for teens looking for summer jobs according to Government stats. It's just another sign of the tough job market.
<i>Fox News East Texas</i>	9:00PM	6/11/10	:37	President Obama addresses the economy from the White House today. He says while it's in much better shape than a year ago, it remains in a deep hole.
<i>Fox News East Texas</i>	9:00PM	6/24/10	1:40	National auto sales are expected to rise by 17% this June, compared to last June, and locally dealers say, business is booming.

**Issue:** Public Safety

<b>Program</b>	<b>Time</b>	<b>Date</b>	<b>Duration</b>	<b>Description</b>
<i>Fox News East Texas</i>	9:00PM	4/1/10	2:10	The appeals are underway in the so-called “Mineola Child Sex Ring Case”, and the defense has hurled some pretty serious charges at the Smith County DA’s office.
<i>Fox News East Texas</i>	9:00PM	4/7/10	:23	Hard to believe, but Hurricane season is creeping up on us again and forecasters predict an “above average” hurricane season this year.
<i>Fox News East Texas</i>	9:00PM	4/30/10	1:15	Cell phones are one of the biggest distractions for drivers, especially teens, and some East Texans are hoping a new device will cut down on these distractions.
<i>Fox News East Texas</i>	9:00PM	5/7/10	1:20	Some East Texas intersections are more dangerous than others, which ones are the worst for traffic and accidents?
<i>Fox News East Texas</i>	9:00PM	5/18/10	:30	An armed man barricaded himself inside his Longview home earlier this afternoon .
<i>Fox News East Texas</i>	9:00PM	5/28/10	:27	Before parents let their kids beat the local heat by heading to a public pool, there are a couple things you should know.
<i>Fox News East Texas</i>	9:00PM	6/4/10	:34	Hotter temperatures started earlier this year and that has health officials concerned about heat stroke that can sometimes turn deadly.
<i>Fox News East Texas</i>	9:00PM	6/11/10	1:50	Up to 10 inches of rain in a matter of hours for parts of East Texas this week.
<i>Fox News East Texas</i>	9:00PM	6/25/10	:40	The temperatures are rising and that poses a potentially dangerous situation for kids.

**Issue:** Government and Politics

<b>Program</b>	<b>Time</b>	<b>Date</b>	<b>Duration</b>	<b>Description</b>
<i>Fox News East Texas</i>	9:30PM *Rescheduled	4/13/10	1:30	The new Federal Healthcare Law has raised the stakes for hospitals and schools that are already scrambling to train new Doctors.
<i>Fox News East Texas</i>	9:00PM	4/15/10	2:10	Thousands of members of the Tea Party movement across the country rallied against big Government today.
<i>Fox News East Texas</i>	9:00PM	4/29/10	1:50	A veteran police officer in Tucson, Arizona has filed one of two lawsuits today against a new Immigration Law in Arizona.
<i>Fox News East Texas</i>	9:00PM	5/10/10	:55	The City of Jacksonville has gone wet after Saturday's alcohol election, but not everyone is happy about it.
<i>Fox News East Texas</i>	9:00PM	5/17/10	1:30	Several Primary contests on Tuesday will test the strength of the Tea Party movement.
<i>Fox News East Texas</i>	9:00PM	5/24/10	1:15	Texas Governor candidate Bill White made a campaign stop in Tyler today, and spoke at the South Rotary Club.
<i>Fox News East Texas</i>	9:00PM	6/3/10	1:18	The health care overall is getting some push back today from a group of Tyler Doctors.
<i>Fox News East Texas</i>	9:00PM	6/4/10	:55	Grassroots America, We The People, held their monthly meeting today, and it's more proof that their political energy level is growing.
<i>Fox News East Texas</i>	9:00PM	6/21/10	1:00	Illegal immigration is on the forefront of city governments across the country, after Arizona passes a law allowing local governments to enforce Federal Immigration Law.

**Issue:** Education

<b>Program</b>	<b>Time</b>	<b>Date</b>	<b>Duration</b>	<b>Description</b>
<i>Fox News East Texas</i>	9:00PM	4/6/10	:41	With low graduation rates among students with English as a second language, Longview ISD is looking for ways to improve those rates.
<i>Fox News East Texas</i>	9:30PM *Rescheduled	4/13/10	:40	Pine Tree ISD taxpayers may be able to save more than 8 million dollars if the upcoming bond issue is passed.
<i>Fox News East Texas</i>	9:30PM *Rescheduled	4/21/10	:30	One East Texas middle school hopes a new program will help improve student's behavior in, and outside, the classroom.
<i>Fox News East Texas</i>	9:00PM	5/4/10	:20	Demolition has started at Judson Middle School to make way for a brand new campus.
<i>Fox News East Texas</i>	9:00PM	5/11/10	:15	The State Board of Education says it has been swamped with comments about proposed Social Studies changes.
<i>Fox News East Texas</i>	9:00PM	5/18/10	:22	More than 400 East Texas Middle School students participated in the Spring Robotic Competition today at Le Tourneau University.
<i>Fox News East Texas</i>	9:00PM	6/1/10	:17	Publishing experts say it's not likely the newly adopted curriculum in Texas will be affecting other states.
<i>Fox News East Texas</i>	9:00PM	6/2/10	:22	As it did once before, Texas won't apply for federal "Race to the Top" education funds.
<i>Fox News East Texas</i>	9:00PM	6/17/10	1:30	College enrollment jumps to its highest level in 40 years. New Government figures show enrollment is up 6 percent to a record 2.6 million people.

## Public Service Announcements 2nd Quarter 2010

### Groups and Organizations Served

AIR FORCE  
AMERICAN CANCER SOCIETY  
AMERICAN HEART ASSOCIATION  
AMERICAN RED CROSS  
ARTWALK OF LONGVIEW  
CHILDREN'S ADVOCACY CENTER  
CITY OF LONGVIEW  
COAST GUARD  
DALLAS BLACK DANCE THEATER  
DOGWOOD JAMBOREE  
EAST TEXAS BOY SCOUTS  
EAST TEXAS CRISIS CENTER  
EAST TEXAS FOOD BANK  
EAST TEXAS JOB FAIR  
EAST TEXAS SYMPHONY ORCHESTRA  
EMPLOYMENT OPPORTUNITIES  
FATHERHOOD  
FCC  
GLADEWATER HIGH SCHOOL  
H1N1  
HISTORIC TYLER  
HUMANE SOCIETY  
HUMANE SOCIETY OF EAST TEXAS  
IRS  
JACKSONVILLE CHAMBER OF COMMERCE  
JUNIOR LEAGUE OF TYLER  
KETK EMPLOYMENT OPPORTUNITIES  
LONGVIEW ISD  
MARCH FOR BABIES  
MARINES

## Public Service Announcements 2nd Quarter 2010

### Groups and Organizations Served

NATIONAL GUARD  
PINKERTON GOLF TOURNAMENT  
RELAY FOR LIFE  
TYLER BUSINESS EXPO  
TYLER ECONOMIC DEVELOPMENT COUNCIL  
TYLER ISD  
TYLER PARKS & RECREATION DEPARTMENT  
USO  
UT TYLER'S COWEN CENTER  
VETERAN SUPPORT  
FOX SPORTS SUPPORTS AUTISM  
AD COUNCIL AUTISM  
UNICEF "CLOSER TO ZERO"  
FOUNDATION FOR A BETTER LIFE  
DRUG FREE AMERICA  
HODGEKINS DISEASE AWARENESS  
RONALD MCDONALD HOUSE  
PREVENT TEEN PREGNANCY  
MENTAL HEALTH AWARENESS  
ARBOR DAY FOUNDATION  
BREAST CANCER AWARENESS  
US POSTAL STAMP OUT HUNGER  
KAISER FAMILY OLIVIA  
USO EXTENDED FAMILY  
USO OVERNIGHT DELIVERY  
PROSTATE HOME RUN CHALLENGE  
UN WORLD HUNGER PROGRAM  
ONDCP ORDINARY DAY

\*KFXK-TV ran approximately 7,023 PSA's over the course of the 2<sup>nd</sup> QTR of 2010

### **Community Involvement 2nd Quarter 2010**

National Sales Manager, Suzanne Calhoun, Local Sales Manager Cindy Terry, and Account Executive Brandy Priest, attended the Cattle Baron's Gala on June 12<sup>th</sup> benefiting the American Cancer Society.

Account Executive, Brandy Priest, serves on Longview Chamber's President's Club, that goes out to meet new businesses and handles for the Longview Chamber of Commerce.

KFXK and KLPN ran Public Service Announcements for the Longview Partnership program, promoting the annual boat show in January, and the East Texas Home Builders show in February.

New Anchor, Abby Eden participated in the 2010 Relay-For-Life in Smith County, on April 9<sup>th</sup>, 2010 at Robert E. Lee High School in Tyler raising money for the team.

The KFXK (Fox51) community calendar focuses on community events around the area. Events are posted online through the 2nd quarter, and also rotated on-air.

Meteorologist Kyle Morris gave a presentation on Climate Change and its impact throughout history followed by a question and answer session at the Tyler Public Library on Tuesday, May 4<sup>th</sup>.

Traffic Manager, Connie Jobe, joined the Red Cross at Gregg County Airport on May 19<sup>th</sup> welcoming home the body of fallen Marine, Kenny May, who was killed in Afghanistan.

Thanks to Fox Files Felons, on June 16<sup>th</sup>, the Lufkin Police Department arrested Danielle Lakay Williams, thanks to a tip from a viewer watching Fox Files Felons.

Local Sales Manager, Cindy Terry, serves on the board of directors for the Longview Interfaith Hospitality Network. She also serves on the Board of Longview Regional Medical Center's Healthy Woman Advisory Council.

On May 14<sup>th</sup>, Local Sales Manager, Cindy Terry attended the Highway 80 Rescue Mission seminar during a lunch at First Baptist Church in Longview. This was a community event to raise money for homeless men in our city.

On May 4<sup>th</sup>, Account Executives, Brandy Priest, John Jones, Sue Curtis and Juan Ortiz participated in the Business Expo sponsored by the Longview Partnership and gave out information about our station, and handed out promotional items.

On April 10<sup>th</sup>, Cindy Terry attended the Longview Habitat for Humanity Raising the Roof Event at Maude Cobb Activity Center which helps raise money for new homes for low income families in our community.

**Network Issue-Responsive Programming Information 2nd Quarter 2010**

**Fox News Sunday 9-10am**

4/04/10	<p><b><u>TOPIC:</u></b> Agenda <b><u>GUESTS:</u></b> <b>Sen. Jon Kyl (R-AZ), Sen. Arlen Specter (D-PA), Rep. Kevin McCarthy (R-CA)</b></p>
4/11/10	<p><b><u>TOPIC:</u></b> Supreme Court, Nuclear Treaty, Tea Party, Obama's Agenda <b><u>GUESTS:</u></b> <b>Sen. Lamar Alexander (R-TN), Sen. Joe Lieberman (I-CT), Rep. Michele Bachmann (R-MN)</b></p>
4/18/10	<p><b><u>TOPIC:</u></b> Nuclear Summit, Iraq <b><u>GUESTS:</u></b> <b>Sen. John McCain (R-AZ), Gen. Ray Odierno</b></p>
4/25/10	<p><b><u>TOPIC:</u></b> Debt Commission, Financial Regulation Reform <b><u>GUESTS:</u></b> <b>Erskine Bowles, Alan Simpson, Sen. Mitch McConnell (R-KY)</b></p>
5/2/10	<p><b><u>TOPIC:</u></b> Oil Spill, 2010 Senate Race, Arizona Immigration law <b><u>GUESTS:</u></b> <b>Janet Napolitano, Ken Salazar, Admiral Thad Allen, Charlie Crist, Marco Rubio</b></p>
5/9/10	<p><b><u>TOPIC:</u></b> Terrorism <b><u>GUESTS:</u></b> <b>John Brennan, Sen. Joe Lieberman (I-CT), Rep. Pete King (R-NY), Jennifer Griffin.</b></p>

**Network Issue-Responsive Programming Information 2nd Quarter 2010**

**Fox News Sunday 9-10am**

<b>5/16/10</b>	<b><u>TOPIC:</u></b> News Media, Oil Spill <b><u>GUESTS:</u></b> <b>Laura Bush, Newt Gingrich</b>
<b>5/23/10</b>	<b><u>TOPIC:</u></b> Election, <b><u>GUESTS:</u></b> <b>Sarah Palin, Tim Kaine, Michael Steele</b>
<b>5/30/10</b>	Politics, Oil Spill <b><u>GUESTS:</u></b> <b>Ed Rendel, Darrell Issa, Bob Dudley</b>
<b>6/6/10</b>	<b><u>TOPIC:</u></b> Oil Spill, Israeli raid, <b><u>GUESTS:</u></b> <b>Admiral Thad Allen, Haley Barbour, Michael Oren</b>
<b>6/13/10</b>	<b><u>TOPIC:</u></b> Iran's nuclear programs. GOP nominee, Oil Spill <b><u>GUESTS:</u></b> <b>Susan Rice, Carly Fiorina,</b>
<b>6/20/10</b>	<b><u>TOPIC:</u></b> Oil spill, Taliban in Afghanistan, <b><u>GUESTS:</u></b> <b>Mitch McConnell, Robert Gates</b>
<b>6/27/10</b>	<b><u>TOPIC:</u></b> Supreme Court nominee, Afghanistan <b><u>GUESTS:</u></b> <b>Dianne Feinstein, Lindsey Graham, Mike Huckabee</b>