

**4th Quarter 2014**

## **WHO-TV DES MOINES ISSUES PROGRAMMING**

### **DESCRIPTION OF PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

All of the programs in the attached grid are locally-produced news programs presenting a mix of news, weather, sports and issue-related feature stories and segments. Issue-responsive program segments are usually one to two minutes in duration, unless otherwise indicated. Ongoing segments and daily news address a varying mix these established community issues:

- AGRICULTURE
- MINORITIES/ETHNIC GROUPS
- BUSINESS & PROFESSIONALS
- CHARITIES/CONSUMER SERVICES
- CIVIC/NEIGHBORHOOD/FRATERNAL/RELIGIOUS
- ELDERLY
- CULTURE & RECREATION
- EDUCATION
- ENVIRONMENT
- GOVERNMENT
- LABOR
- MILITARY
- WOMEN
- YOUTH/FAMILIES
- PUBLIC SAFETY/HEALTH/WELFARE

This is the Master List established in meeting with the Des Moines Area Ascertainment Group and will be used as the basis of these reports.



media and other news-worthy guests and in a discussion of one or more issues of topical interest. The duration of each program segment is approximately 22 minutes. Each program also includes a brief local weather update, approximately 2 minutes.

Issues categories most often addresses are (but not limited to):  
Government, Agriculture, Business & Professional,  
Civic/Neighborhood/Fraternal/Religious

**NBC programming carried on a continuous basis that also addresses broader topics, of regional, national and global impact, that are of concern to our local viewers and communities.**

**NBC Nightly News**                      Sunday-Saturday                      5:30-6:00 p.m.

NBC Nightly News provides reports and analyses of the day's top news stories, in addition to regular reports, including: "In-Depth," a longer-form piece which examines and provides context for the top news story of the day, "The Fleecing of America," an examination of government waste, "Lifeline," a look at current health trends in America, and "In Their Own Words," a unique segment which allows individuals to speak out on one of the day's top news stories.

Issues categories most often addresses are (but not limited to): All categories

**Meet the Press**                      Sundays                      9:00-10:00 a.m.  
3:30-4:30 a.m.

This is a NBC public affairs specializing in topical national issues from the nations capitol. Meet the Press is the longest running program on network television. The current format consists of one to three interview segments featuring guests and newsmakers of national and international importance, often followed by today's leading journalists and NBC News' political correspondents engaging in a roundtable discussion.

Issues categories most often addresses are (but not limited to):  
Government

**Today**                      Monday-Friday                      7:00-11:00 a.m.



**Decision 2014** Tuesday 11/4 9:00-10:00 p.m.  
Issues categories most often addresses are (but not limited to):  
Government

**Macy's Thanksgiving Day Parade** Thursday 11/27 9:00-12:00 p.m.  
Issues categories most often addresses are (but not limited to):  
Youth/Family

**National Dog Show** Thursday 9/27 8:00-9:00 p.m.  
Saturday 11/29 7:00-9:00p.m.  
Issues categories most often addresses are (but not limited to): Family

**Christmas in Rockefeller Center** Wednesday 12/3 7:00-8:00 p.m.  
Thursday 12/25 9:00-10:00p.m.  
Issues categories most often addresses are (but not limited to): Family,  
Holiday

**Christmas Liturgical** Thursday 12/24 2:00-3:00 a.m.  
Saturday 12/25 6:00-7:00a.m.  
Issues categories most often addresses are (but not limited to): Religious,  
Family, Holiday,

**A Hollywood Christmas At the Grove** Thursday 12/25 8:00-9:00 p.m.  
Wednesday 12/24 10:35-11:00p.m.  
Issues categories most often addresses are (but not limited to): Family,  
Holiday

**Joy to the World** Thursday 12/25 3:05-4:00 a.m.  
Thursday 12/25 12:00-1:00p.m.  
Issues categories most often addresses are (but not limited to): Family,  
Holiday

**Christmas Eve Mass From St. Peters Basilica** Thursday 12/25 11:30-1:00 a.m.  
Issues categories most often addresses are (but not limited to): Religious,  
Family, Holiday,

**WWE Tribute to The Troops** Saturday 12/27 7:00-8:00p.m.  
Issues categories most often addresses are (but not limited to): Military

**Syndicated programming carried on a continuous basis that also addresses broader topics, of regional, national and global impact, that are of concern to our local viewers and communities.**

**U.S. FARM REPORT**

Saturday

5:00-6:00 a.m.

U.S. Farm Report covers all aspects of agribusiness both domestically and internationally as they relate to the American agricultural scene. Distributed to over 190 television stations representing household coverage in 97 percent of the country, this program delivers information that makes a critical difference in the way America does business. U.S. Farm Report is the longest running, most successful agribusiness program in the history of national TV syndication.

Issues categories most often addresses are (but not limited to): Agriculture

**HouseSmarts with  
Lou Manfredini**

Sunday

6:30-7:00 a.m.

Syndicated program, nationally syndicated program focusing on Home Improvement, upkeep and consumer products for home owners.

Contractor Lou Manfredini answers questions from homeowners on large and small projects, outlines building permit requirements, reviews products and tools specifically for the do-it-yourself home repair consumer. The program goes behind the scenes at trade shows as well as visiting high-end designer show rooms. New products and technics are explained and questions are raised and answered. Included are best practices when employing contractors and specialists. HouseSmarts follows the progress of real people and the lessons learned with each project.

Issues categories most often addresses are: Environment/Consumer Services

**POWERHOUSE**

Saturday

5:00-5:30 p.m.

Syndicated program, produced for this region which Alliant Energy's PowerHouse is an award-winning educational program designed to help you improve the energy efficiency, safety and comfort of your home.

Along with this Web site, the core of our effort is the PowerHouse television show. This half-hour weekly program has a unique focus on home energy, including heating, cooling, insulation, lighting, safety and more.

Each week, hosts Megan Turner and Pete Seyfer demonstrate easy do-it-yourself projects, explore new energy technology and ask the experts for tips that you can use in your own home.

PowerHouse debuted in 1996, and is now in its beginning its 13th season. The show is written and produced by Alliant Energy, with production by Screenscape Studios of West Des Moines, Iowa.

Issues categories most often addresses are: Environment/Consumer Services

**THE OUTDOORSMAN  
WITH BUCK MCNEELY**

Sunday

11:30-12:00 a.m.

Our mission is to inform, educate and entertain the public by showcasing the OUTDOOR LIFESTYLE, educating them regarding important industry and political issues, and helping to preserve our constitutional right to keep and bear arms. *The Outdoorsman* premiered in 1985 - on one T.V. station in Cape Girardeau, Missouri! Since then, it has become the largest syndicated outdoor adventure series in the USA. The program is also distributed internationally. The format includes exciting adventures shot on location, internationally and domestically. The Outdoorsman with Buck McNeely is E/I compliant.

The series presents celebrity guests and brings important conservation issues into focus.

**RAW TRAVEL**

Sunday

4:30 a.m.

Raw Travel is unique in that it is independently produced and financed and focuses on socially conscious travel. It attempts to showcase the growing wave of socially and environmentally conscious travel, while celebrating the self-discovery that authentic travel and experience among other cultures can bring. Each show incorporates eco-tourism, voluntourism (traveling volunteers), adventure sports, underground music and culture, food, tradition and much more.

Voluntourism, or giving back while traveling, either to the environment or to local people in need, is one of the fastest growing segments in the travel industry and for good reason. Traveling to developing countries often leads to a desire to do more than just become a passive tourist, but instead become an active traveler

**PETS.TV**

Saturday

4:40 a.m.

Syndicated program, that also qualifies and E/I Educational and Informational, which focuses on education and interaction between humans and pets for the edification of children 13 to 16 years of age. This show prepares viewers for the challenges of different animals and different lifestyles that impact those choosing and raising pets.

- Issues categories most often addresses are: YOUTH/FAMILIES, PUBLIC SAFETY/HEALTH/WELFARE

**Informational and educational Children's Programing in addition to the regularly schedule Core E/I NBC Network minimum requirement**

N/A this quarter

**SPECIAL REPORTS CONTAINED IN NEWSCASTS**

These Special News investigations are broadcast during the 10 PM News on each of the dates listed and are replayed during the following morning's Today in Iowa, the following day's Noon News and the following day's 5 PM News. This reports run approximately two to four minutes in length.

Weekly Series:

Erin and Sonya	5PM News	Issues: Health
<i>Workout of the Week</i>	Every Wed	
Erin and Sonya	4PM News	Issues: Health
<i>Workout of the Week</i>	Every Wed	
Erin	6PM News	Issues: Charity
<i>13 Cares</i>	Every Wed	

**NOVEMBER 2014 SWEEPS STORIES**

**Monday, November 30**

**Move over & Slow Down**

**Sonya Heitshusen**

Move over and slow down. It's the law. But it's a law lowans don't follow...and police don't enforce. Move over...Slow down... Investigates drivers when approaching stalled vehicles and the police enforcing of the pertaining laws. interviews tow truck operators and the survivors of accidents caused in such situations

**ISSUES: Public Safety**

**Monday, November 10**

**Anger Management**

**Jannay Towne**

Anger hinders judgment and ruins relationships. The key is to control your anger...before it controls you. Hear words of wisdom from two men who've been there. Help for controlling your anger

**ISSUES: Health**

**Monday, November 17                      Special Needs for Special Needs                      Sonya Heitshusen**  
 Kids suffering from mental illness, brain injuries and intellectual disabilities were sent to a home. Now that home has been closed after allegations of sex abuse.

**ISSUES: Minorities, Health, Public Safety, Youth/Families**

**Monday, November 24                      Captain for a Day                                              Andy Fales**  
 A young Hawkeye's dream comes true. For years, his only view of Kinnick Stadium was from the window of his hospital room across the street. This week, he'll see it from the very center of the field, as this young Hawkeye fan's amazing year continues.

**ISSUES: Health, Charities**

**WHO-HD REPRESENTATIVES APPEARANCES AND OUTREACH**

**2014**

**Community Outreach**

Non-Broadcast Efforts and Special Projects with Educational and Information Value for Children

<b>Date</b>	<b>Who</b>	<b>Where</b>
10/7/14	Dave Price	Take to a group of seniors at Clive Public Library
10/17/14	Megan Reuther Courtney Johns	Emcee Cornerstone of Hope Orphanage 6 <sup>th</sup> Annual Gala
10/29/14	Dan Winters	Speak at Ames Women's 100's Club Charity Organization
11/7/14	Dave Price	Speak at graduating class of State Troopers at Camp Dodge
11/11/14	Dave Price	Emcee Wonder of Words Festival
11/22/14	Dan Winters	Speak at Aries Men's Breakfast Group

**STATION REPRESENTATIVES COMMUNITY PARTICIPATION**

**As active members of the community individuals from our management and news team lend their time to organizations outside the confines of our on-air product.**

Patrick Dix is the station's representative with the Des Moines /Ames Ascertainment Group

## **WHO-TV FIRST ALERT WEATHER FAX**

Every weekday Monday through Friday WHO-TV distributes approximately 400 documents via Fax with Weather Alerts. This information pertains to the Central Iowa Viewing Area. Late afternoon each Sunday through Thursday weather information is gathered and migrated into a standardized form. This form includes a 2 to 3 day forecast, a written Weather Summary, Almanac history and National Travel information. The faxes are sent to a consistently updated database of area business, area hotels, private citizens, schools and government agencies.

## **WHO-TV WEATHER INFORMATION, AMBER ALERTS AND SCHOOL CLOSURES**

WHO-TV extends its internet information distribution by distributing various Breaking News, School Closings, Weather, Stocks, Sports and Local Entertainment via E-Mail to area subscribers.

## **WHO-TV EXPANDS REACH OF CORE PRINCIPALS WITH SUB CHANNELS: WEATHER PLUS & ANTENNA TV**

Weather Plus: WHO-TV uses sub channel 13.2 for Weather Plus a 24/7 weather channel using locally created weather information. WHO-TV meteorologists record weather updates of several minutes in duration and create a hourly wheel of weather information that includes 'real time' images from our local Mega Doppler Radar, local, regional; and national weather maps. WHO-TV also partners with Iowa Sports Connection to produce Off the Tee and Friday Night Lights which provide local sports scores and information. These programs run from one to four hours in durations on a seasonal and weekly schedule. Weather Plus fully complies with FCC Children's Programming requirements. WHO-TV also repurposes PowerHouse and other syndicated programming on an irregular basis. This platform also supports all WHO-TV community event and news content initiatives with ongoing promotional announcements and Public Service Announcements.

Antenna TV: Provided by Tribune Broadcasting uses sub channel 13.3 to provide standard definition repeats of classic programming. Antenna TV fully complies with FCC Children's Programming requirements. This platform also supports all WHO-TV community event and news content initiatives with ongoing promotional announcements and Public Service Announcements.

## **WEATHER PLUS CORE CHILDREN'S PROGRAMMING**

**ANIMAL RESCUE** Saturdays 7

Animal Rescue showcases spectacular rescues of all types of animals and focuses on the work of dedicated individuals who treat the various creatures on the animal kingdom. All stories are authentic and contain actual video of rescues. Series is E/I rated ages 13-16 and is suitable for family viewing. Program airs on our secondary channel and therefore can not be counted as core programming

**DOG TAILS** Saturdays 7:30

Dog Tails showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care. Series is E/I rated and is suitable for family viewing. Program airs on our secondary channel and therefore can not be counted as core programming

**PETS.TV** Saturdays 8

Syndicated program, that also qualifies as E/I Educational and Informational, which focuses on education and interaction between humans and pets for the edification of children 13 to 16 years of age. This show prepares viewers for the challenges of different animals and different lifestyles that impact those choosing and raising pets.

**SWAP TV** Saturdays 8:30

Swap TV is a weekly half-hour series about youngsters from different backgrounds who trade places for the weekend adventure of a lifetime.

**MISSING** Saturdays 9

Missing is a weekly half-hour series focusing attention on the plight of missing children.

**THE REAL WINNING EDGE** Saturdays 9:30

*The Real Winning Edge is a weekly half-hour series profiling teens who have overcome challenges successfully and who are introduced by celebrities in their field of talent.*

**ANTENNA TV CORE CHILDREN'S PROGRAMMING**

**ANIMAL RESCUE CLASSICS** Saturday 9 & 9:30

"Animal Rescue Classics" is a weekly half-hour reality series showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people around the world who help sick, injured or abused animals. The program also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom. The show is aimed at children and families who want to learn about animal treatment, care and protection.

## **SWAP TV Saturday 10 & 10:30**

“Swap TV” is a weekly half-hour television series about two teenagers from different backgrounds “swapping” lives for a weekend. The series meets the educational and informational objectives of the FCC’s Children’s Programming requirements for children ages 13-16. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the “swapping” youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else’s way of life. Each episode is informative, entertaining and promotes good social values and respect. “Swap TV” is closed-captioned for the hearing impaired and displays the “E/I” icon throughout the broadcast

## **HEADS UP! Saturday 11 & 11:30**

“Word Travels” is a TV series that follows freelance journalist Robin Esrock and national travel columnist Julia Dimon as they battle deadlines, jetlag, culture shock – and each other – to file the best travel stories possible. While travelling to exotic locations and writing about enlightening experiences may sound like an adventurous occupation, the life of a travel writer is not always as glamorous as it seems. Filmed in 36 countries across six continents, each half-hour episode reveals the real story of professional travel journalism – the truth behind the byline, and reinvents the way travel shows are currently presented.

## **WHO-HD CORE CHILDREN’S PROGRAMMING**

### **4th QUARTER 2014 EDUCATIONAL OBJECTIVES**

In compliance with the Children’s Television Act regulations that became effective January 2, 1997, the **NBC kids** programming block features an on-air icon (E/I) indicating that each program is “educational and informational” for children. **This icon is displayed throughout each program.** Also, in compliance with the regulations, the following document, which includes “early educational and informational” objectives of **NBC kids**, must be placed in your public file.

The **NBC kids** programming block also meets the requirements for video described content, as established by the Twenty-first Century Communications and Video Accessibility Act, effective October 8, 2010. Full-power affiliates of NBC that are located in the 25 television markets with the largest number of television households must provide video-described content at any time they are providing children’s programming. Each episode of content can be aired no more than twice in the calendar year.

Each of the programs listed below, which make up the three hour **NBC kids** programming block, is specifically designed to serve the early educational and informational needs of children ages 2-5. All of the programs have educational objectives and messages that are core to the content and appropriate for the program genre.

From October 4 – December 27, 2014 **NBC Kids** aired 4 shows returning from the 3<sup>rd</sup> Quarter 2014. These are: **The Chica Show**, **Noodle and Doodle**, **Tree Fu Tom**, and **Lazy Town**. Two additional shows, **Poppy Cat**, and a new show, **Astroblast!**, entered the schedule.

All six shows were developed specifically for a target audience composed of children ages 2-5. **Noodle and Doodle** is a live action, fact based, craft and cooking show. The five remaining shows have a narrative format and three of the shows (**Justin Time**, **The Chica Show**, and **Tree Fu Tom**) use elements of fantasy and imagination to develop the educational content. **The**

**Chica Show** and **Tree Fu Tom** combine live action with animation, while **Lazy Town** is live action with puppets. **Poppy Cat** and **Astroblast!** are both animated series.

**Astroblast!**, based on the book series by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one three-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or an embarrassing incident, or resist the urge to blame others for your mistakes.

**The Chica Show** features a five-year-old "baby" chick that spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit, and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure—a fantasy transformation to animation—where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development as Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.

**Tree Fu Tom** is a live action/animated series about a little boy who lives in a rural area, yet has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish and relying on teamwork in order to accomplish a goal.

**Lazy Town** encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus (a gymnast/athlete prepared to answer any call for help) comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities that include playing games, competing athletically, and even building forts and play structures.

**Poppy Cat** based on a book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat as the leader of a group of animal friends, including the resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together.

There remains an overarching implicit message within every episode as well; think creatively and exercise your mind through reading and storytelling – for these activities always lead to enjoyment and adventure.

**Noodle and Doodle**, an instructional series, features art and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal

### **1st QUARTER 2015 EDUCATIONAL OBJECTIVES**

There are no new shows on the 1<sup>st</sup> Quarter Schedule. All 4<sup>th</sup> quarter shows are returning.