

# QUARTERLY PROGRAM TOPIC REPORT

KTTZ-TV LUBBOCK, TEXAS

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**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

## Abortion

NOLA: WWIR 005208  
Series Title: Washington Week  
Length: 30 minutes  
Airdate: 8/24/2012 7:00:00 PM  
O.B. Date: 8/24/2012  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:00:00

A Special Washington Week from St. Petersburg, Florida ahead of the Republican National Convention. How did the Mitt Romney campaign attempt to remain on-topic amidst the Todd Akin debacle? Why are the candidates sparring over Medicare again? Joining Gwen: Dan Balz, Washington Post; Beth Reinhard, National Journal; John Dickerson, Slate and CBS News; Amy Walter of ABC News.

## Aging

NOLA: COSE 018161  
Series Title: Charlie Rose  
Length: 60 minutes  
Airdate: 8/6/2012 10:00:00 PM  
O.B. Date: 8/6/2012  
Service: PBS-PLUS  
Format: News  
Segment Length: 00:29:28

A panel discussion about the movie Hope Springs featuring director David Frankel and actors Meryl Streep, Steve Carell and Tommy Lee Jones.

## Agriculture

NOLA: MLNH 010409  
Series Title: PBS NewsHour  
Length: 60 minutes  
Airdate: 7/12/2012 6:00:00 PM  
O.B. Date: 7/12/2012  
Service: PBS  
Format: News  
Segment Length: 00:10:41

Amidst Drought and Famine, Niger Leads West Africa in Addressing Crisis: Eight West African countries are currently suffering from drought and famine. As part of our Food for 9 Billion Series, Fred de Sam Lazaro looks at how Niger is preparing for its crisis.

NOLA: MLNH 010430  
Series Title: PBS NewsHour  
Length: 60 minutes  
Airdate: 8/10/2012 6:00:00 PM  
O.B. Date: 8/10/2012  
Service: PBS  
Format: News  
Segment Length: 00:06:21

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KTTZ-TV LUBBOCK, TEXAS

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**Date:** October 1, 2012

Half of U.S. Plagued by Drought, Bleak Expectations for Corn and Soybean Crops: The Department of Agriculture predicts that corn and soybeans will be among the hardest hit crops in the worst U.S. drought in 65 years. Margaret Warner talks to New York Times' Ron Nixon on how the drought will likely will impact global food prices and what it means for U.S. exports.

NOLA: TMAR 000000  
Series Title: To Market To Market To Buy a Fat Pig  
Length: 60 minutes  
Airdate: 9/5/2012 4:00:00 AM  
O.B. Date: 8/1/2007  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

TO MARKET TO MARKET TO BUY A FAT PIG is a celebration of market houses, market places and farmers' markets across the United States. Rick Sebak checks out crab cakes in Baltimore's Lexington Market, drops by the Hilo Farmers Market in Hawaii and attends a tomato tasting in Asheville, North Carolina. From what may be the oldest market in America in Lancaster, Pennsylvania, to the amazing abundance on display every Wednesday morning on the streets of Santa Monica, California, this program looks at the joys of talking to people who grow our food and the fresh opportunities that are found in markets everywhere.

NOLA: TTTO 0107  
Series Title: Inside Texas Tech with Chancellor Kent Hance  
Episode Title: College of Agricultural Sciences and Natural Resources  
Length: 30 minutes  
Airdate: 8/09/2012 7:00:00 PM  
O.B. Date: 4/05/2012  
Service: KTTZ  
Format: magazine  
Segment Length: 00:00:00

How on earth do you judge meat? Kent Hance, Chancellor of the Texas Tech University System, asks that of Dr. Mark Miller, Horn Professor of meat science, food processing and preservation, and coach of Texas Tech's National Champion meat judging team. He and the Chancellor discuss the success of the program and the success of the College of Agricultural Sciences and Natural Resources as a whole. Inside Texas Tech's Keith Kohanek learns what it takes to judge meat. Then it's another Chancellor Q & A. Co-host Robert Giovannetti talks about the Red Raider Meats program. Then we conclude the evening with the Chancellor talking about other student organizations.

## Alcohol/Drug Abuse

NOLA: FRON 003017  
Series Title: Frontline  
Episode Title: Endgame: AIDS in Black America  
Length: 120 minutes  
Airdate: 7/10/2012 8:00:00 PM  
O.B. Date: 7/10/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

Thirty years after the discovery of the AIDS virus among gay white men, nearly half of the one million people in the United States infected with HIV are black men, women and children. This groundbreaking FRONTLINE exploration of one of the country's most urgent, preventable health crises traces the history of the epidemic through the experiences of extraordinary individuals who tell their stories: Nel, a 63-year old grandmother who married a deacon in her church and later found an HIV diagnosis tucked into his Bible; Tom and Keith, who call themselves "Bornies," survivors who were born with the virus in the early 1990s; and Jovanté, a high school football player who didn't realize what HIV meant until it was too late. From Magic Johnson to civil rights pioneer Julian Bond, from pastors to health workers, people on the front lines tell moving stories of the battle to contain the spread of the virus, and the opportunity to turn the tide of the epidemic. The director/producer/writer is Renata Simone, producer of the 2006 award-winning FRONTLINE series "The Age of AIDS."

## American History/Biography

NOLA: JESO 000000  
Series Title: Jesse Owens: American Experience  
Length: 60 minutes  
Airdate: 7/16/2012 3:00:00 AM  
O.B. Date: 5/1/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:51:10

On April 2, 1936, when the 22-year-old son of a sharecropper entered the Olympic Stadium in Berlin, he was, he later remembered, barely able to control his anger. "I was angry because of the insults that Hitler and the other German leaders had hurled at me and my Negro teammates on the Olympic squad." The young athlete would channel his raw emotions into some of the most remarkable achievements in the history of athletics, winning four gold medals. To tell the story of Owens' remarkable victories in the face of Nazi racism, this film begins in the poor Cleveland neighborhood where the young athlete grew up; details his early career; describes Adolf Hitler's outsized ambitions for the 1936 Olympics; explores the movement in Western democracies to boycott the event; and explains the pressures on Owens to attend. The film also reveals the unlikely relationship Owens struck up at the games with his German rival Carl "Luz" Long and shows, that in the end, despite his success in Germany, Owens struggled to find a place for himself in a United States that was still wrestling to overcome its own deeply entrenched racism.

NOLA: HIDE 001002  
Series Title: History Detectives  
Length: 60 minutes  
Airdate: 7/24/2012 7:00:00 PM  
O.B. Date:  
Service: PBS  
Format: Documentary  
Segment Length: 00:51:18

Wes Cowan hunts for the identity of a man whose name is engraved on a rare matched set of Civil War-era pistols, still in the original case. Tukufu Zuberi tracks down the story behind an old 78rpm, distributed by K.K.K.

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Records, containing songs titled "The Bright Fiery Cross" and "The Jolly Old Klansman." And Eduardo Pagán tries to prove that James Jamerson, a bass player whose bass line drove the Motown sound, owned a battered Ampeg B-15 amp that the Rock and Roll Hall of Fame will display – but only if inductee Jamerson really owned it.

NOLA: MAKW 000103  
Series Title: Market Warriors  
Length: 60 minutes  
Airdate: 7/30/2012 8:00:00 PM  
O.B. Date:  
Service: PBS  
Format: Event Coverage  
Segment Length: 00:51:40

In this week's episode of MARKET WARRIORS, pickers Miller, John, Bob and Kevin encounter some southern hospitality at the Lakewood 400 Antiques Market just outside Atlanta, Georgia. This week's challenge is to find vintage advertising, and in Coca-Cola country, there's plenty to find. Off-screen host Fred Willard points out some notable picks, including a rare Red Rock Cola piece, a Sterling Card case and an antique hobbyhorse. Their finds are auctioned at Cowan's Auction in Cincinnati, Ohio.

NOLA: BCOL 000000  
Series Title: Barnes Collection - PBS Arts; The  
Length: 60 minutes  
Airdate: 8/3/2012 8:00:00 PM  
O.B. Date: 8/3/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

Follow Dr. Albert Barnes' remarkable rise from Philadelphia's working-class neighborhood to the top of the modern art world. This unique tale bounces back and forth through time as the late Dr. Barnes travels the world to collect works of art by some of history's most famous artists – Picasso, Cezanne, Matisse, Renoir and many others. The film digs deep into the intricacies of each painting, offering a rare look at the priceless collection and the new Philadelphia museum that houses it.

NOLA: NAAT 002604  
Series Title: Nature  
Episode Title: The Wolf That Changed America  
Length: 60 minutes  
Airdate: 9/7/2012 4:00:00 AM  
O.B. Date: 11/23/2008  
Service: PBS  
Format: Other  
Segment Length: 00:54:00

In the fall of 1893, an adventurous young man rode out from the salons of New York to the wilds of New Mexico. He went to kill a wolf. Not just any wolf, but an outlaw, the leader of a marauding, cattle killing pack. But by the time Ernest Thompson Seton finally met the renegade Lobo, the wolf had become a hero in his eyes. He would write a tale of that encounter that captured the

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essence of the vanishing wilderness and led both to the establishment of the national park system and the Boy Scout movement in America. In this vivid retelling of the story, the confrontation between Seton and Lobo comes alive, and viewers discover how, together, one man and one wolf set in motion a change in American hearts and minds that is still unfolding.

## Arts

NOLA: AMDO 002504  
Series Title: POV  
Episode Title: Guilty Pleasures  
Length: 60 minutes  
Airdate: 7/14/2012 9:00:00 PM  
O.B. Date: 7/12/2012  
Service: PBS  
Format:  
Segment Length: 00:00:00

Every four seconds, a romance novel published by Harlequin or its British counterpart, Mills & Boon, is sold somewhere in the world. Take an amusing and touching look at this global phenomenon. Ironies abound in the contrasts between the everyday lives of the books' readers and the fantasy worlds that offer them escape. "Guilty Pleasures" portrays five romance devotees who must, ultimately, find their dreams in the real world. By Julie Moggan.

NOLA: TASM 002673  
Series Title: Tavis Smiley  
Length: 30 minutes  
Airdate: 8/23/2012 2:00:00 AM  
O.B. Date: 8/22/2012  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:24:03

Actor Keanu Reeves: Reeves dissects the gains and losses of technological advances and industry shifts in filmmaking, which he details in the documentary, Side by Side.

NOLA: AMND 000101  
Series Title: Arts & the Mind  
Episode Title: Creativity  
Length: 60 minutes  
Airdate: 9/16/2012 10:00:00 AM  
O.B. Date: 9/10/2012  
Service: PBS-PLUS  
Format: Documentary  
Segment Length: 00:53:31

Arts & the Mind explores the vital role the arts play in human development throughout our lifetimes. Part One, "Creativity," features stories and the latest scientific research from experts around the country illuminating how the arts are critical in developing healthy young minds and maintaining them as we age. Showcases innovative arts education programs OrchKids in Baltimore and GetLit in Los Angeles. Hosted by Lisa Kudrow.

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

NOLA: PHFR0101  
Series Title: 24 Frames  
Episode Title: Premiere episode  
Length: 30 minutes  
Airdate: 8/02/2012 8:00:00 PM  
O.B. Date: 5/3/2012  
Service: KTTZ  
Format: magazine  
Segment Length: 00:00:00

KTTZ-TV Channel 5 is proud to present 24 Frames a new production that goes behind the scenes of movies, arts, and entertainment, profiling filmmakers, presenting short films and taking an inside look at what entertains you! 24 Frames incorporates stories on film, music, and the arts with a fast pace modern style of shooting and editing. Host Paul Hunton mixes humor, energy and insight to deliver a 30 minute show that mixes interviews, features, and short films across the spectrum of all things arts and entertainment.

## Business/Industry

NOLA: FRON 003014  
Series Title: Frontline | Money, Power and Wall Street  
Episode Title: The Crisis Spreads  
Length: 60 minutes  
Airdate: 7/3/2012 9:00:00 PM  
O.B. Date: 7/3/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:51:10

FRONTLINE explores how an "epidemic of greed" spread from financial institutions in the United States to Europe--and back. Correspondent Martin Smith (College, Inc., The Madoff Affair) reveals a trail of complex deals that contributed to a European crisis that today threatens to sink the global economy into another slump. Almost four years after the meltdown, FRONTLINE examines how regulators have tried to fix an industry steeped in conflicts of interest, excessive risk taking and incentives to cheat. New rules and regulations are being written, but can they prevent the next crisis?

NOLA: MLNH 010430  
Series Title: PBS NewsHour  
Length: 60 minutes  
Airdate: 8/10/2012 6:00:00 PM  
O.B. Date: 8/10/2012  
Service: PBS  
Format: News  
Segment Length: 00:11:37

Weighing Benefits and Pitfalls of Increased Oil and Gas Production in the U.S.: Two years ago, the U.S imported two-thirds of its oil. Now, imports are less than half of U.S. oil needs. Jeffrey Brown talks to National Resources Defense Council's Kate Sinding and the Manhattan Institute's Robert Bryce about increased domestic energy production and whether economic benefits outweigh environmental concerns.

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NOLA: FLMA 000000  
Series Title: Flea Market Documentary; A  
Length: 60 minutes  
Airdate: 8/29/2012 4:00:00 AM  
O.B. Date: 7/30/2001 9:00:00 PM  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:00:00

A FLEA MARKET DOCUMENTARY travels from the gigantic Rose Bowl Market in Pasadena, California, to the busy but modest-sized Eastern Market in Washington, D.C., talking with organizers, vendors, food merchants and shoppers. This program is a celebration of the unusual people and the enticing things that can be found in parking lots, fairgrounds, drive-ins, sidewalks, and where else someone has posed a sign saying, "Flea Market." It's capitalism mixed with craziness. It's amazing old stuff, great salespeople, the ancient tradition of the open-air market, and the possibility of finding a bargain, all uniting shoppers across the nation.

## Community Politics/Government

NOLA: HOMV 000102  
Series Title: Homeland: Immigration in America  
Episode Title: Enforcement  
Length: 60 minutes  
Airdate: 7/27/2012 9:00:00 PM  
O.B. Date:  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

The second episode cuts through the heated rhetoric to explore how communities and the nation struggle to enforce inconsistent immigration policies.

NOLA: AMDO 002307  
Series Title: POV  
Episode Title: Presumed Guilty  
Length: 60 minutes  
Airdate: 8/25/2012 9:00:00 PM  
O.B. Date: 7/27/2010  
Service: PBS  
Format: Demonstration/Instructional  
Segment Length: 00:56:46

Imagine being picked up off the street, told you have committed a murder you know nothing about and then finding yourself sentenced to 20 years in jail. In December 2005 this happened to Toño Zúñiga in Mexico City and, like thousands of other innocent people, he was wrongfully imprisoned. The award-winning Presumed Guilty is the story of two young lawyers and their struggle to free Zúñiga. With no background in film, Roberto Hernández and Layda Negrete set about recording the injustices they were witnessing, enlisting acclaimed director Geoffrey Smith (The English Surgeon, POV 2009) to tell this dramatic story.

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## Consumerism

NOLA: MLNH 010447  
Series Title: PBS NewsHour  
Length: 60 minutes  
Airdate: 9/4/2012 6:00:00 PM  
O.B. Date: 9/4/2012  
Service: PBS  
Format: News  
Segment Length: 00:08:58

Mass. Senate Candidate Elizabeth Warren Asks, 'Who Are You Fighting For?': Gwen Ifill talks to Massachusetts senate candidate Elizabeth Warren, a keynote speaker at the convention on Wednesday. Warren, a consumer advocate, talks about discouraging partisanship, supporting working families over Wall Street billionaires and the special campaign finance deal she made with her opponent, Sen. Scott Brown.

## Crime/Legal Issues/Law Enforcement

NOLA: PNRE 001550  
Series Title: Religion & Ethics NewsWeekly  
Length: 30 minutes  
Airdate: 8/12/2012 11:00:00 AM  
O.B. Date: 8/10/2012  
Service: PBS-PLUS  
Format: Magazine  
Segment Length: 00:00:00

Response to Sikh Temple Shooting: "The spirit of resilience is deep in the heart of the Sikh faith," says Valarie Kaur, a Sikh woman from Auburn Seminary in New York. "Sikhs have died for their turbans, died for their faith, but drawn from their faith to rise up again and not be afraid." Jewish Jesus: Jesus, says New Testament scholar Amy-Jill Levine, "teaches like a Jew. He talks in parables...and Jesus is just a fabulous Jewish storyteller." World's Biggest Congregation: "Our church operates like orchestra. Every day we make perfect harmony and fantastic symphony," says Yoido Full Gospel Church's senior pastor, Rev. Young Hoon Lee.

## Culture

NOLA: IARM 000000  
Series Title: Islamic Art: Mirror of the Invisible World - PBS Arts  
Length: 90 minutes  
Airdate: 7/6/2012 8:00:00 PM  
O.B. Date: 7/6/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

Travel to nine countries and across 1,400 years of cultural history to explore the astonishing artistic and architectural riches of Islam. With the insights and commentary of leading art scholars from around the world, the film delves into the art of religious life in Islamic culture and into the secret world inside the palaces of the elite. From the extraordinary array of metalwork, textiles, paintings and architecture that illuminate the culture, filmmaker



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Rob Gardner sheds light on the shared histories of western and Islamic societies, revealing more continuity than division. Award-winning actress Susan Sarandon narrates.

NOLA: HAVN 000000  
Series Title: Havana, Havana! - PBS Arts  
Length: 60 minutes  
Airdate: 7/27/2012 8:00:00 PM  
O.B. Date:  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

Tap your toes to the beat of this music documentary, which vibrates with the soul and energy of African-Cuban drummers, guajira guitarists and the pulsing melodies of celebrated Cuban musician Raul Paz, who brings together fellow musical stars Descemer Bueno, Kelvis Ochoa and David Torrens for a concert in Havana. All of them left Cuba years ago; their decision to return has injected a new spirit into Cuban music. Mirroring Cuba's growing relationship with the world, HAVANA, HAVANA! highlights the evolution of the country's musical expression in the 21st century.

NOLA: TASM 002672  
Series Title: Tavis Smiley  
Length: 30 minutes  
Airdate: 8/22/2012 2:00:00 AM  
O.B. Date: 8/21/2012  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:24:14

Comedian Jeff Foxworthy: The popular comedian and host of GSN's The American Bible Challenge discusses the new game show and lessons he hopes viewers will learn from it.

NOLA: BEPA 000000  
Series Title: Before There Were Parks: Yellowstone and Glacier Through Native Eyes  
Length: 30 minutes  
Airdate: 9/10/2012 1:30:00 AM  
O.B. Date: 2/1/2010  
Service: PBS  
Format: Documentary  
Segment Length: 00:26:46

From time immemorial, Native Americans have regarded the lands now called Yellowstone and Glacier as significant and sacred. Today, nearly 30 tribal nations maintain official ties to these national parks, and many tribal leaders consider ongoing Native involvement in these areas necessary to the long-term health of America's endangered indigenous cultures. In BEFORE THERE WERE PARKS: YELLOWSTONE AND GLACIER THROUGH NATIVE EYES, narrated by N. Scott Momaday, more than a dozen of these leaders and experts from across the region offer a respectful introduction to the knowledge that tribal people here have passed down for at least the past 12,000 years. Viewers discover why Glacier

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and Yellowstone are so important to American Indians -- for reasons far beyond their recent status as National Parks.

## Economy

NOLA: WWIR 005203  
Series Title: Washington Week  
Length: 30 minutes  
Airdate: 7/20/2012 7:00:00 PM  
O.B. Date:  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:24:20

A horrific mass shooting at a movie theatre near Denver, Colorado. The campaigns talk about tax history and economic policy as attack ads from both campaigns intensify. And the fighting in Syria spreads to Damascus as the rebels achieve new victories. Joining Gwen: Pierre Thomas, ABC News; Karen Tumulty, The Washington Post; Jeff Zeleny, The New York Times; Doyle McManus, Los Angeles Times.

NOLA: HEHL 000000  
Series Title: Herbert Hoover: Landslide  
Length: 60 minutes  
Airdate: 8/21/2012 7:00:00 PM  
O.B. Date: 10/26/2009  
Service: PBS  
Format: Documentary  
Segment Length: 00:56:46

This one-hour documentary explores the facts and fictions behind the presidency of Herbert Hoover including The Great Depression and its lasting impact on government. The program also explores the role of the Federal Reserve and monetary policy during the Hoover presidency and into the early years of FDR. Hoover's early life abroad, the international experiences that led to his decision to run for office, Hoover's presidency and political philosophy, and the lasting impact of his policy decisions made during and after the depression are also presented. Along with the depression, the film provides detailed discussion of the 1927 Mississippi flood, the 1928 election campaign, monetary and agricultural policies throughout the Hoover presidency, the Bonus March and the 1932 presidential election. Interview subjects for LANDSLIDE - A Portrait of President Herbert Hoover include several notable scholars such as David Kennedy, Amity Shlaes, Robert Reich, Tim Egan and Timothy Walch among others.

## Education

NOLA: FRON 003015  
Series Title: Frontline  
Episode Title: Fast Times at West Philly High  
Length: 60 minutes  
Airdate: 7/17/2012 9:00:00 PM  
O.B. Date:  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

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KTTZ-TV LUBBOCK, TEXAS

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**Date:** October 1, 2012

Students and teachers from West Philadelphia High School, a public high school serving one of the most disadvantaged neighborhoods in Philadelphia, defy expectations as they design and build two super-hybrid cars for international competition and compete for the chance to be part of a technological revolution. In summer 2010, the high school's EVX Team raced against mega-sized auto manufacturers, multimillion-dollar start-ups, and university teams from around the world in the Progressive Insurance Automotive X PRIZE competition. The challenge: build an affordable, 100 miles-per-gallon car. The prize: \$10 million dollars. In Fast Times at West Philly High, FRONTLINE explores the viability of these cars, the potential that exists within our young people, and the prospects of effective innovation in public education. Also in this hour, a growing body of evidence suggests that the make-or-break moment for high school dropouts may actually be in middle school. And yet middle schools, with their vulnerable population, have long been overlooked. Now a group of dedicated educators are thrusting middle school onto center stage. They want to use data to find the answer to the middle school malaise. What's more, they insist this data already exists, has enormous power to help repair a broken school system and to predict and prevent dropouts before they happen.

NOLA: BBUS 000101  
Series Title: Broadway or Bust  
Length: 60 minutes  
Airdate: 9/9/2012 7:00:00 PM  
O.B. Date: 9/9/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:52:24

From a nationwide casting call of more than 50,000 high school students participating in 30 regional competitions, just 60 musical theater performers earn the right to participate for one week in the National High School Musical Theater Awards competition. Cameras follow these talented performers, the best in the country, to New York, where they meet their colleagues face-to-face. As day one unfolds, they learn a new opening number from director Van Kaplan and choreographer Kiesha Lalama, get one-on-one coaching in music, theater, dancing and acting from some of Broadway's top talent – including Leslie Odom, Jr. ("Smash"; Rent); Michael McElroy (Tony and Drama Desk Award nominations for Big River; Rent, Miss Saigon); Liz Callaway (Tony Award nomination for Baby; Cats, Miss Saigon) – and prepare for their solos in front of an influential group of judges. The episode ends with students wondering, "Do I have what it takes to make it on Broadway?"

NOLA: TTTO 0201  
Series Title: Inside Texas Tech with Chancellor Kent Hance  
Length: 30 minutes  
Airdate: 9/13/2012 7:00:00 PM  
O.B. Date: 9/13/2012  
Service: KTTZ  
Format: Magazine  
Segment Length: 00:00:00

**In the September edition of Inside Texas Tech with Chancellor Kent Hance, the Chancellor sits down with TTU Interim President Dr. Lawrence Schovanec. Plus a**

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look at what's going on around campus, a librarian profile, game day with the Saddle Tramps, this year's Red Raider women's soccer team, and lots more.

## Employment

NOLA: WWIR 005210  
Series Title: Washington Week  
Length: 30 minutes  
Airdate: 9/7/2012 7:00:00 PM  
O.B. Date: 9/7/2012  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:00:00

Did Obama's appeal to the nation for a second term resonate? How did Democrats rebut Republican attacks? Plus what was Bill Clinton's ultimate contribution to the convention? Also, did Friday's job numbers boost or quell Obama's post-convention shine? Joining Gwen: Dan Balz, The Washington Post; Peter Baker, The New York Times; Michael Duffy, TIME Magazine; Jeanne Cummings, Bloomberg News.

## Environment/Nature/Geography

NOLA: NAAT 002813  
Series Title: Nature | Bears of the Last Frontier  
Episode Title: City of Bears  
Length: 60 minutes  
Airdate: 7/11/2012 7:00:00 PM  
O.B. Date: 5/8/2011  
Service: PBS  
Format: Documentary  
Segment Length: 00:56:46

Bears are an ultimate icon of the wild, regarded as among the most successful wild animals on the planet. Three of the eight bear species in the world--brown bears, black bears, and polar bears--can be found in Alaska, one of North America's last truly wild frontiers. Nature joins adventurer and bear biologist Chris Morgan on a year-long motorcycle odyssey deep into Alaska's bear country to explore the amazing resiliency and adaptability of these majestic animals as they struggle to make a living in five dramatically diverse Alaskan ecosystems: coastal, urban, mountain, tundra, and pack ice.

NOLA: INGI 000103  
Series Title: Inside Nature's Giants  
Episode Title: Great White Shark  
Length: 60 minutes  
Airdate: 8/22/2012 9:00:00 PM  
O.B. Date: 2/1/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

The experts travel to South Africa to dissect a 15-foot-long great white shark. Comparative anatomist Joy Reidenberg uncovers the amazing array of senses the shark possesses, including the ability to detect the electro-

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magnetic field given off by other creatures. Veterinary scientist Mark Evans investigates the origins of the shark's infamous killing bite, and evolutionary biologist Richard Dawkins explains how sharks' teeth and jaws evolved from their outer skin and gill arches. Finally, the experts ask whether the shark deserves its reputation as a man killer.

NOLA: AMEX 1008  
Series Title: American Experience  
Episode Title: Surviving the Dust Bowl  
Length: 60 minutes  
Airdate: 9/11/2012 7:00:00 PM  
O.B. Date: 11/16/2009  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

They were called "Black Blizzards," dark clouds reaching miles into the sky, churning millions of tons of dirt into torrents of destruction. For ten years beginning in 1930, dust storms ravaged the parched and over-plowed southern plains, turning bountiful wheat fields into desert. Disease, hardship and death followed, yet the majority of people stayed on, steadfastly refusing to give up on the land and a way of life.

## Family/Marriage

NOLA: NOVA 003506  
Series Title: NOVA  
Episode Title: A Walk to Beautiful  
Length: 60 minutes  
Airdate: 8/30/2012 4:00:00 AM  
O.B. Date: 5/13/2008  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

A difficult journey that begins in loneliness and shame for thousands of Ethiopian women ends in a productive new life and hope for the future in this award-winning film. Shot against a starkly beautiful landscape, "A Walk to Beautiful" shares the inspiring stories of three women, rejected by their husbands and ostracized by their communities, who leave home in search of treatment for obstetric fistula, a life-shattering complication of childbirth.

NOLA: TASM 002690  
Series Title: Tavis Smiley  
Length: 30 minutes  
Airdate: 9/18/2012 2:30:00 AM  
O.B. Date: 9/17/2012  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:23:41

Actress Kyra Sedgwick: The Emmy-winning star of The Closer dishes about the show's conclusion after a seven-year run, Hollywood marriages and her new film, The Possession.

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

## Health Care

NOLA: TASM 002655  
Series Title: Tavis Smiley  
Length: 30 minutes  
Airdate: 7/31/2012 2:30:00 AM  
O.B. Date:  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:23:57

Writer Buzz Bissinger: The Pulitzer Prize winner reveals poignant details about the family dynamic surrounding his mentally disabled son, as described in his memoir, *Father's Day*, and discusses life after Friday Night Lights.

NOLA: AMND 000102  
Series Title: Arts & the Mind  
Episode Title: The Art of Connection  
Length: 60 minutes  
Airdate: 9/23/2012 10:00:00 AM  
O.B. Date: 9/10/2012  
Service: PBS-PLUS  
Format: Documentary  
Segment Length: 00:53:31

Arts & the Mind reveals stories and the latest scientific research on how music, dance, painting, poetry and theater markedly improve well-being throughout our lifetimes. Part Two, "The Art of Connection," depicts the positive effects of the arts for: children in hospitals; veterans suffering from Post-Traumatic Stress Disorder; building community in Appalachia; and warding off dementia. Hosted by Lisa Kudrow.

## Immigration/Refugees

NOLA: PNRE 001544  
Series Title: Religion & Ethics NewsWeekly  
Length: 30 minutes  
Airdate: 7/1/2012 11:00:00 AM  
O.B. Date: 7/1/2012  
Service: PBS-PLUS  
Format: Magazine  
Segment Length: 00:00:00

Religious Responses to Supreme Court Decisions: Individual liberty versus the common good and the ongoing need for comprehensive immigration reform are among the issues religious groups continued to debate as the High Court's term came to a close. Niger Famine and Regreening: "Drought does not need to mean famine," according to Niger's president, who adds that the country is tired of needing help and not being able to feed its own people. "We need to escape from emergency aid. We need to help our population produce and provide for itself." Craig Dykstra: Religion and Lilly Endowment: "Just plant the seeds in hope and faith, and you see early fruits that are terribly encouraging," says the head of the Lilly Endowment's religion division. Its efforts, according to one observer, "have paid off in deeper church life and more faithful ministry."

# QUARTERLY PROGRAM TOPIC REPORT

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

## Minorities/Civil Rights

NOLA: JLEG 000000  
Series Title: John Leguizamo's Tales from a Ghetto Clown - PBS Arts  
Length: 60 minutes  
Airdate: 7/13/2012 8:00:00 PM  
O.B. Date: 7/13/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

This documentary is a behind-the-scenes look at one of the industry's most versatile actors: John Leguizamo. This profile of the actor/playwright looks at his unorthodox rise to success while capturing his struggles to mount his latest one-man show. From his Colombian and "Nuyorican" roots to his high-profile career in Hollywood, Leguizamo bares his soul.

NOLA: HIDE 001004  
Series Title: History Detectives  
Length: 60 minutes  
Airdate: 7/31/2012 7:00:00 PM  
O.B. Date: 7/31/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:51:25

What does the evocative symbol of a bird dropping a bomb mean? Did two patches with the symbol belong to a World War II unit? Then, Gwen Wright connects a tiny swatch of tattered red fabric to a pivotal moment in U.S. Civil War history. Did a neckpiece and leggings once belong to Chief Black Kettle, known as a Cheyenne Peace Chief? Finally, did President Lincoln actually sign this note?

## National Politics/Government

NOLA: MLNH 010423  
Series Title: PBS NewsHour  
Length: 60 minutes  
Airdate: 8/1/2012 6:00:00 PM  
O.B. Date: 8/1/2012  
Service: PBS  
Format: News  
Segment Length: 00:09:24

Analyzing Cruz's Texas Victory and the 2012 Senate Landscape: In a primary runoff, former Texas solicitor general Ted Cruz captured the Republican nomination for a U.S. Senate seat. And he isn't the only Tea Party candidate winning primaries. Judy Woodruff talks to Texas Tribune's Ross Ramsey and Rothenberg Political Report's Nathan Gonzales on the Tea Party faction in the 2012 elections.

NOLA: WWIR 005205  
Series Title: Washington Week  
Length: 30 minutes

# QUARTERLY PROGRAM TOPIC REPORT

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

Airdate: 8/3/2012 7:00:00 PM  
O.B. Date: 8/3/2012  
Service: PBS  
Format: Interview/Discussion/Review  
Segment Length: 00:24:07

Mitt Romney and President Obama rally undecided voters in battleground states. The Tea Party scores a big victory in Texas runoff with Senate nominee Ted Cruz. Plus, the July jobs report and Congress leaves key legislation unfinished at start of summer recess. Joining Gwen: Amy Walter, ABC News; Karen Tumulty, The Washington Post; David Wessel, The Wall Street Journal; Susan Davis, USA Today.

NOLA: PBCC 000402  
Series Title: PBS Convention Coverage: A NewsHour Special Report  
Episode Title: Republican Convention  
Length: 240 minutes  
Airdate: 8/28/2012 6:00:00 PM  
O.B. Date: 8/28/2012  
Service: PBS  
Format: Event Coverage  
Segment Length: 00:00:00

This program featured gavel to gavel coverage of the first day of the 2012 Republican National Convention. Note: episode #401 did not air; the scheduled first day of the convention was cancelled due to inclement weather.

NOLA: PBCC 000406  
Series Title: PBS Convention Coverage: A NewsHour Special Report  
Episode Title: Democratic Convention  
Length: 240 minutes  
Airdate: 9/5/2012 6:00:00 PM  
O.B. Date: 9/5/2012  
Service: PBS  
Format: Event Coverage  
Segment Length: 00:00:00

This program featured gavel to gavel coverage of the second day of the 2012 Democratic National Convention.

## Poverty/Hunger

NOLA: PNRE 001551  
Series Title: Religion & Ethics NewsWeekly  
Length: 30 minutes  
Airdate: 8/19/2012 11:00:00 AM  
O.B. Date: 8/19/2012  
Service: PBS-PLUS  
Format: Magazine  
Segment Length: 00:00:00

Catholics and Paul Ryan: "I do not believe that the preferential option for the poor means a preferential option for big government," says Republican vice presidential candidate and Roman Catholic Paul Ryan. Surrogate Mothers in India: Clinics in India pay poor women a lot of money to be surrogate mothers, but "the contracts are usually written to protect the wealthy people who are



# QUARTERLY PROGRAM TOPIC REPORT

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

commissioning the baby," says ethicist Arthur Caplan. Mormon Singles Chapel: Young Mormons are pursuing their educations and careers "not with the purpose of delaying marriage, but with the idea that we want to have a full life that includes all of those things," says Beverli Jo DeWalt, a single Mormon woman.

## Religion/Ethics

NOLA: AMDO 002505  
Series Title: POV  
Episode Title: The Light in Her Eyes  
Length: 60 minutes  
Airdate: 7/21/2012 9:00:00 PM  
O.B. Date:  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

Houda al-Habash, a conservative Muslim preacher, founded a Qur'an school for girls in Damascus, Syria, 30 years ago. Every summer, her female students immerse themselves in a rigorous study of Islam. A surprising cultural shift is underway – women are claiming space within the mosque. View an extraordinary portrait, filmed just before the uprising in Syria erupted, of a leader who challenges the women of her community to live according to Islam without giving up their dreams. By Julia Meltzer and Laura Nix.

NOLA: COSE 018189  
Series Title: Charlie Rose  
Length: 60 minutes  
Airdate: 9/13/2012 10:00:00 PM  
O.B. Date: 9/13/2012  
Service: PBS-PLUS  
Format: Interview/Discussion/Review  
Segment Length: 00:19:34

Coverage of the ongoing protests in Egypt and Libya in response to an American-made video denigrating the prophet Muhammad with Lara Logan, chief foreign affairs correspondent for CBS news, and Bobby Ghosh, editor-at-large for Time Magazine.

## Science/Technology

NOLA: NOVA 003012  
Series Title: NOVA | The Elegant Universe  
Episode Title: Einstein's Dream  
Length: 60 minutes  
Airdate: 7/11/2012 9:00:00 PM  
O.B. Date: 10/28/2003  
Service: PBS  
Format: Documentary  
Segment Length: 00:48:28

"Einstein's Dream"--The first hour introduces string theory and shows how modern physics - composed of two theories that are ferociously incompatible - reached an impasse: one theory, known as general relativity, is successful in describing big things like stars and galaxies; another, called quantum

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

mechanics, is equally successful in describing small things like atoms and subatomic particles. Albert Einstein, the inventor of general relativity, dreamed of finding a single theory that would embrace all of nature's laws. But in his quest for the so-called unified theory, Einstein came up empty-handed, and the conflict between general relativity and quantum mechanics has stymied all who've followed. That is, until the discovery of string theory. "String's the Thing" In the second hour, Greene describes the serendipitous steps that led from a forgotten 200-year-old mathematical formula to the first glimmerings of strings - quivering strands of energy whose different vibrations give rise to quarks, electrons, photons and all other elementary particles. Strings are truly tiny - smaller than an atom by the same factor that a tree is smaller than the entire universe. But, as Greene explains, it is possible - for the first time ever - to combine the laws of the large and the laws of the small into a proposal for a single, harmonious "Theory of Everything."

## Urban Decay/Urban Development

NOLA: ARRS 000000  
Series Title: Architect Robert A.M. Stern: Presence of the Past  
Length: 30 minutes  
Airdate: 8/24/2012 9:30:00 PM  
O.B. Date: 10/9/2011  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

Architect Robert A.M. Stern heads a successful New York architectural firm with worldwide commissions. He is also the dean of architecture at Yale and a prolific author whose tomes are measured pounds, not pages. In 2011, Stern received the Richard H. Driehaus Prize, an international award honoring architects who create classical and traditional work. But Stern's reputation as a classically grounded traditionalist is not the whole story. His firm has built distinctive modernist structures. At Yale, his teaching staff includes hard-core modernists, many of whom Stern calls close personal friends. This program explores how Stern bridges the divide in modern architecture - between the modernists and the traditionalists - and puts Stern's work in the context of a larger debate among architects who reject the past, those who embrace it and those who pick and choose as the context requires.

NOLA: NOVA 003811  
Series Title: NOVA  
Episode Title: Engineering Ground Zero  
Length: 60 minutes  
Airdate: 9/12/2012 7:00:00 PM  
O.B. Date: 9/7/2011  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

On the 10th anniversary of 9/11, NOVA presents an epic story of engineering, innovation and the perseverance of the human spirit. With extraordinary access granted by The Port Authority of New York and New Jersey, this program follows the five-year construction of One World Trade Center (1 WTC) and the National September 11 Memorial & Museum. NOVA captures the behind-the-scenes struggle of architects and engineers to make the buildings safe and highly secure under

# QUARTERLY PROGRAM TOPIC REPORT

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**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

the pressures of a tight schedule, the demands of practical office space and efficient, "green" architecture, and the public's expectations of a fitting site for national remembrance. Featuring interviews with 1 WTC architect David Childs; Chris Ward, executive director of the Port Authority of New York and New Jersey; Mayor Michael Bloomberg, chairman of the 9-11 Memorial Foundation; and Michael Arad, the man behind the breakthrough concept for the 9-11 Memorial.

## War/Veterans/National Security

NOLA: TWAR 000101  
Series Title: War; The  
Episode Title: A Necessary War  
Length: 150 minutes  
Airdate: 7/31/2012 8:00:00 PM  
O.B. Date: 9/23/2007  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

After an overview of the Second World War, which engulfed the world from 1939 to 1945 and cost at least 50 million lives, inhabitants of four towns - Mobile, Alabama; Sacramento, California; Waterbury, Connecticut; and Luverne, Minnesota - recall their communities on the eve of the conflict. For them, the events overseas seem far away. Their tranquil lives are shattered by the Japanese attack on Pearl Harbor, and America is thrust into the great cataclysm. Along with millions of other young men, Sid Phillips and Willie Rushton of Mobile, Ray Leopold of Waterbury and Walter Thompson and Burnett Miller of Sacramento enter the armed forces. In the Philippines, two Americans, Corporal Glenn Frazier and Sascha Weinzheimer (who was eight years old in 1941), are caught up in the Japanese onslaught there, as American and Filipino forces retreat onto Bataan while thousands of civilians are rounded up and imprisoned in Manila. Back home, 110,000 Japanese Americans along the West Coast are forcibly relocated by the government to internment camps. On the East Coast, German U-boats menace Allied shipping offshore. The United States seems unprepared for this kind of total war. Witnessing all of this is Katharine Phillips of Mobile and Al McIntosh, editor of the Rock County Star Herald in Luverne, who chronicles the travails of every family in town. In June 1942, the Navy manages a victory over the Japanese at the Battle of Midway. In August, American land forces, including Sid Phillips of Mobile, face the Japanese army for the first time at Guadalcanal. Abandoned by their fleet with no sea or air support, the men are under constant attack. After six months, the Americans finally prevail and, in the process, stop Japan's expansion in the Pacific.

## Women

NOLA: MLNH 010407  
Series Title: PBS NewsHour  
Length: 60 minutes  
Airdate: 7/10/2012 6:00:00 PM  
O.B. Date: 7/10/2012  
Service: PBS  
Format: News  
Segment Length: 00:12:38

# QUARTERLY PROGRAM TOPIC REPORT

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

AIDS in Black America: 'We Can Win this Battle': Frontline examines the high rates of AIDS among African Americans and the rise of the virus among heterosexual women in the new documentary, "ENDGAME: AIDS in Black America." Gwen Ifill interviews Phill Willson, director of the Los Angeles-based Black AIDS Institute.

NOLA: PNRE 001548  
Series Title: Religion & Ethics NewsWeekly  
Length: 30 minutes  
Airdate: 7/29/2012 11:00:00 AM  
O.B. Date:  
Service: PBS-PLUS  
Format: Magazine  
Segment Length: 00:00:00

News Roundup: National religion reporter David Gibson says a faith-versus-works debate is underway over the Colorado shooting. Does evil just happen, or can we repair the world? Vatican-Nun Controversy: "This is not just about the Vatican versus the nuns," says Sister Maureen Fiedler. "This really is about the future of how we interpret the message of the Second Vatican Council." Islamic Art Galleries: The many works on view at the Met in New York demonstrate how artistic motifs were shared and used by people of different faiths in different regions over the centuries.

## Youth

NOLA: MAHI 000000  
Series Title: Mariachi High - PBS Arts  
Length: 60 minutes  
Airdate: 7/15/2012 3:00:00 PM  
O.B. Date: 6/29/2012  
Service: PBS  
Format: Documentary  
Segment Length: 00:00:00

In a part of America that rarely makes headlines, there is a small town with a group of teenagers who will inspire, surprise and bring you to your feet with their astonishing musical virtuosity and the music they make. MARIACHI HIGH spends a year in the life of the champion mariachi ensemble of Zapata High School on the Rio Grande in south Texas.

NOLA: MLNH 010404  
Series Title: PBS NewsHour  
Length: 60 minutes  
Airdate: 7/5/2012 6:00:00 PM  
O.B. Date: 7/5/2012  
Service: PBS  
Format: News  
Segment Length: 00:09:22

Taste of College Encourages Students to Continue Classes: In his second report from South Texas, special correspondent John Merrow explores from the students' perspective how early college programs are encouraging youth to stay in high school.

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**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

NOLA: MLNH 010436  
Series Title: PBS NewsHour  
Length: 60 minutes  
Airdate: 8/20/2012 6:00:00 PM  
O.B. Date: 8/20/2012  
Service: PBS  
Format: News  
Segment Length: 00:07:50

In Rhode Island, Reinventing Summer School to Prevent Kids' Learning Loss: In Providence, R.I., the Summer Scholars Program has reinvented summer school by taking lower income students out of the classroom and putting them "into the field." John Merrow reports on how the new approach gets students to practice skills they struggled with during the past year and prevent additional learning loss for fall.

## The Educational and Informational Needs of Children

NOLA Code: SWHY0000  
Program Title: SUPER WHY!  
Distributor: PBS  
Air date: Monday-Fridays 10:00:00 AM  
Length: 30

Welcome to SUPER WHY, a breakthrough preschool series designed to help kids ages 3 to 6 with the critical skills that they need to learn to read (and love to read!) as recommended by the National Reading Panel (alphabet skills, word families, spelling, comprehension and vocabulary). SUPER WHY is the first original program from Out of the Blue Enterprises, an innovator in interactive children's entertainment led by Angela C. Santomero, an Emmy-nominated co-creator of *Blue's Clues*, and Samantha Freeman Alpert, a veteran in children's entertainment. SUPER WHY makes reading an empowering adventure by using interactive literacy games that need YOU to play. In SUPER WHY reading is power!

NOLA Code: SESA0000  
Program Title: Sesame Street  
Distributor: PBS  
Air date: Monday-Friday 9:00:00 AM  
Length: 60

For 36 years, SESAME STREET has sought to meet the critical needs of children while preparing them for school and for life. The 36th season premiered April 4 on PBS KIDS. In addition to literacy, numeracy and science, SESAME STREET, the world's largest informal educator of children, tackles an issue facing many families today: children's health. The new season features a curriculum designed to address the importance of establishing an early foundation of healthy habits.

NOLA Code: BYFM0000  
Program Title: Barney & Friends  
Distributor: PBS  
Air date: Monday-Friday 11:30:00 AM  
Length: 60

# QUARTERLY PROGRAM TOPIC REPORT

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

Barney, the lovable purple dinosaur and his young friends share adventures featuring songs, dances and games that make learning fun for children. Barney and his dino-pals, Baby Bop and BJ, are joined by a cast of children.

NOLA Code: WILK0000  
Program Title: Wild Kratts  
Distributor: PBS  
Air date: Monday-Friday 4:30:00 PM  
Length: 30

"Wild Kratts" joins the adventures of Chris and Martin Kratt as they encounter incredible wild animals, combining science education with fun and adventure as the duo travels to animal habitats around the globe. Each adventure explores an age-appropriate science concept central to an animal's life and showcases a never-before-seen wildlife moment, all wrapped up in engaging stories of adventure, mystery, rescue, and the Kratt brothers' brand of laugh-out-loud-comedy that kids love. Real-life Chris and Martin introduce each "Wild Kratts" episode with a live action segment that imagines what it would be like to experience a never-before-seen wildlife moment, and asks, "What if...?" The Kratt brothers transition into animation and the adventure begins, bringing early-elementary school children into the secret lives of extraordinary creatures, many of which have never been animated before -- including Tiger quolls, Draco lizards, and Caracals!

NOLA Code: ARUR0000  
Program Title: Arthur  
Distributor: PBS  
Air date: Monday-Friday 3:00:00 PM  
Length: 30

Based on the children's books by [Marc Brown](#), ARTHUR premiered in 1996 as one of the first ongoing animated programs based on a book series. The show chronicles the adventures of Arthur (an eight-year-old aardvark) through engaging, emotional stories that explore issues faced by real kids. It is a comedy that tells these stories from a kid's point of view without moralizing or talking down. Situations on ARTHUR develop in realistic ways, and don't always turn out as we -- or Arthur and his friends -- might expect.

NOLA code: MAYM0000  
Program Title: Maya and Miguel  
Distributor: PBS  
Air date: Monday-Friday 4:00:00 PM  
Length: 30

Lively and colorful, the series chronicles the adventures, and sometimes misadventures, of 10-year-old siblings Maya and Miguel Santos, and features their family, relatives and a richly diverse neighborhood of friends. This never-a-dull-moment situation comedy revolves around Maya's well-intended meddling in her family and friends' lives, ultimately leading her to create new quandaries to fix. While every episode will take humorous twists and turns, the underlying message is the importance of doing good for the family and community, and the philosophy that shared happiness is greater than personal gain.

# QUARTERLY PROGRAM TOPIC REPORT

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KTTZ-TV LUBBOCK, TEXAS

**Prepared by:** Michelle Dillard

**Date:** October 1, 2012

NOLA code: BOBL0000  
Program Title: Bob the Builder  
Distributor: PBS Plus  
Air date: Saturdays 5:30:00 AM  
Length: 30

Bob the Builder knows that the fun is in getting it done! Along with his business partner Wendy and his original can-do crew, Bob has been getting the job done all over Bobsville and beyond, no matter what the job, he always has the right tools—teamwork and a positive attitude!

NOLA code: WOWO0000  
Program Title: WordWorld  
Distributor: PBS  
Air Date: Monday-Friday 10:30 am

Welcome to WordWorld, the first preschool series where words are truly the stars of the show! Come along for an adventurous romp into a colorful, vibrant world of words with the lovable, legible WordFriends™—animals whose bodies are made up of the letters that spell the word they are.

But the WordFriends are characters first and words second. Sheep is painfully shy but loves to pretend. She will take on the role of detective, princess, super hero—anything to help her friends! Then there's Frog, the cautious brainiac and word "expert," whose crazy inventions sometimes don't work exactly as planned. Frog's neighbor and good friend is silly, impetuous Duck. Just like a preschooler, Duck is still learning his letters—and social skills—and often needs Frog to help him out of trouble. Pig, a marvelous chef and a bit of a ham, lives life moment by glorious moment; his best buddy, Ant, is a hard working bundle of energy who manages to keep Pig in check, run a radio station out of his ant hill, and lead a family of hundreds of ant cousins. Dog is a WordFriend's best friend and is always ready to play, play, play (and build a word)!