

QUARTERLY LISTING OF COMMUNITY ISSUES AND
NEEDS AND RESPONSIVE PROGRAMS
FIRST QUARTER
JANUARY, FEBRUARY, MARCH 2014
KPRC-TV LOCAL 2

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KPRC-TV
Houston, TX

DESCRIPTION OF PROGRAMS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

- **Public Service Announcements and Campaigns**

Martin Luther King, Jr.

Houston will have two parades today to celebrate the life and legacy of the late doctor Martin Luther King, Jr. The Black Heritage Society's 36th annual "original" MLK Birthday Parade starts at 10am at Minute Maid Park and will be followed by a community festival at Discovery Green where the parade ends. At the same time in midtown... the MLK Grand Parade will start rolling down San Jacinto. It will end at Butler Stadium in southwest Houston.

March of Dimes

For families with babies born too early or sick, every day can be filled with fear and uncertainty and that's why hundreds of people showed up today at the Hyatt Regency in downtown Houston to help kickoff the 2014 March of Dimes fundraiser. Our own Khambrel Marshall emceed the event. Last year, more than 3.3 million dollars was raised to support research and programs that help mothers have healthy pregnancies and prevent birth defects, premature birth and infant mortality. The 2014 March for Babies will take place April 27th at the University of Houston.

Health Care Reform

On March 10, KPRC partnered with Houston's Telemundo station for our second Health Care Reform phone bank. With the March 31st enrollment deadline looming, we had a panel of bilingual experts to guide viewers through the enrollment process during our afternoon newscasts over the phone and in a live web chat. The phones rang non-stop and the volunteers were able to field roughly 250 phone calls.

- **Editorials**

Mobile unit improves stroke diagnosis, treatment

Houston is making medical history once again by introducing the first mobile stroke unit bringing the emergency room to patients with symptoms of stroke. Stroke is the fourth leading cause of death in the United States and a leading cause of disability. Minutes and seconds are critical with someone having a stroke. This mobile unit will be equipped with a portable CT scanner allowing the personnel to assess whether the patient is having an ischemic stroke and if so, receive TPA before arriving to the hospital. This will give the patient 2 to 3 times more of an opportunity to get back to normal and save in many cases over one-hundred thousand dollars. Truly a good idea and an investment that save lives and recovery time.

The power of one person making a difference

Houston and America loves a good story, last week we broke the story of Kenny Thompson who donated \$465.00 and zeroed out 60 delinquent accounts at Houston's Valley Oaks Elementary School. The story went national and viral once again showing that one person can make a big difference. So Kenny Thompson, you get a big KPRC Local 2 thumbs up!

Editorial Response

In November 2010 Houston voters said yes to rebuild Houston. This created the dedicated drainage and street renewal fund which is made up of four sources: already committed property taxes, external grant money, a new drainage fee, and a new developer impact fee. Rebuild Houston puts the city on strong financial footing, by charter we are now required to pay for street and drainage projects without incurring debt. This pay-as-you go approach is both forward thinking and fiscally responsible. Since we are going to completely rebuild most of the city, it is important that the maintenance component of rebuild Houston be strong. The city currently spends \$80 million per year on maintenance, but this cost is capped at 25% of the total program. Existing revenue and expenditures for maintenance before rebuild Houston have simply been moved into the dedicated fund to ensure accountability. Additionally, we have established the rebuild Houston oversight committee to monitor the projects and the expenditures of rebuild Houston. If you would like find out more about how your money is being spent, please visit my website at [stephen costelloforcouncil.com](http://stephen_costelloforcouncil.com)

The minimum wage has been in the news lately with President Obama proposing to raise the wage to slight over ten dollars. We thought it would be an appropriate time to remind Houstonians that many of the wait staffs at many popular restaurants are paid a sub-minimum wage, or as little as \$2.13 and hour, which is supplemented by your tips. So in essence, your tip makes up the majority of their wage. So please tip appropriately.

- **Locally Produced Programs**

The Sochi Olympics Preview Show

Saturday, February, 1, 6:30pm – 7:00pm

Feature stories on the athletes and Russia hosted by Rachel McNeill and Randy McIlvoy

Olympic Zone

February 7 - 23

Feature stories on the athletes and Russia hosted by Lauren Freeman and Andy Cerota

Houston Newsmakers, Sunday, 10:00am – 10:30am
Khambrel Marshall, this program is locally produced and covers the latest topics concerning the community.

Below are the topics for first quarter 2014.

New City Council members ready to make immediate impact

There are six new council members starting two year terms and five of them stop by for this week's Houston Newsmakers with Khambrel Marshall.

GOP says Mayor Parker using illegal tactics for same sex benefits

"We knew the Mayor's act was clearly illegal and a violation of Texas Law" -- That was the opening salvo from Jared Woodfill, the Chair of the Harris County Republican Party as he talked about the decision of Mayor Annise Parker to extend benefits to the same sex partners of City of Houston employees legally married in other states.

Newsmakers tackles domestic violence issue

An important episode of "Houston Newsmakers with Khambrel Marshall" about the problem of domestic violence in our community. In the most recent statistics, more women were killed in domestic violence situations in Harris County than any other county in Texas.

Man exonerated after 12 years on death row files grievance

A new law passed in September now gives inmates four years to bring grievances against prosecutors AFTER their release from jail, rather than watching their legal opportunity to file slip away while they are imprisoned.

The truth about the Affordable Care Act

Dr. Vivian Ho makes a return visit to Houston Newsmakers with Khambrel Marshall to give an update on the challenges and successes of the Affordable Care Act. Dr. Ho is the chair of Health Economics at the Baker Institute at Rice University and professor of Medicine at Baylor College of Medicine. After a disastrous roll out the plan in the fall, Dr. Ho talks about what needs to happen for the Affordable Care Act to succeed and what could happen to make it a failure.

Gearing up for early voting for March primaries

This week, we prepare for early voting for the March primaries with both sides of the political divide.

Houston tension over HFD pension and overtime

The city of Houston is underfunded by two and a half billion dollars in its pension obligations. Mayor Parker has sued the Houston Fire Department Pension Board 'to get them to the negotiating table,' she said.

Newsmakers Extra: Mayor Parker extended interview

Mayor Annise Parker spoke about a wide range of issues in an extended interview with Khambrel Marshall.

Mayor Parker on HFD issues, same sex marriage law

Mayor Annise Parker has sued the Houston Firefighter Department Pension board. On this week's "Houston Newsmakers" with Khambrel Marshall, she says there are no regrets and that she needed to take that action, not to be able to see personal information of the firefighters but to be able to budget.

Primaries set stage for political showdowns

Mark Jones, Ph. D. Chair of the Political Science Department at Rice University is a guest on this week's "Houston Newsmakers" with Khambrel Marshall and says it will be tough for incumbent Lt. Gov. David Dewhurst to recover and that Texas Senator Ted Cruz has had an effect on his chances.

Decades – long battle leads to MLK monument unveiling

Thirty years ago, the City of Houston approved a monument to Martin Luther King, Jr. That monument will finally be unveiled April 4 – 6 in MacGregor Park.

KPRC-TV gave significant coverage to the following community issues and concerns during the fourth quarter of 2013:

1. 911 Hotel Calls
2. March Primaries
3. Super Bowl
4. Houston Habitat
5. Winter Olympics
6. Gas Octane Investigation
7. 911 Hang Up
8. Credit Card Fraud
9. Cancer Princess
10. Houston Livestock Show & Rodeo
11. Dumpster Baby
12. Lakewood Church Theft

KPRC's coverage of these core issues is detailed below.

Houston Texans Arian Foster

Air Dates: January 13 - 22

Total Coverage: 1 Hour, 30 Seconds

The other big sports story making headlines was the saga of Texan Arian Foster. A woman accused him of fathering her child and then asking her to abort the fetus. Foster

is married and has children. The woman's attorney released text messages to Local 2 claiming they were from Foster. After verifying the phone number and contacting Foster's attorney we aired several of the texts where Foster was telling her the pregnancy was not what they wanted and it was ruining their relationship. The story is now playing out in the courts.

Winter Weather

Air Dates: January 24, 28

Total Coverage: 16 Hours

We knew 2014 was going to start off with the Winter Olympics but we didn't know the "winter" would join us in Houston. Two ice storms hit Houston as we prepared for Sochi. When the first storm hit Local 2 got on the air early at 4AM with more reporters in more places than our competition. Schools closed, freeways shut down due to icy conditions and there were hundreds of accidents. During the second storm the Mayor shut down most of the City - nobody was taking chances. We dominated the competition beginning our coverage at 4am and staying on through the Middy. Our live reporters had great people stories of Houstonians dealing with weather they normally don't experience.

The polar vortex didn't let up in February and neither did KPRC crews covering it! Local 2 Meteorologist Frank Billingsley led the charge on the night of February 5th, alerting viewers to a winter weather warning –popping up just minutes before our 10pm news. The morning show continued to stay ahead of the storm starting coverage at 4 a.m. Crews strategically placed to give live reports where the snow and ice jammed roadways. Our crews dominated weather coverage one week later when a heavy fog caused crashes and snarled the morning commute. That fog gave way to another blast of winter weather, and Frank and Anthony were all over it, updating and pin-pointing the areas most likely to be impacted as the system moved through. This unusually severe winter is proving Local 2 is the go-to place for the big weather story.

911 Hotel Calls

Air Dates: January 27

Total Coverage: 3 Minutes

Joel Eisenbaum talks to the father of a woman murdered in an E. Texas hotel room about the problems with calling 911 from business phones and the effort to get companies to change the process of getting an outside line before dialing 911.

March Primaries

Air Dates: January 17, 18, 23, 24, 25, February 4, 6, 18, 27, 28, March 1, 2, 3, 4, 5

Total Coverage: 38 Minutes, 27 Seconds

March 4 was also the primary election in Texas. More state offices were up for grabs than ever before and KPRC had the big ones covered. Phil Archer was in San Antonio with republican candidate for governor Greg Abbott and Jennifer Bauer traveled to Fort Worth to be with democratic challenger Wendy Davis. We were once again first on the air with early voting results.

Super Bowl

Air Dates: January 28, February 4

Total Coverage: 28 Minutes, 30 Seconds

Former Texan and Sports Analyst/Anchor Chester Pitts traveled to the Super Bowl for Local 2. Chester's contacts in the NFL helped us get into many of the high profile NFL player events prior to the big game. This gave us access to interviews with Michael Vick and Warren Moon and many of the player's wives about their predictions on the upcoming game. Chester was live from New Jersey with reports on all angles of the game.

Houston Habitat

Air Dates: January 18, 21, 30, 31, February 1, 2, 5, 14, 18, 19, 25

Total Coverage: 83 Minutes, 40 Seconds

The new year started with a big project involving the entire KPRC team. We set out to build a Habitat for Humanity home for a local mom and her four children. The project kicked off in the parking lot of the station - folks from every department came out to help build the frame of the home. January 7th we did live reports all through the morning news as well as during our Today Show cut-ins and midday news. KPRC had such a great employee response that by the end of our first build day, we not only built the frame of our Habitat home but made it through half of the frame for another family's future house!

Our build day at the station was followed by six build days in the Habitat for Humanity neighborhood. Five of our sponsors sent employees to work alongside Habitat employees and our team. On January 21st, the Harlem Globetrotters sent a couple players out to surprise our Habitat family with tickets to their show. One of the boys had told us he wanted his room to look like a basketball court, so you can imagine his surprise when the Globetrotters rolled up outside his future home. The project has made for great television moments. We anticipate the family will be able to move in to their new home by the middle of March.

Sudden Death Cure

Air Date: February 4

Total Coverage: 6 Minutes, 5 Seconds

Bill Spencer reveals a possible new pill under development in Houston that could eliminate sudden cardiac death in teen athletes.

Winter Olympics

Air Dates: February 6 - 23

Total Coverage: 5 Hours, 33 Minutes

Anchor Rachel McNeill and photographer Byron Nichols started their live reports from Sochi, Russia two days before the opening ceremony. Rachel's live content in the morning show and at 10pm was nothing less than Must-See TV. They worked around

the clock providing content for every single newscast, including interviews with top medal winners, athletes with Texas ties, Houstonians in Sochi for the games, and features highlighting the culture, the food, and the fashion. Rachel also dazzled in a different hat every day, which we promoted on social media and created a slideshow. Not to be outdone, Ruben Galvan made the trip to the Olympic Training facility in Utah to get lessons in curling and bobsledding. His athletic endeavors made for great TV and were a great tie-in to our Olympic content.

Gas Octane Investigation

Air Dates: February 24

Total Coverage: 3 Minutes

Jace Larson looks at state inspection records revealing which gas stations were selling premium gas that wasn't really premium.

911 Hang Up

Air Dates: February 5, March 3

Total Coverage: 7 Minutes

Jace Larson investigates why 911 operators hung up on a woman whose husband was having a heart attack, uncovering dozens of other similar calls.

Credit Card Fraud

Air Dates: February 4, 7

Total Coverage: 7 Minutes

Joel Eisenbaum goes in depth on the issue of credit card breaches and what retailers are doing to protect consumers' information.

Cancer Princess

Air Dates: February 20 – 23

Total Coverage: 7 Minutes, 50 Seconds

Amanda Perez's reports from League City on the "Princess Day" for a 5 year old girl diagnosed with terminal cancer left no dry eyes. We had live coverage through our 4pm, 5pm, and 6pm newscasts as the town turned out in costume to give the little girl a horse drawn carriage ride. The heartwarming, community focused story was one of the most memorable of the month and resonated with viewers, who voted us #1 at 6pm.

Houston Livestock Show & Rodeo

Air Dates: February 27, 28

Total Coverage: 45 Minutes, 45 Seconds

We wrapped up February by kicking off the biggest event in Houston every year- Rodeo Season! Chief Meteorologist Frank Billingsley was live for the opening day of the World's Championship Barbecue Contest (better known as Rodeo Cook-off) and did weather hits in all of our afternoon newscasts. As the rodeo officially opened to the public Ruben provided memorable moments as he milked goats and showed off his fashionable rodeo apparel.

Dumpster Baby

Air Dates: February 25 – 28, March 7

Total Coverage: 36 Minutes

When Andy Cerota got a tip about an abandoned baby found inside a dumpster, Local 2 Crews were first on the scene, and first to interview the man who heard the baby crying and pulled it from the trash. We led the midday with the story, and followed with team coverage for our early newscasts with crews at the scene and at a high school where we were tipped the child's mother was located. We continued to develop the story and stay ahead of the competition. After getting flooded with viewer emails inquiring about adopting the child, our 10pm story explained the process of how to adopt an abandoned baby.

Lakewood Church Theft

Air Dates: March 10 - 14

Total Coverage: 13 Minutes, 40 Seconds

Phil Archer's tip about the theft of more than \$600 thousand dollars in donations from the safe at Joel Osteen's Lakewood Church led us to break this major story. We were the only station with the story in our early evening newscasts and had the competition chasing developments at 10pm.

Illegal Immigrant Bust

Air Dates: March 19, 20, 21

Total Coverage: 14.5

When "eagle-ear" photographer John Treadgold heard about a raid on a home where as many as 80 illegal immigrants were being held, we were quick to send several crews to the scene. 80 illegals turned into more than 100, and included women, some pregnant, and children and our coverage included two investigators and a general assignment reporter covering all angles of this major story, that quickly made national headlines. The next day, Local 2 continued to dominate the competition on the story when reporter, Phil Archer scored the story everyone wanted to see—a "walk-through" of the tiny house where more than 100 people were held for weeks against their will.

Oil Spill

Air Dates: March 22 - 31

Total Coverage: 35 Minutes, 55 Seconds

The collision of an oil barge and a ship sent more than 150 gallons of oil into Galveston Bay. Local 2's coverage of this story stretched from Texas City to Matagorda Bay. Our live shots blew the competition out of the water. While they were on the beaches with barely the coast line in sight, Robert Arnold did a walk and talk so close to the actual oil barge he could nearly touch it and Jace Larson was live from a boat showing the actual oil slicks. We covered the impact on communities, businesses, and wildlife, with a final piece by Joel Eisenbaum featuring the actual audio recording between the ship and

barge pilots, minutes before the collision impact. The Today Show picked up our story and played it up in their headlines the next day.