

# **SUNFLOWER BROADCASTING, INC.**

## **KBSH TV-7, Hays & KBSL TV-10, Goodland 1<sup>st</sup> Quarter 2007**

### **Quarterly Significant Programs Report**

**January 1, through March 31, 2007**

#### **Issues Report**

Stations, KBSH-TV – Hays and KBSL-TV – Goodland are CBS Network Affiliates in their service areas. In carrying out their responsibilities as public trustees, the stations deal with and are responsive to the principal issues arising in their communities on a continuing basis. Our most significant programming, which has dealt with current community activities and issues during the proceeding three-month period, is set forth below.

#### **Regularly Scheduled Local Programming**

**6 PM News – Monday through Friday – 6:09PM – 6:12PM**

**10PM News – Monday through Friday – 10:10PM – 10:13PM**

All the above are locally produced news-oriented programs.

This issue responsive segments are normally 45 seconds in duration unless otherwise noted.

**Noon NewsTalk – Monday through Friday – 12:20p – 12:30p**

This issue responsive program segments during the above programming air on KBSH and are 2:55 minutes in duration.

**Noon Hi-Plains Happenings – Monday through Friday – 12:20p –  
12:30p**

This issue responsive program segments during the above programming air on KBSL and are 2:55 minutes in duration.

**All Eyewitness News programs air live on KBSH and KBSL originating at the  
KWCH-TV News studios and are locally produced live news programs that**

**present a mix of news, weather, sports, and issue related stories. Summaries are available in the KWCH - TV section of this document.**

## DESCRIPTION of LOCAL PROGRAMS PROVIDING SIGNIFICANT TREATMENT OF COMMUNITY ISSUES.

PROGRAM	DAY	TIME
<b>KBSH/KBSL Eyewitness News</b> Coverage of breaking news stories affecting communities in Northwest Kansas. Each local News segment lasts 2:25.	Weekdays	6PM & 10PM
<b>KBSH Community Calendar</b> Locally sponsored announcements of Community Events held throughout Northwest Kansas for the duration of 1:00.	Weekdays	12:16PM
<b>KBSL High Plains Calendar</b> Announcement of Community Events held throughout Northwest Kansas, Eastern Colorado, and Southern Nebraska, for the duration of 1:00.	Weekdays	12:16PM
<b>Public Service Announcements</b> KBSH & KBSL broadcast local and national public service announcements of varying lengths throughout their broadcast schedules.	All Days	Any Times
<b>Hi-Plains Happenings</b> KBSL broadcasts a program dealing with upcoming community events and service projects held throughout Northwestern Kansas, Eastern Colorado and Southern Nebraska. This segment airs for the duration of 2 minutes 55 seconds.	Monday-Friday	5:24a, 6:23a, 7:41a, 8:26a & 8:55a
<b>KBSH Newstalk</b> KBSH broadcasts a program dealing with upcoming community events and service projects held throughout Northwestern & Central Kansas. This segment airs for the duration of 2 minutes 55 seconds.	Monday-Friday	5:24a, 6:23a, 7:41a, 8:26a & 8:55a
<b>Ellis County Extension</b> Ellis County Extension agents for Home, Horticulture, Agriculture, and 4-H take turns speaking about events and issues within their departments and community service – Segment airs for the duration of 2 minutes and 55 seconds.	Tuesdays	12:22PM
<b>Humane Society of the High Plains</b> The local humane society brings animals placed up for adoption and discussed issues facing our animal/pet population. This segment airs for the duration of 2 minutes and 55 seconds.	Every other Monday	12:22PM

# *Community Issues*

1. **Community** – Area residents need to be informed about events, benefits and resources available to them within their communities that may affect their lives.
2. **Crime** – With the area and populations within communities growing, crime and the ways communities deal with the crime change.
3. **Agriculture & Economy** – In our area agriculture has direct effects on the economy. When agriculture is doing well the rest of the economy holds its own and grows.
4. **Education** – Education is an integral part of every community. It must be fostered and promoted whenever possible.
5. **Health & Safety** – Many measures are needed to create safer and healthier places in which the general population can live.
6. **Government** – The governmental process affects all people within its population.

# LOCAL SPECIAL PROGRAMMING

*NewsTalk Monday through Friday 12:19 – 12:28*

## KBSH

January 23

February 1

February 6

March 21

March 22

March 23

FHSU Opera

Hays Arts Council

Hays Public Library

Bake Sale Fundraiser for Alana Rocha

Polkafest

Bake Sale Fundraiser for Alana Rocha

Art Opening

## KBSL

January

March

March

Health Fair

Potato Bar

Ducks Unlimited