



Federal Communications Commission
Quarterly Report
Issues & Programming –
PUBLIC SERVICE ANNOUNCEMENTS
1st Quarter, 2008

Respectfully submitted by:
Vance Lewis
Promotion Manager
April 10, 2008

During the quarter KFJX-TV aired 58 Hours
50 Minutes & 05 Seconds of Public Service
Announcements with an estimated value of
\$145,282.00.

| Description of Issue | Program/Segment | Date | Time | Duration | Narration of Type and Description of Program/Segment |
|-------------------------------|-----------------|-----------|------|----------|---|
| (1) Education Funding | KFJX News | 2/22/2008 | 9PM | 1:47 | Reported on FOX 14 News at 9: Financial advice was offered at a local high school, Fox 14 interviewed families present about getting their families ready for higher education. |
| (2) Kids/Poverty/Job Skills | KFJX News | 2/28/2008 | 9PM | 2:46 | Reported on FOX 14 News at 9: Local technical school displayed the work of students and let them demonstrate skills learned. Related to other stories, including Fox 14 reporters participating in book readings. |
| (3) Health Care Accessibility | KFJX News | 3/25/2008 | 9PM | 5:19 | Reported on FOX 14 News at 9: Kansas House of Representatives voted in favor of expanding healthcare, dental care, and stop smoking programs. |
| (4) Retail Business Issues | KFJX News | 2/12/2008 | 9PM | 3:58 | Reported on FOX 14 News at 9: Owners of a Webb City apartment complex want to remodel a 60 unit building that houses elderly people. The Missouri housing development commission approved 2.5 million dollars in loans for remodeling. |
| (5) Child Abuse | KFJX News | 2/1/2008 | 9PM | 3:08 | Reported on FOX 14 News at 9: A Joplin business rallies around an organization helping families in crisis. The Lafayette House helps families struggling with domestic violence or substance abuse. |
| (6) Leadership | KFJX News | 1/21/2008 | 9PM | 3:04 | Reported on FOX 14 News at 9: Webb City, Missouri is trying to improve its downtown and hoping to be named a dream city under a recent state initiative. Leaders say they're using every resource they can to help business owners restore Main Street buildings. |

| DATE | Fox News Sunday |
|-----------|---|
| 1/06/08 | <p><u>TOPIC:</u> GOP Presidential Politics</p> <p><u>GUESTS:</u> Gov. Mitt Romney (R-MA), Gov. Mike Huckabee (R-AR)</p> |
| 1/13/08 | <p><u>TOPIC:</u> Presidential Politics</p> <p><u>GUESTS:</u> Fmr. Mayor of New York City, Rudy Giuliani (R)</p> |
| 1/20/2008 | <p><u>TOPIC:</u> Presidential Politics, Economy</p> <p><u>GUESTS:</u> Fmr. Gov. Mitt Romney (R), Sen. Charles Schumer (D-NY)</p> |
| 1/27/2008 | <p><u>TOPIC:</u> Presidential Politics, Economy</p> <p><u>GUESTS:</u> Sec. Henry Paulson, Fmr. Gov. Mike Huckabee (R-AR)</p> |
| 2/3/2008 | <p><u>TOPIC:</u> Presidential Politics, Economy</p> <p><u>GUESTS:</u> Sen. John McCain (R-AZ), Sen. Hillary Clinton (D-NY)</p> |
| 2/10/2008 | <p><u>TOPIC:</u> Presidential Politics, Economy</p> <p><u>GUESTS:</u> President George W. Bush (R)</p> |
| 2/17/2008 | <p><u>TOPIC:</u> Clinton-Obama quest for delegates, FISA</p> <p><u>GUESTS:</u> Gov. Ted Strickland (D-OH), Gov. Jim Doyle (D-WI), Director of National Intelligence Mike McConnell</p> |
| 2/24/2008 | <p><u>TOPIC:</u> Presidential Politics</p> <p><u>GUESTS:</u> Gov. Tim Pawlenty (R-MN), Gov. Tim Kaine (D-VA), Gov. Mark Sanford (R-SC), Gov. Jon Corzine (D-NJ), Power player – Rick Davis</p> |
| 3/2/2008 | <p><u>TOPIC:</u> Presidential Politics, campaign strategies</p> <p><u>GUESTS:</u> Sen. Dianne Feinstein (D-CA), Sen. Dick Durbin (D-IL), Karl Rove</p> |
| 3/9/2008 | <p><u>TOPIC:</u> Iraq, Politics</p> <p><u>GUESTS:</u> Rep. Mike Pence (R-IN), Rep. Debbie Wasserman Schultz (D-FL), Debbie Dingell</p> |

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|-----------|--|
| 3/16/2008 | <u>TOPIC:</u> Economy, Politics <u>GUESTS:</u> Treasury Secretary Henry Paulson, Sen. Charles Schumer (D-NY), Sen. Chris Dodd (D-CT) |
| 3/23/2008 | <u>TOPIC:</u> Richardson endorses Obama, Democratic party politics, economics <u>GUESTS:</u> Gov. Bill Richardson (D-NM), Gov. Ed Rendell (D-PA), Fmr. Treasury Secretary Lawrence Summers, Fmr. Chrmn. Council on Economic Affairs Glenn Hubbard |
| 3/30/2008 | <u>TOPIC:</u> Iraq violence, military surge, upcoming Petraeus testimony, Baseball <u>GUESTS:</u> Sen. Lindsey Graham (R-SC), Sen. Jack Reed (D-RI), Stan Kasten – Washington Nationals Team President |



SIGN-UP SATURDAY

March 8, 2008

KOAM & KFJX joined forces to help sponsor the first ever SIGN-UP SATURDAY youth sports event conducted by ST. JOHN'S REGIONAL MEDICAL CENTER on the campus of Missouri Southern State University. More than 15-hundred people attended the day-long event, that featured sign-up booths for youth sports and activities, health exams, demonstrations, nutrition information and much more. This is the first year of what is scheduled to be an annual event that is targeted at helping to combat childhood obesity. KOAM & KFJX aired a promotional spot which encouraged adults to help fight childhood obesity by encouraging their kids to sign-up for activities such as youth football, cheerleading, dance, baseball, martial arts, basketball, scuba-diving and many more. Representatives from St. John's called the event a tremendous success, and are planning to make it even larger next year.

FOSTER PARENT Recruitment promo

March 2008

Based on discussions with members of our focus group on 2/7/08, KOAM & FOX 14 addressed the issue of child abuse by producing and broadcasting a PSA encouraging adults to be foster parents. The spot highlighted the need, especially in the hearts and minds of abused children, for parents to step in and provide a loving and safe environment where kids can heal their physical and emotional scars. Cherokee County Kansas, in addition to our entire viewing area are among the highest per capita in the country for incidents of child abuse and neglect. The number of current foster parents is not sufficient to meet the need. The spot included a number for interested individuals to call to find out more information.

the
Chris
matthews
show

SHOW #616

WEEKEND OF JANUARY 5-6, 2008

GUESTS:

DAN RATHER -- HD NET
ANDREA MITCHELL -- NBC NEWS
PATRICK HEALY -- NEW YORK TIMES
KATTY KAY -- BBC

TOPICS:

CAN BARACK OBAMA SEAL THE DEAL IN NEW HAMPSHIRE? CAN HILLARY GET BACK ON TRACK?

WILL JOHN MCCAIN WIN NEW HAMPSHIRE AND GO ON TO WIN THE NOMINATION?

the
Chris
matthews
show

SHOW #617

WEEKEND OF JANUARY 12-13, 2008

GUESTS:

BOB WOODWARD -- WASHINGTON POST

MICHELE NORRIS -- NPR

DAVID BROOKS -- NEW YORK TIMES; THE NEWSHOUR

GLORIA BORGER -- CNN; U.S. NEWS & WORLD REPORT

TOPICS:

IT'S DOWN TO HILLARY VS. OBAMA FOR THE DEMOCRATIC NOMINATION -- WHO FACES
A GREATER CHALLENGE?

WILL REPUBLICANS GET BEHIND JOHN MCCAIN AS THEIR CONSENSUS NOMINEE?

the
chris
matthews
show

SHOW #618

WEEKEND OF JANUARY 19-20, 2008

GUESTS:

RICHARD STENGEL -- TIME MAGAZINE
CYNTHIA TUCKER -- ATLANTA JOURNAL-CONSTITUTION
HOWARD FINEMAN -- NEWSWEEK MAGAZINE
KATHLEEN PARKER -- WASHINGTON POST WRITERS GROUP

TOPICS:

IF HILLARY WINS THE PRESIDENCY, WHAT ROLE WILL BILL PLAY?

CAN ANY REPUBLICAN WIN THIS YEAR IF THE ECONOMY ENTERS A RECESSION?

the
Chris
matthews
show

SHOW #619

WEEKEND OF JANUARY 26-27, 2008

GUESTS:

KATTY KAY -- BBC
JOHN HEILEMANN -- NEW YORK MAGAZINE
ELISABETH BUMILLER -- NEW YORK TIMES
CLARENCE PAGE -- CHICAGO TRIBUNE

TOPICS:

HAS THE CLINTON MACHINE SHUT DOWN OBAMA'S CAMPAIGN?

WILL MITT ROMNEY BEAT JOHN MCCAIN IN FLORIDA AND WIN THE NOMINATION?

the
Chris
matthews
show

SHOW #620

WEEKEND OF FEBRUARY 2-3, 2008

GUESTS:

NORAH O'DONNELL -- MSNBC
JOE KLEIN -- TIME MAGAZINE
CYNTHIA TUCKER -- ATLANTA JOURNAL-CONSTITUTION
JOSE DIAZ-BALART -- TELEMUNDO

TOPICS:

SUPER TUESDAY IS HERE -- WILL HILLARY OR OBAMA COME OUT ON TOP?

COULD JOHN MCCAIN'S APPEAL TO INDEPENDENTS HELP REPUBLICANS KEEP THE
WHITE HOUSE?

the
Chris
matthews
show

SHOW #621

WEEKEND OF FEBRUARY 9-10, 2008

GUESTS:

RON ALLEN -- NBC NEWS

KATTY KAY -- BBC

PATRICK HEALY -- NEW YORK TIMES

ANNE KORNBLUT -- WASHINGTON POST

TOPICS:

OBAMA'S GOT MAJOR MOMENTUM -- SO WHY CAN'T HE PULL AWAY FROM HILLARY?

WOULD CONSERVATIVE ACTIVISTS PREFER A DEMOCRAT OVER JOHN MCCAIN AS PRESIDENT?

▶ the
Chris
matthews
show

SHOW #622

WEEKEND OF FEBRUARY 16-17, 2008

GUESTS:

DAVID GREGORY -- NBC NEWS
ELISABETH BUMILLER -- NEW YORK TIMES
DAVID BROOKS -- NEW YORK TIMES; THE NEWSHOUR
CHRYSIA FREELAND -- FINANCIAL TIMES

TOPICS:

OBAMA PROMISES A DIFFERENT KIND OF PRESIDENCY -- IS THAT WHY HE'S AHEAD OF HILLARY?

WOULD OBAMA AND HILLARY RUN ON THE SAME TICKET?

the
Chris
matthews
show

SHOW #623

WEEKEND OF FEBRUARY 23-24, 2008

GUESTS:

DAN RATHER -- HD NET
GLORIA BORGER -- CNN; U.S. NEWS & WORLD REPORT
HOWARD FINEMAN -- NEWSWEEK MAGAZINE
NORAH O'DONNELL -- MSNBC

TOPICS:

IT'S DOWN TO TEXAS AND OHIO: CAN HILLARY SURVIVE WITHOUT WINNING BOTH?

WILL JOHN MCCAIN'S "MR. CLEAN" IMAGE SURVIVE THE NEW YORK TIMES STORY?

the
Chris
matthews
show

SHOW #624

WEEKEND OF MARCH 1-2, 2008

GUESTS:

KATTY KAY -- BBC

KEVIN COKELY -- KXAS-TV/DALLAS-FORT WORTH

CYNTHIA TUCKER -- ATLANTA JOURNAL-CONSTITUTION

PATRICK PRESTON -- WCMH-TV/COLUMBUS

TOPICS:

WILL OBAMA'S BIG NATIONAL MOMENTUM PROPEL HIM TO VICTORIES IN TEXAS AND OHIO?

IF HILLARY FAILS TO WIN THE NOMINATION, DOES BILL CLINTON SHARE THE BLAME?

the
Chris
matthews
show

SHOW #625

WEEKEND OF MARCH 8-9, 2008

GUESTS:

ANDREA MITCHELL -- NBC NEWS

PATRICK HEALY -- NEW YORK TIMES

RON ALLEN -- NBC NEWS

GLORIA BORGER -- CNN; U.S. NEWS & WORLD REPORT

TOPICS:

WOULD SUPERDELEGATES DENY OBAMA THE NOMINATION EVEN IF HE STILL LEADS IN DELEGATES?

WILL WE SEE A CLINTON-OBAMA, OR OBAMA-CLINTON, TICKET?

the
Chris
matthews
show

SHOW #626

WEEKEND OF MARCH 15-16, 2008

GUESTS:

RICHARD STENGEL -- EDITOR, TIME MAGAZINE
ANDREA MITCHELL -- NBC NEWS
EUGENE ROBINSON -- WASHINGTON POST
MICHELLE COTTLE -- NEW REPUBLIC MAGAZINE

TOPICS:

WILL THE DEBATE OVER RACE HURT DEMOCRATS' CHANCES THIS FALL?

WHY DO POLITICIANS RISK THEIR CAREERS FOR SEX?

the
Chris
matthews
show

SHOW #627

WEEKEND OF MARCH 22-23, 2008

GUESTS:

CLARENCE PAGE -- CHICAGO TRIBUNE
ELISABETH BUMILLER -- NEW YORK TIMES
JOHN HEILEMANN -- NEW YORK MAGAZINE
NORAH O'DONNELL -- MSNBC

TOPICS:

OBAMA MAY BE CLOSER TO CLINCHING THE NOMINATION -- BUT WILL THE DEBATE
OVER RACE HURT HIM?

IS MCCAIN SMART TO MAKE NATIONAL SECURITY THE FOCUS OF HIS CAMPAIGN?

the
Chris
matthews
show

SHOW #628

WEEKEND OF MARCH 29-30, 2008

GUESTS:

TOM BROKAW -- NBC NEWS
CYNTHIA TUCKER -- ATLANTA JOURNAL-CONSTITUTION
EUGENE ROBINSON -- WASHINGTON POST
ANDREA MITCHELL -- NBC NEWS

TOPICS:

FORTY YEARS AFTER THE KILLING OF MARTIN LUTHER KING, IS AMERICA READY TO ELECT ITS FIRST BLACK PRESIDENT?

IS THE ERA OF BABY BOOMER PRESIDENTS NEARING AN END?

TO: ALL GENERAL MANAGERS, GENERAL SALES MANAGERS, PROGRAM DIRECTORS, PROMOTION MANAGERS, AND PUBLIC AFFAIRS DIRECTORS

FROM: RUTH LEVENSON FBC
LOUISE CARTER FBC

DATE: APRIL 2, 2008

RE: NETWORK PRIMETIME/SPORTS/LATE-NIGHT PSA "1ST" QUARTER 2008 REPORT

BELOW IS THE LIST OF PSAS THAT AIRED IN 1st QTR 2008:

| <u>DATE</u> | <u>PROGRAM</u> | | <u>TIME</u> | <u>ISCI</u> | <u>PSA DESCRIPTION</u> | <u>LENGTH</u> |
|-------------|----------------|-----------|-------------|-----------------|---|---------------|
| 1/04/08 | HOUSE | FRI 9P | 9:58:17P | PSA 30HOUOMAR | MENTORING/OMAR EPPS | :30 |
| 1/07/08 | BCS CHAMP | MON 7:30P | 7:41:05P | HFHI 0802 | HABITAT FOR HUMANITY | :30 |
| 1/08/08 | BONES | TUES 8P | 8:08:58P | CNMM 62301 | AD COUNCIL/ PARENTAL CONTROL "BOSS OF DRUGS" | :30 |
| 1/09/08 | BACK TO YOU | WED 8P | 8:06:30P | XNPW 270720 | NFL/ UNITED WAY/MIKE MCKENZIE | :20 |
| 1/09/08 | BACK TO YOU | WED 8:30P | 8:38:29P | PSA 25BTYKELSEY | MENTORING/ KELSEY GRAMMAR | :25 |
| 1/10/08 | SMARTER THAN | THU 8P | 8:51:29P | CHALKBOARD30 | AD COUNCIL/ PARENTAL CONTROL | :30 |
| 1/11/08 | BONES | FRI 8P | 8:05:54P | CNMM 74301 | AD COUNCIL/ PARENTAL CONTROL "BOSS OF SLASHER" | :30 |
| 1/12/08 | COPS | SAT 8P | 8:02:17P | XNPW 270720 | NFL/ UNITED WAY/MIKE MCKENZIE | :20 |
| 1/12/08 | AMW | SAT 9P | 9:11:11P | XNPW 270720 | NFL/ UNITED WAY/MIKE MCKENZIE | :20 |
| 1/12/08 | AMW | SAT 9P | 9:58:17P | CNMM 71301 | AD COUNCIL/PARENTAL CONTROL "BOSS OF PRISON GANG" | :30 |
| 1/13/08 | AMERICAN DAD | SUN 7P | 7:08:22P | FZAA 0499 | FOUNDATION FOR A BETTER LIFE | 1:30 |
| 1/13/08 | AMERICN DAD | SUN 7:30P | 7:39:19P | FKFF 6121 | KAISER FOUNDATION/ "PATTERN" | :30 |
| 1/14/08 | PRISON BREAK | MON 8P | 8:54:18P | PSA 20SCCVCHIP | SCC TERMINATOR PARENTAL COTNROL | :20 |
| 1/15/08 | AMERICAN IDOL | TUE 8P | 9:38:01P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 1/15/08 | AMERICAN IDOL | TUE 8P | 9:46:31P | PSA 20AYSJEFF | MENTORING/ JEFF FOXWORTHY | :20 |
| 1/16/08 | AMERICAN IDOL | WED 8P | 8:36:09P | YDZF 7263 | ONDCP/ANTI-DRUG "COCOON" | :30 |
| 1/17/08 | SMARTER THAN | THU 8P | 8:14:20P | PSA 20AYSJEFF | MENTORING/ JEFF FOXWORTHY | :20 |
| 1/18/08 | BONES | FRI 8P | 8:59:23P | PSA 25BONEMILYD | MENTORING/ EMILY | :25 |
| 1/19/08 | AMW | SAT 9P | 9:57:36P | 030GD18NAB11107 | DIGITAL TV TRANSITION NAB CAMP | :30 |
| 1/21/08 | SARAH CONNR | MON 9P | 9:15:21P | YDZF 7263 | ONDCP/ANTI-DRUG "COCOON" | :30 |
| 1/22/08 | HOUSE | TUE 9P | 9:58:38P | PSA 30HOUOMAR | MENTORING/ OMAR EPPS | :30 |
| 1/23/08 | AMERICAN IDOL | WED 8P | 8:55:25P | YDZF 7253 | ONDCP/ANTI-DRUG "FIRE" | :30 |

| <u>DATE</u> | <u>PROGRAM</u> | | <u>TIME</u> | <u>ISCI</u> | <u>PSA DESCRIPTION</u> | <u>LENGTH</u> |
|-------------|----------------|-----------|-------------|-----------------|---|---------------|
| 1/24/08 | SMARTER THAN | THU 8P | 8:56:01P | YDZF 7193 | ONDCP/ANTI-DRUG "SENT" | :30 |
| 1/25/08 | BONES | FRI 8P | 8:56:29P | PSA 25BONEMILYD | MENTORING/ EMILY | :25 |
| 1/26/08 | COPS | SAT 8P | 8:21:48P | CNMM 71301 | AD COUNCIL/ PARENTAL CONTROL "BOSS OF PRISON GANG" | :30 |
| 1/27/08 | FAMILY GUY | SUN 9P | 9:09:44P | YDZF 7173 | ONDCP/ANTI-DRUG "HUGGING THE BLOCK" | :30 |
| 1/29/08 | AMERICAN IDOL | TUE 8P | 8:53:38P | PSA 30HOUOMAR | MENTORING/ OMAR EPPS | :30 |
| 1/30/08 | AMERICAN IDOL | WED 8P | 8:55:22P | YDZF 7263 | ONDCP/ANTI-DRUG "COCOON" | :30 |
| 1/31/08 | SMARTER THAN | THUR 8P | 8:12:05P | PSA 20AYSJEFF | MENTORING/ JEFF FOXWORTHY | :20 |
| 2/01/08 | BONES | FRI 8P | 8:54:20P | 030GD18NAB11107 | DIGITAL TV TRANSITION NAB CAMP | :30 |
| 2/02/08 | COPS | SAT 8P | 8:22:34P | CNMM 71301 | AD COUNCIL/BOSS OF PRISON GANG | :30 |
| 2/03/08 | SPR BWL PRGM | SUN 12P | 12:15:57P | XNPW 3709 | NFL/UNITED WAY/MIKE MCKENZIE | :30 |
| 2/03/08 | SUPER BOWL | SUN 6:30P | 7:39:46P | XNPW 171010H | NFL/UNITED WAY/TOM BRADY | :10 |
| 2/04/08 | PRISON BREAK | MON 8P | 8:59:03P | PSA 20SCCVCHIP | SCC TERMINATOR PARENTAL CONTROL | :20 |
| 2/05/08 | AMERICAN IDOL | TUE 8P | 8:52:28P | 030GD18NAB11107 | DIGITAL TV TRANSITION NAB CAMP | :30 |
| 2/06/08 | AMERICAN IDOL | WED 8P | 8:53:38P | KNOW 0730 | IN THE KNOW: RANDY JACKSON | :30 |
| 2/07/08 | FORGET LYRICS | THU 9P | 9:53:55P | YDZF 7263 | ONDCP/ANTI-DRUG "COCOON" | :30 |
| 2/08/08 | BONES | FRI 8P | 8:56:04P | FKFF 6121 | KAISER FOUNDATION/ "PATTERN" | :30 |
| 2/10/08 | PRO BOWL | SUN 4:30P | 7:36:14P | XNPW 171010H | NFL/UNITED WAY/TOM BRADY | :10 |
| 2/10/08 | SMARTER THAN | SUN7P | 7:09:30P | FZAA 0499 | FOUNDATION FOR A BETTER LIFE | 1:30 |
| 2/10/08 | FAMILY GUY | SUN 9:30P | 9:51:03P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 2/11/08 | PRISON BREAK | MON 8P | 8:59:09P | PSA 20SCCVCHIP | SCC TERMINATOR PARENTAL CONTROL | :20 |
| 2/12/08 | AMERICAN IDOL | TUE 8P | 9:52:51P | KNOW 0730 | IN THE KNOW: RANDY JACKSON | :30 |
| 2/13/08 | AMERICAN IDOL | WED 8P | 8:52:47P | YDZF 7263 | ONDCP/ANTI-DRUG "COCOON" | :30 |
| 2/14/08 | NAACP AWARDS | THU 8P | 9:20:23P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 2/15/08 | HOUSE | FRI 8P | 8:58:17P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 2/16/08 | COPS | SAT 8P | 8:22:06P | CNMM 71301 | AD COUCIL/PARENTAL CONTROL "BOSS OF PRISON GANG" | :30 |
| 2/17/08 | AMERICN DAD | SUN 9:30P | 9:49:44P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 2/18/08 | PRISON BREAK | MON 8P | 8:58:16P | PSA 20SCCVCHIP | SCC TERMINATOR PARENTAL CONTROL | :20 |
| 2/19/08 | AMERICAN IDOL | TUE 8P | 9:47:32P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 2/20/08 | AMERICAN IDOL | WED 8P | 9:45:29P | YDZF 7263 | ONDCP/ANTI-DRUG "COCOON" | :30 |

| <u>DATE</u> | <u>PROGRAM</u> | | <u>TIME</u> | <u>ISCI</u> | <u>PSA DESCRIPTION</u> | <u>LENGTH</u> |
|-------------|----------------|-----------|-------------|-----------------|--|---------------|
| 2/21/08 | AMERICAN IDOL | TUE 8P | 8:11:32P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 2/22/08 | BONES | FRI 8P | 8:57:05P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 2/23/08 | AMW | SAT 9P | 9:54:51P | CNMM 73301 | AD COUNCIL/ PARENTAL CONTROL "BOSS OF DOMINATRIX" | :30 |
| 2/24/08 | SMARTER THAN | SUN 7P | 10:13:31P | FZAA 0499 | FOUNDATION FOR A BETTER LIFE | 1:30 |
| 2/24/08 | SMARTER THAN | SUN 7P | 10:40:15P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 2/24/08 | AMERICAN DAD | SUN 9:30P | 12:58:21A | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 2/25/08 | MOMENT TRUTH | MON 8P | 8:47:53P | PSA 20SCCVCHIP | SCC TERMINATOR PARENTAL CONTROL | :20 |
| 2/26/08 | AMERICAN IDOL | TUE 8P | 8:10:04P | KNOW 0730 | IN THE KNOW: RANDY JACKSON | :30 |
| 2/27/08 | AMERICAN IDOL | WED 8P | 8:11:34P | YDZF 6053 | ONDCP/ANTI-DRUG "CONVERSATION REV" | :30 |
| 2/28/08 | FORGET LYRICS | THU 9P | 9:53:12P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 2/29/08 | HOUSE | FRI 9P | 9:58:16P | CNMM 74301 | AD COUNCIL/ PARENTAL CONTROL "BOSS OF SLASHER" | :30 |
| 3/01/08 | AMW | SAT 9P | 9:55:07P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 3/02/08 | SMARTER THAN | SUN 7P | 7:11:41P | FZAA 0499 | FOUNDATION FOR A BETTER LIFE | 1:30 |
| 3/02/08 | SMARTER THAN | SUN 7P | 7:46:13P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 3/02/08 | UNHITCHED | SUN 9:30P | 10:25:32P | CNMM 73301 | AD COUNCIL/PARENTAL CONTROL "BOSS OF DOMINATRIX" | :30 |
| 3/03/08 | SARAH CONNOR | MON 8P | 8:32:03P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 3/04/08 | NEW AMSTRDM | TUE 9P | 9:43:22P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 3/05/08 | MOMENT TRUTH | WED 9P | 9:53:29P | KNOW 0730 | IN THE KNOW: RANDY JACKSON | :30 |
| 3/06/08 | NEW AMSTRDM | THU 9P | 9:59:12P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 3/07/08 | BONES | FRI 8P | 8:08:50P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 3/08/08 | AMW | SAT 9P | 9:54:38P | CNMM 73301 | AD COUNCIL/PARENTAL CONTROL "BOSS OF DOMINATRIX" | :30 |
| 3/09/08 | UNHITCHED | SUN 9:30P | 9:58:43P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 3/10/08 | NEW AMSTRDM | MON 9P | 9:58:22P | CNMM 73301 | AD COUNCIL/PARENTAL CONTROL "BOSS OF DOMINATRIX" | :30 |
| 3/11/08 | AMERICAN IDOL | TUE 8P | 9:49:03P | VSPA022930G10 | MYSACE.COM/INTERNET SAFETY | :30 |
| 3/12/08 | AMERICAN IDOL | WED 9P | 9:54:25P | PSA 15PAUSE08 | KAISER FAMILY FOUNDATION | :15 |
| 3/12/08 | HOUSE | FRI 9P | 9:58:11P | 015GD18NAB11007 | DIGITAL TV TRANSITION NAB CAMP | :15 |
| 3/13/08 | FORGET LYRICS | THU 9P | 9:53:34P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |

| <u>DATE</u> | <u>PROGRAM</u> | | <u>TIME</u> | <u>ISCI</u> | <u>PSA DESCRIPTION</u> | <u>LENGTH</u> |
|-------------|----------------|-----------|-------------|-----------------|---|---------------|
| 3/14/08 | JEZEBEL JAMES | FRI 8P | 8:19:12P | VSPA022930G10 | MYSACE.COM/INTERNET SAFETY | :30 |
| 3/14/08 | HOUSE | FRI 9P | 9:58:39P | 015GD18NAB11007 | DIGITAL TV TRANSITION NAB CAMP | :15 |
| 3/15/08 | AMW | SAT 9P | 9:55:39P | CNMM 73301 | AD COUNCIL/PARENTAL CONTROL "BOSS OF DOMINATRIX" | :30 |
| 3/16/08 | UNHITCHED | SUN 9:30P | 9:51:21P | VSPA022930G10 | MYSACE.COM/INTERNET SAFETY | :30 |
| 3/16/08 | UNHITCHED | SUN 9:30P | 9:58:39P | 015GD18NAB11007 | DIGITAL TV TRANSITION NAB CAMP | :15 |
| 3/17/08 | CANTEBURY'S | MON 8P | 8:09:58P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 3/18/08 | AMERICAN IDOL | TUE 8P | 9:18:27P | VSPA022930G10 | MYSACE.COM/INTERNET SAFETY | :30 |
| 3/18/08 | AMERICAN IDOL | TUE 8P | 9:38:50P | CNMM 61151 | AD COUNCIL/PARENTAL CONTROL "BOSS OF BAD GUYS" | :15 |
| 3/19/08 | MOMENT TRUTH | WED 8P | 8:42:05P | CNGB 63301 | AD COUNCIL/GLOBAL WARMING "TICK" | :30 |
| 3/19/08 | AMERICAN IDOL | WED 9P | 9:53:04P | YDZF 5203 | ONDCP/ANTI-DRUG "TRANSFORMATION" | :30 |
| 3/20/08 | FORGET LYRICS | THU 9P | 9:54:03P | YDZF 7253 | ONDCP/ANTI-DRUG "FIRE" | :30 |
| 3/21/08 | HOUSE | FRI 9P | 9:57:56P | FKFF 6121 | KAISER FOUNDATION "PATTERN" | :30 |
| 3/22/08 | AMW | SAT 9P | 9:54:40P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 3/23/08 | KING OF HILL | SUN 7P | 7:28:51P | CHALKBOARD30 | AD COUNCIL/ PARENTAL CONTROL | :30 |
| 3/24/08 | NEW AMSTRDM | MON 9P | 9:18:42P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP | :30 |
| 3/25/08 | TIL DEATH | TUE 9:30P | 9:52:35P | CNBB 71301 | BIG BROTHER/BIG SISTER CHESS-AIKMAN" | :30 |
| 3/26/08 | AMERICAN IDOL | WED 9P | 9:53:08P | KNOW 0730 | IN THE KNOW | :30 |
| 3/27/08 | FORGET LYRICS | THU 9P | 9:52:33P | FKFFPADDLES30R | KAISER FOUNDATION/"PADDLES" | :30 |
| 3/28/08 | CANTERBURY'S | FRI 9P | 9:49:53P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION | :30 |
| 3/29/08 | AMW | SAT 9P | 9:14:20P | CNMM 71301 | AD COUCIL/PARENTAL CONTROL "BOSS OF PRISON GANG" | :30 |
| 3/30/08 | UNHITCHED | SAT 9:30P | 9:53:52P | FKFFPADDLES30R | KAISER FOUNDATION/"PADDLES" | :30 |
| 3/31/08 | HOUSE | MON 8P | 8:58:56P | CNMM 62301 | AD COUNCIL/ PARENTAL CONTROL "BOSS OF DRUGS" | :30 |

*ONDCP STANDS FOR "OFFICE OF NATIONAL DRUG COUNCIL POLICY"
**PDFA STANDS FOR "PARTNERSHIP FOR A DRUG-FREE AMERICA"

SHOULD YOU HAVE ANY QUESTIONS REGARDING THIS REPORT, PLEASE CONTACT LOUISE CARTER AT
(310) 369 - 1329.

12 QUAKER, COOD
FCC
I+P
CHILDREN'S

**KOAM & FOX 14 FOCUS GROUP
ASSESSMENT MEETING OF COMMUNITY NEEDS
February 7, 2008
12:00 noon – 1:30 p.m.**

The meeting was lead by Darren Dishman, KFJX General Manager and Danny Thomas, KOAM General Manager. Kristi Spencer, News Director and Dowe Quick, Senior Anchor were also in attendance and presented questions to the focus group.

The following leaders attended the focus meeting to help us decide some of the major issues in our community. Jeff McDonald, Girard Police Chief, was unable to attend.

Jane Wilson, Downtown Parsons Kansas. Issue: Strengthen independent ownership in retail.

Charles Cook, Salvation Army, Pittsburg KS. Issue: Raising children's expectations and standards to address poverty.

Dennis Burke, Baxter Springs Kansas Schools. Issue: Preparing children for the 21st century job skills.

Sandy Morris & Vicky Spears, Children's Advocacy Center, Pittsburg KS. Issues: Child abuse significantly higher. Access to quality healthcare. Lack of collaboration between agencies.

Kayla Joy, Mt. Carmel Medical Center, Pittsburg KS. Issue: Change of community leadership. Educate for someone to step up. Access to quality healthcare.

Brad Hodson, Pittsburg State University. Issue: Diminishing state funding hurting access to higher education.

Strengthen independent ownership in retail.

We need to strengthen the independent ownership of all businesses. Downtown retail cannot compete with Wal-Mart. It's a national issue. We need to keep and foster independent businesses. A solution would be education, training, webinars to help train business owners. Many owners are not doing emails or newsletters and some don't even own a computer.

Raising children's expectations and standards to address poverty.

We have an issue with the lack of education of our youth. Mom and Dad don't encourage their kids to do better. As far as education, they also need to be taught practical things such as having a checking account and a savings account. Catching this problem with young adults is too late. There is a problem with the home environment. Some think the school system should not only teach our children, but also take care of them. Children are formed by their upbringing and their surroundings. Families are setting low standards. We're not offering a solution to this problem.

We're a band-aid on society. It's easier to band-aid a problem than to come up with the solution. Don't think we are following through. We need to raise children's expectations and standards to address the poverty and lack of education. People who live in poverty have a whole different set of policies. We have to break the cycle. A lot of things people take for granted. We were taught education is important. We have so many poverty children. We have more poverty in Cherokee county per capita. We in the school system would like you to know we have a good education system. We have to raise not only the kids, but the parents as well. Kids need to have a higher vision of themselves.

Child abuse significantly higher.

Child sexual abuse awareness is an issue. Child abuse in this area is significantly higher. Awareness of child abuse and the Children's Advocacy Center is a problem. No one seems to know who we are or what we do. The abuse is significantly higher in Cherokee county. It goes along with poverty and drug abuse.

Preparing children for the 21st century job skills.

We need to do a better job at preparing our kids for 21st century job skills. We're trying to bridge the poverty gap a little bit and doing so with issuing every child a laptop.

Change of community leadership.

Community leadership development is a problem. We don't see ourselves as eligible to take leadership roles at all levels of the community. We need to make everyone aware of their ability to be a leader in our community regardless of how much money you have or what house you live in. We ask ourselves where our city fathers have gone, and realize, it's us. Who makes the decisions now? Pittsburg has changed their leadership program. It used to be that the city fathers were entrepreneurs and owners of large companies.

Diminishing state funding hurting access to higher education.

Breaking the cycle of poverty and secondary pricing for tuition is a problem. With diminishing state support we're not getting the funds we need. We need access to higher education. Diminishing state and federal funding for the Children's Advocacy Center is harming us. We've had to look at community funding. There is a lack of collaboration between same agencies with same goals.

Access to quality healthcare.

Children's Advocacy Center would like to see more PSAs on child abuse and domestic abuse. There are some PSAs that have been very touching. They need to have phone numbers on them. That's how the station can help; a higher visibility not connected to a news story.

We have a common theme and it is kids. Crawford County has a youth leadership program for 6th graders. Those types of programs are important and it's important to make people aware. Maybe other counties would want to do more of that.

Mr. Burke with Baxter Springs Schools feels they have good communications with the TV station. Appreciates that we don't publicize bomb threats.

Mr. Cook with The Salvation Army said most TV communication has been positive with KOAM/FOX and across the region, thinks we do a good job keeping it honest.

Ms. Wilson with Downtown Parsons said we've had coverage in Parsons and the TV station was there. She talked about the National Night Out Against Crime program. She said the station's coverage helped them try to find a better solution. With the Night Out program you bring the community together with your law enforcement, fire department, etc. With the TV station there, they were very visible. August 6th is the National Night Out Against Crime. Parsons Night Out is September 11th.

Find a focus in the community and work to solve it. Parsons has the 365 day program that they do with a partner, where you solve a problem in 365 days.

Dowe: It is easier to find problems, not solutions. Identifying problems is sometimes the first step to solving a problem. We try to expose the problem.

Mr. Hodson with PSU wanted to make a plea for balance. If it's crime and such all of the time, instead of something positive, it takes a downward spiral.

Ms. Joy with Mt. Carmel feels we do a good job of covering the celebrations and successes.

Dowe: Are role models important?

Danny mentioned Leadership Awards. It was a marketing idea to send a message to others to do more.

The Heroes spots are good. The kids see a lot of people they know.

We should focus on students to do more. Students need to know they are leaders now.

Dowe: Our 1st focus seems to be the influence on young people and our 2nd is economic conditions. How does this impact the other issues? Is there something we can do as broadcasters?

We have a disproportionate percentage of working poor that are not eligible for opportunities or don't have the means to better themselves. There's a lack of opportunities here. There is the working poor and underinsured. It spirals. We have Healthwave insurance in Kansas. It is still under-utilized. TV stations could tell what jobs are out there, what skills are needed, and where

you go to get the skills. People are looking for jobs that help their family. It would be helpful if they knew what jobs were out there. Here's financial help. People want to do well for their family. People in poverty see their kids as possessions. We need to get something that people find valuable and are attainable and turn on the incentive for them.

Darren mentioned that statistics can help tell a story. Also helpful are stories where a life has been changed. It speaks volumes.

Dowe: We show stories from different angles. We may tell the story from the abuser. We may tell a success story from a family that's turned their life around. This has greater impact. These things inspire people. We may come to you to help us find these stories.

Kristi: That gives you the balance that was mentioned. If we don't have the human element, that story may not be told. It's not worth the time unless it has an emotional effect.

Ms. Morris with The Children's Advocacy Center talked about a presentation they participated in for high school kids where 20 girls got up on stage and told their experiences. It was really powerful. They talked about date rape and domestic violence.

ISSUES + PROGRAMS CHILDREN

KFJX
KOAM

On Thursday, January 10, 2008 the local president of Bikers Against Child Abuse met with KOAM & KFJX Promotion Manager Vance Lewis to discuss the local issue of child abuse.

Layne Ferraro explained the mission of Bikers Against Child Abuse (BACA):
The organization exists with the intent to create a safer environment for abused children. We exist as a body of Bikers to empower children to not feel afraid of the world in which they live. We stand ready to lend support to our wounded friends by involving them with an established, united organization. We work in conjunction with local and state officials who are already in place to protect children. We desire to send a clear message to all involved with the abused child that this child is part of our organization, and that we are prepared to lend our physical and emotional support to them by affiliation, and our physical presence. We stand at the ready to shield these children from further abuse. We do not condone the use of violence or physical force in any manner, however, if circumstances arise such that we are the only obstacle preventing a child from further abuse, we stand ready to be that obstacle.

Mr. Ferraro cited statistics which show the incidences of child abuse in our local area are increasing.

We asked Mr. Ferraro how the tv stations can help & he said it would be a huge help to air a Bikers Against Child Abuse public service announcement & tag it with the local information, which the stations did.

In the first quarter of 2008 the BACA psa aired on KOAM-TV 1 Hour 44 Minutes at an estimated value of \$10,780.00. On KFJX the psa aired 25 Minutes with an estimated value of \$545.00. A Copy of the psa "invoice" is attached.

The psa will remain in the stations psa rotation for up to 1 year.

For additional information please contact Layne Ferraro at 620.231.9234

Respectfully Submitted by
Vance Lewis
Promotion Manager
KFJX & KOAM-TV

Log Summary [PSA Report] : 01/01/08 - 03/31/08

| Station | Air Date | Material Product | Aired Time | Aired Length | Aired Ad-ID | Program | Rate Card Value | Rate | Ordered Program |
|---------|----------|----------------------|-------------|--------------|-------------|-------------------------------------|-----------------|------|-----------------|
| KFJX | 01/24/08 | BIKERS AGAINST CHILD | 5:18:34 AM | | 1:00 | SOUTHEAST KANSAS/Judge David You | | | |
| KFJX | 01/16/08 | BIKERS AGAINST CHILD | 5:28:23 AM | | 1:00 | SOUTHEAST KANSAS/Judge David You | | | |
| KFJX | 01/29/08 | BIKERS AGAINST CHILD | 5:28:21 AM | | 1:00 | SOUTHEAST KANSAS/Judge David You | | | |
| KFJX | 02/01/08 | BIKERS AGAINST CHILD | 5:41:07 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 01/18/08 | BIKERS AGAINST CHILD | 5:46:45 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 01/17/08 | BIKERS AGAINST CHILD | 5:47:20 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 02/19/08 | BIKERS AGAINST CHILD | 5:47:13 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 01/23/08 | BIKERS AGAINST CHILD | 5:45:49 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 02/28/08 | BIKERS AGAINST CHILD | 5:41:52 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 01/31/08 | BIKERS AGAINST CHILD | 5:46:04 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 02/18/08 | BIKERS AGAINST CHILD | 5:48:03 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 01/15/08 | BIKERS AGAINST CHILD | 5:47:31 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 01/28/08 | BIKERS AGAINST CHILD | 5:58:24 AM | | 1:00 | SOUTHEAST KANSAS/Judge Hatchett | | | |
| KFJX | 01/17/08 | BIKERS AGAINST CHILD | 8:25:42 AM | | 1:00 | SOUTHEAST KANSAS/The Andy Griffith | | | |
| KFJX | 01/21/08 | BIKERS AGAINST CHILD | 8:49:31 AM | | 1:00 | SOUTHEAST KANSAS/George Lopez | | | |
| KFJX | 02/27/08 | BIKERS AGAINST CHILD | 9:15:26 AM | | 1:00 | SOUTHEAST KANSAS/Little House on th | | | |
| KFJX | 02/22/08 | BIKERS AGAINST CHILD | 9:25:07 AM | | 1:00 | SOUTHEAST KANSAS/Little House on th | | | |
| KFJX | 02/28/08 | BIKERS AGAINST CHILD | 9:44:29 AM | | 1:00 | SOUTHEAST KANSAS/Little House on th | | | |
| KFJX | 02/18/08 | BIKERS AGAINST CHILD | 9:58:28 AM | | 1:00 | SOUTHEAST KANSAS/Little House on th | | | |
| KFJX | 02/03/08 | BIKERS AGAINST CHILD | 10:59:53 AM | | 1:00 | SOUTHEAST KANSAS/Fox News Sunda | | | |
| KFJX | 01/28/08 | BIKERS AGAINST CHILD | 3:22:29 PM | | 1:00 | SOUTHEAST KANSAS/Ellen | | | |
| KFJX | 02/25/08 | BIKERS AGAINST CHILD | 3:47:48 PM | | 1:00 | SOUTHEAST KANSAS/Ellen | | | |
| KFJX | 03/04/08 | BIKERS AGAINST CHILD | 5:10:10 PM | | 1:00 | SOUTHEAST KANSAS/That 70's Show | | | |
| KFJX | 01/19/08 | BIKERS AGAINST CHILD | 10:56:52 PM | | 1:00 | SOUTHEAST KANSAS/Mad TV | | | |
| KFJX | 03/08/08 | BIKERS AGAINST CHILD | 5:41:17 AM | | 1:00 | SOUTHEAST KANSAS/Sony Pictures Mx | | | |
| KFJX | 03/09/08 | BIKERS AGAINST CHILD | | | 25:00 | | \$545 | \$0 | |

KFJX/KFJX : 01/01/08 - 03/31/08 : FCC Quarterly Issues & Programs - Children's
Includes Open Inventory [Sorted by: Sched Time]

KFJX Issues & Programs 1st Quarter, 2008 Supplemental
KOAM

On Tuesday, January 15, 2008 & Wednesday, January 16, 2008 KFJX & KOAM participated at the annual Joplin Area Chamber of Commerce Business Expo. The Expo promotes many area businesses & their services to our local area.

In addition to talking with clients & viewers about the television stations we were also asked to provide some services for area non-profit groups who otherwise would not be able to be at the Business Expo due to financial restrictions:

1. The Jasper County Pandemic Flu Committee asked the stations to distribute a pamphlet on how to prepare for a pandemic.
2. The United Way of Southwest Missouri asked to join our booth & distribute information about their new "211" program which connects volunteers with area agencies.

KFJX & KOAM helped these two local non-profit agencies at no-charge.

Respectfully submitted by:
Vance Lewis
Promotion Manager
KFJX & KOAM

KOAM - KFJX Supplemental Information for 1st Quarter, 2008
Issues & Programs
Children's Report
EEO

On Monday, January 21, 2008 a group of 14 Webelos Scouts & their families toured the KOAM & KFJX Main Studios.

The scouts toured the newsroom, master control area, control room, & main studio. They watched a live 6:00pm newscast. The scouts learned about the history of the stations. They also learned which professions at the television stations require a college degree and which ones do not. The scouts & their families were able to ask questions of news anchors, reporters, news assistants, assignment editor, & others working in the newsroom as well as master control operators, directors and graphic artists who work in broadcasting at KOAM & KFJX. The tour lasted approximately 90 minutes.

For additional information please contact Webelos leader Megan Dixon at 620-232-8459.

Respectfully Submitted by:
Vance Lewis
Promotion Manager
KOAM & KFJX

KFJX - KOAM Supplemental 1st Quarter, 2008 FCC Reports
Issues & Programs
Children's

On Friday, January 25, 2008 KFJX & KOAM donated promotional items to the Joplin Family Y for an event on Saturday, February 16, 2008 at the Joplin Family Y downtown location.

The event is to share healthy lifestyle choices with the community. The items the stations donated were to be used to demonstrate healthy choices. For example, a ball cap is to be used as a door prize to demonstrate the importance of protecting your face & head from harmful UV rays. And a tv stress releiver is to be used as a door prize to demonstrate the importance of stress relief exercises.

The following items were donated to the event; 4 ball caps, 4 winter hats, 8 lanyards, 5 stress relievers & a case of 24 bottles of water. Estimated value of donation \$125.00.

For additional information please contact the Joplin Family Y Yoga Instructor at 417.291.6794.

Respectfully submitted by:
Vance Lewis
Promotion Manager
KOAM - KFJX

KOAM
KFJX
FCC Supplemental for 1st Quarter, 2008
Issues & Programs
Children's
EEO Supplemental

On Thursday, February 7, 2008 a tour of the KOAM & KFJX Main Studios was given to 2 6th grade students & their teacher from a private school in Fort Scott, Kansas. They were learning about weather & spoke with the stations morning & noon Weather Anchor, Dave Pylant.

In addition the students toured the newsroom, master control area, control room, & main studio. They watched a live newscast. The students learned about the history of the stations. They also learned which professions at the television stations require a college degree and which ones do not. The students were able to ask questions of news anchors, reporters, news assistants, assignment editor, & others working in the newsroom as well as master control operators, directors and graphic artists who work in broadcasting at KOAM & KFJX. The tour lasted approximately 90 minutes.

For additional information the student's instructor, Wendy, may be reached at 620.223.3244.

Respectfully submitted by:
Vance Lewis
Promotion Manager
KOAM & KFJX

FCC Supplemental
1st Quarter, 2008
Issues & Programs
EEO
KFJX & KOAM

On Wednesday, March 5, 2008 KFJX & KOAM participated in a Career Fair held at Missouri Southern State University in Joplin, Missouri. News Director Kristi Spencer & Promotions Manager Vance Lewis spoke with students about careers in television broadcasting including news, sales, promotion, plus other opportunities like new media, Information Technology, photojournalism & graphic arts.

Some of the students were interested in summer or fall semester internships which KFJX & KOAM offer in many departments.

Approximately 100 students visited the KFJX & KOAM booth during the Career Fair which ran from 10:00am to 2:00pm.

Respectfully Submitted by:
Vance Lewis
Promotion Manager
KFJX & KOAM

FCC Supplemental Information
1st Quarter, 2008
Issues & Programs
KFJX

KFJX-TV sponsored the annual NEO A & M Film Festival held on March 14, 2008 on the campus of NEO A & M College in Miami, Oklahoma. In addition to airing public service promotional announcement about the Film Festival KFJX also donated the following items as prizes for the students who participated in the event:

One pocket tv (\$100), 5 t-shirts, 5 back packs, 5 1gb flash drives, with a donated value of \$300.00.

Respectfully submitted by:
Vance Lewis
Promotion Manager

FCC Supplemental for 1st Quarter, 2008
Issues & Programs
KFJX & KOAM

On Friday, March 28 & Saturday, March 29, 2008 KOAM & KFJX TV Stations participated in the Pittsburg Area Chamber of Commerce Business Expo which was held at Meadowbrook Mall in Pittsburg, Kansas. The expo was from 10am to 5pm each day.

During the expo employees of the station visited with clients & viewers about the upcoming DTV Transition & provided a free handout for people to take home and learn more about how the transition will affect them & prepare them to make necessary arrangements to receive the local television stations.

Respectfully submitted by:
Vance Lewis
Promotion Manager

FCC Supplemental Information for 1st Quarter, 2008
Issues & Programs
KOAM
KFJX

On Wednesday, March 12, 2008 KOAM & KFJX participated in a Marketing & Media panel discussion for the Joplin Area Chamber of Commerce Not For Profit Alliance. The meeting was held from 11:30am to 1:30pm at the Chamber of Commerce offices in Joplin, Missouri.

Account Executive Cindy Marlow-Sweet & Promotion Manager Vance Lewis represented the stations at the panel discussion. They were asked to be prepared to provide responses to the following:

Increasing community awareness, understanding, and involvement with not-for-profits through media publicity. 1. Share your background in media/marketing (time: elevator speech from basement to first floor) 2. Tell us what news/events the not-for-profit world has that sizzles, what gets your attention/excitement to promote our cause 3. How can our stories/message increase community participation [and financial support] of not-for-profits 4. Reaching people / referral partners who need the services provided by not-for-profits 5. How to create a simple message that's easy to understand 6. How to reach the right media person to promote your message 7. Can the Globe and other publications/tv shows/radio include a special feature section on Not-for-Profits 9. Where do we find media/marketing people to serve on our Board or work with our not-for-profit agencies? 10. How do we link not-for-profits to civic organizations & community wide promotional events? 11. And receive questions from not-for-profit audience.

In addition the stations provided various handouts to the Not-For-Profit folks who attended the panel discussion. A copy of the handouts is attached.

Respectfully submitted by:
Vance Lewis
Promotion Manager
KOAM & KFJX

FCC 1st Quarter, 2008 Supplemental Issues & Programs
Children's Report
EEO

On Wednesday, January 2, 2008 a station tour was given to 8-year-old Amanda Trout & her grandparents, Randy & Betty Trout. Amanda is interested in meteorology & said one day she'd like to be a Meteorologist. The family toured the newsroom, master control area, control room, & main studio. They watched a live newscast & learned about the history of the stations. They also learned which professions at the television stations require a college degree and which ones do not. Amanda was able to speak with weather anchor Dave Pylant about his career in weather broadcasting. And she asked questions of news anchors, reporters, news assistants, assignment editor, & others working in the newsroom as well as master control operators, directors and graphic artists who work in broadcasting at KOAM & KFJX. The tour lasted approximately 90 minutes. For additional information please contact Randy or Betty Trout at 620.336.3440 or 620.336.3707.

Respectfully Submitted,
Vance Lewis
Promotion Manager
KOAM & KFJX

FCC Supplemental Information
1st Quarter, 2008
Issues & Programs
Children's Report
KOAM
KFJX

On Thursday, March 6, 2008 KOAM & KFJX TV Stations donated items to the Miami, Oklahoma High School after-prom committee which provides a safe, drug & alcohol-free environment for the students following their prom. KOAM & KFJX donated the following items:

5 ball caps

5 thermal drink mugs

5 1gb flash disks

8 t-shirts

2 bobble-heads

6 sticky note caddy's

5 back packs

Estimated value of donated items is \$350.00

Respectfully Submitted by:
Vance Lewis
Promotion Manager
KOAM & KFJX

1st Quarter, 2008 FCC Supplemental
Issues & Programs
Children's
EEO

KOAM
KFJX

On Monday, March 24, 2008 a Tiger Cub Scout Pack & their adult leaders & family members toured the main studios of KOAM & KFJX. Tour guides were News Operations Manager Bret Falcetto & Commercial Photographer/Producer Krystal Phillips.

The Tiger Cubs toured the newsroom, master control area, control room, & main studio. They watched a live newscast & learned about the history of the stations. They also learned which professions at the television stations require a college degree and which ones do not. The cubs were able to ask questions of news anchors, reporters, news assistants, assignment editor, & others working in the newsroom as well as master control operators, directors and graphic artists who work in broadcasting at KOAM & KFJX. The tour lasted approximately 90 minutes.

For additional information please contact volunteer leader Alisa Asquith at her e-mail address, anasquith@yahoo.com.

Respectfully Submitted by:
Vance Lewis
Promotion Manager
KOAM & KFJX