



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.

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

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



### ***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.



**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?



**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?



**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?





**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?



**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?



**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?



**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

CHRYSTIA 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?



**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?



**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?



**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?



**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?





**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?



**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	AMERICAN 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	AMERICAN 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	MYSAPCE.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	MYSAPCE.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	MYSAPCE.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.**

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

12 QUAKER, COOD  
FCC  
I+P  
Children's

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 21<sup>st</sup> 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 21<sup>st</sup> century job skills.

We need to do a better job at preparing our kids for 21<sup>st</sup> 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 6<sup>th</sup> 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 6<sup>th</sup> is the National Night Out Against Crime. Parsons Night Out is September 11<sup>th</sup>.

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 1<sup>st</sup> focus seems to be the influence on young people and our 2<sup>nd</sup> 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	01/21/08	BIKERS AGAINST CHILD	8:25:42 AM		1:00	SOUTHEAST KANSAS/The Andy Griffith			
KFJX	01/27/08	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 It			
KFJX	02/22/08	BIKERS AGAINST CHILD	9:25:07 AM		1:00	SOUTHEAST KANSAS/Little House on It			
KFJX	02/28/08	BIKERS AGAINST CHILD	9:44:29 AM		1:00	SOUTHEAST KANSAS/Little House on It			
KFJX	02/18/08	BIKERS AGAINST CHILD	9:56:28 AM		1:00	SOUTHEAST KANSAS/Little House on It			
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				SOUTHEAST KANSAS/Ellen			
KFJX	03/04/08	BIKERS AGAINST CHILD	3:47:48 PM		1:00	SOUTHEAST KANSAS/Ellen			
KFJX	02/28/08	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				SOUTHEAST KANSAS/Sony Pictures Mx			
KFJX	03/09/08	BIKERS AGAINST CHILD	5:41:17 AM		1:00	SOUTHEAST KANSAS/Sony Pictures Mx			
				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](mailto:anasquith@yahoo.com).

Respectfully Submitted by:  
Vance Lewis  
Promotion Manager  
KOAM & KFJX