



Federal Communications Commission
Quarterly Report
Issues & Programming –
PUBLIC SERVICE ANNOUNCEMENTS
3rd Quarter, 2008

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

During the quarter KFJX-TV aired
76 Hours 20 Minutes & 58 Seconds of
Public Service Announcements with an
estimated value of \$152,104.00.

Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
(1) Economic Issues	--	--	--	--	--
Local	KFJX News	7/10/2008	9PM	3:27	Stories Reported on FOX 14 News: Closing of local plants, and possible closure of local retailer, impact of a new casino on economy.
National	KFJX News	7/24/2008	9PM	7:36	Stories Reported on FOX 14 News: Housing Bill, Bailout plans, Mortgage Crisis
(2) Health	--	--	--	--	--
Childrens Health	KFJX News	8/28/2008	9PM	3:08	Stories Reported on FOX 14 News: Death of area child prompts bassinets recall, exercise programs to fight childhood obesity, and the effect cholesterol levels have on children's health.
Cancer	KFJX News	7/27/2008	9PM	2:27	Stories Reported on FOX 14 News: Camp for children living with cancer, Breast Cancer as well as local efforts to fund research, and the warning signs of cancer
(3) Child Abuse	KFJX News	9/17/2008	9PM	4:01	Stories Reported on FOX 14 News: Deaths of children from abuse, sentencing and updates of child abuse cases.

(4) Local/Civic Issues	--	--	--	--	--
Homelessness	KFJX News	7/8/2008	9PM	4:59	Stories Reported on FOX 14 News: Joplin's homeless summit, an effort to report the number of homeless in Missouri, the closing of a local shelter and efforts to help the homeless.
Transportation	KFJX News	8/14/08	9PM	6:46	Stories Reported on FOX 14 News: Public transportation expansion, construction of bypass in Neosho, efforts to make an intersection safe, interstate construction, and area highway construction.
City Government	KFJX News		9PM	4:45	Stories Reported on FOX 14 News: Joplin's athletic center opens, Joplin's city council fills a seat after a member is ousted, the ability of city employees to run for office, Fairland Oklahoma's embattled Sheriff's position, controversy over Carl Junction's trash service fees, impact of Joplin school construction, improving phone service for Pittsburg residents.

DATE	FOX Fox News Sunday				
7/6/2008	<u>TOPIC:</u> Obama campaign, McCain campaign, Vice Presidential possibilities, Oil, Economy, Iraq <u>GUESTS:</u> Fred Barnes – Weekly Standard, Mara Liasson – NPR, Bill Kristol – Weekly Standard, Juan Williams – NPR.				
7/13/2008	<u>TOPIC:</u> Remembering Tony Snow <u>GUESTS:</u> VP Dick Cheney, Rush Limbaugh Radio Commentator, Martha Raddatz ABC News, Mike Allen Politico.com, Bret Baier Fox News, Panel Brit Hume, Nina Easton, Bill Kristol, Juan Williams				
7/20/2008	<u>TOPIC:</u> Iraq, Presidential politics <u>GUESTS:</u> Adm. Mike Mullen, Sen. Evan Bayh (D-IN), Sen. Joe Lieberman (D-CT)				
7/27/2008	<u>TOPIC:</u> Obama Trip, Election campaign <u>GUESTS:</u> Sen. John Thune (R-SD), Sen. Claire McCaskill (D-MO), Karl Rove				
8/3/2008	<u>TOPIC:</u> Politics <u>GUESTS:</u> Sen. Lindsey Graham (R-SC), Fmr. Sen. Tom Daschle (D-SD), Ashley Judd				
8/10/2008	<u>TOPIC:</u> Politics <u>GUESTS:</u> Rick Davis, Sen. Richard Durbin, Amy				
8/17/2008	<u>TOPIC:</u> Russia-Georgia conflict, presidential politics				

	<u>GUESTS:</u> Sec. of State Condoleezza Rice, Fmr. Gov. Tom Ridge (R-PA), Sen. Claire McCaskill (D-MO)				
8/24/2008	<u>TOPIC:</u> Presidential politics <u>GUESTS:</u> Gov. Tim Kaine (D-VA), Gov. Bill Ritter (D-CO), Robert Gibbs – Senior Advisor, Obama campaign; Michael Sheehan, Convention Speech coach				
8/31/2008	<u>TOPIC:</u> McCain strategy after the DNC <u>GUESTS:</u> Sen. John McCain (R-AZ) Presidential Candidate, Mike Miller, Dir. Of Operations, RNC				
9/7/2008	<u>TOPIC:</u> Governor Palin's Impact on McCain campaign, Democratic Plan for Victory <u>GUESTS:</u> David Axelrod-chief strategist Obama Campaign, Rick Davis – McCain campaign manager				
9/14/2008	<u>TOPIC:</u> Sarah Palin, Palin's effect on McCain's ticket, Update Polls of the Race <u>GUESTS:</u> Lt. Gov. Sean Parnell (R-AK), Fmr. Gov. Tony Knowles (D-AK), Karl Rove, Jim Laychak				

9/21/2008	<p><u>TOPIC:</u> Financial markets and the federal government response</p> <p><u>GUESTS:</u> Treasury Secretary Henry Paulson, Sen. Jon Kyl (R-AZ), Sen. Charles Schumer (D-NY)</p>				
9/28/2008	<p><u>TOPIC:</u> Presidential politics, economy</p> <p><u>GUESTS:</u> Sen. Lindsey Graham (R-SC), Sen. John Kerry (D-MA).</p>				

HEROES AMONG US
Topics - 3rd QTR 2008
Length: 30-minutes
KFJX-TV

Episode 6 - 7/6/08 11:30AM

A man stumbles across a shocking discovery that would forever change the lives of two young children; NBA players provide hope to a struggling Kenyan village; an 11 year-old raises over \$60,000 for kids with heart ailments and a Montana man braves danger in order to save one of nature's most beautiful creatures – the grizzly bear.

Episode 7 - 7/13/08 11:30AM

Oprah Winfrey opens her Leadership Academy and a world of opportunity in South Africa; a plastic surgeon travels the third-world in order to reconstruct lives of disfigured children; professional athletes, Andre Agassi and Tony Hawk, work hard to serve America's youth and a woman educates hundreds of homeless children who are eager to learn.

Episode 8 - 7/20/08 11:30AM

A Vietnam Veteran battles addiction and wins; neighborhood kids form a club and donate their membership dues to hungry children across the world , and The Prince of Monaco lends a royal helping hand to those in need.

Episode 9 - 7/27/08 11:30AM

A military veteran packs his truck and drives to New Orleans in the aftermath of Hurricane Katrina; Dallas Cowboys and Owner Jerry Jones score points against hunger; a teenage boy faces cancer with a winning spirit and a teacher instructs her students about the heroic ways of kindness.

Episode 10 - 8/3/08 11:30AM

A canine leaps into action and saves the life of its owner; a successful businessman brings hearing to the deaf; a neighborhood kitchen warms the heart of the homeless and celebrities share stories about their favorite heroes.

Episode 11 - 8/10/08 11:30AM

A husband and wife save the life of a teenage girl by crashing into her car; pilots make emergency flights across the country to provide life saving transportation and a New Jersey man warms the hearts of homeless people left out in the cold to freeze.

Episode 12 - 8/16/08 2:00PM

A man rescues a wheelchair bound woman from an oncoming train; a New York City choir raise their voice and some money for change; a cancer survivor pays his blessing forward while a doctor labors to discover a potential cure for cancer.

Episode 13 - 8/24/08 11:30AM

A man responds to a plane crash in his own backyard; an organization helps arrange funerals for the children of needy families; celebrities share stories about their favorite heroes; a small town car show and a bluegrass band prove we all have the potential to be heroes.

Episode 1 - 8/31/08 11:30AM

A mother puts her life on the line to save a woman from a carjacker; a child prodigy raises money for children's charities; basketball stars feed the homeless in Harlem and Hurricane Katrina victims receive a helping hand.

Episode 2 - 9/6/08 12:00PM

An off-duty police officer saves a family from a burning car; a teenage race car driver races to eliminate hunger; a bedridden heart attack victim saves a neighbor's baby and an LA County firefighter battles the devastating impact

Episode 3 - 9/8/08 7:30AM

A US postal worker protects a woman from a serial rapist; a gang member gets shot and turns his life around; dogs bring joy to the mentally challenged; a beauty queen works with the homeless and a paralyzed NFL player starts a foundation to find a cure for paralysis.

Episode 4 - 9/15/08 7:30AM

A Good Samaritan is injured while trying to stop a stabbing on a city bus; a homeless cheerleader strives to get an education; talk show host Montel Williams helps search for a cure to fight MS, and a local businessman donates \$100,000 for a stranger's organ transplant.

Episode 5 - 9/22/08 7:30AM

A man saves a jogger from a potentially fatal attack; a caring community rescues abandoned babies in Kenya; a New Jersey man transforms a school bus into a care center for the homeless and NFL player Drew Bledsoe teams up with his Dad to save families in crisis.

Episode 6 - 9/29/08 7:30AM

A man stumbles across a shocking discovery that would forever change the lives of two young children; NBA players provide hope to a struggling Kenyan village; an 11 year-old raises over \$60,000 for kids with heart ailments and a Montana man braves danger in order to save one of nature's most beautiful creatures – the grizzly bear.

Issues addressed include:

Homelessness	Drug addiction
Volunteerism	Hunger/Poverty
Crime	Leadership
Disease	

MY VOICE

Community Ascertainment Campaign

3rd Quarter 2008

During the 3rd Quarter, KFJX-TV aired a :30-second promotional campaign directing viewers to the station website and a link to MY VOICE. There, viewers are encouraged to share their concerns on topics ranging from the economy, crime, poverty, government, drug use, and others.

Representatives from KFJX review the viewer comments, and in September, selected comments were broadcast on FOX 14 News at 9. News anchor, Michael Hayslip briefly discussed the issue and encouraged viewers to submit their own opinions.

Here is the script of the spot that aired on KFJX-TV

:30 FOX 14 is proud to be part of
the 4-State community.

And we're committed to help raise
awareness of the important issues
that effect our neighborhoods, our towns, and
our quality of life. As a local television
station, it's our responsibility.

And we invite you to share your concerns.

Just go to fox14tv.com and click on
MY VOICE. Tell us which issues you believe
are impacting our community the most.

Be part of the solution. Be heard
at MY VOICE on fox14tv.com.

FOX NEWSEDGE

Live cut-ins

3rd QTR 2008

TOPICS

7/15/08 – 9:21AM	President Bush press conference: Economy, off-shore drilling; financial markets
8/28/08 – 9:10PM	Barack Obama's address to the Democratic National Convention
8/29/08 – 11:14AM	John McCain announces his choice for VP
9/4/08 – 9:15PM	John McCain addresses the Republican National Convention
9/18/08 – 9:13AM	President Bush makes a statement on the Economy
9/19/08 – 9:43AM	President Bush makes a statement on the Economy
9/23/08 – 9:13AM	President Bush addresses the United Nations
9/24/08 – 8:00PM	President Bush addresses the nation on the Economy
9/26 – 8:37AM	President Bush's remarks on the Economy



SHOW #646

WEEKEND OF AUGUST 2-3, 2008

GUESTS:

EUGENE ROBINSON -- WASHINGTON POST

ELISABETH BUMILLER -- NEW YORK TIMES

JOE KLEIN -- TIME MAGAZINE

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

TOPICS:

WHAT COULD OBAMA GET DONE IF HE'S ELECTED PRESIDENT?

WOULD DEMOCRATS BE WILLING TO WORK WITH A PRESIDENT MCCAIN?



SHOW #647

WEEKEND OF AUGUST 9-10, 2008

GUESTS:

DAVID BROOKS -- NEW YORK TIMES

DAVID GREGORY -- NBC

KATTY KAY -- BBC

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

TOPICS:

AMID PROGRESS IN IRAQ, HOW DOES OBAMA KEEP THE HEAT ON THE WAR?

CAN OBAMA REALLY BRING THE CHANGE TO WASHINGTON THAT HE'S PROMISING?



SHOW #648

WEEKEND OF AUGUST 16-17, 2008

GUESTS:

DAN RATHER -- HD NET
KELLY O'DONNELL -- NBC NEWS
HOWARD FINEMAN -- NEWSWEEK MAGAZINE
CYNTHIA TUCKER -- ATLANTA JOURNAL-CONSTITUTION

TOPICS:

CAN MCCAIN SELL HIMSELF AS THE "CHANGE" CANDIDATE THIS FALL?

DOES BUSH NEED MCCAIN TO WIN TO BOLSTER HIS OWN LEGACY?



SHOW #649

WEEKEND OF AUGUST 23-24, 2008

GUESTS:

RICHARD STENGEL -- TIME MAGAZINE
KATTY KAY -- BBC
RON ALLEN -- NBC NEWS
MICHELLE COTTLE -- NEW REPUBLIC MAGAZINE

TOPICS:

WILL OBAMA'S VP CHOICE HELP HIM WIN?

WILL THE CLINTONS PASS THE TORCH TO OBAMA AT THIS WEEK'S CONVENTION?



SHOW #650

WEEKEND OF AUGUST 30-31, 2008

GUESTS:

HOWARD FINEMAN -- NEWSWEEK MAGAZINE
ELISABETH BUMILLER -- NEW YORK TIMES
CLARENCE PAGE -- CHICAGO TRIBUNE
NORAH O'DONNELL -- MSNBC

TOPICS:

AS THE FALL CAMPAIGN BEGINS, WHICH TICKET HAS THE EDGE?

WILL SARAH PALIN HELP MCCAIN TURN OUT THE CONSERVATIVE BASE?



THE CHRIS MATTHEWS SHOW
SHOW #653
WEEKEND OF SEPTEMBER 20-21, 2008

GUESTS:

BOB WOODWARD -- WASHINGTON POST; AUTHOR, "THE WAR WITHIN"
ELISABETH BUMILLER -- NEW YORK TIMES
RICHARD STENGEL -- MANAGING EDITOR, TIME MAGAZINE
NORAH O'DONNELL -- MSNBC

TOPICS:

WHO WILL SELL HIMSELF AS THE CURE FOR OUR AILING ECONOMY: MCCAIN OR OBAMA?

WHAT DO MCCAIN AND OBAMA NEED TO DO IN THE FIRST DEBATE?



THE CHRIS MATTHEWS SHOW
SHOW #701
WEEKEND OF SEPTEMBER 27-28, 2008

GUESTS:

DAVID BROOKS -- NEW YORK TIMES
ANDREA MITCHELL -- NBC NEWS
EUGENE ROBINSON -- WASHINGTON POST
KATTY KAY -- BBC

TOPICS:

WHO WON THE FIRST DEBATE?

HOW WILL THE DEBATE SHAPE THE REST OF THIS RACE?

SUPPLEMENTAL Information
3rd Quarter, 2008
KOAM-TV
KFJX-TV

File to:

KFJX
KOAM

Issues & Programs
Children's Report

Issue: Vote

In June of 2008 station Promotion Manager Vance Lewis was asked to attend a meeting at the office of the Jasper County, Missouri County Clerk, Bonnie Earl. Ms. Earl & Jasper County Archivist Steve Weldon discussed voter apathy & wishing to encourage voters in our market to register to vote & then to actually vote. Mr. Weldon wrote 2 evergreen public service campaigns to use for the 2008 primary & general election & to keep for future elections. On Tuesday, July 15, 2008 Vance & Commercial Videographer Krystal Phillips spent a day videotaping for the PSA's. Then on July 16 Sonya Parker completed post-production on the PSA's. The first public service announcement is titled "Sacrifice" & suggests if citizens don't vote they are ignoring the sacrifice our service men & women have made on their behalf. The second PSA is titled "I Vote" & features various demographics exclaiming "I Vote" & "I Vote. Do You?" The production & airing of the PSA's was done at no-charge. The station also supplied dubs of the PSA's to all other television stations in the market. For additional information please contact Bonnie Earl - Jasper Co Clerk Cell 417 793 0659.

Issue: CHILDREN

On July 11, 12 & 13, 2008 KFJX & KOAM helped sponsor the Annual Columbus Saddle Club Rodeo in Columbus, KS. KFJX donated a \$100.00 cash prize which went to the winner of the kids clown contest. KOAM donated a \$100.00 cash prize which went to the winner of the kids stick horse contest. Through their involvement with rodeo area youth can learn leadership, responsibility & sportsmanship. Please see attached letter. In addition the stations hosted a hospitality booth during each night of the rodeo and gave out hand fans to help keep spectators cool.

Issue: Disaster Relief

Health & Fitness
Tourism

On Saturday, July 12, 2008 KFJX & KOAM sponsored the 2nd Annual Tornado Alley 110 Bicycle Ride to benefit the American Red Cross Tornado Relief Fund. Around \$2,000.00 was raised for the Relief Fund which will stay local to help area residents who were affected by May 10, 2008 tornadoes in Northeast Oklahoma & Southwest Missouri. The TV stations produced & aired a no-charge promotional campaign to publicize the event. More than 500 cyclists from 12 different states participated in the Ride. In addition the stations hosted a "storm shelter" (or pit stop) for the riders where station

employees provided food, water & a cool place for them to rest. Please see additional information attached. For additional information please contact Ride Coordinator Steve Cooper at (417) 206-7765.

**Issue: Children
Education**

On Thursday, July 17, 2008 25 students & several parents/advisors from China toured the KOAM & KFJX Main Studio as part of their "English Summer Camp" which they were attending at Missouri Southern State University in Joplin. The students were 12-to-14 years old & were in the United States for 2 weeks. The students toured the newsroom, master control area, control room, & main studio. The Chinese students learned a little bit 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. One of the goals of the tour was to help them hear English words from English speaking tour guides. The students could ask questions in their native tongue or in English & advisors were available to help translate & explain. The tour lasted approximately 90 minutes. The KOAM & KFJX News Department aired a story about the students & their visit to the stations. For additional information please contact Justine Heiser with the MSSU English Department at 417.674.1414.

Issue: Children

On Thursday, July 17, 2008 KFJX & KOAM Promotions Manager Vance Lewis attended the July meeting of the Safe Teens Coalition as a representative of the TV stations. Following is the meeting agenda: Safe Teen Coalition

The Alliance of Southwest Missouri

Meeting Agenda

Thursday, July 17, 2008

12:00 pm

The mission of the Safe Teen Coalition is to address issues that directly affect area teens through educational programs, public awareness campaigns, media outreach and collection.

Welcome and Presentation

- Prescription Drug Abuse Presentation- Robin Standridge

Business:

- Pig Skin Preview Advertisement
- Underage Drinking Event at Carousel Park
July 25 and 26
- Clean Out Your Cabinet Campaign
 - Neosho Area Coalition Campaign
- Grant applications
 - Public Health Traffic Safety Institute

Action Items:

- Window Cling Design

- Committee for Safe Teen Fair
- Set date for next meeting

www.theallianceofswmo.org/safeteens

For additional information please contact Tammy Blaylock, SafeTeen Coordinator, The Alliance of Southwest Missouri, 2914 East 32nd Street, Suite 102, Joplin, MO 64804. 417-782-9899.

Issue: **Children**

On Friday, July 18 & Saturday, July 19, 2008 KFJX & KOAM TV Stations sponsored the Annual Buffalo Bike Run & Muscular Dystrophy Association Ride For Life held at Buffalo Run Casino in Miami, Oklahoma & Cycle Connection, south of Joplin, Missouri. The stations handed out free promotional items in support of the Ride including frisbees, hand fans, beach balls, & more. The 24th Annual Muscular Dystrophy Association Ride for Life raised \$56,000 for MDA. Please see attached newspaper article for more information or contact Scott & Nancy Hutson at Cycle Connection at (417) 623-1054.

Issue: **Children**

DTV

From Tuesday, July 22 through Saturday, July 26, 2008 KOAM & KFJX TV Stations hosted a DTV Hospitality Tent at the Cherokee County Fair in Columbus, KS. Each evening from 5pm-9pm the stations provided free bottled water to 4-H groups & other fair participants. In addition the stations handed out Digital transition information & discussed the upcoming conversion with people who live on area farms. The stations also distributed free fans to help keep folks cool. Educating the agri-business community is one of the projects of the 4-H & the stations were honored to help them with their public service project. The station donated 28 cases of water to the Fair at an estimated value of \$784.00. Using the Essential Elements of 4-H (Belonging, Mastery, Generosity, & Independence), 4-H creates opportunities and environments that meet young people's needs and build life skills. 4-H offers opportunities for **Belonging** - young people don't just join 4-H. . .they belong! 4-H offers opportunities to experience **Mastery** - young people master skills that are relevant. 4-H offers opportunities to experience **Generosity** - young people become active and engaged citizens. 4-H offers opportunities to experience **Independence** - young people have opportunities to choose. . .and learn to make good choices. Educating the agri-business community is one of the projects of the 4-H & the stations were honored to help them with their public service project.

Issue: **Children**

Education

Poverty

On Friday, July 25, 2008 KOAM & KFJX TV Stations participated in the Tools for School Back to School Fair held at Memorial Hall in Joplin, MO. The Fair was hosted by the Economic Security Corporation. The fair provided basic school supplies for Joplin-area poor families. The TV Stations donated nearly \$700.00 worth of school supplies & bottled water for the estimated 300 students who attended. Station-Donated

school supplies included erasers, pencils, notebook paper, glue, & rulers. The stations also provided information on the upcoming DTV Transition. For additional information please contact Robin Smith with Economic Security Corporation at 417.781.0352.

**Issue: Children
Poverty**

On Tuesday, July 29, 2008 KOAM-TV hosted a luncheon at the TV Station for area Salvation Army Captains & others involved in the annual Toybox campaign, which provides new toys for children in disadvantaged families throughout our viewing area. The goal of the meeting was to brainstorm ideas to help increase donations this year & in years to come. Those attending the meeting were: Rev. Jim Bowles & his son, Jacob of Fellowship Baptist Church in Baxter Springs, KS; Dick Listman with the Marine Reserve Toys for Tots based in Chanute, KS. Brooke Hunt, representing Choice Marketing for Westco Home Furnishings (title sponsor of Toybox), Captain Chuck Cook with the Pittsburg, KS Salvation Army; & Bess Wilkes with the Carthage, MO Salvation Army. Representing KOAM were News Director Kristi Spencer; Promotions Manager Vance Lewis; & Promotions Intern from Missouri Southern State University, Ashley Davis.

**Issue: Children
Education**

On Tuesday, August 5, 2008 KOAM & KFJX TV stations donated promotional items to "Stepho's Memorial Poker Run" with proceeds benefiting the memorial scholarship in Stephanie Rogers name that is set up through the Galena, KS School District. KFJX & KOAM each donated an estimated \$100.00 worth of station & network promotional merchandise like mugs, t-shirts, pens, etc. For additional information please contact Rob or Brenda Rogers at 918.523.4997. The Rogers' sent a note saying the fundraiser raised over \$1,000.00 for Stephanie's Scholarship Fund. (letter attached).

Issue: Children

On Tuesday, July 29, 2008 KOAM & KFJX TV stations donated 3 cases of bottled water to the Cherokee, KS Little League Team which had advanced to the Regional tournament in Indianapolis, IN. Estimated retail value of donation: \$80.00.

**Issue: Substance Abuse/Recovery
Poverty**

KFJX & KOAM both aired no-charge public service announcements promoting The Joplin Stars Concert fundraiser held August 16, 2008 at Joplin, MO Memorial Hall. Proceeds from the event went to City of Refuge which provide assistance to the homeless and Hope House Ministries, a men's & women's residential program for those recovering from substance abuse. KOAM aired 4 minutes 15 seconds of public service time with a value of \$337.00. KFJX aired 6 minutes 45 seconds at a value of \$443.00. A no-charge Invoice is attached. For additional information please contact John Roberts at 417.439.3692 or Kathy Wilson at 417.439.3601.

Issue: Children

KOAM & KFJX helped sponsor the first Big Brothers Big Sisters of Jasper & Newton Counties (Missouri) Cruise Night and Car Show on Friday, August 29, 2008. KOAM aired 18 minutes 15 seconds of public service announcements valued at \$2,824.00 & KFJX aired 1 minute 45 seconds of public service announcements valued at \$69.00. Please find no-charge invoices attached. In addition the stations set up a hospitality booth at the car show & provided bottled water & candy to adults & children. Some people made a donation for the water & candy which totaled \$40.00. The total value of donated water is estimated at \$150.00. Proceeds from the show went directly to BBBS for operational costs. BBBS is a United Way of Southwest Missouri Agency. For additional information please contact Curt Medlin who is on the board of directors of Big Brothers Big Sisters of Jasper & Newton Counties at 417.624.374

Issue: Education

Economy-Income

(Note: for 4th Qtr too)

Health & Safety

Children

Safety

On Friday, September 5, 2008 KOAM & KFJX News Director Kristi Spencer & Promotion Manager Vance Lewis attended a Community Issues Forum at the invitation of the United Way of Southwest Missouri. This meeting of community leaders was the culmination of two years of research & investigation by a panel of local experts. The panel identified several issues, or problems, in the Newton & Jasper County, Missouri region of the market. Of the many issues identified the panel focused on the three (3) major problems facing the general population in the market: 1) Education. Helping Children, Youth & Adults Achieve Their potential. 2) Income. Promoting Financial Stability and Independence, & 3) Health & Safety. Improving people's health & safety. The panel also identified Measurement Areas for each of the issues & suggested the Indicators to let them know how the area was doing in addressing each of the issues. Each of the 3 Main issues were also mentioned by many viewers in the KOAM & KFJX Community Ascertainment on-line questionnaire filled out by viewers in the market. (See related entry).

As part of the Forum people were urged to pick an area for a more in-depth discussion as part of a break-out session. News Director Spencer attended the Education group & Promotion Director Lewis attended the Health & Safety discussion. Notes from this Community Leaders issues discussion are attached in either/or the Issues & Programming Report or Children's Report. And the stations efforts to address the Issues are contained in additional entries in this report. For additional information on the Community Issues Forum please contact the United Way of Southwest Missouri at 417.624.0153.

Issue: Children

Economy-Income

On Saturday, August 30, 2008 KFJX & KOAM hosted the Touchdown Alley Children's Fun Area prior to the Missouri Southern State University home football game. Kids of all ages are invited to play games free-of-charge. Sportsmanship is encouraged by members of the station staff. All children, regardless of ability, receive prizes of

footballs, Frisbees, candy, etc. In addition, KOAM & KFJX also sponsor the "Send A Kid" program through the MSSU athletics department. The Send A Kid program provides free game tickets to requesting clubs & organizations & are usually given to poor or disadvantaged children. Groups which have requested the free tickets include the Boys & Girls Club of Joplin, Big Brothers Big Sisters of Jasper & Newton County & The Joplin Family Y.

Issue: Children

Economy-Income

On Thursday, September 4, 2008 KFJX & KOAM hosted the Touchdown Alley Children's Fun Area prior to the Missouri Southern State University home football game. Kids of all ages are invited to play games free-of-charge. Sportsmanship is encouraged by members of the station staff. All children, regardless of ability, receive prizes of footballs, Frisbees, candy, etc. In addition, KOAM & KFJX also sponsor the "Send A Kid" program through the MSSU athletics department. The Send A Kid program provides free game tickets to requesting clubs & organizations & are usually given to poor or disadvantaged children. Groups which have requested the free tickets include the Boys & Girls Club of Joplin, Big Brothers Big Sisters of Jasper & Newton County & The Joplin Family Y.

Issue: Health

On Saturday, September 13, 2008 KFJX & KOAM sponsored the annual St. John's Mercy Foundation Walk for Hospice & Home Health which was held at the Leggett & Platt Athletic Center on the campus of Missouri Southern State University in Joplin, MO. The walk attracted about 100 participants who collected funds to support the St. John's Hospice & Home Health Program. The final donation amount is not known as of this report. The stations produced the call-to-entry commercials at no-charge & then aired a schedule of :30, :15 & :10 no-charge commercials to promote the event. KFJX aired 1 Hour 43 Minutes & 18 seconds of commercials with a value of \$4,790 & KOAM aired 1 Hour 30 Minutes & 50 seconds of commercials with a value of \$13,142. For additional information please contact David Dillon at St. John's, (417) 625-2266.

Issue: Children

Economy-Income

On Saturday, September 20, 2008 KFJX & KOAM hosted the Touchdown Alley Children's Fun Area prior to the Missouri Southern State University home football game. Kids of all ages are invited to play games free-of-charge. Sportsmanship is encouraged by members of the station staff. All children, regardless of ability, receive prizes of footballs, Frisbees, candy, etc. In addition, KOAM & KFJX also sponsor the "Send A Kid" program through the MSSU athletics department. The Send A Kid program provides free game tickets to requesting clubs & organizations & are usually given to poor or disadvantaged children. Groups which have requested the free tickets include the Boys & Girls Club of Joplin, Big Brothers Big Sisters of Jasper & Newton County & The Joplin Family Y.

Issue: Military Heritage

On Saturday, September 20, 2008 KFJX & KOAM sponsored the 3rd Annual Celebrate Our Military & Civilian Heritage event held at the Veteran's Memorial on the campus of Pittsburg State University, Pittsburg, KS. The event is held to remember those service men & women who have died & those who have served or are currently serving in the armed forces. In addition a re-enlistment ceremony & an enlistment ceremony were conducted. KOAM & KFJX produced no-charge commercials promoting the events of the day & then aired the no-charge spots to urge viewers to come & pay their respects those serving our country. (Additional information is attached). KOAM-TV aired 1 Hour 57 Minutes & 5 seconds of commercial time valued at \$17,524. KFJX-TV aired 2 Hours, 33 Minutes & 33 seconds of no-charge commercials valued at \$7,877. The stations also provided free bottles of water (approximately 10 cases) for the event as well as making a \$1,400 cash donation to cover the costs of military coins the organizers had ordered. For additional information please contact Sgt. Jared Smith with the U.S. Army Recruiting Office in Pittsburg at (620) 231-3600.

**Issue: Children
Education**

On Saturday, September 20, 2008 KOAM & KFJX TV Stations were major sponsors of the annual FESTA Italiana held in Frontenac, KS. FESTA is the major fundraiser for the Frontenac, KS school education fund. Proceeds from FESTA fund scholarships for each & every student who continue their education following high school graduation. The stations provide free commercial production & also aired no-charge spots to promote the event. Also, during FESTA the stations host the Kids Fun-Fest where children of all ages can play game & receive prizes. The stations donated 10 cases of bottled water to FESTA as well as made a \$400 cash donation to help pay for FESTA giveaway items. KOAM aired 42 minutes of no-charge advertising at a value of \$5,494 & KFJX aired 51 minutes 29 seconds of no-charge advertising at a value of \$2,178. For additional information please contact Eric Snow at 620-704-0705.

**Issue: Children
Education
Health & Safety**

(& 4th Qtr too)

During the 3rd Quarter of 2008 KFJX & KOAM TV Stations sponsored the Motivational Media Assemblies in the market. Motivational Media Assemblies (MMA) is the international leader in all-school "assembly" events. Started in 1985, MMA productions have been viewed by over 58 million students in the U.S., Canada, Australia and Taiwan. Featuring clips from today's most popular movies, music videos, and incredible sports footage, MMA shows are generating the highest student responses to character-education and responsibility-improvement messages. Motivational Media Assemblies themes include: decision-making, conflict resolution, drug prevention, traffic safety, & personal excellence. The shows were followed-up with discussion guides provided to teachers & counselors for use in the classroom. Additional information is attached to this report. (1) On Wednesday, September 24, 2008 a MMA was held for about 300 4th & 5th grade

students in the Carl Junction, MO School District. Another MMA was held for the 6th grade class, approximately 175 students at Carl Junction. (2) On Thursday, September 25, 2008 MMA's were held for the Joplin, MO Catholic School System. In the morning the McAuley High School & Junior High School students attended the program (approximately 200 students) & in the afternoon the St. Mary's Elementary students (approximately 100 students). (3) On Monday, September 29, 2008 MMA was shown for 600 Freshmen & Sophomores at Webb City, MO High School & then again for about 600 Junior & Seniors. (4) And on Tuesday, September 30, 2008 the program was shown to about 300 Freshmen & Sophomores at Seneca, MO High School with another MMA for about 300 Juniors & Seniors. Then in the afternoon the elementary MMA was presented to about 100 students in the K-8 Westside Elementary School in Neosho, MO. KFJX & KOAM provided the programs at no-charge to the schools. The stations paid the \$4,100 MMA fee + lodging & meals (about \$700) for Tom Guy, the MMA Presenter. For additional information please contact Carl Junction Elementary Principal Connie Godwin at 417.649.7011 or McAuley High School Principal Gene Kester at McAuley 417.624.9320 or Webb City Student Council Advisor Jennifer Beem at 417.673.6010.

Issue: Children

On Saturday, September 27, 2008 KFJX & KOAM-TV Stations sponsored the annual Tee Off For Foster Care Golf tournament at Crestwood Country Club in Pittsburg, KS. The tournament provides funding for The Farm which provides funding & services for Foster Care in Southeast Kansas. The stations provided no-charge commercial production & aired no-charge public service announcements for The Farm.

Issue: Station Community Ascertainment **(& 4th Qtr. Too)**
Economy
Health
Drug Abuse
Government

During the 3rd Quarter of 2008 KFJX & KOAM conducted a community ascertainment of important issues. Viewers were asked to share their thoughts, concerns & opinions about specific issues facing them or their families in the Joplin, MO/Pittsburg, KS television market. The Viewer Survey was conducted via the stations web sites. One Hundred Fifteen (115) surveys were returned to KFJX & 330 surveys were returned to KOAM. Of those, the top 3 issues were (1) The Economy, (2) Health Care, & a 3rd-place tie between the (3) Government & (3) Illegal Drug Use. A complete summary of the survey is attached to this report. The stations will address specific issues as soon as possible.

###