

KFDX-TV

LISTING OF COMMUNITY ISSUES/NEEDS AND KFDX-TV RESPONSIVE PROGRAMMING

3rd Quarter 2007
(July, August and September)

In our ongoing effort to serve the public interest, KFDX-TV offers a variety of programming responsive to the issues of concern to the Wichita Falls community and the rest of our viewing audience. The following are some examples of KFDX-TV's most significant programming treatment of these issues for the period of July 1, 2007 through September 30, 2007.

I. COMMUNITY ISSUES ADDRESSED BY KFDX-TV

Third Quarter 2007

1. Local Current Events and Community Concerns
2. Crime and Crime Prevention
3. County and City Issues
4. Health and Related Issues
5. Education
6. Senior Citizens
7. Military Matters
8. Courts
9. Entertainment
10. PSA Information

Index

The following is an index to describe some abbreviations of segments, etc.

6:00A= KFDX 3 News Today (locally produced news show which airs at 6:00A Monday-Friday)

12P= KFDX 3 News at Noon (locally produced news show which airs at 12P Monday-Friday)

5P= KFDX 3 News at 5:00 (locally produced news show which airs at 5P Monday-Friday and on Sunday when NBC programming permits)

6P= KFDX 3 News at 6:00 (locally produced news show which airs at 6P Monday-Saturday)

10P= KFDX 3 News at 10:00 (locally produced news show which airs at 10P Monday-Sunday)

Examples of the way the lengths are listed is: 1:30 (one minute and 30 seconds), 30:00 (thirty minutes) or :45 (forty-five seconds).

KFDX airs several franchises during our various newscasts. Listed below are the newscasts, the franchise that runs during that newscast, whether it is local or syndicated, and the days of the week that the franchise runs.

KFDX 3 News Today (6 a.m.)

Crimestoppers – local - Tuesday
Healthcast - Local - Monday through Friday
It's The Law – syndicated Monday
Joe Brown's Farm & Ranch Report – Local – Monday through Friday
Texas Driver's Quiz – syndicated Wednesday
Texoma Outdoors – syndicated Thursday
Box Office Preview – syndicated Friday

KFDX 3 News at Noon

Senior Focus – local - Tuesday
Mr. Food - Syndicated - Monday, Wednesday and Friday
Midday Q & A - Monday, Wednesday and Friday

KFDX 3 News at 5:00pm

Your Stories – local Monday through Friday
Pet Giveaway – local Tuesday and Thursday
Newsmaker interview – local Monday through Friday
Healthcast – syndicated, fronted by local reporter Monday through Friday

KFDX 3 News at 6:00pm

Your Stories – local Monday through Friday
Spirit of Texoma Award – local Monday
Team Of The Week – Local – Wednesday
Athlete Of The Week – Local - Thursday
Making The Grade – Education report - Local – Friday

KFDX 3 News at 10:00pm

Crime Stoppers - Local - Monday
Consumer Reports – syndicated, fronted by local reporter Monday through Friday
Spirit of Texoma Report – local Monday, Wednesday and Friday
Sheppard Profile – local Tuesday
Behind the Kitchen Door – local Thursday

A brief description of the franchises listed on the preceding page is as follows:

KFDX3 News Today

Healthcast - A short report that discusses various health concerns faced by our viewers.

Joe Brown's Farm & Ranch Report - A short report by KFDX RFD-3 Anchor Joe Brown that discusses the area's agriculture news for the day.

Crimestoppers - A re-enactment of a weekly crime offering a reward for tips to the police department.

Texas Driver's quiz - A question and answer segment by a Texas State Trooper on driving.

Texoma Outdoors - A segment that features outdoor segments in Texas and Oklahoma.

Box Office Preview - A short report on what movies and DVD are being released.

KFDX News at Noon

Senior Focus - A local report with important information about the laws, events and subjects that affects senior citizens.

Mr. Food - A segment that features easy to fix recipes as well as gourmet meals and cooking tips.

Viewers often write to KFDX to receive a free copy of the recipes.

Midday Q & A - Viewers can telephone in with questions for the Wichita County Extension Agent, or the Wichita County Agricultural Agent.

KFDX News at 5:00pm

Healthcast - A short report that discusses various health concerns faced by our viewers.

KFDX News at 6:00pm

Making The Grade - A report on various aspects of education in the Texoma area.

KFDX News at 10:00pm

Crime Stoppers - A follow up report to the one given during NewsCenter 3 Evening Edition.

Consumer Reports - Helpful information for viewers on a wide variety of products.

LOCAL CURRENT EVENTS AND COMMUNITY CONCERNS

- *7/3/07 5, 6 & 10P 1:20
Reported a story that the American Red Cross and some high school students are helping flood victims in the Wranglers Retreat Community clean their homes now that flood waters have receded. Betty Jansa – flood victim and Konor Swedberg – helping flood victims were our guests.
- 7/3/07 10P 2:00
Reported a consumer report on which golf balls are best for practicing golf. Rob Jenter – golfer and Peter Anzalene – Consumer Report were our guests.
- 7/5/07 6P 1:13
Reported a story on the search for an Arizona native who was last seen swimming at a 4th of July party at Lake Arrowhead. Eddie Hood and Rick Medford – Texas Game Warden's were our guests.
- 7/6/07 5 & 10P 1:15
Reported a story on Senator Kay Bailey Hutchison coming to Wichita Falls to get a first hand look at flood damage, in her push to help Wichita County be declared a federal disaster area. Kay Bailey Hutchison – Senator and Maria Gutierrez – flood victim were our guests.
- 7/10/07 10P 2:30
Reported a consumer report on several way you can cut down on rental cost on cars. Greg Daughtery – Consumer Reports Money Advisor and Jeff Mills – car renter, were our guests.
- 7/12/07 6P 1:02
Reported a story on the flood relief center FEMA opened in the downtown Wichita Falls post office and the services it offered to victims. Brad Craine – Regional FEMA Representative and Woody Gossom – Wichita County Judge were our guests.
- 7/16/07 5, 6 & 10P 1:25
Reported a story that the Holiday Inn closed to repair flood damage, the closure is leaving about 600 riders in this year's Hotter N' Hell Hundred ride scrambling to find a place to stay. HHH organizers are asking the public to offer host home. Roby Christie – HHH Ride Chairman was our guest.
- 7/17/07 5, 6 & 10P 1:23
Reported a story that the Bowman Volunteer Fire Department purchased the jaw of life for the department, to pay for the equipment they drained the money in their operating account, now they are holding a fundraise to replenish the money. Betty Phelps – Bowman VFD and Sharnae Welch – Bowman VFD and EMT were our guests.
- 7/17/07 10P 2:02
Reported a consumer report on a Lexus that parallel parks itself. Jake Fisher – Consumer Reports was our guest.
- 7/23/07 5, 6 & 10P 1:39
Reported a story that a member of the Keep American Beautiful Committee came to Wichita Falls to tour the city and train members of the new formed Keep Wichita Falls Beautiful. Cecile Carson – Keep American Beautiful and Jerry Vandiver – Wichita Falls Public Information's Officer were our guests.
- 7/24/07 10P 2:05
Reported a consumer report on the best stores to buy new appliances. Donato Vaccaro – Consumer Report was our guest.

7/26/07	10P	2:10
Reported a consumer report story on how to get the best deals on e-bay. Rosalind Tordesillas – Consumer Reports was our guest.		
7/30/07	5, 6 & 10P	1:14
Reported a story that many Iowa Park parents are taking extra precaution when they take their children to Middle Lake after 3 year old Robbie Wayne drowned there Sunday Afternoon. Lt. Jimmy Eaton – Iowa Park Police Dept. and Julie Whitaker – concerned parent were our guests.		
*7/31/07	12, 5, 6, & 10P	1:20
Reported a story on the United Way's "Imagination Library" literacy program is doing better than the gency anticipated, instead of 800 children signing up within the first year they have had 2700 kids register since the program started in March. Sharon Krol – parent and Julie Odom – North Texas Area United Way were our guests.		
8/1/07	6P	1:16
Reported a story on the local chapter of the Disabled American Veterans' need for more volunteers to drive its Oklahoma City hospital van. Frederick Boruff – Vietnam Veteran and Ted Bowman – DAV Chapter 41 were our guests.		
8/3/07	12, 5, 6 & 10P	1:23
Reported a story that more people are signing up to provide Hotter 'N Hell riders with a host home, ride coordinators are pushing for this so riders will have a more affordable place to stay during the annual event. Pam Jacobs – offering a host home and Roby Christie – ride chairman were our guests.		
8/6/07	5, 6 & 10P	:58
Reported a story on an ammonia leak at the Jasper Street Water Plant Facility caused nearly two dozen residents to evacuate. Randy Applegate, Jayson Doverspike and Brad Flick – evacuated home were our guests.		
8/7/07	5, 6 & 10P	1:42
Reported a story that crews continue to try and remove the remaining ammonia gas from a tank that leaked on Monday and neighbors who were forced to evacuate because of the leak are allowed back into their homes. Jamie Moore – Emergency Preparedness Coordinator and Will Harlin – evacuated home were our guests.		
8/10/07	6 & 10P	1:27
Reported a story that temperatures have not yet hit the triple digits in Texas, but folks are still taking precautions while out in the heat. Lynn Holzer – Wichita Falls Fire Department and Christy Robertson – parent were our guests.		
8/10/07	6P	1:10
Reported a story about the delays in construction of the new Young County jail facility. Captain B. J. Cook (Young County Jail Administrator and Bryan Walls – Young County Sheriff were our guests.		
8/15/07	6P	1:15
Scott Taylor – Wichita Falls Public Works Director was our guest to talk about the Cypress Water Plant and how it is construction has been delayed for over a year and a half.		
8/16/07	6P	1:12
Reported a story about how Montague County Sheriff's received their first major pay raise in years. No local interviews.		
8/21/07	5, 6 & 10P	1:31
Reported a story that Denver Manor has closed its doors, residents are settling into their new surroundings, but finding replacement nursing homes for some residents has not been an easy task. Kelley Noble – aunt live at Denver Manor and Matthew Hearn – Monterey Care Center Director of Nursing were our guests.		
8/29/07	10P	2:30
Reported a story on Jack Stevens and his latest work of art, it's a statue of three mustangs that will be dedicated to Midwestern State University. Jack Stevens – sculpture was our guest.		

9/2/07	5P	1:30
Reported a story that the MPEC hosted a pig show where kids came out to showcase their pig-showing ability. No local interviews.		
9/3/07	6 & 10P	2:05
Reported a story that the Jerry Lewis MDA Telethon raises a lot of money, but where does it go? It costs over \$600 to send one of these children to MDA Summer Camp, and Justin Muse and his family tell how it is the highlight of his year. Justin Muse – muscular dystrophy patient and his parents were our guests.		
9/4/07	6P	1:16
Reported a story about how two major Wichita Falls taxi companies were removed from probation by city leaders. Jody Wade – Presidential Taxi; Alexander Ramirez Jr. – All-American Taxi and Lanham Lyne – Wichita Falls Mayor were our guests.		
9/5/07	6P	1:12
Reported a story on how Wichita Falls city leaders wanted to reinstate thousands of dollars worth of federal grants to the Christmas in Action organization. Mark Masman – Christmas in Action and David Clark – WF Community Development Director were our guests.		
9/5/07	6 & 10P	1:56
Reported a story that a federal appeals court recently gave the go ahead for a pilot plan to allow for certain Mexican trucking companies to haul their cargo anywhere with the US. Julius Scott – SNL Distribution Driver was our guest.		
9/5/07	5, 6 & 10P	1:30
Reported a story on gas prices skyrocketing early in the day, then dropped steadily throughout the day, we talked to customers who shared their frustration and an official who tried to explain the reasons. Alex Mills – Texas Alliance of Energy Products were our guests.		
9/5/07	6 & 10P	2:00
Reported a story on the increase in sales of home security systems. Keri Bachman – IHR Burglar Alarms was our guest.		
9/6/07	10P	2:00
Reported a preview story on the Texas/Oklahoma fair in Wichita Falls. Camron Ward – Fair Board Chairman was our guest.		
9/7/07	10P	2:00
Reported a story on the opening of the Salvation Army Store on Kemp Street in Wichita Falls. Captain Bill Shafer – Commanding Officer in Wichita Falls was our guest.		
9/7/07	10P	2:00
Reported a story on the increase in local home sales. Denny Bishop – Ann & Denny Bishop Realtor Group was our guest.		
9/7/07	5, 6 & 10P	1:30
Reported a story on the Paws at the Spur who raised money for the Wichita Falls Humane Society. Kelli Harrelson – Humane Society was our guest.		
9/8/07	6 & 10P	2:00
Reported a story on the All-Woman Habitat Build in Wichita Falls. Karen Lewis, recipient of new home was our guest.		
9/8/07	6 & 10P	2:00
Reported a follow-up story on the Paws at the Spur fundraiser. Kelli Harrelson – Humane Society was our guest.		
9/8/07	6 & 10P	2:00
Reported a story on the Humane Society Pet Calendar Shoot. Kelli Harrelson – Humane Society was our guest.		

9/9/07	5 & 10P	2:09
Reported a story that more than 130 thousand Texans have some form of Autism, The Autism Rocks festival held to raise money for Christ Academy's Autism Program. Deanna Baker and Keven Robertson – Christ Academy Administrators were our guests.		
9/9/07	5 & 10P	2:00
Reported a story on a "Blue Mass" held at Sacred Heart Parish in remembrance of September 11 tragedy. Don Remer – Tech Sgt. SAFB and Captain Borrego – WFPD were our guests.		
9/10/07	6 & 10P	2:09
Reported a story that the Apex Storage on old Iowa Park Road has an illegal dump of metal and other materials on the back part of the property and neighbors complain of rodents and the health hazard it presents to them. Lori Rounsaville – WF Code Enforcement, Jimmie and Robbie Reynolds – neighbors were our guests.		
9/10/07	10P	3:00
Reported a story on the band Bowling for Soup coming back to Wichita Falls to play at FallsFest. Jaret Reddick – lead vocalist was our guest.		
9/10/07	5, 6 & 10P	1:30
Reported a story that an 18-wheeler crashed into a home, causing damage to the home and hardship for the homebuilders, who had just finished remodeling the house. Jonathan Lloyd – St. Joe Chief of Police was our guest.		
9/12/07	6P	:50
Reported a story that the Falls Flyover progress report from the Texas Department of Transportation says it's 97% complete and is scheduled to open October 13 th . No local interviews.		
9/12/07	10P	3:00
Reported a story on a large cattle drive up the Chisholm Trail in Oklahoma helping to mark Oklahoma's centennial. Residents from various Oklahoma cities were our guests.		
9/12/07	6P	1:12
Reported a story on how Texoma churches teamed up with several motorcycle organizations to put together a fun run to benefit local flood victims. Simon flores – Primera Iglesia Bautista pastor; Niki Coffelt – helped organize fundraiser; Barry Conner – New Day Empowerment Church and Gloria Mitchell – Mitchell Chapel pastor were our guests.		
9/12/07	10P	2:00
Andrew Jelen – library's Collection Development Manager was our guest to talk about the Wichita Falls Public Library seeking community input about adding to the Spanish Book Collection.		
9/13/07	10P	2:00
Schon Tatman – new hire trainer for N.E.W. was our guest to talk about the employment trends in Wichita Falls.		
9/13/07	6P	1:18
Reported a story on a historic train's appearance in Oklahoma to celebrate the state's centennial. Joe Enos – Stephens/Jefferson Co. District Judge; Tammy Johnson – Duncan resident and Jimmie Bruner – Stephens/Jefferson Co. Sheriff were our guests.		
9/13/07	5, 6 & 10P	1:30
Reported a story on Melissa Thompson who suffered a heart attack and doctors discovered brain aneurisms, we talked to her two children, their principal, and some 8 th grad students who are planning a benefit dinner for the family. Kelly Carver – principal; Brittany and Colby Thompson and Paige Lawson and Morgan Jolly – friends of Paige were our guests.		
9/14/07	5, 6 & 10P	1:33
Reported a story that the Young County investigators team with the SPCA of Texas to seize more than 100 dogs from a home outside of Loving, Texas. Sgt. Tim Bay – Young County Sheriff's Office and Maura Davies – SPCA of Texas were our guests.		

9/14/07	10P	2:00
Reported a story on a street in Windthorst, TX named after a fallen Windthorst Marine Gary Johnston. Angela Johnston, Gary's mom was our guest.		
9/15/07	10P	1:55
Reported a story on the first Shrimp and Wine Festival that kicked off at the downtown farmer's market, people hope it will become an annual festival for Wichita Falls, it is sponsored by the Wichita Falls Downtown Development Inc. Jon Reese – Wichita fish Farm, Melissa Jones – head chef and Mary Berend – attended festival were our guests.		
9/15/07	6 & 10P	2:00
Reported a story on how residents in Bowie dealt with a water main break. Michael Rhoades – volunteer firefighter; Karol Solomon – Amon Carter resident; Ross Hamilton – manager of Amon Carter Water Supply and Scott Jordan – Directory of Water/Waste Water Treatment were our guests.		
9/16/07	5 & 6P	2:00
Reported a story on a benefit head for an Electra man battling leukemia. Kevin Alexander – battling leukemia; Cathy and Mike Alexander – Kevin's parents were our guests.		
9/16/07	10P	1:50
Reported a story that Saturday night Electra police got a call that a minivan collided with a passing train, Witness says the warning signs and cross arms at the railroad tracks did not come down to warn the driver, no injuries to the driver and his 16 year old passenger. Shane Vandiver – Electra PD and Karmen O'Roark – witness were our guests.		
9/17/07	10P	2:30
Reported a story on the punishment put upon a Lawton Mix Company where two people were killed three months ago, and one man was critically injured. Cecil Powell – former Lawton mayor was our guest.		
9/18/07	6 & 10P	1:20
Reported a story that some of the residents who live near Lucy Park are upset that parking spills over into their neighborhood blocking driveways and making it difficult for emergency vehicles to pass through. Michael Smith – WF City Council Dist. 1, John Burrus – Dir. Aviation, Traffic & Transportation and Jeremy Merkel – resident were our guests.		
9/18/07	10P	1:23
Reported a story on a two car accident that happened in Archer County, officials say Andre Berend from Windthorst was driving southbound, when her car hydroplaned and entered the northbound lane hitting another car. Corey Lane – Texas Department of Public Safety was our guest.		
9/18/07	5, 6 & 10P	1:30
Reported a story that many of the custodians in the WFISD thought they would lose their retirement money when the district switched to a new custodial contracting company, but the district negotiated a deal with the new contracting company so several custodians received checks after all. Dan Shelton – Director of Facilities WFISD and Richard Chavez – custodian were our guests.		
9/20/07	10P	2:00
Reported a story that TxDOT held a public forum for FM 890 project. Adele Lewis – TxDOT and Leslie Bruce – Engineer were our guests.		
9/21/07	10P	2:00
Reported a story that the Falls Flyover Interchange ramp to Kell opens. Talked with various residents and motorists in Wichita Falls.		
9/21/07	5, 6 & 10P	1:42
Reported a story on the members of Bikers Against Child Abuse (B.A.C.A.) using their rough and tough image to help child abuse victims heal and find the strength to confront their abusers. Dave "Smokey" Schmid – Pres. BACA of WF, Terri "Austin" Jackson – VP BACA of WF and Trish Remington – Exec. Dir. of Patsy's House were our guests.		

9/21/07	5, 6 & 10P	2:00
Reported a story where we took a look at the things people will be doing during the Day of Caring, and how people can sign up to help. No local interviews.		
9/23/07	10P	1:53
Reported a story on a fundraiser dinner, auction and concert to help the family of Cindy Louder, diagnosed with cancer, with medical bills. Cindy Louder – cancer patient, Len Louder – husband and Josh Louder-Milk – son were our guests.		
9/24/07	6 & 10P	1:43
Reported a story on a Wichita Falls man diagnosed with West Nile after spending nearly a week and a half in the hospital going in and out of consciousness. Susan Morris and Angie Gass – Wichita County Health District was our guests.		
9/24/07	5, 6 & 10P	1:11
Reported a story that the Justice of the Peace stripped Edward Dunbar of custody of more than 100 dogs and cats that were removed from his property, custody was awarded to the SPCA of Texas. Edward Dunbar – defendant, Sgt. Tim Bay – Young County Sheriff's Office and Ann Barnes – SPCA of Texas were our guests.		
9/24/07	10P	2:30
Reported a story on the visit in Bowie of two people well known in German politics. Cy Young – Sunset resident, Sabine Dirlech – German Political spokeswoman, The Left and Roland Claus – German Parliament, The Left were our guests.		
*9/24/07	6 & 10P	2:00
Reported a story on a soldier who is home on 2 weeks leave and came to Sheppard Elementary to present to the kids about what life is like for children in Afghanistan, and to give the students a flag that was flown, in their honor, on September 11 th . Sgt. 1 st Class – Richard Evans – soldier; Nicole Evans – daughter and Linda Hodge – teacher were our guests.		
9/25/07	6 & 10P	2:00
Reported a story that nationwide homebuilding companies are feeling an economic pinch. R. J> Wachsman – Wachsman Homes; Ed and Shirley Draper – building a home and Jose Garcia – Garnel Costruction were our guests.		
9/25/07	6P	1:16
Reported a story that Duncan Regional Hospital has done away with paper patients charts, it is now computerized and is reportedly making patient care much easier. Manuel Becerra – Physician's Assistant and Jojeanna Sanders – Triage Nurse were our guests.		
9/25/07	6 & 10P	2:11
Reported a story on a woman who lost \$5000 because she was scammed by mystery shopping agency, officials say her money is gone and there's no way of getting it back, officials tell how to avoid scams and where consumers can check for scams. Shannon Little – scammed and Detective Steven Venable – WFPD were our guests.		
9/26/07	10P	2:00
Reported a story on changes to the commercial dumpster's service in Burkburnett. Maggie Zhao – owner of Lite Pan Asian Cuisine were our guests.		
9/27/07	10P	2:30
Reported a story on a shrimp harvest coming up Saturday at one of the only three licensed shrimp growers in the state of Texas, the fish farm is in Kamay. Jon Reese – Wichita Fish Farm was our guest.		
9/28/07	5, 6 & 10P	1:26
Reported a story on Dr. Chris Brogden and his mobile veterinary clinic that roams around Texoma, but the convenience comes at a cost. Dr. Chris Brogden – Pet Housecalls, Ed Watson – client and Rick Wright – Humane Society Vet Tech were our guests.		

9/28/07

10P

2:00

Reported a story on the Friday kickoff of the FallsFest Festivities. Hellen Phelps – Wichita Falls resident; Reagan Lesley – Lesley BBQ & Catering; Katie and Nathan Hooper – Wichita Falls residents were our guests.

9/30/07

5 & 10P

1:29

Reported a story on the NFL's competition where kids and parents gathered at memorial stadium to compete in the Punt, Pass and Kick contest. Scott McGee – athletic programs director, Chandler and Chuck King – competitor and father were our guests.

9/28/07

5, 6 & 10P

2:00

Reported a wrap up of the Day of Caring, how the nonprofit organization benefited, and what kind of people volunteered their time during the day. Christopher Rush – Volunteer at YMCA; Alan Ballard – volunteer at Camp Fire; Jeffery Pittman – volunteer at Faith Mission and Diana Phillips – United Way CEO were our guests.

9/30/07

5 & 6P

2:00

Reported a story that the Kamay Fire Department held a fish fry benefiting air packs. Barry Tyler – Kamay Fire Chief and Opal Lyles – Holliday resident were our guests.

CRIME AND CRIME PREVENTION

7/2/07 6 & 10P :60/:40
Our "Crime Stoppers" franchise reported on a burglary of a building that took place at 4360 Old Iowa Park Rd at the Wichita Falls Humane Society in Wichita Falls.

7/13/07 10P 1:16
Reported a story that the Wichita Falls Police say the conviction of names VC Gang member Michael Busby is a big deal in the fight against gang crime, but one defense attorney and some residents in the gang safety zone don't think so. Capt. Manuel Borrego – WFPD, Rick Bunch – defense attorney were our guests.

7/16/07 6 & 10P :60/:40
Our "Crime Stoppers" franchise reported on a series of thefts and criminal mischief's that took place at 5202 Jacksboro at Scales Construction in Wichita Falls.

7/27/07 10P 1:11
Reported a story on a mother who comes home to find her daughter and her daughter's friend shot dead in their home on SW Oakcliff in Lawton OK., the entire community is on edge while police try to find a suspect. Tessie Flock – lives in neighborhood and Dep. Chief James Apple – Lawton Police Department were our guests.

7/30/07 6 & 10P :60/:40
Our "Crime Stoppers" franchise reported on a burglary of a habitation that took place in the 2100 block of Richmond in Wichita Falls.

8/6/07 6 & 10P :60/:40
Our "Crime Stoppers" franchise reported a story on a burglary of a habitation that took place in the 4100 block of Wrangler in Wichita Falls.

8/20/07 6 & 10P :60/:40
Our "Crime Stoppers" franchise reported a story on a burglary of a building that took place at 1410 Austin at Cool Temp Siding in Wichita Falls.

8/27/07 6 & 10P :60/:40
Our "Crime Stoppers" franchise reported a story on a burglary of a habitation that took place in the 1600 block of Elizabeth in Wichita Falls.

9/3/07 6 & 10P :60/:40
Our "Crime Stoppers" franchise reported a story on an aggravated robbery in the 4100 block of Randel in Wichita Falls.

9/7/07 5, 6 & 10P 1:34
Reported a story on the Texas Rangers and the Wichita County Sheriff's office continue to investigate the shooting of former deputy Scott Helenschmit. Randy McLain, Tommy Rouse and Tyler Womack – Burkburnett residents were our guests.

9/10/07 5, 6 & 10P 1:31
Reported a story that the Wichita Falls Police Dept. are investigating six robberies and one shooting from the weekend. Sgt. Joe Snyder – Wichita Falls PD was our guest.

9/10/07

5, 6 & 10P

1:31

Reported a story that the Wichita Falls Police Dept. are investigating six robberies and one shooting from the weekend. Sgt. Joe Snyder – Wichita Falls PD was our guest.

9/10/07

6 & 10P

:60/:40

Our “Crime Stoppers” franchise reported a story on a felony theft that took place at Hawk Ridge Golf Course in Wichita Falls.

9/17/07

6 & 10P

:60/:40

Our “Crime Stoppers” franchise reported a story on a burglary of a building that took place at 2700 Kell Blvd at Grand Rental Station.

9/29/07

10P

1:13

Reported a story on shots fired into the back of a house on Cascade Street, no injuries and police do not have a suspect at this time, neighbors thought it was just fireworks set off by kids playing in the street. John Vasquez and Elena Everett – neighbors were our guests.

COUNTY AND CITY ISSUES

7/2/07

5, 6 & 10P

1:13

Reported a story on what assistances are available for flood victims in Wichita Falls. Dave Goodrich – Wichita Falls Emergency Management Coordinator was our guest.

7/9/07

5, 6, & 10P

1:10

Reported a story that flood waters have receded, but they've paved the way for the invasion of some pests – fleas, ants, spiders, mosquitoes rats, mice and snakes. Johnny McKnight, Sr. – eastside resident and Bob Bishop – Lone Star Pest Control were our guests.

7/16/07

6P

1:07

Reported a story about the property tax relief the city of Wichita Falls gave to flood victims. Bruce Owens – resident, Jim Dockery – Wichita Falls Finance Director and Eddie Trigg – Wichita County Appraiser were our guests.

9/17/07

5, 6 & 10P

1:20

Reported a story that the City of Wichita Falls is starting a new emergency e-mail notification system that targets people who utilize the computer. Penny Miller – registered for service and Jamie Moore – WF Emergency Preparedness Coordinator were our guests.

9/19/07

10P

2:00

Reported a story on a public forum held to discuss FallsFest parking problems. John Burrus – Director of Aviation, Traffic and Transportation; Tabathat Armick and Jerry Staggs – residents near Lucy Park were our guests.

HEALTH AND RELATED ISSUES

- 7/27/07 6P 1:12
Reported a story on the Texoma Cancer Center's million dollar expansion efforts. Dr. Kent Ulrich and Tiffany Kosse – Texoma Cancer Center were our guests.
- 8/13/07 5, 6 & 10P 1:17
Reported a story on parents having a hard time getting their kids immunized for school since many doctors offices and health clinics are not open after business hours or weekends, but the Wichita County Health Dept is planning several after hours clinics and the Wichita County Medical Alliance is holding a free Saturday immunization clinic to help parents. Maribel Arriaga – parent, Ruth Ashlock – WC Medical Alliance and Mistie Coovert – WC Health Department were our guests.
- 8/14/07 5, 6 & 10P 1:30
Reported a story that United Regional holds a construction kickoff celebration for their new Bridwell Tower. Phyllis Cowling – United Regional President & CEO; Rep. David Farabee – 69th District, Aaron Bata – Rider High Student and Tammy Bishop – United Regional Employee were our guests.
- 8/21/07 5P 2:05
Reported a story about a device that can help doctors hear when a melanoma is growing. John Viatori PHD and Kelly Donnelly – melanoma patient were our guests.
- 8/24/07 5P 2:00
Reported a story about a woman who now lives a productive life because of an artificial lung. Tom Waddell MD was our guest.
- 8/27/07 6 & 10P 1:18
Reported a story that the Wichita County Health Department is launching a public awareness campaign to inform residents about pandemic flu and how to prepare for it. Nancy Prigmore – Public Health Emergency Response Coordinator was our guest.
- 8/28/07 6P 1:21
Reported a story that the health department will release several thousand brochures, pamphlets and newsletters with preventative measures the public can take to stop the spread of pandemic flu. Nancy Prigmore – Wichita County Public Health Emergency Response Coordinator was our guest.
- 8/28/07 5P 2:05
Reported a story about tests run on unborn babies to determine diseases. Jacintha Poner – mother and Gareth Steward – MD were our guests.
- 8/29/07 5P 1:50
Reported a story about a breakthrough procedure for spinal injuries. Bruce Brady – injured in ski accident and Michael Fehlings – MD were our guests.
- 8/31/07 5P 1:55
Reported a story about how to sort out the facts on food labels. Karen Method – relies on food labels and Russel Rothman – MD were our guests.
- 9/4/07 5P 2:20
Reported a story on how a bad diet causes kidney stones. Ashley Stella – had kidney stones and Mehul Dixit MD, DM – Pediatric Kidney Specialist were our guests.

9/11/07	5P	2:30
Reported a story that hospitals are going high tech in the equipment they use to train future doctors. Woody Martin – Chief Surgical Resident and bob Walsh – Emergency and Trauma Services were our guests.		
9/18/07	5P	2:15
Reported a story on a new test that is out to help diagnosis colon cancer patients sooner. Ron Boeraus – colon cancer patient and Daniel Liebler PHD – Biochemist Vanderbilt University were our guests.		
9/25/07	5P	1:55
Reported a story about removing brain tumors without having to make a incision. Howard Katz – brain tumor patient and Marc Mayberg MD – neurosurgeon were our guests.		
9/29/07	6 & 10P	2:00
Reported a story on a Vernon man diagnosed with West Nile Virus. Sonya Sokora – wife of man with virus was our guest.		

EDUCATION

- 9/6/07 5, 6 & 10P 1:30
Reported a story that Head Start held a kick-off picnic and parent session, trying to get parents to become more involved in their children's education. No local interviews.
- 9/11/07 5, 6 & 10P 1:30
Reported a story on the WFISD bus company, Durham School Services, apologizing to the school board for mistakes and promised improvement. Robert Hatchett, Jr. – Sr. VP Durham School Services; Tim Turner – CFO WFISD; Ken Hines and Rev. Reginald Blow – school board members were our guests.
- 9/12/07 5, 6 & 10P 1:30
Reported a story on Vernon College launching a program that increases the number of classes high school students can take for college credit and starts educating students about college as early as elementary school. Michele McCord – Assistant Principal; Jerry Baird – Iowa Park Superintendent and Dr. Steve Thomas – Vernon College President were our guests.
- 9/14/07 5, 6 & 10P 1:30
Reported a story that the Durham Bus service announced that it will start a new bus route system and will be sending letters home with all the students to inform them of the changes. Robert hatchet, Jr. – Sr. VP Durham School Services; Tim Turner – CFO WFISD and Beatrice Robeson – grandparent were our guests.
- 9/17/07 6P :56
Reported a story that the Durham bus administrators addressed the WFISD school board about the problems they've had with school bus service and what they plan to do to change it. Paul Krueser – Durham Sr. VP was our guest.
- 9/19/07 6 & 10P 2:06
Reported a story on kids having back pain as a result of back pack, Henrietta Elementary held a backpack weigh-in to address the problem, showing kids how to load back packs correctly. Paula Perkins – Occupational Therapist, Elizabeth Heis – 5th grader and Kendra Bennett – principal were our guests.
- 9/19/07 5, 6 & 10P 2:00
Reported a story where we talked to a Durham representative, CFO from WFISD, a parent and a grandparent to find out how everything went on day one of Durham's new bus route plan. Robert Hatchett, Jr. – Sr. VP Durham School Services; Time Turner – CFO WFISD; Beatrice Roberson – grandparent and Star Harrison – parent were our guests.
- 9/20/07 5, 6 & 10P 2:00
Reported a story that the students in the PALS program at one of the schools is collecting school supplies to sent to students in Afghanistan. No local interviews.
- 9/26/07 6 & 10P 2:00
Reported a story on what colleges are doing to attract new students as teachers, what kinds of students are entering the teaching profession and why veteran teachers stick with the profession. Marilyn Andersen – Kingergarten teacher; Dr. Grant Simpson – Dean-College of Education MSU; Laura Miller, Travis Blackwell, Angela Whitley and Allison Smith – MSU students were our guests.
- 9/27/07 5, 6 & 10P 2:00
Reported a story that next week WFISD 6th and 8th grade students will take home letters inviting them to participate in the Choice Program, where they will have the opportunity to tour schools. Elizabeth McBroom – tetacher; Josh Loeffler and Ryan James – students were our guests.

SENIOR CITIZENS

8/24/07

5, 6 & 10P

1:36

Reported a story that on September 1st a new state law will require drivers age 79 and older to renew their license in person and pass a vision test, then drivers 85 and older to renew their license every two years. Trooper Tony Fulton – TX Dept. of Public Safety, John Hodgkins and Doris Sullivan – support law were our guests.

9/8/07

6 & 10P

2:00

Reported a story on the state Senior Games. Dorothy Gross – competes in Senior Games was our guest.

MILITARY MATTERS

- 9/11/07 5, 6 & 10P 1:51
Reported a story that Sheppard Air Force Base holds a service in remembrance of the events of 9/11. Ret. Col. Kathleen Roberts – MSU, Wilson School of Nursing was our guest.
- 9/17/07 5, 6 & 10P 1:30
Reported a story on a marine who lost most of his leg in the war on terrorism was presented with a prestigious award. He talked about his experiences overseas and what the award meant to him. William Gibson – gunnery sergeant was our guest.
- 9/22/07 10P 1:43
Reported a story on Sheppard Air Force Base's 60th Anniversary Ball, the theme was "Heritage to Horizons" taking a look at Air Force history and its future. Mac Thornberry – congressman and General Richard Deveraux – SAFB were our guests.
- 9/23/07 5 & 10P 2:00
Reported a story on the SAFB 82nd Training Wing Security Forces deployed to Iraq. Brig. Gen. Richard Deveraux – Commander 82nd Training Wing; William Landrum – Airman 1st Class and Tony Landrum – William's dad were our guests.
- 9/27/07 10P 2:00
Reported a story on SAFB held a mock aircraft accident. Lt. Col. Matthew Harris – Deputy Director of Open House; Jeff Orf, Incident Commander and Steve Paulson – WFFD Battalion Chief were our guests.

COURTS

9/4/07

5, 6 & 10P

1:30

Reported a story on the man who was found guilty of shooting and killing Oklahoma State Trooper Nik Green, but an Oklahoma Court of Appeals overturned the guilty conviction – though keeping the guilty verdict. Kenny Stradley – Comanche County Sheriff and Bobby Waitman – Devol Baptist Pastor were our guests.

9/4/07

5, 6, & 10P

1:30

Reported a story on the District Attorney's reaction to the Oklahoma Court of Appeals decision. Robert Schulte – Comanche County DA and Bob Estrada – WF Criminal Defense Attorney were our guests.

ENTERTAINMENT

"700 Club" aired each Monday through Friday from 10A-11A during the third quarter except for 7/2 – 7/4 and 9/3 when it did not air.

"Martha Stewart" aired each Monday through Friday from 11A-12:00P during the third quarter except for 7/2 – 7/6 and 9/3 when it did not air.

"Millionaire" aired each Monday through Friday from 2:30-3P during the third quarter except for 7/2-7/4 when it did not air and 7/5-7/6 when it aired at 11A and on 9/3 when it did not air.

"Dr. Phil" aired each Monday through Friday from 3-4P during the third quarter except for 7/5-7/6 and 9/3 when it did not air.

"Inside Edition" aired each Monday through Thursday from 4P-4:30P during the third quarter except for 7/5 & 7/6 and 9/3 when it did not air.

"The Insider" aired each Monday through Friday from 4:30P-5P during the third quarter except on 7/5-7/6 and 9/3 when it did not air.

"Entertainment Tonight" aired each Monday through Friday from 6:30-7P during the third quarter.

"The Insider" aired from 6:30-7P each Saturday during the third quarter except for 7/7, 9/1 and 9/29 when it did not air.

"Alias" aired from 12-1A each Saturday during the third quarter.

"Maximum Exposure" aired from 1-2A each Saturday during the third quarter.

"Access Hollywood" aired from 3A-4A each Saturday during the third quarter.

"Bob Villa" aired from 6-6:30A each Sunday during the third quarter.

"Entertainment This Week" aired from 11P-12:00A each Sunday during the third quarter.

"Insider Weekend" aired from 12:00-12:30A each Sunday during the third quarter.

"Inside Edition Weekend" aired from 12:30-1A each Sunday during the third quarter.

PSA INFORMATION

The Plot Analysis Reports on PSA usage which are done on a daily basis when the logs are printed are kept in computer binders in the PSA/Film Director's office. These reports reflect usage of :60, :30, :20, :15 and :10 produced announcements.

Announcements of public interest are received and processed by our PSA Director. Announcements that need immediate attention are distributed to various members of the News Department and our RFD-3 Show with Joe Brown. These public interest announcements are read live on our RFD-3 Show at 5:30A, as well as our Noon, 6P and 10P newscasts when time permits. This printed material is also utilized for the taping of a :30 announcement "Community Calendar," which is aired on a daily basis and updated twice weekly. Upcoming material is kept in a folder for future use.

During the third quarter of 2007, we ran 435 PSA's over a wide variety of subjects. The topics covered and how many times the PSA ran were:

Texas Youth Hotline	7
Straight Street Youth Ministry	6
Paralyzed Veterans of America	12
Inspiring Invention	6
TAB: TXDOT Lemon Law	6
The Diabetes A1c Initiative	14
National Boat Safety	5
Federal Student Aid	11
National Cancer Coalition	2
National Pest Management Association	3
AHAF: Glaucoma	12
TAB: TXDOT Highways	9
Rathegeber Hospitality House	9
Y-ME National Breast Cancer Organization	7
Leukemia & Lymphoma society	13
Emergency Preparedness	15
National Stroke Awareness	5
Girls & Boys Town National Hotline	15
Stroke Awareness	6
The More You Know (NBC)	48
Texas Runaway Hotline	14
Colorectal Cancer	9
Youth Civic Engagement	2
Natl. Institute on Alcohol Abuse & Alcoholism	24
Macular Degeneration: Real People-Real Stories	12
Childhood Obesity Prevention	12
Autism Awareness	14
Adoption NCSA 2007: TX Dept. Family & Protective Serv.	1
The Cancer Project	3
Generous Nation	11
Nat'l. Alcohol & Drug Addiction Recovery Month	2
Coalition to Prevent Deep-Vein Thrombosis	9
Nat'l. Foundation for Infectious Disease	18
Shriners Hospital for Children	20
US Deputy Sheriff's Association	2
The Nature Conservancy	2

Medicare Today	9
Make-A-Wish Foundation	1
Support People with Oral, Head & Neck Cancer	3
Medic Alert Foundation	1
Online Sexual Exploitation	1
The Institute for the Achievement of Human Potential	1
TAB: Texas PUC Electric Choice	3
Foreclosure Prevention	3
The Lightning Protection Institute	3
American Diabetes Assoc. Take Care of Your Feet	4
TX Dept. Transportation Don't Mess With Texas	4
CASA Family Day	4
USO	3
ASPCA	4
The Forgotten Fat: Unknown Heart Risk for Women	7
Environmental Defense	7
Cross Into The Blue	5
Alcoholics Anonymous	5
National Stroke Association	1