

To: Public File
From: Dan Buchholz
Date: April 6, 2010
Re: KXVO-TV Significant Treatment of Issues –
First Quarter 2010

In addressing the needs of our community and the issues facing it, KXVO-TV aired many varied public service announcements and programs during the first quarter of 2010. This period covered January 1 - March 31, 2010.

The Programs and public service announcements were geared to discussing and informing our local viewers of the following issues and problems confronting the areas of:

HEALTH
EDUCATION AND LITERACY
HEALTH/HANDICAP/DISEASE/MENTAL HEALTH
COMMUNITY
HUMAN SERVICES
SOCIETY
PERSONAL ACHIEVEMENT

KXVO-TV broadcasts general audience programming, including CW Television Network programs, and “Live” breaking news reports, as events occur, that are of national and local interest or concern.

A Community Calendar airs at various times. Its purpose is to inform the community of events/activities held by non-profit organizations. It is a service utilized by a variety of local causes.

WSI True View Alert system provides up-to-the-minute information about weather changes, and broadcasts warnings and bulletins, as the situation arises.

Women Matter. Stories of interest to the community. Programs airs last Sunday of each month. Program length is 1/2 hour.

KXVO-TV was sponsor or co-sponsor of the following events for 1st Quarter 2010:

On March 2nd, 2010, KXVO CW 15 conducted an event at Westside High School called "LifeCheck". During the event, 450 students participated in this educational program where they select a career, learn how much that career pays monthly, open a checking account and then must proceed down a life-sized game board....making stops to pay taxes, childcare, buy a home, get a car, and all of the other financial decisions a head-of-household must make with each month's budget. They learn how the decisions they make impact their choices later for discretionary spending for things like entertainment and clothing. We also threw them curveballs with unplanned expenses such as auto accidents. If they ran out of money before completing the game, they had to visit credit counseling and get a second job before returning to the game.

KXVO-TV met the educational and informational needs of children by airing syndicated programs, these programs were “Real Life 101”, “What’s Up Que Pasa”, “Zodiac Island”, ”Winx Club”, “Whaddyado” and “Eco Company”.

Monday

7:00 - 7:30 AM Zodiac Island*

Tuesday

7:00 - 7:30 AM Real Life 101*

Wednesday

7:00 - 7:30 AM Waddyado*

Thursday

7:00 – 7:30 AM What’s up Que Pasa*

Friday

7:00 – 7:30 AM Eco Company*

Saturday

7:00 – 8:00 AM Winx Club*

***Educational/Informational**

KXVO-TV will continue to assess issues of importance to our community and air programming to meet those needs.