

ISSUES & PROGRAMMING REPORT

KUTV/KUSG - CBS

SALT LAKE CITY, UTAH

3rd Quarter 2006

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July 1, 2006 through September 30, 2006
Local Produced Public Affairs Programs
KUTV/CBS - Salt Lake City, Utah

Local News

2NEWS This Morning: Airing Weekdays from 4:55am to 8:00am, 2NEWS This Morning provides a mix of local/national/international news along with local features, traffic and weather.

2NEWS This Morning Weekend: Saturday and Sunday from 7:00-8:00am.

2NEWS at Noon: Airing weekdays from Noon to 1:00 pm, 2NEWS at Noon provides local/national/international news coverage along with a daily cooking segment, and weekly guest interviews. Among the topics; a weekly segment focusing on investments and building your financial future; a weekly live interview with a local doctor focusing on a variety of health related issues; a weekly live interview with a counselor from Valley Mental Health.

2NEWS at 5:00pm: Airing weekdays from 5:00-5:30pm and weekends from 5:00-6:00pm.

2NEWS at 6:00pm: Airing weekdays from 6:00-6:30pm

2NEWS at 10:00pm: Monday-Sunday from 10:00-10:35pm.

Take 2: Sundays at 10:00am

Baby Your Baby and Check Your Health – Both are on-going campaigns hosted by Mary Nickles and designed in partnership with KUTV and the Utah Department of Health. Baby Your Baby is a health program for mothers-to-be encouraging early and regular prenatal and postnatal care. Check Your Health is committed to bringing viewers the latest information to help keep families healthy. Both of these segments run in all of our newscasts.

Fresh Ideas - Are mostly family and consumer friendly stories. All of the stories are written to help potential consumers of the products and ideas that we feature in each segment. The Fresh Ideas segment is hosted five days a week by Michelle King and is committed to bringing viewers the best and most helpful information to keep individuals, families, and businesses up to date with the latest ideas.

Healthy Living - Airing every day in our weekday 5pm newscast that deals with health and medical issues. The emphasis is on health issues that affect a majority of people, such as healthy eating, exercise, common children's health issues etc. We occasionally do stories on rare medical conditions, or cutting edge medical procedures. The stories outline new trends or problems, and offer advice and solutions from professionals, such as doctors, dieticians, fitness trainers, etc. All stories are fronted by anchor, Shauna Lake.

Get Gephardt - Investigative reporter Bill Gephardt takes on major corporations or government entities helping viewers who are caught in red-tape. In addition, the Bill Gephardt investigations serve as a warning to consumers about potential fraud happening locally. The Gephardt unit takes approximately 500 calls to the tip line each week and an average of 350 e-mails weekly from viewers with consumer complaints. Bill Gephardt airs five nights a week on the 10:00pm newscast. Reports range from two minutes to four minutes.

EDUCATION

09/01/06 – 05/01/07 - Keys 2 Success - KUTV is partnering with a local automotive dealer to provide educational incentives to earn “keys” for academic achievements. 500 “keys” will be given out at each of the 50 participating schools. At the end of the year one key in each school will start a car that a student will win. A total of 50 cars will be given to high school students throughout Utah. KUTV is supporting the campaign with extensive on-air coverage, production and promotion.

08/04/06 - Check Your Health – Back to School Nutrition - Rachel explains the importance of making sure kids get a good breakfast before they head out the door. She also explains why it is important for parents to be aware of what kids are eating at school and why they should plan to eat dinner together as often as possible.

08/20/06 - Connecting 2 Kids Half-hour Special - The Trouble with Boys - Recent studies into boys and education are not encouraging. Seventy percent of students diagnosed with learning disabilities are male. Eighty percent of high-school dropouts are boys. And the percentage of male college students in the US has now dropped to just 42% (down from 50% in 1996). What is the trouble with boys? Or is the trouble with the nation’s education system, a system that some say is geared toward girls? Researchers are now beginning to find differences in the brains of boys and girls, and key differences in the way they learn. Many say the time has come for the education system to acknowledge these differences, and adapt to them. “Fifteen years ago we realized that the classrooms didn’t work for girls in terms of math,” says Michael Gurian, author and family therapist. “We said, ‘We’ve got to change the classroom to fit the girls.’ Well, that’s what we have to do with the boys now.”

08/30/06 – Fresh Ideas - Kinder Musik - The director of this musical program says that to prepare children to play musical instruments in the future they must be exposed to some kind of musical play. Kinder Musik features musical learning classes for young children and babies. They different music melodies, rhythm and American sign language.

YOUTH & FAMILY

07/16/06 - Connecting 2 Kids Half-hour Special - The Biggest Generation - Scientists and physicians are calling obesity among America’s youth an epidemic. In fact, some medical practitioners are predicting for the first time in American history that this generation of young people will have a shorter lifespan than their parents, all because of expected health problems later in life related to weight. Diabetes, high blood pressure, high cholesterol, heart attacks, strokes, cancer - what can we do? CWK Network presents 10 innovative tips to solve the epidemic. Each one comes from new and creative ideas proven to work in small communities across the United States.

07/19/06 – Fresh Ideas - Mom Clubs - There are several non-profit organizations in Utah that offer support for stay at home moms. We featured “Mom’s time out” of Sandy. These mothers meet a few times a month to discuss parenting issues, marital issues, and a night to get away from their kids. “Mom’s time out” includes a lot of women who have altered their careers to stay at home with children, but need the adult conversations they would have everyday at work.

07/23/06 - Connecting 2 Kids Half-hour Special - Against All Odds - When faced with an obstacle or a challenge in life, some kids keep going, and others give up. Those who keep going are called “resilient.” They are ready to try new things, to experience failure, and then to brush off and try again. Experts say resilient kids have learned three things that others have not, each beginning with the letter P: “If you come to believe that the bad things in your life are Permanent, Pervasive and Personal, really, whatever age you are, it’s going to render you susceptible to a lot of different psychological problems. Depression, despair, hopelessness,” says Dr. Mark Katz, a clinical psychologist and author. Teach kids that problems are NOT permanent, pervasive and personal.

08/06/06 - Connecting 2 Kids Half-hour Special – Affluenza - It’s a relatively new word in the vocabulary of America, the idea that we are raising a generation of kids who are spoiled, materialistic, and bored; kids who define success and themselves by possessions, especially brand-names; kids especially susceptible to advertising; kids who are often in debt by the time they leave college. According to one survey, 93 percent of

teenage girls say shopping is their favorite pastime. "Rich kids, middle class kids, very poor kids ALL get conditioned to feel like they gotta have this stuff in order to be somebody," says John De Graaf, author of the book "Affluenza." Shopping fever is one symptom, but there is a cure.

08/26/06 - Connecting 2 Kids Half-hour Special - Good Kids, Bad Choices - Adolescence is a time of risk-taking; unfortunately sometimes teenagers take dangerous risks that can change their lives forever. According to the most recent survey from the Centers for Disease Control and Prevention, 43% of US teens admitted to drinking alcohol in the past month; 20% used marijuana, and 10% said they had driven a car after drinking. According to the CDC, almost half of all high school students (47%) have had sex, and 37% of those did not use a condom. The number one killer of teenagers is automobile accidents. Many teenagers, like 18-year-old Sarah Barasch, don't think about the consequences. "I knew sexual behavior without planning was risky," Sarah says, "and I did it anyway". Why do some teens take dangerous risks, while others do not? Is there something parents can do to minimize the risks of adolescence? *Good Kids, Bad Choices* explores these issues and offers advice from experts for parents and teens.

HEALTH & HEALTH CARE

07/07/06 - Check Your Health – GAU Fitness Challenge Winner - Carole says it was on the Utah Walks website where she learned about the contest. She thought it would be a good challenge and was looking for a way to get motivated. Carole walked over 1300 miles in three months; her goal was 1000 miles. She explained how her commitment to physical activity and eating healthy has helped her lose over 100 pounds.

07/14/06 - Baby Your Baby – Teddy Bear Den - The Teddy Bear Den is a community-based project of the March of Dimes, Utah Chapter in cooperation with Community Health Centers and several other community agencies that serve low-income pregnant women. Women referred to the Teddy Bear Den "earn" points toward incentive items through a variety of health promoting activities such as:
Making and keeping prenatal care/well baby appointments.

07/21/06 - Check Your Health – Crossing the Line: Eating Disorders - Eating disorders are complex conditions that come from a combination of behavioral, emotional, psychological, interpersonal and social factors. While eating disorders may begin with a preoccupation with food and weight, they are most often about much more than food. People with eating disorders often use food and control over food as a way to cope with feelings and emotions that may be overwhelming.

07/28/06 - Baby your Baby – Planning for Pregnancies - Planning pregnancies is good, smart sexual health, which has a positive effect on women and their families. Having babies close together can cause medical problems and emotional stress for the mother and the new baby. Because there are so many options, most women can find a method that works best for their lifestyle.

08/12/06- Baby Your Baby – Breastfeeding - Breastfeeding benefits both mom and baby and there are risks associated with NOT breastfeeding. Formula is not equal to and does not provide the same nutrition for your infant that breast milk provides. Breast milk includes living antibodies and immune properties, as well as a perfect ratio of protein, fat, and carbohydrates that changes composition as your baby grows and changes.

08/19/06- Check Your Health – GAU Fitness Challenge Group Winners - There are 12 members on the team. They are named the Graceful Gliders after Gaylinn, who initiated the fitness challenge in their office. Gaylinn "glides" when she walks. They are all employment counselors employed with the Department of Workforce Services in Roosevelt. They did the Get Active Utah Challenge as a fun walk and to become more active this summer.

08/27/06- Baby Your Baby – Postpartum Depression - Postpartum depression can happen anytime within the first year after childbirth. A woman may have a number of symptoms such as sadness, lack of energy, trouble concentrating, anxiety, and feelings of guilt and worthlessness. The difference between postpartum depression and the baby blues is that postpartum depression often affects a woman's well being and keeps her from functioning well for a longer period of time. Postpartum depression needs to be treated by a doctor. Counseling, support groups, and medicines are things that can help.

09/01/06 - Check Your Health – Safe and Healthy Preserving - Healthy food preservation can provide your family with nutritious tasty fruits and vegetables that you may have grown or obtained from local farmers. Marilyn discusses the dangers of incorrect preserving, talks about the proper techniques and discusses the different equipment used for preserving fruits and vegetables.

09/08/06 - Check Your Health – SL County Weigh Active and Healthy - Overweight and obesity rates in Salt Lake County are at a staggering 58.3%; and another 46.5% of our residents are not adequately physically active. Being overweight or obese and physically inactive is a direct portal to many chronic diseases. “Weigh Active and Healthy” is an eight week physical activity program aimed at encouraging all Salt Lake County residents to be physically active at least four days of the week.

09/15/06 - Check Your Health – Workouts on the Web - Jane and Brett talk about the new CYH initiative and explain how it works. Brett talks about the need to be active for at least 30 minutes every day. Jane talks about how one can use the workouts to improve their fitness and how to watch them on the web.

09/22/06 - Check Your Health – Walk to School Day/Walking School Bus - A neighborhood in St. George has a WSB pilot program going on. These kids have to walk to school through an area with dozens of registered sex offenders. Parents, with help from the community, have created walking school busses to get their kids to school safely. The parents make sure the students are escorted; everyone gets exercise, and saves money on gas.

09/29/06 - Baby Your Baby – Fetal Alcohol Spectrum Disorders - Fetal Alcohol Spectrum Disorder or FASD is traumatic brain injury to a fetus when a woman drinks alcohol during her pregnancy. Alcohol Related Neurodevelopment Disorders ARND affects one of one hundred babies in North America, making alcohol the leading cause of brain damage today. Although many people with FASD have mental retardation, most have an IQ in the normal range. It is estimated that half of the people in the criminal justice system suffer from FASD. FASD is also a major cause of homelessness.

COMMUNITY INVOLVEMENT

08/25/06 – 08/27/06 - Park City Jazz Festival - In 2006 The *Fidelity Investments Park City Jazz Festival* returns to Deer Valley and the Canyons for its ninth annual weekend of smooth jazz and fun. World-renowned jazz musicians entertain for three spectacular nights of entertainment. KUTV sold exclusive sponsorships to local advertisers and supported the Festival as the exclusive television partner with on-air promotion spots, spot production and news coverage.

09/08/06 – 09/09/06 - The Greek Festival - The Greek Festival is an annual event that celebrates the Greek heritage and culture in Utah. KUTV participated in this community event as the exclusive television partner with News Support and On-Air Coverage.

09/07/06 – 9/17/06 - Utah State Fair - The Utah State Fair celebrated its 151st Anniversary in 2006. KUTV participated in the community event with News Support and On-Air Coverage. In addition KUTV ran a paid advertising schedule supporting the Fair.

09/20/06 - 2006 Chili Affair - The 2006 Chili Affair is an annual fund-raising event for The Road Home and the Salt Lake Community Shelter and Self Sufficiency Center. The event features local restaurants and chefs who donate chili, breads, salads and desserts. Live music, dancing and a silent auction are just a few of the activities attendees enjoy. KUTV participated in this community event as the exclusive television partner with on-air promotion spots, spot production and news coverage. Two of KUTV's on-air talents also emceed the event.

09/23/06 - 2006 American Heart Association Heart Walk - The 2006 American Heart Association Heart Walk is a non-competitive 5K walk through Wheeler Historic Farm in Murray, Utah. Funds raised by participants in the walk so toward helping support the American Heart Association's research and community education programs. KUTV participated in this community event as the exclusive television partner with News Support and On-Air Coverage.

PUBLIC SERVICE

07/12/06 – Fresh Idea - Discount Diapers - This story featured several web sites where parents can find diapers in bigger bulk than at the grocery store. Also an added benefit to shopping at these web sites the buyers are not required to pay shipping or any sales tax. We interviewed a local mother of triplets who said she goes through more than 20 diapers a day.

08/04/06 – Fresh Ideas - Babysitting First Aide - The Cottonwood Heights Recreation Center in Sandy offers babysitting first aide classes for children ages 11-14 years old. They are taught basic first aide. They also teach them what to do in different situations like how to answer the phone or what to do when a stranger is at the door. We interviewed a former student of the class who told us people prefer to hire her because she is certified.

09/07/06 – Fresh Ideas - Healthy Paints: Air Date - The Green Building Center of Salt Lake offers people an alternative to toxic paints. They sell many all natural and eco-friendly paints used for baby rooms and family rooms. Many of these natural paints are about the same price as regular paint. Because of the natural ingredients the paint smell is eliminated.

9/21/06 – Fresh Ideas - Eco-friendly Building materials - We featured a local building store that specializes in only environmental friendly building materials. Building your or remodeling a home with these kind of materials can show how the can save the earth beyond there recycling bin.

CONSUMER AFFAIRS

TELETHONS