



KFVS-TV

QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST  
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

October 1 – December 31, 2020

The following issues were identified as significant and addressed by KFVS in order to serve the community and act in the public interest as set forth by the Federal Communications Commission:

1. Consumer, including new product information researched and rated in a we-try-it-before-you-buy-it format and the latest in computer technology.
2. Health Services and Medical Care, including exercise, dieting and disease prevention, as well as mental health initiatives and new treatment options.
3. Community Involvement/Development, including volunteerism, blood drives, fundraising and awareness campaigns.
4. Crime/Safety, including crime prevention, alcohol and drug abuse, fire and consumer safety and issues regarding the criminal justice system.
5. Economy, including economic development, community infrastructure, small business development and visitor attractions.
6. Youth, including activities for youth, school safety issues, education, and youth-oriented community organizations and programs.

**DESCRIPTION OF KFVS-TV PROGRAMS PROVIDING  
THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

| <b><u>PROGRAM</u></b>           | <b><u>DAY</u></b>       | <b><u>TIME</u></b> |
|---------------------------------|-------------------------|--------------------|
| <b><u>Local News</u></b>        |                         |                    |
| <b>"The Breakfast Show"</b>     | Monday through Friday   | 4:30-7:00am        |
| <b>"The Breakfast Show"</b>     | Saturday and Sunday     | 6:00-7:00am        |
| <b>"Heartland News at Noon"</b> | Monday through Friday   | 12:00-12:30pm      |
| <b>"Heartland News Now"</b>     | Monday through Friday   | 4:00-4:30pm        |
| <b>"Heartland News at Five"</b> | Sunday through Friday   | 5:00-5:30pm        |
| <b>"Heartland News at Six"</b>  | Monday through Saturday | 6:00-6:30pm        |
| <b>"Heartland News at Ten"</b>  | Monday through Sunday   | 10:00-10:35pm      |

All of the above programs are locally produced news programs presenting a mix of news, weather and sports.

|                        |          |              |
|------------------------|----------|--------------|
| <b>60 Minutes</b>      | Sunday   | 6:00-7:00pm  |
| <b>48 Hours</b>        | Saturday | 8-9pm/9-10pm |
| <b>Face The Nation</b> | Sunday   | 9:30-10:30am |

These are CBS network programs often featuring investigative reporting on controversial issues facing the American public.

|                                   |                       |             |
|-----------------------------------|-----------------------|-------------|
| <b>CBS Morning News</b>           | Monday through Friday | 4:00-4:30am |
| <b>CBS This Morning</b>           | Monday through Friday | 7:00-9:00am |
| <b>CBS This Morning: Saturday</b> | Saturday              | 7:00-9:00am |
| <b>CBS Sunday Morning</b>         | Sunday                | 8:00-9:30am |

These CBS network news programs offer a mix of news, weather and features, including interviews and in-depth reports on issues of current concern.

|                         |           |             |
|-------------------------|-----------|-------------|
| <b>CBS Evening News</b> | Every Day | 5:30-6:00pm |
|-------------------------|-----------|-------------|

This CBS network news program provides a roundup of the day's major news events, as well as in-depth reports on issues of public concern.

## PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

**Consumer**, including new product information researched and rated in a we-try-it-before-you-buy-it format and the latest in computer technology.

*October 1 – December 31, 2020*

### **Local News**

October 5, 2020

Time 5-5:30pm Duration 2:10

The pandemic reunited many adults with their bicycles. According to a recent survey, nearly 10% of American adults rode a bike for the first time in more than a year; and 36% peddled with their kids. Justin Fischer reports on bicycle helmets. At Consumer Reports, experts rigorously evaluate helmets in the lab, testing how well they absorb impact at about 14 miles per hour to simulate how a biker might fall in an accident. We repeat the test four times. We impact the helmet on the front, side, rear and crown to simulate a rider falling off their bike and hitting those parts of their head.

October 5, 2020

Time 5-5:30pm Duration 1:45

Can a car make you happy? Consumer Reports looked at data to find out. Justin Fischer has more. We look at how owners rate their cars on satisfaction in five categories: driving experience, comfort, value, styling, and dashboard controls." Ultimately owner satisfaction is an individual thing, but there are some interesting trends. For example, Women were most satisfied by the Kia Telluride, Mazda MX-5 Miata and Ford Expedition, while Men preferred the Tesla Model S and the Hyundai Santa Fe. What about where you live? Well folks in the Midwest were happiest with the Chevy Bolt. For the South, it's the Ford Expedition, Tesla Model S in the West, and the Toyota Avalon in the North!

October 16, 2020

Time 5-5:30pm Duration 1:55

With so many cord-cutting options out there for T-V viewers, Consumer Reports set out find the best deals for \$25.00. Justin Fischer has the details. Consumer Reports' Tech Editor, Jim Willcox, says some people are spending as much money on various streaming services as they were on cable. "So, I wanted to see if it was possible to get a good assortment of content and broadcast channels for just \$25.00 a month." Since every family has different interests and favorite shows, Jim put together an economical package that could appeal to a wide range of people.

October 19, 2020

Time 5-5:30pm Duration 1:45

Have you bought yogurt lately? The choices seem endless. If you're overwhelmed, you're not alone. Consumer Reports cuts through the clutter to reveal which yogurts pack the most nutrition and taste. Justin Fischer reports. Consumer Reports tested 37 vanilla yogurts, dairy and non-dairy versions -- and rated them for nutrition and taste. "We were happy to see that some of the yogurts that scored tops for taste were among the lowest in added sugars." CR's top spots went to Greek or Icelandic yogurts. These yogurts are often strained, which not only thickens the yogurt, but removes some of the carbohydrates, and concentrates the protein.

October 19, 2020

Time            5-5:30pm            Duration            1:55

If you cook a lot of rice - you might be considering buying a rice cooker. The testers at Consumer Reports decided to see which ones are the best bang for your buck. Justin Fischer has the details. Consumer Reports tested six rice cookers from popular brands, ranging in price from 20 to 270 dollars. Testers not only looked at the quality of the finished rice, but also how easy they were to program and clean, how much energy they used, and how long it took to cook rice. "An ideal batch was cooked evenly from top to bottom with soft fluffy grains, and no pockets of mushy or crunchy rice." The big difference between them was the amount of time they took to make a batch of rice. For a cup of white rice, machines ranged from 20 to 45 minutes. For brown rice, they ranged from 30 to 90 minutes.

October 28, 2020

Time            5-5:30pm            Duration            2:15

Concerns over COVID-19 have many people worrying about indoor air quality, so Consumer Reports tested some residential air purifiers. Justin Fischer tells us what they found. Running an air purifier is a good idea to keep dust, smoke and other allergens at bay inside your home. But, if someone in your home is sick, can an air purifier help? Consumer Reports says the answer isn't a simple yes or no. "For an air purifier to be effective, it must be able to consistently draw in enough air to reduce the amount of particles containing the virus that persist in the air." The HEPA filters in most residential air purifiers are certified to capture 99.97-percent of particles that are 0.3 micron in diameter. But the filters also capture both smaller and larger particles even more efficiently, including the coronavirus.

November 6, 2020

Time            6-6:30pm            Duration            2:00

The pandemic sparked a surge in the sale of bread makers....as many homebound bakers decided to try making their own. Consumer Reports tested a variety of bread makers and Justin Fischer has those results. Bread makers have been around for years, but newer models are more versatile, turning out gluten-free bread and pizza dough in addition to basic breads. Just pop in the ingredients, set it and forget it until the smell of bread fills your kitchen. At least that's what's supposed to happen. To make sure, Consumer Reports testers baked white and whole wheat loaves in each machine, referencing recipes from among the books that came along with the machines. Of the three machines tested, the Zojirushi Home Bakery Maestro was a standout. It makes golden-brown one-pound loaves. The displays are easy to read, and the machine features an automatic ingredient dispenser for adding nuts or dried fruit at the right time. For much less, the Breadman 2-pound Professional Bread Maker makes nice loaves, but the display panel is small and doesn't show the steps.

November 10, 2020

Time            5-5:30pm            Duration            1:55

We have a couple of recalls to make you aware of. Yeti is recalling 250,000 of those mugs with magnetic slider lids. Apparently, the lid can pop off when the mug's filled with something hot. There have been two reports of it happening -- though no one has gotten hurt--but the company says you should stop using the mug right away. If you have one of these mugs, the people at Yeti say you can send the lid back to the company for a full refund. Thousands of heads of romaine lettuce are being recalled over possible e. Coli contamination. Tanimura and Antle is recalling nearly 3,400 cartons distributed in 19 states and Puerto Rico under its namesake brand.

The labels say they were packed on October 15th or 16th. There are no reports of anyone getting sick. The company says the recall is being done out of abundance of caution.

November 11, 2020

Time 5-5:30pm Duration 2:10

If you're stuck at home with a spotty internet connection or dead zones, Wi-Fi range extenders can be an easy and affordable solution. Consumer Reports recently tested several. Justin Fischer reports. Rich Fisco oversees electronics testing at Consumer Reports and has been working with routers and Wi-Fi for decades. But even Rich had issues with Wi-Fi at his home. Rich wasn't quite sure if a Wi-Fi extender would fix the issue or not. So, he procrastinated. Not long after the Coronavirus pandemic began, CR started testing some products at employees' homes-making sure to maintain strict testing protocols. So, when it came time for CR to test Wi-Fi extenders, Rich realized it was the perfect opportunity to use his home as a test lab. Two that did well in all of CR's tests -- The Nighthawk from Netgear. And a less expensive option -- this model from TP-Link.

November 20, 2020

Time 5-5:30pm Duration 1:50

As if we didn't have enough to worry about this holiday season, November and December are also peak months for food poisoning. The experts at Consumer Reports have some tips to keep your leftovers safe. Here's Justin Fischer. Consumer Reports says you can keep your favorite holiday foods safe and tasty beyond turkey day by following some tips from CR's food and health experts. First, pack any leftovers as soon as possible. "You need to pack them away sooner than you might think. They should be refrigerated within two hours of cooking regardless of the temperature." Many people leave the turkey out to cool but it's a big no-no. "A whole turkey can take a long time to cool down which gives bacteria a chance to multiply." You can store wings or legs on the bone but slice off the breast meat when it's time to pack it away. Plan to freeze whatever you won't eat in three to four days.

November 23, 2020

Time 5-5:30pm Duration 1:45

If you do a lot of outdoor work, a chainsaw can be a worthy investment. Consumer Reports just finished testing saws and reveals which can tackle the toughest tasks and Justin Fischer has the results. "We look for a number of safety features when we assess chainsaws. One of them is a cover for the blade to protect you from getting cut when the saw isn't in use. We also look for a chain break which is this device here. It's designed to engage and stop the blade from spinning if you get a kickback while you're cutting." You can see the difference between a chainsaw that reduces kickback and one that is harder to handle. The biggest surprise in CR's tests was how much battery powered chainsaws have improved over the years.

November 25, 2020

Time 6-6:30pm Duration 1:00

Sunbeam is recalling more than 914,000 6-quart Express Crock Pot multi-cookers. The products were sold between July 2017 through this November. At issue: the lid can suddenly detach and poses burn risks when hot food is ejected. At least 99 injuries were reported. The company will send free replacement lids.

December 2, 2020

Time            5-5:30pm                      Duration        1:45

The holidays are often a time for giving to loved one, friends, and charity. But before you open your wallet, you might want to hear Consumer Reports' advice on making the biggest impact with your buck. Justin Fischer has the details. "Charities differ a lot in how much of the money they raise goes for programs instead of covering the expense of raising money. Effective charities devote much more of their operating budget to the services they provide than to their other expenditures, like salaries and marketing costs." Also be sure to check the charity's own website for information about its mission, a list of the board of directors, and its latest financial reports. "If the charity site doesn't list its financial details online, the organization is not very transparent, which could be a red flag." And watch for fees. Online giving platforms and crowdfunding websites are popular, but they often charge payment processing fees, perhaps 3% or more -- that's money that isn't going to charity. Instead, consider giving the old-fashioned way with cash or a check.

December 4, 2020

Time            5-5:30pm                      Duration        1:45

Consumer Reports shows you how to use a smart plug to hack your holiday lights... and other tips to keep this season bright and merry. Justin Fischer has the details. "The simplest way to control your holiday lights is honestly with a smart plug. They're really affordable, you can set them to turn on and off with your local sunset and sunrise times." Smart plugs cost anywhere from \$15-65. You'll want one that's wi-fi capable. To set up just plug it into a wall outlet, plug your lights into the device and then you can control your lights from your smartphone. If you want to take it a step further-- Dan also looked at several smart light kits that can change colors, create festive patterns and effects and they allow you to set your lights to music. Dan says they do require some tech skill and they cost more than regular lights - about \$60-200.

December 7, 2020

Time            5-5:30pm                      Duration        1:55

Christmas shopping can be hard if you're trying to stick to a tight budget. Justin Fischer has some great gift ideas for the tech lovers in your life-with price tags that would make anyone's holiday merry and bright. First up is the Amazon Fire 7 tablet. "This is a great low-cost tech idea for kids. It lets you create profiles, so everyone has their own home screen and the apps they want." Next, check out the new 4th Generation Amazon Echo Dot. And if you're shopping for someone who loves taking pictures -- check out Kodak's Print-o-matic instant camera. And if there's someone on your shopping list who could use a little peace and quiet -- these wireless noise-canceling headphones from Monoprice may be just what they need.

December 18, 2020

Time            5-5:30pm                      Duration        1:35

Looks like now's a good time to buy a new home. Mortgage rates are at a record low for the 15th time this year. Mortgage giant Freddie Mac reports the average interest rate on a 30-year fixed-rate mortgage dropped to 2-point-67 percent last week --- the lowest level in the history of the survey, which goes back nearly 50 years. This comes as the federal reserve says it'll hold interest rates near zero.

December 21, 2020

Time            5-5:30pm                      Duration        2:25

Staying at home more often might mean -- the dirt piles up quicker these days. To help with that -- Consumer Reports tested hundreds of vacuums and tells us which the best are to keep our floors clean. Justin Fischer has the details. Whether you have carpets, stairs or bare floors, there is a "best vacuum" to address your mess. Robotic vacuums are good at picking up dropped snacks and dust bunnies. Consumer Reports recommends the Eufy 11S. It's an affordable robovac that is slim enough to get beneath furniture. But a robo vac shouldn't be relied on as your only vacuum. "To reach embedded dirt, you need an uprights or canister vacuum. Lighter vacuums like robots, handhelds or sticks don't have the strong suction and the brush-roll combination that the bigger vacuums do."

December 28, 2020

Time            5-5:30pm                      Duration        2:00

Think it's time for a new mattress? Consumer Reports says you don't have to spend a lot- or even go to a store -to get one delivered right to your front door. Justin Fischer has the details. Like everything else these days, you can probably order it online and have it delivered ... even your next bed! But if you're concerned about choosing a mattress without "trying it out Consumer Reports performs a myriad of mattress tests so you can find exactly what's right for you. "In Consumer Reports' most recent member survey we found that more than forty percent of members bought a mattress online in 2019 and 2020. Of the people who bought that mattress online, fifty percent were completely satisfied with their shopping experience." And perhaps more reassuring - Only about 2 percent of surveyed members were dissatisfied with their online mattress shopping experience.

### **60 Minutes**

December 6, 2020

"Peddling PPE" -- a report on companies rising to meet the demands for Personal Protective Equipment (PPE). With an unregulated market, companies like Blue Flame Medical have been accused of exploiting the pandemic for profit. Includes interviews with John Thomas, president of Blue Flame Medical; Jim Mangia, CEO of St. John's Well Child & Family Center; and Rudy Rong, founder of Magic Ice Cube. (C: Lesley Stahl -- P: Shachar Bar-On)

## PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

*Health Services and Medical Care, including exercise, dieting and disease prevention, as well as mental health initiatives and new treatment options.*

*October 1 – December 31, 2020*

### Local News

- All local newscast during this quarter included an update on COVID-19, including national and local statistics, testing sites, and information from Health Departments.

October 2, 2020

Time 10-10:35pm Duration 1:42

The Heartland is facing a flu vaccine shortage. We're told it's hit and miss on the which pharmacies are getting the vaccine for the regular flu. Pharmacist and Co-Owner of John's Pharmacy, Abe Funk, says they usually receive a full supply of vaccines in August. Medical experts suggest getting the flu shot well before October, but Funk says many of his customers are having to wait due to the shortage. "So far this year we've only received about 20-25% of our full allotment. Most of that allotment has gone to nursing home patients as they are the highest risk in the area." Funk says, he expects to have vaccines fully available in a few weeks.

October 12, 2020

Time 5-5:30pm Duration 1:35

Drug maker Pfizer plans to start testing its experimental coronavirus vaccine on children as young as 12. It will be the first coronavirus vaccine trial to include children in the United States. While the death rate from coronavirus is lower among children, experts say kids can still develop serious symptoms. Children can also spread the virus to others.

October 14, 2020

Time 5-5:30pm Duration 2:00

Did you know there are about 200 types of headaches? While the treatment needs of every person are different, some lifestyle changes could help prevent headaches before they happen. Justin Fischer has more. There is evidence that shows that simple lifestyle changes can help prevent headaches. Things like keeping consistent mealtimes, bedtimes, and wake times and staying hydrated. 20 minutes of aerobic exercise each day has been found to decrease the frequency and severity of migraines.

October 14, 2020

Time 6-6:30pm Duration 2:00

Southeast Missouri State University hopes to reduce the chances of students and staff contracting coronavirus, by installing hundreds of air purifiers in classrooms. Jeremy J. Ford has the story. "We felt that it was necessary to go one step further and provide these individual units within our classroom facilities." Director of Facilities Management Angela Meyer says the purifier is portable and simple to use. "It's a HEPA filter unit. Simply plugs into the wall, circulates the air, filters the air, and helps with purifying the air."



October 21, 2020

Time            6-6:30pm      Duration       2:15

New Madrid County reached the second-highest positivity rate of Coronavirus in the state this month. Leaders with the county health department say they're alarmed by the number of people ignoring CDC guidelines. Brooke Buckner tells us how they're taking action to raise awareness. Jayne Dees is the administrator at the New Madrid County Health Department. She's talking about how some people in the county aren't taking Quarantine seriously. "We're getting lots and lots of calls from parents, school officials, just general people". She says the dozens of calls is what prompted the health department to make this Facebook post Tuesday. It says, "If you have been asked from your school or your local health department to quarantine due to Covid-19 please STAY AT HOME like you are supposed to".

October 14, 2020

Time            5-5:30pm      Duration       2:00

Experts say you need a flu shot--now more than ever because of the COVID-19 pandemic. Justin Fischer has the details. Since there is not yet an approved vaccine against COVID-19, health experts are recommending, with even more urgency than usual, that people get their flu shot this season. "The flu shot won't reduce your risk of getting COVID-19, but it will cut your risk of getting the flu. And even if you do get the flu, if you've had the flu shot, you're also less likely to get severely sick or need to be hospitalized."

November 5, 2020

Time            6-6:30pm      Duration       2:15

COVID-19 testing isn't the only service available at those drive-through sites we just mentioned. Now, you can also talk to a counselor if you're feeling stressed or overwhelmed. It's part of "Show Me Hope" -- which is a statewide program that puts crisis counselors at coronavirus testing events. We caught up with Counseling team leader Janey Piper at today's site in Cape Girardeau. "A lot of the things that we are seeing right now are related socially since everyone is being quarantined. Having to social distance, that interaction that you get from people, people are really missing that so that's really what we are seeing mainly. And a lot of things that have been face to face that are moved online are also a struggle right now too." Piper says the counselors are sharing insight on stress management, anger management and self-care to make sure people are taking care of themselves.

November 9, 2020

Time            10-10:35pm    Duration       1:50

As we approach the holidays, we are seeing a rise in COVID-19 cases. Some people may see major changes because of it. Noelle Williams has that story COVID-19 cases are rising in Southern Illinois. Restrictions will soon be in effect, and you may have worries and question. The Southern Seven Health department is helping to make it easier for you. The Southern Seven Health department announced a new addition to the COVID-19 Outreach Team, in hopes to help limit the spread of the virus. "If somebody just has that extra question or just needs some clarification on something that's what we're here to help them with". Contact Tracing Outreach Coordinator, Nathan Ryder, the new addition to the team, says his job is to help the public receive information about the virus and its changes.

November 16, 2020

Time 5-5:30pm Duration 2:15

Between politics, ongoing civil unrest, and the global COVID pandemic -- some days it's hard to avoid reading posts and articles you find upsetting. Justin Fischer has some tips that could go a long way in preserving your mental health during these challenging times. This isn't about blocking out the world and pretending that nothing wrong is happening. It's about taking back control and deciding when you want to interact with this kind of content and doing so on your own terms." For example, you can unfollow someone, or even "snooze" them for a 30-day break by clicking on the three dots at the top right of their post. Or you can click "hide post" so Facebook learns what kind of content you don't want to see.

November 23, 2020

Time 6-6:30pm Duration 2:00

The holiday season is also associated with an increase in heart attacks. A Heartland dietitian tells us how we should follow healthy holiday habits. Jeremy J. Ford has the story. Registered dietitian Tori Mincemeyer says with this year being stressful for many, it's easy to let yourself go over the holidays and with gathering limitations and social distancing restrictions, she says to stay healthy we need to pay more attention to what we consume. "Making sure that we're keeping our stress levels as low as possible. Making sure to take care of our bodies through eating nourishing meals like with fruits and vegetables. Getting whole grains, things like that." She says it's important to keep a high level of activity. "Which can obviously help reduce stress as well if we are more active like going on a walk outside. Getting out of the house, getting fresh air."

November 25, 2020

Time 10-10:35pm Duration 1:55

Whether it's stress from the pandemic or being quarantined at home, millions of Americans say they've gained weight over the past few months. Now that the winter holidays are here, and that includes a Thanksgiving feast for many of us. However, it's more important than ever to have a healthy immune system so you can fight off COVID-19. Doctor Amy Lee says this is a good time to try healthier foods - more greens and protein, and less sugar. You don't need to cut out special holiday treats, but don't overindulge between holidays.

December 3, 2020

Time 6-6:30pm Duration 2:00

A marathon, not a sprint. That's how the director of the Cape Girardeau County Health Department describes dealing with the pandemic. Isabelle Hanson has more. It's not what if a pandemic hits, but when, according to Jane Wernsman, who leads the Cape Girardeau County Health Department. Wernsman says her team's dedicated and works hard. sometimes seven days a week. They manage everything from contact tracing to data related to COVID-19. Across the border in Illinois, Southern Seven Health Department officials face that same work. As a Southern Seven contact tracer, Crystal Crim calls people every day to talk about their COVID-19 diagnosis or being a close contact.

December 8, 2020

Time 6-6:30pm Duration 1:15

This is National Influenza Vaccination week and the Centers for Disease control want to remind you that it's not too late to get your flu shot. The flu vaccination is especially important this season. Experts say getting the shot might help preserve medical resources and reduce burdens

of respiratory illnesses. "We want to keep people out of the hospital as much as possible right now with COVID patients coming in as well," Cape Girardeau County Public Health Center Health Educator Maria Davis said. "So, getting that flu shot is really important. We have seen decreases in flu this year which is probably due to the other precautions we're taking with COVID." The flu shot takes about two weeks to kick in and protect you from the flu. The C-D-C says there are more doses of flu vaccine available this season than ever before. Manufacturers have distributed 197.4 million doses of flu vaccine.

December 16, 2020

Time 5-5:30pm Duration 1:35

Five Southeast Health employees in Cape Girardeau are now among the first in the area to get vaccinated for COVID-19 -- each one getting their first dose of Pfizer's brand-new coronavirus treatment. And Pfizer's vaccine is now in Western Kentucky. Officials at Mercy Health/Lourdes Hospital say a shipment of that area's first coronavirus vaccines arrived today; 975 doses to be exact, all put in a freezer to be stored overnight. Then the first frontline workers at Lourdes are due to get the vaccine tomorrow morning. Also, officials at Good Samaritan Hospital in Mt. Vernon tell us, Dr. Phekeswi Pujar is the first health care worker to get the vaccine in Southern Illinois. More than 80 front line workers received their shots today at Good Samaritan. Over the next 3 days, more Vaccines will be given out.

December 22, 2020

Time 10-10:35pm Duration 1:45

A new study finds people who use fitness trackers walk about an extra mile a day. Researchers looked at dozens of studies comparing the exercise activity of about 7,500 people -- with and without a tracking device or phone app. Overall, people walked an average of nearly 22,000 more steps -- or about a mile -- if they used a tracking app. The authors of the research say doctors may want to consider prescribing such apps and trackers for patients looking to get in better shape.

### **Locally Produced Public Service Announcements**

During December, KFVS produced and aired the following local public service announcements, using local news anchors and reporters to front the messages:

#### **Heartland Blood Drive-January Drive**

Promoting annual station sponsored winter blood drive which took place in various locations throughout our viewing area.

#### **Face The Nation**

October 4, 11, 18, & 25:

Each broadcast contained stories related to the spread of coronavirus, treatment, prevention, etc. in the United States and internationally.

#### **Face The Nation**

November 1, 8, 22, 29:

Each broadcast contained stories related to the spread of coronavirus, treatment, prevention, etc. in the United States and internationally.

### **Face The Nation**

December 6, 13, 20, 27:

Each broadcast contained stories related to the spread of coronavirus, treatment, prevention, etc. in the United States and internationally.

### **60 Minutes**

October 4, 2020

“A Different Kind of Vision” – a profile of architect Chris Downey who lost his sight after a tumor surgery. By relying on sound and texture, and new tools, Downey has developed a specialty in designing spaces that are accessible to the blind. Includes interviews with Rosa Downey, his wife; Renzo Downey, his son; Bryan Bashin, director, LightHouse for the Blind and Visually Impaired. (C: Lesley Stahl – P: Shari Finkelstein, Jaime Woods)

October 11, 2020

“Treating COVID-19 Today” – a report on potential treatments for Covid-19 currently in development. As scientists race to understand the new virus, around 3,500 clinical trials are currently in progress to develop a vaccine as well as effective therapeutic drugs. Medical professionals are also preparing themselves for an increased surge in positive virus results. Includes interviews with Dr. David Ho, AIDS researcher and virologist at Columbia University; Dr. James Pruden, medical director of emergency preparedness at St. Joseph’s Hospital in Paterson, New Jersey; Dr. Kevin Tracey, head of the Feinstein Institute for Medical Research at Northwell Health in New York; and Dr. Christina Brennan, who oversees Northwell Health’s clinical trials. (C: Scott Pelley – P: Nicole Young)

October 11, 2020

“Genetic Revolution” – a report on a clinical trial for sickle cell anemia at the National Institutes of Health (NIH). Sickle cell affects a hundred thousand people in the United States, mostly African-Americans. Utilizing gene therapy, which locates and fixes the genes responsible for different diseases, doctors and scientists are hoping to find a cure for the painful, chronic and often deadly disease. Includes interviews with Jennelle Stephenson, patient; Ray Stephenson, Jennelle’s father; Dr. John Tisdale, hematologist; and Dr. Francis Collins, director, National Institutes of Health (NIH). (C: Dr. Jon LaPook – P: Denise Schrier-Cetta, Megan Kelty)

October 18, 2020

“Dr. Fauci” – an interview with Dr. Anthony Fauci, director of the National Institute of Allergy and Infectious Diseases. As one of the leaders of the White House Coronavirus Task Force, he addresses the current state of the coronavirus pandemic in America and the effect it has had on his own life. Includes an interview with Dr. Christine Grady, his wife, a bioethicist at the National Institutes of Health.

November 1, 2020

“The First Outbreak” – a report on the first American outbreak of the coronavirus, at the Life Care Center nursing home in Kirkland, a Seattle suburb in Washington state. In February the nursing home was overwhelmed by a high number of coronavirus cases that quickly depleted the nursing home of its staff, facilities, and medical supplies, ultimately resulting in numerous deaths. Includes interviews with Nancy Butner, vice president of Life Care Centers of America’s Northwest Division; Dr. Geoffrey Baird, chair of the Department of Laboratory Medicine and Pathology at the University of Washington School of Medicine; Dr. Francis Riedo, medical

director of infectious disease and prevention at Evergreen Hospital; and Dr. Jeff Duchin, a twenty-two-year veteran of the county health department who was in charge of the local government response to Life Care. (C: Bill Whitaker – P: Julie Holstein, Michael Karzis)

November 8, 2020

“A Shot in the Arm” – a report on the coronavirus vaccine. As medical companies rush to design and certify vaccines for the virus, health organizations and the military have made detailed plans to manufacture and distribute vaccines across the country. Includes interviews with Army General Gus Perna, who leads Operation Warp Speed; Paul Ostrowski, an Army veteran and civilian deputy; Marion Whicker, Deputy Chief for Supply, Productions and Distribution to Operation Warp Speed; Sean Kirk, vice president of BioSolutions in Baltimore; Karen Flynn, Catalent’s chief commercial officer; Richard Smith, who runs FedEx Express in the U.S.; Colonel Deacon Maddox, Director of the U.S. Army Logistics Data Analysis Center; and Judith Persichilli, New Jersey Health Commissioner. (C: David Martin – P: Mary Walsh)

November 22, 2020

“COVID’s Long Haulers” – a report on the lingering effects of COVID-19 experienced by some people who were infected with the virus. Doctors have struggled to find a consistent answer to the wide-ranging aftereffects. Includes interviews with Sadie Nagamootoo and Nitza Rochez, who are dealing with long-term effects of COVID-19; Dr. Dayna McCarthy, a rehab specialist at Mount Sinai Hospital’s center for post-COVID care in New York; Dr. Zijian Chen, Medical Director of the post-COVID Care Center at Mount Sinai; and Dr. Mary Fowkes, head of autopsy and neuropathology at Mount Sinai. (C: Anderson Cooper – P: Nichole Marks, David M. Levine)

November 22, 2020

“90+” – a report on an NIH funded research study at the University of California Berkeley in which elderly subjects over the age of ninety are examined for clues to their health. As projected life expectancy continues to improve, researchers have been able to learn important information about dementia from their participants. Includes interviews with Ted Rosenbaum, Lou Turado, Ruthy Stahl, Jane Whistler, Henry Tornell, Helen Weil and Sid Shero, study participants; and Dr. Claudia Kawas, neurologist and the 90+ Study’s lead investigator. (See also: “90+”, OAD: 05/04/14; 1<sup>st</sup> Rebroadcast: 08/31/14 – includes an update.) (C: Lesley Stahl – P: Shari Finkelstein)

December 20, 2020

“An End in Sight” – a report on Pfizer’s release of the first U.S. approved coronavirus vaccine. Created in collaboration with BioNTech, the vaccine has been expeditiously vetted through the design and certification process to meet the urgent need to stop the virus. Includes interviews with Kathrin Jansen, head of vaccine research and development for Pfizer; Dr. Ugur Sahin and Dr. Ozlem Tureci, founders of BioNTech; Albert Bourla, Pfizer’s CEO; and Dr. Mark Mulligan, director of the NYU-Langone vaccine center.

## PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

*Community Involvement/Development, including volunteerism, blood drives, fundraising and awareness campaigns.*

*October 1 – December 31, 2020*

### Local News

October 1, 2020

Time 6-6:30pm Duration 1:25

Police in Carbondale are looking for volunteers this Halloween for its Pumpkin Patrol. The Police department has been sponsoring the safety program since 1992. Pumpkin Patrol Volunteers will walk and drive around neighborhoods looking for potential hazards on Halloween. Volunteers will have to pass a background check. They will also be required to wear face coverings and undergo temperature checks before any patrols.

October 8, 2020

Time 5-5:30pm Duration 1:50

The city of Carbondale is hosting a new type of Halloween event so families can have fun while staying safe. It's a free Drive-Thru Trunk-or-Treat at the Haunted Hickory Lodge. Each vehicle will travel around the Halloween-themed circle drive, stopping in the back-parking lot. The trunk-or-treaters must stay in their vehicle at all times. But the Carbondale Park District hopes families will still dress up and even decorate their cars.

October 8, 2020

Time 6-6:30pm Duration 2:00

Rebuilding after a natural disaster takes time, and money. That's why folks in Van Buren are coming together this weekend, and they hope you'll consider joining them. Jeremy J Ford has the story. When the floods hit the city of Van Buren, Missouri back in 2017 businesses were lost and dreams were washed away, but now in the third year of rebuilding the Community infrastructure, locals are generating revenue by coming together. "This year is going to be the biggest and best fall festival yet." The two-day Van Buren Fall Festival begins Saturday morning at 9am with events at three locations across the city.

October 12, 2020

Time 6-6:30pm Duration 1:45

The pandemic has many of us working or learning remotely -- even some doctors' visits are on-line. Cape Girardeau Public Library system is looking to expand free WIFI in the city -- funded through a state grant. Brooke Buckner reports. "We know there are people who need internet for their jobs." Katie Hill is the director at the Cape Girardeau Public Library. She tells me the grant will allow up to 11 Cape city parks to have access to free Wi-Fi. She also says the grant will provide the funding for one year of service and the Library may decide to continue the access in the future.

October 16, 2020

Time 5-5:30pm Duration 1:50

There's a lot of pressure on poll workers this election cycle -- with most counties expecting a surge of voters. To help handle the increase, Cape County Elections is holding a week-long

curbside voting event. Alayna Chapie has details. Cape Girardeau County Clerk Kara Clark Summers wants to make voting easier for some this election season. "For anyone who has limited mobility or physically disabled and just cannot make it into their polling location we are offering this weeklong event." October 26th thru October 30th they can go to the Osage center or county administration building in Jackson to cast their vote. "We will have them pull into a parking spot and then we can bring their ballot to the car, all they need to bring is a valid form of identification."

October 16, 2020

Time 5-5:30pm Duration 2:15

Food and other resources are looking to be a major need in the upcoming winter months, as COVID-19 cases pick up in the United States. Here locally -- the need is up at the SEMO Food Bank, and CEO Joey Keys says he's trying to help get as much food as possible right now for struggling families. "There are still a lot of people that are still aren't still fully back to work or they're catching up from over the summer. Maybe bills or unemployment during those times. We are serving a higher number of people than we served at this point last year." Keys also says a higher number of children in the Heartland seem to be facing hunger since the pandemic began.

November 1, 2020

Time 5-5:30pm Duration 1:40

Two Counties in southern Illinois are forced to change polling sites, due to COVID-19 outbreaks. Colin Baillie has more. Unseen circumstances happened in Jackson County at one of their polling places County Clerk and recorder Frank Byrd tells me. "We had the service manager call us and tell us they had some residents that were COVID positive so there was no way we could use that facility." So, they moved the polling place a few blocks away to the Murphysboro Park District just a day before the elections. Beth Lipe, the Perry county Clerk and Recorder tells me they the same situation happen. "The Perry County Health Department had contacted us, and they had, had a COVID outbreak in that church facility. Lipe says they needed something close to the church, so they moved it across the street into the Du Quoin fair at the Expo Building.

November 1, 2020

Time 5-5:30pm Duration :30

If anyone in Cape County needs a safe ride to the polls tomorrow, SEMO Votes and St. James A-M-E Church are there to help. Both are sponsoring free rides from 8:00 'til 6:30. To schedule, call or text 573-860-0036. A pre-screened driver will pick you up, wait while you cast your ballot and return you home. Masks and seat belts are required during all rides.

November 2, 2020

Time 6-6:30pm Duration 1:45

The Jackson Civic Center held a Red Cross blood drive hosted by the Jackson Crossroads Church today. The goal--to collect 20 units of blood. Red Cross Account Manager Michelle Johnson said right now they have less than three percent of the population giving blood. She said it's vitally important to keep blood in stock, especially due to COVID and with the holidays coming up. "Typically, we get 20% of our blood from high schools and colleges," Johnson said. "So now a lot of them are not hosting because of the lockdown situations in the schools. On top of that, flu season ready to start, the holidays are getting ready to start so people get really busy." Johnson said they even need those who have had COVID in the past as they can donate

convalescent plasma. For more information, go to [redcrossblood.org](http://redcrossblood.org) or call 1-800-RED-CROSS.

November 5, 2020

Time 10-10:35pm Duration 2:10

The Missouri Office of Workforce Development has a creative way to help place some of those unemployed Missourians find the right job for them. Tayler Davis tells us how. "We have about 226,000 job postings currently in Missouri". That's why Missouri Director of Workforce Development Mardy Leathers tells me they have a mission to help people find jobs during the pandemic. They're doing it through their Return Strong Virtual Job Fair. Instead of having job seekers walk into a room filled with many companies looking to hire. They are making a way for people to talk to employers right from their computer screens.

November 16, 2020

Time 5-5:30pm Duration 2:30

It's National Hunger and Homelessness Awareness week, and members at the Community Partnership of Southeast Missouri say the need to help remains urgent this year as Tayler Davis reports. "There are many individuals out there that are suffering." That's why Community Partnership specialist Tony Davis is calling on the community to help. "The pandemic has caused a lot of people that were very independent at one time to be dependent." November 15 marks the start of National Hunger and Homelessness Awareness week. This year, they have gathered items earlier because of the pandemic. "We have a campaign now asking that they donate food items nonperishables, hygiene items, and even cash".

November 16, 2020

Time 6-6:30pm Duration 1:30

The Salvation Army begins its Red Kettle drive to help others this holiday season. This year is a bit different however, as COVID-19 has swept through the country. Lieutenant Matt DeGonia with the Salvation Army in Cape Girardeau said he hopes to reach as many people in need as possible while having safety protocols in place. "We've got really lucky this year, we've got a couple of stores that allowed us to round up at the registers," DeGonia said. "So, if you shop at Schnucks or at any of the Walmarts in the area, you can round up and give that way. We've also implemented online giving. You can go to our website or even at the kettle sites you can give online with your phone."

November 20, 2020

Time 10-10:35pm Duration 1:00

Carbondale Police want your help collecting coats and toys for children this holiday season. Police are holding their annual Coat Drive and Christmas Store. They are looking for toys for kids 1 to 12 years old, and coats for kids 1 to 15. Toys and coats can be dropped off at the police department. You can also donate coats at city hall and the University Baptist Church. Donations will be accepted through Monday, December 14th.

December 1, 2020

Time 5-5:30pm Duration 1:45

Jackson teenager, Colton Friese, has been fighting for his life in a St. Louis hospital for more than a month. He was one of several people injured in a car crash in October. Now - one woman decided to help however she could --- but making hand-crafted items to raise money for Colton's family during this difficult time. Photojournalist Mike Mohundro has more. If you



would like to buy one of her creations to help out, you can find them for sale at Kosmetic Kar Doctor in Jackson.

December 1, 2020

Time            6-6:30pm            Duration        1:45

The American Red Cross says it's in desperate need of blood supplies. Donations have taken a big hit during the pandemic this year. Many blood drives cancelled since the pandemic started. While some have been replaced -- it's been challenging. "Where we would normally collect blood in terms of schools, places of worship, community centers -- some of those locations are not currently operating or obviously not bringing together the same numbers of people."

December 16, 2020

Time            6-6:30pm            Duration        1:55

Wreaths Across American plans to change some of the ceremonies that honor military men and women that sacrificed for our country. The changes are to adapt to Centers for Disease Control guidelines on crowds. Many of the ceremonies are going virtual-only for everyone except staff. Missouri National Veterans Memorial Executive Director said those that served will still be honored. "The mission for Wreaths Across America is to remember, honor and teach. This year will be different. We plan to do it virtually and we always want to remember, honor and teach about those that have served for this great nation." The event will be available to watch on December 19 at 11-a-m. It will be available on the Missouri's National Veterans Memorial Facebook page and website.

December 18, 2020

Time            5-5:30pm            Duration        1:45

With less than a week left in its Red Kettle Campaign, the Salvation Army hopes for a generous push in donations to help meet its goal. Alayna Chapie has the story. Salvation Army Lieutenant Matt DeGonia says with six days left of the Red Kettle Campaign, "we are about \$32,000 short." He is hopeful things take a turn. "A lot of service clubs and churches and things like that come out and help us out during the season and this year aren't able to. We are going to hope to make as much money as possible, but if we come in short what we do is look at our budget. We look to see where we can make cuts and things like that and hopefully nothing too drastic has to happen." DeGonia says it's not too late to volunteer.

December 28, 2020

Time            6-6:30pm            Duration        1:55

Some non-profit organizations in Cape Girardeau County will receive Federal funding for food and shelter services. Brooke Buckner shows us how those funds will be used. Elizabeth Shelton is the Executive Director of United Way of Southeast Missouri. She's talking about how some Cape County residents need extra help right now. "Frequently at this time of year when it's cold people need help with electric and utility bills." But this year Shelton says people also need help paying rent. "Because of COVID, they are really struggling, and these are hardworking people in our community". Funds through the Department of Homeland Security and FEMA come in to help. United Way and other local organizations determine how to distribute the more than \$24,000 received. "If there are organizations out there that are helping with food and housing and utilities, we encourage them to apply". That way they can work directly with community members in need.

**Locally Produced Public Service Announcements**

During October, November and December, KFVS produced and aired the following local public service announcements, using local news anchors and reporters to front the messages:

**Old Town Cape - Revivify**

In October we ran PSA's for this fund raiser for Old Town Cape, a 501(c)(3) organization. It consisted of a virtual and in-person charity auction.

**Holiday Food Drive**

In December we sponsored and ran PSA's promoting a virtual holiday food drive in partnership with the SEMO Food Bank

**Sounds of the Season**

In December we ran PSA's that promoted the annual Sounds of the Season program that helped raise funds for the SEHealth Foundation Cancer Care Fund

## **PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

***Crime/Safety, including crime prevention, alcohol and drug abuse, fire and consumer safety and issues regarding the criminal justice system.***

***October 1 – December 31, 2020***

### **Local News**

October 7, 2020

Time 10-10:35pm Duration 1:30

Technology is allowing veteran law enforcement officers and students get more hands-on training when faced with a use of force situation. Jeremy J. Ford has the story from Sikeston. Sikeston Career and Technology Criminal Justice instructor Andy Caton says the simulator is full of real-life dangerous situation. "You're not going to be able to have somebody held hostage. You're not going to be able to have an active shooter situation. With this machine, you can do that. Sikeston school resource officer Brent Mullin says students will now get the same training as the professionals.

October 13, 2020

Time 5-5:30pm Duration 1:25

Today at five: an urgent request from the Missouri State Fire Marshal. He's encouraging you not to burn anything outdoors until conditions improve. We haven't had much rain recently. Fire marshal Tim Bean says this, along with low humidity, gusty winds and warmer temperatures could lead to fires rapidly spreading. Bean says under the current drought and weather conditions, even a small outdoor fire can get out of control and spread, with the potential for property damage and injury. He also reminds you to never throw out lit cigarettes and always check for local burn bans or restrictions before doing any open burning.

October 13, 2020

Time 5-5:30pm Duration 1:45

Missouri Governor Mike Parson continues to shine a spotlight on public safety. The governor this morning took part in the annual Public Safety Awards Ceremony, where first responders and some civilians get cited for acts of bravery. The event recognized 11 uniformed police and firefighters at the state's highway patrol academy. The awards handed out include the Missouri Medal of Valor, the highest award for putting oneself directly in harm's way to save another person. Two local men got that honor for saving a Carter County deputy's life.

October 19, 2020

Time 5-5:30pm Duration 1:30

National Prescription Drug Take-back Day happens this coming weekend. In Kentucky, events are scheduled to collect unwanted medications. The Kentucky Office of Drug Control Policy says the state has taken more than 163,000 pounds of unwanted prescription medications at drug take-back events and locations during the last nine years. This year's event is set for Saturday.

October 20, 2020

Time 5-5:30pm Duration 2:15

A state program designed to help rebuild the lives of those on probation or parole receives national attention. Brooke Buckner went to Poplar Bluff to see how works. District DOC

Administrator James Berry is talking about the Improving Community Treatment Success Program. It partners corrections with other state agencies and community nonprofits organizations to help those on probation or parole. "It has been about breaking down barriers to our client's success and doing so as quickly as possible." Barriers like drug addiction, lack of social support and continued legal troubles. Last week, the head of the National Prison Re-Entry Program visited this site and others in the state. In its second year, the I-C-T-S program serves 54 clients in Butler County.

October 28, 2020

Time 5-5:30pm Duration 1:55

Creating crime-free zones in and around rental homes is a big priority for both Cape Girardeau police and one community action group. Tayler Davis explains how they're working together to make it happen. The main purpose is to help secure safety for tenants, increase property value, and increase demand their apartments. To be a part of this you must get certified. The community partnership will receive its certification during a trunk or treat event planned at the Liberty Apartments Friday afternoon.

October 28, 2020

Time 6-6:30pm Duration 2:00

Today is National First Responders Day. And in Paducah, community members can get up close when learning about life-saving equipment. But things were a little different this year. Jeremy J. Ford has the story. Around this time last year, Paducah Parks and Recreation held a Touch the Truck event for the community. "The more popular vehicles are the first responder vehicles, are fire trucks, police cars from throughout the community, city, county, and also our ambulances as well." But this year, due to COVID-19, Paducah parks and recreation specialist Zachary Boyarski says, they moved the event online.

November 2, 2020

Time 5-5:30pm Duration 1:55

The Missouri Department of Conservation encourages drivers to be more alert this time of year. Early November is the beginning of deer mating season, which means more deer will be spotted on area roads. Jeremy J. Ford has more. Cape Conservation Agent Ben Stratton says this is the time of year where deer are most abundant. "Deer are kind of herd animals so if there's one, there's probably multiple deer that they need to be on the lookout for." "In early morning, late evening and then at night, need to be aware of number of deer on the roadway, watching for deer in the roadway and along the sides of the road. Staying alert, stay focused on the road. On the job at hand. Slow down, if you see deer or deer on the side of the road and stay focused."

November 12, 2020

Time 6-6:30pm Duration 2:10

Living along the Mississippi River can create a new set of challenges for our first responders. Training for one of those challenges put several local crews in a very tight spot today. Brooke Buckner shows us. An emergency on the river, a 12 foot drop to the bottom of a barge. It's a rescue situation some members of the Southeast Missouri Homeland Security Response Team haven't trained for until now. With the help of concrete supplier Buzzi Unicem, crews from Cape, Jackson and Sikeston must pack their equipment down this narrow staircase. "Our people are getting exposed to the challenges of operating in a barge and as you can see right now the challenges of just getting our equipment out onto the barge safely. These trainings help us to get

aware of those hazards that are associated with doing the job". Matt Buchheit works as the compliance coordinator at Buzzi Unicem. He says at the end of the day, both sides learn lessons.

November 18, 2020

Time 10-10:35pm Duration 1:55

Deer hunting season is underway, and after three hunters were wounded in Southwest Missouri during opening weekend, the Missouri Department of Conservation is reminding hunters to be careful with their firearms. Jeremy J. Ford has more. With deer hunting season officially underway across wooded areas in Missouri, safety is always a primary concern for hunters. Missouri Department of conservation Lieutenant Mark Reed says the low numbers were mainly due to bad weather, which can also cause accidents in tree stands and on the ground. "We want to make sure that hunters inspect their stands prior to using them. Make sure that's it a good solid and secure stand that is going to support their weight." He also suggests using proper climbing methods, stay attached to the tree and use a climbing harness. "As far as firearm safety goes. The firearm safety rules have pretty much been the same for years." Always be 100% sure of your target and what's beyond it. "Just in general be using common sense."

November 24, 2020

Time 10-10:35pm Duration 2:00

If you are traveling for the holiday, local police say protect your home. Burglaries are more likely to occur this time of year and officials want you to take the necessary precautions this holiday season. Noelle Williams has that story. Cape Girardeau Police Department Training Sargent, Joey Haan says nationally there is usually an increase in vehicle and home burglaries during the holidays. "Unfortunately, anytime we're in an economic decline crime does increase, so we are concerned this year there might be a slight increase. There has been several break-ins. I would try to make sure all the doors are locked, not just the one door handle. And probably let neighbors know that I'm not going to be around. Generally, if my house is by itself, I have friend or family member that's staying in the area check in on my house once or twice".

November 27, 2020

Time 6-6:30pm Duration 1:00

As holiday shopping gets underway, scammers hope to trick you with some good deals or fake websites. So, before you buy you may want to take note of a few of these tips, so you don't lose any money. First, don't use a debit card! Credit cards offer fraud protection that debit cards don't. It can be a lot harder to get a refund on a debit card purchase. And that credit card you're using? Don't store the info online. It can be stolen. Next, beware of phishing emails. If a deal is legit, you'll find it directly on the company's website. And make sure you shop on a secure website. One with "h-t-t-p-s" in the u-r-l -- the "s" stands for "secure."

December 7, 2020

Time 6-6:30pm Duration 2:10

Jeremy J. Ford has more on a proposed ordinance that would change the requirements for police officers who work for the city. "We're removing the state requirement to live inside of Missouri. We are opening up our candidate pool to potential candidates to Illinois as well." Cape Police department Sgt. Joey Hann says the Missouri state hiring requirement was a city mandate that has now been lifted. "The advantage is basically just reaching out to some of the larger areas in Southern Illinois like Marion and Carbondale where we might have some qualified candidates that might be a good addition to the Cape Girardeau police department." Which works well for those who attend the police academy through the university but live out of state.

December 7, 2020

Time 6-6:30pm Duration 1:45

With temperatures dipping into the 20's many of us are turning on the heat. But space heaters can be hazardous if left unattended. Brooke Buckner reports. According to Kennett Fire Marshal, Dennis Hamlett, space heater fires are not uncommon. "We'll usually have four or five calls a year that's related to space heaters". Hamlett tells me it's important to remember not to leave space heaters on all the time. "If somebody's using a space heater, one of the most important things is it needs to have 3-foot clearance on all sides all the way around it and the cord needs to be plugged directly into the wall".

December 22, 2020

Time 5-5:30pm Duration 2:10

Indoor dining is still banned in Illinois. But businesses in Jackson County may have a new ally when it comes to enforcing the state's regulations. Colin Baillie has more. Incoming Jackson County States Attorney Joe Cervantez believe in door dining is possible under the Illinois' Covid-19 restrictions. "With proper mitigation efforts and following the guidelines set forth by the governor we can properly have safe indoor dining." He admits personal opinion conflicts with the current state regulations. "We're the responsible for giving legal advice to the county and to other agencies such as the Jackson County Health Department." That means this: "the question of whether we want to prosecute that because ultimately we want a safe community, we want a thriving community, we want a community that's succeeding and growing and so we want to support our business owner's small business and big business alike."

### **KFVS-TV Severe Weather Advisories**

KFVS airs sustaining severe weather advisories when severe thunderstorm warnings and tornado warnings threaten the safety of our viewers. During the months of July, August and September advisories aired on October 23, November 14, December 13.

### **Locally Produced Public Service Announcements**

During October, November and December, KFVS produced and aired the following local public service announcements, using local news anchors and reporters to front the messages:

### **Project Roadblock**

In December we participated in the National Association of Broadcasters' Project Roadblock by running provided PSA's designed to prevent drinking and driving.

### **60 Minutes**

November 15, 2020

"TikTok" – a report on the social networking application TikTok, which is wildly popular in the United States and is owned by Chinese parent company ByteDance. The application's access to user data has created privacy concerns among government regulators. Includes interviews with Klon Kitchen, Director of Technology Policy at the conservative Heritage Foundation; Kara Frederick, who formerly worked for the Pentagon, the National Security Agency and on special operations in Afghanistan; Senator Josh Hawley (R-MO), youngest member of the Senate and former attorney general of Missouri; and Vanessa Pappas, interim-CEO of TikTok. (C: Bill Whitaker – P: Graham Messick)

December 13, 2020

“Excited Delirium” – a report on “excited delirium”, a controversial term used in many cases of death in police custody. It is not recognized by the American Medical Association, the World Health Organization or the American Psychiatric Association. Psychiatrists argue the phrase is utilized by the police as a way of escaping blame and is disproportionately associated with young black males. Includes interviews with Sheneen McClain, whose son was killed; Dave Young, Adams County District Attorney; Dr. Paul Appelbaum, a leading psychiatrist who oversees changes to psychiatry’s main diagnostic manual; Barb Johnson, whose son was hospitalized and almost killed; and Joe Baker, paramedic. (C: John Dickerson – P: Sarah Koch)

## PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

*Economy, including economic development, community infrastructure, small business development and visitor attractions.*

*October 1 – December 31, 2020*

### Local News

October 1, 2020

Time            6-6:30pm            Duration            2:30

Today marks the end of a deal that gave the airline industry 25 billion dollars in grants as long as the airlines agreed not to furlough any workers through the end of September. With the deal now expired, American Airlines says it will furlough 19,000 employees and United says it is laying off 13,000. The layoffs won't have an immediate impact on regional airports in the Heartland, but the real impact will be felt for passengers trying to connect with airlines in larger cities. Tayler Davis reports. "For passengers that are connecting from here on Cape air to American or United product because of the issues that the majors are having to deal with the pandemic that's going to affect people's ability to get the frequent flights that they're used to or airfare that they're used to".

October 2, 2020

Time            6-6:30pm            Duration            2:00

Jeremy J. Ford talked to a Heartland financial consultant about the impact the President's Health --- and other issues--- can have on the stock market. Financial planner Brock Alspaugh says you shouldn't be afraid of short-term happenings. "When you have something short term like this you can already see that the market has rebounded based on fundamentals of the stock market. Which are companies, are they making money or not, are they selling products or not." "So, the profits of these companies are based on those things, not so much the short-term effects for example, the president getting the coronavirus."

October 16, 2020

Time            6-6:30pm            Duration            2:10

After 5 years of planning, Cape Sewage board president Joe Tousignant says it's time to break ground for a new wastewater system here in Fruitland. "We're going to close down 17 of these Lagoons and small treatment plants that are failing and have outlived their life and we're going to hook up 450 houses that currently have septic systems". He says the 33-million-dollar system will take about a year to finish. And it is a major need for this community. "Over the long run it's going to be better and cheaper to have a sewer system than to have to replace the septic system in your back yard". Tousignant says the project will improve the quality of water, and residents won't see a change to their bills.

October 19, 2020

Time            10-10:35pm            Duration            1:55

Nearly 7 and a half million dollars is what it could cost to update the Cape Girardeau Regional Airport. Katrina Amos/Airport Manager: "Well, we just want ease of use. One of the things that we said before is the airport is the window to the community and we want to make sure they're able to see the type of community that we have. The renovation would use "CARES ACT" funding from the Department of Transportation. It would include a new TSA security area;



ticketing desk and baggage return along with facilities. The plan calls for a new, modern terminal and more hangers for aircraft storage, but current buildings could find a new purpose.

October 20, 2020

Time            6-6:30pm        Duration        2:10

The city of Perryville sees a surprising benefit from the pandemic, more people shopping locally, and that means more sales tax revenue. Tayler Davis reports. Perryville City Administrator Brent Buerck says by the looks of their sales tax receipts, it's been some good months. Right now, they are up by 6% more than last year. "We're seeing our general revenue up by about 50,000 year to date compared to where we were last year."

Buerck believes Covid-19 is the reason.

November 5, 2020

Time            5-5:30pm        Duration        2:00

A major makeover is coming to the current Amtrak station in Carbondale. And it'll involve a lot more than just trains. Colin Ballie tells us what it's all about. I'm standing in front of where the Transportation station is now. The Amtrak and Buses roll through here. As more and more people use the Station, the city recognizes it needs an upgrade. Community members have the chance to voice their opinions next week at a city meeting. "This is an opportunity for the community to come and join us on zoom and asking questions, things you don't understand about the plan that I put out there, that's a part of the process of building the multi model". The city feels the old station is over- grown, too small and outdated.

November 10, 2020

Time            6-6:30pm        Duration        1:55

Missouri lawmakers are working in Jefferson City right now to access more COVID relief money. It's part of the state's more than one-billion-dollar supplemental budget. In the meantime, the state's budget director says there's already CARES Act money out there that needs to be spent by the end of the year. Tayler Davis has more. Missouri's budget director told the legislature this week--if counties do not spend the CARES Act Money they have by the end of the year; they will have to send it back. Leaders in Cape County say they have given out nearly all of the more than 9.2 million dollars received, reimbursing schools, businesses and the Health Department for supplies and expenses related to the pandemic. Perry County received nearly 2.5 million dollars that went primarily to the health department and schools, and leaders in Bollinger County tell me they received 1.4 million and still have \$50,000 dollars left.

November 16, 2020

Time            5-5:30pm        Duration        2:10

As we get ready to start checking items off our Christmas list, one local lawmaker wants you to consider the extra gift of shopping local. Colin Baillie has more. In an effort that started 5 months ago. Senator Fowler's Southern Illinois Shop, Eat and Play initiative is showing off local businesses in a time where many are having a hard time due to the pandemic. Fowler says local businesses are the backbone of our economy. "We're making the best of this situation as we continue to move forward and grow our economy here in Southern Illinois." Videos of the local businesses are being shown on the website "SIMADE.ORG" Potential customers have a chance to learn more about the various businesses and their products. One of the businesses taking part is Crown Brew Coffee in Marion. Owner Jared Gravatt knows they will benefit from this initiative in many ways.

November 18, 2020

Time 5-5:30pm Duration 1:40

Some places are making adjustments for Small Business Saturday. For instance, the co-owner of Summers-Lane Boutique in uptown Jackson says she's not waiting 'til Saturday to offer deals. Instead, her Small Business Saturday bargains are going on right now in an effort to cut-back on crowds when the actual day arrives. "Actually, we had our open Christmas house last Friday and Saturday," Summers said. "Did it over two days this year. Something a little different really to just spread out the crowds as we need to in our pandemic we're going through. Also, going to do that the next two weeks. Instead of just Black Friday, this week we are going to do Pink Friday." Shop owners say this time of year is vital for them for sales, as it helps them keep their doors open and compete with major retail stores.

November 24, 2020

Time 10-10:35pm Duration 1:00

UPS is hiring looking for workers in Kentucky for the holiday season. The delivery company is looking for restaurant workers or anyone else displaced by the pandemic. The company says the jobs could be temporary or the start of a new career. The application process starts online with a virtual interview. The jobs available could get you a \$300 bonus every week. The hiring will stop by the second week in December.

November 25, 2020

Time 5-5:30pm Duration 1:40

This weekend many of us will be Christmas shopping. Friday will be busy and locally owned stores are also gearing up for small business Saturday. Colin Baillie tells us how two Carbondale businesses are preparing for the day. This is year 10 of Small Business Saturday -- The pandemic is affecting customers attitudes -- but not businesses. "We're thrilled we love black Friday and small business Saturday because it's a chance for customers to shop and give back."

December 21, 2020

Time 5-5:30pm Duration 2:00

Meantime, we wait for Congress to vote on, and potentially pass a COVID-19 stimulus bill today. That could mean stimulus payments for you and millions of other Americans -- which the Treasury Secretary now says could start rolling-out as soon as next week. Some lawmakers say the second stimulus bill isn't providing enough relief -- and here at home, some believe this COVID stimulus measure comes too late to really help. Almost 6 in 10 consumers say they have suffered a financial hit due to the pandemic. A survey from TransUnion found that 40-percent of those households were banking on the prospect of another stimulus check to help them pay their bills.

December 30, 2020

Time 6-6:30pm Duration 2:10

Meanwhile, the \$600 checks President Trump signed off on this weekend could be arriving in a couple of weeks. Brooke Buckner has insight from a local expert. David Yaskewich is an associate professor of economics at Southeast Missouri State. He has different tips on how to save or spend the incoming stimulus checks wisely and breaks it down. Yaskewich suggests those who are currently facing financial hardship should put that money toward their bills. "Paying their bills would probably be their top priority". And for those facing uncertainty, "The first thing I would ask those individuals would be do you have any debt? Particularly high

interest credit card debt and if so, that might be a productive and efficient way to spend your \$600 stimulus check."

### **Locally Produced Public Service Announcements**

During October, November and December, KFVS produced and aired the following local public service announcements, using local news anchors and reporters to front the messages:

#### **BBB Torch Awards**

In November we helped to promote the Better Business Bureau Torch Awards. The BBB is a 501(c)(6) charity organization. The Torch Awards are designed to highlight and promote quality local businesses.

#### **60 Minutes**

October 4, 2020

"Talent on the Spectrum" – a report on the employment opportunities being made available to people on the autism spectrum. As companies learn to work with and accommodate employees who are on the spectrum, they are participating in a mutually beneficial system in which people with autism can thrive. Includes interviews with Erik Rolan, Phillip Mitchell, Sarah Klaich, Matt Friedman, Brennen Novak, who all have autism; Dave Friedman, who has hired many employees with autism at his tech company Autonomy Works; Kelly Grier, Ernst & Young's U.S. Chairwoman; Maithilee Kunda, a computer scientist at the Frist Center; Dan Burger, a data scientist at the Frist Center; and Keivan Stassun, an astrophysics professor at Vanderbilt University who helped create the Frist Center. (C: Anderson Cooper – P: Denise Schrier Cetta)

## PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

*Youth, including activities for youth, school safety issues, education, and youth-oriented community organizations and programs.*

*October 1 – December 31, 2020*

### Local News

October 5, 2020

Time 5-5:30pm Duration 1:40

As the job market changes, so does education and training. Southern Illinois University's Aviation Department is getting a major grant that will help students train in a "virtual world". Colin Baillie reports. Before students start hands on training at Southern Illinois Airport, they will learn in a virtual world. A more than a million-dollar grant will help enhance their training. "The grant is going to be used to help develop some virtual reality modules that will be used in the aviation maintenance technician training program." This training will not replace what they are doing in the actual hangars, it's going to supplement it.

October 7, 2020

Time 5-5:30pm Duration 2:00

One Heartland school sees a positive change due to the pandemic, fewer incidents of student bullying. School leaders have plans to keep the momentum going. Brooke Buckner reports. Counselor Becky Wright tells me here at Cape Central Middle School, students stick together in groups. She says that gives them fewer opportunities to interact with others outside their own classes. "A lot of those behaviors tend to be in unstructured settings which is mostly lunch and recess." Now, the goal is building stronger relationships with those small groups of students.

October 12, 2020

Time 6-6:30pm Duration 1:55

Soybean farmers in Heartland are staying vigilant for a disease that can destroy their crops. Sudden death syndrome can kill soybean pods and even entire plants. A student at Southern Illinois University has a new tool to help farmers prevent the disease from impacting crops in the future. Tayler Davis reports.

October 14, 2020

Time 6-6:30pm Duration 2:10

Help for children dealing with trauma often happens at school. Now, the pandemic is adding some new challenges. Tayler Davis reports from Sikeston. Here at Sikeston Junior High Counselor Andrea Baker says making sure teachers know how to identify trauma in students is important, especially during Covid. "Because we're a trauma-informed school our staff gets training on trauma and what it looks like, the effects of trauma on the student and their behavior". Baker says schedule changes in school this year can trigger traumatic events in students' lives. "The social distancing and the isolation and the things that can do to students not only academic performance but their mental and emotional health as well". And that's why treatment methods are different from student to student.

October 14, 2020

Time 6-6:30pm Duration 2:10

Helping children in need closer to home, that's the goal behind a grant benefiting SEMO's Autism Center in Sikeston. Jeremy J. Ford tells us more. A \$64,000 grant from the state will help expand services at the Southeast Missouri State University's Sikeston Campus Autism Center. "We're using the \$64,000 to help us expand the number of providers that we have working at the Sikeston center. It takes a little bit of time to get people credentialed with insurance companies so it's helping us to go ahead and deliver the services while we're waiting for our people to get paneled." The grant will also help the Center address the waitlist it has for children needing behavioral, speech, counseling and other services.

October 22, 2020

Time 5-5:30pm Duration 1:55

Central Academy students in Cape Girardeau have a new way of using their voices to express themselves. Tayler Davis tells us how they are doing it. The Academy provides smaller classroom settings aimed at helping students be more successful. An example of that success? English teacher Brianna Dewitt's students already hit the ground running with an online newspaper. "It's student-driven so they get to choose what they want to write about; if they want to do opinion pieces, small stories or whatever". The paper is called Central Academy Press. It highlights students at school, personal opinions, and has student reviews. There are five journalists right now.

October 26, 2020

Time 6-6:30pm Duration 2:00

Getting a commercial driver's license just got easier for students at Three Rivers College. Brooke Buckner tells us how they can complete the course without breaking the bank. This elaborate simulator takes students behind the wheel of a big rig. Three Rivers College got it through the Missouri Department of Corrections back in February. Now, the school is expanding a driving program created for probation and parole clients. "Now we're putting it on the academic side where anybody can come into the course". Instructor Chuck Hower tells me students can join the five-week course for free, if they qualify for the workforce development and skill up programs through the college.

November 2, 2020

Time 10-10:35pm Duration 1:35

A Heartland dentist's office is offering kids cash for their Halloween candy. Ruopp Family Dentistry is teamed up with Operation Gratitude for the 10th year. They will be buying candy from trick-or-treaters and sending it to first responders. Office manager, Meagan Margatta says they are doing things a little different this year. "We usually ship our candy out to California to be dispersed, but we are actually partnering with a local first responder unit in Jackson". Ruopp Family Dentistry is paying a dollar a pound for Halloween Candy and kids will also get a toothbrush.

November 10, 2020

Time 5-5:30pm Duration 1:55

Caring for the environment is a big job, but there's very "small" group of volunteers ready to make a difference here in Cape County. Brooke Buckner has the story. The members of Tiny Hands, Mighty Works are small, most of them are pre-schoolers. Pre-schoolers aren't afraid to get their hands dirty, even if it's picking up trash. Mom Brittany McGuire says a movie on

Netflix inspired her to help raise a new generation of community helpers. "In London they were picking up trash and I was like well that would be perfect, kids love being outside, it's almost like a treasure hunt for them". What started with just a few moms and their kids is now a Facebook group called "Tiny Hands, Mighty Works", with almost 50 members.

November 19, 2020

Time            5-5:30pm                      Duration            1:55

As the pandemic puts families in new, difficult situations... volunteers want to make sure no kid in Southeast Missouri goes without presents this Christmas. Isabelle Hanson has more. As toys start to fill this near empty warehouse, Toys for Tots Southeast Missouri coordinator, Matt McGill, says more people need help with the holidays this year. "We've been seeing a lot of different names and people have been calling specifically saying we've never gotten toys from your program, how do we connect with you to get toys, we're both unemployed because of COVID." And that increase in demand brings new challenges to the team. McGill tells me they're thinking outside the box to collect donations and fundraise.

December 1, 2020

Time            6-6:30pm                      Duration            1:45

Speaking of shopping --- lots of local kids got a special treat this morning. Several law enforcement and other agencies from the region took part in the annual "shop with a cop" event at the Cape Girardeau Walmart. These photos are from the Scott City Police Department. Through fundraising and sponsorships --- the longstanding program helps bring some holiday cheer to children. This year's "Shop with A Cop" did have some extra precautions in place because of COVID-19.

December 2, 2020

Time            5-5:30pm                      Duration            2:00

Many school clubs and groups are adjusting to the new way of doing things amidst the pandemic, and for some, this means virtual competitions. Brooke Buckner has more. Choir students at Saxony Lutheran are taking a new approach to their annual all-district and all-state auditions, the biggest change-- its all virtual. This is Mattie Bowyer's fourth year in the choir. She tells me there are some benefits to the new audition process that got moved to January. "We can retake our auditions as many times as we want because they're just videos and then send them in, that's really nice". Choir teacher, Misty Rivers says that's a big motivator for her students and more of them are trying out this year.

December 16, 2020

Time            5-5:30pm                      Duration            2:00

A tradition of giving happened today in Sikeston. More than 80 students today got to "shop with a hero" -- law enforcement, firefighters, E-M-T's and other members of the Sikeston Department of Public Safety. Photojournalist Mike Mohundro takes us there. "We gave that little hope to the children. I know sometimes parents can't always get the child what they want for Christmas, so it's just a little help from us to them." "It's just a fabulous day. We had so many kids show up. Over 80 kids, 3 different groups and lots of help from area agencies from Scott County Ambulance to New Madrid County Sheriff's Department. Just a whole bunch of departments showing up to help. Just a great day for us and we just really enjoy doing this for the kids."

December 18, 2020

Time 5-5:30pm Duration 1:55

A high school student at Cape Central High used the quarantine lockdown to start her own business, and it's something that can help you stay organized. Tayler Davis tells us more about it. "My business is called Ella- Rose Originals". Cape Central Highschool sophomore Ella-Rose Ferguson calls it a Plournal better known as a Planner plus Journal. A creation inspired during the pandemic. She says it's something everyone can use to help to stay on schedule especially high school students.

December 18, 2020

Time 6-6:30pm Duration 2:15

A class of Poplar Bluff High School students is baking for a good cause ... While also learning about business. Jeremy J. Ford has the story. Trenten Buckelew a high school senior says his business class decided to make hot cocoa bombs to raise money. "We roughly came up with the idea. We had a goal of 75 bombs to make by the end of our experience and a goal of \$500 raised. And we ended up raising over a thousand and made a little over 300 bombs. Senior Madison Moore says what started out as a way to learn how to manage a business, quickly became a fundraiser. "We sold them during school. Like during lunch. One week we did order forms. We sent those out, so they were pre orders." And the money raised was then donated to Project Christmas Promise.

### 60 Minutes

November 22, 2020

"Where did they go?" – a report on the high number of students who have faced difficulty staying in school during the coronavirus pandemic. Schools and social workers have sought to work with families in an effort to increase student enrollment. Includes interviews with Laura Tucker, a social worker at the Hillsborough County School District; and Klara, a high school senior. (C: Sharyn Alfonsi – P: Guy Campanile, Lucy Hatcher)

**KFVS PUBLIC SERVICE ANNOUNCEMENTS: Fourth Quarter 2020**  
**PSA's aired multiple times from October 1 – December 31, 2020**

| <b>LOCAL PSA's PRODUCED &amp; AIRED</b> |                              |  |   |
|---|------------------------------|--|---|
| <b>Length</b>                           | <b>PSA</b>                   | <b>SPONSOR</b>                               | <b>TOPIC</b>  |
| :30, :15                                | Heartland Winter Blood Tease | KFVS/American Red Cross                      | Promoted Heartland Blood Drive coming up in January.  |
| :30                                     | Virtual Holiday Food Drive   | KFVS   | Promoted KFVS12 Virtual Holiday Food Drive. Also aired live reports during newscasts.   |
| :30                                     | Roadkill & Rose'             | KFVS/Catholic Charities of Southern Missouri | Promote event which benefits Catholic Charities of Southern Missouri. Over the last decade, more than 33,000 people have been served regardless of faith. |
| :30                                     | Military Greetings           | KFVS   | Honored active duty military personnel with announcements that featured photos of service persons submitted by friends and family.                        |
| :30                                     | First Alert Action Day       | KFVS   | Designed to keep viewers safe by warning them of dangerous weather.   |

| <b>NATIONAL PSA's AIRED</b> |   |   |  |
|-----------------------------|---|---|--|
| <b>Length</b>               | <b>PSA</b>                                  | <b>SPONSOR</b>                          | <b>TOPIC</b>   |
| :30                         | Mid America Transplant                      | Mid America Transplant                  | Awareness campaign.  |
| :30, :15                    | Catholic Charities                          | Catholic Charities                      | Awareness campaign.  |
| :30                         | Alcoholics Anonymous                        | Local AA Chapter                        | Educate viewers about the services offered.  |
| :30                         | Something Greater/Benefits/Heart of Soldier | Army National Guard (Illinois/Missouri) | Awareness campaign of services offered.  |
| :30                         | United Way                                  | United Way                              | Awareness campaign.  |
| :30, :15                    | Missing Types                               | KFVS/American Red Cross                 | Promoted blood donations.  |
| :30                         | Al-Anon                                     | Al-Anon                                 | Awareness campaign.  |
| :30                         | Alzheimers                                  | Alzheimers Association                  | Awareness of services available.   |
| :30                         | 9/11, Hero, Suit Up                         | Global Game Changers                    | Promotes in-school/out of school programs to help children in the areas of bullying, environment, literacy and helping the hungry. |