

KOKH PUBLIC SERVICE TO THE COMMUNITY

3rd QUARTER 2008

During 3rd Quarter, 2008, KOKH continued its efforts to be involved with the community and to support charitable events.

On July 18th, John Wilhelm and Trevor Harper gave thirteen international journalism students from OU a tour of our facilities. Trevor spoke to the group about our news operation and how we select stories, the development of our daily news rundown and how the assignment desk works to monitor for news. The students from Nepal, Pakistan and Bangladesh shared some insight on how things worked in their country vs. here.

On July 19th, Angie Mock, news anchor, was the emcee at the Oklahoma City Idol Competition.

On July 22nd, Andrew Speno, news anchor, was the emcee for the Juvenile Diabetes Research Foundation awards ceremony at Will Rogers Theatre. KOKH sponsored the event again in May.

On July 26th, Brent Weber was emcee and co-chair of the annual 5k run and family event Midnight Streaker from the City Arts Center.

On July 30th, Brent Weber participated in the Women's Professional Billiards Pro-Am Event in Norman. This benefits the Susan G. Komen Breast Cancer Research Foundation.

On August 7th, and August 19th, Brent Weber was the emcee of the Financial Literacy Seminar at OCCC.

On August 8th, Jaime Cerreta, news anchor hosted the Oklahoma City Memorial Walk Kick Off Luncheon at Remington Park.

On August 16th, Angie Mock, news anchor, hosted the Taste Of Oklahoma City at the Western Heritage Museum, which benefits the charity Big Brothers, Big Sisters, which she is on the board.

On August 17th, Angie Mock, news anchor, hosted the Doggie Parade in Yukon City Splash Pool.

On August 22nd, Brent Weber, news anchor, presented a bicycle to the Salvation Army Bikes For Kids program.

On August 29th, Angie Mock, news anchor read to a group of special needs kids at Soldier Creek Elementary.

On September 5th, Andrew Speno, news anchor and Jeff George, meteorologist, kicked off the United Way Fundraiser at Bricktown Ballpark by flipping and serving pancakes at their breakfast.

On September 9th, Brent Weber, news anchor, was a guest speaker at the OKC Cosmopolitan Rotary Club. This club takes a hands on approach to address challenging and worthwhile community needs both locally and internationally involving the young professionals.

Leonard Youngblood, On Air Supervisor, spoke to a class at Tecumseh High School on September 15th, focusing on broadcasting, education needed, leadership and organizational skills, the DTV transition and his passion for the profession.

Lisa Monahan, reporter, took part in the Oklahoma City Public School Media Training program on September 18th at Southeast High School. Media members are grouped with principals and lead a 5 minute long news conference. This is basically a way to help train principals for media interviews. The media members gave their tips and feedback to the trainees.

Lisa Monahan was a Celebrity Chef at the United Way Campaign Kickoff at Canadian Valley Technology Center. This event honors the community volunteers.

On September 24th, Brent Weber, news anchor, was a guest reader for children in the second grade at Sallie McFarland Ruck Readers Series at Wilson Library.

Jen Jantzen, assistant news director, sits on an advisory panel for students in the interactive media classes at Canadian Valley Tech Center. The first meeting took place on September 24th.

On September 25th at Lazy E. Arena, Andrew Speno, news anchor, participated in the Oklahoma Wildlife Expo to increase awareness of Oklahoma's Wildlife Department.

Jaime Cerreta attended the Grandparents Raising Grandchildren Thank You Luncheon on September 29th, which honored volunteers and sponsors of this campaign. KOKH was a sponsor in 2007 and will again be in 2008.

KOKH was awarded the Leadership Plaque for public service for our efforts to serve the many needs of the community and their viewers. See enclosed information.

KOKH also continues the following outreach programs:

The Scholar Athlete Campaign features students being nominated each week for their efforts in the classroom as well as in sports. Each week a winner is highlighted on air and at the end of the school year, the two grand prize winners are honored with a banquet for family and teachers and a scholarship for \$1,500. This year's campaign started again mid-September.

The Golden Apple Teacher Campaign is another program which features teachers who are nominated by their students each week. The winner is honored with a banquet at the end of the school year, very similar to the Scholar Athlete Campaign. This year's campaign started again in mid-September.

The Furry Friends segment airs each Friday morning on the Fox 25 Morning News. We profile pets from the Oklahoma City Animal Shelter and several are live on air. The shelter tells us that most animals profiled on the news end up finding homes.

Angie Mock, anchor is on the board of Big Brothers and Big Sisters and attends monthly meetings.

Oklahoma's Most wanted segment airs every Saturday in the prime newscast. We work with the Oklahoma Country Sheriff's Department to help capture their top fugitives by profiling those at large. We have a 75 percent success rate since the program began.

A news series entitled, Oklahoma City in Black And White, examines the on-going state of race relations in and around Oklahoma City. The piece was produced because we observed a growing racial tension in the city. Our goal is to encourage open dialogue among citizens of all races, explore and explain the causes of racial misunderstanding and hopefully contribute to the racial harmony in our community. The piece runs during the Primetime News on Sunday and during the Morning News on Monday.

KOKH airs Fox News Sunday each Sunday 8-9am, produced by Fox. Topics are attached.

KOKH airs a half hour news program, American Crossroads, Sunday nights. This show focuses on timely stories of national interest with a local impact. This is a weekly news magazine show produced by Sinclair and KOKH has a locally produced segment each week that is inserted. Topics are attached.

KOKH continued to demonstrate its concern for children by airing public service announcements created exclusively for children; topics such as Scholar Athlete Campaign, Golden Apple Teacher Campaign, child obesity, college, being innovative, the importance of voting, summer safety, explore new worlds, recycling, volunteering, pollution, JDRF, good manners and internet safety. Others include DTV awareness campaign, multiple sclerosis, America's Most Wanted, highway safety, military assistance for soldiers returning home, United Way, Habitat for Humanity, mentoring, anti-drug and internet safety.

KOKH sponsored the Partnership for a Drug Free America campaign in 3rd Quarter.

American Crossroad Topics

***7/2 - Uniform Support - *Update on the war**-efforts in Iraq and Afghanistan, funding and troop-withdrawal issues, but also a salute to those who serve. (airing July 4th weekend).

7/9 - Update: Your Vote - The latest on the race for the White House; convention preps, strategy etc.

***7/20 - Stretched Thin - ***The changing face of the American workforce and consumer issues.

***7/27 - Border Battle - ***The political uproar over immigration issues has ebbed in recent months, but certain to be a major election debate, and beyond.

***8/3 - American Woman - ***What's happened to the feminist movement of the 60's and 70's? Also a broad look at contemporary women's issues.

***8/10 - Update: Your Vote - ***Coming down the home stretch. The latest on the race for the White House.

***8/17 - Use It /And/ Lose It - ***The paradoxical product known as insurance. One of the few things we buy, hoping never to use.

***8/24 - Medical Marvels - ***Some of the latest life-saving, life-improving, healing technologies.

***8/31 - Still ...Running on Empty - ***Update on our recent show focusing on energy/oil/gas issues.

***9/7 - Stretched Thin (Encore) -** This airs Labor Day weekend. Because of the nice tie-in with labor issues, we thought this would be a good fit.

***9/14 - National Security/ Iran -** After 9/11, 'national security' focused 'within'; but is the situation in Iran changing that?

***9/21 - Nothing But Good News -** Why is 'news' by nature, bad? Can't we focus more on 'good' news, or isn't that really 'news' at all?

***9/28 - Do Nothing Government -** Have Americans had enough? Government waste, pork, perks, career politicians, arrogance etc.

Oklahoma City in Black & White

Our franchise series entitled "Oklahoma City in Black and White" examines the on-going state of race relations in and around Oklahoma City. We decided to produce this series of reports after observing a growing racial tension in the city. Our goal is to encourage open

dialogue among citizens of all races, explore and explain the causes of racial misunderstanding and, hopefully, contribute to racial harmony in our community. The pieces run every other Sunday during the Primetime News at Nine and Monday mornings on the Fox 25 Morning News.

The fourth installment aired July 6th. It will focus on black Republicans breaking from their party to vote and campaign for Barack Obama.

The fifth installment aired Sunday, July 27. We follow a group of teachers visiting historically black communities to talk with civic leaders and citizens about their history and unique challenges of this understudied and often-ignored part of Oklahoma's history. They will take what they learn to establish a classroom curriculum for teachers statewide.

The sixth installment aired Sunday, August 10. We looked at racial disparities in health care and what a group of doctors and clinics are doing to achieve medical equality.

The seventh installment aired Sunday, August 24. We will look at racial stereotypes, both black and white, why the stereotypes exist, how they began, and whether people believe them to be true.

The eighth installment aired Sunday, September 21st. We looked at inter-racial marriages, the history of Oklahoma's laws that once banned interracial marriage, and learned about the risks and rewards from an interracial couple married for 15 years.