

## KVIH-TV QUARTERLY REPORT OF PROGRAMMING ON ISSUES OF COMMUNITY IMPORTANCE

July 1, 2014 through September 30, 2014

### KVIH-TV NEWS PROGRAMS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES:

PRONEWS 7 DAYBREAK	M-F 4:30-7 AM
PRONEWS 7 MIDDAY NEWS	M-F 11-1130 AM
PRONEWS 7 @ 5P	M-F 5-5:30 PM
PRONEWS 7 @ 6P	M-SAT 6-6:30 PM AND SUN 5:30-6 PM
PRONEWS 7 @ 10P	M-SUN 10-1035 PM

All of the above programs are locally produced news programs presenting a mix of news, weather, sports, including some issue-responsive segments and multi-part series. Such segments are normally one to two minutes in length.

The following features are weekly and cover a vast array of issues that are of great interest to our viewers:

The Practicing Parent with 5PM Anchor and first time Mom, Lisa Schmidt airs Monday and Wednesdays in the 6PM Newscast. Lisa covers a large array of topics in which all parents have an interest. Some of the topics have been: routines, navigating blended families, safety seats and many more timely topics.

The Waiting Child airs on Thursdays in the 6PM Newscast with weekend anchor Lindsey Steiner and a host of Children looking and hoping for a Big Brother or Big Sister.

Education Spotlight airs on Thursdays in the 6PM Newscast. Lindsey Steiner has covered many topics that concern any parent of school-age children such as School safety, funding and curriculum.

The Panhandle Spirit airs weekly in the 10PM Newscast and Larry Lemons interacts with some of the people that make up the Panhandle Spirit with stories about various cultures and historical pieces.

KVIH-TV airs many National and locally produced PSAs that deal with various amounts of topics from Big Brothers, Big Sisters to spousal abuse and Medical issues: United Way, Careers, Driving and Texting/Talking, Local Charity, The Bridge for Abused Children

Following is a list of some of the news stories covering significant problems and needs of the KVIH-TV service area:

AMARILLO, TEXAS -- Truett Simmons is a local pharmacist with Martin-Tipton pharmacy. While he says he was lucky to land his job, his classmates were not as fortunate.

"I know when I was graduating, they had trouble finding jobs," Simmons said.

He says the lack of pharmacy jobs is a problem continuing to grow as the number of pharmacy students grows along with it.

We're definitely seeing it Amarillo and we do have a pharmacy school that expands often, there are fewer jobs locally," Simmons said.

Simmons said the issue is being seen in more in urban metropolitan areas, but Texas is seeing some of the job scarcity as well.

He said the reason for the problem is there are more pharmacy schools open, and doctors are nervous about hiring clinical pharmacists right out of school.

"They're hesitant to hire clinical pharmacists because they're new healthcare professionals. They fall back to retail jobs and all the mom and pop shops are being bought out by bigger stores," Simmons said.

Employees with the pharmacy school at Texas Tech, however, said while the issue is in large, the problem isn't a local issue.

"We had a shortage of pharmacists. Right now the amount of pharmacists is out-ranking supply, particularly in our area," said Pharmacy Department Chair Eric MacLaughlin.

According to the Aggregate Demand Index, Texas is currently seeing a balance with the supply, but is moving toward an imbalance.

Pharmacy professors say the students at Texas Tech have not had trouble finding jobs because they are better prepared.

"We teach them things here that most pharmacists usually learn at their first job," TTUHSC Professor Mikala Conatser said.

Both the pharmacy school and Simmons advise soon to be grads to expand their job search.

"They might have to be more mobile, and some rural areas," MacLaughlin said.

The Texas Tech School of Pharmacy will have more than 150 graduates in May.

AMARILLO, TEXAS -- Students are out for the summer break and often times that break leaves a window for kids to forget what they've learned. But several summer camps around town are helping students avoid that. But several summer camps around town are helping students avoid that.

Summer camps not only keep the kids busy, out of trouble, and their parents hair, but it helps them retain the information they learned through the school year. Pronews 7 is featuring those summer camps in this week's Region 16 Spotlight on Education.

The Don Harrington Discovery Center offers a lot for kids. Currently they have their summer camps going on through August 15th.

"It's just a way for the kids to come and keep learning and keep their brains active during the summer while they're out of school," said Discovery Center Marketing Coordinator, Sarah Silva.

Each week holds a different theme, including super hero school. Even if you don't participate in the summer camp, there's enough to keep the kids busy like their traveling exhibit, Treasure.

"They get hands on experience and hands on crafts and they get to play games so they'll get to come and go outside and run around and play games. So not only do they stay educated they stay active and it's a lot of fun for them," said Discovery Center's Many Reid.

The Amarillo Public Library is also hosting a summer reading program by rewarding kids. The goal is to make sure kids read every day to help avoid that summer slide.

"Where kids fall back instead of moving forward over the summer. And maybe they're reading at a 4th to 5th grade level but when they return to school in the fall they've fallen back and they've fallen back and they're not doing as well," said Amarillo Public Library, Cindi Wynia.

Librarians also go to area parks and read to kids who are there for the City of Amarillo Parks and Rec Program.

"We read in small groups sometimes the kids read to me sometimes I read to them they read to each other whatever makes them happy," said Wynia.

It's not too late to sign up for Summer Camps at the [Discovery Center](#) or the [summer reading program](#). Click on the links for more information.

DALHART, TEXAS -- School districts across the state are continuously looking for ways to integrate technology into the classroom. Dalhart Junior High School did that by implementing a LEGO Robotics Program.

When the doors open at Dalhart Junior High School in a few weeks, it will be their second year to kick off their LEGO Robotics Program. The program is teaching students about Science, Technology, Engineering, and Math. Pronews 7 is featuring it in this week's Region 16 Spotlight on Education.

"They're digital natives so they don't live really a day of their life without an app and any type of technology," said 6th Grade Technology teacher, Colette Moorhouse.

That very reason is why school district's like Dalhart are getting creative when it comes to integrating that technology into the classroom. A grant by the Dalhart Education Foundation bought 20 LEGO robotic sets.

"We began just actually learning the pieces the motors, the axles, the frames, and we moved into building them, putting them together," said Moorhouse.

The students even learned to program the robots to do various tasks.

"The programs they have different bars they have advanced, beginning, and bars make it go forward, backwards and any sounds," said 7th grader, Caxton Moorhouse.

But they said they found it challenging.

"To figure out how exactly how to make them do certain things like it was hard for me to figure out how to do the figure 8, but once I figured out I got it done I just kept trying to make it better," said 7th grader, Kyler Sullivan.

The school hopes to continue the robotics program even making it a summer camp.

It's a season for ickiness...germs, colds and viruses like the flu are getting ready to descend on your family and you need to be prepared. Amarillo health officials are urging people across the area to get their flu shot.

"Early vaccination is important," says Dr. Roger Smalligan, Health Authority for Potter and Randall counties. "We encourage early vaccination so that we have a protected population to extend for the entire influenza season."

They said vaccination is especially important for people at higher risk of severe influenza and their close contacts.

Here are a few tips to avoid getting sick:

- Beware of close contact, try to give people their space. A lot of germs can be transferred from person to person just by breathing on each other.

- Stay at home when you fall ill. You may feel fine, but you can pass germs to others at school and work if you are still contagious.

- When you cough, cover your mouth and nose. Some health experts say the best way to avoid transferring germs is to sneeze or cough into your elbow.

- Avoid touching your eyes, mouth or nose. Germs are often spread when someone touches something that is contaminated and then touches these areas of the face which are traditionally moist.

- Clean your hands. This is the number one way to protect against nasty germs. Soap and water does the trick, but if you have an alcohol-based hand sanitizer that can work in a pinch.

Juggling work and family responsibilities can leave some parents feeling stressed out and exhausted. Here are some tips from the American Academy of Pediatrics and other experts on how to avoid parenting burnout.

When you're at work, try to fit in a few relaxation breaks - times when you ramp down the stress. Deep breathing is helpful or going for a walk. And when you're heading home, find ways to improve your mindset and energy level so that you can better engage with the family when you get home -- even if it means taking a few minutes for yourself.

Plus, you don't have to be Supermom or Superdad. Instead of cooking every night, allow yourself to get take-out every now and again if it makes things easier.

Also have the family help out with household chores. Don't take on too many responsibilities during the week. Let some things slide until the weekend.

And speaking of weekends, remember to take time for yourself and your spouse on those days.

These hectic times won't last forever. soon your child will be on to the next p

Researchers at Vanderbilt University are studying the sights and sounds of autism and have found that what kids with the disorder see is out of sync with what they hear.

"It's like a badly dubbed video is the way we describe it," Head Researcher Dr. Mark Wallace said.

One in 68 children will be diagnosed with autism. These kids struggle with making friends, social interaction and communication. It is not known what causes one child to have autism and the other not to, but now researchers may have unlocked one key on what causes kids to have these

social problems.

"It's revolutionary for our understanding of autism," Dr. Wallace said. "And we believe that, that change in the binding of visual and auditory information is sort of the foundation for the problems that they have in things like language and communication and social interactions."

Researchers are building on that knowledge by testing a new interactive video game that's designed to retrain the brains of those with autism...focusing on how rewards help the brain.

"So it basically takes the tuning of the nervous system and shapes it, so that they get better."

Wallace said the ultimate goal is to help kids with autism communicate better.

This study also helps explain why some children with autism are often seen covering up their ears or eyes...it could be the delay in sight and sound that confuses them and makes them focus on one sense at a time.

The Hutchinson County wild fires are still taking their toll on the Panhandle today. Evacuees are unable to return to their homes, or what's left of them, until the fire is 100% contained.

In response to their need the Texas Panhandle Chapter of the Red Cross & the Salvation Army have stepped up to provide basic needs of food, water and shelter. However, one Fritch family is working hard to make sure their clothing and toiletry needs are met, too.

Samantha Riggle was given access to an empty church in Fritch located on 200 S. Vaughn which is now filled with countless clothes, shoes of all sizes, and canned goods and it all happened in 12 hours.

Riggle said, "yesterday I put a status on FaceBook asking people to bring people donations, whatever they could, to 200 S. Vaughn and within 30 minutes I got my first bag of clothes, it was insane."

Riggle is not asking for payment, only that people take what they need and donate what they can.

Officials with the Salvation Army and the Texas Panhandle of the American Red Cross chapter say for now monetary donations are easiest in order to help those in need at a quick pace. They say their volunteers are currently at work in the area cooking and handing out aid and are unable to go through donations at this time.



Clean up continues in Hutchinson County as wild fire evacuees are finally allowed back into the area.

The Texas Panhandle chapter of the Red Cross was one of the first responders on scene, and now they are the first in line to help those who need help to clean up and recover.

Five emergency response vehicles from all over the state are currently in the area hauling bulk cleaning supplies and food to families sifting through debris.

The shelter in the area is still open, too, which the Red Cross is operating. Officials with the organization say all volunteers are currently working to deliver aid to evacuees and the easiest way you can help is through monetary donation.

Pronews 7 visited Cowboy Gelato down on 6th street. A portion of the proceeds from those who purchase entrees tonight will benefit the Panhandle Safe Haven Equine Rescue. The Panhandle Safe Haven's mission is to improve and save the lives of equines in the Texas Panhandle and surrounding areas.

To find out what is on the menu go to <http://cowboygelato.com/>