

KVII-TV QUARTERLY REPORT OF PROGRAMMING ON ISSUES OF COMMUNITY IMPORTANCE

JANUARY 1 THROUGH MARCH 31, 2014

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

PRONEWS 7 DAYBREAK M-F 5-7A

PRONEWS 7 MIDDAY NEWS M-F 11-1130A

PRONEWS 7 @ 5P M-F 5-530P

PRONEWS7 @ 6P M-SAT 6-630P AND SUN 530-6p

PRONEWS 7 @ 10P M-SUN 10-1035P

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 Mondays 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 Tuesdays in the 6 PM news with Daybreak Anchor Steve Myers 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 10 PM news and Steve Myers interacts with some of the people that make up the Panhandle Spirit with stories about various cultures and historical pieces.

KVII-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 KVII-TV service area: