

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

OCTOBER 1 THROUGH DECEMBER 31, 2012

## 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 Practicing Parent with 5PM Anchor and first time Mom, Lisa Schmidt airs Mondays and Wednesdays. 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.

Consumer Confidential with 10 PM Anchor Jay Ricci airs on Mondays in the 5 PM news with tips and ideas to deal with home and car repair.

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.

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 a various amount of topics from Big Brothers, Big Sisters to spousal abuse.

Following is a list of significant problems and needs of the KVII-TV service area:

1. The Economy and Job Opportunities
2. Health Care
3. Government
4. Education
5. Child Safety
6. Environment