

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

APRIL 1 THROUGH JUNE 30, 2013

KVIH-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:

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 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 KVIH-TV service area:

COMMUNITY

Panhandle Spirit: Stratford Man fighting for P.O.W.
by [Larry Lemmons](#)

Posted: 06.28.2013 at 9:09 AM

STRATFORD, TEXAS -- Stratford resident Josh Willey is determined to make Congress and other lawmakers aware of the plight of Bowe Bergdahl.

Army Sergeant Bergdahl has been a Taliban prisoner since 2009.

Willey says he came across Bergdahl's story on Facebook and one thing led to another.

Soon he was actively lobbying for Bergdahl's release, enlisting the help of family, friends and authorities.

He says he's probably made at least 200 calls to legislators.

He says, "In one of his last videos he says, 'I want to come home,' over and over. For him to be over there, lonely, around people who don't like him...God only knows what's going on over there."

Sherman County Sheriff Joe Powell says, "It doesn't surprise me we have a citizen so willing to reach out...We're wearing the bracelets. What Josh did, he had bracelets made with Bowe's name, U.S. Army, the day he disappeared."

Stratford Police Chief Aaron Sheehan says, "If one guy can do that on his own, think what hundreds of us can do."

Willey says that's what he intends to do, to get more people involved, one person at a time, one phone call at a time

CHILD SAFETY

The Practicing Parent: Home Remedies
by [Lisa Schmidt](#)

Posted: 04.01.2013 at 5:48 PM

AMARILLO, TEXAS -- When a child is sick, sometimes a parent will do just about anything to make them feel better. Many parents turn to home remedies to provide some temporary relief.

Cleveland Clinic Pediatrician Dr. Allison Brindle, says if your infant develops "baby dandruff", or cradle cap, head for the pantry.

"Olive oil is something we all have at home, it's really handy, you can put that on the baby's scalp and let it sit there for a little bit of time then use a comb and lightly comb that baby's hair and you will see the scale start to lift off of the baby's head," Dr. Brindle said.

To calm a cough and help soothe a sore throat, Dr. Brindle says honey has been shown to help school-aged children and may contain some germ fighting properties as well.

To calm diaper rash, she says a small amount of baking soda mixed into the baby's diaper cream may help protect their skin against it, but she says to be sure to avoid rubbing it into broken skin.

When chicken pox and eczema make a child uncomfortable, she recommends an oatmeal bath.

"Eczema, chicken pox, those are conditions, one being more of an autoimmune process, one being a virus- but it causes rashes and it causes itchy skin. So, sometimes we'll talk to parents about doing oatmeal baths. That can be very soothing to the skin to add some oatmeal to the bath water," Dr. Brindle said.

She also recommends talking to your pediatrician before trying any home remedy.

Read home remedies from Practicing Parents online on [Pronews 7's Lisa Schmidt's facebook page](#).

CONSERVATION

Prairie Water Film Festival to feature environment
by [Lisa Schmidt](#)

Posted: 03.22.2013 at 10:00 A

The League of Women Voters of Amarillo and its Environment Committee are trying to raise awareness about the looming water crisis in Texas and spur discussion on possible solutions by hosting the Prairie Water Film Festival.

The public is invited to attend any or all of three sessions scheduled Friday evening, March 22, and Saturday, March 23, at the Don Harrington Discovery Center, 1200 Streit Drive. Tickets are \$5 per session for ages 12 and older.

March 22 has been designated as "World Water Day" by the United Nations to "generate attention to the importance of water and to advocate for sustainable management of freshwater resources," said Joy Shadid, festival chair. "The League hopes to bring together a diverse group of business and industry leaders, educators, students, gardeners, farmers, families and others from all over the Panhandle to view these films and participate in the discussions we will have before concluding each session."

"The Texas Legislature is considering legislation to withdraw vast sums of money from the Rainy Day Fund to begin to address our water problems in Texas," she added. "In the meantime it is vital that all Texans become aware of and educated about the situation and learn how each of us can affect water supplies for future generations."

Session 1 of the film festival will begin at 7 p.m. Friday, March 22. It will feature the short film "One Plastic Beach" about a couple who have been collecting plastic debris off a beach in California for 10 years and using it in their art work, and a longer film, Last Call at the Oasis. Last Call, from Academy Award-winning director Jessica Yu, sheds light on the global nature of the water crisis, why it will be the central issue of this century and introduces us to individuals who are championing revolutionary solutions. The session will conclude with a reception and discussion.

Session 2 begins at 9:30 a.m. Saturday, March 23, and features the films Watershed: Exploring a New Water Ethic for the New West and Carbon Nation. Executive produced and narrated by Robert Redford, Watershed tells the story of threats to the once-mighty Colorado River and offers solutions to the future of the American West. Carbon Nation is a documentary movie about climate-change solutions and how they also address social, economic and national security issues. Discussion will be followed by a lunch break at 12:30 p.m.

Session 3, starting at 1:30 p.m. Saturday (March 23), will have three films: Playas: Reflections of Life on the Plains, the short film "Blue Obsession," and Chasing Ice. Playas tells of their vital role in sustaining both wildlife and people in the dry terrain of the High Plains. "Blue Obsession" shows both the beauty of the Mendenhall Glacier in southeast Alaska and documents its changing forms as old features melt away and new ones are revealed. Chasing Ice features the award-winning work of photographer James Balog, who in 2005 set out to document the disappearance of glaciers by setting up time-lapse cameras around the world. Discussion following the films will conclude about 4 p.m.

The League of Women Voters, a nonpartisan political organization, encourages the active and informed participation in government and influences public policy through education and advocacy, according to Joyce Hinsley, Amarillo LWV president.

More information on the Prairie Water Film Festival is available on the website www.prairiewaterfilmfestival.wordpress.com.

EDUCATION

AEDC gives money to AIG AND WT
by [Larry Lemmons](#)

Posted: 06.18.2013 at 4:54 PM

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AEDC's Brian Jennings says, "This is our 8th expansion with AIG in Amarillo. We want to make sure that they're happy and profitable. They like Amarillo as a location. When competing with jobs for new divisions and we're always up against the Philippines."

The money is projected to bring 120 new jobs to the City.

The Commission also voted to give the WTAMU Enterprise Center \$250,000 annually for up to five years.

The AEDC says the Center is their way of creating and maintaining small businesses in Amarillo.

The Enterprise Center's David Terry says, "So if a company comes into the incubator, this is really kind of a new program and a new foray for helping and assisting small businesses. They're going to be attached to a sales specialist, a finance specialist, a marketing specialist..."

Landis Martin of Interactive 360, a company currently residing at the Center says "the coaching that goes on here for early companies and entrepreneurs has been invaluable to our company and our CEO, but just the opportunity to work here and interact with the team at WT Enterprises, it's been a great experience.

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Amarillo and Canyon ISD students get second chance at STAAR Test
by Andrea Flores

AMARILLO, TEXAS -- Amarillo and Canyon ISD students who did not pass the STAAR Tests at the end of the year are getting a second chance starting July 8, 2013.

After a refresher course in June, junior high and high school students from both districts are getting the opportunity to retake it. At the end of every year, students are required to take the STAAR, which measures course material learned throughout the school year.

If students do not pass a particular subject in that test, they are required to retest and pass before they can finish high school.

"When they took the STAAR test in the spring, if they missed it by 1 or 2 questions, it's beneficial for them to take summer school and then retake the test because they have a higher chance of passing the exam," said Canyon ISD Communications Director April McDaniel.

Amarillo ISD also offered a summer academy for students looking to retake the test.

"As a district we did some refresher work with those through our summer academy to try and get those students prepared to be more successful on the test," said Executive Director-Tascosa District Stan Chatman.

The STAAR Test is supposed to assess a student's knowledge in subjects including Algebra, Biology, Physics, English, and U.S History.

GUN SAFETY

APD: Lock up your guns
by [Chelo Rivera](#)

Posted: 06.20.2013 at 11:53 AM



AMARILLO, TEXAS -- According to a 2012 study done by the U.S. Department of Justice and Bureau of Alcohol, Tobacco, Firearms, and Explosives, Texas leads the nation in the number of stolen and lost firearms.

A reported 18, 874 guns were lost or stolen according to the report.

Amarillo Police Department is working to warn people on the dangers of lost or stolen firearms because they can be a danger to the public.

APD says the best way to avoid this problem is to secure the firearm in a safe or secure storage. Avoid keeping a weapon in the car and keep firearms out of plain sight.

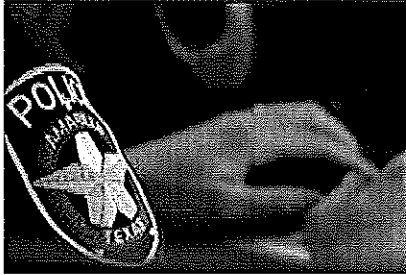
Additionally, APD says to record the make, model and serial number of every firearm that you own. If your firearm is stolen you will need the correct serial number to increase the chances of recovering a lost or stolen firearm.

To view a summary of Firearms Reported lost or stolen visit the DOJ site.

LEGAL

Amarillo Municipal Court implements new notification service
by [Chelo Rivera](#)

Posted: 06.25.2013 at 6:20 PM



AMARILLO, TEXAS -- Beginning June 24, 2013 a new phone notification service will begin calling those who have an outstanding warrant. People with traffic citations and/or misdemeanor citations and have not resolved the citation may receive a call.

According to the City of Amarillo Municipal Court, those with warrants will receive an automated call on behalf of the court notifying the individual on how they can resolve the citation.

"We have mailers, we have everything online, and now we have phone calls," said Amarillo Municipal Court Administrator Victoria Medley. "Our main goal is really to get people to comply and so we thought this extra piece would be one more tool that we could use to help with that compliance and accountability."

In addition to the calls, there will be more officers on patrol attempting to serve the warrants on file. These officers will be on special assignment only, knocking on doors and hanging door hangers.

"We're going to use some additional officers, these are officers that are not assigned to typical patrol duties, so you're not going to have a longer delay," said APD Cpl. Jerry Neufeld. "We're going to allow them to get out there and knock on some doors and try to locate some of these individuals that have these outstanding warrants."

Here is a current [warrant listing](#) from the city.

MEDICAL

Hundreds to lace up for Walk MS

by [Lisa Schmidt](#)

Posted: 03.22.2013 at 3:30 PM

AMARILLO, TEXAS -- More than 500 people from across the Texas Panhandle are expected to walk toward a cure for Multiple Sclerosis at the National Multiple Sclerosis Society's annual Walk MS event Saturday, March 23, 2013 at Caprock High School.

"Walk MS connects people living with MS and those who care about them," said April Brownlee with the National MS Society.

This year's goal is \$106,000 to benefit the programs and services of the Society.

MS is a tricky disease more common in women that affects the ability of nerve cells in the brain and spinal cord to communicate with each other. Brownlee said it's one of the most expensive diseases out there and the National MS Society is there to help folks navigate it.

"The funds raised go toward helping the people living with MS in our area. The money helps us to continue our financial assistance programs, research efforts and our ultimate goal of a world free of MS," Brownlee said.

Walk MS presented by Sam's Club is a three mile route, although Brownlee said walkers are encouraged to walk as much or little as they please. The event also features a Vendor Expo with more than 25 booths offering everything from jewelry to Tupperware to a chance to talk with a doctor.

Brownlee said there's no entry fee, but you're invited to make a pledge. Registration begins at 9 a.m. and the walk at 10 a.m.

Visit walkinutexas.org to find out more.

[Click here](#) to listen to Storm Search 7 Meteorologist Brian James' (a member of the National MS Society Leadership Board) personalized forecast for the event.

PUBLIC SAFETY

APD updates online reporting and public information
by Brandon Carpenter

Posted: 04.04.2013 at 5:30 PM

Amarillo police have updated the guidelines for residents to make reports or for non-emergency incidents through the police department's website and phone numbers.

To help residents and officers report and deal with incident reports the website has been updated to reflect better communication and up to date information.

"This is not a new service, but was recently updated and we want to remind people of it." said Sgt. Brent Barbee in a press release, Thursday.

Residents are asked to now call 806-378-3038 or 806-373-3083, or by submitting a online report at police.amarillo.gov.

The online reporting service now shows a log of live feed of information releases and public information published through the Nixle text and email message system.

For those who want to use the system, log onto the website, drag the mouse to the drop-down menu marked "public" and then click "online reporting."

When calling the non-emergency numbers, the dispatcher will ask if a crime is in progress or not, to determine if a officer is needed.

Some examples of incidents that can be reported are harassing phone calls, assaults not involving family disputes or injuries, interference with child custody and failures to pay child support. Forgeries, embezzlement, vandalism, and identity theft less then \$1,500 in damages.

The use of the online reporting system allows uniformed officers to continue to patrol and respond to crimes in progress, traffic accidents and other incidents.