

**MTN STATIONS, MONTANA  
 QUARTERLY LISTING OF PROBLEMS & NEEDS  
 April 1, 2004 - June 30, 2004  
 PROGRAMMING IN RESPONSE**

<b>PROBLEM OR NEED</b>	<b>TITLE</b>	<b>TYPE</b>	<b>BRIEF DESCRIPTION</b>	<b>DATE AIRED</b>	<b>TIME AIRED</b>	<b>LENGTH</b>
Government	Face The State	PA	Montana Broadcasters interviewed the Montana Governatorial candidates Bob Brown and Brian Schweitzer. The interview was a Governatorial Debate.	6/20/2004	9:00 AM	30 MIN

**STATION KTVQ BILLINGS, MONTANA  
 QUARTERLY LISTING OF PROBLEMS & NEEDS  
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Government	Face The State	PA	Jay Kohn interviewed Kathy Keiker, Senator Lillian Glaser and Representative Monica Lindeen. They discussed the School Funding Lawsuit and the impact on the school district.	4/25/2004	9:00 AM	30 MIN
Government	Face The State	PA	Jay Kohn interviewed Betsy Baumgart. They talked about Montana Tourism.	5/23/2004	9:00 AM	30 MIN.
Community	Face The State	PA	Jay Kohn interviewed Karen Sanford Gail. They discussed the Big Sky State Games statewide competition.	6/27/2004	9:00 AM	30 MIN.

**STATION KRTV GREAT FALLS, MONTANA  
 QUARTERLY LISTING OF PROBLEMS & NEEDS  
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Government	Face The State	PA	Julie Klesh interviewed Alan Reavley. They discussed the murder charges against him and his plans after he gets out of prison.	4/11/2004	9:00 AM	30 MIN
Government	Face The State	PA	Fred Pfeifer interviewed Stan Meyer. They talked about the Ulm Pushkin Interpretative Center.	5/9/2004	9:00 AM	30 MIN
Government	Face The State	PA	Fred Pfeifer interviewed Pat Calbeck Harper and John Gazzerro. They discussed Senior issues.	6/13/2004	9:00 AM	30 MIN

**KRTV 3**  
Great Falls, Montana

**FACE THE STATE**

**DATE RECORDED:** June 10, 2004

**AIR DATE:** June 13, 2004

**INTERVIEWER:** Fred Pfeiffer

**GUEST(S) & TITLE(S):** Pat Callbeck Harper - AARP Assoc. State Director-Helena  
John Gazzarro, - AARP Lead Volunteer-Great Falls

**SUMMARY/TOPIC (QUESTIONS ASKED):**

Guests were asked a variety of questions dealing with the American Association of Retired Persons projects including their push for legislation to try and make changes in the Social Security system so it remains solvent past 2040. Finding ways to force the pharmaceutical industry to reduce the cost of medications as well as changes to assist those who are retired in getting affordable health care and medications. Also covered were the free assistance given seniors help in filing income taxes, driving programs.

**COMMUNITY NEEDS ADDRESSED:**

The future of Social Security, Medicare and Medicaid.  
Ways to reduce the high costs of medical care and medications.  
Programs that are available to assist seniors through the AARP organization.  
How retired community members can volunteer to help other seniors.  
Buying drugs from Canada and Mexico. Is it legal and is it safe?

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Ways to reduce the high costs of medical care and medications.  
Programs that are available to assist seniors through the AARP organization.  
How retired community members can volunteer to help other seniors.  
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**STATION KPAX MISSOULA, MONTANA  
 QUARTERLY LISTING OF PROBLEMS & NEEDS  
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Government	Face The State	PA	Ian Marquand interviewed Terry Weidner. They discussed the Mansfield Conference about Montana, economic globalization and cultural globalization.	4/18/2004	9:00 AM	30 MIN
Government	Face The State	PA	Ian Marquand interviewed Steve Yeckel, Bob Hoene, Dick Maney and Joe Lamson. The topic of discussion was Political Advertising.	5/16/2004	9:00 AM	30 MIN
Government	Face The State	PA	Ian Marquand interviewed all of Montana's Governatorial candidates. This was a recap of previous news interviews.	6/6/2004	9:00 AM	30 MIN

**Pam Hofferber**

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**From:** Tammy Engle [tammy@kpax.com]  
**Sent:** Tuesday, June 08, 2004 8:22 AM  
**To:** Pam Hofferber; Roxie; lhopewell@kxlf.com  
**Subject:** [Fwd: Re: FTS]

----- Original Message -----

**Subject:**Re: FTS  
**Date:**Mon, 07 Jun 2004 17:14:39 -0600  
**From:**Ian Marquand <ian@kpax.com>  
**To:**Tammy Engle <tammy@kpax.com>  
**References:**<40C4EE74.5060801@kpax.com>

FACE THE STATE SUMMARY

AIR DATE: June 6, 2004

HOS:T: Ian Marquand

GUESTS: Bob Brown, Pat Davison, Tom Keating, Ken Miller, Brian Schweitzer, John Vincent (all candidates for governor in the June 8 primary election)

SHOW CONTENT:

This program consisted of the six interviews with gubernatorial candidates that aired during the week of May 31 on the 5:30 news. The interviews were conducted by various news people from Montana's News Station. Ian Marquand then recorded the program and segment introductions, as well as the program's close.

Among the issues discussed by the candidates:

- \*Taxation policy
- \*Natural resource and development policy
- \*Their individual qualifications for governor
- \*Education and their approach to the court decision declaring Montana's school funding system unconstitutional

Tammy Engle wrote:

> Hi Ian, can you get me a synopsis for this past weekend's Face The  
> State. Thanks  
> Tam  
>  
>  
>

**Pam Hofferber**

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**From:** Tammy Engle [tammy@kpax.com]  
**Sent:** Tuesday, June 01, 2004 8:45 AM  
**To:** Pam Hofferber; Roxie; lhopewell@kxif.com  
**Subject:** [Fwd: Face the State summary]

----- Original Message -----

**Subject:** Face the State summary  
**Date:** Thu, 27 May 2004 07:49:39 -0600  
**From:** Ian Marquand <ian@kpax.com>  
**To:** Tammy Engle <tammy@kpax.com>

FACE THE STATE SUMMARY

AIR DATE: May 16, 2004

HOST: Ian Marquand

GUESTS: Steve Yeakel, former campaign manager for Stan Stephens' 1988 campaign for governor

Joe Lamson, Democratic campaign strategist and manager of Pat Williams' campaigns for Congress, 1984-94

Dick Maney, video producer and creator of campaign advertisements for candidates of both major parties

Bob Hoene, retired ad executive and creator of campaign advertisements for candidates of both major parties

TOPIC: The state of political advertising in Montana

This program contained interviews shot in the field for a news series on campaign ads. Yeakel and Lamson were interviewed in Helena, Maney in Butte and Hoene in Missoula. The questions asked included:

- \*What are the major components of a television political campaign?
- \*What makes for an effective political ad campaign?
- \*At what point do you stop talking about your candidate and begin talking about the opponent?
- \*What factors go into ads criticizing your opponent?
- \*Is negative advertising inevitable in modern campaigning?
- \*Have campaigns and their advertising become more negative in recent years or do they only seem so?
- \*What role do political consultants play--especially those from out of state?
- \*How has the business of creating political advertising changed?
- \*What role does polling play in the creation of ads?
- \*Are there lines of propriety that you would not cross in creating ads?



**STATION KXLF BUTTE, MONTANA  
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Government	Face The State	PA	Jared Aarons spoke with Jack Capps and Bruce Messinger. They discussed the topic of Education Funding.	5/2/2004	9:00 AM	30 MIN
Government	Face The State	PA	Jared Aarons interviewed Gallen Hollenbaugh, John Ward and Mary Cafferro. The topic of discussion was the legislative candidates in and around Helena.	5/28/2004	9:00 AM	30 MIN

## Pam Hofferber

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**From:** Lynn Hopewell [lhopewell@kxlf.com]  
**Sent:** Tuesday, June 01, 2004 1:58 PM  
**To:** Roxie Rattray; Pam Hofferber; Tammy Engle  
**Subject:** Fw: Face the State 5/30

----- Original Message -----

**From:** Laura McHugh  
**To:** lhopewell@kxlf.com ; Phil Konecny  
**Sent:** Tuesday, June 01, 2004 1:06 PM  
**Subject:** Face the State 5/30

### FACE THE STATE SUMMARY

AIR DATE: May 30, 2004

HOST: Laura McHugh

#### GUESTS:

John Ward, Republican Candidate for HD 84  
Mary Caferro, Democratic Candidate for HD 80  
Galen Hollenbaugh, Democratic Candidate for HD 80

TOPIC: A forum for Helena-area legislative candidates to discuss platforms before their primary elections.

This program contained a roundtable discussion in which Ward, Caferro and Hollenbaugh were taped during a visit to KXLF's Butte studio.

The questions included:

- What do you consider your top funding priorities?
- You're running for a district seat in a city that's part of the Montana Public Power Inc., the coalition of five Montana cities that recently bid on NorthWestern's energy assets. If that effort requires legislation to move forward, how would you vote?
- Two years after Helena voters passed a Clean Indoor Air act, the smoke on this issue has not settled. Last year, legislators pre-empted the indoor smoking ban, and now the issue is tied up in Montana's courts. Where do you stand on the smoking ban? And, how will you work to protect ordinances passed by your city if elected?
- Your constituents want to know more about you than where you stand on the issues. Briefly tell your city who you are and why you make a good candidate?
- Besides the Bible, what books are you currently reading?

I believe we also invited these candidates to participate:

Joe Dooling, Republican Candidate for HD 84  
Bob Leach, Republican Candidate for HD81  
John Swanson, Republican Candidate for HD81  
Glenn Ferren, Democratic Candidate for HD 82  
Hal Jacobson, Democratic Candidate for HD 82  
Larry Hanson, Democratic Candidate for HD 84  
Joe Pennington, Democratic Candidate for HD 84

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Laura McHugh  
Capitol Reporter, KXLF 4

6/1/2004

[LMcHugh@kxlf.com](mailto:LMcHugh@kxlf.com)  
office (406) 442-4641  
cell (406) 459-9858