

COMMUNITY ISSUES & CONCERNS

2ND QUARTER 2008

APRIL 1 2008 – JUNE 30 2008

In an ongoing effort to serve the public interest, KBTV offers a variety of news programs highlighting issues and current concerns important to the Southeast Texas community.

- Throughout the second quarter, in order to address the growing crisis of high gas prices in our community, we began airing Pump Patrol. Pump Patrol informs viewers of what the average gas price is in the state and locally then, we let them know where we have found the cheapest gas in our area.

- On a related note, Lamar University recently set up a data base to connect students and staff members who would be interested in car pooling to save money on gas. We did a full report in June on the service, and informed our viewers on the web address to be able to join this data base.

- Despite the slumping economy nationwide, here in Southeast Texas there's an industrial expansion taking place in our area. During this quarter we invited Lamar Institute of Technology representatives onto our morning show to discuss a training program for construction to make sure there's a qualified workforce for the expected job availabilities.

- In June, at the height of beach season, Jefferson County informed us of bacteria at a local beach, we informed the community about this in all our newscasts.
- Also in June, we aired our Hurricane Awareness special right after our 6 pm newscast, our weather team produced several segments informing viewers on the knowledge and supplies they would need to be prepared for the hurricane season which began June 1st. We also publicized our hurricane tracking chart, and where our viewers could get one.
- On May 10, cities and school districts in our viewing areas held elections. There were numerous council seats, school board positions, and school bond proposals on the ballot. Leading up to the May election date, we did reports throughout April on the issues voters would be deciding. We also publicized early voting locations and times.
- In the Port Arthur city election, one of the council races ended in a runoff race that was held on June 21st. We profiled the two candidates and had results on election night. It ended in a tie and a dispute over questionable ballots. We covered the entire ordeal until a resolution was reached. We also had the candidates as guests during our morning show.
- A youth program called Inspire, Encourage, Achieve which serves troubled juveniles held a fundraising performance of The Wiz, our station covered the show, and publicized it in all our newscasts. We also informed our viewers of the need for volunteers to mentor the young people during our newscasts.

- Reporter Ericka English has a weekly feature called, “Hearts Without Homes” where she works in conjunction with Child Protective Services, and profiles a different foster child each week in need of a permanent home.
- In June, Ericka along with CPS officer Shari Pulliam did a report on the situation at the polygamist camp in West Texas, and how CPS officials from our area were involved, and gave a status on the children.
- In June, there was a hazardous chemical leak in South Beaumont, and we provided extensive coverage through breaking news cut-ins during our morning hours.
- During April and May, there was quite of bit of interest in bringing back football to Lamar University. We kept our viewers up to date on the process. We did extensive coverage when a coach was hired. We also did live interviews on our shows with him.
- In May and June, during our morning, five and six shows, we highlighted several summer camps, involving sports, art and church, for our viewers to take their children during summer vacation.
- During this quarter in June, we did two investigative pieces which struck a nerve with the community. One dealt with a report on the death of a Vidor soldier. She had been a murder victim in Iraq at the hands of a fellow soldier, but it took months for her parents to get the truth, or to get a meeting with the Army. Reporter Kimberly Woodard exposed a sex offender living by a daycare center in Groves. His status as a sex offender prohibited him from being there, and he was registered at a different address. Kimberly report led to his arrest by law enforcement.

- Each week, our main anchor, Jim Walker, presents a Going Green segment, which is a report on making our viewers more environmentally conscious.

At KBTV, we offer four newscasts a day, with news, weather and sports:

5:30-7 am The Morning News

5-5:30 pm Hometown News at 5

6-6:30 pm Hometown News at 6

10- 10:30 pm Hometown News at 10