

**ISSUE/PROGRAM REPORTS**

**FOR THIRD QUARTER 1998**

**F.C.C. 73.3256 (A) (9)**

**SUBMITTED BY: KTRK-TELEVISION, INC  
HOUSTON, TX**

**OCTOBER 10, 1998**

## INTRODUCTION

From July 1 through September 30, 1998, KTRK-TV broadcast two half-hour weekly local public affairs programs:

### **VIVA HOUSTON**

**(SATURDAYS, 12:30 PM)**

**Program geared toward the needs, interests and concerns of the Hispanic community.**

### **CROSSROADS**

**(SATURDAYS, 1:00 PM)**

**Program geared toward the needs, interests and concerns of the African-American community.**

And broadcast one-hour long local morning program:

### **DEBRA DUNCAN**

**(MONDAY-FRIDAY, 9:00 AM)**

**Program geared toward the general public dealing with issues & entertainment.**

In addition to the programs, news reports and public service announcements described in this report, the station broadcast all programs provided by the ABC Television Network. The network's report entitled, "ABC, TV, Network Third Quarter 1998 Program Information" is filed separately.

KTRK-TV's programs, news reports and public service announcements provided significant treatment of the following issues that were important to the community in the third quarter of 1998.

- 1) FLOODING
- 2) BREAST CANCER
- 3) GOVERNMENT
- 4) HEALTH CARE
- 5) ENVIRONMENT
- 6) EDUCATION
- 7) DRUG ABUSE

**ISSUE: FLOODING**

Houston is known for its' devastating weather conditions during hurricane season, however, no one could predict the flooding caused by Hurricane Frances in the Houston-Galveston area in September. Many residents loss all of their possessions, including their homes. KTRK-TV provided extensive coverage on the affects of the flood.

**WEATHER ADVISORY (9/9/98, Cut-ins, Various Times, LOCAL, 1 hour)**

KTRK-TV weather anchors provided updates on the effects of the flood in several counties.

**EYEWITNESS NEWS (9/11/98, 7:00-8:00 AM, LOCAL, 6 hour)**

Live coverage of weather conditions due to Hurricane Frances.

**EYEWITNESS NEWS (9/12/98, 7:00-8:00 AM, LOCAL, 30 minutes)**

Live coverage of flooded areas in and around the Houston-Galveston area.

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**ISSUE: BREAST CANCER**

Breast cancer is one of the leading causes of death among women 35-54 years old. In fact, one in eight American women will get breast cancer this year. Experts say the best weapon against breast cancer is early detection and mammography (a low dose x-ray). KTRK-TV continues to promote positive awareness and education about this disease.

**CROSSROADS (9/19/98, 1:00-1:30 PM, LOCAL, 5 minutes)**

Interview with Pam Ferry, director with Communities Conquering Cancer, about the upcoming Susan B. Komen Fdn, "Race For The Cure" to fight breast cancer. The 5k race is one of the largest races in the Houston area and it is estimated that more than 11-thousand runners and walkers will participate to bring awareness to this problem.

**DEBRA DUNCAN (9/29/98, 9:00-10:00 AM, LOCAL, 30 minutes)**

Several segments dealing with breast cancer awareness. Survivors talk about their struggles with this disease and how they continue to fight to find a cure, actor Stephen Baldwin talks about his mother who was recently diagnosed with breast cancer, and a look at a unique boutique that specializes in products for women with breast cancer, from wigs to prosthetics.

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**ISSUE: GOVERNMENT**

In an effort to empower Hispanics with political leadership for the November elections, local organizations are educating the community about the power of the vote and the importance of being informed about issues of concern to their communities.

**VIVA HOUSTON (8/29/98, 1:00-1:30 PM, LOCAL, 12:00 minutes)**

Interview with City Controller Sylvia Garcia about her new position with the City of Houston, and what policies she plans to implement in the future.

**VIVA HOUSTON (8/8/98, 1:00-1:30 PM, LOCAL, 8 minutes)**

Interview with Rick Dovalina, president, League of Latin American Citizens about issues impacting Mexican Americans and Hispanics in our communities as we prepare for the November elections.

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**ISSUE: HEALTH CARE**

As the new school year begins, KTRK-TV provided programs to encourage parents to have their children immunized to protect them from childhood diseases. KTRK-TV also provided brochures that listed the types of shots and a timeline for children to be immunized. KTRK also provide programming about the importance of diabetes screening.

**VIVA HOUSTON (8/8/98, 12:30-1:00 PM, LOCAL, 5 minutes)**

Interview with Jannell Pesquera, Harris County Public Health & Environmental Services Department, about the importance of parents having their children immunized before they attend school.

**CROSSROADS (9/19/98, 1:00-1:30 PM, LOCAL, 5 minutes)**

Interview with Tracey Hawthorne, American Diabetes Association about "Diabetes Sunday" a campaign design to bring awareness about this disease to minority communities by providing diabetes screening at several churches throughout the Houston area for one Sunday in September.

**PUBLIC SERVICE ANNOUNCEMENTS**

Ran several public service announcements encouraging parents to have their child immunized and pick up an immunization calendar that provided a timeline for immunizations.

**CROSSROADS (9/14/96, 1:00-1:30 PM, LOCAL, 6 minutes)**

Interview with E. Jane Hughson, Board Member, American Diabetes Association and Dr. Tim Anderson about diabetes, the fourth leading cause of death in the U.S. claiming and estimated 150-thousand Americans annually and how the "Walktoberfest" project helps the associate raise funds for research and education

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### **ISSUE: ENVIRONMENT**

According to statistics, Houston is the second worst city for ozone pollution just behind Los Angeles. In an effort to address this problem a Clean Air Summit was held here in Houston to discuss measures to combat this problem.

#### **CROSSROADS (8/8/98, 1:00-1:30 PM, LOCAL, 5:00 minutes)**

Interview with Leonard Spearman, with the Clean Air Action Program about issues that were discussed at the Clean Air Summit to protect the environment.

#### **CROSSROADS (9/19/98, 1:00-1:30 PM, LOCAL, 5:00 minutes)**

Interview with Jason Shaw, Center for Marine Conservation about the Adopt a Beach campaign, which encourages individuals to participate in cleaning up beaches and waterways of debris and other items that are polluting our marine environment in Houston.

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### **ISSUE: EDUCATION**

There is an estimated 20,000 children who are homeless in the Houston area. KTRK-TV adopted The Star of Hope Homeless shelter to assist them in their efforts to provide school supplies for the residents at the shelter. The Star of Hope Homeless Shelter has been providing food and shelter to families for more than 90 years.

#### **CROSSROADS (8/8/98, 1:00-1:30 PM, LOCAL, 5 minutes)**

Interview with Marilyn Fountain, Community Relations Coordinator, Star of Hope about how the community can help homeless children by donating school supplies and clothes.

#### **CROSSROADS (8/8/98, 1:00:30 PM, LOCAL, 5 minutes)**

Interview with Tony Aleman, Community Affairs Coordinator, with Headstart how this program continues to provide pre-school educational program for disadvantaged children.

#### **PUBLIC SERVICE ANNOUNCEMENTS**

Two weeks prior to the beginning of school, KTRK-TV ran several public service announcements to encourage viewers to donate school supplies to the Star of Hope Homeless Shelter.