

FCC 2009 2Q Community Needs

Health

Swine flu tops the list of concerns in the health field and the number of confirmed cases in Bell County continue to soar. In addition to daily news stories about the number of confirmed cases, KWTX News 10 brought together medical experts from Scott & White Hospital and the McLennan County Health District to answer viewer questions about swine flu on a toll free phone bank and on email and a live blog. The two-hour "on call" session was part of News 10's five and six o'clock newscasts.

Crime

Crimes against children seemed to be increasing or at least more are being reported. News 10 devoted several live segments within newscasts to address the issues involved. Particular emphasis was given to alerting our viewers about how to report suspected child abuse before serious injury occurs.

Economy

Central Texas appears to be escaping some of the more serious problems other states are having none the less, some are facing significant issues. Texas' Comptroller reported Central Texas economy continuing to expand while some areas of the national economy falters. Public service announcements created by KWTX and featuring local business and civic leaders have been airing reminding Central Texans that things are pretty good here in Central Texas.

Fort Hood In Transition

The U-S Army at Fort Hood is in perpetual motion with some soldiers coming back from the war in Iraq while others deploy and still others train to deploy. Now the Fourth Infantry Division is preparing to move its headquarters to Fort Carson in Colorado Springs and the post will downsize to just under fifty thousand soldiers. Businesses in the surrounding communities are constantly concerned as soldiers are deployed longer and troops are moving out of state.

Community Events

The Susan G. Komen Race For The Cure Central Texas saw more than six thousand runners and walkers participate in the annual event in downtown Waco. KWTX was the media partner for this event whose proceeds benefit cancer research. KWTX promoted the event, participated in the event with teams and emcees as well as turning its web site pink to honor the race.

The annual Holocaust Remembrance Service sponsored by Greater Waco Interfaith Conference remembers the 8-million people who died in the holocaust. KWTX interviewed Rabbi Rotem on numerous occasions to promote the event.

The Jefferson Awards is the KWTX produced hour-long, prime-time program honoring eight volunteers for their outstanding community service. The volunteers are nominated by viewers and chosen by the local board of selectors and their stories are told in video profiles on the live telecast and again with newscasts.

