

**FOX 12 KPTV/KPDX UPN 49
COMMUNITY ISSUES AND
PROGRAMS LISTING
THIRD QUARTER 2004
7/1/04 – 9/30/04**

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ORGANIZATIONAL TABLE

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- 2) Local Programming.
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- 5) Station Produced Public Service Announcements.
- 6) Public Service Projects/Donations/Campaigns/Awards.

SIGNIFICANT COMMUNITY ISSUES

The following list summarizes the key community issues significantly treated in broadcast programming and public service/community relation's projects of FOX 12 KPTV and UPN 49 KPDX during the third quarter of 2004:

CONSUMER
CRIME
CULTURE ISSUES
ECONOMY
EDUCATION
ENVIRONMENT ISSUES
FAMILY ISSUES
GOVERNMENT ISSUES
HEALTH
MINORITY ISSUES
POVERTY
SOCIO-POLITICAL
SAFETY ISSUES

Generally these issues are self-explanatory in nature, for example "crime" and "education." Some issues encompass a number of interrelated sub-issues:

Family Issues – an example of this would be child abuse prevention or coping with a hyperactive child.

Government Issues – An example would be Ballot Measure 64 and its effects on old growth forests.

Minority Issues – An example would be a story on the pros and cons of placing minority children exclusively with minority adoptive and foster care parents.

Socio-Political Issues – An example would be Ballot Measure 9 and its effects on AIDS education.

LOCAL PROGRAMMING

GOOD DAY OREGON AND FOX NEWS AT 10:00

FOX 12 produces an hour newscast Monday through Sunday at 10:00p.m., an hour newscast on Sunday at 5:00p.m., and a four hour morning show Monday through Friday from 5:00a.m.-9:00am. This provides a high quality, informative newscast to FOX 12's viewing public as well as contributes to the diversity of news sources available in prime time and morning hours.

What follows is a sampling of the types of issues regularly treated in FOX News at 10's broadcast as well as Fox's morning show, Good Day Oregon:

Air Date: 7/1/04 10:00PM News, Running Time:1:35

SAFETY/FAMILY ISSUES

This story focused on which fireworks are most likely to harm children. Firefighters say that even the fireworks that are thought to be safe, can be dangerous according to how they are used.

Air Date: 7/1/04 10:00PM News, Running Time: :25

GOVERNMENT/SAFETY ISSUES

This story focused on making viewers aware of a new speed zone rule that just began where the speed limit around schools is in effect at all times, not just when school is in session.

Air Date: 7/2/04 10:00PM News, Running Time:0:50

CRIME ISSUES

This story focused on a FOX 12's Most Wanted suspect. Police are asking for help in finding an arsonist who set fire to a mini-storage, trapping a woman who was lucky to get out alive.

Air Date: 7/2/04 10:00PM News, Running Time: :30

CULTURE ISSUES

This story focused on Portland's 17th Annual Waterfront Blues Festival, one of the largest in the nation featuring some of the country's most notable blues artists.

Local programming continued

Air Date: 7/4/04 10:00PM News, Running Time:1:30

CRIME ISSUES

This story focused on a pilot project where criminal offenders can be monitored by a GPS system after they are released from prison.

Air Date: 7/5/04 10:00PM News, Running Time:2:20

SOCIO-POLITICAL/GOVERNMENT ISSUES

This story focused on a local county which has now stopped issuing marriage licenses to same-sex couples in order to make a political point about discrimination.

Air Date: 7/5/04 Good Day Oregon, Running Time: :20

SOCIO-POLITICAL/GOVERNMENT ISSUES

This story focused on a Supreme Court ruling in King County which said that same sex couples can Marry.

Air Date: 7/6/04 10:00PM News, Running Time: :45

EDUCATION/GOVERNMENT ISSUES

This story focused on supporters of public schools in Multnomah County who say they will fight to keep approved tax money which was ear-marked for education. An anti-tax group turned in signatures to repeal the county tax.

Air Date: 7/9/04 10:00PM News, Running Time:2:30

MINORITY/CRIME ISSUES

This story focused on police efforts to stop the Increasing violence of Latino Gangs in areas of East Portland.

Air Date: 7/10/04 10PM News, Running Time:2:55

CONSUMER ISSUES

This story focused on a comparison study done on two sets of vitamins which both claimed to reduce wrinkles. Tests showed neither product lived up to it's claim.

Local programming continued

Air Date: 7/12/04 10:00PM News, Running Time: :20

GOVERNMENT/SOCIO-POLITICAL ISSUES

This story focused on a request by the Bush Administration To the Federal Appeals Court asking to reconsider Oregon's Assisted Suicide Law.

Air Date: 7/15/04 10:00PM News, Running Time: :20

HEALTH ISSUES

This story focused on claims made by scientists at Harvard Medical School which found that chemicals in red wine fight cancer, bad cholesterol and age.

Air Date: 7/17/04 10:00PM News, Running Time: :45

ECONOMY/CONSUMER ISSUES

This story focused on how the recent surge in fuel costs have forced many businesses to watch their profits dwindle. These costs have been passed on to consumers.

Air Date: 7/18/04 10:00PM News, Running Time: :25

HEALTH/FAMILY ISSUES

This story focused on how health officials are trying to figure out what caused 2 dozen people to get sick after a visit to Blue Lake Park. The beach is temporarily closed.

Air Date: 7/22/04 10:00PM News, Running Time: 2:05

SAFETY/HEALTH/FAMILY ISSUES

This story focused on keeping people and animals safe from overheating in parked cars with no air-conditioning. Temperatures can reach very dangerous levels which could possibly cause death during hot days.

Air Date: 7/23/04 Good Day Oregon, Running Time: :36

ECONOMY/GOVERNMENT/POVERTY ISSUES

This story focused on the Bush Administration's new overtime rules which go into effect immediately. This should give one point three million more people access to overtime pay.

Local programming continued

Air Date: 7/24/04 10:00PM News, Running Time:2:15

SAFETY/CONSUMER ISSUES

This story focused on new evidence which shows hands-free devices used by drivers could be just as dangerous and distracting as hand-held phones.

Air Date: 7/27/04 10:00PM News, Running Time: :45

CRIME ISSUES

This story focused on FOX 12's Most Wanted. The police are offering a reward for help in the capture of a suspect who has been scamming elderly people for money with accomplices in parking lots.

Air Date: 7/23/04 10:00PM News, Running Time: :45

GOVERNMENT ISSUES

This story focused on a news software program made available through the government which lets taxpayers electronically prepare and file their taxes for free.

Air Date: 7/29/04 10:00PM News, Running Time:1:50

EDUCATION/CULTURE ISSUES

This story focused on a school which starts teaching American kids Spanish History and Language at the age of five.

Air Date: 7/30/04 10:00PM News, Running Time: :25

GOVERNMENT/SOCI-POLITICAL ISSUES

This story focused on an agreement by the Oregon Supreme Court to take a second look at a lower court's ruling which said Oregon's Marriage Statue is unconstitutional.

Air Date: 8 /1/04 10:00PM News, Running Time: :25

CONSUMER ISSUES

This story focused on a class action suit which was recently settled by Paypal, an online payment company. Consumers who used Paypal may quality for a refund.

Local programming continued

Air Date: 8/4/04 10:00PM News, Running Time: :45

ENVIRONMENT ISSUES

This story focused on Wildland Firefighters who have time to plant new trees and shrubs along a local highway since there were very few forest fires this season to keep them busy.

Air Date: 8/6/04 Good Day Oregon, Running Time: :36

CRIME ISSUES

This story focused on the search for a missing 14-yr-old girl who lived just two doors down from a registered sex-offender.

Air Date: 8/9/04 10:00PM News, Running Time: :20

EDUCATION ISSUES

This story focused on Oregon Schools, many of which may fail the “No Child Left Behind” test again.

Air Date: 8/12/04 10:00PM News, Running Time:2:30

FAMILY/SAFETY/CONSUMER ISSUES

This story focused on some parents who are angry That local “Dollar Stores” are selling pocket knives to children.

Air Date: 8/15/04 5:00PM News, Running Time: :45

ENVIRONMENT/SAFETY ISSUES

This story focused on a fire warning in a national forest area where many people are out of their homes, the national park is closed and firefighters are asking people to stay away.

Air Date: 8/18/04 10:00PM News, Running Time:2:30

CRIME/FAMILY/SAFETY ISSUES

This story focused on crime mapping, a way in which apartment hunters can find out how many times police were called to a specific apartment during one month.

Local programming continued

Air Date: 8/22/04 10:00PM News, Running Time: :025

ENVIRONMENTAL/HEALTH ISSUES

This story focused on a warning by environmental officials to avoid the Willamette River for a few days because of a sewage overflow.

Air Date: 8/25/04 10:00PM News, Running Time:2:15

GOVERNMENT/SAFETY ISSUES

This story focused on a new law being proposed in Oregon which would raise the speed limit.

Air Date: 8/29/04 5:00PM News, Running Time: :23

POVERTY/ECONOMY/HEALTH ISSUES

This story focused on a report by the U.S. Census Bureau which shows the poverty rate is going up in this country and the number of Americans living without health insurance also grew.

Air Date: 8/29/04 10:00PM News, Running Time: :25

ECONOMY/CONSUMER ISSUES

This story focused on the announcement by TRIMET, Portland's Public Transportation System, that they are raising their prices to keep up with inflation.

Air Date: 9/1/04 10:00PM News, Running Time: :15

GOVERNMENT ISSUES

This story focused on the announcement that Ralph Nader's Campaign did not receive enough votes to put him on the ballot for the presidential race in Oregon.

Air Date: 9/5/04 10:00PM News, Running Time:1:55

GOVERNMENT/SAFETY ISSUES

This story focused on a new safety barrier being installed by the Oregon Department of Transportation along a deadly stretch of Oregon highway.

Local programming continued

Air Date: 9/8/04 10:00PM News, Running Time:2:15

CRIME/SAFETY ISSUES

This story focused on the search for a man setting fires to multiple towers in the area. The FBI is asking for viewers help and offering a reward of \$10,000.

Air Date: 9/11/04 10:00PM News, Running Time: :35

SAFETY/FAMILY ISSUES

This story focused on a local street fair which celebrated "Safety Saturday" by joining families with police officers and firefighters to learn how to be prepared for a possible kidnapping.

Air Date: 9/14/04 10:00PM News, Running Time: :55

CONSUMER/ SAFETY/CRIME ISSUES

This story focused on a warning of a scam in which a man falsely says he is with a local cable company and tries to gain access to homes and swindle money.

Air Date: 9/17/04 10:00PM News, Running Time:1:50

ECONOMY/CONSUMER/FAMILY ISSUES

This story focused on ways in which families can stretch their budgets by changing their spending habits in small ways.

Air Date: 9/20/04 Good Day Oregon, Running Time: :23

EDUCATION/GOVERNMENT ISSUES

This story focused on an announcement for plans to introduce the "No Child Left Behind Improvement and Flexibility Act" which would allow Oregon Schools to make necessary changes.

Air Date: 9/21/04 10:00PM News, Running Time:2:10

CULTURE/MINORTY ISSUES

This story focused on the opening of a new museum which is designed to celebrate Native American heritage. Native Indians feel this is still not enough to make up for the injustice their people have suffered.

Local programming continued

Air Date:9/24/04 10:00PM News, Running Time:1:30

ENVIRONMENT ISSUES

This story focused on the Mt. St. Helen's Volcano where hundreds of tiny earthquakes could mean magma is moving in the crater suggesting an eruption could be possible.

Air Date: 9/27/04 10:00PM News, Running Time: :20

GOVERNMENT ISSUES

This story focused on Ralph Nader's request to the Supreme Court to stop Oregon from printing ballots without Nader's name on them.

Air Date: 9/29/04 10:00PM News, Running Time: :30

ECONOMY/ENVIRONMENT/CONSUMER ISSUES

This story focused on how the rising price of gasoline may be attributed to a string of hurricanes and political unrest in Nigeria.

Air Date: 9/30/04 10:00PM News, Running Time:1:50

GOVERNMENT ISSUES

This story focused on a re-cap of the presidential debate which was a 90 minute discussion on foreign policy.

GOOD DAY LIFESTYLES

Airs Saturdays from 8:00 a.m. to 10:00 a.m.

FAMILY/CONSUMER ISSUES

KPTV produces this weekly 2-hour series that offers home, cooking and gardening advice.

Fox Programming

Fox News Sunday (FOX program)

Airs Sundays 8:00 a.m. to 9:00 a.m.

EDUCATION ISSUES

This weekly news program gives it's viewers a wrap up of local and international news.

America's Most Wanted (FOX program)

Airs Saturdays 9:00 p.m. to 10:00 p.m.

CRIME ISSUES

This FOX television docu-drama helps catch criminals by way of viewers. Crimes are re-enacted and photos of the nation's most wanted criminals are featured. The program is geared toward local and national audiences interested in detouring crime in their communities.

Religious Programming

Hour of Power

Airs Sundays 7:00a.m. to 8:00a.m.

EDUCATION/ FAMILY ISSUES

Religious guidance is offered to viewers in this hour program.

UPN PROGRAMMING

Religious Programming

Dr. James Kennedy

Airs Sundays 7:00a.m. to 8:00a.m.

EDUCATION/ FAMILY ISSUES

Dr. James Kennedy offers viewers support and guidance in this hour program.

Key of David

Airs Sundays 8:00a.m. to 8:30a.m.

EDUCATION/FAMILY ISSUES

Key of David offers viewers support and guidance in this half-hour program.

PUBLIC SERVICE ANNOUNCEMENTS

KPDX and KPTV air a variety of public service announcements from both national and local organizations. KPTV also receives and broadcasts a variety of PSAs distributed by Fox Broadcasting in a weekly satellite feed to all Fox affiliates. Additionally, the Fox network regularly broadcasts PSAs as part of their prime time and children's programming feeds. Due to Fox's and KPTV's popularity among young viewers, KPTV gives broadcast priority to those PSAs which focus on children's and youth issues and those which discourage alcohol and substance abuse and encourage honoring diversity.

STATION PRODUCED PUBLIC SERVICE ANNOUNCEMENTS

CRIME/COMMUNITY ISSUES/CRIME BUSTERS

With a high car prowler (auto break-ins) rate in our community we've continued with public service campaign "Crime Busters". The campaign is in cooperation with the Portland Police Department and the Office of Neighborhood Involvement. The 30-second PSAs offer tips from a local police officer on how to avoid becoming a car prowler victim.

FAMILY ISSUES/KIDS FIRST CAMPAIGN

Children are our future that's why UPN 49 is continuing with Kids First. Our public service campaign encouraging viewers to place kids first. We've produced a variety of 30-second PSAs featuring kids which are high priority throughout UPN 49 programming.

HEALTH AND FAMILY ISSUES/GET FIT FOR LIFE UPN 49 AND FOX 12

Oregon has the highest overweight and obesity rate west of the Rockies. Obesity has become a national epidemic. Diabetes and heart problems are on the rise due to this epidemic. Earlier this year, UPN 49 and FOX 12 started a healthy lifestyles campaign called Get Fit for Life. The campaign includes a series of PSAs encouraging people to eat right and get active. We also direct viewers to kpdx.com for more information on how to Get Fit for Life. KPDX and KPTV also sponsors a number of healthy lifestyle events in the community all tying into Get Fit for Life.

HEALTH AND FAMILY ISSUES/KIDS PEDAL UPN 49 (Second Sunday in July)

With childhood obesity on the increase, Kids Pedal is a great opportunity to keep kids active. At UPN 49, we are encouraging people to Get Fit for Life through our healthy lifestyles campaign. This kids only event was a 10-mile bike ride. Adult volunteers went along to provide encouragement. Prior to the start of the ride, kids had to take a bike safety course and learn the importance of proper exercise nutrition. Over 2,000 kids participated. PSAs which featured kids, encouraged other kids to take part in this fun event.

HEALTH AND FAMILY ISSUES/PROVIDENCE BRIDGE PEDAL FOX 12

The medical community has deemed obesity a major epidemic. At FOX 12, we are encouraging people to Get Fit for Life through our healthy lifestyles campaign. Providence Bridge Pedal is a great family event which promotes a healthy lifestyle. As the media sponsor, we encouraged people to participate. This fun event takes riders over Portland's many bridges...only once a year are all the bridges closed to automobiles and bikes rule! The event offered a variety of distances and over 18,000 people participated.

CRIME ISSUES/METH WATCH CAMPAIGN FOX 12 AND UPN 49

Fox 12 and UPN 49, with help from a local police bureau, produced a special video for our community campaign titled "Meth Watch." This video was distributed throughout the community to local retailers to inform them of products that are often purchased in the making of methamphetamine, a dangerous drug which has become a very large problem in many communities. By alerting retailers to watch for specific sales of these items and to make them less easily available, police hope to halt the steady rise of problems with this drug.

PUBLIC SERVICE PROJECTS/CAMPAIGNS/DONATIONS/AWARDS

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CRIME ISSUES/AWARD FOR METH WATCH CAMPAIGN FOX 12 AND UPN 49

FOX 12 and UPN 49 received an award from local law enforcement for donating all time and costs involved in the "Meth Watch" video distributed to local community retailers.

CRIME/COMMUNITY ISSUES/CRIME BUSTERS

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CRIME/FAMILY/SAFETY ISSUES/ ASSOCIATED PRESS AWARDS

An award for "Best Community Affairs Story" was given to KPTV FOX 12 for their exclusive special news series titled "Perverted Justice." These stories were done by the FOX 12 Investigative Team and used a sting operation to confront adult males who were meeting underage girls on the internet and arranging to meet them in person for illegal activities.

KPTV and KPDX – General Public Service Announcements

To help meet the needs of the community KPTV/KPDX air numerous public service announcements on issues that impact our community. Some of the topics include: Drug and alcohol prevention, child abuse, education, and drunk driving prevention.