



**KSHB-TV**

**QUARTERLY PROGRAMS AND ISSUES  
LIST**

**1ST QUARTER 2015**

## **QUARTERLY PROGRAMS AND ISSUES LIST**

**January 1, 2015 through March 31, 2015**

**In accordance with FCC Rule 73.3526(11)(i), the following in the opinion of KSHB Television Station, are problems and needs of the community for the period noted above. They are not necessarily listed in order of importance. Each is identified by significant public affairs and/or public service programming in response to these needs.**

### **ISSUES:**

Arts

Education

Community

Public Safety

Charity

Health Issues

## **KSHB-TV**

### **QUARTERLY ISSUES AND PROGRAMS**

#### **1st QUARTER 2015**

Programs providing significant treatment  
of above community issues

#### **41 Action News Early Edition**      **M – F @ 4:30 AM**

This 30 minute newscast features daily local and national stories, Weather, and Sports.

#### **41 Action News at 5A**      **M – F @ 5:00 AM**

This 60 minute newscast features daily local and national stories, Weather, and Sports.

#### **41 Action News Today**      **M – F @ 6:00 AM**

This 60 minute newscast features daily local and national stories, Weather, and Sports.

#### **Kansas City Live**      **M – F @ 10:00 AM**

This 60 local variety show features local entertainment and community information including interviews with celebrity and business personalities.

#### **41 Action News Midday**      **M – F @ 11:00 AM**

This 60 minute newscast features daily local and national stories, Weather, and Sports.

#### **The Now KC**      **M – F @ 4:00 PM**

Up-to-date news headlines in a fun and entertaining way, with special features on viral stories and videos, and entertainment pieces.

#### **41 Action News at 5**      **M – Sun @ 5:00 PM**

This 30 minute newscast features daily local and national stories, Weather, and Sports.

#### **41 Action News at 6**      **M – Sat @ 6:00 PM**

This 30 minute newscast features daily local and national stories, Weather, and Sports.

**41 Action News at 10** **M – Sun @ 10:00 PM**

This 30 minute newscast features daily local and national stories, Weather, and Sports.

**41 Action News Saturday Today SAT @ 8:00 AM**

This 120 minute newscast features daily local and national stories, Weather, and Sports.

**41 Action News Sunday Today** **SUN @ 8:00 AM**

This 60 minute newscast features daily local and national stories, Weather, and Sports.

## **ARTS**

41 Action News at 6

1/28/15 @ 6:17 PM

Duration - :30

### **RONALD MCDONALD HOUSE**

Next month the third Ronald McDonald House will open in Kansas City. But this one has something the others don't. A 48 foot tall sculpture inside. Crews are busy installing the art and putting the finishing touches on the house. A local artist says his family helped him come up with the idea behind the piece.

Chris Duh, Artist: "The concept came from my children in the summer who were drinking out of crazy straws. And I thought what better thing? It looked fun. Let's see if we can do this out of steel."

Ronald McDonald Houses give families a place to stay while their child undergoes treatment at the hospital.

41 Action News Midday

3/25/15 @ 11:14 AM

Duration – 1:20

### **TAIJI FUSION**

There is no music, and no shouting, only gently-spoken instructions from Stephen Taylor. This is called Taiji Fusion-- A soft-form of Chinese martial arts. Taylor went to china to learn from Taiji masters. Now he's teaching students at his Lenexa gym.

Stephen Taylor: "Getting the proper structure, the bone structure and bone alignment to help with the circulation. And then when you add the breathing the meditation side it increases that circulation and that's where the majority of the health benefits."

The first thing I noticed is that the simple movements allow you to focus on your muscles --finding balance as we inhale and exhale.

Structure, form and meditation are the mantra's here. And these basic moves...much like a lovely dance are also the foundation of self-defense techniques.

41 Action News @ 6

2/27/15 @ 6:15 PM

Duration – 1:35

### **QUINDARO MUSEUM**

Jesse Hope, Quindaro Museum Founder, has a program called, Roots of Promise -- teaching young people about Old Quindaro. The museum was built in 19-hundred and the roof is leaking. The founder is worried some priceless artifacts could be damaged. He has a campaign to raise money to fix the roof. You can find out how to help on our mobile apps and our website, KSHB.com.

## **EDUCATION**

41 Action News at 10

1/30/15 @ 10:02 PM

Duration - 1:18

### **KS SCHOOL FUNDING FIGHT**

It's no secret Kansas schools face an uncertain future. Nancy Fritz President of Kansas National Education Association Shawnee Mission: "No matter what we try to do, the Kansas legislator keeps cutting and taking from those school districts right and left". Long time Shawnee Mission school teacher Nancy Fritz believes Senate Bill 71 could take her school district's budget to a new low. And Fritz isn't alone. Mike Slagel, Ph.D. Assistant Superintendent Blue Valley: "We are vehemently opposed to Senate Bill 71 and we're going to make sure they understand that."

The bill aims to rewrite the formula for how Kansas public schools are funded. It was introduced this week in an effort to balance the budget. If it becomes law the Shawnee Mission and Blue Valley districts would lose millions. Blue Valley Assistant Superintendent Mike Slagel says the most difficult part, the money has already been accounted for.

Mike Slagel, Ph.D. Assistant Superintendent Blue Valley: "We are in the middle of the school year right now, so that 3.3 million dollars would be hitting us in the middle of the school year. Obviously we already have the teachers in the classroom; we already have the bus drivers, so we'd have to look for other ways to manage the newfound deficit." Slagel says news of the midyear budget reduction isn't exactly a surprise, but it's still unexpected. Figuring out how to do more with less isn't an easy task, not for administrators, or teachers.

41 Action News Saturday Today 8AM

2/28/15 @ 8:03AM

Duration - :30

### **SUMMER YOUTH JOBS**

Summer's right around the corner and for kids looking for a job it's about that time to start working on that resume. Today a workshop is planned to give them a chance at sharpening their interview skills and building their resumes. It starts at 9 AM and goes until noon at the southeast community center on east 63<sup>rd</sup> street. The event is aimed at preparing kids for the annual bright future summer job and internship fair happening on April 25<sup>th</sup>.

41 Action News at 6PM

3/27/15 @ 6:15PM

Duration - :50

### **OLATHE TEACHER HONORED**

A surprise honor for an area teacher today. This morning - Susan Rippe learned she will be inducted into the National Teachers Hall of Fame. She teaches 11-th and 12-th grade college biology at Olathe northwest high school. She's been a teacher for 32 years. In a surprise assembly - she learned she's one of five teachers around the country chosen for the honor. She's now planning a bone marrow drive with her college biology students.

## **COMMUNITY**

41 Action News Today Weekend

1/31/15 @ 8:23 AM

Duration - :25

### **METCALF SOUTH PLANS**

Developers want to hear your feedback on the new plan for the old Metcalf South Mall. Developers say they want to create a village style setting featuring shops and restaurants. The development could also include office space, apartments, townhomes, or a senior living center. Developers say there is no time table for the project. Lane Four Property Group has set up a town hall meeting on February 11<sup>th</sup>. It is at the Matt Ross Community Center.

41 Action News at 10 Sun

2/8/15 @ 10:05 PM

Duration - :25

### **KS BUDGET ROADS**

Kansas budget problem is threatening to affect state roads. This past week Governor Sam Brownback and the legislature worked out plans for closing a 344 million dollar budget deficit. It includes cutting education spending and siphoning money from highway projects throughout Brownback's reelection campaign. He said Kansas could have income tax cuts without sacrificing services like highway projects

The Now KC

1/27/15 @ 4:01 PM

Duration - 1:00

### **OLATHE POLICE**

This morning law enforcement from both Kansas and Missouri attended Officer Kern's funeral. They arrived hours before the service at 10 this morning. Last week Officer Kern suffered a fatal heart attack while getting his department motorcycle ready to escort President Obama during his visit to Lawrence. The 43 year old dedicated 16 years of his life protecting and serving citizens....citizens who are turning out to honor him.

Becky Vrbas Indian Hills middle school Principal

It's a great social studies lesson to be able to see people protect us and take care of us and work tirelessly for us that they can see we do respect and honor them and what they do daily and in death. Officer Kern leaves behind his wife, two daughters, and a son. The procession to his burial site will head east on 151<sup>st</sup> street from Lone Elm Road. Police say they anticipate traffic delays of up to 45 minutes.

## **PUBLIC SAFETY**

41 Action News Early Edition

1/29/15 @ 4:32 AM

Duration - :19

### **SHOTS AT SCHOOL BUS**

Police arrested 2 people after a bullet hit a Kansas City School bus. 27 kids were on their way home from Genesis School around 2:45 yesterday afternoon. The bullet came in through the back of the bus at 25<sup>th</sup> and Park. No one was hurt. The school will have counselors ready today if students need someone to talk to.

41 Action News Midday

2/6/15 @ 11:49 AM

Duration - :55

### **MOM STAGES ABDUCTION**

Police say the way a Troy Missouri family tried to teach their 6 year old about stranger danger is criminal. Detectives say the boy's aunt asked a co-worker to kidnap her 6 year old nephew. Apparently the boy's mother and grandmother were also in on it.

Andy Binder, Lincoln County Sheriff Dept.: "The man took the boy out for a ride of terror. The boy immediately started crying when he's told he will never see his mother again, he's never going to see his house, and then when he doesn't stop crying the man shows him a gun and says if you don't be quiet you're going to be harmed."

Deputies say the boy was crying. the man fed up, tied up the boy with trash bags and then put a coat over his head. A while later he brought the boy back but the boy didn't know it because his eyes were covered. His aunt then threatened to sell the boy as a sex slave. Police say the boy told school officials what happened on Wednesday. Prosecutors charged the 4 adults with kidnapping and abuse of a child.

41 Action News at 6PM

3/31/15 @ 6:02PM

Duration - 2:05

### **ONLINE PREDATORS**

In Montrose, Missouri - police say Vallia used seemingly benign, respected apps like Pinterest that many women, adults use to chat - and apps like Tumblr and Kik that are popular with teenagers. If you only see those on your child's phone it could be deceiving - experts say verify how they're using those contacts.

The former police chief says you can't talk to your child enough .. And check on them enough. He knows firsthand - his daughter was once preyed on by a predator.



## **CHARITY**

41 Action News Early Edition

1/15/15 @ 4:34 AM

Duration - :25

### **POWERPLAY FUNDRAISER**

A Shawnee business is giving you a special chance to help the Bieker family today. The Powerplay family Entertainment Center in Shawnee is making it easy. When you buy a playcard between 11 and 10 today, half the money goes on it will go into the Jon Bieker memorial fund. That will help with funeral costs and other expenses. Jon Bieker's funeral is Saturday.

The Now KC

2/17/15 @ 4:41 PM

Duration – 1:00

### **RONALD MCDONALD HOUSES**

Some good neighbors are making a difference at Ronald McDonald House charities across the state of Missouri. The Farm Bureau is behind this event. They are donating food across the state. It's part of their 'thank a farmer' week. We stopped by the Ronald McDonald House in Kansas City as they were getting their donations of food items. Those with the Ronald McDonald House tell us this donation will allow them to use their money for other necessities. Surprisingly they only budget one thousand dollars a year for food, making donations like today even more important. Development director Pat Papenfuhs says she's thrilled to partner with the Farm Bureau. They've been doing this for 19 years.

41 Action News Early Edition

3/24/15 @ 4:50AM

Duration - :25

### **HARVESTERS DONATION**

One local charity is scheduled to accept a donation today that could help feed thousands of Kansas City area families. Farmland partnered with Hy-Vee to donate 40 thousand pounds of protein to the Harvesters Community Food Network. It's part of the 'Feeding America' campaign, the nation's largest hunger relief charity. The group plans to present the donation today at 10.

## **HEALTH ISSUES**

41 Action News at 10 Sunday

1/25/15 @ 10:10PM

Duration - :45

### **KID BATTLES CANCER**

A 17 year old Missouri teenager now living under Hospice care says he knows about the power of encouragement. He should know, he's received letters from people across the world. Patrick McBroom's walls are covered in cards and well wishes from across the US and from other countries. This weekend a Kansas City classroom sent him a box of encouragement. The Gallatin Missouri teenager who is fighting cancer for the third time says all the positive words have been like medicine to him. It's why he says he refuses to give up. Doctors diagnosed McBroom with Neuroblastoma when he was just six years old. He beat it, but it came back when he was 14 and again in 2013. He says he's not sorry he's had cancer. It's made home focus on what and who matters.

41 Action News at 4PM

3/30/15 @ 4:23PM

Duration - :23

### **EGG BENEFITS**

You might consider adding eggs to your salad with dinner tonight. It could prevent a long list of diseases -- and help you live longer. That's according to a new study from Purdue University. Researchers say cooked eggs --help you absorb all those good-for-you nutrients in vegetables. So, the eggs are just enhancing the nutritional value of the salad. And that can help prevent things like cancer and heart disease.

The Now KC

3/27/15 @ 4:25

Duration - :40

### **WHEAT CELIAC RESEARCH**

We told you earlier this week about researchers in Kansas that are working to develop a gluten-free wheat. If they pull it off, it would be a major win for people battling celiac disease -- and other gluten-related illnesses. The work is being done at the "engrain" company in Manhattan, Kansas.

Researchers aren't working to remove the gluten from wheat, rather the specific protein in wheat that people are allergic to. They are hoping to get rid of the component in wheat protein that people are allergic to.

Their work will take up to two years -- and once it's done, the data will hopefully be used to breed a new version of wheat. Which researchers hope to have available in the next decade.