

Issues and Programs List

2nd Quarter, 2008

Page 1

Station:

City/State:

(List issues. Each issue should have at least programs, program segments, or PSA schedules listed on the subsequent pages.)

The following pages list the programs and/or Public Service Announcements that the station believes provided the most significant attention to the community problems, issues and needs for the quarter listed above.

Issue:

Description:

1 Crime

Informational updates and reports on the crime issues throughout our viewing area.

2 Health/Medical

Informational reports on the assortment of health and medical related topics to include flu season, changes in medical treatments and how to keep yourself healthy during the winter and spring.

3 Air Quality/Growth Issues

Information reports on the decrease in air quality as it is affected by the continuing growth of homes, cars and businesses.

4 Minorities/racial

Informational reports on the topics affecting minorities in the Treasure Valley and racial issues concerned with anti minority activities.

5 Economy

Information reports on the state of the economy in our viewing area to include continual growth and changes.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Problems Issues Needs 2nd Quarter 2008 Report

	CRIME	HEALTH/MEDICAL	AIR QUALITY/ GROWTH ISSUES	MINORITIES/RACIAL	ECONOMY
Local 500a News					
Local 530a News					
Local 600a News					
Local 630a News					
Local Noon News					
Local 400p News					
Local 500p News					
Local 530p News					
Local 1000p News					
CBS The Early Show					
CBS Evening News					
60 Minutes					
48 Hours Mstery					
Dr. Phil					
Total Count on Topic	173	118	43	7	78

Problems Issues Needs 2nd Quarter 2008 Report

	CRIME	HEALTH/MEDICAL	AIR QUALITY/ GROWTH ISSUES	MINORITIES/RACIAL	ECONOMY
Local 500a News	 111				
Local 530a News					
Local 600a News					
Local 630a News					
Local Noon News					
Local 400p News					
Local 500p News					
Local 530p News					
Local 1000p News					
CBS The Early Show					
CBS Evening News					
60 Minutes					
48 Hours Mtstery					
Dr. Phil					
Total Count on Topic	88	60			4

Problems Issues Needs 2nd Quarter 2008 Report

	CRIME	HEALTH/MEDICAL	AIR QUALITY/ GROWTH ISSUES	MINORITIES/RACIAL	ECONOMY
Local 500a News					
Local 530a News					
Local 600a News					
Local 630a News					
Local Noon News					
Local 400p News					
Local 500p News					
Local 530p News					
Local 1000p News					
CBS The Early Show					
CBS Evening News					
60 Minutes					
48 Hours Mstery					
Dr. Phil					
Total Count on Topic	42	16			

Problems Issues Needs 2nd Quarter 2008 Report

	CRIME	HEALTH/MEDICAL	AIR QUALITY/ GROWTH ISSUES	MINORITIES/RACIAL	ECONOMY
Local 500a News					
Local 530a News					
Local 600a News					
Local 630a News					
Local Noon News					
Local 400p News					
Local 500p News					
Local 530p News					
Local 1000p News					
CBS The Early Show					
CBS Evening News					
60 Minutes					
48 Hours Mtstery					
Dr. Phil					
Total Count on Topic	24	35			

2ND QUARTER 2008

<u>TITLE</u>	<u>LENGTH</u>	<u>COUNT</u>
AAD - INDOOR TRAINING IS OUT	30	21
AD COUNCIL - AIRPLANE COLLEGE ACCESS	30	75
AD COUNCIL - ADVERTISED AMBER ALERT	30	117
AD COUNCIL - COFFEE SHOP	30	99
AD COUNCIL - SARAH WATKINS/ED	30	79
AD COUNCIL - ELEVATOR	15	59
AD COUNCIL - ALMOST FED	30	75
AD COUNCIL - ROCKET REV	15	107
AD COUNCIL - MEN IN GOWNS	30	18
AD COUNCIL - CREDIT SCORE (COUPLE)	30	59
AD COUNCIL - CREDIT SCORE (VIDEO GAME)	30	51
AD COUNCIL - NUTRITION ED	10	80
AD COUNCIL - NUTRITION ED	30	55
AMERICAN RED CROSS	30	66
AMERICORP - FIGHT POVERTY	30	57
AMERICORP - FIGHT POVERTY	60	44
AMERICORP - FIGHT POVERTY	15	44
ARBOR DAY FOUNDATION	20	28
ARBOR DAY FOUNDATION	60	42
ARBOR DAY FOUNDATION	10	62
ARBOR DAY FOUNDATION	30	50
ARBOR DAY FOUNDATION	15	68
BOISE RIVER VOLUNTEERS	30	61
BOISE RIVER VOLUNTEERS	10	90
BUREAU OF HOMELAND SECURITY	30	61
CARE	30	20
CATHOLIC CAMPAIGN- CHILDREN/POVERTY	10	100
CATHOLIC CAMPAIGN- CHILDREN/POVERTY	30	39

33	15	CATHOLIC CAMPAIGN- CHILDREN/POVERTY
46	20	CDC COLORECTAL CANCER
98	30	COMMUNITY NEWS 1
85	30	COMMUNITY NEWS 2
101	30	COMMUNITY NEWS 3
94	30	COMMUNITY NEWS 4
44	30	DEQ - CLEAN AIR ZONE
98	30	DISABLED AMERICAN VETS
29	30	EASTER SEATS/GOODWILL - CLOSING DOORS
162	30	ENTERTAINMENT IND FOUNDATION
49	30	FIREWISE - EVERYONE'S RESPONSIBLE
44	30	FIREWISE - THE DIFFERENCE
44	30	FOUNDATION FOR HEALTH COVERAGE ED
24	30	GOODWILL - CIRCLE OF HOPE
97	30	ISBA - COPS AND GUNS
14	20	LEAGUE OF WOMEN VOTERS
110	30	NATL CASA - HOME AFTER HOME
47	30	NCADD - YESTERDAY
96	30	NCPC - CYBER BULLY CHICKEN
30	30	NEGLECTED DRIVING
60	30	NIH SENIOR HEALTH - SR. FRIENDLY WEB
112	30	PROJECT CATCH
36	15	PROJECT GREEN SOLUTION
56	30	PROJECT GREEN SOLUTION
42	15	ROTARY - PEACE
38	30	ROTARY - PEACE
26	60	ROTARY - A POLIO FREE WORLD
45	30	SOCIAL SECURITY ADMIN
95	30	SPECIAL OLYMPICS - FIRST FRIDAY #1
78	30	SPECIAL OLYMPICS - GVNK OTTER #2
57	45	SPECIAL OLYMPICS - IT'S FANTASTIC

THE ALS ASSOCIATION - CURE ALS	15	38
UN AID - DAFUR CAN'T WAIT	30	25
UN AID - PEOPLE ARE DYING	30	61
UNICEF - H2O CAMPAIGN "WATER"	20	53
US FISH & WILDLIFE - GET NATURE KIDS	30	51
US FISH & WILDLIFE - GET NATURE KIDS	60	33
US YOUTH SOCCER - GET OUT & IN GAME	30	127
VOLUNTEERS OF AMERICA	30	62
WORLD WILDLIFE FUND - ON THIN ICE	30	51
ZAMZOWS - ARBOR DAY	30	45