

QUARTERLY ISSUES PROGRAMMING LIST
WTVW-TV (Evansville, IN)
2nd Quarter 2013

Issue #1: The need for support organizations in the area that serve physically and mentally challenged youth in the area.

How it was treated: Telethon

Title: 2013 Easter Seals Telethon

Date: April 14

Time: 5:00 – 6:00 p.m.

Duration: 1 hour

Type: Telethon

Description: Telethon raised more than \$1 million for Easter Seals and the Rehabilitation Center. In addition we did several news stories before and after the telethon.

Issue #2: The need to support organizations that aid individuals during times of natural disasters.

How it was treated: Media-thon

Title: Tri-State Gives Moore

Date: May 22nd

Time: 5:00 a.m. - 5:00 p.m.

Duration: 12 Hours

Type: Mediathon

Description: Worked in coordination with the Red Cross o Southwestern Indiana to raise money for tornado victims in and around the Moore, Oklahoma, area. Did live reports from the Red Cross during our news casts throughout the day to encourage people to give to the red Cross Disaster Relief Fund. The effort raised more than \$25,000.

Issue #3: Encouraging youth in the area to make proper decisions, especially concerning drugs, alcohol & crime

How it was treated: Stories on newscasts

Title: Choose Not To Lose

Date: April 14

Time: Noon, 6:30 p.m., & 9:00 p.m.

Duration: 2 minutes a piece

Type: News story about the Evansville Police Department's efforts to raise awareness in area high schools through the, "Choose Not To Lose" campaign.

Description: Talked with Evansville Police Chief Billy Bolin about the wrong decisions he sees young people making and the consequences of those decisions. WE also discussed the E.P.D.'s new "Choose Not To Lose," campaign which is aimed at increasing officer presence in and around high schools. Eyewitness News is a sponsor of the campaign

How it was treated: PSA's

Title: Choose Not To Lose

Date: Ran numerous PSA's on the air during various day parts

Duration: 30 seconds

Type: Public Service Announcements

Description: Evansville Police Chief Billy Bolin talks about the kick off of the, "Choose Not To Lose," campaign, and he talks about the new Jeeps that are decorated in school colors and will be seen at various high school events.

Issue #4: Evansville's recent ranking on a Pew Research study which ranked Evansville as the 8th most miserable place to live in the U.S.

How it was treated: News Stories

Title: We Are Evansville

Date: April 1

Time: 9:00 p.m.

Duration: 2 minutes each

Type: News Story

Description: The Pew Research Center listed Evansville as the 8th most miserable place to live in the U.S. We talked with Evansville Mayor Lloyd Winnecke, who disagrees with the statement. We also talked to various people living in Evansville to see if they think the ranking is accurate.

How it was treated: News Stories

Title: We Are Evansville

Date: April 2

Time: 9:00 p.m.

Duration: 5 minutes

Type: Live interview

Description: Discussed with Evansville Mayor Lloyd Winnnecke a Pew Research study that ranked Evansville as the 8th most miserable place to live in the U.S. The Mayor said he thinks the study was silly, and he does not understand what methodology was used to reach that conclusion. He also says he thinks Evansville is a good place to live.

How it was treated: News Stories

Title: We Are Evansville

Date: May 18

Time: 9:00 p.m.

Duration: 2 minutes

Type: News Story

Description: We talked with University of Southern Indiana Marketing Professor Pam Height and several students in her class. The class is kicking off a, "We Are Evansville," campaign designed to create community pride and to dispute the Pew Research Center's findings showing Evansville is the 8th most miserable place to live in the U.S.

How it was treated: News Stories

Title: We Are Evansville

Date: May 29

Time: 9:00 p.m.

Duration: 1 minutes

Type: News Story

Description: We talked with University of Southern Indiana Marketing Professor Pam Height who is organizing a, "We Are Evansville," event. Wants people to come out this weekend and pick up trash along the riverfront, then have their picture taken to show pride in Evansville to dispute the Pew Research Center's claim that Evansville is the 8th most miserable place to live in the country.

Issue #5: An Effort to rezone 200 acres in western Vanderburgh County. Supporters say it will mean growth, jobs, an additional tax base for the area. Opponents say it will lead to traffic problems on University Parkway, and it will disrupt their quiet, rural lifestyle.

How it was treated: News Story

Title: University Parkway Rezoning

Date: April 2

Time: 9:00 p.m.

Duration: 2 minutes

Type: News Story

Description: Talked with west side residents who began circulating a petition against a proposal to rezone several hundred acres just off University Parkway for a mixed use development project which would include residential and retail development.

How it was treated: News Story

Title: University Parkway Rezoning

Date: April 9

Time: 9:00

Duration: 2 minutes

Type: News Story

Description: The organization known as GROUP, or Growing Responsibly on University Parkway, made a presentation to Vanderburgh County Commissioners. Stan Blaszczyk asked the Commission to hold off making any decisions on the rezoning request until a study of the corridor can be completed to develop a plan on how the entire parkway area should or should not be developed.

How it was treated: News Story
Title: University Parkway rezoning
Date: April 11
Time: 6:30 p.m. & 9:00 p.m.
Duration: 2 minutes

Type: News Story

Description: Coverage of the meeting at the Area Plan Commission concerning the University Parkway rezoning. GROUP spokesperson Michael Lockard asks the Commission to vote against the plan. He says it needs more work, and a master plan for the corridor needs to be approved before any development takes place. Krista Lockyear, the attorney for the property owner, says the proposed development has been well thought out, and it will provide growth and an added tax base in the western part of the county. The Plan Commission votes to recommend the County Commission approve the rezoning.

How it was treated: News Story
Title: University Parkway rezoning
Date: April 12
Time: 6:30 p.m. & 9:00 p.m.
Duration: 2 minutes

Type: News Story

Description: Vanderburgh County Commissioner Marsha Abell sent a letter to the Area Plan Commission indicating she believes the University Parkway rezoning is a good idea. She says the west side needs the growth and the added tax base, and she said the road, "was not a glorified driveway for the University of Southern Indiana." GROUP spokesperson Michael Lockard says the letter was a slap in the face of USI, and it would not help grow the west side. USI spokesperson Kendra Strupp says the county is not making any effort to remedy the traffic problem the development will create, and the university is still willing to fund a study of how the entire Parkway corridor should be developed.

How it was treated: News Story
Title: University Parkway rezoning
Date: April 25
Time: 9:00 p.m.
Duration: 4 minutes

Type: Live interview

Description: GROUP spokesperson Michael Lockard talked about why so many people on the west side are opposed to the rezoning just off University Parkway. He said the County needs to have a master plan for the parkway before allowing any changes.

How it was treated: News Story
Title: University Parkway rezoning
Date: May 7
Time: 9:00
Duration: 2 minutes

Type: News Story

Description: Vanderburgh County Commissioner voted 3-0 in favor of rezoning land just off University Parkway for a mixed use development. Commissioners Joe Kiefer, Marsha Abell and Steve Melcher said they believe the plan is a good one that will add to the county's tax base.

Issue #6: Should government leaders support or oppose efforts to build a fertilizer manufacturing plant in Posey County?

How it was treated: News Series
Title: Posey Fertilizer Plant
Date: April 19
Type: News Stories
Time: 6:30 p.m.
Duration: 2 minutes

Description: The environmental group Valley Watch asked the state to put a moratorium on permits for any fertilizer plants. The request came shortly after an explosion at a Texas fertilizer plant. Valley Watch President John Blair said the plant is dangerous, and the state should not be giving incentives for such companies to locate in Indiana. Greg Wathen with the Economic development Corporation of Southwestern Indiana said the process the Posey facility may use is much different than the process used at the plant in Texas.

How it was treated: News Series

Title: Posey Fertilizer Plant

Date: May 17

Type: News Stories

Time: 6:30 p.m., & 9:00 p.m.

Duration: 2 minutes

Description: Indiana Governor Mike Pence withdraws state support for a proposed fertilizer plant in Posey County. The Governor says he is concerned because the Fatima Group, which wants to build the plant, is based in Pakistan, and the State Department has concerns that the company is not doing enough to keep explosives out of the hands of terrorists. The manufacturing of some fertilizers uses the same ingredients contained in many explosives. John Taylor with the Economic Development Partnership says he believes the plant is safe, and the company is doing its part to keep explosives out of the wrong hands. Taylor says the county will look into the possibility of moving forward with the plant without the state's help.

How it was treated: News Series

Title: Posey Fertilizer Plant

Date: May 21

Type: News Stories

Time: 6:30 p.m.

Duration: 2 minutes

Description: Talked with Posey County Commissioner Carl Schmitz. He said the Posey County Commission will move forward with plans to bring a fertilizer processing plant to Mt. Vernon. We also talked with several Posey County residents, some of which support the plant, some of which opposed the plant.

How it was treated: News Series

Title: Posey Fertilizer Plant

Date: June 6

Type: News Stories

Time: 9:00 p.m.

Duration: 2 minutes

Description: The Posey County Council and the Posey County Commission say they will vote to move forward with a \$2 billion fertilizer processing plant without the state's help. Posey County Economic Development Director John Taylor said he believes the plant will be safe, it will add 700 jobs, and an economic shot in the arm for the area.

How it was treated: News Series

Title: Posey Fertilizer Plant

Date: June 18

Type: News Stories

Time: 9:00 p.m.

Duration: 2 minutes

Description: Indiana Governor Mike Pence said even though he does not favor a \$2 billion fertilizer processing plant in Posey County, he will not oppose local efforts to attract the plant.

How it was treated: News Series

Title: Posey Fertilizer Plant

Date: June 19

Type: News Stories

Time: 6:30 p.m. & 9:00 p.m.

Duration: 2 minutes

Description: The Posey County Council and the Posey County Commission vote to issue bonds to help lure a fertilizer plant to Mt. Vernon. Several Posey County residents, including Mary Ann Watson and Rodney Cox speak at the hearing in support of the plant.

