

KJTL-TV

LISTING OF COMMUNITY ISSUES/NEEDS AND KJTL-TV RESPONSIVE PROGRAMMING

3rd Quarter 2011
(July, August and September)

In our ongoing effort to serve the public interest, KJTL-TV offers a variety of programming responsive to the issues of concern to the Wichita Falls community and the rest of our viewing audience. The following are some examples of KJTL-TV's most significant programming treatment of these issues for the period of July 1, 2011 through September 30, 2011.

I. COMMUNITY ISSUES ADDRESSED BY KJTL-TV

Third Quarter 2011

1. Local Current Events and Community Concerns
2. Crime and Crime Prevention
3. County and City Issues
4. Health and Related Issues
5. Education
6. Economy
7. Politics
8. Drug and Alcohol Abuse and Prevention
9. Military Matters
10. Entertainment
11. PSA Information

Index

The following is an index to describe some abbreviations of segments, etc.

9P= KJTL-Textoma's News at 9 (locally produced news show which airs at 9P Monday-Friday)

KJTL airs several franchises during our newscasts. Listed below are the franchises that run during those newscasts, whether it is local or syndicated, and the days of the week that the franchise runs.

Texoma's News at 9

Crime Stoppers - Local - Monday

Consumer Reports – syndicated, fronted by local reporter Monday through Friday

Spirit of Texoma Report – local Monday, Wednesday and Friday

Sheppard Profile – local Tuesday

Behind the Kitchen Door –local - Thursday

Medical Minute – syndicated - Monday through Friday

Texoma Green-local - Tuesday

Movie Review-syndicated - Thursday

Lowest Gas Prices-local - Monday through Friday

COMMUNITY EVENTS

ISSUE	DATE	LENGTH	PROGRAM	DESCRIPTION OF PROGRAM SEGMENT
Community Events	7/3/2011	2:00	9:00 PM	Reported a story on staying safe on the lakes July 4th. Tim Ash - Wichita Falls residen; Lynn Salmon - Manager of Lake Arrowhead State Park and Daniel Nix, Wichita Falls Water Superintendent were our guests.
Community Events	7/3/2011	2:00	9:00 PM	This report focused on the American Red Cross needing blood donors. We spoke with Tim Jones and Amanda Rogers - American Red Corss Volunteers.
Community Events	7/7/2011	2:15	9:00 PM	This story focused on the clean up from July 4th. We spoke with several area residents in outling areas.
Community Events	7/14/2011	1:45	9:00 PM	This report was over Lake Kickapoo residents concern about blue jays testing positive for West Nile Virus. We spoke with Matt Becher and Phil Harlow, residents at Lake Kickapoo.
Community Events	7/17/2011	1:01	9:00 PM	Castaway Cove Water Park is saluting SAFB personnel by giving away 1,000 free tickets over the weekend. We spoke with Ed Michel, Sales & Marketing Mgr., TSgt Rontrell Boonek, SAFB Personnel and SSgtg Larry Compton, SAFB Personnel.
Community Events	7/25/2011	2:00	9:00 PM	Reported on a fire that has left a Petrolia family homeless. We spoke with Randall Hawkins and Brent Welker.
Community Events	7/27/2011	2:15	9:00 PM	This story focused on "DeerFest". This is the 3rd year for this event and all of the money raised goes to fund the Adopt A Box program. This non-profit program helps less fortunate children in our area with personal hygeine products. We spoke with Sheila Catron Choate and Lisa Choate with the Children's Aid Society and with Dawn Thompson, Founder of Adopt a Box and DeerFest.
Community Events	7/28/2011	1:16	9:00 PM	This story focuses on the efforts of volunteers to install pipeline in Electra. We spoke with a group of the volunteers.
Community Events	8/2/2011	2:12	9:00 PM	This story is on apartment occupancy rates and local apartment construction in Wichita Falls. We spoke with Marsha Knight and Sheila Mummert, Wichita Falls residents.
Community Events	8/7/2011	2:32	9:00 PM	Reported on fire ants in Oklahoma. Conner Garza and Wayne Smith were our guests.
Community Events	8/11/2011	1:55	9:00 PM	This story is a preview of the Ranch Round-up. We spoke with representatives of the Bridwell Ranch and the North Texas Rehab Center.
Community Events	8/13/2011	2:15	9:00 PM	This story outlined the different events affiliated with the upcoming Hotter 'N Hell Hundred race. We spoke with Robie Christie.
Community Events	8/17/2011	2:33	9:00 PM	This report was dedicated to the Hotter 'N Hell Hundred Trade Show.

COMMUNITY EVENTS

Community Events	8/22/2011	4:15	9:00 PM	This report focused on the 30th Anniversary of the Hotter 'N Hell Hundred. We spoke with Mark & Jo-Alice Davis, former Wichita Falls residents, Roby Christie, Hotter 'N Hell Hundred Chairman and Chip Filer, Hotter 'N Hell Hundred Executive Director.
Community Events	8/22/2011	2:44	9:00 PM	We spoke with Bobby Schaaf and Andy Lee about several more businesses coming to Texoma.
Community Events	9/1/2011	1:47	9:00 PM	This report was on the annual One-Armed Dove Hunt held in Jack County. We spoke with the founders, Jack Northrop and Jack Bishop.
Community Events	9/15/2011	2:11	9:00 PM	This report is a preview of the upcoming Falls Fest event in Lucy Park.
Community Events	9/20/2011	1:55	9:00 PM	Reported on the apartment boom in the area and developers are offering a diverse selection of places to get renters. Bobby Schaaf was our guest.
Community Events	9/21/2011	2:05	9:00 PM	This report focused on the history of the Certainteed / Saint Gobain plant that caught fire. We spoke with Fred Krautz, former Saint Gobain Vice President.

CRIME PREVENTION

ISSUE	DATE	LENGTH	PROGRAM	DESCRIPTION OF PROGRAM SEGMENT
Crime & Prevention	8/21/2011	1:06	9:00 PM	When school starts Monday morning, Wichita Falls Police will be out in full force making sure that drivers obey school zone traffic laws...otherwise they'll have to pay some pretty hefty fines. We spoke with Chris Cozart, Wichita Falls Police Department.
Crime & Prevention	7/6/2011	2:11	9:00 PM	This report focused on the recent vehicle vandalism incidents in Wichita Falls neighborhoods. We spoke with Gloria Evans and Eric Thomason, recent victims.
Crime & Prevention	7/9/2011	1:58	9:00 PM	This report was on the recent break-ins downtown. We spoke with local business owners to get their opinions.
Crime & Prevention	7/11/2011	1:15	9:00 PM	A Sunday afternoon brawl at Hippie Beach is prompting Clay County Sheriff's officials to increase weekend patrols during the summer, to curb fighting, public intoxication and littering. Clay County Sheriff Kenny Lemons and Fred Peary, who lives near Hippie Beach were our guests.
Crime & Prevention	7/15/2011	2:33	9:00 PM	Reported on the Lawton Neighborhood Watch Program. We spoke with Suzy Gilmore and Sharon Hodges.
Crime & Prevention	8/11/2011	1:54	9:00 PM	This is an update regarding the sex offender database. We spoke with Det. Sammy Everett.
Crime & Prevention	8/21/2011	1:06	9:00 PM	When school starts Monday morning, Wichita Falls Police will be out in full force making sure drivers obey school zone traffic laws....otherwise, they'll have to pay some pretty hefty fines. We spoke with Officer Chris Cozart, Wichita Falls Police Department.

COUNTY AND CITY ISSUES

ISSUE	DATE	LENGTH	PROGRAM	DESCRIPTION OF PROGRAM SEGMENT
County & City Issues	7/1/2011	1:35	9:00 PM	Area nursery owners are offering tips to area homeowners on how to protect lawns and landscaping from the scorching heat. Our guests were Steve Smith, Smith's Gardentown and Donna Wright, Wichita Falls resident.
County & City Issues	7/6/2011	4:45	9:00 PM	This "Touring Texoma" report focused on the "People's Ice House". It was built in 1920, and is now the home of the Backdoor Theatre. We spoke with Jim Pettyjohn and Gail Smith.
County & City Issues	7/10/2011	1:26	9:00 PM	The ceiling collapsed in the Intake Center at the Humane Society of Wichita County, forcing officials to relocate the surgery room and dozens of kittens. At this time, the shelter has no room to bring in new pets. We spoke with Cheryl Miller, Shelter Manager.
County & City Issues	7/21/2011	1:19	9:00 PM	Postal carriers are dealing with the brutal heat by taking precautions and getting some Southern hospitality from residents who offer them cold drinks while they're on their routes. We spoke with local mail carrier, Don LaPlante.
County & City Issues	7/28/2011	1:27	9:00 PM	A member of Wichita Master Gardners noticed lots of trees around Wichita Falls dying because folks aren't watering them. She is hoping to put out 100 signs
County & City Issues	8/1/2011	1:20	9:00 PM	In this story, we spoke with Charlie Carr, Owner of Texas Tree Elite Arbor Care. He gave tips on how to spot a stressed tree and how to properly water a tree. He also spoke about when to replant if you've lost a tree.
County & City Issues	8/11/2011	:58	9:00 PM	The Texoma heat is evaporating the waters of Lake Arrowhead. The level has dropped seven feet. It's not causing a hazard for boaters or swimmers yet, but it is changing the landscape for residents who have lake front property.
County & City Issues	8/12/2011	1:55	9:00 PM	Reported a story on the controversy over a proposal to install a hand scanning device in the courthouse. We spoke with Wichita County Commissioners and the Wichita County Clerk.
County & City Issues	8/19/2011	2:12	9:00 PM	This story was concerning the Wichita County Burn Ban that is currently in effect. We spoke with area residents and Wichita County Emergency Management personnell.
County & City Issues	8/26/2011	2:11	9:00 PM	This story was on the declining lake levels and the effect it has on Texoma. We spoke with Wichita Falls Code Enforcement Officers and area residents.
County & City Issues	9/1/2011	1:54	9:00 PM	This story is on the upcoming "Day Of Caring". We spoke with Karen Olds and Stephanie Miller from Maurine St. Church of God.
County & City Issues	9/2/2011	2:12	9:00 PM	This is another "Day Of Caring" report. We spoke with Mary Stengel, Wichita Falls Area Food Bank, Kim Lake, Wal-Mart Assistant Manager and Joseph Shaffer, SAFB.

HEALTH AND RELATED ISSUES

ISSUE	DATE	LENGTH	PROGRAM	DESCRIPTION OF PROGRAM SEGMENT
Health & Related Issues	7/3/2011	1:30	9:00 PM	Reported a story on how vitamins may not be as healthy as many people think. No local interviews included.
Health & Related Issues	7/10/2011	1:30	9:00 PM	Reported a story where we took a look at the impact of depression on heart disease. No local interviews included.
Health & Related Issues	7/17/2011	1:30	9:00 PM	Reported a story on how aspirin can do more than just fight headaches, it also can fight staph infections. No local interviews included.
Health & Related Issues	7/24/2011	1:45	9:00 PM	Reported a story on the growing popularity of gastric bypass surgery (a process that shrinks the size of the stomach so people lose substantial amounts of weight). Dr. Kenneth Warnock, surgeon at URHCS was our guest.
Health & Related Issues	7/29/2011	2:37	9:00 PM	Reported a story that Type II Diabetes in children is ever increasing. Jessica Hendrickson, Cindy Scott, Type II Diabetics and Denise Bates, Patient Education Coordinator, URHCS were our guests.
Health & Related Issues	7/29/2011	1:24	9:00 PM	After more than 40 years in thoracic medicine, Dr. Olyn Walker is retiring, and colleagues at United Regional threw a retirement party for him today.
Health & Related Issues	7/31/2011	1:03	9:00 PM	To help conserve city water, the W.F. Parks Department will stop watering grass and flowers on city property, and focus all water on saving the city's more than 20 thousand trees. We spoke with Terry Points, Wichita Falls Parks Supervisor.
Health & Related Issues	8/5/2011	2:00	9:00 PM	Jerrad and Tammi Messersmith were our guests to talk about Jerrad receiving a life saving heart transplant just in the nick of time, but has kept an incredibly optimistic attitude throughout his ordeal, including the loss of his pregnant sister.
Health & Related Issues	8/7/2011	1:30	9:00 PM	Reported a story on advice for parents on how to keep kids eating healthy once school starts. No local interviews included.
Health & Related Issues	8/8/2011	1:02	9:00 PM	David Shoop, A-1 Exterminators and Cheryl Miller, Humane Society of Wichita County Manager were our guests as we discussed the tick infestation in Texoma. They feel that the problem stems from the hot and dry conditions.
Health & Related Issues	8/14/2011	1:30	9:00 PM	Reported a story on a new cutting edge treatment technique for breast cancer patients eliminated the need for repeated doses of radiation therapy. No local interviews included.
Health & Related Issues	8/21/2011	1:30	9:00 PM	Reported a story that the government is launching a study to look at how children contract diseases like cancer, diabetes and heart disease. No local interviews included.
Health & Related Issues	8/29/2011	1:23	9:00 PM	Since PETS Food Pantry started delivering to Wichita Falls area meals on wheels clients, it has allowed recipients to stop sharing their food with their pets. That's why one client calls the program a Godsend. We spoke with Carl Cook, a PETS Pantry client and Lorie Weaver, PETS Food Pantry Director.
Health & Related Issues	9/25/2011	1:20	9:00 PM	Reported a story on how high blood pressure can cause memory lapses or so called "senior moments". No local interviews included.

EDUCATION

ISSUE	DATE	LENGTH	PROGRAM	DESCRIPTION OF PROGRAM SEGMENT
Education	8/22/2011	1:19	9:00 PM	The first day of school has teachers adjusting to larger classrooms, teaching different grade levels and subjects...and it's all because of state budget cuts. Our guests were Tania Rushing, Fowler Elementary Principal, Robin Mikalunas, Fowler Music Teacher and David Thayer, Fowler Science/Social Studies Teacher.
Education	8/29/2011	1:33	9:00 PM	Last year, Region 9 purchased a robot so a home-bound student will still be able to attend school from home. However, officials are still devising a usable policy...since Region 9 serves 39 school districts. We spoke with Mike Campbell, Region 9 Education Specialist.

ECONOMY AND TAXATION

ISSUE	DATE	LENGTH	PROGRAM	DESCRIPTION OF PROGRAM SEGMENT
Economy & Taxation	7/7/2011	1:13	9:00 PM	Interfaith Ministries is being flooded with requests to help pay bills. We spoke with Jean Payne, Interfaith Ministries Executive Director and Bridget Gildon, Wichita Falls Resident.
Economy & Taxation	7/9/2011	2:15	9:00 PM	Reported a story on the Wichita Falls economy and boom in new home construction. We spoke with James Holcomb, a Wichita Falls resident and Bobby Tegue, Wichita Falls Building and Code Administration.
Economy & Taxation	7/18/2011	1:33	9:00 PM	The heat has more people going to Castaway Cove to beat the summer heat...and that is creating a booming business that's also generating lots of money for the City of Wichita Falls. We interviewed Mayor Glenn Barham, Ed Michel, Castaway Cove Sales & Marketing Mgr and Cambra Gunter, Visitor to the Park.
Economy & Taxation	7/22/2011	1:03	9:00 PM	Howard Copeland is closing Copeland's Central Packing Company after 57 years. He's retiring and the last day of operations was spent filling final orders for customers. We spoke with Howard Copeland, Retiring Owner and Raymond Nipper, Elk's Lodge member.
Economy & Taxation	8/5/2011	1:20	9:00 PM	The shelves of many Texoma food pantries are bare...and Interfaith Ministries officials believe the reason is because people are requesting help to pay high electric bills, and turning to area pantries to help them put food on the table. We spoke with Wendell Griffin, Wichita Falls Area Food Bank Operations Manager, Amy Brown, Floral Heights UMC Food Pantry Director and Jean Payne, Interfaith Ministries Executive Director.
Economy & Taxation	8/11/2011	1:58	9:00 PM	This is a report on the revenue brought in with the Hotter 'N Hell Hundred bike event. We spoke to area restaurant managers and hotel personnell.
Economy & Taxation	8/12/2011	1:01	9:00 PM	Officials at Lake Arrowhead State Park are cutting \$7,000 from their budget by closing 3 of 4 park bathrooms, cutting off the fishing pier lights at 10 PM, and closing the main office two days a week and having visitor use their state park season pass to enter...or using the self-pay station. The changes start September 12th. We spoke with John Ferguson, Park Supervisor.

ENTERTAINMENT

ISSUE	DATE	LENGTH	PROGRAM	DESCRIPTION OF PROGRAM SEGMENT
Entertainment	7/6/2011	4:45	9:00 PM	This "Touring Texoma" focused on "The People's Ice House" which was build around 1920, and in the building the Backdoor Theater is in now. We spoke with Jim Pettyjohn, Wichita Falls resident and Gail Smith, Executive Director, Backdoor Theater.
Entertainment	7/14/2011	5:00	9:00 PM	This "Touring Texoma" reported on Possum Kingdom Lake. We spoke with Kevin Vanduser, Author, "Possum Kingdom Journal", Daniel Carroll and Austin Godfrey, Wichita Falls residents and Coleman Crook, Naylor by the Water. We discussed the history of the lake and the efforts that are underway to rebuild after the devastating wildfires in April.
Entertainment	7/21/2011	5:00	9:00 PM	This "Touring Texoma" focused on noodling on the Red River. Noodling is a method of catching catfish with bare hands. We interviewed Bayler Stewart, Scott Cathey, Patrick Stewart, Cindy Stewart and Cari Stewart.