

Programs and Issues Report  
1st Quarter 2012

Description of Issue	Program Segment	Date	Appx run times	Duration	Narration of Type and Description of Program/Segment
Government	City News Briefs	Jan-Mar 2012	12:05 p.m., 2:25 p.m., 5:30 p.m., 10:40p.m., 11:50p.m.	5 min.	This is a program updated weekly and is a report of the happenings of the City of Branson and all its departments. Some of the topics covered in the broadcast include the minutes and special agenda items from the Branson City Alderman meetings. Other topics covered involved police and fire safety, water, sewer and road issues being delt with by the Public Works as well as sales tax reports and user fees for city services. This program airs a minimum of 5 times per day, 7 days a week. It joins the Newsline program.
News	Newsline	Jan-Mar 2012	12:00 p.m., 2:20 p.m., 5:30 p.m., 10:45p.m., 11:50p.m.	7 min.	This is a "softer" news program that covers primarily local topics of interest to Branson area residents and some topics of interest to visitors. One of the main areas of interest is information regarding community charity fund raising events, as well as current events, such as ground breakings and ribbon cuttings in the community. It is generally a preview of what will be happeing in the Branson area either on that day, or in a few days to come. Newsline does not report on violent crime, but does give tips and suggestions from local authorities on crime prevention and awareness. Newsline also includes a daily local weather forecast. This program airs a minimum of 5 times per day, 7 days a week.
Business	Branson Community Connection	Jan-Mar 2012	5:00 p.m., 10:00p.m.	30 min.	This program is produced in cooperation with the Branson Lakes Area Chamber of Commerce and features interviews with local people about what is new at their business. Typically, each program has 4 guests, with each guest receiving about 5 minutes of airtime. Guests have included everyone from Andy Williams talking about his latest show schedule, to a local artist displaying a unique craft for sale at a new shopping mall. The program is produced monthly, but runs at least 2 times weekly. Each program airs a minimum of 8 times
Schools	Hometown Sports Spotlight	Jan-Mar 2012	6:00 p.m., 11:00p.m.	30 min.	This is a local sports talk show. The host spends the entire program with one or two coaches total, talking about the progress of area teams. Coaches that participate range from College of the Ozarks Basketball and Baseball, to all 5 area high schools. Topics of interest include, but aren't limited to; football, basketball, baseball, soccer, tennis, volleyball and wrestling. The program is produced monthly, but runs at least 2 times weekly. Each program airs a minimum of 8 times
General Interest	VIP tips	Jan-Mar 2012	Various run of schedule	20 min.	These were "tips" from area government officials, local celebrities and business people regarding ways for visitors and locals to enjoy the Branson tourist area to its fullest. Topics range from keeping cell phones turned off during show performances, what the "cry room" is at a theater, to how to properly use the "center turn lane" on Hwy 76. There are approximately 20 different tips that are placed in ROS as would a PSA or promo. These run 7 days a week, throughout the 24 hour broadcast day.