



KOAM-TV
Pittsburg, Kansas
Quarterly Issues and
Programs Report
For: Fourth Quarter, 1998

Prepared By: KOAM News
CBS Television Network
Vance Lewis

QUARTERLY ISSUES/PROGRAMS LIST

<p>There follows a listing of some of the significant issues responded to by Station KOAM-TV, Pittsburg, Kansas along with the most significant programming treatment of those issues for the period 10/1/98 to 12/31/98. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.</p> <p>Note: all air dates are entire 4th Qtr. unless otherwise noted in the appropriate box.</p>					
Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
Disability	Public Service			11x:30= 5:30	CLASS Ltd provides services for disabled persons in Southeast Kansas.
Child/Youth/ Education	Public Service			35x:30= 17:30	a series of psa's of International Student Exchange: "Hannah," "Tanja," and "Neil" talk about the positive aspects of International Student Exchange.
Children/youth	Public Service			12x:30= 6:00	a psa promoting Girl Scouting for both the girls and the adult volunteers.
Discrimination	Public Service			26x:30= 13:00	In cooperation with the Pittsburg Fair Housing Board, a psa produced by KOAM on what to do if you think you've been discriminated against.
Employment	Public Service			10x:30= 5:00	Current job openings through the Joplin Job Service. A toll-free phone number and web address are provided.

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Health/Aids	Public Service			14x:10+ 19x:15+ 16x:20+ 48x:30+ 36:25	A public service campaign with the Aids Resource Network of Southeast Kansas (ARNOSK) suggesting condom use and abstinence.
Children/ Family Values	Public Service			35x:60+ 44x:30+ 24x:20+ 24x:15+ 11x:10+ 1 hour 12 min. 50 sec.	A positive uplifting public service campaign from the Church of Jesus Christ of Latter Day Saints promoting family values and spending quality time with family members.
Children/Health	Public Service			22x:30+ 70x:15= 28:30	A series of spots for the local Ronald McDonald House of the Four States: "Volunteer," "Bricks," and "Pop Tabs" were all produced by KOAM free of charge. Plus "Shower."
Children/Youth	Public service			46x:30= 23:00	From the Crawford County, KS Communities Commission, a series of spots urging kids to stay in school. "Jail," "Junkie," and "Feel Lucky."

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Children/Youth	Promotional	10/1-10/20		50x:30=25:00	KOAM is cosponsor of Touchdown Alley, a positive interactive area with games and activities prior to each Missouri Southern State College football game.
Children/Youth	Promotional			91x:15=22:45	KOAM cosponsors the "Send A Kid" program in conjunction with Missouri Southern State College. Underprivileged youth ages 5 to 18 can attend athletic events for free.
Health	Promotional	10/1-10/9		154x:30=1 hour 17 min.	For the 3rd Year KOAM sponsors the Race of Champions-a benefit race for the Mt. Carmel Medical Center Foundation.
CHILDREN/Health	Public Service	11/1-ufn		12x:30=6:00	A local 8-year-old boy, Kyle Roller has cancer. A fund has been set up to help Kyle and the family.
Economic Development	Public Service	11/1-ufn		52x:30=26:00	KOAM produced at no charge three psa's for the Joplin Area Chamber of Commerce: "General," "Economic Development," and "Tomorrow's Leader's Today." All promoting positive reasons to be a chamber member.

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Youth/health	Public Service			15x:30= 7:30	Community 2000 psa featuring Joplin youth urging other youth to not smoke cigarettes.	
Children/Health	Public Service			20x:30+ 5x:10 10:50	60th anniversary of the March of Dimes-promoting the health of babies and mothers. Sheryl Swoopes, Martha Stewart, Leeza Gibbons, Christie Brinkley and Gregory Hines.	
Arts	Public Service			4x:30= 2:00	Annual membership drive for the Joplin Little Theater.	
Youth	Public Service			3x:30= 1:30	fundraiser for TurnAround Ranch, a facility for youth from troubled families.	
Community/Charity	Public Service			16x:30= 8:00	Kick off of the Joplin United Way drive.	

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Community/Health	Public Service	12/1-12/31		31x:30=15:30	Community Blood Center of the Ozarks-"Miracle of Giving" drive during the holiday season.
Children/Youth/Safety	Public Service			48x:30=24:00	Carl Junction, Missouri Fire Department with safety tips primarily for children. KOAM donated its time and resources to make this psa.
Children/Youth/Education	Promotional				KOAM provides free of charge the TV Newsgame to 260 area teachers for use in their classroom. A sample is attached.
Children/Health	Promotional	10/1-10/24		95x:30=47:30	KOAM cosponsored a Maternity Fair at Freeman Hospital in Joplin. Many health-related displays were available for expectant parents.
Children/Education	Promotional	11/1-ufn		30x:15=7:30	KOAM cosponsors "Read With the Lady Lions" of Missouri Southern State College in Joplin. Promotes reading in Joplin Elementary Schools.

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Youth/Alcohol	Public Service			54x:30= 27:00	from the Greenbush Education Service Center in Southeast Kansas, a series of don't drink and drive psa's; "community laws," "Parental Attitude and "Alcohol Doesn't Know You're Special."
Disabled Services	Public Service			51x:30= 25:30	the Southeast Kansas Living Center helps disabled people learn to live on their own or with limited supervision.
Youth/Drugs	Public Service			22x:30= 11:00	a very strong anti-meth drug campaign with a toll-free number for youth to call for help.
Children/Youth/ Mentoring	Public Service			27x:30= 13:30	the Jasper County, Missouri Chapter of Big Brothers and Big Sisters seeking mentors for area children and youth.
Children/Charity	Promotional	11/26- 12/18	various plus every News- cast	121x:30= 1 hour 30 sec.	9th annual KOAM TV "Toybox" provides new toys for the 4-states less fortunate children. Distribution is through area Salvation Armys. About \$10,000 worth of toys were donated.

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Family Finances	Public Service			13x:30= 6:30	Consumer Credit Counseling Service offers free financial planning and advice for families & individuals who may be in financial trouble.
Safety	Public Service			13x:30= 6:30	Missouri Department of Transportation reminding adults to not drink and drive.
Children/Education	Public Service			40x:30= 20:00	A series of psa's promoting the importance of learning math. The spots are titled: Major League Math, Rubberarm, A Way of Life, and "So Much Good.
Vote	Public Service			30x:30= 15:00	vote '98- urging people to register to vote and then to actually vote.
Children/Youth	Public Service			11x:30= 5:30	a psa produced by KOAM at no charge for the ROCMD Youth Services Center of Northeast Oklahoma...providing free services for 'at risk' youth, ages 5 to 18.

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Children/Safety	Public Service			11x:30= 5:30	Through the Kansas Association of Broadcasters a series of psa's concerning missing Kansas children.
Tourism	Public Service			24x:30= 12:00	Promoting tourism at the Kansas Oil Museum in Toila, Kansas.
Children/ Health	Public Service			11x:30+ 14x:20= 10:10	Children's Hospital For Crippled Children sponsored by the Shrine Clubs.
Children/ Safety	Public Service			32x:20 10:10	Showing children to stay away from poisons like anti-freeze and drain cleaners.
Children/Youth/ Health	Public Service			12x:30= 6:00	Missouri Tobacco Prevention campaign aimed at young people under the legal smoking age.

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Children/Health	Promotional	11/23-11/30		11x:30=5:30	Promotion of area March of Dimes reception for Dr. Charles Bentledge proceeds from the reception to help improve health of expectant mothers and their babies.
Community/Charity	Promotional	10/18-10/19		118x:30=59:00	KOAM TV "Community Club Awards" with sponsors will award over \$17,000 to area civic groups and non-profit organizations.
Education	Public Service	10/14-10/22		20x:30=10:00	The local Advertising Federation Scholarship Auction to provide scholarships to communications & advertising students at Missouri Southern and Pittsburg State.

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Editorial Efforts

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Healthcare	Strong Leadership Award	10/6-10/12	various	35x:30 17:30	Terry Wachter is recognized for her dedication to and compassion for healthcare in the 4-States.
Children	Strong Leadership Award	10/13-10/19	various	35x:30 17:30	The Miami, Oklahoma Mother's of Preschoolers for their dedication to helping children.
Youth/Children/Health	Strong Leadership Award	10/20-10/26	various	35x:30 17:30	March of Dimes Youth Chain Reaction and Mandy Hendricks recognized for their dedication to improving the health of babies.
Courage Children	Strong Leadership Award	10/27-11/2	various	35x:30 17:30	Morgan Robbins, a 5-year-old from Carl Junction dials 911 and saves her grandmother's life.
Vision	Strong Leadership Award	11/24-11/30	various	35x:30 17:30	Linda Lindquist Baldwin is recognized for following her dream and her rags-to-riches story with the Belsnickle santa's.

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Community/Charity	Strong Leadership Award	12/1-12/7	various	35x :30 17:30	John Wilkins is recognized for 50 years of service to his church and to the Missouri Baptist Children's Home.
Community/Safety	Strong Leadership Award	12/8-12/14	various	35x :30 17:30	Don & Sandy Lovett start the first ever Fire Victims Association to help those displace because of a fire.
Charity	Strong Leadership Award	12/15-12/21	various	35x :30 17:30	Bob Sensabaugh of Neosho, Missouri has helped the needy for many years.
Charity/Community	Strong Leadership Award	12/22-12/28	various	35x :30 17:30	Employees of R&S Chevrolet help over 30 families have a better holiday.
Public Service/Children/Crime	Strong Leadership Award	12/29-1/4	various	35x :30 17:30	Carl Junction Police Officer Marcee Loyd helps local Boy Scout Troop with Scout Crime Prevention Award.

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Abuse/Safety	Broadcast-Promotional and non-broadcast efforts.	Nov '98	various	33x:30=16:30	KOAM supports and produces a spot for Safehouse Holiday Fashion Show to benefit battered women. In addition KOAM donates a television (value \$300) for the auction and a KOAM reporter volunteers to co-em-cee.
Disabled	Broadcast-Promotional and non-broadcast efforts.	Nov '98	various	10x:30=5:00	KOAM supports and airs a spot for CLASS holiday ball and auction to benefit Southeast Kansans with disabilities. In addition KOAM donates a television (value \$300) for the auction.
(attached)	CBS Network Public Affairs	for Quarter	see attached	see attached	Narration and description of CBS Network public affairs broadcast efforts are attached.

60 MINUTES

10/04/98

"A League Of Her Own"- an interview with 23-year-old Ila Borders, the first woman to pitch in men's professional baseball. (C: Mike Wallace - P: Jonathan Wells)

"The Man Behind Paula Jones"- John Whitehead's Rutherford Institute has spent \$400,000 supporting Paula Jones' lawsuit against President Clinton. The White House calls him a right-wing zealot but Whitehead claims he's simply trying to do the right thing (C: Ed Bradley - P: Amy Cunningham Atkinson)

"In Memory Of Alisa"- Alisa Flatow, a 20-year-old honor student spending a semester in Israel, was killed in a terrorist attack. In 1996 Congress passed the Flatow Amendment which allows victims' families to sue foreign countries that sponsor terrorists but when Alisa's father, Steve, won a settlement against Iran the U.S. government has done everything in its power to keep him from collecting. (C: Lesley Stahl - P: Richard Bonin)

Andy Rooney Topic: "Pay Me, I'm Advertising" - products bearing names of companies

10/11/98

"Give Peace A Chance"- six years ago John Wallach, an editor for Hearst, sought to put an end to the continuing cycle of violence and hatred in the Middle East by starting Seeds of Peace, a summer camp in Maine for Jewish and Arab teenagers. The camp, supported by U.S. fundraisers and corporate sponsors, demands that applicants be intelligent, speak fluent English and have the approval of their governments (C: Morley Safer - P: Deirdre Naphin)

"Autopsy"- studies show that nearly 40 percent of the listed causes of deaths in U.S. hospitals are wrong. Experts including Dr. George Lundberg, the editor of the Journal of the American Medical Association say that in order to improve the quality of medical care, hospitals must start doing more autopsies which would identify these mistakes. (C: Mike Wallace - P: Walt Bogdanich)

"Yuri the Great"- a profile of Yuri Luzhkov, the tough and flamboyant mayor of Moscow. (C: Steve Kroft - P: Leslie Cockburn)

Andy Rooney Topic: "Should They Or Shouldn't They" - the question of whether President Clinton should be impeached

60 MINUTES (continued)

- 10/18/98 **"Second Chance"**- an interview with 77-year-old Senator John Glenn, a former fighter pilot and astronaut who will be part of a seven man team on the space shuttle Discovery to be launched on October 29. (C: Walter Cronkite, Ed Bradley - P: Harry A. Radcliffe II)
- "A Million Men, Women And Children"**- in the aftermath of the genocide that took the lives of almost a million people in Rwanda, Africa, 135,000 people accused of that genocide are in overcrowded, filthy dungeons. With just 40 lawyers handling all their cases, most of the people will die of old age before they go to trial. (C: Christiane Ananpour - P: Andrew Tkach)
- "Quinacrine"**- Drs. Elton Kessel and Steven Mumford, American contraceptive researchers, are the world's sole distributors of quinacrine pellets for sterilization. Proponents claim that the drug, used widely in third world countries, is a cheap and safe method of birth control. Critics accuse the doctors of using poor women as guinea pigs. (C: Morley Safer - P: Catherine Olian)
- Andy Rooney Topic:** "Your Local Newspapers" - local news stories
- 10/25/98 **"Baku"**- Baku, an oil town in the former Soviet republic of Azerbaijan, collapsed along with the Soviet Union a decade ago. It is now drawing oilmen from around the world who have invested billions hoping to make this little-known city the world's gas tank for the 21st century. Includes an interview Heydar Aliyev, the country's president (C: Bob Simon - P: Michael Gavshan)
- "Kennewick Man"**- the recent discovery of a 9,000-year-old skeleton not only seriously questions the notion that Indians inhabited America first, but is causing a science-versus-religion battle. While scientists are fighting for the right to study the bones, Indians say their religion requires they be buried immediately. (C: Lesley Stahl - P: Shari Finkelstein)
- "Kosovo"**- Ed Bradley reports from the Serbian province of Kosovo, where thousands of refugees are living outdoors, driven from their homes by fighting between Kosovo Liberation Army guerrillas and the Yugoslavian Army. (C: Ed Bradley - P: David Gelber)
- Andy Rooney Topic:** "Sports" - players and team owners alienating fans
- Update:** "Gearing Up" OAD: 12/21/97
- 48 HOURS
- 10/01/98 **"Nature's Fury"**- takes viewers to the eye of Hurricane Georges with the latest news on this natural disaster and the fallout that huge storms have on survivors' lives. Includes reports on: the 79-year-old survivor of the 1935 hurricane; baseball hero Sammy Sosa's visit to his home town in the Dominican Republic; and two families who lived through Hurricane Andrew. Includes interviews with Dr. Neil Frank, former director of the National Hurricane Center; and Brian Jarvinen of the National Hurricane Center. (C: Dan Rather, Bob Orr, Randall Pinkston, Bob McNamara, Anthony Mason, Bernard Goldberg - Sr. P: Peter Schweitzer)
- 10/08/98 **"Save My Child"**- a behind-the scenes look at what happens over two days and nights in the emergency room of Cincinnati Children's Hospital Medical Center, including reports on: a 12-year-old boy who suffered serious burns in an accident with paint thinner; a seven-year-old boy struck by a car on a back country road and whose parents couldn't be found; a 14-year-old girl working on a family farm who fell off a tractor driven by her younger brother and was run over. Includes interviews with some of the hospital's doctors, nurses and chaplain. (C: Wyatt Andrews, Bill Lagattuta, Cynthia Bowers - Sr. P: Reid Collins, Jr.)

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PUBLIC AFFAIRS BROADCASTS
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48 HOURS (continued)

- 10/15/98 **"Tough Love"**- Worldwide Association of Specialty Programs, a Utah-based company, runs behavior modification schools in locations including Samoa, Montana, Jamaica and the Czech Republic. Desperate parents with unmanageable children whose problems include drug and alcohol abuse, failure in school, and running away from home, pay from \$30 to \$40,000 to have their teenagers subjected to a grueling boot camp regimen in locations far removed from their familiar haunts and habits. The effectiveness of the program has come under question because the teenagers are often subjected to mental and physical abuse, with inadequate medical care and no licensed therapists. Includes an interview with Dr. Gary Glass, a psychiatrist who feels that programs such as these can be helpful to some young people but pose a serious threat to others. (C: Harold Dow, Erin Moriarty, Susan Spencer - Sr. P: Gavin Boyle - P: Loen Kelley, Tanya Simon, Jay Young)
- 10/22/98 **"Torn By Hate"**- today the Ku Klux Klan and other hate groups are on the rise. In Pennsylvania alone, the number of hate groups is five times greater than a decade ago. 48 HOURS takes viewers across the country into the lives of those involved in hate based on race or religion. Includes reports on Bonnie Jouhari, U.S. government fair housing advocate and mother of a biracial daughter, who was forced to leave her home; the Rev. Jeff Berry, leader of a division of the Ku Klux Klan; Brian Sander, a Pennsylvania prison guard whose grandfather was killed by the Klan; Dr. W. Stuart Harris, who has studied the history of the Klan and the murder in Nevada of an anti-racist skinhead. (C: Troy Roberts - Sr. P: Al Briganti - P: Maurice Murad, Josh Yager, Peter Henderson, Mark Goldbaum)
- 10/29/98 **"Dad's Double Life"**- Fifteen years ago, after 15 years of a seemingly happy marriage, Elizabeth Welsh's husband, Patrick, left her and their two sons what appeared to be a suicide note and disappeared. Just last year, Elizabeth received a letter from the U.S. Government saying she owed them \$66,000 because she had been mistakenly receiving death benefits. After investigating the situation, Elizabeth discovered that Patrick is still alive, living in Texas under the name Tim Kingsbury and using his social security number that matches his real identity. 48 HOURS followed this story to an Ohio courtroom, where Patrick was convicted of insurance fraud and non-support and sentenced to spend four years in prison and to make full financial restitution (C: Russ Mitchell, Harold Dow - Sr. P: Reid Collins, Jr. - P: Mary Noonan Robichaux, Alec Sirken)

60 MINUTES

11/01/98

"Vote Early, Vote Often"- in 1993 President Clinton signed the National Voter Registration Act into law in an effort to encourage people to vote by making registration easier. Problems have arisen because it also made it easier to commit voter fraud. To underscore the problem Paul Miller, publisher of a newspaper in Carmel, California, invented a woman who not only registered to vote but was offered an absentee ballot. (C: Steve Kroft - P: Richard Greenberg)
"I've Got a Secret"- a report on the popularity of cosmetic surgery in Brazil, whose capital city, Rio De Janeiro, has more plastic surgeons per capita than any city in the world. Includes an interview with Dr. Ivo Pitanguy, who is considered the father of body sculpture. (C: Morley Safer - P: John Tiffin)
"Justice For Sale?"- a report on the influence of campaign contributions on the election of judges to the Texas Supreme Court. Today the largest contributions come not from lawyers but from businesses, corporate interests and hospitals. (C: Mike Wallace - P: Tom Anderson) (followup to "Justice For Sale?" CAD: 12/06/87)
Andy Rooney Topic: "Moments In Time" - unforgettable pictures

11/08/98

"Smoke But No Fire"- for decades, Surgeon Generals have been saying smoking can kill you. The fact that smoking can also cause impotence has been known for years but not made public. Includes interviews with Dr. Cully Carson, Chairman of the Urology Department at the University of North Carolina and Dr. Randolph Snook, head of the AMA. (C: Mike Wallace - P: Robert G. Anderson, Lisa Marantos)
"Botero"- an interview with Colombian artist Fernando Botero who is famous for creating an imaginative world populated by what most would call fat people. (C: Steve Kroft - P: William McClure, Claudia Weinstein)
"Broken Promises?"- on December 31st of 1999 the U.S. will give over ownership of the Panama Canal to the Panamanians. Critics claim that the U.S. military has wreaked environmental havoc on the country and has reneged on a promise included in the Panama Canal Treaty that all hazardous materials, including unexploded munitions and chemical weapons, would be removed. (C: Lesley Stahl - P: Rome Hartman)
Andy Rooney Topic: "Let's Change the Rules" - Andy would like to change the way elections are run

60 MINUTES (continued)

- 11/15/98 **"Insanity?"**- an interview with Wendell Williamson, a mentally ill student at the University of North Carolina who fatally shot two people. Williamson sued his therapist, claiming that the psychiatrist was responsible for the murders because he let Williamson, a paranoid schizophrenic, believe that he could stop taking his anti-psychotic medication. A jury awarded him \$500,000. (C: Ed Bradley - P: Michael Radutzky)
"Sister Business"- a report on Roman Catholic nuns, bound by the vow of poverty, who are investing in the stock market. They say their aim is to make companies more socially responsible. Critics, including Father Robert Sirico of the conservative Acton Institute, claim that the nuns are motivated by hostility toward the free market. (C: Lesley Stahl - P: Jay Kernis)
"Waiving the Rules"- a report on British Prime Minister Tony Blair's efforts to update his country's image with increased tourism in mind and the less-than-enthusiastic reception the 'makeover' has inspired (C: Morley Safer - P: John Tiffin)
Andy Rooney Topic: "Mannerisms" - mannerisms of television news correspondents
- 11/22/98 **"Death By Doctor"**- an interview with Dr. Jack Kevorkian who, in a move to make himself a test case for legalizing euthanasia, admits that he killed a terminally ill patient himself. Includes a videotape of Dr. Kevorkian administering lethal injections to Tom Youk, who was suffering from Lou Gehrig's disease. (C: Mike Wallace - P: Robert Anderson)
"The Defector"- Abbas Al-Janabi, former aide to Saddam Hussein's son, Uday Hussein, claims that UN sanctions have had little effect on the Iraq's ruling family's sophisticated smuggling operation. Al-Janabi, who suffered imprisonment and torture at the hands of his employer, avoided a death sentence by escaping to Europe. (C: Ed Bradley - P: Harry A. Radcliffe II)
"The Man In The White Suit"- profile of author Tom Wolfe, whose novels include The Right Stuff and Bonfire of the Vanities which were made into hit movies. (C: Morley Safer - P: Steven Reiner)
Andy Rooney Topic: "We're The Good Guys" - U.S. foreign policy
Update: "Khawar vs. the Globe" OAD: 02/08/98
- 11/29/98 **"Y2K"**- focuses on the year 2000 when the computers on which so much of our lives now depend could malfunction. Includes interviews with John Koskinen, appointed by President Clinton to manage the Y2K crisis for the Federal Government; Dr. Edward Yardeni, Chief economist at Deutsche Bank Securities; Bill Schoen, a computer programmer and system designer and Michael Dertouzos, head of the Computer Laboratory at MIT. (C: Steve Kroft - P: L. Franklin Devine)
"Slave Labor"- during World War II, the Nazi's war machine often depended in some part on the work of slave labor: the Poles, Jews, Russians and others forced to work -- and sometimes die -- in German factories. Almost 60 years later, survivors of the experience are suing some of Germany's biggest companies for compensation (C: Lesley Stahl - P: Shari Finkelstein)
"The Black Farmer"- black farmers claim that local officials in charge of crucial farm loans from the Department of Agriculture have routinely discriminated against them. Some 600 of these farmers have filed a two and a half billion dollar class action lawsuit against the department. (C: Ed Bradley - P: Amy Cunningham Atkinson)
Andy Rooney Topic: "Andy's Unanswered Mail" - letters Andy receives
Update: "Death By Doctor" OAD: 11/22/98

48 HOURS (continued)

11/26/98 **"Never Forget"**- focuses on crimes that have gone unsolved for a number of years. Now, thanks to new technology and a decrease in the crime rate, police are beginning to come up with answers. Includes reports on: the "tent girl," a young Kentucky woman who was found murdered in 1968; Sid Wells, a young man with close ties to actor Robert Redford's family, who was murdered fifteen years ago; Mark Anthony Daigle, a brutal rapist who was finally tracked down and brought to justice through his DNA profile; and the 1977 killing of Laura Long in Claremore, Oklahoma, where the police have recently reopened the case and are convinced they have found the murderer. (C: Dan Rather, Cynthia Bowers, Erin Moriarty, Susan Spencer - P: Paul LaRosa, Mary Noonan Robichaux, Linda Martin, Katie Boyle, Mary Sue Holland, Jay Pedinoff) (OARD: 04/10/98)

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