

KIAH QUARTERLY REPORT

PERIOD ENDING MARCH 31, 2010

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KIAH ISSUE RESPONSIVE PROGRAMMING

KIAH-TV regularly broadcasts programs and informational messages dealing with issues that affect its viewers and the communities in which they live. The following is a description of this programming.

9:00 a.m. – 9:30 a.m. Sunday	OUTLOOK HOUSTON	A community Affairs program that deals with community concerns, including health, minority affairs, seniors, housing, hunger, homelessness, economic issues, charities, drug/alcohol abuse, crime, safety, families and education etc.
12:00 p.m. – 12:30 p.m. Saturday	GOING GREEN	<i>“Going Green with Yolanda Green”</i> is a weekly half hour program that highlights businesses; commercial products, government programs and local initiatives that are making significant strides in ensuring our communities are eco-friendly. In addition to interviews and produced video segments each show also features <i>“Green on Green Tips”</i> , practical ways that viewers can incorporate green initiatives into their daily lifestyle.
10:00 a.m. – 10:30 a.m. Sunday		
Various	PUBLIC AFFAIRS SPECIALS	Specials that address community issues.
Various	PUBLIC SERVICE ANNOUNCEMENTS	Messages from ten to sixty seconds that serve the community’s needs and interests by promoting programs, activities or services of government, non-profit organizations, or by otherwise informing viewers about community issues and events. Aired throughout the broadcast day.
Various	EDUCATIONAL CHILDREN’S	See educational children’s programming for the indicated

PROGRAMMING

quarter as referenced below.

An additional report also contains:

A comprehensive section dealing with all children's programming and children's specials aired during the quarter.

Outlook Houston Airs Sundays, 9:00 a.m.

Air Date	Duration	Guests	Issues Discussed
1/10/10	30 minutes	Carla Cargle, Jonathan Sprinkles, Tanya Allen, Shirley Williams	North Houston Frontiers MLK Salute, Getting on the right financial track, New Year New You
1/24/2010	30 Minutes	Jarvis Johnson, Claude Treece, Christian Burgs, Debra Schindler, James Fortune	Race for 18 th Congressional District, MLK Oratory Competition, Christopher's Hear Run, Mitochondrial Disease, Overcoming Adversity
1/31/2010	30 Minutes	Meredith Drake, Tanisha Warner, Elizabeth Colvin, Rena Rittenhouse, Linda Valencia-Stephens, Pam Cushman, Kristal Howard, Julie Falcon, Sedrick Keeler, Rashanique Williams, Bettye Bruno, Arvie Shepherd	The Economy's Effect on Student Education Loans, Free Tax Help, Look Good Feel Better Program, Souper Bowl of Caring, Pro-Vision Charter School, HLSR Black Heritage Committee
2/7/2010	30 Minutes	Dr. Wendy Johnson, Paul Barefield Jr. , James Harris, Tommie Hawkins, George Demeris, Jeff Jones	Black MBA Association of Houston, National Buffalo Soldiers Museum, Professional Black Cowboys and Cowgirls, Houston Livestock Show and Rodeo.
2/14/2010	30 Minutes	Stephanie Baird, Frank Crapitto, Chef John Schenk	Best Bites Competition supporting the scholarships of the Houston Rodeo
2/28/2010		Chaunte Gooden, Eduardo Guity, Claudia Ortega Hogue, Mustafa Tameez	2010 Census, Simple meals for Families, Spring Cleaning and Organization

Outlook Houston Airs Sundays, 9:00 a.m.

3/14/2010	30 Minutes	Becky Vance, Jason Powers M.D., Marcus Davis, Rey Alton	Teens and Drug Use, Talking to your kids about drugs, Texas Southern Alumni Association, Spring Break Travel
3/21/2010	30 Minutes	Megan Manning, Roslyn Bazzelle, Carol Margolis, Victoria, Allison Booker, Brooks	Avon Walk for Breast Cancer, Women's Health and Fitness, Smart tips for Travelers, YWCA Foster Care Transition Program
3/28/2010	30 Minutes	Karen Jackson, Dena Gray, Derek Steele	African American Women and breast cancer, Women and the rising rate of HIV infection, children and substance abuse

Going Green with Yolanda Green - Airs Saturdays at 12:00 p.m. Sundays at 10:00 a.m.

Air Date	Duration	Organizations/Locations	Guests	Issues Discussed
1/9/10 1/10/10 Encore	30 Minutes	<ul style="list-style-type: none"> • Various Studio 	Brittani Flowers, Lisa Zazueta, Mark Austin, Paul Dickers, Ingrid Van Der Meer	A salute to some of our past Eco-Warriors, showcase of a Houstonian that makes jewelry out of plastic bags,
1/16/10 1/17/10 Encore		<ul style="list-style-type: none"> • Aerodome • Houston Arboretum 	Joe O'Donnell, Brandon Rogers, Ryan Landon	The Houston Aeros raised funds and awareness about Going Green and Trees for Houston.
1/23/10 1/24/10 Encore		<ul style="list-style-type: none"> • ReUse Warehouse • Pizza Fusion • Recyclemania • Houston Marathon 	Mike Barbagallo, Keith Koski, Sarah Mason	Eco Warrior Lisa Zazuta highlighted a local business working to change the community one pizza at a time, Going Green intern Samantha Jordan covered the kickoff of Recyclemania,
1/30/10 1/31/10 Encore	30 minutes	<ul style="list-style-type: none"> • Sugarland Texas, • Wildlife Rehab • Chevron Houston Marathon • Art Gallery 	Charles Washington, Elaine Washington, Gary Parr, Webb and Gail Jones, Hedi Massen, Megan Nicolay	EcoArtist, Converting your Energy Hogg Home, Viewer Green Cleaning, The Rain Forest Action Network, Converting T's into EcoChic Clothing.
2/6/10 2/7/10 Encore	30 Minutes	<ul style="list-style-type: none"> • Friends of Recycling • Houston Green Scene • Thirty Green 	Gary Parr, Marc McCoy, Dennis Celsor, Mona Metzger, Keith Koski, Sarah Mason	Program that teaches children about recycling, Listing of Houston Green

Going Green with Yolanda Green - Airs Saturdays at 12:00 p.m. Sundays at 10:00 a.m.

		<ul style="list-style-type: none"> • Green Bank • Roots and Shoots Video • ReUse Warehouse 			<p>events, Thirty Green Radio show, Green banks community initiatives, Students green efforts from Anahuac School District</p>
2/13/2010 2/14/2010 Encore		<ul style="list-style-type: none"> • Rockets Go Green • Green Crafts • African American Camporee • Houston Green Scene • Dirt Trailer • ReUse Network • Poe Elementary School 	Patricia Zapata, Ronald Thomas, Rockets Ranger, Clutch, Nina	Green Valentine's day Crafts, A preview of a movie highlighting the dangerous toxins in one of our greatest natural resources, Dirt.	
2/20/10 2/21/10 Encore		<ul style="list-style-type: none"> • Life is Living • One Green Street 	Shannon Buggs, Malcolm Smith, Sherry Eichberger	Life is living bringing the green moment to the urban community. One Green Street is a new Houston Area Business focus on empowering Houstonians with Green – through mind, body and soul	
2/27/10 2/28/10 Encore		<ul style="list-style-type: none"> • Renaissance Windows and Doors • CEC/Willow Water Hole (Green Bank) 	Becky Edmondson, Karen Cullar, Rachel Powers, Patricia Perkins, Derrick Wilson	Show featured how viewers can save money and go green with replacement windows. Also featured during the program was the Citizens Environmental Coalition and the Willow Water Hole.	

Going Green with Yolanda Green - Airs Saturdays at 12:00 p.m. Sundays at 10:00 a.m.

3/6/10 3/7/10 Encore	30 Minutes	<ul style="list-style-type: none"> • Gulf Coast Regional Blood Center • Parking Lot with his AV • Satellite Interview in studio • Diana's Apartment • National Algae Conference 	Melissa Fisher, Brian Brawdy, Lori Hutson, Steve Greenberg, Diana Perez, Barry Cohen, Harry Schoell	How center is going green, explorer survival skills in the outdoors, gadgets going green, turning t-shirts into a clutch algae
3/13/10 3/14/10 Encore		<ul style="list-style-type: none"> • EcoBots – Hamilton Middle School • Art Garden of Eden • Kite Festival • Houston Green Science 	Stephanie Witherspoon, Students at Hamilton Middle School – Jaelon, Jose, Japheth, Joe, Abbey, Travis, Sara, Mona Metzger	The Ecobots completion trains youngster how to build robots that will help the environment, The Art Garden of Eden highlighted a local Houstonians glass recycling efforts, the kite festival showed how Houstonians can enjoy nature
3/20/10 3/21/10 Encore		<ul style="list-style-type: none"> • Reliant Arena • Houston Bayou 	Elizabeth Greer, Don Angle, Robert Lerma, Mike, Melody Braun-Wilds,	Rodeo Commercial Exhibits, Creating furniture from Mesquite Wood, Bees and their contribution to environment, Master Gardeners, Fun on Farm, Mitochondrial Disease Foundation
3/27/10 3/28/10 Encore		<ul style="list-style-type: none"> • RecycleMania • Houston Tomorrow (Green) 	Students from UTM, UST and UH. Patricia Zapata, David	The show focused on the nationwide recycling

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		<p>Bank)</p> <ul style="list-style-type: none">• Earth Day Houston (Studio)• Green Easter Decorations	<p>Crossley,</p>	<p>completion, Recyclemania. We highlighted several schools participating in the competition. Also featured were fun, easy, green Easter Decorations. Houston's Tomorrow is an advocacy organization dedicated to empowering Houstonians on various quality of life issues.</p>
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KIAH continues to provide access for various community functions and non-profit fund raising associations via **COMMUNITY CALENDAR** that is 30 seconds long and runs during *Outlook Houston* in an effort to keep Houston viewers informed of the range of services available to them. **COMMUNITY CALENDAR** announcements are also featured on the KIAH website.

Events and organizations that are included in this program are based on issues determined through community ascertainment and "targeted concerns" of the Houston community.

KIAH also continues to serve the community through the presentation of **PUBLIC SERVICE ANNOUNCEMENTS** for local and national service organizations, broadcast throughout our 24 hour broadcast day, with emphasis on local information announcements, **only a sample which are listed below**

American Dental Association: This 30-second animated health message depicts Dudley on "Guitar Hero" singing "Let's smile! And brush our teeth, twice a day every day. Let's smile! And floss our teeth, once a day every day. Let's keep that smile a happy place on your face. With good nutrition and dental visits. Let's smile, let's smile let's smile, let's smile!"

Girl Scouts of San Jacinto Council: This PSA explains that the cookies help camp funding, cheer up soldiers stationed abroad and teaches girls how to manage money. Every cookie has a mission to help girls do great things.

Foundation for a Better Life: Patience is hardest to find when you need it the most! In this charming moment where a young boy innocently sashes through wet cement we find ourselves asking the question, "What would I do?" just as we find out. We think your viewers will smile with relief and take away a good reminder. Patience...Pass it on.

Foundation for a Better Life: We have heard so much in the media about the need to reach out to those around us. This spot teaches us that sometimes, caught up in the heat of the moment, we may find the richest rewards in life by just pausing and realizing something important may be happening right in front of us.

Foundation for a Better Life: "Deli" was filmed in a real sandwich shop – while it was open! Since the spot was filmed in the summer during good weather, the deli served their food on the shop's back deck, while the inside space was full of actors. The actor who played the man behind the counter is also a trial attorney, who did a great job bringing intensity to the scenes. Originally, "Deli" was intended to be more linear – to have a clear-cut beginning, middle, and end, with no gaps. The editor, however, tried something different, putting all the scenes together in a montage. This worked much better, as it matched the quick-paced, staccato intensity of the environment and of what was being said.

Ad Council: Through this PSA campaign, we will raise awareness among Americans about the health of the oceans. Protecting our oceans in turn affects the world we live in. The ad, featuring characters from Disney's the Little Mermaid, are designed to inspire our audience to prevent man-made pollution before it harms the ocean and the creatures that live there.

Ad Council: The "Be a Player" multimedia ad campaign, which encourages children to "get up and play an hour a day," is an extension of HHS' Obesity Prevention campaign that launched in 2004 and the Ad Council's Coalition for Healthy Children initiative. The campaign message is also an important part of the NFL's "Play 60" youth health and fitness initiative, a multi-year campaign, which launches today to encourage youth to achieve 60 minutes of activity a day.

American Dental Association: This 30-second animated health message depicts Dudle at the dentist declaring "brush twice a day, floss once a day, limit between-meal snacks, get regular check-ups" and that smile can last a lifetime.

Ad Council: The Nutrition Education Campaign motivates moms to encourage proper nutrition and physical activity for their families. The "*Bare Necessities of Healthy Living*" PSAs feature characters from Disney's the Jungle Book and demonstrates the importance of balancing good nutrition, and physical activity. Viewers are encouraged to visit www.MyPyramid.gov and use the USDA's Food Guidance System as an effective tool to help their children make healthy choices.

Childhood Obesity Prevention: This campaign focuses on the importance of eating a healthy diet and being physically active through several complementary efforts. The "Be a Player" PSAs feature players from the National Football League (NFL), the Ladies Professional Golf Association (LPGA). They encourage children ages 6 to 13 years old to get up and play for at least one hour every day, and demonstrate the fun that they can have doing it. Children and their families are encouraged to visit SmallStep.gov or HealthierUS.gov where they can find fun, interactive and beneficial information on healthy eating, and physical activity.

Wireless AMBER Alerts: The campaign objectives is to education the public about Wireless AMBER Alerts and in turn increase the number of people who can respond in the event of an abducted child. The campaign seeks to motivate wireless users to sign up for free Wireless AMBER Alert text messages

The Foundation for a Better Life: The only purpose of these various PSAs is to promote values such as hard work, caring, courtesy, compassion, respect friendship and teaching by example and to encourage viewers to "pass them on".

Online Sexual Exploitation Campaign: This campaign objective is to make teen girls aware of the potential dangers of sharing and posting personal information and photos online and of communicating with unfamiliar people to help reduce their risk of sexual

victimization and abduction. Also, the campaign teaches parents/guardians about steps they can take to prevent sexual solicitation and how to report such incidents if they occur.

Childhood Obesity Prevention: The childhood obesity prevention campaign focuses on the importance of eating healthy and being physically active through two complementary efforts. The “Be a Player” PSAs feature characters from DreamWorks *Shrek* encouraging children ages 6 to 9 years old to get up and play for at least one hour every day and demonstrate the fun that they can have doing it.

Domestic Violence Prevention: The objective of the campaign is to convince and empower men to teach boys that relationship violence is wrong. Men can call 1-800-END-ABUSE or visit www.endabuse.org for advise on what to say and how to say.

National Crime Prevention: To encourage children who witness bullying that they can take action to prevent bullying through befriending the victim. In doing so, kids can both prevent bullying and make friends. Kids are encouraged to visit www.mcgruff.org to learn what they can do when they witness a bullying incident.

Foundation for a Better Life: This PSA shows us that true beauty comes from within each of us.

KIAH Issues Programs List
First Quarter 2010
Ending 3/31/2010

39 News at Five & Nine. KIAH-TV, Channel 39 broadcasts two 60-minute newscasts Monday through Friday at 5:00PM & 9:00PM and Saturday and Sunday at 9:00PM, in which KIAH addresses a variety of issues of interest and concern to the local community. The following program descriptions describe some of the news stories and reports aired by KIAH during the relevant quarter. News stories are listed chronologically in under each issue type.

Issue: EDUCATION

Date. January 20, 2010. Anchor Mia Gradney reports are high school diplomas the best defense against a down economy: A national education organization suggests lowering high school dropout rates could help boost the bottom line of big cities like Houston. Duration: 0:13

Issue: ENVIORNMENT

Date. January 5, 2010. Anchor Mia Gradney reports even though the arctic blast isn't expected to create problems for drivers. Tex Dot is not taking any changes. Starting tomorrow morning, crews will be out spraying over passes around town. Duration: 0:12

Date. January 18, 2010. Anchor Mia Gradney tells us about 150 volunteers spent part of their Martin Luther King Holiday at The Ripley House Community Center, taking part in various projects. Shell Oil teamed up with Volunteer Houston to make their day off firm work, a productive one. Duration: 0:14

Issue: HEALTH

Date. February 9, 2010. Anchor/reporter Katisha Cosley reports it is difficult to consider anything related to child abuse as "good news" but a recent government report shows that child abuse is significantly down. That study examined a 10 year period that ended in 2006. We check with Child Advocates in Harris County and discovered a different and disturbing trend. 39's Jason Voletnine has more. Duration: 1:56

Date. February 11, 2010. Anchor Katishia Cosley tells us a Houston man, well known for helping those in need, is now in need of help. Tim Miller's group, Texas Equestrian, is known around the world. Tonight, people from all over are calling Miller, not asking for help, but offering prayers. As 39's Steve Simon reports, Miller's wife is now his main concern. Duration 2:04

Issue: GOVERNMENT

Date. January 1, 2010. Anchor Katisha Cosley reports that there are a number of other new laws that go into effect today. As of today, no one under the age of 16 is allowed to use tanning beds. However, teens between 16 and 18 must have a parent or guardian's permission at the salon

before tanning. And property appraisers must now consider foreclosures and properties that have decreased in value in an area, when appraising a home. Duration: 0:24

Date. February 5, 2010. Anchor Mia Gradney reports that form Alaska Governor, Sarah Palin will be in town this weekend campaigning for Governor Rick Perry's re-election. The two will be at a rally Sunday at the Berry Center in Cypress. Tickets to the event are free but you must pre-register on Perry's website. Doors open at 1:30pm and the rally starts at two. Perry faces Senator Kay Bailey Hutchison and Party activist Debra Medina on March second in the Republican Primary. Duration: 0:27

Date. February 15, 2010. Anchor Mia Gradney reports the Democratic and Republican primaries are just two weeks away and a recent poll shows the front runners in both respective races are pulling way ahead. Former Houston Mayor Bill White and Billionaire Businessman Farouk Shami are vying for the Democratic nomination. Here's a look at the latest poll numbers, according to Public Policy Polling. Duration: 0:22

Issue: ECONOMY

Date. February 9, 2010. Anchor Mia Gradney reports the Saints victory celebration comes amid another major party, Mardi Gras. Mardi Gras is truly a reason for New Orleans to celebrate. The more people party the more money the city makes. Duration: 0:12

Date. February 18, 2010. Anchor Mia Gradney reports that state agencies have finalized their list of cost cutting measures to help the state come out of a 16 billion dollar shortfall. Making the top of the list, education. The Texas education agency is proposing almost 136 million dollars in budget cuts. Those include science lab grants and funding for steroid testing. The proposals are currently under review by the Governor's Budget Office. Duration: 0:25

Issue: CRIME

Date. January 5, 2010. Anchor Mia Gradney reports that two more people were arrested after shots w were fired at a southwest Houston apartment complex. It happened this afternoon on West Airport near South Gessner at the Crossing Apartment complex. Police were able to arrest the one suspect right away but the other one led them on a foot chase through a nearby neighborhood. Duration: 0:20

Date. January 30, 2010. Anchor/Reporter Katishia Cosley reports we begin tonight, with the attempted escape of five inmates from a Livingston prison. One of the men is convicted, Houston cop killer, Juan Quintero. It happened around nine, last night, at the Texas Department of Criminal Justice Polunskiy Unit. Duration: 0:19

Issue: FAMILY ISSUES

Date. January 18, 2010. Anchor Mia Gradney reports that eating healthier and eating together as a family. Those are two of the top New Year's resolutions. Busy schedules usually make family dinners a challenge. Help is on the way. Angela Ganote shows us how we all can still meet at the dinner table. Duration: 2:01

Date. February 2, 2010. Anchor Mia Gradney reports that working parents know the importance of daycare. But tonight we're seeing firsthand the recession's impact on one daycare that has has parents scrambling and employees looking for work. Duration: 0:16