

KIAH Issues Programs List
Fourth Quarter 2011
Ending 12/31/2011

EyeOpener airs from 5:00am – 8:00am and NewsFix at Five & Nine. KIAH-TV, Channel 39 broadcasts three newscasts daily at 5:00AM, 5:00PM & 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. October 20, 2011. Rick Perry might want to take a break from the campaign trail, because things on the home front are getting dicey. HISD voted to join 200 other Texas school districts in a battle that is sure to get ugly. HISD the largest district in the state will be suing Texas lawmakers, claiming the five-billion dollar budget cuts are unconstitutional. What did Governor Perry expect? That all these districts would take the cut quietly? Not a chance. The 78 million dollar HISD is losing out on this year is the first time since World War Two that the Texas legislature failed to give schools enough money to account for enrollment growth. This isn't rocket science. You can't be expected to do more with less. Perry should know that. Would he be expected to win the Republican nominations with a 100 thousand dollar campaign budget? Ha, Year right! Duration: 01:07

Issue: ENVIRONMENT

Date. October 28, 2011. Galveston, a city by the sea. But each year, that sea is getting closer and closer. Rice University spent the last two years studying the island, and the gulf that threatens to engulf it. Their 198 page "Report" finds Galveston should consider downsizing! "Abandon" the west side of the island for the more protected (and slightly higher in elevation) "East" end. Not good news for west-enders! Sound "obviously it's an alarm for concern because even if their anywhere near correct...we're going to have some serious problems out here". The east side is protected by this seawall a 10 mile, 17 foot tall wall, that keeps the sea at bay when storms come blowing in. No such luck for the west end beaches, and the homes just off them, as it is now, they are losing about 3 to 6 feet of beach per year. Throw in a few more hurricanes into that mix and, according to the Rice study, West Galveston may soon be water-logged, permanently. Duration: 2:17

Issue: HEALTH

Date. October 27, 2011. Teased, picked on and battling "bullying". This Maryland teen is half the man he used to be! Taylor LeBaron, lost 150 pounds. "People just put me down for not reason, other than the fact that I have a weight issue". Now Taylor's other half is M-I-A and he says it's all thanks to a "wake-up call". The numbers went up to 297 pounds and I'm 14 years old, and I'm alone in this room and I'm like, my goodness, I'm not even a adult, and I weigh nearly 300 pounds". He's turning up the heat on walking, running, eating healthy and keeping a good attitude. Bye bye bullies and 'hello' to your healthy other half! Duration: 00:44

Issue: GOVERNMENT

Date. October 14, 2011. Anita Perry is standing behind her man. But does Rick Perry really want his wife center stage? After taking a whipping in recent debates and in the polls Texas' First Lady says the pain goes past the poll results. During a speech at North Greenville University, Anita says the Perry tandem has been "Brutalized and beaten up and chewed up in the press because of their Christian faith." Certainly an open door since a certain candidate holds a prayer meeting at a football stadium and hangs a Christian's only sign on the door. According to Mrs. Perry God told her to tell her husband to run for President. "Referring to his candidacy as his Burning Bush". Actually, those might have been those wildfires she's talking about. Running for President isn't easy. Should Mrs. Perry Pray about? Duration: 01:02

Issue: ECONOMY

Date. October 28, 2011. If you are sick and tire of depositing your money to your bank, and then getting charged fees for accessing it, not to mention a sentiment against corporate greed, you have company. Including, recently, members of the occupy movement who have created unconventional scenes in trying to close their bank accounts. There are alternatives to the fees and the unrest and no, not stuffing your hard earned cash into your mattress. A more viable possibility, Credit Unions. If you're looking for better service a lot less fees, a credit union maybe worth a choice of looking at. And a lot of the people who use banks agree. People are looking for a safe, secure place to put their money vs. putting it someplace where they don't know what's going to happen to it. Credit unions are nonprofit organizations owned by their members, not some Wall Street big wigs lining retirement funds. Offering lower interest rates on loans, less fees and won't even charge you to access your money with a debit cards. The credit union motto, people helping people and that's what credit unions are all about everybody who has a par value has a right to come to the meeting and vote. If you've had enough of those big banks, remember, there are choices. If you are sick and tired of depositing money in your bank and then being charged to use it, there are alternatives. One option is hiding your money in the mattress. Another option is using a credit union. Duration: 01:28

Issue: CRIME

Date. October 5, 2011. What's the last thing a mother wants to see when she settles down to watch her favorite program? Her son, on television, in a surveillance video, armed with a knife, robbing a gas station times three! Pasadena cops had distributed the video in hopes that someone would recognize the robber and some did. The mother of twenty-five year old Mario Albert Aguirre not only identified her child, she convinced him to turn himself in for a bad boy time out. He surrendered at the Pasadena Police Station and is now cooling his heels in the Harris County Jail in lieu of ninety thousand dollars bail. Mario, Mario, Mario, don't you know that moms know everything? Duration: 00:38

Issue: FAMILY ISSUES

Date: November 30, 2011. The bad economy means less of everything! Less money, fewer jobs and few babies!?! Yep, kids cost cash and because so many people are struggling financially, fewer people are expanding their families. Hispanics have shown the most significant drop in baby production! Yes, the group that contributes almost a quarter of *all* U.S. births and half of our population growth each year, has dropped off the baby making wagon. The national center for Health Statistics says Hispanic birth rates have tumbled nearly 18 percent in just three years, delivering fewer than a million babies last year. No one knows whether this trend will last. But just like a pet, if you can't afford them, don't have them. Duration: 01:40

EXHIBIT A

Muppets Safety PSA: Kermit the frog and a couple of his friends are at the UL Labs to demonstrate the dos and don'ts of holiday safety.

Houston TranStar: This PSA lets let's viewers know that "Tragedy is Just one Glance Away". Don't text and drive.

Texas Association of Broadcasters – Coaches for CASA: This PSA has all the college coaches around Texas asking viewers to step up and become a home for foster kids that need help.

The National Runaway Hotline. The National Runaway Hotline has recruited award-winning entertainer and NRS Ambassador, Chris "Ludacris" Bridges, to announce its newest service – LIVE CHAT – as another option for youth and teens to get in touch with an NRS crisis intervention specialist.

Take the Challenge. The Texas Association of Broadcasters sends us this PSA which is asking viewers to support the National Guard. It also asks men and women to find their strength and join the National Guard.

Find Regulated Child Care Near You: Several PSAs encouraging parents to always choose regulated day care. They also list several web sites to assist parents with their search.

Room to Breathe: This PSA instructs parents on safe sleeping tips for their baby and themselves.

Superstar Plants/Florists: TAB is asking viewers to support their local florist

American Dental Association: This 30-second animated health message depicts Dudley on his "SmartPhone" with an app that encourages him to brush twice a day, floss once a day.

Foundation for a Better Life: Everyone feels like an outsider at some point. Being the new girl at school is no exception. But all it takes is a simple salutation to make others feel welcome. Featuring Hilary Duff's song "Shine," this spot encourages viewers to reach out and just say "hi." It's a little word that makes a big difference...Pass it on.

Foundation for a Better Life: In a fast-paced stream of events through alleys and with a police car-all underscored by the Black Eyed Peas song, "Where is the Love," we watch the drama unfold and wonder if the young man is stealing or returning the purse-until the last triumphant moment. This message is about Honesty.....Pass It On.

Sounds of Pertussis: Race car driver Jeff Gordon explains to us about this disease that can claim the life of infants and that as adults we should get treated to protect our children.

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.

American Dental Association: This 30-second animated health message depicts Dudley 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 demonstrate 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.