

2008  
First Quarter

ISSUES & PROGRAMS  
Report

**KXLT-TV**  
**KXLT Television, Inc.**  
**Rochester, MN**

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## **Listing of Problems and Needs**

- 1. ECONOMIC & DOWNTOWN DEVELOPMENT/JOBS/TOURISM**
- 2. POLITICAL/GOVERNMENTAL**
- 3. HEALTH CARE DEVELOPMENTS**
- 4. EDUCATION**
- 5. CRIME PREVENTION & DOMESTIC VIOLENCE**
- 6. ELDERLY/HANDICAPPED/MINORITY GROUPS/RACISM**
- 7. ENVIRONMENT**
- 8. YOUTH**
- 9. SUBSTANCE ABUSE**
- 10. OTHER**

# TYPICAL AND ILLUSTRATIVE PROGRAMS IN RESPONSE TO ISSUES AND PROGRAMS

## Local

Since **November 28, 1999**, KXLT Television, Inc. licensee of SagamoreHill Broadcasting of Minnesota, has broadcast the following programming in response to the issues and programs need for this quarter.

### ☛ **FOX 47 News @ 9**

*Locally produced*

News @ 9      M-F, Sun      9p-9:30p

Latest information and periodic in-depth background stories, which air during the news. All appear in 9:00 pm news unless otherwise noted, with possible rebroadcast, in original or re-edited form, in subsequent reports.

## 1. Economic & Downtown Development/Jobs/Tourism

- 1-7      According to the Rochester Convention and Visitors Bureau, a record-setting "100-thousand group room" nights were booked in Rochester last year. And the Bureau expects the new year will bring a new record. They say the "Rah Rah Rochester" brand combined with the bureau's new marketing and sales strategies helped Rochester reach that record.
- 1-17    It's an underground world in downtown Rochester called the subway but it's not like a New York City subway. It's Rochester's own version and it connects the Mayo Clinic with downtown hotels.
- 1-26    As talks about how to Improve our nation's struggling economy continue at the capitol one lawmaker is coming home to find out what our area needs. Senator Norm Coleman is sitting down with community members before heading back to Washington to debate the president's stimulus package.
- 1-18    The plan follows an interest-rate freeze for certain struggling homeowners that US Treasury Secretary Hank Paulson enacted. But some are now wondering whether the plan to increase consumer spending will work if people decide to use the money to pay off rising bills.
- 1-23    The federal open market committee made a surprise emergency move and cut the fed rate by three quarters of a percentage point. The cut is one of the largest the country has seen in twenty years...
- 1-24    Workforce Development Incorporated is being recognized today as the "Best Rural Workforce Development System" in the Nation. The company helps train residents in the Southwest Minnesota region to be prepared to work in two primary fields: health and manufacturing. It has 10 locations, one which recently opened in Rushford.
- 2-5      The Blue Gene is a super computer about the size of a refrigerator and has "racks." To give you an idea of how powerful the computer is just one of those "racks" is about 300 times faster than a home P-C. The Hormel institute promotes research and education in various fields of biological science with applications in medicine.
- 2-8      Plans are being unveiled for a three story commercial building that will go up where the Rochester repertory theater used to be located. Weis builders plan to open the building in fall. The entire third floor is already leased to a local accounting firm and the second floor will hold more office space. The hope is to bring in retail at the ground level.

- 3-4 Meantime state senators concerned about a spike in home foreclosures have given preliminary approval to three bills. One would help homeowners get counseling... And negotiate payment plans with lenders. Another bill would make it easier for authorities to declare a vacant property abandoned and sell it sooner.
- 3-26 The numbers are in, and along with the nation.. Rochester's number of building permits for single family homes is down. 417... That's the total number of building permits issued in Rochester in 2007 for single family homes.

## 2. Political/Governmental

- 1-11 the governor and both the house and senate leaders sat down to talk about their priorities for this upcoming session. The big things they want to concentrate on are pretty much the same for everyone. With the governor listing fiscal discipline, healthcare reform, veteran and military services and energy independence as areas he thinks something can be accomplished.
- 1-15 State lawmakers are using successful stories to figure out what they can do to change the outlook in Minnesota.
- 1-16 The state has been lagging behind in job creation for several years and according to lawmakers. Right now Minnesota only creates one third the amount of jobs as the national average.
- 1-21 In a debate for Democrats and hosted by the Mower County D-F-L candidates Mike Ciresi, Jim Cohen, Al Franken and Jack Nelson-Pallmeyer went head to head on the issues at Riverland Community College in Austin. Questions were submitted by the audience. Each candidate explained why their experiences in public service is important to making a good senator.
- 1-23 From caucuses to conventions this election year will, no doubt, be a big year for not only Minnesota, but Rochester. From May 29th through the 31st, the Republican Party will hold their state convention at the Mayo Civic Center. And in June the D-F-L will be at the Civic Center for their own convention on the 6th through the 8th. And today, the heads of both parties came together to spread an important message about caucusing on February 5th.
- 1-29 It was a tough night for the president to get any applause from the democrats... many times an entire half of the audience staying seated while the other stood and clapped. Minnesota's democrats say they're glad this will be the last state of the union for president bush.
- 1-31 Several state lawmakers gathered in Rochester this morning to focus on the work ahead of them. Many of the issues at the Chamber of Commerce event have specific ties to our area. Like higher education needs and health care. Since 2008 is a bonding year, lawmakers say passing a bonding bill is key. With the transportation package being another top priority.
- 2-4 It's now Minnesota's turn in helping to decide this nation's next president. We're one of 22 states taking part this Super Tuesday. We followed what local Democrats are doing at Century High School... We were also at Mayo High School as preparations by the Republican party got underway there.
- 2-12 The 2008 legislative session is off and running and already... lawmakers are talking about using their muscle to push each other around and get what they want. Regardless of who gets their way... it is going to effect your money.
- 2-28 Republican state representative Randy Demmer of Hayfield has been dragged into the dark side of politics. Tonight, he sits down with Chris Hrapsky to tell his side of a story, he hoped would never be on the news at all.
- 3-4 Its different from the one already being offered by Governor Tim Pawlenty and the state senate. The billion dollar proposal does differ a bit... House democrats say their plan will speed up work and help bolster the state's construction industry. The plan is said to have Rochester.. among other cities.. in mind... But 40 percent of the funding will go towards projects at public colleges
- 3-5 So basically... these people were chosen by the party to decide who is best for the party and who has the best chance of winning the presidential election... and this is exactly what they were put in place to do... it just usually isn't close enough for them to matter so much. and just in case you were wondering...you didn't do your math wrong.. there are still two more super delegates who are unnamed... they will be elected at the state DFL convention in Rochester in June.
- 3-6 Strengthening Minnesota's manufacturing sector. That's just one of the issues that Governor Tim Pawlenty discussed today in Rochester. Pawlenty spoke at Domaille Engineering to hear what some of the challenges Minnesota manufacturers face in an uncertain economy.
- 3-12 Hundreds of Rochester residents from community leaders, educators, students and local legislators, took the drive up Highway 52 to our state capital for Rochester's day at the capital.

### 3. Health Care Developments

- 1-17 As the supreme court considers whether or not killing by lethal injection is a form of cruel and unusual punishment... two mayo clinic doctors are speaking out... saying doctors should not participate in the executions no matter what.
- 1-18 In a report released yesterday, St. Mary's hospital has the most serious medical mistakes of all reporting state hospitals, with a total of 12 mistakes. 3 of those mistakes are linked to patient deaths. While hospital staff do take the numbers seriously they say the number of patients they treat and the type of serious illnesses they deal with are what put them at the top of the list.
- 1-23 Mercy Medical Center in Mason City has launched an aggressive new campaign that will pay anyone who refers a doctor their way. It's a creative tactic they hope will bring them some needed help as the medical field deals with a nation wide physician shortage. Mercy Medical's Physician Recruitment Leader says giving a referral award is actually cheaper than paying for several expensive advertisements.
- 1-25 Mayo researchers are collecting blood samples from people who live or spend time near Silver Lake. They're also checking geese, their droppings and taking water samples to find out if anyone has been exposed. There have been warnings that the virus causing bird flu can jump from birds to humans, and Mayo has been given 150-thousand dollars to check if the virus is at Silver Lake Park.
- 1-29 According to the Olmsted Falls Prevention Coalition the number of deaths due to falls by the elderly in our county, out-numbers that of any other Minnesota county.
- 2-7 Mercy Medical Center in Mason City needs your doctor contacts. Currently about 300 physicians work at Mercy. But according to hospital officials it needs more because it and the entire nation are in a physician shortage.
- 2-18 A new type of imaging technique could soon mean benefits to the breast health of women all over the world. And it's right here in Rochester, at the Mayo Clinic. It's called molecular breast imaging or M-B-I. It works differently than regular mammograms that work on X-rays, MBI uses gamma radiation to look at the differences in the behavior of tumors and normal breast tissue. This makes detecting breast cancer easier. However, M-B-I will not be used as a replacement for a mammogram.
- 2-25 From a bill to a ban Minnesota has been smoke free for almost five months, now Iowa might join us. It's an issue that has some people upset.
- 2-29 Culp Dental Technics is one of a few labs in Rochester that makes crowns, bridges and dentures for local dentists. However, some dentists throughout the US rely on cheaper outside dental labs. In places like India and china, which according to the f-d-a use lead in their products. Even more of a concern is that dental labs are unregulated in 47 states and allow outsourcing from foreign labs.
- 3-13 Dopamine, a neuron-transmitter in the brain has been proven in lab studies on mice to prevent blood vessels from growing. As a result, a cancer's progression is slowed. Dopamine regulates movement and affects behavior naturally and has not been proven in humans. Dr. Sujit Basu (Soo-jeet) (bah-soo) is credited with the findings, he says the results are encouraging.

### 4. Education

- 1-11 The "Quality Counts" report from Education Week magazine gives Minnesota a "C+" for school financing. The low score comes mostly from the state's lack of various teaching programs and effectiveness measures that other state's have. For example, the state was docked for lacking a statewide program to reduce class sizes. Rochester school's human resources director says he wouldn't consider the report to reflect the progress of Rochester's teachers. The magazine is mailed to 50-thousand senior-level management readers each month.
- 1-15 There's a new movement that encourages same-sex classrooms for certain subjects. With a 30-percent nationwide drop-out rate, some are seeing single-gender classrooms as the solution. But some teachers aren't buying it, saying the focus should be on more funding for additional sources. But other teachers have seen the benefits first hand.
- 1-18 This partnership between Winona State University and its eight-thousand students earned them a spot in this month's issue of 'Campus Technology' a magazine that focuses on the use of high-tech in higher education. For two years W-S-U has partnered with both Gateway and Apple, and has required that all full-time students have university-issued laptops. This provides learning experiences for both students and faculty and gives them access to state-of-the-art technology.

- 1-24 RCTC has just received 225-thousand dollars to improve the contact and enrollment of under-represented students, which includes: students with disabilities, minority students, and students from a low socio-economic status. Before this allocation, RCTC just focused on recruiting under-represented students in Rochester, but now, they can expand to other communities and to more students within the college.
- 2-3 Parents of Mayo High School students got to experience a mini version of their children's school day. Parents attended 10-minute versions of their child's classes. It provided a chance for parents to get to know teachers and also give parents insight to what their children are studying on a daily basis.
- 2-27 The RCTC Heintz (hines) Center hosted its re-grand opening tonight. Staff was on hand to provide tours of the latest remodeling. Some of the highlights are the state-of-the-art Dental Clinic, which features the latest technology for dental hygiene students. The surgical technology program also received a new home, with new lab, prep rooms, and a mock operating room. The total cost of the remodeling came out to around 5-point-5 million dollars and the instructors say it was worth it.
- 3-8 Superintendents, school board members and legislators met this morning to talk education, specifically education funding. Yesterday Governor Tim Pawlenty announced his budget fix which would cut spending and also cut the sales tax. And unfortunately the outlook for schools could be bleak. But legislators want their constituents to know they are hearing their requests.
- 3-28 In a report that will be released tomorrow school districts across the state are announcing at least 1-thousand teachers will be cut before next school year. Pine Island is one of many districts in our area that could be in trouble.

## 5. Crime Prevention & Domestic Violence

- 1-11 A possible abduction near a Rochester elementary school leaves parents concerned for their children's' safety. Two young students say a man tried to take them as they were walking to their day care Wednesday afternoon.
- 1-14 Local authorities are warning elderly residents about a new scam. According to the Minnesota Department of Public safety, the scam begins with a phone call from someone claiming to be a close relative. The caller says they're in trouble in Canada and need money to pay a fine.
- 1-23 A building in Albert Lea is being renovated to create a transition house for men. The house will help men coming out of addiction treatment by preparing them to live successfully off their addiction. The community programs that have been working on this project for the last 3 years are "as one" and "life support expanded".
- 1-24 The Rochester City Council is considering plans to impose civil penalties on the community. It means any city employees could ticket someone for not obeying an ordinance, similar to parking tickets. These fines can be issued for anything from a housing code violation to a noise complaint. The idea started when the city council tried to figure out how they would enforce a smoking ban in front of the Kahler hotel.
- 2-22 If you've ever worried about your child encountering an online sexual predator, the thought is not far-fetched. As Chris Hrapsky learned today internet sexual predators are an immediate and real danger right here in Minnesota.
- 3-25 The County had explored the option of remodeling the Civic Inn but now it doesn't seem financially feasible. County community services director Paul Fleissner says it's an immediate concern for the county because each year about 250 offenders are released into Olmsted County and about one hundred of them are homeless.
- 3-25 The Olmsted Sheriff's Department says someone is calling area residents pretending to sell Kid ID kits for up to 250 dollars. The caller has been identifying himself as Deputy Ray. There is no Deputy Ray in Sheriff's Department. The department says never give out personal information like credit card numbers to someone you don't know over the phone.
- 3-27 Today Ernie Bell President and C-E-O of the National Center for Missing and Exploited Children spoke all over Rochester. His main mission is to raise awareness about what parents and communities can do to keep their children safe.

## 6. Elderly / Handicapped / Minority Groups / Racism

- 1-16 Tammi Stoos (stohs) says her daughter, who's African American, and a handful of other minorities saw a black baby doll hanging from a noose in the high school gym. But the Chatfield school district isn't confirming anything other than there was an incident at school January 4th and it's being investigated by police. Stoos says the school should be doing more to tell students that the behavior won't be tolerated.
- 1-17 People were celebrating diversity tonight at a gala sponsored by the diversity council. The keynote speaker, Cathy Wurzer from MPR's morning edition, spoke about how the media can use more diversity in their articles and broadcasts. The diversity council put on the Even T to bring more attention to the organization's goals. Members of the group educate kids in the classroom about prejudice, stereotypes, and embarrassing diversity.
- 1-20 Tomorrow our nation will remember Dr. Martin Luther King Jr. and his efforts to unite our country's different races. Today, the Rochester Community Baptist Church held a commemorative service for Dr. King and the key note speaker was Dr. Bernard Harris
- 1-21 He dedicated his life to a fight for freedom and equality in a time when the nation was divided. And yesterday we celebrated and remembered the legacy of Dr. Martin Luther King Jr. We take a look at how the day was celebrated locally.
- 1-23 On Saturday at St. Francis Assisi Catholic Church, there will be entertainment, a silent auction and of course lunch! Each "souper bowler" will get a soup bowl, decorated by volunteers, as a way to remember what you did for the great organization. Child Care Resource and Referral is an organization that is committed to ensuring a positive start for all young children and their families.
- 2-1 Veterans traveling long distances to receive their health care are going to get a little payback from Uncle Sam. Jenna Gordon shows us what this means in the case of one local Vet.
- 2-6 A group of accounting students at Rochester's Winona State campus are offering Volunteer Income Tax assistance. The service is free to those who meet certain low income guidelines. Students say it's a great way to get practical experience and help the community at the same time.
- 2-9 The cold temperatures and harsh winds didn't stop these brave people. They took the plunge into the icy waters of Foster Arend's Pond. This is the plunges 7th year. Each plunger pays 75-dollars to jump into the water, raising money for Special Olympics
- 3-8 Besides education, health care is also a major concern in the state of Minnesota. In fact, nearly 400-Thousand Minnesotans were without health insurance last year. So according to an AARP survey, nearly 8 in 10 members agree that all residents should have affordable, quality health care. And those members are concerned about how they're going to pay for that health care in the future.
- 3-19 Meals on Wheels are delivered to people in need every day of the week but with hard economic times, finding volunteers is getting difficult.
- 3-21 Community unity week is all about inclusion of different cultures, races and religions. 6 rooms are set up at the university featuring topics that aren't easy to discuss, like the plight of the Hmong, abolishing racial slurs and human sex trafficking. Several Winona high school students participated in the presentation...in hopes to find ways they can unite students in their school.
- 3-27 The Mayo Clinic Nursing Department held it's 25<sup>th</sup> annual Minnesota Geriatric Care Conference today at the Civic Center. Hundreds of nurses and social workers attended the event from all around the state and parts of Wisconsin and Iowa. Presenters at the event spoke about new changes in the clinical field and to better skills to help elderly citizens stay in their homes.

## 7. Environment

- 1-21 Geo-thermal uses energy from the earth to heat and cool your home and water system instead of fossil fuels or natural gas. Don Schultz with Haley Comfort systems says it takes about two years to off-set the costs of putting in the equipment but says you're heating bill can go down by half.
- 1-29 Yesterday we had abnormally warm weather as the snow melted and temperatures rose. Today, a completely different story. The mercury plummeted and 'old man winter returned with a vengeance. The constant contracting and expanding of the pavement causes the pavement to deteriorate and eventually leads to pot holes.



- 1-30 It may not be time to break out the tents and RV's yet, but people in one local area are already thinking about how to prevent some of the horror floods brought last summer.
- 2-15 Hundreds of tree-care professionals showed up at Rochester's Event Center for the sixth annual arborist workshop. Besides learning about environmental concerns speakers addressed safety issues like cutting down trees and preventing exotic pests.
- 2-19 People gathered at Hoover Elementary to learn about Project Green Fleet this morning. It's designed to reduce the pollution in our area created by school and transit buses. 36 Rochester school buses and eight transit buses will be upgraded by installing EPA approved filters and mufflers that can reduce engine emissions by up to 50 percent.
- 2-21 Members of a U-S Army Corps of Engineers survey crew were at work on the lake early this morning to take their annual measurements. They launched an airboat just north of Wabasha and will continue their journey on the Mississippi River to Frontenac. There are 25 stops along the way where engineers drill a hole and measure just how thick the ice is.
- 2-22 A grand reopening for Whitewater State Park is planned for June 7th. But in the meantime, park programs and facilities will be opening throughout the coming spring. The park's manager says recovery efforts to undo more than four million dollars worth of flood damage have been making steady progress. Interpretative programs will start up again on March first, and catch and release trout fishing will begin on April first. Most of the campgrounds are due to reopen on April 11th.
- 2-26 A new state report says nearly 100 small communities in Minnesota are illegally releasing raw sewage into lakes, rivers, ditches and field drains. The Minnesota Pollution Control Agency says the problem is worst in southern Minnesota, where 29 rural communities pipe untreated toilet wastes through outdated sewage systems that lead to waterways.
- 3-11 Here in Rochester we're dealing with a whole different ballgame. This contaminated water is coming from surface water supplies and RPU gets their water from the ground. This information is coming from a five month study by the AP Showing that pharmaceuticals have been found in the drinking water supplies of several metro areas across the country. These are areas that get their water from lakes or streams. Here in Rochester our H2O comes straight out of the ground.
- 3-16 It's been quite a while since the public has been able to go to Whitewater state park. In fact it hasn't been open since last year's floods. But this weekend, it was filled with 70 kids, moms, dads and grandparents. All on a search for maple sap.
- 3-20 Around a dozen land owners near the Whitewater watershed district received conservation signs for their work helping the U-S-D-A preserve the watershed. A presentation on the damage of the watershed showed how bad the area was hit during the August Floods last summer. The pictures also show some of the work that has been done to rebuild the area. But, the night belonged to those who volunteer to help the environment.

## 8. Youth

- 1-10 Believe it or not prom season is right around the corner and a Lake City student is doing her part to make sure everyone can afford to take part in the festivities.
- 1-16 Some Rochester students got a taste of another culture. They were entertained by some dancers all the way from Bogota, Columbia. Students at St. Pius and St. John had an opportunity to connect with some of the students and learn about their culture. Rochester Catholic Schools has had a long relationship with schools in Bogota where they sponsor several students. And when the schools heard about this group from Bogota it was an opportunity they couldn't pass up.
- 1-17 Ian Cameron is just 17 years-old but he's already diving into the big political world. Cameron, the president of the Mayo High School young Republicans, has organized a candidate debate. It will feature 2 Republican candidates who are running against Tim Walz in the 08 election. Cameron says that he's trying to get students involved and informed to break the stereotypes that high school students are not politically active.
- 1-25 Minnesota Twins pitchers Scott Baker and Kevin Slowey brought along broadcasters Bert Blyleven and John Gordon to say hi to the youngsters who could use a little fun.
- 2-4 This year may be one of the biggest voter turn-outs ever for a caucus in Minnesota. And while there could be an increase in the number of voters, there may also be a decrease in the age of voters.
- 2-15 About 150 people came together to celebrate the life of Joe Moore. Moore was a former basketball and football coach at John Marshall High School and later a minority liaison. He died last week at Methodist Hospital after complications from Hepatitis C. He contracted Hepatitis during his tour of duty in Vietnam

- 2-27 Recently, the Minnesota Health Department turned down half a million dollars in abstinence-only federal funding joining 13 other states who've also said 'no thanks' to millions of federal dollars that requires them to teach the abstinence only approach.
- 3-26 A Bill proposed in Iowa would require a half hour of physical activity everyday for students in Iowa, and that does not include recess. Here at Northwood Elementary, students go to Physical Education three times a week so the schools would have to budget time to fit in two more days of exercise. The bill would also govern the all of the food outside of the hot lunch line in an effort to get rid of the junk food at school. The Northwood Superintendent says he's on board with this idea under a few conditions.

## 9. Substance Abuse

- 1-10 According to the Substance Abuse and Mental Health Services Association, more than 3 million people between the ages of 12 and 25 use cold medicines to get high. The study found that 30 percent of the abusers use NyQuil. Freeborn County Health officials say they've seen an increase in cold medicine abuse in the last five years but the numbers are still low compared to other drugs adolescence are using to get high.
- 1-25 Most people who undergo treatment for addiction have nearly an 80 percent relapse rate. Well imagine if a relapse meant no high? Thanks to a collaboration of a Minnesota Partnership team researchers discovered a therapy that blocks cocaine poisoning in animal models
- 2-13 It's a day where stories of lies and drugs hang over the game of baseball like a black cloud. Caught in the middle are the next generation of athletes doing anything they can to make it big. Chris Woodard explains why this so called steroid era is about more than just fallen heroes.

## 10. Other

Around Town is a 3:25 long community events spot that ran on Friday, Saturday and Sunday morning to help promote upcoming community events.

- 1-9 Hearts and Diamonds- Ronald McDonald House
- 1-17 Souper Bowl- Child Care Resource and Referral
- 1-23 Winter Fest- City of Rochester
- 1-30 Once Upon a Playhouse- Family Services of Rochester
- 2-6 The Promise- Bethel Lutheran Church
- 2-13 Taste of the Town- Salvation Army
- 2-20 Creatures of the Deep- Quarry Hill
- 2-27 Rochester on Tour- Kristine Ihrke

## Network Programming

In addition to our locally produced programming specifically designed to respond to the issues and problems of our viewing area, network programs often cover issues relating to our local problems and needs.

- ***FOX News Sunday***

*FOX Network*

*Sunday 10am 60 min*

Date: 1/6/08  
 Topic: GOP Presidential Politics  
 Guests: Gov. Mitt Romney (R-MA), Gov. Mike Huckabee (R-AR)

Date: 1/13/08  
 Topic: Presidential Politics  
 Guests: Fmr. Mayor of New York City, Rudy Giuliani (R)

Date: 1/20/08  
 Topic: Presidential Politics, Economy  
 Guests: Fmr. Gov. Mitt Romney (R), Sen. Charles Schumer (D-NY)

Date: 1/27/08  
 Topic: Presidential Politics, Economy  
 Guests: Sec. Henry Paulson, Fmr. Gov. Mike Huckabee (R-AR)

Date: 2/3/08  
 Topic: Presidential Politics, Economy  
 Guests: Sen. John McCain (R-AZ), Sen. Hillary Clinton (D-NY)

Date: 2/10/08  
 Topic: Presidential Politics, Economy  
 Guests: President George W. Bush (R)

Date: 2/17/08  
 Topic: Clinton-Obama quest for delegates, FISA  
 Guests: Gov. Ted Strickland (D-OH), Gov. Jim Doyle (D-WI),  
 Director of National Intelligence Mike McConnell

Date: 2/24/08  
 Topic: Presidential Politics  
 Guests: Gov. Tim Pawlenty (R-MN), Gov. Tim Kaine (D-VA), Gov. Mark Sanford (R-SC),  
 Gov. Jon Corzine (D-NJ), Power player – Rick Davis

Date: 3/2/08  
 Topic: Presidential Politics, campaign strategies  
 Guests: Sen. Dianne Feinstein (D-CA), Sen. Dick Durbin (D-IL), Karl Rove

## Issues & Programs Report

## 2008 First Quarter Report

Date: 3/9/08  
Topic: Iraq, Politics  
Guests: Rep. Mike Pence (R-IN), Rep. Debbie Wasserman Schultz (D-FL), Debbie Dingell

Date: 3/16/08  
Topic: Economy, Politics  
Guests: Treasury Secretary Henry Paulson, Sen. Charles Schumer (D-NY),  
Sen. Chris Dodd (D-CT)

Date: 3/23/08  
Topic: Richardson endorses Obama, Democratic Party politics, economics  
Guests: Gov. Bill Richardson (D-NM), Gov. Ed Rendell (D-PA), Fmr.  
Treasury Secretary Lawrence Summers, Fmr. Chrmn.  
Council on Economic Affairs Glenn Hubbard

Date: 3/30/08  
Topic: Iraq violence, military surge, upcoming Petraeus testimony, Baseball  
Guests: Sen. Lindsey Graham (R-SC), Sen. Jack Reed (D-RI),  
Stan Kasten – Washington Nationals Team President

## Syndicated Programming

In addition to our locally produced news to respond to the issues and problems of our viewing area, syndicated programs often cover issues relating to our local problems and needs.

None this quarter

## Short Form Programming

### Local

| <u>Advertiser</u>                         | <u>Title</u>                             |
|---|--|
| Adoption                                  | Adoption/Hamster                         |
| AHRQ – Patient Involvement                | We Need Your Help                        |
| American Red Cross                        | Support/Give Blood                       |
| American Speech, Language & Hearing Assn. | Hearing Loss/Rock’n Roll/Decibels        |
| American Stroke Association               | Bear Trap/Arrow                          |
| Americorps                                | Rebuild the Gulf                         |
| Autism                                    | Autism Speaks/Broadway                   |
|   | Baseball/Lightning                       |
| Boys & Girls Club of Rochester            | A Chair Affair 2008                      |
| Catholic Campaign for Human Development   | Poverty Line                             |
| Cerro Gordo Public Health                 | Show You Care – Bird Flu                 |
| Child Care Resource & Referral            | Crisis Nursery “Souper Bowl” 2008        |
| Diversity Council                         | We are Rochester                         |
| Drug Free Iowa                            | Drug Free Meth Lab/Engine/Nick RX        |
| Fillmore County Public Health             | Dying to get Home/Speed, Alcohol         |
| Financial Literacy                        | Saving Money-Feed the Pig/Laugh          |
| Foundation for a Better Life              | Pass it on, Baseball/Umbrella/Good Stuff |
| FOXfiles                                  | FOXfiles – Community Calendar            |
| FOX 47 Closed Captioning                  | News Closed Captioning                   |
| FOX Light on the Arts                     | Highlight Area Artists                   |
| Girls & Boys Town                         | Label P/Mike Mussina-Parents             |
| Habitat for Humanity                      | Carters – Gulf Coast                     |
| Internet Safety                           | Internet Safety/Kiefer                   |
| Iowa Department of Human Services         | HAWKi rwj0801                            |
| Iowa Gambling Treatment                   | Gambling                                 |
| Internal Revenue                          | IRS e-file                               |
| <u>Advertiser</u>                         | <u>Title</u>                             |

## Issues & Programs Report

Leadership Greater Rochester  
Lourdes Foundation  
Make a Wish Foundation  
March of Dimes  
Mason City Youth Task Force  
McGruff  
Mentoring Minnesota  
Minnesota Department of Public Safety  
Minnesota National Guard  
Mower County Chemical Health  
Multiple Sclerosis Society  
NAB  
National Arbor Day Foundation  
National Center for Missing & Exploited Children  
National Headache Foundation  
National Institute on Alcohol Abuse & Alcoholism  
National Inventors Hall of Fame  
Negligent Driving  
NeighborWorks – Foreclosure  
North Iowa Community Action  
Olmsted County Victims Services  
Operation Glass Slipper  
PETA  
Rochester Area Family Y  
Rochester Area Foundation  
Rochester Catholic Schools  
Rochester International Association  
Rochester Litter Bit Better  
Rochester Winterfest  
RT Autism Awareness

## 2008 First Quarter Report

Our Children/Future  
Gary Vaneslow Scholarship Fish Fry 08  
Make a Wish/Beetle Boy  
For Every Baby  
Mentoring  
McGruff Telemarketing  
Joe Mauer Mentoring  
Elf Arrested for DUI  
Winzer / Reflection of their Honor  
Meth Makeover  
Walk MS 2008  
DTV Answers/Revolution/In the Air  
Nature Explore/Children  
Online Exploitation/Bulletin BD  
Play to Win  
Underage Drinking Prevention  
Invent Now/Cat Magnet  
13 Minutes  
Wrecking Ball  
Teen/Safe Sex  
Sexual Assault  
Prom Dress Giveaway 2008  
Cold Weather - Pets  
Family Y/4132YMCA30  
First Steps/Three Year Olds  
Catholic Schools Week/Register  
World Festival 2008  
Help make Rochester a Litter Bit Better  
Winterfest 2008  
Project Lifesaver

Advertiser

Title

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## Issues & Programs Report

SAMHSA

Saturn of Rochester

Show You Care

Shriners Hospital

Tobacco Use Prevention & Control

TVB/Ad Council

United Way of Olmsted County

Ways to Happiness Foundation

Will Rogers Institute/Education for Healthy Living

World Wildlife Foundation

## 2008 First Quarter Report

Underage Drinking/Brandon

Mental Health/Friend

Alcohol & Drug Addiction/Celebrate

Youth Sports Report

Cervical Cancer

Taylor Hicks

Tobacco

Project Roadblock

First Steps

Set a Good Example/Be Competent

Teen Stress

On Thin Ice/Polar Bears

Network



## Issues & Programs Report

## 2008 First Quarter Report

| <u>DATE</u> | <u>PROGRAM</u> | <u>TIME</u>   | <u>ISCI</u>     | <u>PSA DESCRIPTION</u>                                | <u>LENGTH</u> |
|-------------|----------------|---------------|-----------------|---|---------------|
| 1/04/08     | HOUSE          | FRI 8:58:17P  | PSA 30HOUOMAR   | MENTORING/OMAR EPPS                                   | :30           |
| 1/07/08     | BCS CHAMP      | MON 6:41:05P  | HFHI 0802       | HABITAT FOR HUMANITY                                  | :30           |
| 1/08/08     | BONES          | TUES 7:08:58P | CNMM 62301      | AD COUNCIL/ PARENTAL CONTROL<br>"BOSS OF DRUGS"       | :30           |
| 1/09/08     | BACK TO YOU    | WED 7:06:30P  | XNPW 270720     | NFL/ UNITED WAY/MIKE MCKENZIE                         | :20           |
| 1/09/08     | BACK TO YOU    | WED 7:38:29P  | PSA 25BTYKELSEY | MENTORING/ KELSEY GRAMMAR                             | :25           |
| 1/10/08     | SMARTER THAN   | THU 7:51:29P  | CHALKBOARD30    | AD COUNCIL/ PARENTAL CONTROL                          | :30           |
| 1/11/08     | BONES          | FRI 7:05:54P  | CNMM 74301      | AD COUNCIL/ PARENTAL CONTROL<br>"BOSS OF SLASHER"     | :30           |
| 1/12/08     | COPS           | SAT 7:02:17P  | XNPW 270720     | NFL/ UNITED WAY/MIKE MCKENZIE                         | :20           |
| 1/12/08     | AMW            | SAT 8:11:11P  | XNPW 270720     | NFL/ UNITED WAY/MIKE MCKENZIE                         | :20           |
| 1/12/08     | AMW            | SAT 8:58:17P  | CNMM 71301      | AD COUNCIL/PARENTAL CONTROL<br>"BOSS OF PRISON GANG"  | :30           |
| 1/13/08     | AMERICAN DAD   | SUN 6:08:22P  | FZAA 0499       | FOUNDATION FOR A BETTER LIFE                          | 1:30          |
| 1/13/08     | AMERICAN DAD   | SUN 6:39:19P  | FKFF 6121       | KAISER FOUNDATION/ "PATTERN"                          | :30           |
| 1/14/08     | PRISON BREAK   | MON 7:54:18P  | PSA 20SCCVCHIP  | SCC TERMINATOR PARENTAL COTNROL                       | :20           |
| 1/15/08     | AMERICAN IDOL  | TUE 7:38:01P  | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                              | :30           |
| 1/15/08     | AMERICAN IDOL  | TUE 7:46:31P  | PSA 20AYSJEFF   | MENTORING/ JEFF FOXWORTHY                             | :20           |
| 1/16/08     | AMERICAN IDOL  | WED 7:36:09P  | YDZF 7263       | ONDCP/ANTI-DRUG "COCOON"                              | :30           |
| 1/17/08     | SMARTER THAN   | THU 7:14:20P  | PSA 20AYSJEFF   | MENTORING/ JEFF FOXWORTHY                             | :20           |
| 1/18/08     | BONES          | FRI 7:59:23P  | PSA 25BONEMILYD | MENTORING/ EMILY                                      | :25           |
| 1/19/08     | AMW            | SAT 8:57:36P  | 030GD18NAB11107 | DIGITAL TV TRANSITION NAB CAMP                        | :30           |
| 1/21/08     | SARAH CONNR    | MON 8:15:21P  | YDZF 7263       | ONDCP/ANTI-DRUG "COCOON"                              | :30           |
| 1/22/08     | HOUSE          | TUE 8:58:38P  | PSA 30HOUOMAR   | MENTORING/ OMAR EPPS                                  | :30           |
| 1/23/08     | AMERICAN IDOL  | WED 7:55:25P  | YDZF 7253       | ONDCP/ANTI-DRUG "FIRE"                                | :30           |
| <u>DATE</u> | <u>PROGRAM</u> | <u>TIME</u>   | <u>ISCI</u>     | <u>PSA DESCRIPTION</u>                                | <u>LENGTH</u> |
| 1/24/08     | SMARTER THAN   | THU 7:56:01P  | YDZF 7193       | ONDCP/ANTI-DRUG "SENT"                                | :30           |
| 1/25/08     | BONES          | FRI 7:56:29P  | PSA 25BONEMILYD | MENTORING/ EMILY                                      | :25           |
| 1/26/08     | COPS           | SAT 7:21:48P  | CNMM 71301      | AD COUNCIL/ PARENTAL CONTROL<br>"BOSS OF PRISON GANG" | :30           |
| 1/27/08     | FAMILY GUY     | SUN 8:09:44P  | YDZF 7173       | ONDCP/ANTI-DRUG<br>"HUGGING THE BLOCK"                | :30           |

## Issues & Programs Report

## 2008 First Quarter Report

|         |               |               |                 |   |      |
|---------|---------------|---------------|-----------------|---|------|
| 1/29/08 | AMERICAN IDOL | TUE 7:53:38P  | PSA 30HOUOMAR   | MENTORING/ OMAR EPPS                                | :30  |
| 1/30/08 | AMERICAN IDOL | WED 7:55:22P  | YDZF 7263       | ONDCP/ANTI-DRUG "COCOON"                            | :30  |
| 1/31/08 | SMARTER THAN  | THUR 7:12:05P | PSA 20AYSJEFF   | MENTORING/ JEFF FOXWORTHY                           | :20  |
| 2/01/08 | BONES         | FRI 7:54:20P  | 030GD18NAB11107 | DIGITAL TV TRANSITION NAB CAMP                      | :30  |
| 2/02/08 | COPS          | SAT 7:22:34P  | CNMM 71301      | AD COUNCIL/BOSS OF PRISON GANG                      | :30  |
| 2/03/08 | SPR BWL PRGM  | SUN 11:15:57P | XNPW 3709       | NFL/UNITED WAY/MIKE MCKENZIE                        | :30  |
| 2/03/08 | SUPER BOWL    | SUN 6:39:46P  | XNPW 171010H    | NFL/UNITED WAY/TOM BRADY                            | :10  |
| 2/04/08 | PRISON BREAK  | MON 7:59:03P  | PSA 20SCCVCHIP  | SCC TERMINATOR PARENTAL CONTROL                     | :20  |
| 2/05/08 | AMERICAN IDOL | TUE 7:52:28P  | 030GD18NAB11107 | DIGITAL TV TRANSITION NAB CAMP                      | :30  |
| 2/06/08 | AMERICAN IDOL | WED 7:53:38P  | KNOW 0730       | IN THE KNOW: RANDY JACKSON                          | :30  |
| 2/07/08 | FORGET LYRICS | THU 8:53:55P  | YDZF 7263       | ONDCP/ANTI-DRUG "COCOON"                            | :30  |
| 2/08/08 | BONES         | FRI 7:56:04P  | FKFF 6121       | KAISER FOUNDATION/ "PATTERN"                        | :30  |
| 2/10/08 | PRO BOWL      | SUN 6:36:14P  | XNPW 171010H    | NFL/UNITED WAY/TOM BRADY                            | :10  |
| 2/10/08 | SMARTER THAN  | SUN 6:09:30P  | FZAA 0499       | FOUNDATION FOR A BETTER LIFE                        | 1:30 |
| 2/10/08 | FAMILY GUY    | SUN 8:51:03P  | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30  |
| 2/11/08 | PRISON BREAK  | MON 7:59:09P  | PSA 20SCCVCHIP  | SCC TERMINATOR PARENTAL CONTROL                     | :20  |
| 2/12/08 | AMERICAN IDOL | TUE 7:52:51P  | KNOW 0730       | IN THE KNOW: RANDY JACKSON                          | :30  |
| 2/13/08 | AMERICAN IDOL | WED 7:52:47P  | YDZF 7263       | ONDCP/ANTI-DRUG "COCOON"                            | :30  |
| 2/14/08 | NAACP AWARDS  | THU 8:20:23P  | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30  |
| 2/15/08 | HOUSE         | FRI 7:58:17P  | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30  |
| 2/16/08 | COPS          | SAT 7:22:06P  | CNMM 71301      | AD COUCIL/PARENTAL CONTROL<br>"BOSS OF PRISON GANG" | :30  |
| 2/17/08 | AMERICN DAD   | SUN 8:49:44P  | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30  |
| 2/18/08 | PRISON BREAK  | MON 7:58:16P  | PSA 20SCCVCHIP  | SCC TERMINATOR PARENTAL CONTROL                     | :20  |
| 2/19/08 | AMERICAN IDOL | TUE 8:47:32P  | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30  |

| <b>DATE</b> | <b>PROGRAM</b> | <b>TIME</b>  | <b>ISCI</b>    | <b>PSA DESCRIPTION</b>                               | <b>LENGTH</b> |
|-------------|----------------|--------------|----------------|--|---------------|
| 2/20/08     | AMERICAN IDOL  | WED 8:45:29P | YDZF 7263      | ONDCP/ANTI-DRUG "COCOON"                             | :30           |
| 2/21/08     | AMERICAN IDOL  | TUE 7:11:32P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION                             | :30           |
| 2/22/08     | BONES          | FRI 7:57:05P | PSA 30PAUSE08R | KAISER FAMILY FOUNDATION                             | :30           |
| 2/23/08     | AMW            | SAT 8:54:51P | CNMM 73301     | AD COUNCIL/ PARENTAL CONTROL<br>"BOSS OF DOMINATRIX" | :30           |

## Issues & Programs Report

## 2008 First Quarter Report

| 2/24/08     | SMARTER THAN   | SUN 9:13:31P | FZAA 0499       | FOUNDATION FOR A BETTER LIFE                        | 1:30          |
|-------------|----------------|--------------|-----------------|---|---------------|
| 2/24/08     | SMARTER THAN   | SUN 9:40:15P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30           |
| 2/25/08     | MOMENT TRUTH   | MON 7:47:53P | PSA 20SCCVCHIP  | SCC TERMINATOR PARENTAL CONTROL                     | :20           |
| 2/26/08     | AMERICAN IDOL  | TUE 7:10:04P | KNOW 0730       | IN THE KNOW: RANDY JACKSON                          | :30           |
| 2/27/08     | AMERICAN IDOL  | WED 7:11:34P | YDZF 6053       | ONDCP/ANTI-DRUG<br>"CONVERSATION REV"               | :30           |
| 2/28/08     | FORGET LYRICS  | THU 8:53:12P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30           |
| 2/29/08     | HOUSE          | FRI 8:58:16P | CNMM 74301      | AD COUNCIL/ PARENTAL CONTROL<br>"BOSS OF SLASHER"   | :30           |
| 3/01/08     | AMW            | SAT 8:55:07P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30           |
| 3/02/08     | SMARTER THAN   | SUN 6:11:41P | FZAA 0499       | FOUNDATION FOR A BETTER LIFE                        | 1:30          |
| 3/02/08     | SMARTER THAN   | SUN 6:46:13P | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30           |
| 3/02/08     | UNHITCHED      | SUN 9:25:32P | CNMM 73301      | AD COUNCIL/PARENTAL CONTROL<br>"BOSS OF DOMINATRIX" | :30           |
| 3/03/08     | SARAH CONNOR   | MON 7:32:03P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30           |
| 3/04/08     | NEW AMSTRDM    | TUE 8:43:22P | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30           |
| 3/05/08     | MOMENT TRUTH   | WED 8:53:29P | KNOW 0730       | IN THE KNOW: RANDY JACKSON                          | :30           |
| 3/06/08     | NEW AMSTRDM    | THU 8:59:12P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30           |
| 3/07/08     | BONES          | FRI 7:08:50P | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30           |
| 3/08/08     | AMW            | SAT 8:54:38P | CNMM 73301      | AD COUNCIL/PARENTAL CONTROL<br>"BOSS OF DOMINATRIX" | :30           |
| 3/09/08     | UNHITCHED      | SUN 8:58:43P | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30           |
| 3/10/08     | NEW AMSTRDM    | MON 8:58:22P | CNMM 73301      | AD COUNCIL/PARENTAL CONTROL<br>"BOSS OF DOMINATRIX" | :30           |
| 3/11/08     | AMERICAN IDOL  | TUE 8:49:03P | VSPA022930G10   | MYPSPACE.COM/INTERNET SAFETY                        | :30           |
| 3/12/08     | AMERICAN IDOL  | WED 8:54:25P | PSA 15PAUSE08   | KAISER FAMILY FOUNDATION                            | :15           |
| 3/12/08     | HOUSE          | FRI 8:58:11P | 015GD18NAB11007 | DIGITAL TV TRANSITION NAB CAMP                      | :15           |
| 3/13/08     | FORGET LYRICS  | THU 8:53:34P | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30           |
| <u>DATE</u> | <u>PROGRAM</u> | <u>TIME</u>  | <u>ISCI</u>     | <u>PSA DESCRIPTION</u>                              | <u>LENGTH</u> |
| 3/14/08     | JEZEBEL JAMES  | FRI 7:19:12P | VSPA022930G10   | MYPSPACE.COM/INTERNET SAFETY                        | :30           |
| 3/14/08     | HOUSE          | FRI 8:58:39P | 015GD18NAB11007 | DIGITAL TV TRANSITION NAB CAMP                      | :15           |
| 3/15/08     | AMW            | SAT 8:55:39P | CNMM 73301      | AD COUNCIL/PARENTAL CONTROL<br>"BOSS OF DOMINATRIX" | :30           |
| 3/16/08     | UNHITCHED      | SUN 8:51:21P | VSPA022930G10   | MYPSPACE.COM/INTERNET SAFETY                        | :30           |

## Issues & Programs Report

## 2008 First Quarter Report

|         |               |              |                 |   |     |
|---------|---------------|--------------|-----------------|---|-----|
| 3/16/08 | UNHITCHED     | SUN 8:58:39P | 015GD18NAB11007 | DIGITAL TV TRANSITION NAB CAMP                      | :15 |
| 3/17/08 | CANTEBURY'S   | MON 7:09:58P | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30 |
| 3/18/08 | AMERICAN IDOL | TUE 8:18:27P | VSPA022930G10   | MYSAPCE.COM/INTERNET SAFETY                         | :30 |
| 3/18/08 | AMERICAN IDOL | TUE 8:38:50P | CNMM 61151      | AD COUNCIL/PARENTAL CONTROL<br>"BOSS OF BAD GUYS"   | :15 |
| 3/19/08 | MOMENT TRUTH  | WED 7:42:05P | CNGB 63301      | AD COUNCIL/GLOBAL WARMING "TICK"                    | :30 |
| 3/19/08 | AMERICAN IDOL | WED 8:53:04P | YDZF 5203       | ONDCP/ANTI-DRUG "TRANSFORMATION"                    | :30 |
| 3/20/08 | FORGET LYRICS | THU 8:54:03P | YDZF 7253       | ONDCP/ANTI-DRUG "FIRE"                              | :30 |
| 3/21/08 | HOUSE         | FRI 8:57:56P | FKFF 6121       | KAISER FOUNDATION "PATTERN"                         | :30 |
| 3/22/08 | AMW           | SAT 8:54:40P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30 |
| 3/23/08 | KING OF HILL  | SUN 6:28:51P | CHALKBOARD30    | AD COUNCIL/ PARENTAL CONTROL                        | :30 |
| 3/24/08 | NEW AMSTRDM   | MON 8:18:42P | 030GD18NAB11107 | DIGITAL TRANSITION NAB CAMP                         | :30 |
| 3/25/08 | TIL DEATH     | TUE 8:52:35P | CNBB 71301      | BIG BROTHER/BIG SISTER<br>CHESS-AIKMAN"             | :30 |
| 3/26/08 | AMERICAN IDOL | WED 8:53:08P | KNOW 0730       | IN THE KNOW   | :30 |
| 3/27/08 | FORGET LYRICS | THU 8:52:33P | FKFFPADDLES30R  | KAISER FOUNDATION/"PADDLES"                         | :30 |
| 3/28/08 | CANTERBURY'S  | FRI 8:49:53P | PSA 30PAUSE08R  | KAISER FAMILY FOUNDATION                            | :30 |
| 3/29/08 | AMW           | SAT 8:14:20P | CNMM 71301      | AD COUCIL/PARENTAL CONTROL<br>"BOSS OF PRISON GANG" | :30 |
| 3/30/08 | UNHITCHED     | SAT 8:53:52P | FKFFPADDLES30R  | KAISER FOUNDATION/"PADDLES"                         | :30 |
| 3/31/08 | HOUSE         | MON 7:58:56P | CNMM 62301      | AD COUNCIL/ PARENTAL CONTROL<br>"BOSS OF DRUGS"     | :30 |

\*ONDCP STANDS FOR "OFFICE OF NATIONAL DRUG COUNCIL POLICY"

\*\*PDFA STANDS FOR "PARTNERSHIP FOR A DRUG-FREE AMERICA"