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DOCKET FILE COPY ORIGINAL
91-221

June 19, 1998

JUN 1998
EX PARTE OR LATE FILED

BY HAND

Ms. Magalie Salas
Secretary
Federal Communications Commission
1919 M Street, N.W. - Room 222
Washington, D.C. 20554

re: **Ex Parte Notification**

Dear Ms. Secretary:

This is to report that on Wednesday, June 17, 1998, the undersigned and representatives of Post-Newsweek Stations, Inc., whose stations include:

KPRC-TV, Houston, Texas
KSAT-TV, San Antonio, Texas
WDIV(TV), Detroit, Michigan
WJXT(TV), Jacksonville, Florida
WKMG-TV, Orlando, Florida
WPLG(TV), Miami, Florida

met with Chairman William Kennard and Legal Assistant Susan Fox; Commissioner Susan Ness and Legal Assistant Anita Wallgren; Commissioner Harold Furchgott-Roth and Legal Assistant Helgi Walker; Commissioner Gloria Tristani and Legal Assistant Rick Chessen; and Commissioner Michael Powell's Legal Assistant, Jane Mago. The topics addressed at the meetings were those summarized in the enclosed "Positions of Post-Newsweek Stations." They also met with representatives of the Mass Media Bureau.

In addition, the Post-Newsweek contingent provided copies of the enclosed summaries of public service initiatives undertaken by the Post-Newsweek stations.

No. of Copies rec'd 0+1
List A B C D E

Pursuant to the ex parte rules, two copies of this notice are being submitted.

Respectfully submitted,

Jonathan D. Blake

Jonathan D. Blake

Attorney for
Post-Newsweek Stations, Inc.

Enclosures

cc (w/o enc.): Chairman William E. Kennard
Susan Fox, Esquire
Commissioner Susan Ness
Anita Wallgren, Esquire
Commissioner Harold Furchtgott-Roth
Helgi Walker, Esquire
Jane Mago, Esquire (Commissioner Michael Powell)
Commissioner Gloria Tristani
Rick Chessen, Esquire
Roy J. Stewart, Esquire (Chief, Mass Media Bureau)

cc (w/Positions paper): MM Docket No. 91-221
MM Docket No. 95-92

June 17, 1998

POSITIONS OF POST-NEWSWEEK STATIONS

I. PNS PROVIDES FREE TIME TO CANDIDATES.

All six Post-Newsweek stations are offering free time to all qualified gubernatorial and congressional candidates for the November election. This initiative, called "CAMPAIGN '98: STRAIGHT TALK FROM THE CANDIDATES," will provide candidates with five-minute segments, assembled into a long form, commercial-free program. It is designed to give all candidates an unusual amount of access to the air and to expose the public to a discussion of issues beyond what mere soundbites provide. This programming will be half an hour to an hour and a half in duration, depending on the number of candidates involved. This project continues a PNS tradition begun in the late 1970's -- with even earlier origins -- when candidates were offered a substantial amount of airtime at no cost during elections. It also fits into broader PNS campaign-related efforts, including PNS-sponsored debates and a promotional campaign to ensure voter awareness of "CAMPAIGN '98."

PNS agrees with those in the Commission and others that free time of candidate speech is in the public interest. That is why our stations provide free time in the format best designed to elicit serious discourse. We object to any requirement that stations provide free time because a general rule cannot be appropriately tailored to the needs of a particular community or group of stations. Moreover, a rule is likely to frustrate the very goals it was meant to achieve -- more and more equitably distributed time for candidates.

II. PNS SUPPORTS A REASONED RELAXATION OF THE DUOPOLY RULE AND THE ATTRIBUTION OF LMAS.

The duopoly rule has in the past functioned to preserve local competition in broadcasting and thereby to ensure viewpoint, outlet, and source diversity. This important goal remains in the public interest even in the face, and perhaps because of, the changing economic and structural realities of today's new multichannel marketplace. The Commission should close the loophole in the duopoly principle by attributing LMAs.

A. <u>The Grade B standard should be replaced with a DMA/Grade A test</u>.

PNS supports the Commission's proposal to replace the Grade B contour overlap test with a test that properly reflects the nature and extent of actual economic markets and permits combinations that promote competition and diversity.

- With the advent of the multichannel marketplace, broadcasters face significant competition from other media outlets. Although broadcast television remains the principal source of free, universally available electronic information, it exerts much less influence in the marketplace now than it did when the duopoly rule was crafted. To compete in today's rapidly consolidating communications marketplace, broadcasters need to realize some of the efficiencies that their competitors gain from spreading costs to more outlets. The current duopoly rule should be liberalized to permit combinations of stations in different markets that do not compete with each other.

- The current Grade B contour overlap rule is not tailored to current economic realities. It prevents combinations in distinct economic markets, such as New York and Philadelphia. In contrast to Grade B contours, DMAs correspond to actual viewing patterns and more properly delineate the boundaries of an independent advertising market. As such, preventing duopolies in the same DMA better effectuates the purposes of the duopoly rule than does today's rule. PNS agrees with the Commission that it is proper to prohibit combinations with overlapping Grade A contours as well, because adjoining markets are not completely independent and nearby stations in adjoining DMAs may compete with each other.

- There is nearly unanimous support for the new proposed DMA/Grade A duopoly standard.

B. <u>LMAs should be attributed to the brokering station</u>.

For the duopoly rule to achieve its purpose, LMAs must not be allowed to circumvent it. In many cases, LMAs give the brokering station effective control over the brokered station's operations, and undermine the duopoly restriction. In those cases, LMAs should be attributed to the brokering station.

- Attribution should occur when the brokering station exercises sufficient control over the programming of

the brokered station. Some five years ago the Commission faced the question of defining this control threshold when it considered radio LMAs. PNS supports a similar rule to that applied to radio LMAs: to attribute an LMA when the brokering station provides more than 15% of the broadcast time per week of the brokered station.

- Grandfathering LMAs would perpetuate circumvention of the duopoly rule. The period of grandfathering, if any, should be brief.

- The record in the ongoing multiple ownership proceedings contains clear examples of the harm that LMAs can bring to local independent broadcasters and their communities. For example, one LMA was reported to have put two of the three English-language television stations in a community under common control. Commenters complained that the brokered station subsequently provided less local news and that the news operations of the brokered and brokering stations spoke with one voice. Commenters noted that the brokering station obtained "an extreme economic and competitive advantage." See Comments of Cynthia McGillen & James McGillen; Comments of Francis Dillard, Matter of Review of the Commission's Regulations Governing Television Broadcasting, MM Docket No. 91-221. Competition and diversity are put at risk if LMAs are not attributed.

PNS believes that adopting both a DMA/Grade A-based duopoly rule and attributing LMAs to the brokering station will better tailor the duopoly rule to the policies that originally animated it. The changes will enhance competition and foster diversity, but will neither open the floodgates to unchecked consolidation, nor stifle transactions in the public interest. PNS encourages the Commission promptly to resolve its multiple ownership proceedings in these respects.

III. THE FCC SHOULD NOT ELIMINATE THE RIGHT-TO-REJECT RULE.

- The right-to-reject rule protects local autonomy. Local control of stations will be lost if every preemption decision becomes subject to a public-interest inquisition by the network, or happened prior to the adoption of the right-to-reject rule.

- The determination of whether a preemption is "economic" cannot be made objectively. The network, which will make the initial judgment of whether to

seek contractual penalties, will have every motivation to see every preemption as "economic." In fact, the rule would penalize successful local programming by making any popular program an ineligible program on which to base a preemption.

- Economic preemptions are an important check on poor-quality network programming or programming that cannot be made consistent with local tastes and values. If stations cannot preempt unacceptable network programming to air more suitable programming for their local markets, they will be at a disadvantage compared to cable and other programmers.

- The basic balance of power in the network-affiliate relationship will shift inescapably to the network if it is given this amount of control over the internal affairs of its affiliates. This balance already rests with the network due to economic size and power, changes in ownership rules, deregulation of fin/syn and PTAR, more relaxed limits on the number of stations a network may own, elimination of the network/cable rule and other recent changes.

- As networks have acquired more and more stations under the relaxation of the national cap, their market power has increased and they have even greater leverage against affiliates.

- The right-to-reject rule is even more important in the digital environment where the network may provide multicasts. Local stations may need more flexibility to serve their communities with the new digital capabilities. This is particularly true if the network time-shifts the same program at different times of the day.

POST-NEWSWEEK

STATIONS, INC.

WDIV / TV4

DETROIT

W D I V / T V 4
A POST-NEWSWEEK STATION

WALK ON THE WILD SIDE

Recently WDIV created a campaign, Walk On The Wild Side, designed to encourage our viewers to explore the world around us and more specifically to enjoy the rich environment which is an integral part of life in Southeast Michigan.

WDIV has joined forces with The Detroit Zoo, nationally recognized as one of our country's leading zoos. Their expertise guides the campaign through well thought out programming efforts, and ultimately helps to motivate our audience to thoroughly immerse themselves in a truly healthy experience very deeply rooted in our community.

This year long, station project includes four prime time specials featuring the best and most interesting of the animal world; numerous vignettes or short form programs designed to fascinate by informing, quizzing and entertaining; twice weekly news reports which bring our viewers the latest and most up to date information about their environment and the natural world around them; editorials and public service announcements that direct our viewers to events and organizations which are working to preserve our environment and our animal kingdom, and community outreach programs which encourage our viewers to do their part in sharing in the Walk On The Wild Side.

The specials produced for the series include:

DINOSAURIA, a live special focusing on the opening of the exhibit on dinosaurs at the Detroit Zoo.

24 HOURS ON THE WILD SIDE, which looked at a typical day in the life of our zoo, and the issues of importance to our wild life, including a segment on the plight of exotic animals sold as house pets.

THE SECRET OF THE BOX, a musical special set at the zoo, which followed a group of children on their search for the meaning of the holidays, and took them from wildest Africa and its animals, to the cold arctic, and its residents.

The overall objective of this campaign is to explore our own world and involve our viewers in programming which will fascinate, entertain and educate. Take A Walk On The Wild Side is based in our community and utilizes highly visible local resources to make the series both fun and full of familiar and accessible references.

550 WEST LAFAYETTE BOULEVARD
DETROIT, MICHIGAN 48226-3140
(313) 222-0444

OURSTORY

OURSTORY: A DETROIT DIARY is a series of historical mini programs that presents a slice of local history every week day. The programs are thirty seconds in length and are presented Monday though Friday at 7:30PM. This year long project is designed to familiarize our viewers with the many aspects of our city's heritage and the stories range from little know facts to some of our area's most important events.

The series was produced in partnership with local educational institutions (Wayne State University, The Detroit Public Library, The Detroit Historical Society, The Dossin Museum, and the Burton Collection) and was researched by the area's top local historian. Two hundred of these mini programs were produced and each was hosted by a different local personality.

In addition to the mini programs, OURSTORY: A DETROIT DIARY also included three prime specials. The documentaries took a more specific, in-depth look at our city's history:

BELLE ISLE: A PORTRAIT IN TIME told the story of our city's great park, from native myth, to farm land, and eventually to a beautifully designed environment constructed by Frederick Olmstead, who also created New York's Central Park.

MICHIGAN, IT STARTED HERE reminded viewers of our great heritage in world firsts. From the Gibson guitar, to the Lazy Boy recliner, to the Lone Ranger radio show, to the first traffic light, and much more in all fields.

HAUNTED LEGENDS OF OLD DETROIT visited some of our town's great buildings and, in honor of Halloween, told some of the great legends attached to them. From Henry Ford's ghost at the famous Rouge Plant, to the sculptures that move at night at the glorious Fox Theater.

THE ROUGE looked at the history of the famous Ford automotive plant, where workers came from all over the world and turned it into our own Ellis Island. In addition, the factory became the battle ground for the conflict between labor and management which would define that industry forever. THE ROUGE was the winner of the national IRIS award in 1998.

Thus, OURSTORY: A DETROIT DIARY took a very entertaining approach to teaching history and WDIV was able to reach a maximum audience with a message that was very much embraced by our viewers. OURSTORY has won numerous awards from historical societies and has recently won the Michigan Emmy.

BLACK HISTORY SPECIALS

The story of African American Detroiters is recorded regularly through a continuing series of documentaries. WDIV has assigned local award winning producer, Ted Talbert, the sole task of documenting this history. These specials have covered the range from entertainment to the legal; from black journalism to doctors; from ordinary people to war heroes. The programs are particularly valuable because they capture the personalities and individuals who made history in Detroit, before they disappear. It is this objective, to record the oral history of the Detroit African American community which perhaps is at the heart and soul of these documentaries:

DETROIT'S LADIES OF MUSIC: focused on the women who have made the city a hotbed for jazz, blues, and gospel music. From Ortheia Barnes, to Motown, to the present, Detroit women have always had great success, at home and abroad.

IDLEWILD: A PLACE IN THE SUN: revisited an era when Detroit African Americans escaped to a place called "Idelwild". This is where blacks from the 1920's to the late 1960's spent summers. Here people like W.E.B. DuBois, Joe Louis, and Marcus Darby were familiar faces. And Della Reese, The Four Tops, and Aretha Franklin, entertained the summer residents.

AGAINST THE WIND: focused on African Americans in the law. From Detroit's first Black lawyer with a downtown office, to those who eventually broke the barriers and became judges and the city's top attorneys.

BUFFALO SOLDIERS: documented the history of the all Black 761st Tank Battalion. Through first had accounts from Detroiters, including Coleman Young, the special focuses on the struggle to serve and see action in World War II.

BLACKS IN BLUE: looked at both the history of African Americans in the Detroit police force, and the struggles of being a black cop in today's Detroit.

BLACK WORDS ON WHITE PAPER: focuses on the Black Press and African American Journalists, and the history of The Michigan Chronicle.

NEWSWEEK/WDIV OUTSTANDING TEACHER AWARDS

For the past eleven years WDIV has combined all our on-air resources to showcase the best in education through a campaign entitled "The Newsweek/WDIV Outstanding Teachers". This is a.multifaceted campaign which puts deserving teachers in the spotlight by highlighting some of their many creative approaches to shaping young minds.

In our community, the Newsweek/WDIV Outstanding Teacher campaign has become as much a part of the end of the school year as proms and graduation. As the students wrap up their year marking their own personal achievements, the educators now have a year end forum for recognition as well. And that recognition is visible throughout WDIV programming during the month of June.

WDIV and Newsweek magazine have commissioned a local organization, The Community Foundation, to work with Oakland, Macomb, and Wayne County schools along with the Detroit Public Schools to undertake a nomination process for outstanding teachers. The names are suggested by students and peers and each county works to narrow the field until twelve finalists are chosen to be that particular year's recipients.

The WDIV News Department sends a crew to each teacher's classroom to produce individual news stories about the unique qualities of each of the twelve recipients. Those stories are aired nightly in the newscasts. WDIV and Newsweek Magazine host an elegant dinner banquet, hosted by WDIV news anchors, for the teachers and their families and each teacher is invited to speak about their own achievements. Each of the twelve Outstanding Teachers receives a $2,000 cash awards along with a crystal apple and a commemorative "Newsweek Magazine" cover with their picture on it. WDIV dedicates a prime access half hour to an annual television special highlighting the events of this memorable evening. In addition, each of the twelve honorees is featured in an on-air public service campaign aired throughout the month of June.

This comprehensive salute to education continues well beyond the WDIV broadcast boundaries. The recipients are featured in regional editions of Newsweek Magazine and are recognized in awards ceremonies that their own school systems have taken on since the inception of the Newsweek/WDIV Outstanding Teacher Awards. In addition, WDIV provides each teacher a video tape copy of the entire Outstanding Teacher Award ceremony.

Together the news reports, prime access special and public service announcements that make up the Newsweek/WDIV Outstanding Teacher campaign put the best of education in the forefront of our viewers' minds.

AFRICAN AMERICAN MUSEUM

In April, Detroit opened the new, and perhaps the world's largest, AFRICAN AMERICAN MUSEUM. This world class facility received national attention, and WDIV created a special which took viewers to the opening night festivities, and took them on a unique first look at the building and exhibits. The program featured comments from the many dignitaries on hand, a close up look at how the exhibits were designed and built, plus a feature on the building itself which is a masterpiece of architecture and accessible environment.

WDIV was involved with the opening of the building from design to execution. Along the way we kept viewers informed on the progress and plans through news reports. As the opening neared, we created and aired PSA's which informed the public about the week long events involved with the unveiling. These events included a free all night preview which was open to the public. Finally, on opening day we were there live on all our newscasts, and then through the special.

RAMADAN

Detroit has the largest Arab American community outside of the Middle East. Each year WDIV has joined with the Moslem community to celebrate the holy month on RAMADAN. WDIV was likely the first television station in the country to air messages commemorating this holiday (a practice which was eventually followed by others in the market).

Station id's which air on all dayparts remind our viewers of the holiday, and wish our Moslem viewers a HAPPY RAMADAN.

In 1998, we produced a special segment in the highly rated magazine DATELINE DETROIT which focused on this community and the feast of RAMADAN.

Previously, we aired a three hour special, THE MESSAGE on a weekend afternoon. This movie tells the story of the prophet Mohammed, and is a film very much respected by the Arab American community.

Working with the Arab American business community to create a showcase for them within the program, WDIV provides crews and editing time, and produced commercials for them, and special packages were created to make their presence in the program feasible.

This effort is done in association with Arab American leaders and businesses, and provides an opportunity for all our viewers to share in a very meaningful time for one of Detroit's major ethnic communities.

ANGEL'S NIGHT

WDIV has been instrumental in promoting a safe and arson free Devil's Night. Historically this evening before Halloween has been plagued by multiple fires, and has been a curse to our city. WDIV spearheaded an effort by the city to change the image of this night, from Devil's to Angel's night. In partnership with the Detroit News, and local radio , we produced a full page insert which viewers could display on their home windows, announcing to all that they were ANGEL'S for our city. The campaign included Public service Announcements, Editorials and news stories, all geared to promote a fire free celebration, and a re-naming of the night into a positive spin. Chief of Police Ike McKinnon, and WDIV anchor woman Carmen Harlan were spokespersons for the campaign.

MEXICAN TOWN MERCADO

Every year, WDIV participates in a summer long celebration of our Hispanic community. The Mexicantown Mercado, is a weekly event which focuses on different aspects of Hispanic heritage throughout the summer. Through events like a Mexican rodeo, ethnic foods and a celebration of the Mexican Artist Diego Rivera, the Mercado invites all our viewers to visit Mexicantown, and sample the culture.

WDIV is an official sponsor, and each week spotlights the Mercado's focus through a series of PSA's and news coverage. These spots run on all dayparts, and receive substantial airtime.

HOMETOWN TOURIST

Every Spring WDIV partners with the DETROIT'S VISITORS & CONVENTION BUREAU in a campaign designed to encourage citizens to take advantage of our own assets, and become HOMETOWN TOURISTS . Local organizations feel the need to "re-introduce" themselves so WDIV produces a series of spots which guide our viewers through weekly events, including free admissions and discounted prices to local happenings. In 1997 we provided special rates for Greenfield Village, The Museum, Tiger stadium baseball games, and more. Part of the campaign involves distribution of a "passport" which takes people though all of the aspects of the campaign, and provides them with the discount coupons. We have been partnering this event for three years, and continue to make it a part of the beginning of summer on our air.

FBI CRIMELINE

For the past several years WDIV has worked with the FBI to produce public service announcements that identify some of our area's most wanted criminals. This series of announcements feature different people every week and offer important information on where to call if you know the criminal's whereabouts. The FBI has found this campaign to be very effective in the apprehension of numerous people.

THE FIREWORKS

In addition to bringing downtown Detroit's fireworks display live into the homes of many people who may not be able to make it out to see them, WDIV broadcasts a series of public service announcements and news reports that inform viewers about specific tips for attending this major event. The tips range from appropriate freeways and parking to where to go to look for a lost child during this display.

JOE DUMARS CELEBRITY TENNIS CLASSIC

WDIV has been a partner in this event for the past three years. Created by the legendary Piston player, Joe Dumars, the event draws from Detroit's celebrity community to raise money for Children's Hospital. The tennis event becomes the centerpiece for a special which WDIV produces and airs. The program follows the tournament from its Friday night celebrity auction, through the Saturday play on the courts. All throughout, the participants and WDIV inform viewers of the work of Children's Hospital, educating them on its world class facilities and doctors, as well as showing how they can be involved financially. As part of this campaign, WDIV creates spots which encouraged people to attend the event, with all proceeds benefiting a great Detroit institution.

GILDA'S HOUSE

A very special event was created to bring attention to GILDAS HOUSE, and its goal of building a house in Detroit to help people with cancer. WDIV made arrangements with the producers of GILDA LIVE, a Broadway special starring Gilda Radner , for a two hour showing of this film. WDIV produced inserts and reports within this broadcast which gave viewers information about cancer, and how to help the efforts of GILDA'S HOUSE. This two hour special was broadcast on the regular Saturday Night Live time period, and received excellent viewership, and because of this, generated much interest for the charity. In addition, WDIV used this platform to promote a walk for GILDA'S HOUSE, which was a very successful fund-raiser through the streets of the city. We are looking forward to make this an annual event, and we are working with the national chapter of GILDA's HOUSE in exploring the possibility of taking the concept to other cities.

PRINCESS DIANA MEMORIAL

The Detroit community, not unlike many around the world, was shocked by the death of Princess Diana. It became very apparent that like the rest of her admirers, our community was looking for an outlet to show respect and express their grief.

WDIV made arrangements with the British Embassy to deliver to them books of condolences signed by our Detroiters, and they in turn agreed to forward these to Buckingham Palace.

WDIV set up two locations, one at our station downtown and the other at a very accessible locale in the suburbs, for our citizens to sign the book and convey messages of condolences to the family.

Live crews reported throughout the day from these locations, and thousands turned out to participate. It quickly became very apparent that there was an emotional need for our viewers to have a physical participation in this international tragedy. People in line shared their feelings on our air, and the books full of signatures and condolences were delivered to the British Embassy in Washington.

FATHER WILLIAM CUNNINGHAN
MAYOR COLEMAN YOUNG
FUNERALS

Detroit lost two of its great citizens this past year. Father William Cunningham was the quintessential supporter of our city and creator of FOCUS HOPE, an organization which trains young people in the field of engineering. Coleman Young was the legendary five term mayor, and first African American to be elected mayor of Detroit. For many, he defined the spirit of his city to many generations. WDIV devoted all station resources to remembering the lives of these men, and provided live, uninterrupted, commercial free coverage of their funerals. A total of eleven hours of television were broadcast by WDIV as our city, and the world honored the former Mayor. In addition, WDIV provided closed-captioning of all the funeral coverage of the late Mayor Young

Programming included continuous news reports, special programs and uninterrupted live coverage of the funerals.

KPRC / TV2

HOUSTON

K P R C / T V 2
HOUSTON'S NEWS WEEK STATION

SHAREABLE WEARABLE

BACK TO SCHOOL CLOTHES DRIVE

Shareable Wearable School Clothes Drive is sponsored by Shell Oil Company, Fiesta Mart Inc., Ogilvy & Mather, and KPRC-TV, Channel 2.

This project is designed to encourage families to clean out their closets and donate good, clean used clothes for needy children. This will enable many underprivileged youngsters in the Harris County area to have adequate clothing for school.

This is the tenth year for this project. More than 20 social service agencies benefit from this annual School Clothes Drive.

All Shell stations, Fiesta Stores, and Channel 2 serve as a drop off location. Youngsters in need of clothes can get in touch with the nearest social service agency.

Last year 20,000 kids received clothes from this project.

POST OFFICE BOX 2222
HOUSTON, TEXAS 77252-2222
(713) 222-2222

AKIN'S ARMY

Reporter Emily Akin has developed the consumer hot line 771-KPRC staffed by 40 volunteers (Akin's Army). Akin's Army is a group of trained volunteers from the Volunteer Center of the Texas Gulf Coast. The consumer hotline opened its lines on Monday through Friday from 11:00 AM-1:00 PM. KPRC-TV is the only station to sponsor a program like this that answers everyday questions in a mass format. Akin's Army provides Houston consumers with on the spot practical answers to their problems as well as connections to agencies and other resources that can help them find a solution to problems and questions. Akin's Army was able to help 20,000 people last year.

THE UNITED NEGRO COLLEGE FUND (UNCF)

LOU RAWLS PARADE OF STARS

TELETHON

KPRC-TV, CHANNEL 2 started this telethon in 1976. We were the first station in the country to do so. Local leaders visited this station to ask for help to educate underprivileged students. This is a six hour telethon with proceed to benefit 39 privately funded school with 50,000 plus students. Most of the students come from families with an income of less than $25.000.

Overall $1 million dollars were raised in the Houston and San Antonio area.

Our local anchors worked four hours asking for donations to keep the kids in school.

The telethon was held on Saturday, January 10, 1998 .

POST OFFICE BOX 2222
HOUSTON, TEXAS 77252-2222
(713) 222-2222

WEATHERNET

This weather program started in September, 1994, and continues to expand each school year. KPRC_TV has installed at the station expense an interactive system of weather instruments in participating schools. The instruments will measure wind direction and speed, temperature, barometric pressure, humidity and rainfall, then send the weather data to a classroom weather display monitor . The KPRC_TV Forecast Center accesses the weather data at the schools via telephone each day to help in the preparation of the forecasts information received by the schools can be used to study math, computers and other science projects. This program is being installed free of charge by KPRC-TV. The following independent school districts are participating at this time: Galveston, Cypress-Fairbanks, Spring, Aldine, North Forest, Goose Creek, Houston, Pearland, Fort Bend and Spring Branch. This past year John Cooper School in the Woodlands, and St. Francis deSales Catholic School were added. Reports from the schools are featured on our newscasts in the weather portion.

AFRICAN AMERICAN BUSINESS ACHIEVEMENT PINNACLE AWARDS

KPRC-TV serves as the media sponsor with Bank One. This is the fourth year for this project. Each year, four outstanding African American companies are chosen for the award from more than 200 distinguished businesses nominated by their peers. The companies are recognized for their excellence and contribution to the community.

Sixty-five hundred people attended the luncheon. Our anchor Linda Lorelle serves as the Mistress of Ceremonies each year. This year the luncheon will be held on Tuesday, October 13, 1998.

MARCH OF DIMES - WALKAMERICA

The Texas Gulf Coast Chapter of the March of Dimes Birth Defects Foundation holds its annual Walk America in April every year. The 3,000 Walk America participants are encouraged to walk for a specific child, such as a son, daughter, nephew, neighbor, grandson, granddaughter, friend's child or pregnant mom.

WalkAmerica is the foundation's largest of the year. Funds raised by WalkAmerica during the past 28 years have totaled more than $900 million. During that time, the March of Dimes has achieve major milestones in maternal and infant health, including early research in the development of surfactant therapy to treat Respiratory Distress Syndrome saving thousands of babies' lives each year.

The annual March of Dimes WalkAmerica, the largest single-day walking event in Houston. $1.4 million dollars was raised from this walk.

The dollar value contributed to March of Dimes WalkAmerica by Channel 2 was $125,000.00.

POST OFFICE BOX 2222
HOUSTON, TEXAS 77252-2222
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2 HOLIDAY TOY DRIVE

BENEFITING TOYS FOR TOTS

KPRC-TV and Finger's Furniture co-sponsors the toy drive. The "2 " Holiday Toy Drive" benefits " Toys for Tots". The drive starts the middle of November and run through December 22. Finger's Furniture stores serves as drop off locations. The U.S. Marines Reserves picks up the toys from all locations and taken to the Salvation Army warehouse and then the toys are distributed to social sevice agencies. People in need of toys must already be registered with these agencies.

This past year toys for 40,000 kids were collected and $75,000 was raised in cash.

This past year was our third year to sponsor this toy drive.

POST OFFICE BOX 2222
HOUSTON, TEXAS 77252-2222
(713) 222-2222

UNCF BLACK TIE GALA

This special event is held every year. It kicks off the "United Negro College Fund Telethon/ Lou Rawls Parade of Stars" scheduled every year the first Saturday in January. KPRC_TV purchases a table for this event and Channel 2 anchors serves as emcees for the ceremony and other personnel represents the station. This project raised $290,000 . Daybreak and News 2 Houston at noon Bob Nicholas and Dominique Sachse served as hosts of the gala and co-hosts of the UNCF Telethon.