

K S A T / T V 1 2
A POST-NEWSWEEK STATION

KSAT 12 News Overview:

At KSAT 12, news is more than just what went wrong today. It's about what went right and the positive things that are happening in the community. The following is an overview of just a few of the coverage issues dating as far back as 1989. Please note that these are only highlights over the past few years.

JANUARY 1998

KSAT is participating in Oprah's Angel Network. A cash box has been set up at North Star Mall to collect money which will go to local needy students who need scholarship money. We will be accepting donations through March 5.

For the third year in a row, KSAT co-sponsors the March of Dimes' Walk America, which raises money to help fight against birth defects and infant deaths.

SEPTEMBER 1997

Registration for the second annual Greg Simmons' Golf Classic began this month. This event will take place on March 10. Proceeds raised will benefit the Society of St. Vincent de Paul, which feeds the homeless in San Antonio.

KSAT's Mike Osterhage participated in an Oscar Party which was hosted by San Antonio's Junior Forum. This is a fundraiser for the S.A.M.M. Shelter and a number of other local charities.

AUGUST 1997

KSAT 12, along with Today's Catholic Newspaper, once again sponsored "Project Stuff the Bus." We helped collect school supplies, which were distributed to needy San Antonio students. The goal was to ensure San Antonio's children had the necessary school supplies required to learn and grow.

JULY 1997

Mike Osterhage and Michelle Lima participated in the 5th Annual Celebrity Sundae Auction. The ice cream sundaes were auctioned off to the highest bidder. Proceeds raised benefitted the Special Olympics.

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MAY 1997

We sent a crew to Jarrell, Texas following the killer tornado which nearly leveled the town. We had daily live coverage and worked with the Red Cross to get the word out for donations and volunteers.

FEBRUARY 1997

We continued our participation with Project Corazon with special emphasis this year of getting the word out to the Hispanic Community.

NOVEMBER 1996

We teamed up with the local Firefighters Association to assist them with their "Burned Out Survivors Fund." This fund provides money donations for families who have lost belongings, as well as, their homes.

JULY 1996

We, again, participated in the "Stuff the Bus" program. This project provides necessary school supplies to many underprivileged school children in the San Antonio area. During GMSA, we promoted it with a number of live shots at Crossroads Mall with the bus on location.

MARCH 1996

This month marks the first "Greg Simmons Classic Golf Tournament." It was held at the Fair Oaks Country Club and raised \$15,000. All the proceeds go to the Society of St. Vincent de Paul which benefits a number of different charitable organizations in San Antonio.

Once again, we were involved in Project Corazon's Blood Donor and Bone Marrow Registration. This year there were 600 blood donors and 200 marrow registrants. We worked with them to get the word out, particularly to the Hispanic community.

FEBRUARY 1996

Steve Priester began his "Nasty Neighbors" segments with near immediate results. Landlords with abandoned and burned out buildings began cleaning up their land or planning demolition of their properties much to the neighborhoods' delight.

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DECEMBER 1995

The week before Christmas, News and Promotion teamed up to offer some Hope for The Holidays to local fire victims. The relief effort was prompted by our coverage of a house fire that burned out two families and destroyed their presents. After checking with firefighters, we learned that their Survivor's Relief Fund, which worked through the Red Cross, was nearly depleted. And to make matters worse, the Red Cross warehouse had recently burned down, destroying their supplies. The house fire happened shortly before noon. By 3:00 p.m., we had organized a relief effort and were on the air doing live cut-ins asking viewers to drop off cash donations. Our live location was the fire station located conveniently next door to KSAT. In less than two days, we raised nearly seven thousand dollars. In addition to cash, viewers donated Christmas presents for the families and the City Housing Authority found new places for them to live. A real Christmas story.

JULY 1995

Thanks to reporter Mary Walker's efforts, state investigators arrested one of San Antonio's most notorious pedophiles. Patrick Carlisle had violated his parole and quietly disappeared after being released from prison. Mary brought his story to public attention in a series of reports dubbed "Dirty Little Secrets." When Carlisle was arrested, he was found living with an unsuspecting family near Houston.

We produced three half-hour specials in July. Two on the Kelly Air Force Base closure, and one on the Cowboys. The first one on base closure ran immediately following our late news the day the vote to close Kelly happened.

JULY 1994

Mayor Nelson Wolff and Diane Rath, Vice Chairman of the San Antonio Water System Board, will square off against water gadfly Kay Turner and attorney Kirk Patterson in a debate over the Applewhite Reservoir referendum. KSAT 12 News anchors Bob Salter, Karen Gallagher, and Jessie Degollado will be the panelists. The hour long debate, to be held in our studio, will air Sunday, August 7 at 7:00 p.m. The city election is Saturday, August 13. At this point, polls indicate voters are split about evenly on the issue. And voter interest is growing due to the continuing water shortage, and efforts by the federal government to exercise more control over the city's water supply.

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SEPTEMBER 1992

KSAT 12 meteorologist Steve Brown finished editing the "Inside South Texas Weather" tape which we will distribute as a learning tool to schools. It runs about 15 minutes and highlights the most dramatic aspects of our weather. The next step is post production. We plan to introduce the tape in November when Steve does his series on "Wild Weather Phenomena."

Angela Vierville is shooting two medical series to run in October. The first is on breast cancer prevention, and the second is on vision screening. "Save Your Sight" is a three-week project that involves K-Mart Pharmacies and the Nix Hospital. Thousands of contrast sensitivity eye tests will be handed out free of charge.

AUGUST 1991

KSAT 12 produced a two-hour special which addressed the following:

- heart disease and stroke
- cancer prevention and treatments
- headaches
- allergies and stress
- back pain
- sports injuries
- injury prevention
- panic attacks
- depression
- baldness treatments

As in the past, we are working closely with the Bexar County Medical Society on this project. The society will provide a panel of doctors to answer viewer questions on the "Call Doc" phone bank.

MARCH 1991

"Countdown: Applewhite" will begin the second week of April. The five-minute segments, alternating between spokesmen for and against the Applewhite referendum, will run April 8-16 immediately following our 6:00 p.m. news. The taped presentations, unprecedented in this market, will offer our viewers a unique opportunity to hear both sides of this controversial issue.

We will also present an hour debate on the issue on May 2, from 7:00-8:00 p.m. Bob Salter, Marilyn Moritz, and Hollis Grizzard will serve as panelists. Participants are yet to be named.

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DECEMBER 1990

We introduced another feature called Robbery in Progress in which we show videotape of criminals in action and urge viewers to call the San Antonio Police Department if they have information on their identity or whereabouts.

Sue Calberg produced and reported an updated version of last year's 12 Country Christmas, the 30-minute special that was shot at Christmas events in surrounding towns.

AUGUST 1990

"San Antonio Crackdown!" provided the community with some badly needed information on the toll that drug abuse is taking here, especially among young people.

For the third year in a row, we are working with the Bexar County Medical Society to produce "Lifeline," a two-hour medical special hosted by KSAT 12 News. Topics for the program are cancer, heart disease, allergies and asthma, and weight loss. Each topic will play as a 30-minute segment.

The News department is producing 11 packaged reports on the various subjects. Producer Cyndie Espinosa has lined up 12 doctors and 4 patients for on set interviews. We also have a phone bank manned by doctors who will take viewer calls.

JANUARY 1990

KSAT was the only station in the market to make time available for a debate on the tax rollback. We scheduled it for 60-minutes in prime time on Saturday, a week before the elections. News anchor Bob Salter was the moderator. Mayor Cockrell and Bill Thornton represented the anti-rollback position, and C.A. Stubbs and Paul Bundick argued the pro-rollback side. Viewers who took the time to call were uniformly pleased with the fairness of the format and Bob's skills as an impartial moderator.

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DECEMBER 1989

So far, we are the only station to have scheduled a debate on tax rollback. It will air Saturday, January 27, from 7:00-8:00 p.m. Mayor Lila Cockrell and Dr. Bill Thornton will speak for opponents of the rollback. HTA President C.A. Stubbs, and HTA Research Director Paul Bundick will argue the pro side. Bob Salter will moderate. Marilyn Moritz and Cathy Teague will join Rick Casey of the San Antonio Light and Jim Wood of the Express-News on our panel of journalists. The debate airs a week before the February 3 referendum.

W K M G / T V 6

O R L A N D O

W K M G / T V 6

NEWSSTATION

" 6 AIRBORNE"

WKMG takes its news helicopter to local schools to teach students about the television news business. Our news anchors, news reporters, weathercasters and sports anchors all participate in this program.

Along with helicopter pilot Rich Kerns, our anchors actually "fly in" and land on school property. This is followed by an assembly with the entire student body and faculty. We field questions from the students and faculty and show a videotape presentation on how a television station works, the different jobs within the station and the basics of news reporting.

"6 Airborne" flies to a different school each Thursday and is booked months in advance. This has become a very popular community outreach program and is unique to the Central Florida market. Our on-air staff wear special "6 Airborne" shirts. We partner with Lockheed-Martin Aerospace in this program.

Before our crew arrives, teachers are sent an activity guide that asks questions about television viewing habits and encourages students to watch the local news. Students are then asked to answer questions about the number of people it takes to produce a newscast. They are made familiar with television news terminology (teleprompter, bumper, tease, slug, chromakey etc.) and asked to match definitions with the correct words. Teachers then guide students through activities such as writing news stories, being reporters, prioritizing news stories, timing stories and producing a newscast using the information given in the activity guide. The guide has five days of activities leading up to the big day when our Channel 6 crew arrives.

We include in the activity guide an actual run-down of an evening newscast, copies of news stories from the Associated Press wires, a listing of reference books and videos about the media and census data about our 7-county coverage area.

W K M G / T V 6

COMMUNITY INVOLVEMENT REPORT

WKMG-TV CHANNEL 6 COMMUNITY INVOLVEMENT REPORT

WKMG-TV recently resurrected its Community Affairs Department after a seven-year absence of a community outreach arm. In the past two and a half years, several programs have been revived and new ones initiated.

The attached report details the most recent efforts. The projects listed are those that have taken place since the acquisition of Channel 6 by The Washington Post Company, and those anticipated in the next year.

W K M G / T V 6

TELEVISION STATION

TOYS FOR TOTS

WKMG-TV is the exclusive television station sponsor of the United States Marine Corps Toys for Tots drive. We have developed a partnership with the Marines, the Central Florida Hotel-Motel Association and Clear Channel Communications Radio Group in this effort.

As a part of the campaign, we produce promotional announcements featuring businesses that have agreed to be drop-off points for toy collection. The station is also an official drop-off location for toy donations. Promotional announcements begin airing up to one full month prior to the toy distribution days. Along with the promos, we air public service announcements encouraging the public to donate toys. Clear Channel's radio stations also air public service announcements during that time.

WKMG coordinates and hosts the kick-off party the week of Thanksgiving to officially begin the toy drive. As part of our on-air commitment, our weathercaster Pamela Brady does her weather in the station lobby in front of a huge Christmas tree with toys underneath it accompanied by a Marine. This is done every night for one full week prior to the toy distribution.

During the toy drive, our news anchors make public appearances at various venues during themed "Toys for Tots" events. We have coordinated toy collection days at Sea World of Florida, Orlando Magic basketball games, and have worked with the Winn-Dixie supermarket chain to provide food to volunteers who sort and bag the toys for families.

We work with the Hotel-Motel Association on a golf tournament that is used to raise dollars and provide a collection site for toy donations. Rock on Ice skating palace dedicates a special night to collect toys. That event is hosted by one of our news anchors.

During the three-day distribution of toys, WKMG helps coordinate the flow of families coming to the distribution center. Volunteers from the station have also helped the Marines collect and distribute toys.

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W K M G NEWS/REGISTRATION

GIVE KIDS THE WORLD

Give Kids The World grants wishes to terminally ill children. It works with other organizations like Make-A-Wish to provide wishes connected to Central Florida (visits to Sea World, Disney, meeting an Orlando Magic basketball player etc.) At the GKTW village, families are provided with an apartment, meals, video camera and tickets to area attractions at no cost, for one full week. We work with Perkins Family Restaurants in their "round up" your check donations program. Perkins provides free meals to the families at the village. Perkins, in turn, runs a video featuring our on-air staff highlightng GTKW and its work, and asking customers to help keep this worthwhile program going.

Our partnership with Give Kids The World include producing the 10-minute video that airs in Perkins Restaurants, participating in and helping to organize a fund-raising golf tournament, and having our 6 o'clock anchor team host a black-tie fundraiser gala.

Although this is a year-round effort, the majority of supporting on-air announcements are made in the weeks prior to the gala each May.

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COMMUNITY PROJECTS AND ACTIVITIES

COMMUNITY PROJECTS AND ACTIVITIES

WKMG-TV is developing a station campaign, with an anticipated launch of Fall 1998. The Community Affairs Department works hand in hand with the news department. Community Affairs uses news stories as a launching pad for interviews airing on the WKMG 6 News Sunday Morning at 11AM. WKMG is the only television station in the market to expand and support news coverage in this manner.

WKMG-TV 6 Minority Student Scholarship- Each year, Channel 6 provides a \$1,000 scholarship to a minority student to attend Valencia Community College. The student must have an established financial need and pursue studies in the communications field. We work with Valencia Community College Foundation to identify a new recipient each year.

CBS Olympic Reading Program- WKMG has partnered with CBS to provide teacher guides and student reading guides to coincide with the 1998 Winter Olympic Games. The teacher guides contain lesson plans in mathematics, science, reading, geography, history, writing and political science. The student guides are full-color magazines with articles on the games and information on Nagano, Japan. Community Affairs offered this program to high schools in our 7-county coverage area. Sales found underwriters (Lockheed-Martin Aerospace Corporation and the Florida Dairy Farmers) to pick up the printing costs. We had 100-percent participation from every school district in our viewing area. School districts were made aware of the program in October and the guides were delivered to the schools in early January.

Walktoberfest (American Diabetes Association)- Anchor David Wittman has been honorary chair of this event for the past five years. Our health team has produced stories on diabetes and the latest research as part of our involvement. This event is held annually in October.

Citrus Council of Girl Scouts/Goodwill Good Turn Days- During the month of March, area girl scouts distribute bags to homes in a 6-county area for a clothing drive benefiting Goodwill. We provide public service announcements and, on collection day, do a live remote from the collection site.

Florida Hospital Baby Fair- Held at a local mall, our evening anchor hosts this event. Our health team produces stories on issues affecting pregnant women and young children. The event includes health screenings, information booths, a fashion show for expectant mothers and toddlers, and activities for young children. Held annually in March.

Celebrate The Family- This annual event (Labor Day Weekend) attracts 20,000 people and is sponsored by the General Federation of Women's Club Orlando Junior Woman's Club. It showcases Central Florida non-profit organizations, services and resources available to families. There are workshops for parents and children, special appearances by Disney and Sea World characters, live entertainment, and participation from local businesses. A special workshop for

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EXPOSES NEWS WEEK STATION

child care providers and child advocates is conducted by the Florida Center for Children and Youth. Our anchor team host the event.

Internships and Job Shadowing- WKMG works with the state university system to provide unpaid internships to students majoring in journalism, communications and related fields. We often host area high school students who "job shadow" station personnel.

School-to-Work Program- WKMG is an official School-to-Work site. This program is a joint effort by Orange County Schools, Osceola County District Schools and Valencia Community College. The STW Consortium includes area businesses who provide job opportunities, financial support and serve in an advisory capacity for curriculum development. As an official STW site, WKMG has pledged to provide internships, job shadowing, teacher training, speakers and on-air support to help students connect what they learn to what they earn.

Great Oaks Village- Each Christmas WKMG provides Christmas gifts and a holiday party for the children who live at this orphanage run by Orange County. The children who live here are very often the victims of abuse, abandonment, and some are runaways. This tradition of making their holiday a little brighter is one Channel 6 has spearheaded for the past 17 years. We partner with the Orange County Sheriff's Office to host this party. Traditionally, the station general manager hands out gifts to the children.

As part of our on-going commitment to the community, our anchors, reporters, weather staff and community affairs director serve on local boards, speak at various community events, schools and churches.

In conjunction with community service agencies, we have retooled our list of issues of community concerns. That list is a reference point for news and community affairs in determining news coverage and involvement with community groups and agencies.

The following is a partial list of Central Florida organizations which have benefitted from the involvement of WKMG personnel as volunteers:

Orange County Guardian ad Litem Assistant Program
Central Florida Association of Black Journalists and Broadcasters
Central Florida Press Club
Epilepsy Association of Central Florida Board of Directors
East Orange County Soccer Club
AIDS Hospice
Rotary Club
Florida Easter Seals
Winter Park Restoration Committee

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WFLA NEWS AND RECREATION

Bay Hill Invitational Golf Tournament Executive Committee
University of Central Florida College of Education Community Advisory Board
Florida Center for Children and Youth Board of Directors
Arnold Palmer Hospital for Children and Women Center for Children and Families
Florida A & M University School of Journalism, Media and Graphic Arts Board of Visitors
Orange, Osceola, Valencia Community College School-to-Work Consortium
Orlando Magic Community Advisory Board



POST-NEWSWEEK

S T A T I O N S , I N C .