

WMAQ-TV/CHICAGO

(For Period October 1, 2003 to September 30, 2004, Unless Noted)

6. **Special Political Programming.** Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

Democratic Convention Coverage

Republican Convention Coverage

NBC5 Presents: Making Your Vote Count (OTO Special 10/30/04 7-8p.m.)

Hispanic Get Out the Vote Special (TVSD special – aired in 14 markets)

7. **Election-Year Political Programming.** Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

Community Service and Outreach

1. **Public Service Announcements.** How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Unpaid PSAs: 10 minutes per week

2. **Community Programming.** During the past year, please list examples of non-news community programming of particular interest to the community.

JEFFERSON AWARDS (NATIONAL TELECAST)

NBC5 JEFFERSON AWARDS (LOCAL TELECAST)

Please Wait to be Seated (Story of Sam: Muscular Dystrophy – Easter Seals)

Hispanic Youth Awards

Art Norman's Chicago (weekly news featuring "unsung" heroes in the community)

1. **Community Participation.** Please list employees who regularly participate in local community events.

Larry Wert, President and General Manager NBC5

Advisory Council of Columbia College Chicago's Television Department. Board of Directors for the Children's Brittle Bone Foundation

Board of Directors Catholic League Charities

Board of Directors Chicagoland Chamber of Commerce

Member of the Governing Board of Gilda's Club of Chicago

Member of the Advisory Council for the March of Dimes Birth Defects Foundation Greater Chicago Division

Honorary Board and Nominating Committee Member of RAINBOWS

IBA Board of Directors

Board of Trustees for Fenwick High School in Oak Park, Illinois

Board of Directors: Junior Achievement

Director of the 100 Club Chicago

WMAQ-TV/CHICAGO

(For Period October 1, 2003 to September 30, 2004, Unless Noted)

Community Participation. Please list employees who regularly participate in local community events. (cont")

Milana Walter, Director Community Services

Member: Independent Film Project – Chicago Chapter

Member: Illinois Education Association

Member: Media & Values Committee – Columbia College Chicago

4. **Community Contributions.** Please list in-kind donations (e.g., hats, t-shirts) and/or monetary donations to local charities.

In-kind sponsorships: approximate value \$500,000

Silent Auction/Tour donations: \$15,000

Monetary Donations: \$64,000

5. **Community Communications.** Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups?

American Indian Medical Association

Asian Health Coalition of Illinois

Asian American Coalition of Chicago

Casa Central Organization

Chicago Chapter - National Society of Hispanic MBA's

Chicago Urban League

Chicago Housing Authority

Chinese American Service League

Hispanic Heritage Organization

Hispanic Youth Awards

Joint Civic Committee of Italian Americans

Jewish Community Centers of Chicago

National Association of Hispanic Journalists

National Association of Black Journalists

Operation ABLE

Older Workers

Operation Push

Polish American Association

Unity

Women's Business Development Council

WCAU-TV, Philadelphia, PA
(For period October 1, 2003 to September 30, 2004, Unless Noted)

Local News and Public Interest Programming.

1. ***News Programming.*** How many hours of local news do you air weekly?

33 hours per week.

2. ***Community Programming.*** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposes, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

Doctors on Call Special and Phone Bank dealing with various health issues
Equality Forum (coverage of events during gay pride week)
Quarterly Investigators Specials (on-line sexual predators, airport security, bad plastic surgery, small town political chaos, horse auction)
Disabled Challenges (series of reports from Septa issues to access at Lincoln Financial Field)
Red Cross, Partners in Safety Program (1 report monthly, year-long campaign i.e. swimming, CPR, playground safety, etc.)
Consumer Phone Banks (bankruptcy, identity theft, lending practices)
Medical Phone Banks (breast cancer awareness, AIDS awareness, sickle cell anemia, Buddy Walk, Leukemia)

3. ***Emergency Programming.*** Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

Various news interruptions because of severe weather I.E. Major Flooding Woes in the Delaware Valley
Severe weather coverage pertaining to remnants of Hurricane Ivan
Major storm coverage in March '04 East Coast Hit by Noreaster
January '04 local snow coverage

4. ***Public Affairs Programming.*** Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

"Live at Issue," 1/2 hr weekly program airing twice a month covering local, political and community events (i.e. murder rate, federal probe, school violence, Specter/Toomey Senate race, business, NAACP, UNCF, etc.).

5. ***Political Programming.*** Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

2004 Presidential Election – estimated 6 hrs per week of coverage
2004 Democratic and Republican Primaries - estimated 2 hrs per week
of coverage

-
6. ***Special Political Programming.*** Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

PAB Senatorial Debate (Specter vs. Toomey), April 3rd, 2004, 7 PM

Specter vs. Hoeffel Debate, Oct. 3rd, 2004, 11:30 AM

Specter vs. Hoeffel Debate at NBC 10 on Oct. 9th, 2004, 7 PM

7. ***Election-Year Political Programming.*** Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

"Decision 2004: Before You Vote," 1 hour prime-time special on Oct. 30th, 2004

WCAU-TV, Philadelphia, PA
(For Period October 1, 2003 to September 30, 2004, Unless Noted)

Community Service and Outreach

1. *Public Service Announcements.* How many total minutes per average week – for instance, a week during September of October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Paid PSAs: 0 minutes

Unpaid PSAs: 12 minutes (Drug avoidance, community events, stay in school, teen/parent support, ending child abuse, volunteerism, discrimination)

2. *Community Programming.* During the past year, please list examples of non-news community programming of particular interest to the community.

Get Some Soul: Arena Football Comes to Philly
Unfinished Business (Phila. Eagles special)
NBC 10 Rings in the New Year
Scapparelli: The Art Of Fashion
Advanta Tennis Championships
Bring In The Holidays At Longwood Gardens
An Evening of Stars (UNCF)
Automania
Reflections of Manet
Titanic Ship of Dreams
Smooth Jazz Fridays (4 shows)
African Art African Voices
Preakness Special: Smarty Jones
Belmont Special: Smarty Jones
Earthwatch Weather Special

The 10! Show, hosted by Lauren Hart and Bill Henley, is a locally-produced one-hour entertainment and lifestyle program that airs (live) Monday through Friday at 10 AM from the Loews Hotel in Center City Philadelphia.

3. *Community Projects/Partnerships.*

Homework Helpline
Buddy Walk
Phila. AIDS Walk
Chron's & Colitis Walk
Breast Check 10
Wawa / Amer. Red Cross Disaster Relief Fund
The Kimmel Center concerts
NBC 10 Sing Off

Lights in The Parkway
Technology & Lifestyles Expo
Avenue of the Arts tree lighting ceremony
Philly Magazine/Design House (MANNA)
Stockings for Kids
Closing ceremony for Puerto Rican Week Festival committee
Philly Cooks (MANNA)
Call 10 Phone Bank (autos)
African American Children's Book Fair
Great Shredder Events (Plymouth Meeting, Christiana Mall, Voorhees, Franklin Mills, Granite Run)
Wednesday's Child
Citizen's Bank Community Champions
Doctor's on Call phone bank
Fit Fest
March of Dimes WalkAmerica
YMCA Not So Black Tie Affair
Best Summer Gig Ever contest
Mann Music Center Concerts
Wegman's Great Tastes
Real Men Cook
NAACP Convention
Joshua Kahan Foundation (Super Scooper event)
Hispanic Heritage Youth Award Luncheon
American Heart Association Walk
Sickle Cell Anemia Walk
Linda Creed Candlelight Vigil
Mural Arts Month
Light The Night Walk
Consumer Credit Counseling luncheon
Breast Cancer Awareness Month
Black History Month
Asian American Month
Polish American Month
Hispanic Heritage Month
Gay Pride Month
Fall Festival for the PA Special Olympics
NBC 10 Community Meetings
NBC 10 School Closing information
Bethlehem Musikfest
American Red Cross Holiday Hero

4. *Community Participation.* Please list employees who regularly participate in local community events.

Dennis Bianchi, Board Member, Philadelphia Police Athletic League, Pennsylvania Association of Broadcasters, CADE, Philadelphia Advertising Club, PA Convention & Visitors Bureau and PA Economy League.

Joe Collins, Board Member, South Jersey Chamber of Commerce

Jo Anne Wilder, Board Member, Greater Phila. & Vicinity YMCA, PathWays, Inc., Neighbor to Neighbor Community Development Corporation, American Red Cross

Eva Blackwell, Board Member, Mental Health Assoc. of S.E. PA

Tracy Davidson, Board Member, Laurel House and CORA

Steve Levy, Board Member, Ronald McDonald House

Renee Chenault-Fattah, Board Member, Phila. Art Museum

Lu Ann Cahn, Board Member, Linda Creed Foundation and Crohn's & Colitis Foundation

Dawn Timmeney, Board Member, Crohn's & Colitis Foundation

The entire NBC 10 News Team speaks at local schools and various community events in the Delaware Valley throughout the year for such organizations as – Muscular Dystrophy Association, Dr. Martin Luther King, Jr. Association for Non-Violence, Mommy's Light benefit, South Jersey Chamber of Commerce, March of Dimes, Elkins Park Library, Holy Redeemer Health System, YMCA, American Red Cross, Read Across America, Madame C. J. Walker Association, The Caring Center, Police Athletic League, Cooper River Rowing Association, The Bethlehem Club, American Cancer Society, Corporate Alliance for Drug Education, Arthur Ashe Youth Foundation, Jack & Jill Club of Bucks County, Best Buddies, ALS Association, Habitat for Humanity, Fox Chase Cancer Center, Jewish Women International, Tree of Concern International, American Heart Association, Mental Health Association, Broadcast Pioneers, PA Special Olympics...just to name a few.

5. *Community Contributions.* Please list in-kind donations and/or monetary donations to local charities.

(In-kind donations i.e. mugs, hats, key rings, door prize items = \$3,000)

St. Luke's Home & School Association
Drum Point Road School PTA
Sunshine Prevention Center for Youth & Families
Ardmore Avenue Community Center

H.B. Wilson School
City of Philadelphia Employees' Combined Campaign
Alliance for Progress Charter School
The Christlike Pleasant Green Faith Baptist Church
Holy Cross Home & School Association
The Philadelphia Academy Charter School
St. Thomas-Good Counsel School
Drueding Center / Project Rainbow
Calvary Evangelical Congregational Church
Women of the Moose Downingtown Chapter
Norwood-Fontbonne Academy
Academy Park High School
Boyertown Junior High
Saint Ephrem Home and School Association
Shaare Shamayim-Beth Juda
Delaware Surfcasters
Don Guanella School
Gwynedd-Mercy Academy
Cub Scout Pack 132
Cheltenham Fire Co.
Surrey Services For Seniors
Cub Pack 301
Villa Maria Academy
Ricochets Gymnastics Team Parents Association
Chez Dance Company
Exeter Little League
Cub Pack 109
Ed Bridge Memorial Golf Outing
St. Lucy Day School
Main Line Reform Temple Beth Elohim
Crossing Cooperative Nursery School
The Children's Home Society of New Jersey
Christ United Methodist Church
Edison School
AIDS Fund
Linda Creed Breast Cancer Foundation
Queen of Peace Home & School Association
Montessori Children's House
Saint Paul Roman Catholic School
March of Dimes Southeast Pennsylvania Chapter
Communities in Schools
State of New Jersey, The Department of the Treasury
Robert L. Yocum Memorial Golf Outing
Camden County College
Chris James Memorial
The Miley Children Fund

Christ's Home for Children
Octorara High School Band
Holy Cross Preparatory School
Dr. Gertrude A. Barber National Institute
Little Flower High School for Girls
Walnut Street Theatre
Centerville School
Deborah Hospital Foundation
Philadelphia Animal Care and Control Association
Bethel African Methodist Episcopal Church
National Adoption Center
Patrick and Janet Smith Memorial Scholarship Fund
Spina Bifida Association of the Delaware Valley
City of Philadelphia, Department of Streets
Senate of Pennsylvania

(Financial contributions)

Boy Scouts Communication reception/dinner (\$3,000)
Neighbor to Neighbor Community Development Corporation (\$1,500)
B'nai B'rith (\$118)
Simon Gratz High School Alumni Reunion (\$120)
Literacy in Teens (\$150)
YMCA (\$4,175)
Jewish Women's International (\$175)
Christian Street YMCA (\$175)
Singing City (\$200)
Laurel House (\$200)
Natl. Academy of Television Arts & Sciences (\$1,540)
YMCA – West Phila. branch (\$225)
Puerto Rican Week Festival (\$250)
CORA Services (\$750)
Children's Hospital of Philadelphia (\$350)
American Cancer Society (\$500)
Leukemia Society (\$500)
Main Line Chamber of Commerce (\$550)
Point Breeze Performing Arts (\$600)
National Coalition of 100 Black Women (\$650)
Salvation Army (\$775)
Broadcast Pioneers (\$800)
Philadelphia NAACP (\$1,800)
Asian American Coalition (\$2,000)
Buddy Walk (\$1,000)
Berean Institute (\$1,000)
Mary Mason Community Foundation (\$2,000)

Phila. Chinatown Development Corporation (\$1,000)
Sons of Italy (\$1,250)
United Negro College Fund (\$1,500)
PA Special Olympics (\$1,500)
CADE (\$3,500)
Bethlehem Musikfest (\$3,700)
Police Athletic League (\$6,000)
The Phila. Foundation (\$5,000)

6. *Community Communications.* Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups?

NBC 10 does not have a community advisory board, however the Station sponsors community meetings at various locations in our viewing area. The most recent meetings have been held in Camden & Trenton, NJ; Wilmington, Del; Allentown, Bensalem, & Montgomery Co., PA, and approximately 200 people attend each meeting.

The station hosts annual dinners for Asian and Latino leaders, as well as members of the lesbian and gay community.

Station management maintains dialogue with leaders from the following organizations with regard to issues of particular community interest – NAACP, United Negro College Fund, Opportunities Industrialization Center, Council of Spanish Speaking Organizations, American Foundation for Negro Affairs, Philadelphia Chinatown Development Corporation, Asian American Women’s Coalition, Sons of Italy, Polish American Congress, Phila. Urban League, National Coalition of 100 Black Women, Women’s Way, ASPIRA, Dr. Martin Luther King Jr. Association for Non-Violence, Multicultural Affairs Congress, Asian Americans United, Phila. Chapter – National Association of Black Journalists, Asian American Journalists Association, National Association of Hispanic Journalists, Equality Forum, Philadelphia Lesbian & Gay Task Force.

KNTV, San Jose/Oakland/San Francisco
(For Period October 1, 2003 to September 30, 2004)

Local News and Public Interest Programming.

1. **News Programming.** How many hours of local news do you air weekly? 30
2. **Community Programming.** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

Special news reports have included stories such as:

- An investigation into law enforcement handguns misplaced at San Francisco International Airport
- Explorations of the advertising strategies used by political candidates
- Expose of the poor condition of the water pipeline serving the majority of Bay Area residents
- A story about the principal of an inner-city Oakland school successfully improving student attendance, behavior and grades
- Stories about the many new high-profile hires in San Jose city government and questions about the city's ability to run smoothly during a time of much change
- Stories about Indian casinos in Bay Area communities and the impact they have on tribes, neighborhood residents and local revenues
- An exploration of California Governor Arnold Schwarzenegger's closest advisors, and their potential influence on state government
- Local Bay Area families driven by high housing costs to live in storage buildings

3. **Emergency Programming.** Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

Here are several examples of interruptions to regular programming to cover breaking local and national news:

- 12/15/03 - various times during the night and morning - Capture of Saddam
- 12/22/03 - Paso Robles earthquake
- 05/07/04 - Rumsfeld testimony, prison abuse
- 05/10/04 - Rumsfeld Testimony, Prison Abuse
- 06/07/01 - Reagan Memorial
- 06/09/04 - Reagan Memorial
- 06/11/04 - Reagan Services

4. **Public Affairs Programming.** Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

- Meet the Press** (1 hr. weekly; national political news)
- The Chris Matthews Show** (1/2 hr. weekly; national political news)
- The Wall Street Journal Report**(1/3 hr. weekly; national economic and financial news)

KNTV, San Jose/Oakland/San Francisco
(For Period October 1, 2003 to September 30, 2004 (continued))

Bay Area Vista (1/2 hr. weekly; local stories about the Bay Area's diverse communities and ethnic groups, interviews with local leaders and activists)
Comunidad Del Valle (1/2 hr, weekly; local stories about the Bay Area's Hispanic communities – coverage includes topics of political and cultural issues)
Tech Now (½ hr, weekly; stories of interest to Silicon Valley's technology community)
In Wine Country (1/2 hr. weekly; stories about Bay Area cultural events and activities)
Hispanics Today (1/2 hr weekly; national program featuring stories about the issues and challenges faced by Hispanic business and business leaders, with information aimed at helping Hispanic business people maximize opportunities and increase market share)
The Road To Athens (2 local programs ½ hr and 1 hr in length; specials produced by NBC11 news focusing on Bay Area Olympic athletes and stories from Athens of interest to Bay Area audiences)
Athens Today (10 programs, ½ hr; daily newscasts during the Summer Olympic Games featuring stories of Bay Area interest, including updates on Bay Area athletes competing in the Olympic Games)
Pot & Politics (News special, 1 hr; an exploration of the issues surrounding medical marijuana, including stories about the proponents and the federal government officials at the center of the controversy)

5. **Political Programming.** Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

2003 California Gubernatorial Recall Election - 10+ minutes per day
 2004 National Primaries - 10+ minutes per day
 2004 Political Conventions - 6+ minutes per day
 2004 Presidential Election - 8+ minutes per day
 2004 Local and State Elections - 12+ minutes per day

6. **Special Political Programming.** Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

Mon. 9/22/03 1:00pm-2:13pm	NEWS: Calif. Recall Hearing Appeals Court, 1 hour, 13 minutes
Wed. 9/24/03 6:00-7:30pm	California Broadcasters Association Gubernatorial Candidates Debate; 1 hour
Thurs. 10/2/03 5:00-5:30pm	Recall Debate; ½ hour
Thurs. 10/2/03 5:30-6:00pm	Candidates Debate; ½ hour
Tues. 10/7/03 8:00-11:35pm	Recall Election Coverage; 3hrs, 35 minutes
Mon. 7/26/04 7:00-8:05pm	NBC Democratic Convention Coverage; 1 hr, 5 minutes

KNTV, San Jose/Oakland/San Francisco
(For Period October 1, 2003 to September 30, 2004 (continued))

Wed. 7/28/04 7:00-8:01pm NBC Democratic Convention Coverage; 1 hour, 1 minute
Thur. 7/29/04 7:00-8:05pm NBC Democratic Convention Coverage; 1 hour, 5 minutes
Tue. 8/31/04 7:00-8:00pm NBC Republican Convention Coverage; 1 hour
Wed. 9/1/04 7:00-8:00pm NBC Republican Convention Coverage; 1 hour
Thur. 9/2/04 7:00-8:20pm NBC Republican Convention Coverage; 1 hour, 20 minutes

7. *Election-Year Political Programming.* Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

NBC11's Political Postcards aired during September and October of 2004. This series of news reports and live broadcasts focused on 45 Bay Area communities and the local election-year issues that each faced. On each of 15 nights, NBC11 News broadcast a one-hour 6pm newscast live from one of the communities, including interviews and stories on local bonds elections, referenda and races.

Community Service and Outreach.

1. *Public Service Announcements.* How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Paid PSAs: four to five minutes per week, (promote Drug avoidance, ending child abuse, stay in school)

Unpaid PSAs: approximately 62 minutes per week. (promote local events benefiting non-profits: i.e. San Jose America Festival benefiting the San Jose Emergency Housing Consortium; Lafayette Wine Festival benefits Lafayette Art and Sciences Program)

2. *Community Programming.* During the past year, please list examples of non-news community programming of particular interest to the community.

San Jose Holiday Parade (2 hrs, live coverage of parade in downtown San Jose)
San Jose America Festival (1 hr, live coverage of July 4th fireworks show in downtown San Jose, simulcast with Telemundo sister station KSTS, benefits the San Jose Emergency Housing Consortium)

3. *Community Participation.* Please list employees who regularly participate in local community events.

Linda Sullivan - local board member, National Coalition for Community and Justice; board member, United Way Silicon Valley; board member, Silicon Valley Manufacturing Group

KNTV, San Jose/Oakland/San Francisco
(For Period October 1, 2003 to September 30, 2004 (continued))

Lance Lew – co-chair, Growing Up Asian; member San Jose Grant Review Committee; also serves in an advisory capacity for the following non-profit organizations: the Sonoma Harvest Wine Auction; Livermore Wine Festival; Saturn Relay (benefiting Organ Donors group Organs R Us); Fremont Art & Wine Festival; EMQ Family and Children Services

Janice Edwards – Treasurer, Friends of Faith (Breast Cancer Awareness); board member, American Heart Association; board member, Junior Achievement

4. **Community Contributions.** Please list in-kind donations (e.g., hats, t-shirts) and/or monetary donations to local charities.

KNTV supports more than 100 local charities with in-kind donations of air time. Examples of this support include:

NCCJ-San Jose, Martin Luther King Essay Contest	\$15,000
Mexican Heritage Gardens, Mariachi Festival	\$15,000
Fremont YMCA, Fremont Art and Wine Festival-	\$30,000
San Jose Emergency Housing Consortium, SJ America Festival	\$30,000
El Nino Teen Center, Sonoma Harvest Wine Auction	\$18,000
La Luz, Lafayette Art and Wine Festival	\$19,500
Latino Peace Officers	\$13,500

KNTV sells merchandise and holds silent auctions at various community events with cash proceeds benefiting local charities. Examples of these cash donations include:

YMCA Fremont	\$1,000
Hispanic Charity Ball	\$3,500
NAACP Silicon Valley	\$1,250
Lafayette Art & Sciences Fndtn.	\$250

KNTV donated \$50,000 to the San Jose Emergency Housing Consortium as part of our sponsorship and broadcast of the San Jose America Festival and Fireworks.

5. **Community Communications.** Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups?

KNTV routinely conducts or attends ascertainment meetings with various community organizations, including groups such as:

San Jose Repertory Company
San Francisco Estuary Project
El Centro Chicano
Goodwill of Silicon Valley

KNTV, San Jose/Oakland/San Francisco
(For Period October 1, 2003 to September 30, 2004 (continued))

Office of Emergency Services

Hospice of the Valley

NARIKA: Domestic Violence Helpline for Southeast Asian women

Registrar of Voters

Mineta Transportation Institute

East Oakland Youth Development Services

KXAS-TV, Dallas-Fort Worth, Texas
(For Period October 1, 2003 to September 30, 2004, Unless Noted)

Local News and Public Interest Programming.

1. **News Programming.** How many hours of local news do you air weekly? 35 hours
2. **Community Programming.** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposes, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

El Puente is a weekly local news segment that focuses on issues of particular interest to the local Hispanic community.

Commit to Be Fit is a weekly local news segment that focuses on health issues that relate to obesity.

The *NBC 5/KXAS Jefferson Awards* was a locally produced program featuring extraordinary local volunteers.

The *NBC 5/KXAS HealthFit Expo* is an annual local community event that offers information on healthy options and solutions for every day living. This expo is sponsored exclusively by KXAS and receives extensive news coverage.

The *NBC 5/KXAS Technology and Lifestyles Expo* is an annual local community event that offers information on technological advancements that help with every day living. This expo is sponsored exclusively by KXAS and receives extensive news coverage.

NBC 5 addresses numerous local community issues through news and programming. Some issues covered include:

- Alcohol and Drug Abuse
- Consumer
- Crime and Law Enforcement
- Cultural
- Economic Development
- Education
- Environment
- Family
- Government
- Health and Medical
- Housing
- Poverty
- Race Relations
- Religion
- Safety
- Transportation
- Children's Issues

A few examples of these stories are as follows:

Report on auto loans – upside down loans. Report concentrated on how cars are being financed at more than their value and how to identify these loans.

Report on what companies are doing to monitor their employees at the workplace. Report showed how some employers use open telephone lines, cameras, and computers to see what employees are doing during work time.

Report on identity theft. The report concentrated on how easy it is for personal information to be retrieved from one's garbage and steps one can take to prevent such easy access to the information.

Report on hazardous streetlights. Report showed how some local streetlights have exposed wires and pose a hazard for electrocution.

Report on damage and injury caused when pick-up trucks with oversized bumpers are involved in accidents.

Report on bottled water and how much of the bottled water is actually recycled tap water.

Report that majority of cars stolen in North Texas end up in Mexico. NBC 5 reporter followed the trail of a stolen car to Mexico and found a Mexican policeman driving the car.

Report that grocery stores now have technology for the shopper to scan and bag one's own groceries; however, the price of the groceries has not gone down.

Report that some of the worst drivers with the worst driving records are still driving daily.

Report on road rage – why drivers get upset, and what you can do if you're faced with road rage.

Report on dollar stores. Took a look at some of the products that are not FDA approved and showed how similar some of these products look, at first glance, like FDA approved brands.

Report on garage sales – steps were given to put on a successful garage sale.

Report on popular diets – people's opinions on how successful they are or are not.

Report on menu mark-ups – how restaurants mark up their products.

Report on exaggerations and lies contained in resumes and what to look for to make sure you're getting honest resumes.

Reports on local paralyzed football star and needs created by his injury. Followed his first days after the injury to the outpouring of support from the community.

News stories, interviews and mentions covering local community issues are regularly included in KXAS newscasts. Examples of significant community issues are attached in KXAS-TV's *Quarterly List of Programming Providing the Most Significant Treatment of Community Issues*. (2003 4th Qtr., 2004 1st, 2nd and 3rd Qtrs.)

Sixty-two (62) local exclusive KXAS sponsored events were covered in KXAS newscasts over the period.

3. *Emergency Programming*. Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

03/04/04 (Local special report for severe weather conditions interrupts daytime programming.)
 04/06/04 (Local special report for severe weather conditions interrupts access programming.)
 04/23/04 (Local special report for severe weather conditions interrupts primetime & late night programming.)
 04/30/04 (Local special report for severe weather conditions interrupts primetime programming.)
 05/06/04 (Local special report for severe weather conditions interrupts daytime programming.)
 06/01/04 (Local special report for severe weather conditions interrupts primetime & late night programming.)
 06/02/04 (Local special report for severe weather conditions interrupts late night programming.)
 06/06/04 (Local special report for severe weather conditions interrupts primetime programming.)
 06/09/04 (Local special report for severe weather conditions interrupts daytime programming.)
 06/28/04 (Local special report for severe weather conditions interrupts daytime programming.)
 06/29/04 (Local special report for severe weather conditions interrupts daytime programming.)
 07/29/04 (Local special report for severe weather conditions interrupts daytime programming.)
 10/01/04 (Local special report for severe weather conditions interrupts primetime programming.)

4. *Public Affairs Programming*. Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

Meet the Press (1 hr. weekly) (National political news)
 Chris Matthews (30 min. weekly) (National political news)
Five Talk Street (30-min program aired 8 times during period) (Presents issues of local concern, targets entire community.)
El Puente (30-min program aired 2 times during period) (Presents issues of local concern, targets North Texas Hispanic community.)
Health Fit 5 (30-min program aired 3 times during period) (Presents personal health issues of interest to local community)
Hispanics Today (30 min. weekly) (Looks at the role of Hispanics in society and business)
Your Total Health (30 min. weekly) (Reports health and medical-related news)

5. **Political Programming.** Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

2004 Presidential Election – (9/04-11/04 – average of 1 hour 52 minutes per week on area political races) More than 15 minutes per day of news coverage for the 60 days before the election. The coverage concentrated on issues and candidate profiles.

Dallas Cowboy Stadium Arlington Referendum – Extensive coverage of this controversial public issue during station newscasts in the eight weeks leading up to the November 2004 election including 10 minutes of opposing parties live debate during NBC 5 First At Four (11/1/04)

Making Your Vote Count – Investigated the different voting systems and participated in the Voter Alert Line to track possible voting irregularities. Mentioned Voter Alert Line phone number in multiple newscasts daily during final two weeks prior to election.

2004 Primary – January 2004 – August 31, 2004 (Minimum of 35 minutes per week on area political races and issues) KXAS made a concerted effort to delve into the issues and candidates.

Local Elections – Extensive coverage on air and on the web of local elections in both February and May. We covered all local initiatives (including taxes, bond proposals, legal liquor sales, school improvement plans and public official recalls) for all 33 DMA counties both on our air and on our website, nbc5i.com.

6. **Special Political Programming.** Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

National Democratic Convention: July 26, 28 & 29th, 2004 (3 hours 10 minutes)

National GOP Convention: August 31 – September 2, 2004 (3 hours 20 minutes)

7. **Election-Year Political Programming.** Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

Decision 2004: The Latino Vote (10/23/04) (30-min - Examines the impact of the Latino vote nationally and in Texas for the 2004 election)

El Puente (10/17/04) (30-min - KXAS produced this program that looked at the growing Latino community in North Texas and its impact on voting in 2004.)

Five (5) minutes of free airtime in NBC 5 First At Four newscast was offered to all North Texas U.S. House of Representatives candidates and TX Railroad Commissioner candidates prior to the 2004 general election – 11 districts.

Candidates in the hotly contested U.S. House race for Texas' 32nd Congressional District participated in extended, on-set interviews during the week prior to the 2004 general election.

KXAS-TV, Dallas-Fort Worth, Texas
(For Period October 1, 2003 to September 30, 2004 (continued))

Community Service and Outreach.

1. *Public Service Announcements.* How many total minutes per average week does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

KXAS regularly sponsors local community events and programs.

Unpaid PSAs: 1040 minutes annual average
20 minutes per week average

Examples of Common Topics:

Dr. Martin Luther King, Jr. Celebrations
Blood Drives
Fort Worth Zoo fundraiser
Black History Month vignettes
Muscular Dystrophy Association fundraisers
Texas Ballet Theater programs and performances
Hispanic Heritage Youth Awards
Women's Business Assistance Center Entrepreneur Expo
Cinco de Mayo Celebrations
Comerica Business Forums
Susan G. Komen Race for the Cure fundraiser
Score a Goal in the Classroom Award – School Employee Recognition
Plano Chinese Heritage Festival
Operation Kindness fundraiser
Hispanic Chamber Youth Scholarship fundraiser
St. Jude Children's Research Hospital fundraiser
National Multiple Sclerosis Society fundraisers
UNCF fundraisers and Awareness Campaign
Kidney Association fundraiser
Diez y Seis Celebrations
American Indian Heritage Month vignettes
Oktoberfest Celebrations
Salvation Army Angel Tree Holiday program for disadvantaged children
American Heart Association Stroke Awareness
American Red Cross Disaster Relief
The Salvation Army Disaster Relief
Train Safety for Children
Ronald McDonald House fundraiser
Juvenile Diabetes Awareness
West Nile Virus Awareness
Special Care and Career Services fundraiser for people with developmental disabilities
Southern Methodist University Athletic Forum fundraiser
Black Academy of Arts and Letters programs and performances
Kimbell Art Museum exhibits

Fort Worth Museum of Science and History exhibits
 Alzheimer's Association fundraisers
 Partnership for a Drug Free Texas Awareness Campaign
 AIDS Interfaith Network fundraiser
 U.S. Air Force Recruitment Campaign
 National Guard Recruitment Campaign
 Big Brothers Big Sisters fundraiser
 Arthritis Foundation fundraiser

Paid PSAs: 50 minutes annually - Carter BloodCare Blood Drives
 40 minutes annually - Casa Manana
 17.5 minutes annually - MDA Aisles of Smiles
 2 minutes per week average

2. *Community Programming.* During the past year, please list examples of non-news community programming of particular interest to the community.

Muscular Dystrophy Telethon (32 years on KXAS-TV, station preempts 19 hours of regular programming)
Tracking Texas Weather (2 airings) (An informative presentation on local weather phenomena and safety tips for North Texans)
NBC 5/KXAS Jefferson Awards (A local special honoring outstanding local volunteers in our community)
Dallas Symphony Orchestra Christmas Concert (2-hour live holiday concert)
Sacred Space (Examined history and architecture of colonial churches and meeting places)
Grateful Am I To You (Looked in-depth at changes in Jewish liturgy and worship styles through the years)
Stolen Identities (Informed and warned local citizens about the serious threat of identity theft)
Six Flags & Hurricane Harbor: It's Playtime! (2 airings) (A historical, behind-the-scenes look at a popular area family entertainment park)
Dallas Auto Show (Highlights a popular annual event in North Texas.)
Remarkable Journey (Profiling outstanding individuals and their road to success. Hosted by Kweisi Mfume)
Ticket to Freedom-The Story of the Underground Railroad
Reader's Digest National Word Power Challenge (4th-8th graders from across the country compete for college scholarships in a vocabulary competition.)
We Have A Dream (2-hr special highlighting inspirational and motivational African Americans who achieved the great American success story.)
Triple Nickel (The story of 16 Black enlisted men who served in WWII and their struggles)
Black History-Television's Best Moments (An entertaining and informative look at African Americans and their impact on television.)
Hispanic Heritage Awards (A special that recognizes outstanding Hispanic Americans who have made positive contributions and serve as inspirations for all Americans.)
Gospel Music Presents Great Performances (A dynamic musical extravaganza celebrating gospel music and its appeal and impact on all races and nationalities.)
St. Jude Children's Research Special-A Time to Live (6 airings) (Inspirational look at one of the best known children's research centers in the world.)

3. *Community Participation.* Please list employees who regularly participate in local community events.

KXAS employees regularly participate in local community programs and events.

Erin Allan	Literacy Volunteers of America
Linda Angelle	Junior Achievement
Mike Berry	Junior Achievement Good Elementary School, Irving ISD Community Board Muscular Dystrophy Association The Salvation Army
Jim Borden	Junior Achievement
Andra Carter	NBC 5 Allstars (station team that raises money for local organizations)
Cindy Carter	Boys and Girls Club
Derek Castillo	Boys and Girls Club
Kevin Cokely	National Academy of Television Arts and Sciences Lone Star Chapter President and Awards Chairman
Charles Compagnone	AWRT Board of Directors
John Cox	Junior Achievement NBC 5 Allstars (station team that raises money for local organizations) GE/NBC 5 African American Forum Muscular Dystrophy Association Boys and Girls Club The Salvation Army
Linda Delley	Junior Achievement Arlington Life Shelter Muscular Dystrophy Association GE/NBC 5 African American Forum The Salvation Army
Jim Doyle	National Multiple Sclerosis Society
Don Dobbs	Junior Achievement
Frances Escareno	Junior Achievement GE Elfun GE/NBC 5 Hispanic Forum Dallas Fort Worth Network of Hispanic Communicators
Tracy Evans	NBC 5 Allstars (station team that raises money for local organizations) GE/NBC 5 African American Forum

Deborah Ferguson	<p>Hispanic Debutante Association YMCA Assoc. for Women Journalists, Board of Directors Baylor Sammons Breast Center Texas Christian University Jordan C. Hubbard Foundation Volunteer Center of Tarrant County Women's Center of Tarrant County Hispanic Wellness Fair Alzheimer's Association The Salvation Army Dallas Fort Worth Network of Hispanic Communicators</p>
Linda Frederick	The Salvation Army
David Finfrock	<p>Kidney Association Boys and Girls Club</p>
Melissa Gilbert	<p>Junior Achievement GE Efun The Salvation Army</p>
Reginald Hardwick	<p>DFW Association of Black Communicators GE/NBC 5 African American Forum</p>
Shannon Hammel	DePauw University
Frank Heinz	Boys and Girls Club
Roy Hernandez	Boys and Girls Club
Brian Hocker	<p>Junior Achievement Texas Christian University GE EIFun Brazos de Christos Cowtown Marathon, Board of Directors University of North Texas Radio/TV/Film Advisory Board Alzheimer's Association All Saints Episcopal School The Salvation Army Boys and Girls Club Dallas Fort Worth Network of Hispanic Communicators</p>
Larry Huante	The Salvation Army
David Huertas	Boys and Girls Club
Jason Hutton	<p>Dallas Medical City Chaplaincy Board West Point Society of North Texas Junior Achievement Big Brothers Big Sisters The Matrix Society Dallas Museum of Natural History, Bailey Society GE Efun</p>
John Jenkins	<p>Dallas Fort Worth Association of Black Communicators Junior Achievement The Salvation Army</p>
Steve Lemonds	Boys and Girls Club

Ramona Logan	Jeffries Street Learning Center, Board Member Dallas Fort Worth Association of Black Communicators
Steve MacLaughlin	MDA Fort Worth Museum of Science and History The Science Place
Cristina Marquez	Junior Achievement Dallas Fort Worth Network of Hispanic Communicators
Rose Marshall	Junior Achievement GE/NBC 5 Hispanic Forum National Multiple Sclerosis Society
James Martinez	Junior Achievement Dallas Fort Worth Network of Hispanic Communicators GE/NBC 5 Hispanic Forum GE/NBC 5 African American Forum Muscular Dystrophy Association GE Asian Pacific American Forum GE Women's Network Fort Worth Zoo Boys and Girls Club Fiestas de mi Tierra
Kathy McLean	Fort Worth Zoo
Terry McFarlane	Southlake Baseball Association, Coach The Salvation Army Junior Achievement
Jane McGarry	The Salvation Army Genesis Women's Shelter
Rebecca Miller	Muscular Dystrophy Association Southlake Women's Club National Multiple Sclerosis Society Southlake Chamber of Commerce Fort Worth Zoo American Heart Association
Sandy Moses	Coppell High School Booster Club SLAC, Southern Federation of Syrian Lebanese American Clubs
Kristi Nelson	Boys and Girls Club UNCF

Tom O'Brien	<p>SMU Athletic Forum, Board of Directors Junior Achievement of Dallas, Board of Directors Texas Association of Broadcasters, Board of Directors American Red Cross Chisholm Trail Chapter, Board of Directors Dallas Business Committee for the Arts, Board of Directors Muscular Dystrophy Association, National Vice President Fort Worth Bowl, Committee Chair Southlake Women's Club, Advisory Board Network of Hispanic Communicators GE Elfun GE/NBC 5 African American Forum GE/NBC 5 Hispanic Forum</p>
Dawn Parra Elsa Ramon	<p>The Salvation Army Junior Achievement Dallas Independent School District GRACE MDA United Way Network of Hispanic Communicators GE/NBC 5 Hispanic Forum Boys and Girls Club Muscular Dystrophy Association</p>
Jerry Reed Nada Ruddock	<p>Boys and Girls Club Fort Worth Independent School District Community Partners Advisory Board Girl Scouts Asian Advisory Board of Directors Greater Dallas Asian American Chamber of Commerce Advisory Board NAACP Life Member Score a Goal in the Classroom Advisory Board DFW Association of Black Communicators Network of Hispanic Communicators The Links, Inc. Fort Worth Black Chamber of Commerce GE African American Forum GE Hispanic Forum GE Women's Network The Salvation Army Muscular Dystrophy Association GE Elfun National Multiple Sclerosis Society Boys and Girls Club UNCF</p>
John Sanderford Chis Shadden Theal Shadden	<p>Muscular Dystrophy Association Junior Achievement Muscular Dystrophy Association Boys and Girls Club</p>