

**2009
Third Quarter**

**KTIV
Problems and Needs
Programming List**

KTIV Television, Inc.
Sioux City, IA

2009 LISTING OF PROBLEMS AND NEEDS
(In order of importance as determined by community interviews
conducted 7/1/07- 3/30/09)

1. **Economy:** Including need for affordable Housing/ Jobs/Taxes
2. **Local Government/Community Concerns:** (tied with #6 & #8) Includes need for community pride, local government cooperation with other agencies, local government accountability, etc
3. **Health Care/Social Services:** Including issues about Seniors, quality daycare, parenting education.
4. **Need for Recreation and Cultural Activities/especially for Young People** (tied with #5)
5. **Minority/Ethnic Concerns:** Need to recognize and celebrate diversity, and concerns over illegal immigrants.
6. **Crime Prevention/Gangs/Violence** including the need for more police officers.
7. **Infrastructure:** Highways, high cost of utilities, downtown areas in several communities, etc.
8. **Education:** (tied with #9) Including need for quality teachers, schools, etc.
9. **Need for Family Values:** Including respect for each other, nutrition, fitness
10. **OTHER:** Including but not limited to **Substance Abuse** and **Agriculture/Rural Concerns...** including concerns for small businesses in small communities need for places to shop in small towns.

(Issued 3/30/09)

LOCALLY PRODUCED PROGRAMMING

Station KTIV-TV programs to the ascertained problems and needs through a variety of programming vehicles. Being heavily community-oriented and interested in community problems and issues, the licensee devotes a very considerable amount of its news time to the coverage of significant problems, needs and issues facing the community.

KTIV-TV has produced and broadcast the following programming material in response to the problems and needs of our viewing area.

- **Around Siouxland**

Weekdays 12:25 pm

Approximately 4 Minutes

Around Siouxland is a community affairs program of KTIV-TV. The program is hosted by Matt Breen, Kristie VerMulm and Ron Demers, and provides information and discussion of events in the tri-state Siouxland area. Many of these programs deal with issues from our problems and needs list. Details of each program follow, including date of broadcast, reference to the specific problem or need which was addressed and topic discussed.

Date	Topic	Problem or Need
Sat-Jul/04/09	Sioux City Community Theatre	4
Sun-Jul/05/09	Martinsburg NE Fire Station Fund Raiser	2,10
Mon-Jul/06/09	Cherokee County Fair	2,4
Tue-Jul/07/09	Martinsburg NE Fire Station Fund Raiser	2,10
Wed-Jul/08/09	Sioux City Museum Car Show	4
Thu-Jul/09/09	Sioux City Community Theatre	4
Fri-Jul/10/09	Monona IA County Fair	4,2
Sat-Jul/11/09	Heritage Music Festival Elk Point SD	4
Sun-Jul/12/09	"Back to the 80's" play South Sioux City NE	4
Mon-Jul/13/09	Heritage Music Festival Elk Point SD	4
Tue-Jul/14/09	"Back to the 80's" play South Sioux City NE	4
Wed-Jul/15/09	Youth for Christ Golf Classic	4
Thu-Jul/16/09	Morningside Lutheran Church Financial Seminar	1,10
Fri-Jul/17/09	Dakota County NE Fair	4,2
Sat-Jul/18/09	Dakota County NE Fair	4,2
Sun-Jul/19/09	American Red Cross	2,3
Mon-Jul/20/09	Wausau IA Pork Chop Days	4,2
Tue-Jul/21/09	American Red Cross	2,3
Wed-Jul/22/09	Sioux & O'Brien County Aging Expo	3,2

**PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT**

Thu-Jul/23/09	Freedomfest Concert	4,5
Fri-Jul/24/09	Plymouth County IA Fair	4,2
Sat-Jul/25/09	Plymouth County IA Fair	4,2
Sun-Jul/26/09	Junior League Kids in the Kitchen	4,9
Mon-Jul/27/09	Siouxland Aging Fun & Sun	3,2
Tue-Jul/28/09	Junior League Kids in the Kitchen	4,9
Wed-Jul/29/09	Estherville IA Sweet Corn Days	4,2
Thu-Jul/30/09	Life Skills Charity Quilt Auction	3,
Fri-Jul/31/09	Woodbury County IA Fair	4,2
Sat-Aug/01/09	Woodbury County IA Fair	4,2
Sun-Aug/02/09	Adams Homestead Celebration N Sioux City SD	2,4,10
Mon-Aug/03/09	Adams Homestead Celebration N Sioux City SD	2,4,10
Tue-Aug/04/09	Onawa IA Sesquicentennial	4,2
Wed-Aug/05/09	Big Brother Big Sister	2,3,4
Thu-Aug/06/09	Cherokee IA Veterans Appreciation Day	2,3
Fri-Aug/07/09	Council on Sexual Assault and Domestic Violence Fund Raiser	8,9,3
Sat-Aug/08/09	Children's Miracle Network Miracle Treat Day	3,2
Sun-Aug/09/09	Yankton South Dakota Riverboat Days	4,2
Mon-Aug/10/09	Children's Miracle Network Miracle Treat Day	3,2
Tue-Aug/11/09	Yankton South Dakota Riverboat Days	4,2
Wed-Aug/12/09	Gospel Mission Back Pack	4,2,8,
Thu-Aug/13/09	Rhonda's Rockfest Fund Raiser for Food Bank	5,3,9
Fri-Aug/14/09	Aspenwood Christian School Food Seminar	9,5,3
Sat-Aug/15/09	Boys & Girls Home Fund Raiser	3,9
Sun-Aug/16/09	Emerson NE Western Days	4,2
Mon-Aug/17/09	LeMars IA Sprint Triathlon	9,3
Tue-Aug/18/09	Boys & Girls Home Fund Raiser	3,9
Wed-Aug/19/09	Emerson NE Western Days	4,2
Thu-Aug/20/09	Sgt Floyd Monument Sioux City IA Encampment	4,5
Fri-Aug/21/09	Clay County IA Fair	4,2
Sat-Aug/22/09	Clay County IA Fair	4,2
Sat-May/23/09	Pink Ribbon Golf Classic	
Sun-May/24/09	Hanover IA Historical Society	4,2
Tue-Aug/25/09	Watermelon Days Thurston NE	4,2
Wed-Aug/26/09	Cherish a Child Walk Sioux City IA	3,9,4
Thu-Aug/27/09	Women's Night Out	4,3,9,10
Fri-Aug/28/09	Art Splash Sioux City IA	4,2
Sat-Aug/29/09	Women's Night Out	4,3,9,10
Sun-Aug/30/09	Akron IA Scarecrow Days	4,2
Mon-Aug/31/09	National Guard Reunion, Correctionville, IA	2,9

**PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT**

Tue-Sep/01/09	Knights of Columbus IA Phonothon	8,3
Wed-Sep/02/09	Sheldon IA Celebration Days	4,2
Thu-Sep/03/09	Wausau IA Labor Days Celebration	4,2
Fri-Sep/04/09	Boy Scouts	2,3,4,8,9,
Sat-Sep/05/09	Boy Scouts	2,3,4,8,9,
Sun-Sep/06/09	Floyd Valley Hospital Pink Ribbon Night	2,3,
Mon-Sep/07/09	Akron IA Scarecrow Days	4,2
Tue-Sep/08/09	Floyd Valley Hospital Pink Ribbon Night	2,3,
Wed-Sep/09/09	Toast Masters of Iowa	9
Thu-Sep/10/09	South Sioux City NE Chamberettes Fund Raiser	2,,7
Fri-Sep/11/09	LeMars IA Chalk Art Festival	2,4,
Mon-Sep/14/09	Art In the Park Sioux City IA	2,
Tue-Sep/15/09	Rockin' Ribfest Yankton SD	4,2
Wed-Sep/16/09	Sioux City Concert Course	4
Thu-Sep/17/09	Ponca NE Outdoor Expo	2,4,9,
Fri-Sep/18/09	Quilts a Symphony of Color	2,
Sat-Sep/19/09	Morningside College Homecoming	4
Sun-Sep/20/09	Big Brother Big Sister Paint Ball Fund Raiser	2,3,4
Mon-Sep/21/09	3 in 1 Gold Fund Raiser N Sioux City SD Library Fund Raiser	2,8,10
Tue-Sep/22/09	Morningside College Homecoming	4
Wed-Sep/23/09	Big Brother Big Sister Paint Ball Fund Raiser	2,3,4
Thu-Sep/24/09	Sac County Quilt A Fair	2
Fri-Sep/25/09	Sioux City Community Theatre	4
Sat-Sep/26/09	Sioux City Community Theatre	4
Sun-Sep/27/09	Kingdom of Riverssance Festival	4
Mon-Sep/28/09	Kingdom of Riverssance Festival	4
Tue-Sep/29/09	Lyon Club Fund Raiser	2,4
Wed-Sep/30/09	Sioux City Chamber Music Association	4

PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT

- **News Channel 4**

Monday-Friday	5:30 am	90 Minutes
Monday-Friday	7:25 am, 8:25 am	5 Minutes
Monday-Friday	12 Noon	30 Minutes
Monday-Friday	5:00pm	30 Minutes
Monday-Friday	6:00 pm	30 Minutes
Monday-Friday	10:00pm	35 Minutes
Saturday	6:00pm & 10:00pm	30 Minutes
Sunday	5:00pm & 10:00 pm	30 Minutes

News Channel 4 is the top-rated news in the Siouxland area, with many broadcasts dealing with problems and important issues of the communities we serve. We continued several of our franchise reports which deal with specific issues on the problems and needs list. Unless otherwise noted, reports within newscasts average 2 minutes in length.

Healthbeat 4 Five nights a week during News Channel 4 at 10pm

Our Healthbeat 4 franchise includes reports about health-related issues in Siouxland, broadcast in our 10pm newscast. Addresses Problem and Need #5. The locally produced story topics included:

JULY:

- 1 – Incontinence: A new, simple treatment to stop incontinence and bring back your quality of life.
- 2 – Text Relay: A service provided by St. Luke’s Regional Medical Center to help people with hearing disabilities get the information they need by texting or emailing medical professionals.
- 5 – Swimmer’s Ear: If you get water in your ear while you’re in the pool or lake, how do you get it out, and when is it likely to turn into an infection?
- 6 – Super PMS: Apparently some women get PMS to the extreme. It’s called PMDD and it can be difficult to deal with.
- 7 – Mercy Weight Loss: The weight loss clinic at Mercy Medical Center talks about its successful programs to lose weight.
- 8 – Gastric Bypass: Patient Sally Jackson tells us what it was like to undergo the procedure, and how it worked for her.
- 9 – Xocai: It’s a healthy chocolate some are marketing as a way to lose weight.
- 12 – Placenta testing: Some scientists are pushing for a baby’s placenta to be tested after birth to see the future medical issues for mom and baby.
- 13 – Kid kidney stones: Apparently more and more children are getting kidney stones. Why?
- 14 – Pre-workout meals: What you should eat before and after exercise to get the most burn out of your workout.
- 15 – ADHD: We talk with a Mercy Medical Center physician about the diagnosis. Why are so many kids faced with the problem? And how do you know if your child has it.
- 16 – Heat impact on pregnancy. Being hot is a bad thing for moms-to-be. Some advice on keeping cool while baby is heating things up.
- 19 – Toddler swim lessons: A new study says toddlers should learn to swim.

**PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT**

- 20 – Breast Cancer pill: Researchers are working on a pill that could help in the fight against breast cancer.
- 21 – A new surgery to relieve injury pain that can cause arthritis.
- 22 – DiGeorge's Syndrome: It's a swallowing problem. Very rare condition.
- 23 – Stroller stride exercise: Getting a workout while pushing your child in the stroller.
- 26 – Cell phone elbow: It's an actual condition. The more we use our cell phones, the stiffer and more sore our elbows get.
- 27 – Free Health Care Clinic: It's part of the President's health care reform. A clinic in Cleveland tries it out before the bill is passed.
- 28 – Body check: A scan that can look inside your body to see what ails you. Not everyone thinks it's a good idea.
- 29 – H1N1 vaccine: Who's on the priority list... when will it be out?
- 30 – Trucker safety: Exercises truckers can do on the road to improve their fitness and save their backs.

AUGUST:

- 2 – Website to help people with weather related illness to know when problems are coming.
- 3 – Blue dye: It's helping rats with spinal cord injuries walk again.
- 4 – Dysport: A new wrinkle reducer that's working similar to Botox.
- 5 – Pillar procedure: A procedure that can help some people stop snoring.
- 6 – Athlete safety: A program at Floyd Valley Hospital in Le Mars, Iowa to help student athletes improve their skills and thus reduce their chance of injury on the court.
- 9 – New portable heart pump: The first of its kind, but the HeartMate 2 is letting patients with heart conditions be mobile again.
- 10 – New body dummies: Move over Annie, there are new body dummies helping doctors learn high tech ways to treat patients.
- 11 – Chair yoga: A yoga class for anyone with any ability... and you don't even have to get out of the chair.
- 12 – Fall prevention: Computer system in Lake Charles, Louisiana nursing home helps to warn professionals before a patient falls.
- 13 – Superfoods: The foods nutritionists say you should eat to get the most nutrition out of your diet.
- 16 – Nail fungus: A new way to treat nail fungus for good. It uses a laser.
- 17 – Heartfelt screening: A program to screen women for heart disease.
- 18 – Occupational Medicine: Sioux City officials are holding a seminar to help employers and doctors better understand how patients are treated for at-work injuries.
- 19 – FOP Fundraiser: A little boy has FOP. It's a condition that turns swelling in his body to bone. At some point he won't be able to move. A fundraiser is being held to raise money for research.
- 20 – Secret eating: Do you eat when no one's looking? It's actually considered an eating disorder.
- 23 – Seasonal depression: People use to think this happened in the winter, but now more people are developing seasonal depression in the summer.
- 24 – Mice experiments could lead to stem cell breakthroughs.
- 25 – Heart surgery: New concerns are raised about a popular way to fix the heart. A Sioux City doctor was part of the study that came to that conclusion.
- 26 – Backpacks: Tips on making sure your child is wearing and carrying the right backpack, at the right weight, for the upcoming school year.

**PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT**

27 – Pregorexia: A condition where pregnant women don't eat enough because they're afraid of gaining weight.

30 – Fat food book: How to read and understand the fat content in foods at the grocery store.

31 – Some medications may cause you to gain weight. Make sure you read the side effects and know what you're taking.

SEPTEMBER:

1 – Older adult exercise: An exercise class at a Sioux City nursing home designed to keep those in their golden years active and fit.

2 – Prosthetics training: Therapy for patients who've lost a limb.

3 – Cheerleading injuries: Apparently cheerleading is one of the number one sports where student athletes are injured severely.

6 – High tech hospital: New ways hospitals are keeping track of patients.

7 – Selphyl: A new facial filler on the market to reduce wrinkles.

8 – Waist numbers: If the circumference of your waist is over a certain amount of inches, you could be at risk for heart or other health problems.

9 – Occlusion: A new procedure to clear a blocked artery and save a patients limb or life.

10 – Baby brains: A new way to spot vision problems early using a TV test on newborns.

13 – Gluten free: It's apparently the new fad diet in Hollywood, but for people with Celiac's disease it's a way of life.

14 – Breast cancer chemo test: A test to determine if your breast cancer must be treated with chemotherapy... or if something else will work.

15 – No diaper potty training: A way to train your infant to go to the bathroom and not use diapers.

16 – Pregnancy & flu shots: Should pregnant women get the flu shot or the H1N1 shot?

17 – Toxemia in Pregnancy: It's a dangerous situation when a woman's pregnancy becomes toxic and her life and her baby's is at risk.

20 – CT Technology: Radiologists are using a new machine that uses less radiation.

21 – Why do we cry? A philosophical look at why we cry and why it's necessary.

22 – Prostate exercise: It's important for everyone to exercise, but a new study says men who are overweight are more at risk for prostate cancer.

23 – Shortness of breath: It can be a big sign of a major problem in your body.

24 – Drinking and the gym: Apparently the majority of drinkers head to the gym to burn off those alcohol calories.

27 – Blind tooth: A woman can see again thanks to a new procedure using her eyetooth.

28 – Hand sanitizer: Do we use too much, and does it really kill germs like H1N1?

29 – Biggest Loser test: All the contestants on the Biggest Loser were given sleep apnea tests. People who are obese are more prone to the disease.

30 – Building a flu kit: It's something you should have at home in case you come down with the flu and can't get to the store for several days.

PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT

In addition to the "Franchise" reports listed above, we reported many stories in each newscast which related to Problems and Needs on our list. Listed below are topics of just some of those stories, organized according to the Problem and Need which was addressed.

1. **Economy:**

07/16 Five Iowa counties are trying to land a casino and it looks like only one or two could potentially end up with one. Lyon County, in extreme Northwest IA, is still in the running as the Racing and Gaming Commission decided to accept applications for new gaming licenses.

07/24 Even with the slow economy housing sales in Siouxland are 24 percent higher than in June

08/10 Five Iowa counties are all competing to land a casino, including Lyon County. But, before its set up shop, the management company and county have to submit their plans to the Iowa Racing and Gaming commission; which will ultimately choose one or two new casinos.

08/18 A Southern Hills Mall spokesperson says employees at Garfield's began packing up on Monday. Garfield's' parent company, Eateries Incorporated, filed for bankruptcy earlier this year.

08/21 A couple weeks after getting a jump start from the government, Cash for Clunkers will be coming to an end on Monday. From the beginning, car dealers and lawmakers have given the rebate program mixed reviews.

08/28 The Federal Deposit Insurance Corporation has said from the beginning the money people have in accounts at Vantus Bank is safe, even though federal regulators announced the Sioux City-based bank is at risk of failing. Yet, even with the F-D-I-C's message, it's got more people walking into other Siouxland banks.

09/02 Even though good economic news is hard to come by, a new venture in Yankton has been dubbed "Project MIDY". Mount Marty College, I-B-M, Dataware Green and the city of Yankton have all partnered to build a data center here on the far west side of town. While the new center is good for the community, it's also better for the earth; with "green" concepts incorporated into its design.

09/04 Troubled Vantus Bank; based in Sioux City was closed today by the Office of Thrift Supervision, which appointed the Federal Deposit Insurance Company; or FDIC; as receiver. Vantus is now on the failed bank list and a lot of customers are concerned about what this means for them. Customers will automatically become customers of Great Southern Bank and deposits will continue to be insured by the F-D-I-C.

09/10 With the struggling economy it's more common to hear about businesses trying to stay afloat; but in Beresford, SD, there is a business not only surviving, it's thriving thanks to a little fresh thinking. Bogue Inc. specializes in what they say is the world's only towable, drivable, auto-leveling scissor lift and employs 12 people. They took the simple geometric concept to expand the company's line of products.

09/16 A bad housing market is being blamed for layoffs at a Siouxland business; officials for Pella Corporation in Sioux Center Iowa says 37 employees learned Wednesday that their jobs have been cut. Already in January of this year, 86 workers were laid off.

09/21 Even though the economy is showing signs of improvement, it isn't out of the woods yet; dozens of workers in Norfolk, NE will soon be out of the job. Medical supply manufacturer Covidien says that the cuts will happen over the next six months. The Massachusetts-based company says around 70 of its Norfolk employees will lose their jobs.

09/23 Sioux City Chamber members showed some of the successes of the area to some chamber members from Kansas. The group toured several areas of Siouxland to see what they can learn from our successes.

09/28 To beat the economic chill, Sioux City has turned to the ice this past weekend, the Tyson Events Center played host to the 3rd Fall Classic. Officials' say the classic was an overwhelming

success and those visitors have been known to bring their pocketbooks with them and spend over a million dollars in the city each year during the Fall Classic.

2. Local Government/Community Concerns:

07/01 Monday was supposed to be the day South Dakota's smoking ban took effect, but opponents of the ban gathered enough support to push it back to the 2010 ballot.

07/06 An issue that several council members described as "goofy" Monday night was whether to ban indoor furniture from people's yards; it will be at least another week before the furniture ban becomes the law of the land here in Sioux City. The city's inspections department wants to prohibit couches and appliances from being left outdoors for more than 24 hours.

07/17 The Special Pound Master has made his decision about a Sioux City Councilman's dog. Friday morning, Glen Hanson said he has re-affirmed the original decision that Aaron Rochester's yellow lab is "vicious." Being deemed "vicious" means Jake will have to be put down.

07/20 Changing the 'vicious' dog ordinance was a topic brought up for discussion at the Sioux City council meeting, but, there was no word on whether any of the councilmen would actually try to change it. After talking to councilmen, the issue isn't if they'll change it; it's when.

07/30 South Dakota State Representative Tim Rounds; brother of Governor Mike Rounds; wants to change that law and making alcohol more accessible to those over the age of 18. Today's law says no one under the age of 21 can purchase, possess, or consume alcohol, but anyone over the age of 18 can drink alcohol if done in the immediate presence of a parent or guardian or spouse over twenty-one years of age.

07/31 Over the last decade, 13 states have legalized the use of marijuana for medical purpose, and now the Iowa Board of Pharmacy is looking into it and may recommend to the legislature a change in the law which legalizes marijuana for medical purposes only.

08/06 Just four days after Sioux City councilman Aaron Rochester's dog, Jake, was taken from Animal Control; some folks are showing their support with style. T-shirts, with the logo "Run Jake Run" were being sold at a make-shift t-shirt stand on Gordon Drive on Thursday.

08/19 Despite national economic turmoil, Nebraska's top bankers say the state's community banking industry remains strong. Nebraska Bankers Association members were in Norfolk Wednesday, and officials say Nebraska has fared better than most states because it doesn't see such extreme highs and lows, like Florida or California.

08/20 Hyperion Energy has cleared a major hurdle and is one step closer to building their 10-billion dollar oil refinery in Union County, SD. Thursday; a state board approved an air quality permit for the refinery.

08/25 Nebraska Senator Ben Nelson hosted the meeting which was attended by about 500 people young and old from the region. He fielded about 20 questions from the audience but few of them had anything to do with health care reform; most of them had to do with presidential czars, distrust of congress and it's committee's and the fear that Washington will take away citizens choices.

08/27 Iowa Congressman Steve King put several months of speculation to rest Thursday about his decision to run for Iowa Governor. King said he would be of better service as a Member of Congress and has decided not to run for Iowa Governor.

09/07 Bob Vander Plaats announced 'officially' announced his run for Iowa Governor Monday. This will be his third run for Governor.

09/09 Even though the levy was voted down, Sergeant Bluff-Luton's superintendent says even without more space, for now, high schoolers in the growing district will continue to learn in cramped quarters.

09/15 Voters in Dixon County, NE, have approved a multi-million dollar bond that will build a new high school in Ponca. More than 60-percent of voters agreed to the nine-point-five million dollar bond to build a new high school.

09/25 In August, the South Dakota Board of Mineral and Environment voted unanimously to grant Hyperion their air-quality permit and now three groups in South Dakota are trying to stop Hyperion Energy in their tracks. Last week those three organizations; Save Union County, Citizens Opposed to Oil Pollution, and Sierra Club appealed the circuit court of Hughes County over the board's final decision by saying the board didn't 'carefully consider all of the facts.'

3. Health Care/Social Services:

07/22 The Obama Administration has been calling for health care reform since the campaign. Right now, 3 different committees in the Senate are looking at bills, any of which could become the final law. No one knows at this point what the final bill is going to look like, but officials at both Mercy Medical Center and St. Luke's Hospital are hoping to see similar changes in the health care bill.

08/11 This year's flu season is expected especially rough with the introduction of the H1N1 virus and Plymouth County has already had one confirmed case of the flu this year. To get ready for the peak flu season, officials are holding meetings to plan everything from response for the county's schools to how the public will receive the vaccine.

08/12 Back in April patients of a Siouxland clinic were sent letters notifying them that they could have been exposed to blood bourn infection due to improper use of equipment. The tests are in and 16 patients have tested positive for hepatitis.

08/14 Health Care reform is the dominating topic all across the country and on Friday folks got to bring some of their questions to U-S Senator Mike Johannes during a stop in South Sioux City.

08/24 Congressman Steve King was in Sioux City Monday hoping to hear from constituents on what they think should happen with health care. It was Sioux City's first town hall meeting on health care; more than 50 people showed up to share their opinions.

09/14 Cherokee, Iowa's Mental Health Institute will be under the microscope, Tuesday; a taskforce will tour the facility and could determine if it will close. The taskforce will tour all four of Iowa's mental health institutions; but, it will be up to state lawmakers to decide which one will close.

09/29 With the Seasonal Flu and the H1N1 viruses making their way through the country since last spring and now that the flu season is upon us; it's impacting more than just schools and businesses. With the outbreak of H1N1, it has meant fewer people are eligible to donate their blood to the Siouxland Community Blood Bank. That has meant the Blood Bank has had to work harder to get people to walk through the front door. If you've recently gotten a flu shot, you're still eligible; but if you're one of the people that have already come down with the seasonal bug you're asked to stay home, at least for a little while.

4. Recreation and Cultural Activities/especially for Young People:

07/15 The annual summer celebration of River-Cade officially got underway, Wednesday night. The River-Cade parade wound its way through downtown Sioux City for the 46th time.

08/04 At the pool in Leeds, folks were swimming and having fun; but, the get together had a very real goal; making kids aware of the dangers out there, like drugs and gangs. National Night Out teaches them why they shouldn't get involved in crime.

5. Minority/Ethnic Concerns:

07/09 Thursday, Mercy Medical Center held a forum to help area women make good financial decisions. Financial planners taught the women about how to manage debt and save for retirement.

08/05 Three Sioux City boys were recognized Wednesday for telling a neighbor when they found a loaded gun playing in a wooded area in the 27-hundred block of Dace. 12-year old Jacob Hanslip, his 8-year old brother Paul, and their friend 11-year old Tavin Herman were given a Sioux City gift bag to reward them for knowing exactly what to do

6. Crime Prevention/Gangs/Violence:

07/03 Sioux City Police have upheld a ruling that declares a City Council member's dog "vicious." Aaron Rochester says that he will appeal the ruling and has ten days to do so. Last weekend, Rochester's yellow lab "Jake" bit his neighbor's hand; he received stitches for the bite, and Jake was impounded and deemed "vicious" by Animal Control.

07/09 Federal and local law enforcement agencies teamed up for "Operation Falcon" during the month of June and netted hundreds of felons in Northern Iowa. Led by the U-S Marshals, throughout the whole month of June, authorities nabbed 121 fugitives; including 8 sex offenders and cleared 141 warrants.

07/14 Family, friends, and even strangers packed the police station Tuesday. By all accounts, this was the 1st public vicious animal hearing in Sioux City and the only one special master Glen Hanson's heard since 2008. At issue; whether Aaron Rochester's yellow lab Jack, should be put to sleep. He bit a neighbor's hand as the man jogged along the sidewalk in front of Jake's house.

07/27 Investigators confirm that a fire that destroyed an apartment complex in Walthill, NE, was set by kids playing with matches and left several families without a home.

07/28 Arraignment has again been delayed for the man accused of raping and killing a young South Sioux City girl. De Jesus Melecio-Camacho was scheduled to enter a plea in Dakota County Court this morning to charges of murder and burglary, but the judge delayed the proceeding. Previously, Camacho's attorney had requested the death penalty be thrown out, but, the state argues that the change in the mode of execution 'didn't change the fact that the death penalty still applied to this case'.

07/29 A foster mother charged in the death of a South Sioux City, NE toddler that was under her care, now faces an attempted murder charge in another Nebraska county. Tisha Vega was originally charged with manslaughter in the death of 20-month old Nathaniel Saunsoci and in a plea agreement, that charge was dropped and she pled 'no contest' to two lesser charges. Now police in Schuyler Nebraska say a man, Miguel Garcia, had been assaulted. According to court papers, Garcia says Tisha and Carlos walked into his un-locked home and Carlos began choking him.

08/03 There's another twist in the story of city councilman Aaron Rochester's dog, his yellow lab; Jake was stolen from Sioux City Animal Control sometime Sunday afternoon. Someone broke-in by cutting through the outer fence of Animal Control and then cut the lock that was keeping Jake in his

**PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT**

indoor/outdoor kennel where Jake's lived since he was deemed vicious after biting a neighbor more than two weeks ago.

08/05 It was a vote that would have replaced Cherokee County's aging jail, yet, nearly 60-percent of the 15-hundred voters rejected a measure Tuesday, that would have spent more than 3-million dollars to build a new jail.

08/26 An Akron, IA, man was sentenced to prison time in connection with the drug overdose death of his best friend; 19 year old Justin Bringman was arrested in May, in the death of 20-year-old Nicholas Clay of Akron. Clay died in January of what an autopsy showed to be an overdose of the prescription medication methadone; which is used to ease Heroin addicts off of the opiate.

09/18 Police have arrested two teens in connection with a gang-related assault at a Sioux City park. 17-year-old Thadeous McKeever and 16-year-old Frankie Perez, both of Sioux City, face a felony charge of willful injury. McKeever also faces charges of criminal gang participation and going armed with intent. Police say the two were involved with the assault of a 15-year-old Wednesday night at the newly remodeled Dale Street Park. The teen was hit with a crowbar and stabbed in the leg with a knife.

09/28 Authorities say text messaging while driving is just as bad as or worse than driving drunk and that's why a Triple-A campaign aims to ban drivers from texting while behind the wheel.

7. Infrastructure:

07/02 Many are getting ready to start their holiday weekend and getting ready to hit the highway and Triple-A says it might look a little crowded on the road this year. Even with air fares down by 16 percent and hotel rates have dropped 12 percent and gas prices are lower than in 2008, Triple-A expects road travel to drop by two percent from last year.

07/20 Sioux City's been installing the new RedFlex cameras around town for about two months; but so far no one has received any tickets; but that is going to change because a 30-day grace period is about to end.

08/07 After months of debate between Sioux City and Woodbury County; on the location of the Port Neal Interchange on Interstate 29; the Iowa Department of Transportation says it's moving ahead with plans to keep the interchange where it is now.

08/13 Many who travel Interstate 29 at night should be prepared to slow down, the Iowa D.O.T. is working on the new Riverside Bridge near exit 151 Thursday night and Friday night. Lanes in both directions maybe closed up to 20 minutes.

09/24 The reconstruction of I-29 takes another big step forward and starting Friday night, at six thirty, traffic along I-29 in the Riverside area will slow down in order for crews to make some progress on the I-29 expansion project. Crews will work around the clock, to take a big piece of the interstate away.

8. Education:

07/06 With more people out of a job these days, many are choosing to go back to school and within a couple years, folks in Siouxland will have a new option. Wayne State College and Northeast Community College are teaming up to create a 12-point-8 million dollar "joint college" center, just off Highway 77 in South Sioux City. The college center will offer classes for students to complete an

PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT

associate's, bachelors, or master's degree, along with customized training services for local businesses. The project's main goal is to educate professionals in Siouxland and keep them here.

07/08 The Spencer, Iowa public school district is looking at a so-called "religious liberty policy," which could pave the way for religious elective classes to be taught in their schools. If the school board approves the policy, it would be a first for any Iowa school district. idea of a policy that could guide religion curriculum for the future.

07/09 Two Nebraska institutions broke ground Thursday on a building that both say will change the future of higher education. Presidents at both Wayne State College and Northeast Community College officially launched the start of construction on the South Sioux City College Center. The new institution will offer opportunities for students to earn an associates, bachelors, or master degree.

07/21 With the start of school is just around the corner and some schools are now requiring an eye exam before students enter kindergarten. To help parents with costs, the Leeds Sioux City Wal-Mart store gave around 22 area kindergartners free full eye exams.

08/17 Monday was a day many South Sioux City kids and parents alike have been waiting for; the first day of school. Students at Cardinal Elementary found out their teacher for the school year; but they'll all have a little time to ease into classroom, Monday was a half day, and Tuesday will be as well.

08/20 Thursday was the first day of school for students in Sioux City Community Schools and even though they had all summer off, students still got to take part in the time honored tradition of recess. Students and teachers alike were excited for their first day back on the playground and in the class room.

08/31 The University of South Dakota is betting that almost 150 million dollars in construction and renovation will help keep South Dakota students in South Dakota. The university is making several upgrades to its campus, including new apartments, a university center that was just completed and a wellness center for which ground will be broken this fall.

09/01 A year after he retired as superintendent of the Sioux City Community Schools, Larry Williams is back on the job in Hinton, IA. Monday, Williams signed a 10-month contract as Hinton's interim superintendent; that's after Hinton superintendent Mike Alexander resigned abruptly last week, just weeks after taking the job.

09/08 Voters in the Hinton, Iowa school district have passed a six-million dollar bond issue that will help build a brand-new elementary school. "Yes" votes outnumbered the "No" votes by a margin of nearly two-to-one. The nearly six-million dollar bond will help build a proposed 10-million dollar school, which would replace the current grade school building and the six portable classrooms now in use.

09/11 People hear a lot about the increase in obesity rates among young Americans, and two year's ago, one Siouxland school decided to take action and, Friday, Central Elementary School in Onawa, Iowa, was recognized as a Demonstration Center for the President's Council for Physical Fitness.

09/22 A confirmed case of the H-1-N-1 flu virus has been identified at Sioux City's Bishop Heelan High School. Officials informed parents of the discovery in an e-mail that was sent out this afternoon. The e-mail says Bishop Heelan is working closely with the Public Health Department under the direction of the Center for Disease Control to address this concern. The school will stay open and, in the meantime, locker handles, door knobs, drinking fountains, locker rooms, hand rails are being sanitized, daily.

09/22 Sioux City North High School head football coach Keith Hanks resigned Wednesday; but, the school district won't say why Hanks stepped down. Superintendent Gausman says he turned in his

letter of resignation late Tuesday and it is effective Wednesday. Hanks resigned from his job as North High's head football coach, and as a juvenile court officer serving in the school.

9. Need for Family Values:

07/13 Harry Potter and the Half Blood Prince opens on Wednesday; but, some lucky Siouxlander's waited in long lines to get a sneak-peek, Monday night.

09/07 The Labor Day weekend means Art Splash in Sioux City and thousands of people and more than 70 artists from across the United States were on hand for the 16th annual festival on the Riverfront. Art Splash features entertainment, food, and lots of fun kids activities, chief among them the sand sculptures.

10. Other:

07/07 A Siouxland Tanzania Educational Medical Ministry prepares to break ground on their latest project in that African country, the economy has limited the amount of good it can do.

07/10 Fire has done major damage to a Sioux City church. Shortly after three, Friday afternoon, the blaze broke out inside Saint Joseph's Catholic Church at 11-12 8th Street. A contractor's torch ignited surrounding structural wood members behind a gutter, which was being installed at Saint Joseph's Catholic Church. One person was there; in adjoining living quarters, and managed to get out safely.

07/15 Farmers got their hands on the latest and greatest in technology Wednesday at Sheldon, Iowa's "Site Specific" Ag Expo.

07/23 The U-S Department of Energy says bio-renewable fuels are one America's most important energy resources and one Siouxland school is hoping to prepare more workers for employment in alternative energy. Iowa Lakes Community College has developed a Sustainable Energy Resources program to help workers develop the skills to get a job at local ethanol, soy diesel and biogas industries.

08/06 Charvette Williams of Sioux City has worked at the Dakota County Jail for more than two years. Williams; who's black; filed suit back in June claiming several white, male employees with less experience, who were hired after her got paid more; she has decided that she wants a jury trial.

08/18 The Hospice of Siouxland received a big boost to help support the Hospice's Children's Comfort Care program. Tuesday's "Beers and Ears" fundraiser collected more than 12-thousand dollars for the program.

08/25 More than one-million people took in the Iowa State Fair during its 11-day run and that's down about 100-thousand people from last year's record attendance. Fair officials say the weather, the slow economy and drop in corporate events could be to blame.

09/03 The "New York Says Thank You Foundation" has brought their mission of hope to help make a difference for some Siouxland scouts who've battle their own tragedy. The foundation was founded on the premise that despite the incredible loss on Sept. 11, 2001. The group came to the Little Sioux Scout Ranch to help them build a chapel.

09/11 Many gathered in New York, Washington, and in a field in Pennsylvania to pay their respects to those who perished in the September 11 attacks eight years ago.

**PROBLEMS AND NEEDS LIST
2009 THIRD QUARTER REPORT**

09/15 The 92nd Annual Clay County Fair is underway in Spencer, IA; and it's billed at "The World's Greatest County Fair."

09/17 There is a possible end of an era for Cadillac. General Motors says it has big plans for Cadillac, but right now those plans don't appear to include Sioux City or any other town in the area. In Sioux City, Hoak Motors began selling the brand in 1956; but, all that will come to an end on October 31st, 2010 due to Cadillac's parent company, General Motors, who has decided not to renew the franchise.

09/30 Flooding has been Sioux City and Woodbury County's biggest disaster threat for years and emergency responders from all spectrums of government got together today for the first functional flooding drill at Western Iowa Tech's Security Institute.

09/30 School kids, along with some adults, got to weigh in on what they want to see in the Children's Museum of Siouxland. Wednesday was the last of three adult sessions and many parents, community leaders and caring citizens came to the meeting to voice their opinion. Also on Wednesday, some experts decided to go right to the source and asked children during a 'dream catching' session.

SYNDICATED PROGRAMMING

KTIV-TV has broadcast the following syndicated programming material in response to the problems and needs of our viewing area–

- AgDay Monday-Friday 5:00-5:30am

Daily syndicated newscast of agriculturally related topics. This program addresses Problem and Need # 10.

- U.S. Farm Report Sundays 6:00-7:00am

Weekly wrap-up of agriculturally related topics. Addresses Problem and Need #10.

- American Latino Sundays 9:30-10:00am

Distributed by Artist & Idea Management. Features Latino-themed segments on travel, cultural events, colleges, music, sports, etc. Addresses Problem and Need #5.

- LatiNation Sundays 5:00-5:30am

Distributed by AIM Tell-A-Vision Group, LatiNation is a weekly half hour magazine that takes a look at the impact of Latino culture in the U.S. and all things fun and cool.

Horizon's of the Spirit: Calling's Sunday, 7/19/09 1:00 – 1:30pm

Distributed by the Interfaith Broadcasting Commission. Horizons of the Spirit features programming that creates awareness and appreciation for the importance of faith in the American life. Addresses Problem and Need #5 and 9.

NETWORK (NBC) PROGRAMMING

KTIV-TV has broadcast the following network programming which address many of the problems and needs of our viewing area.

- Today Show Monday - Friday 7-10am

Meredith Vieira and Matt Lauer interview top newsmakers and examine various topics of interest daily.

- Meet the Press Sundays 8-9am

Moderator David Gregory interview top newsmakers from the week.

- Dateline NBC Various dates/times

Host Anne Curry examines various topics of interest each week.

SHORT FORM PROGRAMMING

KTIV demonstrates a strong commitment to our community by broadcasting public service announcements (PSA's) for many area non profit organizations. The PSA's are listed below which aired during this quarter, with reference to the specific problem or need which was addressed. Unless otherwise noted, all PSA's are 30 seconds in length. Specific dates/times are not given here, but are available on request.

The following PSA's ran during the 3rd quarter 2009

<u>Advertiser</u>	<u>Title</u>	<u>Problem & Need</u>
Ad Council	Flu Prevention	3
American Cancer Society	Relay for Life	4, 3
American Cancer Society	Pink Ribbon Golf	4, 3
Governor's Traffic Safety	Seat Belt Safety	2, 9
IA Alliance for Mental Health	Recovery	3
Iowa Broadcasters Assn.	National Guard	8
NAB Congressional PSA's	Online Predators	6, 3
NAB Congressional PSA's	Breast Cancer Awareness	3
NAB Congressional PSA's	Diabetes Health	3
North High School	Starfest 2009	4
Partnership for a Drug Free Iowa	Various Drug PSA's	3, 10
S.C. Art Center	ArtSplash	4
S.C. Art Center	Festival Favorite	4
S.C. Art Center	Clyde Butcher Exhibit	4
S.C. Community Theatre	High School Musical 2	4
S.C. Community Theatre	Chicago	4
S.C. Chamber of Commerce	Chamber Dinner	4
S.C. Convention Center	Mardi Gras Festivale	4
S.C. Convention Center	Big Parade	4
S.C. Police Dept.	Crimestoppers	6
S.C. Police Dept	Traffic Light Education	6
St. Luke's CMN	DQ Miracle Treat Day	3
United Way	Live United	3,5,6,4
USDA	Ash Borer Beetle	10