

**2011
First Quarter**

**KTIV
Problems and Needs
Programming List**

KTIV Television, Inc.
Sioux City, IA

2011 LISTING OF PROBLEMS AND NEEDS
(In order of importance as determined by community interviews
conducted between 1/1/10 – 12/31/10)

1. **Economic Development:** Includes need to attract business and industry to the region and create a better-skilled labor pool for potential and existing employers.
2. **Need for Recreations and Cultural Activities/especially for Young People**
3. **Economy (tied with #4):** Includes need for affordable housing/jobs, lower taxes and concern about businesses closing and layoffs.
4. **Local Government/Community Concerns:** Includes need for community pride, accountability of local governments and taxation.
5. **Infrastructure:** Includes repair of streets and potholes, improving existing infrastructure and keeping the airport open. Cleaning up communities.
6. **Need for Volunteers/Funding for Local Organizations and Non-Profits.** Included issues about funding for local service organizations and clubs and the difficulty in attractive new volunteers and keeping current volunteers active in these organizations.
7. **Minority/Ethnic Concerns:** Includes the need to bring diverse populations together to create better relationships within communities and concerns over illegal immigration.
8. **Agricultural/Rural Concerns:** Including concerns about the agricultural economy and its affects on rural communities and population loss in rural areas.
9. **Health Care/Social Issues (tied with #8):** Including issues about Seniors, quality daycare, mental illness, parenting education, growing obesity in the population.
10. **Environmental Concerns:** including natural resources, environmental quality and wildlife.

Other: Included by not limited to **Need for Family Values, Education, Lack of Religious Faith in Communities, Substance Abuse and Physical/Sexual Abuse.**

(Issued 3/30/11)

**PROBLEMS AND NEEDS LIST
2011 FIRST QUARTER REPORT**

Sat-Jan/22/11	St Luke's Medical Center/Family Spirit Series	2
Sun-Jan/23/11	North-Heelan Basketball Tournament for Breast Cancer	2
Mon-Jan/24/11	Junior League/40th Anniversary	6
Tue-Jan/25/11	North-Heelan Basketball Tournament for Breast Cancer	9, 2
Wed-Jan/26/11	St Luke's Medical Center/Family Spirit Series Iowa St. Extension Service	2
Thu-Jan/27/11	/Centering on Centers Conf. (child care)	8
Fri-Jan/28/11	Briar Cliff University presentation of Mystery at the Hotel DeLue	2
Sat-Jan/29/11	Siouxland Paramedics/National Heart Month	9
Sun-Jan/30/11	The Establishment /Rocks The Iowa National Guard benefit for deployed families	2
Mon-Jan/31/11	Center for Siouxland/Income Tax Credit Seminar	3
Tue-Feb/01/11	Sioux City Community Theatre / Mezzanine Cabaret Show	2
Wed-Feb/02/11	Mount Zion Baptist Church/Marriage Conference	9
Thu-Feb/03/11	The Establishment /Rocks The Iowa National Guard benefit for deployed families	2
Fri-Feb/04/11	Siouxland Paramedics/National Heart Month Promotion	9
Sat-Feb/05/11	Sioux City Go Innovation Market	2
Sun-Feb/06/11	Siouxland Dental Health/Healthy Smiles Month	1
Mon-Feb/07/11	Siouxland Management Alliance/Stay Jazzed	2
Tue-Feb/08/11	Siouxland Food Bank/Empty Bowls fundraiser & dinner	
Wed-Feb/09/11	Sioux City Go. /Innovation Market	2
Thu-Feb/10/11	Siouxland Dental Health/Healthy Smiles Month	9
Fri-Feb/11/11	NW Iowa Ag Outlook 27th Annual Conference and Trade Show	8
Sat-Feb/12/11	S.T.A.R.S. Winter Meltdown Benefit Auction	9
Sun-Feb/13/11	Sioux City Community Theatre "Boys Next Door"	2
Mon-Feb/14/11	S.T.A.R.S. Winter Meltdown Benefit Auction	1,7
Tue-Feb/15/11	Sioux City Concert Course / Readhead Express	2
Wed-Feb/16/11	Sioux City Chamber Music / Rawlins Piano Trio	2
Thu-Feb/17/11	Sioux City Community Theatre "Boys Next Door"	2
Fri-Feb/18/11	All America Band /Sea to Shinning Sea concert	2
Sat-Feb/19/11	Make-A -Wish Foundation / A Night at the Oscars fundraiser	1, 2
Sun-Feb/20/11	Children's Miracle Network/IHOP Miracle Pancake Day	9
Mon-Feb/21/11	Plymouth County Extension / Wind & Solar Energy Seminar	10
Tue-Feb/22/11	Le Mars Community Theatre / Daddy's Dyin' Who's Got The Will	2
Wed-Feb/23/11	Make-A -Wish Foundation / A Night at the Oscars fundraiser	1, 2
Thu-Feb/24/11	CMN/IHOP Miracle Pancake Day	9
Fri-Feb/25/11	Home Builders Association / Siouxland Home Show	2
Sat-Feb/26/11	Home Builders Association / Siouxland Home Show	2
Sun-Feb/27/11	Cancer Society / March Colon Cancer Awareness Month	9
Mon-Feb/28/11	Siouxland Institute of Film / Film Festival	2
Tue-Mar/01/11	Cancer Society / March Colon Cancer Awareness Month	9
Wed-Mar/02/11	Good Samaritan Society / Spring Fling Brunch & Style Show	2, 9
Thu-Mar/03/11	St. Luke's Home Care / CPAP Open House	9
Fri-Mar/04/11	S.T.A.R.S. Winter Meltdown Benefit Auction/Rider Registration	2
Sat-Mar/05/11	Sioux City Community Theatre / Youth Theatre	2
Sun-Mar/06/11	S.T.A.R.S. Winter Meltdown Benefit Auction/Rider Registration	2
Mon-Mar/07/11	Sioux City Concert Course / River City 6	2

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Tue-Mar/08/11	Sioux City Community Theatre / Alexander and the Terrible No-Good Very Bad Day	2
Wed-Mar/09/11	Abu Bekr Clown Unit /Breakfast Buffet	2
Thu-Mar/10/11	Mid-States Community and Economic Development Conference	3
Fri-Mar/11/11	Mt Zion Baptist Church / 12 Hours with God Concert	1
Sat-Mar/12/11	Alzheimer's Association / Wine & Roses Festival	9, 2
Sun-Mar/13/11	Northwest Iowa Community College / Career Fair	3
Mon-Mar/14/11	Sioux City Chamber Music concert	2
Tue-Mar/15/11	NE State Extension / Siouxland Garden Show	2,
Wed-Mar/16/11	Alzheimer's Association / Wine & Roses Festival	9, 2
Thu-Mar/17/11	Northwest Iowa Community College / Career Fair	1
Fri-Mar/18/11	South Sioux City Schools/Early Childhood Screening	9
Sat-Mar/19/11	Community Action Agency	2
Sun-Mar/20/11	Human Rights Commission/Multicultural Fair	7
Mon-Mar/21/11	United Way/ Women's Power Lunch	2, 7
Tue-Mar/22/11	Jackson Recovery Center/Friends of Recovery Banquet	other
Wed-Mar/23/11	Community Action Agency/Laugh Your Hat's Off	2
Thu-Mar/24/11	Sioux City Human Rights Commission / Cultural Fair	7
Fri-Mar/25/11	Mercy Medical Center/Protecting Families, Champion for Children Walk	other
Sat-Mar/26/11	Allen Consolidated High School Musical "Grease"	2
Sun-Mar/27/11	Council on Sexual Assault / Sexual Assault Awareness Month	other
Mon-Mar/28/11	Allen Consolidated High School Musical "Grease"	7
Tue-Mar/29/11	Bishop Heelan / Auction, Dinner & Dance	2
Wed-Mar/30/11	Council on Sexual Assault / Sexual Assault Awareness Month	other
Thu-Mar/31/11	St. John's Lutheran Church / Hike & Bike 4 Haiti	2

- **News Channel 4**

Monday-Friday	5:30 am	90 Minutes
Monday-Friday	7:26 am, 8:26 am	4 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.

**PROBLEMS AND NEEDS LIST
2011 FIRST QUARTER REPORT**

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 #9. The locally produced story topics included:

January:

- 3 – Mommy Thumb. Pain in your wrist from lifting your baby.
- 4 – Glasses that work for near and far sightedness.
- 5 – Lead Paint Dangers & new standards for kids.
- 6 – Defibrillator Dangers. Some believe they're being given to people who don't need them.
- 9 – Imagination Diet. Imagine what you want to eat, and you'll likely eat less when you have the chance to eat.
- 10 – Speed Walking. Walking quickly can actually be good for your body.
- 11 – Spine Camp. A Siouxland clinic starts classes to help patients understand the surgery their about to undergo.
- 12 – Infant CPR. St. Luke's Regional Medical Center's Children's Miracle Network is providing CPR training kits to parents of preemie infants.
- 13 – IBS Solution. A new treatment for people with irritable bowel syndrome.
- 16 – Baldness Discovery. A new breakthrough that could help people who lose their hair.
- 17 – Concussion Indicator. A new device on a helmet that helps coaches know if a player has been hit hard enough to sustain a concussion.
- 18 – Fit 4 Function. A program at a Siouxland clinic to help the community get in shape.
- 19 – Kids & Caffeine. How much is too much caffeine for young children.
- 20 – Toddler Exercise. What's good exercise for children?
- 23 – Ear Infections. The new guidelines for treating ear infections in children.
- 24 – Salt & Hearts. The impact salt has on your heart.
- 25 – Radon-Lung Cancer. The dangers of radon and how to test your home.
- 26 – Flu Season. How is this year's flu season going... and should people still be concerned?
- 27 – Skipping breakfast. Can doing that make your workout better or worse?
- 30 – Tobacco report on each U.S. State. How'd Siouxland do?
- 31 – Foreign stem cell treatments. Treatments overseas are showing benefit for some patients.

February:

- 1 – Wound Care. Mercy Medical Center opens new wound care center for people with wounds that just won't heal.
- 2 – CVA Droid. St. Luke's cardiologist now use Droid Smartphone's to read EKGs before patients even reach ER.
- 3 – Shoulder Replacement. The latest in surgery to help patients... less invasive better surgery.
- 6 – Tumor Profiling. A research lab is taking samples of tumors to see which treatment will kill the cancer the best.
- 7 – Alzheimer's Blood Test. A blood test that can help determine your risk for Alzheimer's.

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- 8 – MP3 Players. Wearing those earphones every day can damage your hearing. Some advice on how to limit the damage.
- 9 – Peanut Allergies. A doctor is helping treat peanut allergies by giving his patients small amounts of peanuts to build up resistance.
- 10 – Sleep Apnea and your Heart. The impact the sleep disorder can have on your heart.
- 13 – 3D Eye Strain. Those 3D movies and TVs can have a bad effect on some peoples eyes.
- 14 – Unhealthy Health Food. Not every low-fat, high fiber food is created equal.
- 15 – Statin & Cholesterol. Statin medications used to treat cholesterol can have side effects that may be treatable.
- 16 – Diabetes & Hearts. Diabetes is one of the leading causes of heart disease.
- 17 – Healthy Eggs. A new study shows eggs are better for us than they were a decade ago.
- 20 – Energy Drinks. How dangerous are they for teenagers?
- 21 – Hand Sanitizer. Two studies: one says it doesn't work for the flu virus... another says it only stays on your hands 20 seconds. Is that right?
- 22 – Botox. The wrinkle reducer is now being used to treat depression.
- 23 – Salt & your Heart. The government releases new guidelines for how much salt we should eat each day.
- 24 – Young women & Heart Disease. More women in their 30s are being diagnosed with heart problems.
- 27 – New MRI Safe Pacemaker. It's the same as the old one... just able to go in an MRI machine.
- 28 – Obesity surgery. The government changes the guidelines, making lap band surgery open to more patients.

March:

- 1 – James Rabe. A Siouxsland Colon Cancer Survivor talks about his battle with the disease.
- 2 – Teleconference Ultrasound. A new way for expecting patients to visit with a prenatal specialist through ultrasound and teleconference technology.
- 3 – Zinc & Colds. Do zinc drops really help you fight a cold faster?
- 6 – Disease Detectives. Doctors at a lab in Utah are trying to figure out some undiagnosable diseases.
- 7 – The government releases new recommendations for dealing with fevers.
- 8 – Colonoscopy Prep. We talk about the nasty stuff you have to do before having a colonoscopy.
- 9 – Facebook Anxiety. Apparently people who spend too much time on Facebook can develop anxiety and depression.
- 10 – Abdominal Migraines. It's a condition where you vomit continually.
- 13 – Teen Tanning Beds. Several states are working to pass legislation to ban teenagers from using tanning beds.
- 14 – New Lupus Drug. A new treatment is showing promise in helping lupus patients.
- 15 – Traditional Colonoscopy. We go through what a traditional colonoscopy consists of.
- 16 – Virtual Colonoscopy. It started about 5 years ago.. but has never caught on. Why?
- 17 – Pitch Helmet. A new helmet to help protect the heads of baseball players during the game.
- 20 – Diagnosing Hernias. Apparently it's more difficult in women because of their anatomy.
- 21 – BPA plastic concerns. New concerns are arising about the chemical BPA and how much of it Americans are taking in.
- 22 – Lap resection. A less invasive surgery to remove damaged parts of your colon.

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- 23 – Dental Visits for Kids. When should your child first go to the dentist?
- 24 – BioniCare Knee. A new option to help people with osteoarthritis in their knees.
- 27 – PTSD Treatment. A doctor is using an injection in the neck to help patients with PTSD.
- 28 – Alternatives for Allergies. Some supplements that may help relieve some allergy symptoms.
- 29 – Colon Cancer. A wife talks about her husband's battle with colon cancer before he died.
- 30 – Melanoma Drug. A new drug that's showing promise in getting rid of the deadliest form of skin cancer.
- 31 – Mold. It can develop in homes and be a problem for some, but you can get rid of it.

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. Economic Development: Includes need to attract business and industry to the region and create a better-skilled labor pool for potential and existing employers.

01/19 There are some big plans in the works for the abandoned John Morrell plant site. City officials say the plant would most likely be torn down and maybe light industry will be put in place. Nothing is finalized for the land; but, officials say they are very excited about the future for this land.

03/03 The John Morrell meat packing plant hasn't even been closed a year, but Sioux City leaders say there are major plans for the future. The city plans on tearing down the old structure and re-formatting the 23-acre site, to accommodate new, light industry. Officials estimate the businesses that eventually locate there could bring up to 400 new jobs.

03/04 On Friday, it was officially announced that Global Foods is looking to tear down the old John Morrell site in Sioux City and expand its business. Global Foods is making a 10-million dollar investment and has plans to put up a brand new facility. The project will bring more jobs, and a new look for the property along I-29.

03/25 Economic Development Director Debi Durham presented a new proposed model of economic development to members of the Siouxland Industrial Roundtable on Friday. It kicked off the region's economic development week.

03/31 Earlier in March, Stream Global Services said they would layoff of 250 people their Siouxland call center. On Thursday, the company announced they are looking to hire 500 people in the Sergeant Bluff, IA technical support call center.

2. Need for Recreations and Cultural Activities/especially for Young People

01/17 To celebrate Martin Luther King Jr. day; the Siouxland Habitat for Humanity partnered up with AmeriCorps members to give back to the community. About 30 volunteers worked to repaint, renovate and clean parts of the Midtown Community Center. Habitat for Humanity holds the event every year.

10/28 Briar Cliff hosted its first Tour and Treat on Thursday, inviting 50 students from Everett, Smith, and Sacred Heart schools to the campus. Kids got to go through a haunted tunnel, get some candy and even learn some campus history, all in an effort to show young students how fun college can be.

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10/29 Friday, second graders at Mater Dei dressed up as saints and gave presentations about what the saints did. Students and family members gave the second graders pennies because an old tradition says this allows the saints to come alive.

11/11 For kids at Covington Elementary School in South Sioux City, NE, Thursday was a day to celebrate money raised for the Siouxland Freedom Park. The school raised more than \$3,000 dollars in less than a month during the Great Covington Penny Push and they presented a check to area veterans during their celebration of Veterans Day.

11/17 Local college students were doing their part to help raise awareness about hunger and homelessness. Students asked folks to "Cram the Van" with food and other items for the Wayne Food Pantry and Goldenrod Hills Community Action Agency. People dropped off donations at Pamida grocery store in Wayne, NE, on Wednesday.

03/28 A Sioux City man faces trial after officers find three children in his care, alone and in deplorable conditions. 23-year-old Matthew Earl Rausch faces two charges of "neglect of a dependent person" for an incident back in November of 2010. Court paperwork shows a deputy was serving Rausch paperwork from the Department of Human Resources at his apartment, but Rausch wasn't home and found three children in the apartment with a huge mess.

3. Economy (tied with #4): Includes need for affordable housing/jobs, lower taxes and concern about businesses closing and layoffs.

01/04 With the economy is starting to bounce back, local realtors are optimistic that the housing market isn't far behind. A United Real Estate Solutions realtor says housing prices are still reasonable in the Siouxland area, with the median home price at 139-thousand dollars.

01/24 On Monday, Terry Branstad announced in Des Moines he's considering firing up to 15-hundred workers to cover the costs of employment agreements reached by Iowa's former Governor, Chet Culver. Specifics aren't known, but Branstad warns 1,000 workers hired since July and another 500 who are in the process of being hired could lose their jobs.

01/25 Sioux City's Lakeport Commons will be losing another clothing store. February 10th, Talbots, a women's clothing and accessories store, will close and begin moving out of its location. Talbots has operated in the Lakeport Commons since 2006.

02/01 With Sioux City city council working on its budget and may have to make cuts to the local fire and police departments in hopes to keep taxes from going up. One area the council is hopping not to make cuts is Economic Development; which attracts businesses to bring in vital tax dollars. Economic Development Director Marty Dougherty has agreed to cut 50-thousand dollars from the department's marketing budget.

02/10 Even though Iowa's population did rise, it didn't rise enough to keep up with other states. Because of that, the state will lose a congressional seat due to the Census numbers. Iowa will use a panel of two geographers and a lawyer to redraw its maps.

03/11 With prices at the pump continuing to rise and the uncertainty of how high they will go is on the minds of many in Siouxland. Between school buses, police cars, fire trucks and other city vehicles, the school district and city are trying to find ways to ease the pain at the pump.

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03/14 On Monday, Stream Global Services announced it will cut about 250 jobs from their call center in Sergeant Bluff, IA. Officials say the reduction in positions is due to an overall decline in volume by one of the company's clients though it's not clear which one. The layoffs take place on May 15th.

03/16 C-F Industries listed the ten-floor Terra Centre for sale with local realtor N-A-I LeGrand for 10.5 million dollars. The move comes just a year after a merger between Terra and C-F that made CF the second largest nitrogen fertilizer production company in the world.

03/18 Food prices across the country have surged 3.9% higher in February and they continue to climb. With prices rising it's impacting not only consumers, but also businesses and it could cost more to eat out or have dinner delivered. Some contributing factors include unrest in the Middle East, severe weather and crop shortages in Florida and abroad.

4. Local Government/Community Concerns: Includes need for community pride, accountability of local governments and taxation.

01/03 To get Iowa's fiscal house in order, Republicans have offered a package of \$500 million in spending cuts. Some cuts include state-funded preschool, charging state employees, including lawmakers, for health insurance and getting rid of the state's "stop smoking" programs. Republicans will have the majority in the Iowa House when the session starts one week from Monday.

01/10 Monday morning was the opening of the 2011 legislative session in Des Moines, IA. It was also the first day for five freshman lawmakers from Sioux City and while these men promise to work together on bills that benefit the folks back home, they also have to worry about what their party wants to do.

01/11 With the recent changes to Iowa's conceal and carry gun laws, many businesses have begun to look at ways they can stop weapons from entering their business. On Tuesday, the Board of Supervisors resolution to ban weapons on county property was met with strong opposition. The resolution failed to pass by a 3-2 vote; supervisors say it won't be going away.

01/14 In Des Moines, Iowa Friday morning, Terry Branstad was sworn in for an unprecedented fifth term leading the state after a 12-year break. After taking the oath of office, he talked about what he hopes to get done while in office.

01/18 Plans for the Liberty Industrial Park; which could bring more jobs to Sioux City, IA, are moving forward. The Woodbury County Supervisors went forward with the 25-thousand-dollar contract with McClure Engineering to start the first phases for the project Tuesday and officials say they will start with preliminary maps, master plans and regional meetings including with the City of Sioux City to create a proposed master plan for the project.

01/20 The Iowa House has approved a plan to cut spending by 500-million dollars over three years; a package that includes cutting 60 million dollars in funding for preschool programs in the state. Republicans hold a 60-40 seat majority in the House and approved the measure Wednesday night. Preschool advocates are now hoping the Senate votes against the measure.

01/25 Consumer advocate groups rallied in Des Moines, Wednesday, to push legislation that would put caps on high interest payday loans. The coalition urged legislators to pass a bill requiring a 36-percent interest rate cap on the loans, the maximum banks and credit unions are allowed to charge.

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01/27 Terry Branstad says balancing the state budget will take tough choices and not everyone will get what they want and state schools will have to do without an increase in allowable growth for two years. Even though layoffs are possible; Branstad promised prosperity would follow and there would be cuts to the small business income tax rate and a rollback of commercial property taxes over 5-years.

02/03 Changes to tax law mean many folks may have to wait a few more weeks for their cash while the I-R-S gets its processing system up to speed. The IRS says they won't be able to process many returns until at least February 14th; but if people file their tax return electronically and choose to have their refund directly deposited, it will let people see their refund quickly.

02/15 On Tuesday, the Iowa G-O-P announced that the Sioux City Orpheum Theater will play host to the final 2012 G-O-P presidential debate before the Iowa Caucuses. It will be broadcast on Fox News and will be the first event to ever be nationally televised from the Orpheum. Organizers say downtown will be a hot bed of activity in the days leading up to the debate and predicting hundreds of journalists will fill up hotels and restaurants. A concrete date is still being worked out.

02/18 Several Sioux City leaders are committed to a project that could cost Sioux City four million dollars each of the next three years. The city is looking at combining the fleet and field service departments and that is expected to cost 18 million dollars and with the councils tight budget it's likely to claim a library, museum, and a new fire station.

02/22 Sioux City leaders cut an additional one point three million dollars from their budget Tuesday, to keep taxes down for all local property owners. The tax levy will go from 17-dollars and 30-cents to 16-dollars and 54-cents; but, residential taxes will stay where they are because of the decrease in the state rollback. The council will vote on the proposed budget next Monday.

03/09 The Iowa House has voted to replace the free, statewide preschool program for four-year-olds with a scholarship program. The current program is estimated to cost the state 70-million dollars in the next fiscal year. Under the bill, families receiving a scholarship based on income, but would contribute between \$3 and \$133 a month for preschool themselves.

03/15 After almost two months of discussion and department reviews, the board of supervisors certified their final budget Tuesday morning. Supervisors heard from the public and adopted some changes to further reduce their proposed tax asking and tax rates. When all was said and done, the board of supervisors cut the budget by nearly 2-million-dollars.

03/21 On Monday, Chris McGowan was named the Siouxland Chamber's new leader. He is replacing Debi Durham, who is now the director of the Iowa Department of Economic Development. Previously, McGowan was the executive vice president of the Siouxland Initiative for more than seven years.

03/22 In South Dakota Governor Dennis Daugaard signed into law a bill on Tuesday, requiring women to wait 72 hours before having an abortion. It is the longest waiting period in the nation and is almost certain to land the state of South Dakota in court. The law is set to take effect July 1st, but it is expected to face a legal challenge from opponents who call it unconstitutional.

03/29 In an effort to protect people from losses incurred during such a disaster, FEMA expanded its flood plains nationwide. Once the maps are put into effect, those newly designated high risk flood zones may cause insurance and development headaches for many people. Woodbury County is trying to get some areas out of the "high risk" zones using new Lidar mapping technology.

- 5. Infrastructure:** Includes repair of streets and potholes, improving existing infrastructure and keeping the airport open. Cleaning up communities.

01/14 Officials hope to keep up the progress in turning highway 20 to four lanes in northwest Iowa. 18 more miles of the highway was recently added and with numerous expansions and the continual need for increased funding, the US 20 association says it will ask for funding at the state's Transportation Day in Des Moines.

02/15 Speed cameras were approved in construction zones along I-29 at the city council Monday night. Before they are installed, police are doing what they can to slow down drivers. Authorities conducted a traffic project after receiving complaints about speeders in a construction zone on I-29. Despite a sign designating the area as a 55 mile per hour zone, nearly 50 tickets were handed out in just over three hours.

02/25 Sioux City leaders are moving ahead on traffic cameras for the interstate and on Monday, they'll be asked to amend the current contract with RedFlex, the company that operates the red light cameras. The cameras could rake in millions for the city and leaders already have some of the money spent.

03/30 The Iowa House has approved new restrictions on cities, like Sioux City, that use automated cameras to catch speeders, or red light runners. Under a measure approved on Wednesday, the maximum fine for a red light violation would be \$50, roughly half of what most cities charge.

- 6. Need for Volunteers/Funding for Local Organizations and Non-Profits.** Included issues about funding for local service organizations and clubs and the difficulty in attractive new volunteers and keeping current volunteers active in these organizations.

01/18 On Tuesday, B-P-I's Regina Roth, and John Gleason of Klinger Companies, spoke to the Associates of Fundraising Professionals about how organizations could ask for money, and educate others on the importance of fundraising.

02/28 Some Siouxland students learned the importance of giving back to their community, Monday. Organizers say around 270 freshmen and sophomores from all of the Sioux City Public Schools learned more about giving back to community at the "Year of Volunteer" honors exchange day held at Morningside College.

03/23 Local leaders reached out, hoping to help the elderly. In Iowa, it's a problem for nearly four percent of older folks are at risk of hunger. To do something about it, nine local mayors delivered, or served, meals to community members.

- 7. Minority/Ethnic Concerns:** Includes the need to bring diverse populations together to create better relationships within communities and concerns over illegal immigration.

01/17 Sioux City marked Doctor Martin Luther King, Junior Day with a large gathering at East Middle School. Hundreds of people attended to honor his memory and lasting contributions of the civil rights pioneer.

8. Agricultural/Rural Concerns: Including concerns about the agricultural economy and its affects on rural communities and population loss in rural areas.

01/31 Nebraska farmers have until March 4th to apply for federal funding to help maintain or switch to organic production. Conservation service staff members will work with farmers to design plans that work best for their operations. This is the third year of the Organic Initiative.

02/09 Democrats have unveiled a 10-million package that would provide incentives for folks to go green. The plan would give consumers rebates; as much as 3-thousand dollars for house holds and about 15 thousand dollars for businesses who install wind and solar energy systems.

02/16 The South Dakota Department of Environment and Natural Resources Okayed a change for the construction deadline of Hyperion Energy's oil refinery, to be built in Union County, SD. An air quality permit was issued by the state Board of Minerals and Environment in 2009, saying the company had to start construction by February 20th, 2011; but, last June, Hyperion asked that the construction deadline be pushed back to August 20th, 2012. A 30-day public comment period about the change starts Thursday and ends March 21st.

02/21 Sioux County has been trying to stop Sioux Pharm from dumping wastewater filled with animal byproducts into a lagoon since June of 2009, but the company filed an appeal and continued to dump. But, the state Supreme Court upheld the county's ruling to cease all dumping and the county is giving Sioux Pharm until June 1st to clean up the lagoon.

9. Health Care/Social Issues(tied with #8): Including issues about seniors, quality daycare, mental illness, parenting education, growing obesity in the population.

01/07 After President Obama gave his approval to new rules for monitoring food safety; it means the federal government has more oversight and authority of the food processing facilities nationwide. The goal of the 1 and a half billion dollar update is to make food even safer, in hopes of preventing large-scale recalls.

01/12 In Akron, IA, a new, \$6 million dollar facility to care for the elderly may be in the future, after the current city-owned Akron Care Center failed a state inspection, last year, the proposed facility would be funded through city borrowed loans, fundraising efforts and donations. The city plans to break ground on the project next spring.

02/04 On Friday, 400 medical and pharmacy students turned out for the University of South Dakota's hosting of Disaster Preparedness training in Vermillion, SD. Students learned how to create triage units and some hands on training with emergency radio systems and other medical techniques for major emergency situations.

03/07 On Monday, Saint Luke's Regional Medical Center unveiled a new, state of the art surgery unit. The project took more then two years to complete and cost around 14 million dollars.

03/23 For uninsured South Dakotans, they have 37 community clinics to lean on, statewide. But, for Yankton, SD, wants its own to meet the towns growing need. On Wednesday

Yankton health leaders met with Senator Tim Johnson, of South Dakota to discuss the option of having their own clinic.

10. Environmental Concerns: including natural resources, environmental quality and wildlife.

02/07 New technology is allowing scientists and the federal government to look at what's really floating around in drinking water. Some say the toxin perchlorate, a salt-like substance that's shown to cause birth defects, is growing to unhealthy levels. Scientists are trying to figure out at what level perchlorate becomes harmful. The federal government is also looking into regulating 16 other chemicals that may cause cancer.

02/11 After having continuing problems with leaking waste water lagoons, a toxic recycling center and drinking water that must be boiled; the EPA is stepping in to clean things up with a document called an "Administrative Order on Consent". It's a legal document from the EPA that would mandate specific time tables for repairs at the three Macy utility sites.

Other: Included by not limited to **The Need for Family Values, Education, Lack of Religious Faith in Communities, Substance Abuse, Physical/Sexual Abuse**

01/06 Students and staff at St. Paul's Lutheran school in Sioux City were the recipients of a "smart board" interactive whiteboard, Thursday, as part of Hy-Vee's "Smart Points". The board is a touch display and hooks up to the computer helping give students an interactive learning experience.

01/13 For the 6th year in a row Farrell's Heating and Air Conditioning annual furnace giveaway is giving a Siouxland family a new furnace and a new air conditioner free of charge. The company also cleaned the ducts and put in a dehumidifier system.

01/26 Students at Sioux City's Clark Elementary have decorated recycling boxes for every room in the school and they're talking not just paper and cardboard, but aluminum, tin, and plastic. The program at Clark's been so successful; the school's had to order a second bin.

02/08 As part of Governor Terry Branstad's budget plan to set allowable growth for schools at zero-percent through fiscal year 20-12, members of the Iowa House have passed a bill that won't allow any increase in basic state aid to schools for two years. To offset the loss of those funds, another measure would shift about \$48-million from other parts of the budget.

02/17 Each week the Food Bank of Siouxland sends totes filled with sacks of snacks to kids in six Siouxland schools as part of the "Backpack" program. But, with fewer donated dollars coming in and with a tight school budget, the program is in danger. Kids will still get their snack pack for the rest of the year, but, there's no guarantee the program will still be around when the school begins in the fall.

02/23 A few businesses in the Morningside area are starting to pack up and move out of their building, as two buildings will be torn down to make way for at a new Kum and Go Convenience store. City officials say that no demolition plans are in place yet for the two buildings on the corner of Morningside and Lakeport, but it will be sometime in the near future.

02/24 More than a year since the death of 16-year-old West High School Junior Mickey Ehlers, her family is still grieving her loss. Destiny, one of Mickey's sisters, talked to students

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at West High through their media system. Students will see Destiny's speech Friday morning during the student newscast.

03/01 Tuesday morning schools in Dakota and Thurston counties were encouraged to "lock down", after a caller stated a man with a gun had entered an area school. Police were dispatched to each of the schools in South Sioux City, but a sweep of the grounds turned up nothing; no suspects or indications of a threat. Classes were back to normal an hour later.

03/02 On Wednesday, the high court ruled 8 to 1 that the First Amendment protects the protests by the Westboro Baptist Church. The decision upheld an appeals court ruling tossing out a 5 million dollar judgment to the father of a dead Marine who sued church members after they picketed his son's funeral.

03/08 Cornerstone World Outreach Faith Center could lose its assets, including the eight-million dollar worship center that opened in 2008. Court records show a mechanics lien was placed on the property after three contractors didn't get paid for their work. The property includes the church itself, a recording studio and land the church had planned on developing; but it doesn't include the other church on Gordon Drive, where they hold services. The 118-acre property will go to auction on May 3rd.

03/17 The U-S postal service will once again study the possibility of consolidating Sioux City's mail processing center to Sioux Falls South Dakota. The study will determine capacity needs at the facility in order to increase efficiency and improve productivity. It should be complete this spring or summer.

03/24 On Thursday, the American Postal Workers Union 186 met with Sioux City leaders to discuss how to counter another move to consolidate. In their meeting, union leaders shared how, in the last five years, they've become more efficient moving more mail with fewer employees. The union will hold a number of meetings with the city to prepare a counter offer to the postal service's plan.

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 # 8.

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

Weekly wrap-up of agriculturally related topics. Addresses Problem and Need #8.

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The following PSA's ran during the 1st Quarter 2011:

<u>Advertiser</u>	<u>Title</u>	<u>Problem & Need</u>
Alzheimer's Assn.	Wine & Roses Festival	2, 9
Cancer Society	Colon Cancer Awareness	9
CMN	IHOP Pancake Day	9
Good Samaritan Society	Style Show	2, 9
Humane Society	Gourmet Apple Sale	6
IA Office of Drug Control	K-2	other
Iowa Broadcasters Assn.	National Guard	other
Iowa Office of Drug Control	K2 Awareness	other
March of Dimes	March for Babies Call to register	9
NAB	Future of TV	other
P.D.F.I.	Various Drug PSA's	other
Sioux City Police Dept	Crimestoppers	other
United Way	Women's Power Lunch	2, 9