

**2011
Second 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)

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 2.5 Minutes

Around Siouxland is a community affairs program of KTIV-TV. The program is hosted by Matt Breen, Kristie VerMulm, Ron Demers and Christy Batien, 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. Some shows were repeated during local breaks on Saturdays and Sundays.

Date/Time	Topic	Problem or Need
Fri-Apr/01/11	Sioux City Concert Course / Romanza's Tenorissimo	2
Sat-Apr/02/11	Food Bank of Siouxland / Scouting For Food	9
Sun-Apr/03/11	Sioux City Community Theatre/ Wait Until Dark	2
Mon-Apr/04/11	Le Mars Chamber / Spring Fever Antique show	2
Tue-Apr/05/11	Community Action Agency / Project Head Start	9
Wed-Apr/06/11	Sioux City Community Theatre/ Wait Until Dark	2
Thu-Apr/07/11	Food Bank of Siouxland / Scouting For Food	9
Fri-Apr/08/11	Iowa State Extension/ Mid-Town Spaghetti Dinner	10
Sat-Apr/09/11	March of Dimes	9
Sun-Apr/10/11	Rock the Mighty Mo	2, 9
Mon-Apr/11/11	Siouxland Artists Group / See What's Bloomin'	2
Tue-Apr/12/11	All America Band / Palm Sunday Concert	
Wed-Apr/13/11	Siouxland March of Dimes / March for Babies	9
Thu-Apr/14/11	Center For Siouxland / Rock Mighty Mo	9
Fri-Apr/15/11	Nuns on the Run / A Heavenly Experience Ladies Day Luncheon	2
Sat-Apr/16/11	Friends of the Sioux City Public Library / Book Lovers Book Sale	2
Sun-Apr/17/11	Orange City Tulip Festival	2
Mon-Apr/18/11	Sioux City Schools / Student Artworks Show	9,7
Tue-Apr/19/11	MS Walk	9
Wed-Apr/20/11	Friends of the Sioux City Public Library / Book Lovers Book Sale	2
Thu-Apr/21/11	Orange City Tulip Festival	2
Fri-Apr/22/11	Sunrise Retirement Community / The Siouxland Senior Open	9

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Sat-Apr/23/11	Iowa Lakes Conference	2
Sun-Apr/24/11	Gehlen Catholic / Friends of Gehlen Ball	2
Mon-Apr/25/11	Trees for Siouxland	10
Tue-Apr/26/11	Le Mars Community Theatre / Whose Wives Are They Anyway	2
Wed-Apr/27/11	Iowa Lakes Comm. College Health Conference, Medical Mystery Tour	2
Thu-Apr/28/11	Gehlen Catholic / Friends of Gehlen Ball	2
Fri-Apr/29/11	Briar Cliff University / 110 In the Shade	2
Sat-Apr/30/11	Kid's Fair	2, 9
Sun-May/01/11	Le Mars Tour of Homes	2
Mon-May/02/11	Boys Scouts / 6th Annual Boy Scout Classic Golf Outing	2
Tue-May/03/11	St. Luke's / Runway Review	7
Wed-May/04/11	Mercy Medical & St. Luke's / Kid's Safety Fair	2, 9
Thu-May/05/11	LeMars Historic Preservation / Tour of Homes	7
Fri-May/06/11	Siouxland Paramedics / EMS Week	9
Sat-May/07/11	Siouxland Mental Health/Many Faces of Mental Illness	9
Sun-May/08/11	Sioux City Community Theatre / Dixie Swim Club	2
Mon-May/09/11	Sioux City Artists / Shades of Pink	2
Tue-May/10/11	Tri-State Trails / Pancake Breakfast & Bicycle Tour	2
Wed-May/11/11	Siouxland Mental Health/Many Faces of Mental Illness	9
Thu-May/12/11	Sioux City Community Theatre / Dixie Swim Club	2
Fri-May/13/11	Food Bank /Letter Carriers Food Drive	
Sat-May/14/11	Iowa State Extension Mid Town/Summer Program	2
Sun-May/15/11	Heart Association/ Siouxland Heart walk	9
Mon-May/16/11	Siouxland Freedom Park/ Remembrance Run/Walk	4
Tue-May/17/11	Siouxland Humane Society / 3rd Annual Quilt Auction	2
Wed-May/18/11	Iowa State Extension Mid Town/Summer Program	10
Thu-May/19/11	Heart Association/ Siouxland Heart walk	9
Fri-May/20/11	Siouxland Aging Services / Senior Care Expo	9
Sat-May/21/11	Senior Care Expo	
Mon-May/23/11	Alfa Center / Walk For Life	9
Tue-May/24/11	O'Brian Co. Tourism / Cemetery Tour	2
Wed-May/25/11	Big Sioux Cat Anglers/Cat Fish Classic	2
Thu-May/26/11	Sioux City Concert Course/Season Preview	2
Fri-May/27/11	Cornerstone Church / Event	2
Sat-May/28/11	Cornerstone Church / Event	2
Sun-May/29/11	S.T.A.R.S./ Annual Horse Show	2
Mon-May/30/11	S.T.A.R.S./ 2nd Annual Charity Golf Tournament	2
Tue-May/31/11	Abate District 20 /Motorcycle Car Drive for support for Siouxland Soldiers	2
Wed-Jun/01/11	Cherokee PRCA Rodeo	2
Thu-Jun/02/11	Morningside College / Summer Series	
Fri-Jun/03/11	Quota Club/ Annual Tour of Gardens	2
Sat-Jun/04/11	Lewis & Clark Festival	2
Sun-Jun/05/11	BB/Big Sisters	7
Mon-Jun/06/11	Friends of Lewis & Clark St. Park / Lewis & Clark Festival	2
Tue-Jun/07/11	Big Brothers Big Sisters/Mentoring	7
Wed-Jun/08/11	SAUK Trail Bike Ride/Fundraiser	2
Thu-Jun/09/11	Spencer Flagfest	2
Fri-Jun/10/11	Briar Cliff University SIFE/Middle School Leadership Camp	2
Sat-Jun/11/11	Relay For Life	9
Sun-Jun/12/11	Art on the Corner	2

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Mon-Jun/13/11	Sioux City Artist / Art on the Corner	2
Tue-Jun/14/11	S.T.A.R.S./ Annual Horse Show	2
Wed-Jun/15/11	Clay County/ Relay for Life	9
Thu-Jun/16/11	St. Luke's/ Baby and Bowser	9
Fri-Jun/17/11	Seventh-Day Adventist Church/ Father's Day Fair	
Sat-Jun/18/11	Brunsville Centennial	2
Sun-Jun/19/11	Storm Lake/ Star Spangled Spectacular	2
Mon-Jun/20/11	Brunsville Centennial	2
Tue-Jun/21/11	Storm Lake/ Star Spangled Spectacular	2
Wed-Jun/22/11	Cosmopolitan Club/Golf Tournament	2
Thu-Jun/23/11	Rise Ministries/Rise-Fest	2
Fri-Jun/24/11	Girl Scouts of Greater Iowa/ Joy Hollow Open House	2
Sat-Jun/25/11	Ronald McDonald House/Golf Tournament	9
Sun-Jun/26/11	Village Northwest / Annual Public Independence Day Celebration	
Mon-Jun/27/11	Western IA Dairy Alliance, Midwest Dairy Assn./Dairy Month Open House	2
Tue-Jun/28/11	Village Northwest / Annual Public Independence Day Celebration	2
Wed-Jun/29/11	Ronald McDonald House/Golf Tournament	9
Thu-Jun/30/11	City Schaller/Popcorn Days	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.

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:

April:

- 3 – Saliva Test. A test to check to see if you're predisposed to diseases.
- 4 – Alzheimer's. There's a new test they're working on to tell if you're at risk for Alzheimer's.
- 5 - Donor Month. We talk to a heart recipient about his life-saving gift.
- 6 – Joe Piscatella. The longest-living heart bypass survivor talks about how he's lived so long.
- 7 – The Royal Diet. The Middleton's are on a special diet... but it may not be right for everyone.
- 10 – Mental Lap Band. It's like Lap Band without the surgery. Through hypnosis you mentally imagine you had the lap band surgery.
- 11 – Acupuncture. Women are now trying the practice to help stop hot flashes.
- 12 – Yogurt Nutrition. How nutritious is yogurt, and which one's the best?
- 13 – Allergies. The latest on seasonal allergies for adults and children.
- 14 – Chewing tobacco. A push is on to get major league baseball to ban chewing tobacco.
- 17 – Apple a day lowers cholesterol.
- 18 – Heartburn help when medication doesn't work.
- 19 – St. Luke's Regional Medical Center opens a new Cardiac Unit.
- 20 – St. Luke's has some new high-tech beds that play music and increase safety for patients.
- 21 – Unhealthy Moms. New study says being a mom can make your lifestyle more unhealthy.
- 24 – Nano-computer chip technology. They're using it to fight superbugs.
- 25 – Premie for a day. Nurses at St. Luke's are learning what it's like to be a premie by doing some hands on training.
- 26 – Kids & acid reflux. It's becoming more and more of a problem for kids because of obesity.
- 27 – Ovarian cancer. Researchers have found a genetic link with the disease.
- 28 – Asthma treatment. The latest in treatment for asthma sufferers.

May:

- 1 – Spider Veins. There's a new FDA treatment to get rid of those blue veins.
- 2 – Oral HPV. More people are getting HPV in their mouths because of oral sex.
- 3 – Peanut Allergies. It's more common these days in kids.
- 4 – Schools doing more to cater to kids with peanut allergies.
- 5 – Latex Glove ban. The push is on to ban latex gloves because of an increased number of latex allergies.
- 8 – New autism screening for babies may help diagnose sooner, and get treatment sooner.
- 9 – More girls reaching puberty early.
- 10 – Child abuse. It's a growing problem... we look at signs and symptoms.
- 11 – Women's health. Important topics for women during women's health week.
- 12 – Alzheimer's Diet. There's a new diet being pushed that could help stave off symptoms of Alzheimer's.
- 15 – Odd Aneurysms. Even the smallest of things, like a sneeze, can trigger an aneurysm in people who are at risk.
- 16 – Chocolate Milk. There's a push to take chocolate milk out of the school lunch room because of the sugar in it.

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- 17 – Autism study. A new study shows more kids are being diagnosed with autism... this story looks at why.
- 18 – Autism demo. A Siouxland teacher gives a sensory demonstration to kids to learn what it's like to have autism.
- 19 – Kids CT Scans. Why doctors are trying to keep kids out of CT scanners.
- 22 – Freezing off your wrinkles. It's the new thing to do.
- 23 – New ratings have been released for football helmets.
- 24 – Sex assault equipment. St. Luke's Regional Medical Center has new equipment to make gathering samples easier for sexual assault victims.
- 25 – Stroke Story. A stroke survivor talks about what it's like to comeback from the debilitating event.
- 26 – Cryoablation. Using freezing to treat heart conditions.
- 29 – Wireless devices may cause wrinkles... at least that's what some medical personnel think.
- 30 – HIV prevention. A new push to lower the risk of HIV.
- 31 – Walking. Some tips on how to get back in the summer walking routine, without hurting your body.

June:

- 1 – Workout Apps. Many people are using smart phone and MP3 player apps to get in shape.
- 2 – Vitamin D. Apparently taking more of the supplement during pregnancy can help prevent RSV in newborn babies.
- 5 – Latisse. They're using the lash-growing product to re-grow hair on bald men.
- 6 – Sugar vs. Fat. Which has more calories and is actually worse for your health?
- 7 – Diabetes. New research shows stem cells may be able to help cure type one diabetes.
- 8 – Flood water bacteria. Why you should stay out of flood water.
- 9 – Flood mental health. The emotional and mental toll being displaced by flood water can take.
- 12 – Chemotherapy shortage. There's a shortage of the cancer medication in the medical world.
- 13 – Leukemia breakthrough. New discovery that could help kids with the disease.
- 14 – Birth control review. The FDA is looking in to Yaz and Yasmin because they could cause blood clots.
- 15 – Tetanus. Do you need a tetanus shot if you're going to be walking through flood water?
- 16 – Trench foot. A condition that can occur if you spend too much time standing in flood waters.
- 19 – Stroke. Stem cell research is going on that could reverse the damage of a stroke.
- 20 – Bullying. A new study shows that sleep deprivation may make kids more likely to be bullies.
- 21 – Mold in flooded homes. It's a problem and can be bad for your health.
- 22 – Mosquitoes in the flood zone. With more standing water there will be more mosquitoes, and therefore a greater risk for West Nile virus.
- 23 – New FDA cigarette labels... meant to disgust smokers.
- 26 – Proton therapy for breast cancer... it can reduce the side effects of radiation.
- 27 – New research shows breast implants increase the risk of some cancers.
- 28 – Less invasive hip surgery for teen athletes who get injured.
- 29 – People with childhood cancer are often more likely to fight cancer a second time in adulthood.
- 30 - Fourth of July Safety... tips to remember when grilling out and shooting fireworks in Siouxland this holiday weekend.

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.

04/05 On Tuesday the Hartington Community Economic Development Corporation broke ground for their new housing development. The 833-thousand dollar Westfield Acres development project, which includes the land purchased and infrastructure costs, will be completed in two phases

04/13 Sioux City will get the money it needs to tear down the former John Morrell plant. Word came on Wednesday, as Sioux City's delegation continued to meet with lawmakers, and government officials in Washington, D.C. The city had sought a 2-million-dollar federal Economic Development Administration grant to tear down the rest of the plant.

05/13 South Dakota's environmental agency has recommended approval of Hyperion Energy's request to alter the construction start deadline for a \$10 billion oil refinery near Elk Point, SD. The state Board of Minerals and Environment will make a final decision at a July 25th hearing in Pierre.

06/08 Less than a year after breaking ground, Grand Falls Casino near Larchwood Iowa will open Thursday to the public. The resort includes slot machines, table games, a hotel with 97 rooms, three restaurants and a 1200 seat Event Center.

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

04/29 Even though Earth day was last week, students at Irving Elementary School celebrated this week. Kindergarteners through fifth graders worked on various projects this week, including planting flowers outside, making t-shirts out of newspapers, and making structures out of recyclable products.

05/17 Sioux City is home to a number of organizations aimed at helping young people and finally, there's one for Native American youth. "Native Youth Standing Strong" meets every Tuesday, at 4 o'clock, at the Four Directions Community Center, on Water Street in downtown Sioux City. Organizers say anyone is welcome, regardless of race.

06/10 East High School student council is selling t-shirts for \$10 to help raise money for flood relief. The shirts have two designs, "Make Levees not War Flood Fight 2011" and "Flooding SUX Flood Fight 2011". They have sold about 400 t-shirts so far.

06/30 On Thursday, many were in downtown Sioux City, sweating it out to enjoy plates full of Cajun cuisine. That evening the Mardi Gras Festivale took place at 7:30 p.m., at the Orpheum Theatre. The whole event has grown out of Sioux City's "sister city" relationship with Lake Charles, Louisiana.

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

04/08 Lawmakers continue their debate, Friday, on the federal budget. If an agreement isn't decided by Midnight, the government will shut down for the first time since 1995 and it is a move that impacts millions of American families.

05/03 With the price of gas now topping \$4 in several states and averaging \$3:88 in Sioux City; companies and personal pocket books are feeling the pain at the pump. Because of the rising prices, some may decide not to travel as much.

05/04 Post offices across Siouxland may be in jeopardy of shutting down after several studies by the USPS, but Congressman Steve King and Senators Chuck Grassley and Tom Harkin are asking that the studies be made public. They also say they want another public meeting held so folks have an opportunity to react to the findings.

05/11 Superior Foods, of California, shut down the harvesting portion of its Hawarden plant. 49 workers were let go, Wednesday at the former Iowa Lamb plant because the sheep industry is trending down and the supply can't support the harvest operations at the plant. The company hopes that if the market turns around, harvest operations can re-start.

05/17 The Iowa government is looking to reduce the tax local businesses pay, by as much as 40%, over the next five years with the idea it could keep business from moving out of Iowa and bring new business back. In a version passed by the Iowa House, local governments are limited in how high they can raise the property tax levy, with another component equalizing state aid to local school districts.

05/18 Consolidation at one Iowa company means more than 100 workers will lose their jobs by the end of July. Advance Pierre Foods will move work from its local manufacturing lines in Orange City, IA, to plants in Oklahoma, and Ohio.

06/13 With the Missouri River flooding closing some businesses, workers have been temporarily laid off. To help some of those employees, South Dakota Department of Labor and Regulation officials say those workers may be eligible for unemployment insurance benefits. The affected employees have to meet certain eligibility guidelines and monetary wage requirements to qualify.

06/17 Sioux City's mail processing center will be closing and moving operations 80 miles north to Sioux Falls, SD and impact 28 job. Career employees will be reassigned to the Sioux Falls processing center or to other vacant positions in the immediate area. Officials cite a 20 percent decline in mail volume in the last few years for the move.

06/28 Flooding on the Missouri River has caused the toll bridge, at Decatur, NE, to closed because of erosion of the embankment around the bridge on the Iowa side. As one of a handful of crossings between Iowa and Nebraska, the town banks on thousands of cars crossing the toll bridge. Officials in Decatur say there's a chance the bridge could reopen in a few days if the road is shored up.

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

04/14 Since Saturday's storms, many rumors started to circulate about the future of Mapleton, IA and on Thursday, leaders held a meeting to clear up those rumors. The meeting covered numerous topics for the future of the town.

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04/19 Iowa made history by becoming the first state in the nation to finish the hard task of redrawing legislative districts. The new maps, signed into law by Governor Terry Branstad on Tuesday, show the state's urban districts gaining population and the rural areas losing people.

04/20 At a town hall meeting, in Sheldon, IA, Wednesday, Congressman Steve King admitted he doesn't know what the ballot will look like in 2012, but that he'll be on it. Congressman King also answered questions about the new legislative maps, Governor Branstad signed into law Tuesday.

04/28 For dozens of residents who live a few miles outside of Sioux Center, IA, the sound of gunfire could become a daily annoyance. Land that use to be the Sandy Hollow Golf Course could become a gun range.

05/02 After the president announced that Special Forces killed Osama Bin Laden in Pakistan on Sunday; it brought celebrations in the streets in some US cities. But in Siouxland it brought a range of emotions, for those who lost a loved one in the war in Afghanistan or by the terrorist attack on the twin towers, the Pentagon and Shanksville, Pennsylvania.

05/09 Officials say it could take two to three more months before FEMA funds reach Mapleton, Iowa. Funds would go to debris clean-up, and public entities in and around Mapleton, like the city, the county, and non-profits like the school; but first, officials say, groups will have to draft "project worksheets," listing their needs.

05/10 Produce vendors near Merville, Iowa have had a fight with Woodbury County about selling goods along a busy intersection. The fight has gone on for a couple years, but now the two groups could be reaching an alternative; by building a 60 by 120 foot lot.

05/24 The slowing of the economy and the loss of revenue to the county has started a battle of needs between the Board of Supervisors and the Woodbury County Sheriff's Office. One side needs more money to pay officers and keep our streets safe, while the other wants to keep the cost to the taxpayers down.

05/26 On Thursday, a bill that would require Nebraska minors to obtain notarized parental consent for an abortion has advanced to Governor Dave Heinemann. The bill requires a parent or legal guardian to grant written consent for the abortion before a notary and require the notary to keep the consent agreement confidential.

05/30 Monday, residents in Dakota Dunes were urged to be out of their homes by Thursday due to record amounts of water headed down from upstream dams on the Missouri River. State, county and local officials teamed up to create a levee that would be about 10 feet tall and run the distance along the river of Dakota Dunes.

06/02 Iowa governor Terry Branstad issued a disaster emergency proclamation for six counties that straddle the Missouri River on Thursday. That will free up state aid and resources to help the counties to prepare for flooding and help once the water levels go down.

06/07 As water starts to move closer to I-29 and fill up lower-lying parts of the riverfront; three of the five flood gates have closed on the Big Sioux River. Officials did this, to keep river levels from dumping excess water into the Missouri.

06/08 Thursday morning, Siouxland senators were at a hearing to deal with expanding the National Flood Insurance Program, which is set to expire in September. The Senate Banking Committee, chaired by South Dakota Senator Tim Johnson, met to get questions answered by FEMA ahead of a possible vote to re-authorize the program.

06/15 South Dakota Governor Dennis Daugaard said the state's rainy day fund will cover flood prevention costs, so no spending cut or tax increase will be needed. The governor said

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the state has spent about \$10 million in the first two weeks of work to prevent flooding in Pierre, Fort Pierre and the Dakota Dunes area and FEMA is likely to reimburse the state for about 75% of that cost.

06/20 Senate Democrats have said that they've agreed to Republican demands to limit state spending and approve a two-year budget. The Democrats announced the agreement Monday and party leaders said a bill fleshing out the budget will move through a committee and will be debated in the full Senate on Tuesday.

06/24 On Friday, South Dakota Senator John Thune was in Dakota Dunes, SD, looking for possible modifications of how the Army Corps of Engineers practices flood control.

06/27 Monday afternoon, President Obama approved the disaster declarations for Woodbury, Monona, Harrison, Pottawattamie, Mills and Fremont counties. This allows the federal government to pick up roughly 80% of the costs of damage to public facilities due to flooding.

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

04/06 With warmer weather comes more construction and starting April 12th, Phase II of the Pearl Street Reconstruction project will begin. Work includes replacing sanitary sewer services, storm sewer intakes, water main services, paving, and sidewalks.

04/25 On Monday, the Sioux City police department, along with the Iowa Department of Transportation will begin installing speed cameras in road construction areas along the Interstate 29.

05/25 Sioux City official's say contractors had planned to open 6th street from Douglas to Pearl the last week in May, but recent rain has prohibited crews from finishing. The project is part of the Pearl Street Reconstruction project that is replacing sanitary sewer, storm sewer, paving and sidewalks along Pearl Street from 4th to 7th.

05/31 On Tuesday night, the South Dakota governor's office closed Exit 1, on Interstate 29, to anyone heading into the Dunes, including residents who were told to use Exit 2. The governor's office also ordered that only residents were allowed into Dakota Dunes Tuesday evening.

06/14 The Iowa Department of Transportation will help Sioux with a new road project along the old John Morrell site. On Tuesday, the DOT Commission met and approved a RISE grant for the city, which will go towards a road that will connect what is now Bluff Road and run along I-29, bringing access to the new Global Foods Incorporated area. The cost is about \$660 thousand for construction of an access road.

- 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.

04/07 Camp High Hopes officials and future campers accepted donations, on Thursday, totaling over \$8,000 dollars. The donations were collected at Eldon's Restaurant when BPI Executive, Regina Roth and South Sioux City's Economic Development Director, Dan McNamara were guest bartenders on St. Patrick's Day.

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04/12 On Tuesday, the Food Bank of Siouxland got a new refrigerated truck and it will be a part of the Mobile Pantry Program. The truck, given from a team of sponsors including United Way and the Siouxland Community Foundation, will be used to deliver food throughout 15 counties.

05/23 The volunteer Emergency Medical Team at the new Sioux Center Ambulance service now has all new state-of-the-art equipment and that can mean a big difference between life and death. The 25 EMT's and Paramedics of the Sioux Center Ambulance average around 500 calls a year.

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

04/27 The United Way held their 11th annual Women's Power Lunch in Sioux City, Wednesday. There was food, raffles and the speaker was Ali Vincent, who was the first woman to win NBC'S, "The Biggest Loser."

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

04/18 U.S. Secretary of Agriculture Tom Vilsack and E-P-A Administrator Lisa Jackson are scheduled to visit farms near Pleasantville and Prairie City and a biodiesel plant near Newton on Tuesday. It's the first time farmers will meet Jackson and have an opportunity voice their concerns certain EPA programs and the challenges farmers face.

04/19 A cool, wet spring and tornados are preventing many farmers from planting their corn. The states climatologist says last week was the wettest in Iowa since early November. The U-S-D-A says just 2% of Iowa's corn acreage has been planted so far and in Nebraska, 3% of the corn has been planted; while in South Dakota they haven't started to plant corn.

04/26 Ag officials say this year's spring planting, in Iowa, is among the slowest in a decade, with only 3% of the state's corn crop in the ground; compared to 61% at the same time last year. In Nebraska, only 5% of the states corn planting is complete; compared to 20% last year at this time. Ag Statistics Service says no corn has been planted in South Dakota.

05/16 On Monday, Iowa's Secretary of Agriculture Bill Northey compliments good weather for the increase in planting across the state. Northey says with the good weather we're now ahead of the five-year average of planting for both corn and soybeans. 92% of Iowa's corn is planted; it's behind last year's 96%.

06/01 The U.S. Department of Agriculture officials said the weather limited planting and herbicide applications for Nebraska, which has put farmers well behind the average with the cool spring. Corn planting is 97% complete and soybean planting is 78% complete.

06/03 The Nebraska Emergency Management Agency has encouraged farmers and ranchers located in or near flood zones to take precautionary measures to minimize potential flood damage. Some tips would be to secure structurally unstable material, turn off electrical power, gas and water supplies and retrieve all important farm records.

06/16 South Dakota Representative Kristi Noem introduced a bill, Thursday that would end the \$.45 per gallon Volumetric Ethanol. The proposal would end the tax credit early which it's currently set to expire at the end of 2011.

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06/23 Farmers are being urged to contact their crop insurance companies at the first sign of damage. Federal risk management agency officials say the current flooding is the result of extraordinary amounts of rainfall this spring and winter snow runoff, which is a natural cause of loss and is covered by crop insurance. The insurance companies have hires additional adjusters to help settle claims.

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

04/01 Back in January, former Iowa Governor Chet Culver made cuts to all state agencies. For the Department of Human Services, that equaled 27.3 million dollars and nearly 2.5 million of that came from the Cherokee Mental Health Institute, forcing the facility to cut the number of youth and adolescents it treats at a time. State Representative Jeremy Taylor is helping lead the charge to restore funding at Cherokee and hopes to restore the 12 beds lost, by the next fiscal year.

05/05 To save a billion dollars over the next ten years, the government won't be sending out benefit checks. As the result of new social security payments, those receiving social security payments will be switching to direct deposit. Those receiving paper checks will need to switch by May 2013.

06/22 The Iowa Senate has approved a measure that calls for spending over \$1 billion on Medicaid. The spending was part of a \$1.5 billion measure funding human services programs.

06/29 On Wednesday, officials at the Cherokee Regional Medical Center showed off a new LifeNet helicopter similar to one that will be based at their hospital, starting later this summer. The hospital is getting the helicopter through a partnership with Air Methods of Colorado, which operates LifeNet helicopters.

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

04/20 MidAmerican's plans to expand its wind energy capability in Iowa and on Wednesday, more details were available about the project and what's involved in the five counties that will be home to this massive project.

05/26 According to South Dakota's Governor Dennis Daugaard, with water being released at historic levels, those living in what is considered the Missouri's 100-year flood plain are at risk. Also, some in the Pierre area that live in what's considered a 500-year flood plain will be affected and while most communities aren't affected, the flood plain does stretch into North Sioux City.

06/21 Tuesday evening the Army Corps of Engineers announced that releases will increase to 160 thousand cfs by Thursday. The amount of the release will continue to challenge local levees and could continue at that rate into August

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

04/04 Education groups predict Governor Terry Branstad's plan to freeze state spending on local schools would force more than 15-hundred layoffs. The groups say the layoffs would happen as the state is only beginning to recover from the recession and also warn time is running out because school budgets must be certified in April, which also is when layoffs notices must go out.

04/11 The estimates from Saturday's tornado in Mapleton, IA, 142 homes and businesses were damaged, or destroyed. City officials say they've restored electricity to 95-percent of the town and gas service is back to about half of the town.

04/15 Despite the devastation from the April 9 tornado, spirits in Mapleton, IA, remained positive. The Maple Valley-Anthon Oto High School is still holding prom Saturday night, even though, their school has suffered some damage.

04/21 To raise awareness about the importance of the dangers that come with drinking and driving; Mothers Against Drunk Driving or MADD came up with PowerTalk 21. MADD chose April 21st because prom is wrapping up for many schools and graduation is right around the corner. PowerTalk 21 was recognized by the U-S Senate and by the state of Nebraska.

05/06 A town is coming together after a fire that started Wednesday night in an old blacksmith shop. It spread to a nearby storage building; then the Manilla Fire Department. In recent weeks, the town has also lost two of its residents.

05/12 Summer is almost here and kids will be out of school. While many will enjoy playing outdoors, others will spend their days at home on the internet and experts say cyber predators are waiting for them.

05/19 Sioux City administrators are already planning for big changes in the school cafeteria, next year. A government-mandated hike in the price of school lunches will mean healthier food in line; a provision of the healthy hunger free kids act of 2010. It requires districts to boost their prices by up to \$.10 per year if they sell lunches, on average, for less than the amount of the federal subsidy.

05/20 Saint Luke's Regional Medical Center officially opened the Frances Kline SAFE room on Friday. The Sexual Assault Forensic Examination room is designed to be more warm and comfortable for victims and was made possible by several donors.

06/06 Even though a temporary levee will be constructed around Port Neal Energy Center in Salix, IA; CF Industries will temporarily shut down the plant's nitrogen manufacturing plant. The closure is a precaution because the company isn't sure how high the Missouri River will rise.

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

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

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 2nd Quarter 2011:

Advertiser	Title	Problem & Need
Center for Siouxland	Rock Mighty Mo	9
Iowa Broadcasters Assn.	National Guard	
Iowa Summer Games	Summer Games	2, 9
JD Gordon Advertising	Fridays of the Promenade	2
March of Dimes	March for Babies Call to register	9
Norfolk Comedy Festival	Comedy Festival	2
P.D.F.I.	Various Drug PSA's	
Siouxland Cancer Society	Relay for Life	9
Siouxland Food Bank	Shopping For Food	6
Siouxland Freedom Park	Freedom Walk/Run	4
Siouxland Center for Active Gen.	Martinis-Bikinis etc	2, 9
Sioux City Convention Center	Mardi Gras Festival	2
Sioux City Convention Center	Big Parade	2
Sioux City Police Dept	Crimestoppers	
St. Luke's	Runway Review	9, 2
United Way	Women's Power Lunch	2, 9
USDA	Emerald Ash Beetle	5