

**2011
Third 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-Jul/01/11 | Make -A-Wish/Hy-Vee Car Show | 2, 9 |
| Sat-Jul/02/11 | Monona County Fair | 2 |
| Sun-Jul/03/11 | SCCT / Bye Bye Birdie | 2 |
| Mon-Jul/04/11 | Active Generations / Bikinis & Boxers | 2 |
| Tue-Jul/05/11 | Mt Zion/ Annual Women's Day | 2 |
| Wed-Jul/06/11 | SCCT / Bye Bye Birdie | 2 |
| Thu-Jul/07/11 | Monona County Fair | 2 |
| Fri-Jul/08/11 | SCCT / Bye Bye Birdie | 2 |
| Sat-Jul/09/11 | Heritage Music Festival for Youth Scholarships | 2 |
| Sun-Jul/10/11 | South Sioux City High School/Crazy for You | 2 |
| Mon-Jul/11/11 | South Sioux Visitors Bureau/Cat Attack | 2 |
| Tue-Jul/12/11 | Le Mars Community Theatre | 2 |
| Wed-Jul/13/11 | South Sioux City High School/Crazy for You | 2 |
| Thu-Jul/14/11 | Heritage Music Festival for Youth Scholarships | 2 |
| Fri-Jul/15/11 | Dakota Thurston County Fair | 2,8 |
| Sat-Jul/16/11 | Dakota Thurston County Fair | 2,8 |
| Sun-Jul/17/11 | Morningside College/Summer Series | 2 |
| Mon-Jul/18/11 | Morningside College/Summer Series | 2 |
| Tue-Jul/19/11 | Big Brothers Big Sisters/Charity Shoot out | 9 |
| Wed-Jul/20/11 | Dakota Thurston County Fair | 2 |
| Thu-Jul/21/11 | Okoboji Lutheran Bible Camp/Quilt Auction | 2 |
| Fri-Jul/22/11 | Remsen Union HS/Mud Volleyball Tournament | 2 |
| Sat-Jul/23/11 | STARS | 9 |

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| | | |
|---------------|---|-----|
| Sun-Jul/24/11 | Siouxland Community Health/2nd Annual 5K Fun Run | 2,9 |
| Mon-Jul/25/11 | Siouxland Aging Services/Sun and Fun | 9,2 |
| Tue-Jul/26/11 | S.T.A.R.S./ Gill Hills Charity Run | 9 |
| Wed-Jul/27/11 | Siouxland Community Health/2nd Annual 5K Fun Run | 9,2 |
| Thu-Jul/28/11 | Life Skills Foundation / Charity Quilt Auction | 9 |
| Fri-Jul/29/11 | Sioux City Art Center/ArtSplash | 2 |
| Sat-Jul/30/11 | Children's Miracle Network/Miracle Miles 5K run | 9,2 |
| Sun-Jul/31/11 | South Sioux City/ Cardinal Festival Days | 2 |
| Mon-Aug/01/11 | South Sioux City/ Cardinal Festival Days | 2 |
| Tue-Aug/02/11 | Heritage Bike Ride | 2 |
| Wed-Aug/03/11 | Children's Miracle Network/Miracle Miles 5K run | 9,2 |
| Thu-Aug/04/11 | Lifetree Café | 9 |
| Fri-Aug/05/11 | St. Luke's Health System/Miracle Treat Day | 9,2 |
| Sat-Aug/06/11 | St. Luke's Health System/Miracle Treat Day | 9,2 |
| Sun-Aug/07/11 | 6th Annual Veterans Appreciation Day/ | 2 |
| Mon-Aug/08/11 | IFOPA.Lincoln's Legacy | 9 |
| Tue-Aug/09/11 | Lawton Fireman's Association/Centennial | 2 |
| Wed-Aug/10/11 | Adams Homestead/Adams Homestead Celebration | 2 |
| Thu-Aug/11/11 | 6th Annual Veterans Appreciation Day/ | 2 |
| Fri-Aug/12/11 | Mt Zion/ Pastor's Anniversary | 7 |
| Sat-Aug/13/11 | Siouxland Humane Society/Pets on Parade | 2 |
| Sun-Aug/14/11 | Grand Meadow Museum /Heritage Festival | 2 |
| Mon-Aug/15/11 | Mercy Health Center / Women's Night Out Ticket Sales PJ Party | 9,2 |
| Tue-Aug/16/11 | Community Action Agency/Benefit Concert | 9,2 |
| Wed-Aug/17/11 | Siouxland Humane Society/Pets on Parade | 2 |
| Thu-Aug/18/11 | Grand Meadow Museum /Heritage Festival | 2 |
| Fri-Aug/19/11 | Pink Ribbon Golf Tournament | 9,2 |
| Sat-Aug/20/11 | ONA-Bike | 2 |
| Sun-Aug/21/11 | Hanover Historical Society / Hanover Festival | 2 |
| Mon-Aug/22/11 | Onawa Chamber/ ONABike | 2 |
| Tue-Aug/23/11 | Christ the King Lutheran Church/Art of Marriage | 9 |
| Wed-Aug/24/11 | St. Luke's Medical Center/Occupational Health Conference | 9 |
| Thu-Aug/25/11 | Hanover Historical Society / Hanover Festival | 2 |
| Fri-Aug/26/11 | Christy Smith/Cherish a Child Remembrance Walk | 2 |
| Sat-Aug/27/11 | Heart Association/Heart Walk | 2,9 |
| Sun-Aug/28/11 | Clay County Fair | 8 |
| Mon-Aug/29/11 | Le Mars YMCA / Sprint Triathlon 9/10 | 2 |
| Tue-Aug/30/11 | Heart Association/Heart Walk | 2,9 |
| Wed-Aug/31/11 | Sheldon Iowa Celebration Days | 2 |
| Thu-Sep/01/11 | Clay County Fair | 8 |
| Fri-Sep/02/11 | Girls INC/Judd | 2 |
| Sat-Sep/03/11 | Girls INC/Judd | 2 |
| Sun-Sep/04/11 | Sunrise Retirement/Find Out Fridays | 9 |
| Mon-Sep/05/11 | Life Skills Foundation / Plymouth County KC Phone-A-Thon | 9 |
| Tue-Sep/06/11 | National Guard Mapleton 133/Reunion | 2 |
| Wed-Sep/07/11 | Sunrise Retirement/Find Out Fridays | 9 |
| Thu-Sep/08/11 | Onawa American Legion/Sept 11th Commemorative | 2 |

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- **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:

JULY:

- 3 – Artificial Pancreas. The latest in the research to make an artificial pancreas for diabetes patients.
- 4 – Cosmetic Lenses. Using colored contact lenses without a prescription can cause long lasting damage to your eyes.
- 5 – Infant CPR simulator. Doctors and nurses at St. Luke’s Regional Medical Center are learning life-saving skills with a new very life-like baby simulator.
- 6 – Scar Reduction. What you can do to reduce the appearance of scars.
- 7 – Mammogram Study. The government does an about-face on when to get your first mammogram.
- 10 – Saliva test. The test can determine if a child’s scoliosis is going to get worse... or stay the same.
- 11 – Obesity Rankings. The latest rankings in how the states stack up.
- 12 – Facility Preserves & Stores amniotic fluid for use when later illness strikes.
- 13 – Pulmonary Fibrosis. A family with Siouxland connections puts up a billboard to raise awareness about pulmonary fibrosis.
- 14 – Osteoporosis Study. They are studying bones aboard the last flight for Space Shuttle Atlantis.

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- 17 – Researchers find a chemical in the body makes fatty foods addictive.
- 18 – New groundbreaking rehab helping quadriplegics walk.
- 19 – New smart phone app to help docs monitor labor before they get to the hospital.
- 20 – Fetal Alcohol Conference. Siouxland doctors learning about the occurrence of fetal alcohol spectrum disorders.
- 21 – iPad Autism. The hand-held computers are being used to help kids with autism.
- 24 – Cataracts. Babies can be born with cataracts... and if removed quickly, sight can be saved.
- 25 – Ultrasound Facelift. Doctors are now using ultrasound to do facelifts instead of surgery. Less invasive.
- 26 – New hospital working to treat disfiguring military injuries.
- 27 – School physicals. Physicals being offered for student athletes... what they need to be checked for.
- 28 – Heat & food cravings. We crave comfort foods in the winter... so do we crave certain things when the temp heats up?
- 31 – Generic drugs. Manufacturers are releasing new medications as generic drugs because patents have lapsed.

AUGUST:

- 1 – GPS fertility. Doctors are using GPS trackers to help determine the number of eggs and help women get pregnant.
- 2 – Aggressive Prostate Treatment. Doctors say the cancer has gotten more aggressive, and so their treatments need to be more aggressive.
- 3 – Heart Valve Approval. A new procedure gets approval to help heart patients.
- 4 – Chronic Pain treatment. New therapies can help get rid of chronic pain for good.
- 7 – Art therapy for brain injuries. A former patient says it really helped her overcome challenges.
- 8 – Less invasive spine surgery for damaged discs.
- 9 – Taking DHA during pregnancy can reduce colds in babies after.
- 10 – Magnet Therapy. Doctors say magnet therapy can zap depression away.
- 11 – Wheelock FOP. An update on Lincoln Wheelock and how his FOP is progressing.
- 14 – Laser cancer treatment. Apparently lasers are making treatment more accurate.
- 15 – Heart attack vest. It can help restart your heart if it stops.
- 16 – I-Spy cancer trial. It's a new treatment that finds the tumor and hits it hard.
- 17 – Backpack pain for kids. Kids who load too much in their school backpacks can end up with back pain.
- 18 – Flood socks. Permara tested socks in the flood zone to see if they kept workers' feet dry.
- 21 – Smart phone eye strain. Smart phones are wreaking havoc on our eyes.
- 22 – Gold eye shunt. A piece of gold is used to help patients with glaucoma.
- 23 – Targeted chemo for cancer. A new way to pinpoint tumors with targeted therapy.
- 24 – Breast cancer vaccine. The Mayo Clinic is working on this.
- 25 – Leadership training for Siouxland doctors.
- 28 – Knee pain relief. Researchers are growing cartilage in the lab to inject in knee.
- 29 – Skin scope. It can see if a mole is cancerous.
- 30 – Brain cancer vaccine. It's being tested at a lab in Minnesota.
- 31 – Facebook reminder. A University of Iowa doctor created a way for teens to be reminded to take their medicine by using Facebook.

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SEPTEMBER:

- 1 – Parent-Child Integrated Therapy. It can help parents learn skills to handle children with behavioral issues.
- 4 – Eye Infections. People with macular degeneration developed eye infections after injections of the drug Avastin.
- 5 – New treatment for macular degeneration.
- 6 – Smartboard vision. Apparently smartboards can be hard on students' eyes.
- 7 – Baby Swaddle. A new way to swaddle a baby in a blanket that reduces the risk of SIDS.
- 8 – Chronic disease management. Doctors in Siouxland are getting together to look at ways to manage long-term diseases.
- 11 – Stem Cells from fat. They're using them to grow bone.
- 12 – Fall sensors. A way for hospitals to know if a patient is about to fall and hurt themselves.
- 13 – New hair transplant. Help for men and women with hair loss... and it doesn't require plugs.
- 14 – New treatment for lymphoma.
- 15 – Concussions. New standards out for all three Siouxland states dealing with athletes who suffer concussions during games.
- 18 – Child strokes. Children can have strokes just like adults... and they can be just as debilitating.
- 19 – Prostate cancer screenings. Why it's so important for men to get checked.
- 20 – Biggest Loser Preview. Advice for losing weight from Biggest Loser trainers.
- 21 – Dental Stem Cells. Researchers say they can use the stem cells in teeth for a lot of medical treatments.
- 22 – Hairloss. It may be just as connected to genetics as it is lifestyle factors.
- 25 – Infant heart surgery. A baby undergoes a rare heart surgery while in the womb.
- 26 – Liposuction. Apparently it can lower your risk for heart disease.
- 27 – Post-partum. There's a new program at a North Carolina hospital to specifically cater to new moms with post-partum.
- 28 – Art Therapy. St. Luke's Regional Medical Center puts up photographs around hospital after learning that art can speed healing.
- 29 – Botox migraines. CNOS is using botox to reduce the pain and occurrence of migraines in its patients.

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.

07/06 According to MSN.com, Sioux City and the surrounding suburbs is ranked number two on their list of "the Most Affordable Place to Live in 2011". This comes on the heels of Forbes' placing Sioux City in the top fifteen on their 2011 "Best small places for business

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and careers". Sioux City got high remarks for a solid business climate, affordable housing, and low crime rate.

07/19 WinnaVegas casino, near Sloan, IA, has been closed since June because of flooding, but is looking at buying three duck boats to ferry people to and from the casino. Officials have been trying to figure out a way to return their employees and patrons back to the casino and while the water covering the road is only about two feet deep, tribal officials are confident the duck boats can safely get folks back to the casino.

08/15 Crews began removing an 8ft dirt berm at the front of Bev's on the River and the Hilton Garden Inn on Monday. They piled the dirt from the berm on-site, but couldn't haul it out, because the road to get there is still under water.

08/26 The Iowa Economic Development Authority announced over \$700 thousand in HUD Challenge Grants will be awarded to communities through a fund administered by the Iowa Downtown Resource Center and Main Street Iowa. One of those communities is LeMars, IA; the grants will benefit projects such as facade repair of downtown buildings and other improvements.

08/30 On Tuesday, crews were working hard inside and out to get Bev's on the River and the Hilton Garden Inn up and running by September 15th. Part of the staff returned to work Tuesday, with the majority of them coming back next week. Both businesses have been closed for months due to flooding.

09/21 After the new Grand Falls Casino Resort near Larchwood, Iowa opened in June, managers said the casino is on target with projected gaming revenue. The casino also put a lot of people to work, hiring about 700 employees.

09/29 Two business, TM one and Royal Canin USA are looking to expand in South Dakota. TM one set up shop a year ago in North Sioux City and currently employs 50 people. Royal Canin USA; a pet food manufacturer has purchased property in North Sioux City. The company is a subsidiary of Mars Pet Care and bought the former Edge Teleservices property earlier this month.

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

07/01 On Friday, organizers finished preparations for the festivities for the weekends Saturday in the Park. The stage was ready, but speakers were being put and wired together. While most vendors will wait till Saturday to set up, some decided to start on Friday.

07/28 On Thursday the 145th Winnebago Pow-Wow began and the drums were rumbling and the dancers were dressed in their native outfits on for the annual event. It brings in 2,000 to 3,000 people from around the country to Winnebago, NE and is the oldest pow-wow in North America.

08/02 Keeping people away from drugs, crime and other trouble was the focus of several celebrations at the "National Night Out" on Tuesday night. Celebrations took place in Sioux City at Cook Park, Grandma Moos Park, Leeds Pool, Riverside Lutheran Church and Mid-Town Community Center. There were also celebrations in North Sioux City and South Sioux City.

09/07 A Siouxland program that help local girls to learn all about what the world has to offer is celebrating 25 years. The Sioux City's Girls Inc. is the only program of its kind in Iowa and helps local girls learn that life is an adventure.

09/28 Washington elementary school students were greeted a little bit differently on the way to school Wednesday morning. Volunteers like Superintendent of Schools Dr. Paul Gausman, welcomed students who laced up their shoes to walk to school.

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

07/13 Closure of the Decatur Bridge along Highway 175 has hit the local economy of Onawa, Iowa hard. Officials say the town depends on the bridge to bring in traffic from Decatur, Nebraska and many other surrounding towns. Local businesses have lost customers and the hour long detours around the bridge have folks spending a lot for gas. The state's Department of Transportation officials said they're at a stand still until high waters on the Missouri decrease.

07/18 Back in May, employees at an Orange City, IA, manufacturing plant were told that they would be laid off from Advance Pierre Foods Company. But, the company has postponed those layoffs and delayed moving its manufacturing lines to plants in Oklahoma and Ohio. More than 100 employees are affected.

08/01 Lay-off notices are being sent to up to 95 workers at 36 Iowa Workforce Development offices that are closing. An Agency spokeswoman says the layoffs will happen in two phases, with the first involving about 45 workers in 31 offices and should be completed in 60 to 90 days. Then all offices will be closed by December 31st.

08/08 A decline of more than 600 points dropped the Dow industrials below the 11,000 mark on Monday and memories of the 2008 financial crisis drove investors away from risky investments. Monday was the first trading day after Standard & Poor's downgraded American debt from triple-A to double-A-plus on Friday.

08/11 The Lewis and Clark Regional Water System was designed to distribute water to communities across South Dakota, Iowa, and Minnesota and 20 recipients have paid the majority of their share. However, the federal government still needs to pay much of theirs' so some communities will see water flowing later, rather than sooner.

08/12 On Friday it was announced that two Sioux City's Postal branches will permanently close September 16. The Northside post office on Hamilton Boulevard and the Morningside Post office on Morningside Avenue will close their doors and officials said folks with PO boxes at either location will need to decide where they want their mail forwarded.

08/25 For months, Sioux City has wanted to know why the United States Postal Service will close its mail processing plant in October and move operations to Sioux Falls. While there has been a lot of talk; on Thursday, city leaders had a chance to sit down with Postal Service officials to talk face to face.

09/09 More people are taking flight out of Sioux Gateway Airport, but a subsidy that Delta is requesting; part of the essential air service act, is on the chopping block in Washington. Delta lowered prices weeks after the airline announced its intention to pull out if they don't start to see a federal subsidy for their service.

09/16 Sioux City's Northside and Morningside postal branches closed Friday, leaving only the main post office open. Those post office boxes will be moved to the main post office and available 24-7 along with 24-hour access to the service kiosk. Sioux City's Mail Processing center will also close at the end of September.

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

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07/06 Iowa Governor Terry Branstad stopped in Blencoe, IA, on Wednesday. Local officials asked for the Governor's help in securing financial support while they continue dealing with the flooding. A major issue, right now is the city's sewer system; where they have groundwater flooding pipes and overloading the sewer's pumps.

07/07 With the goal of getting federal government to assist through a presidential disaster declaration, Nebraska officials started assessing damage in the state on Thursday and officials say there are several homes under several feet of water. On the tour with FEMA, Nebraska Emergency Management was focused on public infrastructure.

07/26 On Tuesday the US Postal Service announced 3,600 more Post Offices in Siouxland are being considered for closure nationwide. 178 of them added are in Iowa alone, mostly in rural areas. In Nebraska, 11 Siouxland offices made the list for study and in Southeast South Dakota there are four offices under consideration.

8/15 South Dakota Senator Tim Johnson got a chance to see the full extent of the flood damage in Dakota Dunes, Monday. Johnson last toured the area in early June, shortly after the community had been evacuated, but before the community had been completely inundated by the river. He hopes the massive flood is a once in a lifetime event.

08/16 The Board of Supervisors voted to ban guns and other dangerous weapons in four county buildings, Tuesday. The Woodbury County Courthouse, the Law Enforcement Center, Prairie Hills, and Trospen-Hoyt are the four Woodbury County buildings where concealed weapons are no longer welcome.

08/19 During a meeting in Omaha, NE, Friday morning, the governors of seven Missouri River states told the Army Corps of Engineers that flood control comes first. All of the leaders signed a letter, addressed to the Secretary of the Army, that; in the wake of historic summer flooding along the Missouri River; flood control must be the highest priority.

08/24 On Tuesday, residents in the Riv-r-land Estates heard the news that FEMA had changed its mind and would allow folks in Union County to apply for individual disaster assistance. While some aren't sure how much they will receive, many know cleaning up won't be cheap.

09/02 On Friday, a debate was held at Sioux City's City Hall to discuss the demolition of the John Morrell plant. The council voted 3 to 2 in favor of the high bid from a Colorado firm. An Omaha company submitted the lowest bid, but the company submitted its bid with numerous clerical errors, however they have agreed to honor its bid price. Local leaders worry that accepting the low bid with errors would hurt the integrity of the bidding process in the future.

09/06 Woodbury county officials are in the final stages of adopting new flood plain maps from FEMA, something that has been in the works since late 2009. The new map will allow a new set of residents to get flood coverage.

09/20 Republican presidential candidate Ron Paul spoke to a room packed with about 100 supporters, in Sioux City, Tuesday afternoon. He told them that liberty, not the federal government, leads to a free society and markets. Former House Speaker Newt Gingrich was at Sioux City's Morningside College Campus and spoke to a mostly college crowd peppered the presidential hopeful with questions about his views on abortion, energy, and jobs.

09/23 On Friday, the city council announced that Nicole Jensen-Harris will replace Andrew Mai as city attorney. Jensen-Harris has worked as an assistant attorney for the city since 2008 and before that, she spent six years working for a private firm in Sibley, Iowa.

09/27 The summer's flooding turned the Sioux City riverfront into a sand and silt-filled beach and on Tuesday, city council members saw it with their own eyes. Crews are saving the sand for winter and the dirt that was left behind is being worked back into low spots along

the riverfront. Officials say the more that's left behind; the more protection there is for any future flooding.

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

07/08 The U-S 20 Corridor Association has been working to make Highway 20 four lane since the 1960s and it could be a reality in the next six years. All that is left is a 33 mile stretch, from about Highway 71 to Merville remains to be finished.

07/22 Despite the lower river levels, water near the Wynstone community is beginning to surround the main road leading into the community. The road is open, but residents request that only community members and volunteers enter into the development to avoid congestion.

08/22 Since the speed cameras became operational in Sioux City along I-29 in May; they have made the city \$132 thousand dollars. Even with losing one in a traffic accident in June, city officials say that puts them right on target to reach their \$2 million dollar goal for its current 2012 fiscal year.

09/01 On Thursday, the Hamilton Boulevard exit on Interstate 29 has opened a day early. The lines were repainted and the traffic signals are back up and running. The intersection has been closed since June 4th because of flooding.

09/07 Governor Branstad has asked for more time to make road repairs damaged by flooding on the Missouri River. Federal law requires that repairs be completed within 180 days of a disaster and that would mean a November deadline, but the river hasn't receded enough in many areas to allow damage assessments or repairs. Branstad and Senate Majority Leader Michael Gronstal have sent letters to Washington, asking that the requirements be waived.

09/13 Plans are in the works to rebuild the bridge over the Missouri River on Interstate 680; north of Council Bluffs into Omaha. The Iowa DOT plans to get bids for the flooded bridge that's been closed since June.

09/21 With flood waters reseeding, city leaders in South Sioux City Nebraska are talking about what needs to be repaired. Along the riverfront, electrical work along Riverview Drive which includes the city's campground and baseball fields needs to take place. Despite an estimated cost of about \$1 million, the city administrator says it's important to get everything up and running

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.

07/05 Norfolk's "Orphan Grain Train" is helping flood victims clean up with their "Project Scrub Bucket". They are collecting as many scrub buckets as possible, along with cleaning supplies to fill them up.

07/14 Girls Inc, which provides a place for girls to gather and learn, celebrated 25 years in Siouxland on Thursday and marked the milestone with ice cream floats. Organizers say Girls, Inc. is much more than an after school program and follow a national curriculum.

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

07/25 South Dakota's Board of Education approved standards for teaching the history and culture of the state's Native American people. The standards outline grade level specific activities and resources for teaching the standards. The 2007 Indian Education Act mandates the development of course content for curriculum in South Dakota Native American history and culture.

09/14 The Department of Justice is granting almost \$3-million to the Omaha, Winnebago, and Santee Sioux tribes to help enhance law enforcement practices and crime prevention efforts such as drug enforcement, public safety and tribal youth programs.

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

07/12 South Sioux City is receiving over \$97 thousand dollars from the USDA Rural Development Rural Business Enterprise Grant program to help develop a new small business development project in the All America Subdivision of South Sioux City. Walthill, NE is receiving over \$56 thousand from the USDA grant program to help finance an assessment to conduct and determine a site to a start-up heat log manufacturing facility and update an existing dog rescue business.

07/27 There's no doubt that peaks and valleys come along with farming, but for some working the land near the Missouri River, this year is the lowest of lows. Insurance can help cover some of the input costs, like seeds and chemicals. But, farmers say this summer will set them back for years to come; especially with crop prices currently so strong.

08/05 Farmers and Ranchers in Nebraska spent a lot more for production last year than the year before and they spent nearly \$16 billion more than in 2009. The U.S. Department of Agriculture says the money was spent on higher rent, farm machinery and tractors.

08/18 The U-S Department of Transportation has decided not to move forward with the idea that farmers should be required to have commercial driver's licenses. The department looked at whether farmers who drive tractors and semitrailers on rural roads can keep motoring without the same kind of regulations that apply to long-haul truckers.

09/08 Nebraska farmers are donating nearly \$67 thousand to help Red Cross relief efforts in Japan. The money that was raised by the sale of nearly 9,000 bushels of grain that farmers donated, will help fund the Red Cross international relief program and help Japan rebuild from the earthquake and tsunami that struck in March.

09/12 Some farmers in the Siouxland area have gotten a good look at their land for the first time in months and are faced with a huge task of cleaning and prepping for next year. On Monday, Iowa State University, in conjunction with University of Nebraska Lincoln, held a webinar for area farmers wanting to know how to deal with their damaged crop land.

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

07/28 Mercy Medical Center in Sioux City has earned an award from the American Association of Blood Banks for their transfusion services. Mercy is now one of 23 hospitals in the US that has accreditation for perioperative transfusion services. The perioperative process allows blood lost by a patient during surgery to be processed and recycled and returned to the patient's body.

08/04 US Senator Ben Nelson was in Nebraska on Thursday, telling folks why he broke ranks with Senate Democrats, and voted against a bill to raise the debt ceiling. Nelson says it could mean serious cuts to Medicare and Social Security and that the solution to America's spending woes is cuts in programs that won't compromise those that seniors depend on.

08/10 For the upcoming school year, state officials are requiring two varicella vaccinations for chicken pox before Norfolk students can enroll. However, a shortage in the vaccine has made it tough for students to get their second vaccinations in time.

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

07/11 Officials with the US Army Corps of Engineers say Fort Peck will be reduced to 140 thousand by Friday. Also, Garrison Dam will be reduced to 135 thousand Tuesday from 140 thousand cubic feet per second and then will be reduced further to 130 thousand by Thursday.

07/15 Hard rains over the last few weeks have brought flooding to a place miles away from the Missouri. Friday morning some folks in the Iowa Great Lakes woke up to water in their backyards, and their docks and hoists being swallowed up by the rising water. Officials are hoping culverts recently installed on Lower Gar Lake will help drain all the lakes in the area.

08/26 South Dakota wildlife officials predict that pheasant hunters should be in for another good season despite an estimated 46% drop in bird numbers. Officials said last year's harsh winter took a toll on hens, but the pheasant population in the main part of South Dakota's pheasant range still will provide quality hunting opportunities.

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

07/04 A Siouxland town pulled out all the stops to host a party to celebrate this Fourth of July. Several thousand people lined up along the shores of Storm Lake, Iowa Monday morning for the Star Spangled celebration parade. There were crazy bicycles, a marching band and lots of patriotic floats to honoring the USA's independence.

07/20 Despite the heat on Wednesday, several hundred people gathered to welcome home some Siouxland soldiers. 130 Iowa National Guard troops based in Denison, IA, came home after serving a year in Afghanistan.

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07/21 After a year in Afghanistan, members of the Iowa National Guard's 334th Brigade Support Battalion returned home. They were given a hero's welcome by family and friends at Sioux City's North High School on Thursday.

07/25 Hundreds of Iowa educators and community leaders spent some time in Des Moines discussing the future of the state's education system. It's the first Iowa education summit, and for many it's the beginning of major changes in how Iowa students learn.

07/29 After a year long tour, 29 more of Siouxland's soldiers returned from Afghanistan on Friday. The soldiers on the 2168 Transportation Company were shown gratitude with signs of thanks and welcome home signs that lined streets of Sheldon, IA.

08/03 With so many homeowners fighting floodwater in their basement, mold is a constant concern, whether there is a little bit of water or a lot. When it comes to treating standing water, experts suggest using a microbial product like micro-ban, instead of chlorine bleach because it could come in contact with other chemicals and give off chlorine gas.

08/09 For two months, levees have been all that stands between the Missouri River, and hundreds of homes in Dakota Dunes, SD; now, plans are being made to remove one of them. The one holding back the river will have to stay; but, the second levee, the one that is called the northern levee runs right along the residential street Pinehurst, will come down first. A September date is planned, but is subject to change if river levels are still high.

08/17 In April, an EF-3 tornado tore through Mapleton, IA and among the buildings hit was the Maple Valley Anthon Oto Elementary and High School. But through the help of the community the doors were open Wednesday for the first day of school.

08/23 At Monday nights' school board meeting, a surprising recommendation came from the Sioux City School District after they proposed to close Whittier Elementary at the end of next school year. For the last few weeks administrators have been talking about shutting it down because of the budget and they plan to meet again to discuss the option in coming months.

08/29 The Sioux City school district invited folks concerned with the closing of Whittier Elementary, to a meeting Monday night. The district is considering closing the school at the end of next year.

09/05 Labor Day is the un-official end of summer and the town of Sheldon, IA, held their annual Celebration Days. Some activities included children in a foot race, racing cars and eating. The festivities wrapped up late Monday afternoon.

09/15 On Thursday, homeowners living east of Dakota Dunes Boulevard could begin moving back in to their homes after three months of flooding. Homeowners west of Dakota Dunes Boulevard will have to wait until September 19th.

09/19 As the Missouri River drops back into its banks, folks living along the river are slowly moving back into their homes. On Monday, Dakota Dunes homeowners that live west of the boulevard in the "Country Club" neighborhood got the green light to move back in for good. Because of the flooding, some houses saw heavy water damage as groundwater rose to as much as 5 ft in some basements.

09/26 A sign the community is slowly recovering from this summer's Missouri River flooding, the U.S. Coast Guard has lifted the ban on boating on the Missouri from Ponca State Park downstream to the Iowa border at Sioux City. Additionally, the boating ban on the Big Sioux River has been lifted from the confluence with the Missouri River upstream to the Military Road Bridge in North Sioux City. Both bans were lifted Monday morning at 8:00.

09/30 A big crowd of up and coming business professionals were in Sioux City, Friday. The Young Professional Iowa Conference is filling up the convention center with a focus on leadership, personal growth and development. Attendees from all across Iowa are also learning about body language and interpersonal skills.

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.

- 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 #7.

- 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. Addresses Problem and Need #7.

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

Anne Curry and Matt Lauer interview top newsmakers and examine various topics of interest daily.

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- 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 2011:

| <u>Advertiser</u> | <u>Title</u> | <u>Problem & Need</u> |
|----------------------------------|------------------------|----------------------------------|
| Ad Council | Blackout | 9, 2 |
| Ad Council | Huddle | 9, 2 |
| Ad Council | Healthy Living | 9, 2 |
| Ad Council | Park Day | 9, 2 |
| Ad Council | Wallet | 9, 2 |
| Alcoholics Anonymous | A.A | 9 |
| Am. Cancer Society | Pink Ribbon Golf | 2, 9 |
| Ad Council | Arbor Day | 5 |
| Camp Goodwill | | 2, 9 |
| CMN | Miracle Treat Day | 9 |
| Diocese of Sioux City | Bishop's Dinner | 6 |
| GiGi's Playhouse | Walk for Down Syndrome | 9, 2 |
| Governor's Traffic Safety Bureau | Seat Belt Safety | |
| Iowa Broadcasters Assn. | National Guard | other |
| Iowa Summer Games | Summer Games | 2, 9 |
| Mercy Medical Center | Women's Night Out | 9, 2 |

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| | | |
|----------------------------------|------------------------|------------|
| Meyocks Group | Healthiest State | 2, 9 |
| Meyocks Group | Start Something Walk | 2, 9 |
| NAB | No Kid Hungry | 9 |
| NAB | Congressional PSA | 9, other |
| NAB | Future of TV | |
| North High School | Starfest | 2 |
| Partnership for a Drug Free Iowa | 'Various Drug PSA's | other |
| Siouxland Center for Active Gen. | Martinis-Lamborghini's | 2, 9 |
| SC Art Center | Artsplash | 2 |
| SC Art Center | Festival Favorite | 2 |
| Sioux City Police Dept | Crimestoppers | other |
| St. Luke's | 5K For Kids | 9, 2 |
| United Way | Living United | 6, 7, 9, 7 |
| USDA | Emerald Ash Beetle | 5 |