

**2008**  
**Problems and Needs Report**  
**Fourth Quarter**  
**KTTC & KTTC-DT**

KTTC airs many broadcasts that contain stories dealing with the problems and important issues of the communities we serve. Listed below, by problem and need category, are topics of those stories that were broadcast during this quarter

## 2008 LISTING OF PROBLEMS AND NEEDS

1. Economic & Downtown Development/Jobs/Tourism
2. Political/Governmental
3. Health Care Developments
4. Education
5. Crime Prevention & Domestic Violence
6. Elderly/Handicapped/Minority Groups/Racism
7. Environment
8. Youth
9. Substance Abuse

## 1. Economic & Downtown Development/Jobs/Tourism

- 10-10 Retailers and food services may have trouble finding the money to hire extra workers around Thanksgiving and Christmas. With the economy in a downturn, analysts are predicting that holiday sales around the country might also be down... but what about here in Rochester? Retailers tell us what they think.
- 10-17 For months consumers have been spooked by this economic downfall. But in spite of the headlines, analysts are predicting a happy Halloween with healthy Halloween spending.
- 10-21 Unemployment numbers are in for the month of September and they are reflecting the state of the nation and the struggling economy.
- 10-29 With unemployment up, there are more people on the job hunt, and some of those people stood in line today... hoping to find work. One Byron company isn't just surviving, it's growing.
- 11-13 With the struggling economy, this year has been tough for everyone. For some retailers this means cutting back.
- 11-18 Executives with Detroit's big three automakers were in Washington today pleading with Congress for a 25-billion dollar loan. Minnesota employs thousands of workers in the auto industry. How are local dealerships being affected and what could happen if something isn't done?
- 11-28 Ready, Set, Shop -- what consumers spend today could decide if some retailers survive the season. We went into the crowded stores today to see what's happening.
- 12-9 This week there's more bad news from corporate America, with companies tightening their belts in a recession.

## 2. Political/Governmental

- 10-2 Some watched the debate at home tonight. Others got together for a party, to support their candidates... we show why the V-P debate goes way beyond the podium.
- 10-6 Close to a thousand people gathered in the University Center gym last night to see the three U.S. Senate candidates square off in the first of five debates. The three candidates spoke on a wide

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- range of topics from the economy to foreign policy, but much of the conversation came back to energy.
- 10-24 A new poll puts DFL U.S. Senate candidate Al Franken in a six-point lead over Republican incumbent Norm Coleman. But today in Rochester, Coleman was joined by former New York City mayor Rudy Giuliani who says this race can't be judged by the polls.
- 10-30 Governor Tim Pawlenty says what happens in less than a week at the polls will have a great impact on our state. He brought that message to Stewartville this morning.
- 10-31 According to some lawmakers, all is not well in the land of 10-thousand lakes. A new proposed amendment on the November fourth ballot is challenging voters to 'Vote Yes' - and protect Minnesota.
- 11-11 Governor Tim Pawlenty was in Rochester Monday to announce his new plan for Minnesota. He's hoping it will create jobs and help the state out of its struggling economy -- and he's talking green.
- 12-19 Governor Tim Pawlenty announced his ideas to fix Minnesota's 426-million dollar short term budget deficit. And local governments will get hit hard.

### 3. Health Care Developments

- 10-6 Saturday was a nice day to get outside for those at the Heart Walk in Rochester. For some, it was a day to remember their journey. One family walked to remember just how far they've come.
- 11-21 The Nicotine Dependence Center at Mayo Clinic has treated about 40-thousand smokers since opening in 1988. Now the Center hopes to help even more people overcome their addiction.

### 4. Education

- 10-21 Getting more money to our state's public schools without burdening the taxpayers is the hope of one state legislator. Representative Mindy Greiling wants to fix what she calls a broken education finance system.
- 11-17 An area school district is looking to make a big change. The Triton School Board is holding a public hearing tonight regarding the closing of the Triton Middle School in West Concord. Some area residents don't want to see the school leave.
- 11-18 Budgets are tightening up with our slumping economy and private school tuition can be an added burden for some families. Lourdes has plans for a new school, and there have been whispers in the community of a possible tuition hike.

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11-24 More and more colleges are looking to diversify their student population.

### 5. Crime Prevention & Domestic Violence

- 10-7 Since 2004 state traffic deaths have steadily declined thanks in part to one state initiative. "Towards Zero Deaths" is the state's traffic safety initiative and aims to prevent traffic crashes through a multi-agency partnership led by the Minnesota Department of Public Safety.
- 10-13 New developments tonight on an issue we've been keeping an eye on for quite some time now... regarding the placement of transitional housing in some southwest Rochester neighborhoods.
- 10-30 This week of Citizens Police Academy was the last. Citizens put on their graduation caps... and reflected on the past eight weeks and why they were there.
- 11-14 There is a new development tonight in the death of a Somali man. Muhidin Mumin was found beaten to death in a downtown Rochester alley. Rochester police are now classifying the 42-year-old's death as a bias crime. But what does this mean for the two Rochester men charged with the crime, and the Somali community still grieving?
- 12-12 We already know smoke detectors save lives. But a change in one Minnesota law means new homes could soon be required to have something else - and it could cost you thousands of dollars.

### 6. Elderly/Handicapped/Minority Groups/Racism

- 10-8 At this hour, local veterans are getting a tour they will never forget. They are in our nation's capitol for their first-ever look at the World War Two Memorial... a memorial built just for them.
- 11-12 Minnesota's unemployment rate has risen to 5.9% -- that's just below the national rate. It's no secret that it's getting harder to find a job. Tonight, how some local organizations are doing what they can to make people look their best for potential employers.
- 11-14 A new program is transforming the way some senior citizens feel. The Dancing Heart was introduced at Lake City Nursing Home to improve residents' flexibility, energy, balance, memory recall and the desire to interact. So far it's working.
- 11-24 Life has not been the same for the Kamath family since adopting their daughter Leah from India. Leah is a child with disabilities and although this poses challenges for the family, she continues to impact the people all around her.
- 11-26 Many of us take for granted the home we go to each night or the hot meal on our table, but what if all you had were the clothes on your back? For one man that has become his reality.

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12-17 The holidays mean many things for different people. Often they bring people together. As you will see tonight... one community is doing just that. But while there is joy... hesitation and doubt linger too.

### 7. Environment

10-28 Is a new ethanol plant in the near future for the city of Eyota? A public hearing was held today in St. Paul. And the MPCA decided to make Eyota wait a bit longer for a decision.

10-29 It's what some might call Rochester's hidden gem. A new trail just recently opened up along Cascade Creek, it's just one piece to the city's master plan with much more work ahead.

11-7 You've probably seen some crops around the area that still need to be harvested. The snowy, cold conditions and high moisture levels are slowing down the harvest.

11-17 While it is starting to get colder outside... temperatures still seem rather bearable. Many of us want to hold on to that warmth, others depend on Minnesota's cold. Tonight, why ski and snowboard areas are hoping for a drop in the mercury.

11-21 Did you know in the past 17 years, no vehicle in America out-sold the Ford F-150 pickup? This year, however, is different. Some gas guzzlers are going green, putting money back in your pocketbook.

11-24 A new rock quarry has been approved... and is now in the works for the city of Harmony. However, some of its residents are concerned about their safety.

11-26 The future is looking dim for some Minnesota and Iowa corn farmers. The nation's second-largest ethanol producer VeraSun filed for bankruptcy October 31st. Under the bankruptcy, VeraSun does not have to honor contracts with its corn suppliers. Tonight, how some local farmers have organized a plan to fight back.

12-1 In just two hours last night, nearly 40 cars went off the road in our area. Salt trucks were out yesterday morning and evening to help make travel a little safer, but could higher salt prices hinder Rochester's ability to keep the roads safe?

12-10 Here's another reminder that ice on lakes and ponds is still thin in most places. According to DNR guidelines, you're not supposed to walk on ice that is less than two inches thick. And if you're ice fishing, the ice needs to be at least four inches thick.

12-16 It's the time of year when any little draft can cause your pipes to freeze. It's also that time of year to check your tires. On a night like tonight . . .no traction makes it nearly impossible to get around in the snow.

### 8. Youth

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- 11-5 Some Republicans dreaded the results of last night's election and mourned the losses of many hard fought campaigns. But it was the attitude of one young Republican who caught the attention of our cameras.
- 11-17 It could be every mom's dream come true. A children's museum right here in Rochester - but it could cost you.
- 12-2 Many parents push their children to turn off the TV and open a book. But this morning, we learn about a very unique way to get children interested in reading.
- 12-15 We saw another side to law enforcement this weekend in Rochester. Officers gathered their shopping carts and flew through the aisles of one local store... with a little one along. Let's go "Shop with a Cop!"
- 12-17 Play time has become no laughing matter for one Rochester woman. New laws in response to toxic Chinese toys have the local toymaker thinking about shutting down her small online store.

## 9. Substance Abuse

- 10-24 It's being called the largest marijuana bust in local history. Almost 100 pounds of drugs, taken from a Rochester home.
- 10-31 Three people are behind bars this mid-day after a meth bust in Stewartville.
- 11-21 On Thursday, cities across the country celebrated the "Great American Smokeout." The annual event encourages people to quit smoking. One college in Mason City picked the day as the right time to try to get students to stop the addiction.

## LOCALLY PRODUCED PROGRAMMING

KTTC-TV is very community-oriented and interested in community problems and issues. It devotes a considerable amount of its news time to the coverage of significant problems, needs and issues facing the community. KTTC has broadcast the following programming in response to the issues and programs during this quarter.

- KTTC Newscenter "Around Town"  
Saturday 7:26am, 7:56am, 8:26am, 8:56am  
Sunday 7:26am

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“Around Town” is a 3 ½ minute segment that has interviews with individuals in the community. These interviews provide information and discussion of events in the area, usually by non-profit organizations.

**2008 Around Town 4th Quarter Schedule**

October 1 - Brains Together For A Cure

October 8 - IHN, Cardboard Box City

October 15 - Samaritan Bethany Foundation

October 22 – Season’s Hospice

October 29 – Civic League Day Nursery, Italian Dinner and Theatre

November 5 – IHN, Giving Thanks-Sharing God’s Gifts Concert

November 12 – Paws and Claws, Auction

November 19 – Festival of Trees

November 26 – Friends of the Library, Holiday Book Sale

December 3 – Rochester Morning Pride Lions Club X-mas Tree Sale

December 10 – Belle Voce Choir

December 17 - Habitat for Humanity

December 22 - Boys and Girls Club, Chair Affair

December 31 – Family Service Rochester, Time Trader

- KTTTC Newscenter  
Newscenter Today                      Monday-Friday              5:30-7:00am  
Newscenter at Noon                    Monday-Friday              12:00-12:30pm  
Newscenter at Five                    Monday-Friday              5:00-5:30pm  
Newscenter at Five                    Sunday                        5:00-5:30pm  
Newscenter at Six                      Monday-Saturday          6:00-6:30pm  
Newscenter at Ten                      Sunday-Friday              10:00-10:35pm

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Newscenter at Ten	Saturday	10:00-10:30pm
Newscenter at Ten (R)	Monday-Thursday	3:00-3:35am
	Friday	3:30-4:05am

### Your Money

On 10/22/09 at 6:30p, KTTC hosted a program called Your Money in which viewers could call and talk to various kinds of financial advisors.

### SYNDICATED PROGRAMMING

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

- Ag Day      Monday-Friday      5:00-5:30am

Daily syndicated program of agriculturally related topics.

KTTC aired programs addressing the Digital transition in February 2009 as public service to inform viewers what they need to do to prepare for the event.

- November 1, 2008 1:00p
- December 14, 2008 11:30a

### NETWORK (NBC) PROGRAMMING

KTTC has broadcast the following network programming which addresses many of the problems and needs of our viewing area.

- Early Today Monday – Friday 4:30-5:00am

As the first broadcast of the day on the NBC Network, “Early Today” provides a comprehensive look at the news that occurred overnight as well as previewing the day’s upcoming events

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- Today Show Monday – Friday 7:00-11:00am  
Saturday 7:00-9:00am  
Sunday 7:00-8:00am

A news program that provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment and sports.

- Meet The Press Sunday 8:00-9:00am

NBC moderator interviews top newsmakers from the week

- NBC Nightly News Monday-Sunday 5:30-6:00pm

Provides reports and analysis of the day's most newsworthy national and international events.

- Dateline Various dates/times

Prime-time news magazine program that comprises segments on a wide range of topics, including investigative reports, human-interest stories and newsmaker profiles.

## SHORT FORM PROGRAMMING

KTTC 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 the quarter. Specific dates/times are not given here, but are available on request.

The following PSA's ran during the 4th quarter of 2008

<u>Advertiser</u>	<u>Title</u>
Ad Council	TV Ratings-Boss of Bad Guys/Drugs/ Slasher/Prison Gang

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American Council on Education	College Access/Tough
Americans for the Arts	Van Gogh
American Speech, Language & Hearing Assn.	Hearing Loss/Rock'n Roll/Decibels
Cardboard Box City	Cardboard Box City 2008
Catholic Communications Campaign	Dirty Socks/Help Marriage
Channel One/Jim Suk Law	Boy Scout Food Drive 2008
Christmas Anonymous	KTTC Drive-By Toy Drive
Coalition to Salute America's Heroes	Heroes/Gary Sinise
Cornucopia Art Center	Workshops/Gallery
Diversity Council	We are Rochester
Drug Free Iowa	Drug Free Meth Lab/Engine/Nick RX
Eagles Cancer Telethon on KTTC	Eagles Cancer Telethon Audition Dates
Entertainment Industry Foundation	Let Your Voice be Heard
Fillmore County Public Health	Every Victim
Financial Literacy	Saving Money-Feed the Pig/Laugh
Foundation for a Better Life	Pass It On/Fulfill your Obligations
Gedenk Movement	Holocaust The Lil' Girl
Girls & Boys Town	Label P/Mike Mussina
Habitat for Humanity	Carters/Gulf Coast
Hiawatha Homes Foundation	Festival of Trees 2008
Hy-Vee	Hy-Vee Smiles for Education
Iowa Dept of Human Resources	Human Resources
Iowa Gambling Treatment	Gambling
Kiwanis/Wells Fargo Hockey Festival	Hockey Festival 2008
Knights of Columbus	Christ in Christmas
KTTC Closed Captioning	News Closed Captioning

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KTTC Community Calendar	Community Calendar
KTTC Lights @ Bluff Valley	KTTC Lights @ Bluff Valley
La Crosse Children's Museum	Children's Museum
League of Women Votes	Freedom of Expression
March of Dimes	First Touch/Dumbbells/Soccer
Mentoring Minnesota	Joe Mauer Mentoring
Minnesota Dept of Public Safety	Over the Limit/Brother in Law
Minnesota National Guard	Anderson / Reflection of their Honor
Mower County Chemical Health	Meth Makeover
NAB – Digital Television	DTV Enjoy Now
NAMI Southeastern Minnesota	Warmline
National Automobile Dealers Association	NADA Buy Now
National Institute on Alcohol Abuse & Alcoholism	Underage Drinking Prevention
National Psoriasis Foundation	Awareness/Dana Torres
Negligent Driving	Negligent Driving – CD
Neighbor Works Foreclosure	Wrecking Ball
Olmsted County Public Health	Peers
Olmsted County Victims Services	Sexual Assault
Possibilities of Southern Minnesota	Possibilities – Help
Rochester Area Family Y	Family Y Capital Campaign
Rochester Area Foundation	First Steps
Rochester Catholic Schools	Lourdes Auction 2008
Rochester Public Library	Wit, Wisdom & Wine 2009
Rotary/US Bank Holiday Classic	Basketball Classic 2008
RT Autism Awareness	Project Lifesaver
Salvation Army	Red Kettle Drive 2008

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SAMHSA – Mental Health	Mental Health/Friends
SAMHSA – Alcohol & Drug Addiction	Celebrate/Cost
Seasons Hospice	Live & Love Affair Gala 2008
Shriners Hospital	Shriners/William Shatner
Stop Rock the Vote.com	Rock the Vote
Sudden Cardiac Arrest Association	Tom Brokaw SCAA
Tobacco Use Prevention & Control	Tobacco Use Prevention
TvB Project Roadblock	Hospital/Ambulance/House Party
United Way of Olmsted County	211 Information
United Way of Olmsted County	Kids/Basics/Skills/Health
United Way of Olmsted County	Live United
United Way of Olmsted County	Imagination Library/Dolly
United Way of Olmsted County	KTTC/Vikings/United Way
U.S. Equal Employment Opportunity Commission	EEOC Cacophony
Ways to Happiness Foundation	Be Industrious/Fulfill Your Obligations
Will Rogers Institute/Education for Healthy Living	Teen Stress
Y-Mentors	Be a Y-Mentor