

2009
Problems and Needs Report
First 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

2009 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

1-7 In the middle of this recession there are many businesses that are struggling. But as people pinch pennies, there's one industry that's booming... the mending industry. From car repair shops to tailors... some in the mending industry say they're doing well despite the sluggish economy.

1-8 The economy isn't just affecting jobs, but credit too. Throughout the past year you've probably heard a lot about credit tightening and the difficulty of getting loans. Now the company "Fair Isaac", the creator of Fico Scores, is coming out with a new model expected to roll out this spring. And the new system could help or hurt your credit history and score.

1-27 Major lay-offs at one of Rochester's biggest employers, IBM. The news coincides with the release of December's unemployment numbers. Crystal Oko joins us live outside IBM where hundreds of lay-offs occurred today.

2-11 Thousands more Minnesotans will lose their jobs in the months ahead... with the economy worsening. That's a grim prediction today by the experts who forecast economic trends. The Federal Reserve Bank of Minneapolis says unemployment will worsen across the Upper Midwest as we reach the end of 2009. Unemployment in Minnesota is expected to get worse, rising to seven-point-eight per cent.

2-23 While the unemployment rate continues to rise, more and more people are facing challenges. A fair in Albert Lea today, brought unemployment resources to one place, making it easier for job seekers to face those challenges.

3-4 In the last month, hundreds of high-paying jobs have been slashed at IBM/Rochester. Now, jobs with very similar descriptions are popping up a half a world away. In places like India, Brazil, and China.

3-17 All this week, we'll be passing along the best advice we can get on getting a job and keeping a job in this challenging economy. We begin with something on many people's minds. If you lost your job, what kind of skills do you need to get a new one?

2. Political/Governmental

1-3 Nearly one-thousand sealed absentee ballots were counted in Saint Paul today. The ballots are a part of the final chapters of what's becoming a long novel... the U.S. Senate recount.

1-29 How to spend the federal stimulus money is on the minds of many city leaders. Congressman Tim Walz had meetings throughout the first district to ask how cities and counties could use the money.

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2-4 We're getting a better idea about what that nearly trillion dollar economic stimulus plan could mean for Minnesotans and southeast Minnesota. The White House released details today on what the American Recovery and Reinvestment Plan will do for Minnesota.

2-5 Minnesota's 5-billion dollar budget deficit is causing one state senator, from Edina, to speak out in favor of a wage freeze for employees at all levels of government. This afternoon we talked with one local city manager, who is a step ahead. He says he's already told city employees to expect a zero increase in their next pay agreement.

2-17 In Denver today, President Obama signed into law a massive economic recovery package. And closer to home in Rochester, local officials along with senate candidate Al Franken talked about what that package could do for the city and county.

3. Health Care Developments

1-28 Governor Tim Pawlenty rolled out his plan to fix the state's nearly 5-billion dollar deficit yesterday. But the plan could result in the loss of health care for more than 75-thousand Minnesotans. Tonight, how a tighter budget could mean grave danger for low-income people statewide.

2-2 Some Minnesota companies are taking action and voluntarily recalling their products that contain peanut products. And some of those products may include your favorite ice cream treats. Here's more on the voluntary recall from the Kemps Plant in Rochester.

2-3 Not many men want to talk about erectile dysfunction, but a Mayo Clinic study suggests that E-D could potentially save a middle aged man's life.

2-25 An update from a story we brought to you in December of 2007. A new study says that the sick workers from the Quality Pork Processing Plant who developed a mysterious neurological disorder have improved. But all 24 workers from Minnesota and Indiana still have some symptoms and many still have mild pain.

3-19 According to a University of Missouri study, the United States is facing a shortage of 44-thousand family physicians and general internists within the next 20 years. Today, 33 Mayo medical students found out where they will go for their residency requirement. But will they go into primary care or a specialty practice.

4. Education

1-8 Tonight, we're digging deeper into a story that's been in the news. A new report says Minnesota lags behind the national average in the number of teachers of English as another language. And there's even more of a lag in Rochester.

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1-13 Carving nearly fifteen-million dollars out of the Rochester School District budget has not been an easy job for the nearly fifty people who are on the budget reductions committee. But no matter how you slice the numbers... there are some cuts that will greatly impact the future of education in Rochester.

1-28 Governor Tim Pawlenty rolled out his plan to fix the state's nearly 5-billion dollar deficit yesterday. Today, local education officials are weighing in.

2-10 Tonight... the Rochester school board approves about 9-million dollars in budget cuts-- the kind of cuts that'll take some time for the district to recover from.

5. Crime Prevention & Domestic Violence

1-26 The Winona County Sheriff's Office is asking for your help tonight. They're looking for the owner of a 2000-pound Belgian draft horse that's missing an eye.

2-5 They're called Guardian Angels. Someday they may be hitting the streets of Rochester to prevent bullying and raise gang awareness. The Angels were in Rochester tonight talking about ways to make neighborhoods safer.

3-16 26 years ago, a 23-year-old Inver Grove Heights woman was walking home from a South St. Paul bar. Family and friends never heard from her again. And after 26 years of questions, tonight there are some answers to what happened to Deana Patnode. Now, more on this big break in one of Minnesota's cold cases.

6. Elderly/Handicapped/Minority Groups/Racism

1-19 As Washington gets set for the Inauguration... today marks a day we honor Martin Luther King Junior. A lot has changed in the last fifty years. Crystal Oko joins us with a look at a Rochester building that many of us have never seen.

1-20 Yesterday, millions of people celebrated the life of a civil rights legend... Dr. Martin Luther King Junior. Here in Rochester, many turned to wonderful gospel music to usher in the new era. The sentiment last night was that the inauguration of Barack Obama does not overshadow the celebration of Dr. King...but rather...it empowers it...it speaks to it...it validates it.

3-6 Hundreds of long-time IBM employees in Rochester are living the unthinkable... They've worked hard for a great company for 25 or more years... and suddenly they were told their job is being "eliminated." A large number of those cut from the Systems and Technology Group at IBM were more than 50 years old. If older workers *are* being singled out, is this legal? Crystal Oko has more in this special report.

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3-17 In early February this young, black lab named Jeronimo came bouncing into the lives of the residents at this Hiawatha home. After this dog, Ellie moved out of the home with her owner, taking with her that love and companionship that only man's best friend can provide.

3-18 Many of us know someone who has lost their job. But if you've been affected by the economy and you're over the age of *55*, it may seem harder to find employment. That's why the Mower County Senior Center held a job fair today just for those *55* and older.

7. Environment

1-8 A lot of us vowed to lose weight, or get into better shape, this New Year. The 31-thousand people who work at Mayo Clinic in Rochester really have an edge--a state of the art fitness center. Mayo wants to have the healthiest work force in the world... and as NewsCenter's Kerry Klatt found out today... it's incredible workout facility is, well, bulging.

1-22 We've done stories about people and businesses going green. The new George Gibbs Elementary school is under construction at the moment.. and this week workers have begun putting in a geo-thermal heating system.

2-8 With this weekend's weather, it doesn't feel like springtime is that far away. Especially for farmers. Now is about the time they start making their planting plans for the spring. But as Fanna Haile-Selassie found out, for many farmers, this year's plans take a lot of gambling.

2-10 With the recent stint of warm weather and sunshine... much of the snow has melted away. But it's not spring yet. Kerry Klatt reminds us that while we're experiencing warmer temperatures... we're still in the middle of a Minnesota winter.

2-26 For most of us... thunder and snow in the same sentence... let alone the same word seems like a contradiction. "Thundersnow" is an unusual event, but as we heard today, it is possible.

3-15 What else could people have been thinking about today, but the beautiful weather we had all weekend long? Whether or not it will last... is another question that we'll get to later. But whatever that answer, today spring was on many peoples' mind.

3-25 In the movie "Back To The Future," Doc Brown uses garbage to power his time machine -- slash -- Delorian. Well, this is nothing new to Olmsted County. For the past 20 years it has used garbage to power and heat entire city blocks. And as the city grows, so must its waste disposal.

3-25 Wind turbines seem to have taken over the southern Minnesota landscape. All you have to do is take a drive along Interstate 90 from Rochester to Dexter... to see the new wind rush. Fanna Haile-Selassie spent several weeks talking to those in the industry. So why this region specifically?

3-26 Wind power -- it's giving us electricity for our homes right now -- with hundreds of modern wind turbines dotting the land in southeastern Minnesota and northern Iowa.

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But in ten years, those hundreds of wind machines will grow into thousands.
But there's one troubling problem for the state's booming wind industry: how to get the "Power to the People"--?

8. Youth

2-3 It's a major effort to inspire high school students to venture into the medical field. Mayo Clinic puts on the Celebration of Research event every two years. This year about 200 students participated. Fanna Haile-Selassie went along as well. A word of caution, we go into a lab where mice are being dissected. If this makes you feel uncomfortable, turn away from your set for a few moments.

2-7 A Rochester dental clinic is doing its part to ease the financial burden some parents might be feeling in these tough economic times. This weekend, the Good Samaritan Clinic participated in a national campaign, helping to give kids a smile.

2-17 Many Minnesota principals are saying the "No Child Left Behind" requirements are unrealistic. Today, Minnesota 2020 and two Rochester school principals spoke out in support of changing the federal act.

3-2 The Rhythm and Blades Intermediate Synchronized Skating Team is celebrating, at this hour, a very special accomplishment with a send-off party.

9. Substance Abuse

3-10 Some Minnesota lawmakers are trying to rewrite a law that stops liquor stores from selling alcohol on Sundays. Minnesota is one of 15 states that still restricts Sunday alcohol sales. But not all liquor store owners want to see that kind of change.

3-24 Eight million dollars for a so-called "wethouse"--? That's the question some are scratching their heads over. This afternoon Olmsted County Board members and county staff dug a little deeper into the new housing that could serve as support for chronic alcoholics.

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.

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

“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.

2009 Around Town 1st Quarter Schedule

- January 3 – Time Trader, Family Services Rochester
- January 10 – Frozen Goose Run
- January 17 – Bear Creek Services
- January 24 – Ronald McDonald House
- January 31 – SEMYO
- February 7 – A Chair Affair, Rochester Boys & Girls Club
- February 14 – Family Services Rochester
- February 21 – Go Red for Women
- February 28 – Bethel Lutheran Church
- March 7 – PossAbilities
- March 14 – Hope Lodge
- March 21 – Retired Treasures Sale, Rochester Senior Center
- March 28 – ABC Rochester Figure Skating Club

- KTTC 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

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

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

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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 1st quarter of 2009

<u>Advertiser</u>	<u>Title</u>
Ad Council	TV Ratings-Boss of Bad Guys/Drugs/ Anti-Steroids "Asterisk"
Ad Council/Presidential Inaugural Committee	Obama/Step Forward
American Council on Education	College Access/Tough

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Americans for the Arts	Van Gogh
Boys & Girls Club of Rochester	A Chair Affair 2009
Catholic Communications Campaign	Dirty Socks/Help Marriage
Coalition to Salute America's Heroes	Heroes/Gary Sinise
Cornucopia Art Center	Workshops/Gallery
Day of Discovery	Our Daily Bread
Diversity Council	We are Rochester
Eagles Cancer Telethon on KTTC	Eagles Cancer Telethon
Family Service Rochester	Once Upon a Playhouse
Fillmore County Public Health	Every Victim
Gary Vanselow Scholarship	Fish Fry
Gedenk Movement	Holocaust The Lil' Girl
Iowa Dept of Human Resources	Human Resources
Iowa Gambling Treatment	Gambling
KTTC Closed Captioning	News Closed Captioning
KTTC Community Calendar	Community Calendar
KTTC Women with Drive	Women with Drive Awards
La Crosse Children's Museum	Children's Museum
MPAAT	MPAAT in the event
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 Switch
NAMI Southeastern Minnesota	Warmline
National Headache Foundation	Play to Win
National Institute on Alcohol Abuse & Alcoholism	Underage Drinking Prevention

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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 Amateur Sports Commission	Rochester Sports Banquet
Rochester Area Family Y	Family Y Support
Rochester Area Foundation	First Steps
Rochester Public Library	Wit, Wisdom & Wine 2009
Rochester Symphony, Orchestra & Chorale	Aspiring Conductor
Rochester WinterFest 2009	WinterFest VII
RT Autism Awareness	Project Lifesaver
SAMHSA – Alcohol & Drug Addiction	Celebrate/Cost
SENCAC Energy Assistance	Energy Assistance
Shriners Hospital	Shriners/William Shatner
Sudden Cardiac Arrest Association	Tom Brokaw SCAA
Tobacco Use Prevention & Control	Eternal Cigarette
	Shopping / Ready
TvB Project Roadblock	Hospital/Ambulance/House Party
United Way of Olmsted County	211 Information
United Way of Olmsted County	KTTC 10 Who Make a Difference
United Way of Olmsted County	Financial
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

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U.S. Equal Employment Opportunity Commission EEOC Cacophony

Ways to Happiness Foundation

Be Temperate

Flourish and Prosper

Y-Mentors

Be a Y-Mentor