

## Free Air Times

### Nebraska Broadcasters Live Senate Debate Aired Statewide



The Nebraska Broadcasters Association produced and broadcast a live one-hour debate between Senate candidates incumbent Ben Nelson (D) and challenger Pete Ricketts (R) from 12 - 1 pm on August 11 as part of the association's annual convention. Debates at the NBA convention are a tradition, in the strong interest of an informed electorate.

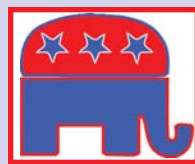
Carrying the debate statewide live were 32 radio stations and 15 television stations. Five additional radio stations aired on one-hour delay, and two TV stations aired the debate later. Many radio and television stations re-aired the debate on Saturday night at 7:30 pm and streamed the event. Moderator Rick Alloway, KRNU-FM Lincoln, was joined by

panelists Dennis Kellogg, KHAS-TV Hastings, Frank Snyder, KRVN-AM Lexington, Brian Barks, KKAR-AM Omaha and Randy Lube, KOLN/KGIN-TV Lincoln.

### Post-Newsweek Stations Expand Political Coverage

During the 2006 election season, Post-Newsweek stations will dedicate at least 10 minutes per weekday to locally produced political news coverage. The stations are committed to creating a connection between voters and candidates within newscasts, primetime debates, free air time programs and interactive coverage on their Web sites.

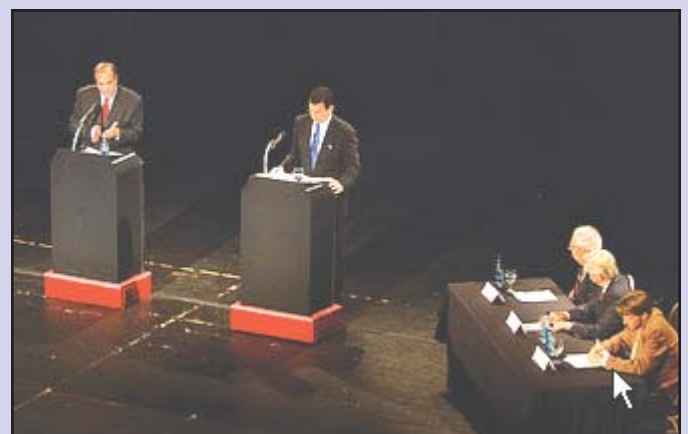
"We understand the importance of providing access to the candidates, and we also know that there are significant issues voters want the candidates to hear," Alan Frank, president, Post-Newsweek Stations, and chairman of the NAB Television Board of Directors, said. "Our goal is to bring the two sides together, so that voters can make the most informed decisions. That's our responsibility as news and public affairs leaders."



Post-Newsweek stations are **WDIV** Detroit (NBC), **KPRC** Houston (NBC), **WPLG** Miami-Ft. Lauderdale (ABC), **WKMG** Orlando (CBS), **KSAT** San Antonio (ABC), **WJXT** Jacksonville (Independent).

### WTNH Broadcasts Connecticut Gubernatorial Primary Debate

**WTNH-TV** New Haven, CT (LIN Television-owned, ABC affiliate) aired a one-hour prime-time televised debate Tuesday, July 18, between the two Democratic gubernatorial candidates – New Haven Mayor John DeStefano and Stamford Mayor Dannel Malloy. The debate was re-aired by WTNH sister station WCTX at 10:35 pm Sunday, July 23.



Gubernatorial candidates New Haven Mayor John DeStefano (left) and Stamford Mayor Dannel Malloy at the WTNH debate.

### WLJA-FM Hosts Congressional Primary Debate

**WLJA-FM** Ellijay, GA (Tri-State Communications-owned) hosted a debate between 6th District Republican congressional primary candidates Tom Price and John Knopp. The debate was on July 15 from 10am - 12 Noon.

## Stations Stepping up Locally Produced Programming



### KOBI Broadcasts First Annual Academic Challenge

**KOBI-TV** Medford, OR (California Oregon Broadcasting-owned, NBC affiliate) broadcast its first Annual Academic Challenge competition on Sundays at 6:30 pm for 37 weeks and concluded the season on June 5. Teams from 20 different high schools and five different countries competed in the academic competition by answering questions on history, literature, mathematics and current events. Jeff Heaton, NBC5's chief meteorologist, hosted the show. After nearly nine months of intense competition, two teams were awarded \$40,000 for higher education. Six of Medford's local businesses funded the scholarship awards.

### ABC News Radio Special -- Crisis in the Middle East

**ABC News Radio** broadcast a one-hour special on the ongoing crisis in the Middle East on July 17 at 7 pm. ABC News Special Correspondent Gil Gross hosted the special and was joined by ABC News correspondents stationed in Jerusalem, along the Israeli-Lebanese border, Haifa, Beirut and other locations.



### KHOU Captures Murrow Award for 'Playing with Fire'

**KHOU-TV** Houston (Belo-owned, CBS affiliate) won a national Edward R. Murrow Award for Investigative Reporting, chosen by the Radio-Television News Directors Association. KHOU-TV reporter Mark Greenblatt, Executive Producer David Raziq and Photojournalist Cris Heneo put together a series of broadcasts revealing the life-threatening violations of schools affecting 200,000 children. "Playing with Fire" exposed schools, which had serious conditions such as lack of fire alarm systems and smoke detectors. The program produced immediate action at each of the schools and a reorganization of the Harris County Fire Marshall's office. County officials attribute the station's investigation with saving lives.

### WOOD, KTUU-TV, ABC News Win Cultural Diversity Awards

**WOOD-TV** Grand Rapids (LIN Television-owned, NBC affiliate), **KTUU-TV** Anchorage (Independently owned, NBC affiliate) and **ABC News** will each receive the RTNDA/UNITY Award on October 16 in New York. The award is given to stations on the basis of their ability to advocate fair and accurate news coverage of people of color, while promoting hiring practices reflecting the nation's vast diversity. ABC News was honored for its special "ABC News Primetime: Family, Family Found." KTUU was recognized for a "toothaches and heartaches" report. WOOD received the award for "Race in Reality."

### 12 Million Downloads of KOMO 'Silent Killer' Cancer Special

On May 7 at 11 pm and May 8 at 5:30 pm, **KOMO-TV** Seattle, (Fisher Broadcasting-owned, ABC affiliate) ran a special program on a little-known disease – inflammatory breast disease or IBC. The program was produced by KOMO reporter Michelle Esteban. A text version of the story appeared on KOMOTV.com,

with a link to a streaming video clip of the story. In the weeks after the story aired, many people emailed their friends warning them about the cancer and providing a link to the video clip on the KOMO-TV Web



site. The response has been overwhelming, with over 12 million Internet downloads of the video. KOMO also opened an informational phone bank from 4 - 7 pm around the May 8 broadcast and fielded more than 350 phone calls. Due to the incredible response, Esteban is now preparing a half-hour show on inflammatory breast cancer disease to air on KOMO August 29 at 8 pm.

### KIRO 7 Investigates Insurance Industry in Documentary

**KIRO-TV** Seattle (Cox Television-owned, CBS affiliate) presented a one-hour documentary examining the insurance industry – *The Great Insurance Gamble* – on July 27 at 10 pm, hosted by news anchor Margo Myers and produced by Emmy award-winning producer Ben Saboonchian.



The in-depth program informed viewers about where the money goes, how rates are decided and what causes them to change. The program looked at consumer insurance needs and examined the effects of unlawful insurance practices on high premiums.

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### NY Times Broadcast Group Launches 'America Votes 2006'

The New York Times Broadcast Media Group is undertaking a public service initiative that makes free airtime available to major political candidates in the news programming of its stations.

Eight of the group's network-affiliated stations are each committed to providing, on average, a minimum of five minutes daily electoral news, candidate discourse coverage and voter registration public service announcements in the 30 days preceding the general elections and 30 days leading up to the primary elections, where applicable. "America Votes 2006" includes a wide variety of initiatives including daily reports, debates, town hall meetings, forums, in-depth interviews, candidate statements and voter registration PSAs. Stations include CBS affiliates **WREG** (Memphis, TN), **WTKR** (Norfolk, VA), **WHNT** (Huntsville, AL), **KFSM** (Ft. Smith, AR); NBC affiliates **KFOR** (Oklahoma City, OK), **WHO** (Des Moines, IA); ABC affiliates **WNEP** (Wilkes-Barre/Scranton, PA) and **WQAD** (Moline, IL).



### KRAI-AM Hosts Forum

**KRAI-AM** Craig, CO (Wild West Radio, Inc.-owned) hosted and broadcast a candidate Town Hall Forum on July 24 from 6 - 7:20 pm with the two candidates for country sheriff, three candidates for county commissioner and Republican candidate for Congress Scott Tipton. Tipton's opponent, incumbent Rep. John Salazar (D), turned down the offer to participate. KRAI-FM also carried the forum.

### WJAC Commits to Free Time for Candidates

**WJAC-TV** Johnstown, PA (Cox Television-owned, NBC affiliate) has offered all

Federal and State candidates up to 5 minutes of free time to state their positions on the issues facing voters in the Johnstown-Altoona-State College, PA television market. They may not use this time to attack their opponents or otherwise negatively campaign. The station has made its facilities available to tape their messages in advance free of charge. Messages will air in evening news blocks beginning in late September.

### WHIF Candidate Forum

**WHIF-FM** Platka, FL (Independently owned) held a live candidate forum with candidates for Putnam County Commissioner Tuesday, August 15 – aired from 12 - 1 pm. WHIF re-aired the forum on Saturday August 19 at 11am.

### KTOK-AM Produces Congressional Debate

**KTOK-AM** Oklahoma City, OK (Clear Channel-owned) hosted a congressional Republican primary debate on July 11 from 7 - 9 pm with candidates (L-r below) Mary Fallin, Denise Bode and Mick Cornett.



### WREG-TV Memphis Hosts Three Live Debates

As part of its America Votes 2006 initiative, **WREG-TV** Memphis, TN (New York Times Broadcast Group-owned, CBS affiliate) hosted and aired three live political debates featuring candidates from local and national races in advance of the August 3 Tennessee primary election. The debates were held in WREG's studio before a live audience, moderated by WREG news anchor Richard Ransom.

The first debate on July 11 from 7 - 8 pm featured Shelby County Incumbent Sheriff Mark Luttrell (R) and challenger Reginald French (D).

The second debate (see photo below) July 16 from 7 - 8 pm featured Republican primary candidates vying for the Senate seat of retiring Senator Bill Frist (R). Candidates Van Hilleary (l) and Ed Bryant (r) are both former U.S. representatives, and Bob Corker (center) is former mayor of Chattanooga.



The third WREG debate aired on July 20 from 7 to 8 pm for the Shelby County mayor's race. Democratic Mayor A. C. Wharton faced off against Republican Shelby County

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### WLBT Jackson Broadcasts Thompson, Espy Debate

WLBT-TV Jackson, MS (Raycom Media-owned, NBC affiliate) hosted a congressional primary debate on May 28 from 5 - 6 pm with stations WAPT (Hearst-Argyle-owned,



ABC affiliate), WJTV (Media General-owned, CBS affiliate) and WABG (Bahakel-owned, ABC affiliate).



Participating candidates were Representative Bennie Thompson (D) (right) and State Rep. Chuck Espy (D).

### KKAR Broadcasts Monthly Hour with Nebraska Governor

KKAR-AM Omaha, NE (NRG Media LLC-owned) and 35 stations statewide broadcast the monthly "Ask the Governor" program August 14 from 2- 3 pm with Nebraska Governor Dave Heinemann. The program is sponsored by the Nebraska Broadcasters Association.



### WLUK-TV Airs Forum for Congressional Primary

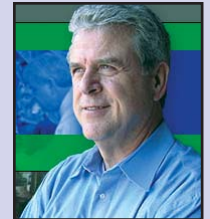
WLUK-TV Green Bay (LIN Television-owned, Fox affiliate) news anchor Tom Milbourn moderated and the station taped a 90-minute candidate forum among the five September 12 primary candidates for Wisconsin's 8th Congressional District at 6:30 pm, Aug. 21, at Northeast Wisconsin Technical College. WLUK aired unedited 8-minute segments of the candidates during its Fox 11 News at 9 broadcast later that evening and for the next six consecutive nights.



The candidates are (clockwise from top left) Republicans John Gard and Terri McCormick and Democrats Steve Kagan, Nancy Nusbaum and Jamie Wall.

### WPDE Myrtle Beach: 3 Debates Down, 4 to Go

WPDE-TV Newschannel 15 Myrtle Beach/Florence, SC (Barrington Broadcasting-owned, ABC affiliate) aired three live political debates prior to South Carolina's primary election on June 13. On June 5 – Democratic candidates for Governor. June 6 – Republican candidates for Lieutenant Governor. June 8 – candidates for Horry County Council Chairman.



WPDE has scheduled four live political debates prior to the general election:

**October 25**, candidates for State Treasurer.

**October 26**, candidates for State Superintendent of Education.

**October 30**, candidates for Lieutenant Governor.

**November 1**, candidates for Governor: incumbent Republican Mark Sanford (top right) and Democratic challenger Tommy Moore.

### WCAX Senate, House Debates

WCAX-TV Burlington, VT (Independently owned, CBS affiliate) has given each major candidate for Senate, Congress and Governor an opportunity to lay out his/her specific campaign proposals during the station's weekly half hour public affairs Sunday morning interview program. After the September 12 primary, winners will have repeat appearances before the general election. WCAX also plans two general election debates: US Senate debate Sunday October 8 and US House on Sunday October 22. They will be hour-long, live, prime time on-location debates, uninterrupted by commercials.

### KVVU FOX5 Las Vegas Free Air Time & Debates

KVVU-TV (Meredith Corp.-owned, Fox affiliate) Las Vegas will produce special news segments called "Know Before You Go - to the Polls" under its "Take 5 to Care" public service banner. Candidates for federal, state and local offices in the general election will be given two minutes to tell voters, in their own words, why they deserve to be elected. The segments will air on KVVU's morning news programs, from 5- 9am weekdays. KVVU will carry the only statewide Gubernatorial Debate being produced by the Nevada Broadcaster's Association scheduled for October 17.

### KGMB-TV Honolulu (Emmis-owned, CBS affiliate) will carry the following:

Campaign 2006: Race For Congress – District Two (live) Tuesday 6:30 - 8 pm September 7.

Campaign 2006: Preview To The Primary (taped) Saturday 7 - 8 pm, to air September 16.

## KCSR-AM Lifeline to Citizens During Raging Fires

The staff of **KCSR-AM** Chadron, NE (Dennis Brown-owner) has always been dedicated to the community. KCSR stands for "Community Service Radio."

But their dedication was tested to the extreme on Wednesday, July 26, 2006, when dry thunderstorms caused three lightning fires that threatened the town of 6,000. Three additional fires began burning in the next county. With drought conditions, 100-degree temperatures and 20-30 mile per hour winds, the fire was moving toward Chadron at 40 feet a minute. The Fire Chief called for evacuations, and it took a total of 1200 state, local, and federal firefighters until Tuesday, August 1, to contain the blazes.



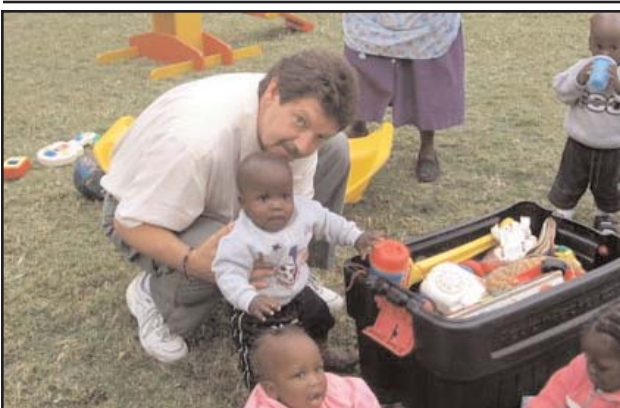
KCSR broke all regular programming beginning at 5 pm Friday, July 28, and broadcast continuous fire coverage, 24 hours a day until Monday, July 31. KCSR employees were either in studio or out reporting from the fires without rest from beginning until end.



When KCSR asked listeners for bottled water, food, bandanas, gloves and other items, listeners responded. In two hours, \$2,000 was raised to help buy firefighter supplies.

Forest Service Supervisor Don Bright said he was having a difficult time getting additional resources and told his superiors to look at the

KCSR Web site picture gallery, so they could see how serious the situation was. He said after they saw the pictures, he got the supplies they needed. KCSR owner Dennis Brown said the station has received over a thousand thank you emails, guest book signings on its Web site, phone calls, cards and letters from grateful listeners. Brown and his wife, who also runs the station, stayed at the station while realizing that their own house was probably burning. Fortunately, it barely missed destruction.



WYJZ's John Cinnamon with Kenyan orphans.

## Emmis Gives \$92,000 to Repair Park Ravaged by Katrina

The Relief Fund of **Emmis Communications Corporation**, parent company of New Orleans' **WVUE-TV** (Fox 8), has given \$92,000 to the historic New Orleans City Park, severely damaged by Hurricane Katrina. The funds were contributed by Emmis employees and will be applied to restoration efforts including Louisiana's only antique wooden carousel, featuring a menagerie of 54 carved animals. The donation was presented in front of the historic carousel by employees of WVUE-TV and their families, along with Ray Schonbak, Emmis vice president of television operations.



## WKML-FM Collects 20 Tons of Cookies for US Troops



**WKML-FM** Fayetteville, NC (Beasley Broadcast Group-owned) and the local Girl Scout Council joined together for the second time to solicit and collect Girl Scout cookies for US troops

overseas. "Operation Thin Mint," was once again a huge success. On April 5, 44,000 boxes of cookies were delivered to Fort Bragg Air Force Base to be shipped to soldiers from the WKML area.

## WYJZ-FM Morning Show Helps Save Lives of African Orphans

**WYJZ-FM** Indianapolis (Radio One-owned) morning team Ann Craig and John Cinnamon spearheaded efforts over a two-month period to raise donations for The Amani Childrens Home in Nairobi, Kenya. In its first year, WYJZ-Smooth Jazz "Aid To Africa" raised more than \$5,000 cash and \$10,000 in clothing, supplies, first aid materials, newborn/infant clothing and non-perishable pantry items. Ann and John took the effort a step further by personally delivering the funds and supplies to Africa and the orphanage. WYJZ Indy's only married morning team, Ann Craig and John Cinnamon have been TV and radio broadcasters in Indianapolis for more than 25 and 20 years, respectively.

## Letter from Comanche, Texas KYOX-FM, KCOM-AM

### *The True Meaning of Local Radio*

Dear NAB:

At our station we just had one of the greatest things happen here in all of my radio career.

About 4 pm a panic stricken lady comes rushing into the station and is telling us to get on the air to ask people to help find her eight year old daughter. She had been looking for her for about an hour, then came to the station. We brought her in tried to calm her down while one of the girls called police dispatch. We gave the police the description she had given us of her daughter and other information she had given us. Less than ten minutes passed, and we received a phone call from an officer calling from a convenience store that had found the little girl. Everything had a happy ending. the little girl told the officer she wanted some candy and knew they had some at the store. She got some candy, a ride in the police car and a little scolding from officer Dyus.

Now the really neat part of the story, when we told the lady they had found her daughter she started crying and told us she thought to come here first because we were always helping with things that go on in the community, She said she knew we would help her, (we do have a good police department here, just for the record)

It blew my mind that she came to us first before going to the police department. I guess I have become calloused to the fact that we do these things on a daily basis because that is what we do in our business. This lady had lost her daughter and came to us first. How powerful is that? And thank GOD this had a happy ending.

Amen and FM,

Richard Niblett  
General Manager  
KYOX FM KCOM AM  
Comanche, Texas  
Cherry Creek Radio

## WMGC-FM Salutes Detroit Teachers On Air

WMGC-FM (Greater Media-owned) Magic 105.1's "Teacher of the Year" program culminated in June with an awards presentation live on the air with Jim Harper & The Magic Morning Show. Every Friday, starting on September 12, 2005, Jim Harper read one letter nominating a special teacher from Metro Detroit to be "Teacher of the Year." After 38 weeks of nominations, Cathy Keeler of Hazel Park High School was chosen as the winner of the awards program. She was invited to come in as a "finalist." Little did she know, she was the winner and would receive \$5,000!



(L-r) The Magic Morning Show's Cyndy Canty, Jim Harper and Mike Bradley, "Teacher of the Year" Cathy Keeler; The Magic Morning Show's Linda Lanci; Cathy Keeler's student, Jennifer and Rock Financial's Beth Gallihar.

## WXYZ 'Healthy Living for Kids'

WXYZ-TV Detroit (E.W. Scripps-owned, ABC affiliate) gave thousands of Detroit metro area children a "boost" at the 29th annual "HEALTHY LIVING FOR KIDS" program Sunday, August 13, 2006 from 10 am to 5 pm at the Charles H. Wright Museum of African American History. Since its inception in 1977, "Healthy Living for Kids" has provided free immunizations to more than 50,000 young people.

## Station Nominees for 2006 News/Documentary Emmys

The National Academy of Television Arts & Sciences will present the 27th annual News and Documentary Emmy Awards on September 25 in New York. Congratulations to the following stations:

### Investigative Reporting:

WBAL-TV Baltimore (Hearst-Argyle, NBC)  
"Dirty Secret"  
WFTS-TV Tampa (E.W. Scripps, ABC)  
"Crosstown Expressway Investigation"  
WTVF-TV Nashville (Landmark Comm, CBS)  
"Capitol Hill Corruption"

### Spot News:

KSTP-TV St. Paul (Hubbard Television Group, ABC)  
"Police Shooting"  
WKMG-TV Orlando (Post-Newsweek, CBS)  
"Dubsread Plane Crash"

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