



SIouxLAND'S NEWS CHANNEL

KTIV SIOUX CITY, IOWA

1st Quarter
2020



Above Left: Chief Meteorologist Ron Demers and his son, Patrick, try out the portable green-screen in his at-home studio.

Above Right: KTIV evening anchor Matt Breen (upper left) can interact with the entire evening team who are anchoring news, weather and sports from home while he remains in the KTIV studio.

Below: Ron Demers in his in-home studio where he can remotely access all his workstations at KTIV he uses to prepare his forecasts.

Covering Covid-19 in Siouxland and Staying Ahead of the Curve

When the Covid-19 pandemic became an international story with immediate local impact, KTIV News 4 jumped into action.

The first major station effort was a dedicated Covid-19 information page on KTIV.com that launched on the station on February 27th, 2020. The goal was to provide local viewers with a resource that would include not only KTIV's ongoing coverage, but important local and national links to important health information and instruction. This effort was also tied to an on-air promotional campaign to let viewers know that the resource was available on KTIV.com. Viewers can also sign up for a daily Covid-19 newsletter that sends daily emails with updated news and information from the station.

As the concerns grew over the pandemic, the station and its parent company, Quincy Media, quickly put action plans into place to protect station staff and potential visitors. All in-studio interviews were moved to Skype or other video conference software when possible. Station tours were cancelled. Employees practiced social distancing and were issued hand sanitizer and cleaning products to keep work areas clean.

The next phase was moving more staff to work outside the station, reducing the potential of a station-wide infection and interruption of service to our viewers.

In the newsroom, technology has allowed nearly all but a handful of staff to work remotely. Account executives, most of station management and creative services and other support staff were also moved to working from home where possible. The station also took the addition step of providing masks for all employees to use inside and outside of the building.

KTIV's team then moved quickly to create at-home studios for KTIV Chief meteorologist Ron Demers, anchors Matt Breen and Stella Daskalakis, Sports Director Brad Pautsch and sports anchor Devin Reiners.

Chief Meteorologist Ron Demers can prepare his entire forecast, remotely accessing all his weather forecasting workstations at the KTIV studios from his home on the north side of Sioux City. A portable green screen was set up in Ron's basement and he has been able to do his full forecast preparation and his weather segments live from his home.

All anchors working remotely can participate live in newscasts and interact with each other just as if they were in the studio together.



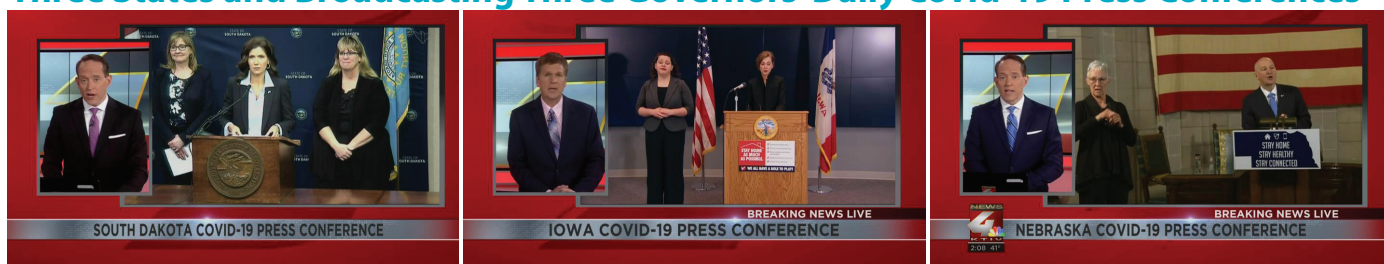
Sharing Important Covid-19 Health and Safety Information

KTIV continues to shine a light on the work of the Siouxland medical community in regards to Covid-19. There have been regular interviews with county medical officials, physicians and local hospitals.

In addition, public service announcements from the National Association of Broadcasters, the Centers for Disease Control and the Iowa Department of Public Health have been airing in frequent rotation on KTIV's channels.



Three States and Broadcasting Three Governors' Daily Covid-19 Press Conferences



Siouxland is a tri-state area, and KTIV has been handling the ongoing public information needs for the three states it serves: Iowa, Nebraska and South Dakota. We have made every effort to broadcast all three governor's daily Covid-19 press conferences live on the air and streaming on our web site and social media platforms. These press conferences have given viewers critical information and updates on Covid-19 infections in the states and changes in state policies.

Broadcasting three separate, daily live conferences can be quite the undertaking, especially if the broadcasts overlap or sometimes compete for airtime. Station management has been in constant coordination with state leaders and our newsroom and master control staff work together to make sure conferences can be broadcast live with programming changes communicated to our viewers.

Leading the Fight Against Hunger in Siouxland

KTIV has launched an online donation drive to support the Food Bank of Siouxland. During this critical time, the Food Bank of Siouxland is a key resource for food pantries across the viewing area. KTIV's campaign features anchors of the station's morning and evening newscasts encouraging donations via a link on the station's website: ktiv.com. Donations will be encouraged through the end of April.

KTIV has several partnerships supporting the Food Bank of Siouxland, including "Empty Bowls" which was held on February 7th. KTIV morning anchor Al Joens served as the fundraiser's master of ceremonies.

The event featured a silent and live auction, live music, popcorn bar and a variety of soups prepared by many different local restaurants for dinner.

Each attendee took home a handcrafted bowl as reminder of hunger in our community, and a symbol of those who truly have an empty bowl.

"Over 25,000 people in our 11-county service area, all of Northwest Iowa and a few counties in Nebraska, over 25,000 people are food insecure. Which means they don't know where their next meal is going to come from. So, they're relying on the food pantries and the feeding programs where they can go in and get food or have dinner," said Linda Scheid, executive director of the Food Bank of Siouxland.

FOOD BANK



OF SIOUXLAND INC.



Saying “Thank You” to the Community and Knowing We Are All in This Together

KTIV General Manager Bridget Breen is featured in a minute-long spot explaining to viewers the steps the station has taken to continue coverage while employing social distancing and remote work policies.

In her message to our viewers, she thanks the heroes in the community who are working to keep us informed and safe and thanking viewers for all the photos and videos they have shared with the station so we can share some light-hearted moments with our viewers.



I'm KTIV General Manager, Bridget Breen.

We have taken Covid-19 very seriously, in how we cover the news and how we are there for our viewers, advertisers and fellow employees.

Many of us on or off the air are working remotely, using technology to stay in touch with you, preparing newscasts, our website and social media. Our team has been following social distancing guidelines so we can continue operations as smoothly as possible.

We appreciate the cooperation we have received from Siouxland health and medical professionals, local and state officials and first responders in bringing you timely information to keep you informed.

As Siouxland's News Channel, we are here for you. We couldn't do this without our dedicated employees and you, the wonderful Siouxland community.

We are Siouxlanders. We are in this together. We want everyone to be safe and we will get through this. Thank you for watching.

An on-air spot saying “thank you” to the heroes of the Covid-19 pandemic was created by the KTIV Creative Services team. This spot thanked truck drivers, custodians, retail workers, delivery drivers, warehouse employees, doctors, nurses, medical providers and first responders who keep everything working and keep us safe during this uncertain time.

Reminding Viewers That Many Local Businesses Are Still Open

At the time Siouxland restaurants were ordered to close dining rooms, KTIV created an on-air campaign to encourage viewers to support carryout and delivery services that many of these local businesses offered or were beginning to offer in order to stay open during the Covid-19 pandemic.

KTIV's Sales and Creative Services teams have been working with local advertisers who needed to make quick changes to their marketing. This allowed those clients to communicate business services and operational changes during the Covid-19 pandemic.

Other businesses that have closed temporarily also needed quick changes or spots produced so they could share that information with their customers.



HELP SUPPORT OUR COMMUNITY
SHOP LOCAL

RESTAURANTS OFFERING CARRYOUT OR DELIVERY!

- THE WHEELHOUSE
- TOWNHOUSE
- BEANO & SHERRY'S
- THE RITE CHOICE (CHEROKEE)
- LA FIESTA CHARRA
- M'S ON FOURTH
- MARTO BREWING

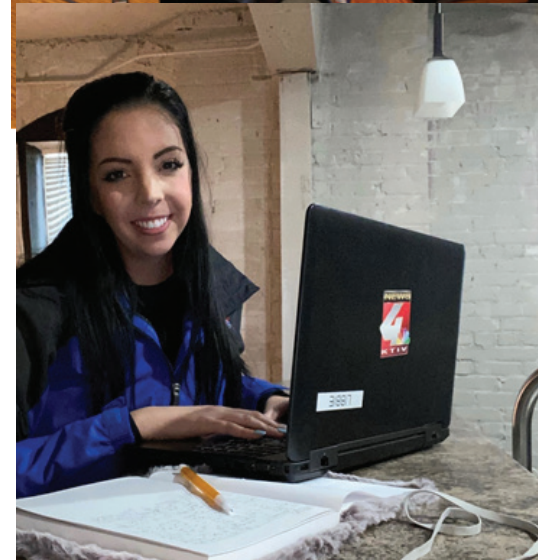


Staying Safe and Staying on the Air

In order to provide a safe environment for employees and keep our newscasts and programming on the air, KTIV took additional safety precautions in our control room. Plastic sheeting has been installed between work areas. Employees have also been issued masks for use in or out of the building.



Staying Connected Through Technology

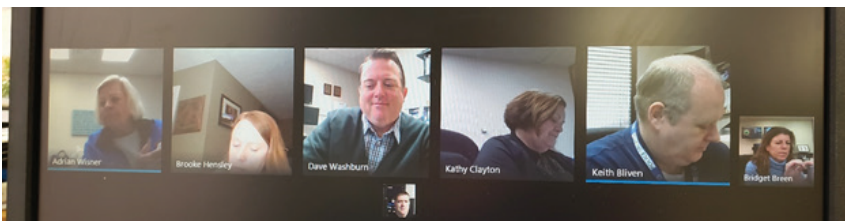


Above (top): KTIV News Director Keith Bliven runs an editorial meeting with multimedia journalists working remotely from home.

Above (bottom): R.J. Breen, son of KTIV anchor Matt Breen and General Manager Bridget Breen, sits in for lighting tests for Matt's in-home studio.

Right: KTIV staff works remotely including multimedia journalists Emily Schrad and Libbie Randall and Promo/PSA Coordinator Jake Rains (with Dexter).

Below: KTIV management team meets online, with many working remotely.



KTIV Meets Viewers at the Siouxland Home Show

KTIV was the only Siouxland television station to participate in the 2020 Siouxland Home Builders Association's annual Siouxland Home Show at the Sioux City Convention Center.

KTIV's booth was hosted by our on-air staff and in addition to being able to spin the wheel to win station merchandise, attendees could sign up to win a 65" 4K television.

Below (left): KTIV evening anchors Matt Breen and Stella Daskalakis speak with viewers at our Home Show booth. Below (right): KTIV Morning Anchor Al Joens and General Manager Bridget Breen take a quick selfie before starting their Home Show shift.

Right: The 65" 4K Television was won by John Harvey of Lawton, Iowa.



KTIV Sponsors "Iowa Women Lead Change" Siouxland Conference

Women Lead Change is an organization that promotes women's leadership by exchanging ideas, leadership tools and motivational support. KTIV was a sponsor of the 2020 Siouxland Conference, which was emceed by KTIV evening anchor, Stella Daskalakis.

The event featured several speakers, including keynote speaker Beth Shelton, CEO of Girl Scouts of Greater Iowa.



"There's a very strong business case to having women in leadership, and we find that often times we need to see it to be it, and by inviting in thought leaders from across the country, we feel that it really gives our Siouxland workforce an opportunity to grow tactically," said Tiffany O'Donnell, CEO of Women Lead Change.

Shelton, the keynote speaker, led Girl Scouts of Greater Iowa to record revenue and membership growth. She also led them to be named one of the best workplaces in Iowa, in both 2018 and 2019.

"I have so much passion about women's leadership, and women's issues so to be able to get in front of an audience and talk about that in a compelling way, in a way that can really change the world, there is nothing better," said Beth Shelton, CEO of Girl Scouts of Greater Iowa.

Decision 2020: Covering the Iowa Caucuses



KTIV evening anchor Matt Breen and morning anchor Michaela Feldmann were in Des Moines at Caucus headquarters covering the 2020 Iowa Caucuses on February 3rd. KTIV joined in live coverage with our Quincy Media sister station KWWL in Waterloo.

As Iowa's uncertainty over the results unfolded, KTIV stayed with live coverage of the caucuses well into the night.

In addition to live coverage from Des Moines, KTIV had coverage from local precincts, followed local turnout, and included coverage from local political parties.



A Sweet Treat From a Big Fan on "National Weatherperson's Day"

A big fan from Orange City brought her mom's cupcakes for Chief Meteorologist Ron Demers and the KTIV Team.

In recognition of "National Weatherperson's Day," Emma Hofman of Orange City, IA brought cupcakes and a card for Ron Demers to KTIV in recognition of the "holiday".

Ron has known Emma for several years. She always visits Ron when he's in Orange City broadcasting the weather live from the Orange City Tulip Festival.

The cupcakes were made by Emma's mom, Susie.



SIouxLAND'S
NEWS CHANNEL