

# KRCG QUARTERLY ISSUES REPORT

2<sup>st</sup> Quarter 2009

April 1<sup>st</sup> – June 30<sup>th</sup>

## **Top Issues Covered**

1. Economy, unemployment
2. Fire Safety
3. Education
4. Consumer Issues/Scams

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1<sup>st</sup> Quarter 2009

April 1<sup>st</sup> – April 30<sup>th</sup>

4.1.09 6pm KRCG talked with economists who say those without high school diplomas are learning it's hard to compete for a new job. To show how people can further their education, KRCG's Mallory McGowin talked with students and teachers at GED prep classes and other adult education programs. Mallory found that testing sites are backlogged and that education centers are having to add extra classes. Missouri's Department of Education hopes the emphasis on education to get good paying jobs will keep young students from dropping out of high school.

4.1.09 10pm KRCG updates its audience on the controversy over taser use by Columbia police. The controversy comes as a new police chief takes over the department. KRCG talked with a group called "The Coalition to Control Tasers" the group called for a 30 day halt to taser use while the police department's policy is evaluated. We talked with the new police chief who said his department already made some recent changes to its taser policy and doesn't plan to stop using them.

4.2.09 10pm KRCG tonight followed up on viewers' questions over the latest stimulus package. We've already reported on the "Making Work Pay" economic stimulus credit and have kept our viewers informed since it was signed into law in February as part of the massive economic recovery bill. We told our viewers who is eligible for the credit and told them how much they should expect in their paychecks. We also warned viewers how to make sure they didn't get more than they're entitled to, in cases where both spouses work or when someone has investment income.

4.3.09 6pm KRCG looked into a new federal tax credit to encourage first time home buyers purchase a home. We showed our audience how buyers can use \$8,000 dollar tax credit. We also talked with realtors who say not just first time home buyers will benefit because those who want to move to a more expensive home can benefit from first-time buyers who buy their homes. KRCG looked at the numbers and learned that fewer than two hundred homes have been sold in Jefferson City and the surrounding areas over the past couple of months and that the average sale price of a home has dropped two percent.

4.7.09 10pm KRCG covered municipal elections in mid-Missouri. KRCG covered all races in all counties. Our website and the crawl at the bottom of our television programming had results continuously updated as they came into our newsroom. Our 10pm newscast was dedicated to sharing as many race results as possible with background information and context. We also shared with our viewers information that our Factfinder team collected from county clerks about election costs and voter turnout.

4.8.09 10pm KRCG has followed the story of a local animal shelter that's been entered into a national on-line competition to win a million-dollar makeover. The Central Missouri Humane Society just learned yesterday that it made it into the top ten. The website ZooToo.com is sponsoring the contest. KRCG news learned today that the winner of last year's million-dollar makeover is still waiting for their money. The St. Louis based "Stray Rescue" shelter says it has only received \$3,000 dollars from the million dollars they won in the contest. We got both sides of the issue and spoke with the founder of ZooToo.com who told our audience that they are working hard to resolve the problem but that the contest specifically states it is not one million dollars cash, but rather donated goods and services the shelter receives.

4.17.09 5pm Just three months after two young sisters died in a mobile home fire, another blaze today claimed the lives of three more children in the small town of Holts Summit. KRCG followed the first fire extensively and worked to inform viewers about fire safety. Today's fire brought back painful memories of a similar incident three months ago. In January...two young sisters died in a fire at the Seges mobile home park. That fire sparked debate over fire safety and the volunteer fire department in Holts Summit.

# KRCG QUARTERLY ISSUES REPORT

1<sup>st</sup> Quarter 2009

May 1<sup>st</sup> – May 31<sup>st</sup>

5.1.09 10pm KRCG continues to inform viewers with accurate information about the Swine Flu or H1N1 virus. The state health department tonight says Missouri has two more suspected cases of the virus. Since the virus is just starting to spread in Missouri, we informed our viewers with details about what the state is doing to get prepared. We also spoke with health professionals who said it's important to keep the situation in perspective and that the illness is not as threatening as was once feared.

5.4.09 10pm Tonight in a special education report, KRCG's Mallory McGowin reports on childhood obesity and what one local school is doing to focus on nutrition and exercise. East Elementary School in Jefferson City is part of a new program called "Missouri We Can" the main focus is creating healthy adults out of the youth of today. September health screenings at the school revealed troubling statistics: 26% of third graders were overweight and 18% were obese, according to body mass index charts. Since then, the school used a grant from the state health department fund the "We Can" program which helped start an exercise program and introduce healthy food to children.

5.5.09 10pm Unemployment numbers in Missouri are the highest they've been in almost a quarter century. That has led many to turn to the state for help in finding jobs. But instead of finding work through the Missouri Career Center, some say they have found themselves caught up in a scam. Matt Grant uncovered the story for our viewers. The job listing asked for drivers to go to restaurants and collect money for a little known charity based in Florida. But 3 people who signed up for the job say they were never paid or reimbursed for travel and office expenses. We brought our findings to the Missouri Department of Economic Development. After looking into it, the department decided to pull the job listing from its database.

5.6.09 10pm After five local children died this year in house fires KRCG focused on fire safety. We called it "Preventing House Fires" Tonight, KRCG's Mallory McGowin looking into how electrical malfunctions are a leading cause of house fires. She talked with firefighters who say it doesn't need to be that way and that homeowners can easily prevent electrical fires. Mallory showed viewers what to look out for and how to safeguard their homes.

5.8.09 12pm As part of our continuing series on how to prevent house fires, KRCG's Mallory McGowin shared the story of the Daniels family who lost their two daughters in a fire earlier this year. Mallory went to the scene of the fire so the family could share the lessons they've learned and tell viewers what to do differently. The parents say leaving a child alone near a fire for just a few moments is a few moments too many. The family also talked about how important it is for families to immediately exit a house once they see a fire or hear a smoke detector.

5.14.09 5pm KRCG continues to answer viewers' questions about fire safety. One viewer asked if smoke detectors should be placed on the ceiling or on the wall. We talked with Jefferson City's fire department to get an answer. A spokesperson for the fire department says that they and the smoke detector manufacturers, recommend smoke detectors be placed on the ceiling. But if that is not an option, placing the detector on the wall is the alternative. Smoke rises so that means you want the detector at the highest point of the room. But the fire department warned not to put the smoke detector too high because that could stop some from testing the alarm monthly and replacing the batteries twice a year.

5.20.09 10pm As part of our continuing series "preventing house fires," KRCG shared with viewers answers to more of our viewers' questions. One viewer wanted to know who is responsible for smoke detectors, the landlord or the renter? We checked around and found that fire ordinances vary from city to city in mid-Missouri. In both Jefferson City and Osage Beach, the ordinances say the landlord must install the smoke detector but the tenant is required to perform maintenance. In Columbia and Lake Ozark, the ordinance also requires the landlord to furnish the smoke detector, but there is no ordinance for the tenant's responsibility. Fire officials in both communities say check your lease because it should be spelled out there who is responsible for smoke detectors.

# KRCG QUARTERLY ISSUES REPORT

1<sup>st</sup> Quarter 2009  
June 1<sup>st</sup> – June 30<sup>th</sup>

6.1.09 5pm As General Motors enters bankruptcy, KRCG checked in with local dealers to see how their day-to-day operations will be affected by the bankruptcy. The GM dealers we spoke with told our viewers that the average car customer won't notice any major changes during GM's chapter 11 filing. The dealers also said they think the company will emerge stronger after bankruptcy.

6.2.09 10pm KRCG has been following the story of customers of two mid-Missouri tutoring learning centers. Customers of the Jefferson City and Columbia Sylvan Learning Center locations contacted KRCG after they learned the centers had abruptly closed. It was unclear if customers who had prepaid were going to get refunds. Today we heard from a parent who says she received a full refund of the \$3,000 she prepaid just two weeks ago. A spokesman at Sylvan company headquarters says the company will offer on-line tutoring to any customer who does not receive a refund.

6.11.09 10pm KRCG has been following the progress of the City of Columbia's plans to get red light cameras installed at some city intersections. The progress has been slowed over questions over the enforcement of traffic citations issued solely on a picture. KRCG talked with city leaders today and found out that the owner of the vehicle is responsible for paying the fine, regardless of who is driving the car. A private company will oversee the cameras, anyone getting a notice of violation from that company can go on line and see video footage of their vehicle running a red light.

6.12.09 10pm An 83-year-old Chevrolet dealership in the mid-Missouri county of Morgan is among the hundreds that General Motors will cut ties with next year. KRCG news talked with JE Cadle Chevrolet in Versailles today about GM's decision to not renew its contract. The dealership told KRCG viewers that it will appeal GM's decision but that it isn't hopeful it will be reversed. The dealership says not everyone lives in or near big cities and says they wish to continue serving the rural community.

6.16.09 6pm In the bad economy, KRCG wanted to share with its viewers some job openings at a local business. KRCG news learned that MBS Textbook Exchange is hiring 65 temporary workers in its customer contact center in Columbia. Company officials told KRCG they are still growing despite the tough economic times. KRCG provided information on how viewers looking for work could apply.

6.17.09 10pm As KRCG continues to keep mid-Missourians up to date on the economy, we reported today on a bill signed by Governor Jay Nixon that extends the period to receive unemployment benefits by 20 weeks. Up to 65 million dollars for the program comes from federal economic stimulus funds. We also reported on the state's unemployment rate jumped a full percentage point in May, up to 9%. KRCG showed viewers how some people are catching the eyes of potential employers by wearing special bracelets that say "Laid off, Need a Job" we shared with viewers how others are using the bracelets and where they can buy them.

6.19.09 6pm As more mid-Missourians head to Lake of the Ozarks for recreation, we responded to viewers concerns over signs posted at the two public beaches telling swimmers the beaches were closed. The signs were small and not prominently displayed and did not tell potential swimmers why the beaches were closed. We checked with the Department of Natural Resources who said that the water was unsafe for swimming because of unsafe levels of e-coli bacteria in the water. The local police chief told KRCG people had been swimming in the water for days after the signs had been posted. After our story aired, the DNR went back at put up bright orange and pink signs explaining why the beaches were closed and roped off the beaches.

6.29.09 5pm KRCG continues to inform viewers about problems with puppy mills in the state. As part of our coverage we reported how the Department of Agriculture and the Attorney General's Office are launching a new effort to take unlicensed puppy breeders to court. KRCG shared the numbers about how many puppy mills are found in the state and how the latest crackdown has helped.