

# INSIDE EAST TEXAS BROADCAST

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## In this issue:

- About KLTV and KTRE
- Tornado Devastates City of Van
- Red Cross Relief for Van
- Kari's Law
- Pets Fur People

## About KLTV and KTRE

Raycom Media stations KLTV and KTRE are dominating a growing market in East Texas. With over half a century of service to the community, viewers turn to these stations for local news and weather coverage above all others. From Tyler to Lufkin, this area serves the largest retail hub between Dallas, Houston and Shreveport. This market is the healthcare epicenter of East Texas and is home to the University of Texas at Tyler, Tyler Junior College and Stephen F. Austin.

## Tornado Devastates City of Van, Texas

An EF-3 tornado ripped through the city of Van, Texas on May 10<sup>th</sup>, killing two and injuring over 40 people. KLTV and KTRE responded with wall-to-wall coverage on-air, online through the mobile app, social media and live reporting. During the pivotal hour of the severe storms, KLTV/KTRE news had, on average, over 68,000 East Texans depending on KLTV's four full-time meteorologists and a state of the art Dual Polarization Doppler radar system to keep them informed and safe during the dangerous weather system.

## Pets Fur People to Keep Doors Open

After nearly 50 years, Pets Fur People was preparing to close its doors. As the only non-kill shelter in Tyler, TX, KLTV and KTRE offered on-air and online help to promote their fundraiser. Pets Fur People received around \$52,000 and were able to keep Pets Fur People up and running.



## KLTV Hosts Red Cross Telethon for Van Tornado Victims

Buildings were demolished, schools were damaged and trees were reduced to debris in the Van area. There was about 40 million dollars in damages. As the community struggled to recover, KLTV and KTRE wanted to do their part to help their East Texans affected by the tornado. KLTV/KTRE hosted the Red Cross Telethon on May 15<sup>th</sup> and raised more than \$55,000. As Van residents begin to rebuild after the storm, KLTV/KTRE continues to support their Van neighbors by promoting events and encouraging donations for those still in need.

## Governor Abbott signs Kari's Law

KLTV and KTRE have covered Kari Hunt's story from the beginning and encouraged viewers to sign petitions to require motels and other businesses to upgrade to "Enhanced 911" systems. In his first ceremonial bill as governor, Greg Abbott signed a sweeping bill into law that changed 911 response across the state. Kari's Law requires direct 911 dialing from multiline telephone systems.