



KTBS-3 NEWS SHREVEPORT, LA



KTBS-3/KPXJ-21 Fax (318) 219-4630

Lifewise Cable Media Fax (318) 219-4678

KTBS-3 NEWS

The mission of KTBS-3 News is *On Your Side*, covering news that matters to viewers in the Ark-La-Tex, while offering solutions to area problems. Covering a 150 mile area across four states, KTBS-3 News is known for bringing information to the Ark-La-Tex that the viewers care about. That information includes weather, breaking news, crime, education, health and much more! KTBS-3 News has the largest television news staff in the market, with newsrooms in Shreveport, Texarkana and Marshall. KTBS-3 News has both the resources and the talent to keep us in touch with a large cross section of viewers, and on top of the issues that affect people in our region.

KTBS-3 NEWSCASTS

There are several opportunities to sample KTBS-3 News during the week:

Monday – Friday	Saturday	Sunday
5:00 – 7:00am	6:00 - 7:00am	8:00 - 9:30am
11:30 - 2Noon	5:30 - 6:00pm	5:00 - 6:00pm
5:00 – 5:30pm	10:00 - 10:35PM	10 - 10:35PM
10:00 - 10:35pm		

EARTHLINK-3

KTBS-3 owns 2 satellite trucks, called EARTHLINK-3. These mobile satellite news stations allow the KTBS-3 News team to go anywhere in the country to cover a news story. KTBS-3 also has two other live vans to broadcast news from anywhere news happens in the region.

KTBS-3 TEXARKANA

On Cable One in Texarkana, KTBS-3's daily 6pm and 10pm Newscasts each contain a ten-minute news segment broadcast from our Texarkana Newsroom. These segments are specifically for our viewers in the Texarkana area and feature Texarkana news stories exclusively.

KPXJ-CW21 NEWS at 9:00PM – STRAIGHT TO THE POINT

KTBS-3 News produces the only 9pm newscast in the market which runs on KPXJ-CW21 and is a synopsis of important local, regional, and international news. The 9pm newscast is anchored by members of the KTBS-3 News team and gives viewers all the important news of the day, including weather and sports, an hour earlier than all other local newscasts in the market.



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24-HOUR NEWS

KTBS-3 also provides the market with a 24-hour cable news channel. This is a convenient way to let viewers see the news not only at traditional news times, but on their schedule. KTBS-C, as we call it, airs on Time Warner Cable and Cable Management Associates. The 24-hour news station rebroadcasts all KTBS-3 Newscasts.

KTBS-3 NEWS FEATURES

KTBS-3 News offers interesting and informative news products and delivers a diverse audience for marketing needs. KTBS-3 News presents a daily *HealthWatch 3* report, as well as *Assignment Education*, and *Crimestoppers-3*. KTBS-3 News also features a weekly travel segment called, *50 Cities in 50 Weeks*, that takes viewers to points of interest in and around the Ark-La-Tex.

KTBS-3 WEATHER

KTBS-3 News is dedicated to delivering the most accurate weather information available 7 days a week, and features the only weather staff in the market dedicated exclusively to weather. The *KTBS-3 Storm Team* is comprised of 3 meteorologists who work together to consistently present the most accurate and up-to-date information available in the region. *KTBS-3's Mega 3 Radar* is the most powerful radar in the country with one-million watts of power! And, our *KTBS-3 Storm Team Weather Lab* is the most sophisticated weather tool of its' kind. With our *Skycast Forecast*, *Street Level Mapping*, and the *Mega 3 Radar*, KTBS-3 has the tools to help keep the Ark-La-Tex informed and safe from severe weather.

WEATHER TEL-3 is an exclusive weather information phone line that area viewers can call to get the latest *KTBS-3 Storm Team Forecast*. The weather forecast is updated frequently between news broadcasts. During severe weather, the forecast is sometimes updated as often as every 15 minutes. *Weather Tel-3* has received as many as 1,000 calls in one day during severe weather.

KTBS-3 SPORTS

KTBS-3 Sports is the sports leader in the Ark-La-Tex hosting many special features like *Athlete of the Week*, *Friday Football Fever* in the fall, and *SportsLine 3*, a half-hour call-in talk show. KTBS-3 SPORTS does it all...whether it's covering The Masters, the Final Four, Little League Baseball or teams like LSU, Louisiana Tech or the Mudbugs, our sports department takes the viewer to the event.