



## Monitoring Report

[CC]=Derived from Closed Captioning; I=Interview; GR=Graphic; PC=Press Conference; R=Reader; SI=Studio Interview; T=Teaser; TZ=Teased Segment; V=Visual

# TEXAS DRAGONBOAT ASSOCIATION

05/09 to 05/16  
1651741

## North American Markets

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### 1. Viva Houston

DMA: 10

KTRK-TV CH 13 (ABC) Houston

05/11/2008 11:30 AM - 12:00 PM

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:23:09 We want to welcome this morning president of the Buffalo Bayou Partnership. Thank you for coming in. Start off by telling us what is the significance of Buffalo Bayou and the whole area really it weren't for Buffalo Bayou Houston wouldn't be here. It's where the Allen brothers, the founders or Houston stepped ashore at the corner of commerce and main street in downtown, and that site also served as Houston's first port before the port moved further east to the turning Baysen. So it's a very historic waterway for Houston and the entire state of **Texas**. Over time we've seen some dramatic changes to that area. Yes, your viewers are probably most familiar with the changes taking place in downtown. Our organization is actually raising about \$50 million worth of funds for projects like this, the promenade at Allen's Landing, restoring an historic building there. Hike and bike trails are being built not only in downtown but east of downtown as well. The hike and bike trails and just a place to really see nature right close to town. People are always amazed at how they can feel that they're out in the wilderness in America's fourth largest city. We have boat tours, canoe and kayak tours, we hold a 15-mile canoe and kayak race every spring. So more and more boating is becoming a really strong recreational activity not just here in Houston but throughout the country. When it comes to the boat house, there's a new one that you are designing. Tell us what its purpose is and when we'll see it. Over in the east end, we have a site that our organization actually owns, and we're building a group of boat houses and a boat launch that will house the rice crew team, the Houston **Dragon Boat Association**, and then we'll have a space over there that people can come and rent out canoes and kayaks... 00:25:15

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**2. Eyewitness News At 6:00**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**05/05/2008 06:00 AM - 07:00 AM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:36:15 Although it is raining, great over the booked for the **Dragon Boat** races. We actually won a right tre is our only practice. It was really cute. 00:38:15

**3. Eyewitness News At 5:00**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**05/05/2008 05:00 AM - 06:00 AM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:21:21 **Dragon Boats:** The **Dragon Boat Festival** was last weekend in downtown Houston. V; **Dragon boat** races. V; **Dragon Boat Festival.** 00:23:04

**4. 11 News At Ten**

**DMA: 10**

**KHOU-TV CH 11 (CBS) Houston**

**05/03/2008 10:00 PM - 10:35 PM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:34:29 If you were person at Buffalo Bayou, you may have seen neat **Dragon Boats**. Each had 20 people paddling and they raised up and down the bayou to get the dragon cup, part of theth annual Houston **Dragon Boat Festival**. What are you doing with it said to butch. It said to butch. There is a phone number on there! 00:34:53

**5. Eyewitness News Tonight**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**05/03/2008 10:00 PM - 10:35 PM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:34:32 These people have to be tired tonight. They participated in the **Dragon Boat Festival**. 3 Teams broke out paddles to compete. Others relaxed and enjoyed the food and entertainment. Abc 13 had a team and they did well. They made it past the first two rounds with the help of Ted Oberg. That is our report for tonight. 00:34:56

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**6. Eyewitness News**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**05/03/2008 06:00 PM - 06:30 PM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:16:18 Houstonians used their walking shoes to stomp out the stigma of mental illness. They sponsored the walk in Sam Houston Park this morning. 1500 People participated. Walk raises funds for education and support for those who have mental illnesses. Some people walked and others enjoyed the beautiful weather by hitting the water. Eighth annual **dragon boat festival** took place today. 32 Teams paddled away and others preferred to sample the food and entertainment. There is Ted Oberg putting everything in focus. They had trouble on dry land but this year's made it past the first two rounds but had to leave early. 00:18:50

**7. Saturday Eyewitness News At 6 AM**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**05/03/2008 06:00 AM - 07:00 AM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:20:53 This was all the fun happening in downtown. Annual **Dragon Boat** races. 33 Teams including abc-13 boat racers will try to paddle their way to the continue line. The races begin at 8:30 this morning and continue throughout the day on Buffalo Bayou Allen's Landing. Do you remember what happened last year? You came in almost at the end. Our channel 13 crew needs to work on the energy factor. I'm sure many are up and ready and their alarm has gone off this morning and they will get pumped up for the race. I don't know. They have to get Don Nelson out of the back of the boat and get him to stop cringing those beverages. I was going to be more scientific and say they were off on their timing. No, that's not what it was. That wasn't what it was. I am going to stay out of this one. I really am. 00:21:57

**8. Eyewitness News At 5:00**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**05/02/2008 05:00 AM - 06:00 AM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:21:58 Weather: Banter about this weekend's events. GR; Derricks and Diamonds Softball Tournament, Field of Dreams in League City, benefits **Texas** Children's and Snowdrop Foundation. V; doll cakes from a local shop. KTRK and Kroger are partnering for a cake decorating contest in June to benefit the Houston Food Bank. GR; Houston **Dragon Boat Festival**, Commerce at Main. Casey Curry reporting. 00:24:48

**9. Eyewitness News At 5:00**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**05/01/2008 05:00 AM - 06:00 AM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:22:36 **Dragon Boat**: The Houston **Dragon Boat Festival** is this Saturday. GR; **Dragon Boat Festival**, Commerce at Main. 00:23:25

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**10. Fox 26 News At Nine**

**DMA: 10**

**KRIV-TV CH 26 (FOX) Houston**

**04/30/2008 09:00 PM - 10:00 PM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:49:00 TZ; Weather: GR; **Dragon Boat Festival**, Keywords; Dragon Cup, Allen's Landing, Buffalo Bayou. V; Bee, courtesy of Dave Swienton. V; Blue Bonnet, courtesy of Dave Swienton. Dr. Jim Siebert reporting. 00:50:14

**11. Eyewitness News At 5:00**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**04/30/2008 05:00 AM - 06:00 AM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:38:05 Weather: V; shirt for the 8th Annual **Dragon Boat Festival**. Casey Curry reporting. 00:40:41

**12. Local 2 News At 6**

**DMA: 10**

**KPRC-TV CH 2 (NBC) Houston**

**04/28/2008 06:00 PM - 06:30 PM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:19:10 Doesn't cool us down as far as the weekend, may see few more clouds, partly cloudy. **Dragon Boat Festival**, Cinco De Mayo. Now the weekend looks good. All this and more at [www.Click2Houston.com](http://www.Click2Houston.com). 00:19:16

**13. Crossroads**

**DMA: 10**

**KTRK-TV CH 13 (ABC) Houston**

**04/27/2008 11:00 AM - 11:30 AM**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:00:18 Plus high lights of the subcoming **Dragon Boat Festival**. 00:02:04

[CC] 00:15:59 Welcome back to visions. The featuring the **Dragon Boat** race of course. Abc-13 team of boat racers tell me they're ready to compete for the dragon cup or maybe just not fall out of theboat. I want to welcome the boat organization director, Michelle Shen-O'brien and the leader of abc-13's team of boat racers, a long time member of our production department, Douglas Bolduc. Hit the drums for us. Agrees job. Almost as good as when you were racing the boat. Anyway, we'll talk to Michelle first. Tell us what the meaning of dragon boat racing is for people who are not familiar. **Dragon Boat** racing is to commemorate patriotic poet who sacrificed himself by drowning as a protest against the corruption and the people loved him so much they got into their fish boats and tried to rescue him and they beat the drums to ward off the evil spirit and they throw the rice into the river to ward off the fish and protect his body. That's been going on now the perhaps a couple thousand years later, got our folks here at abc-13 involved. You're wearing your shirt from last year. Looking proud. Douglas, tell us how you managed to round up a group of chance folks to get involved. It's not nearly as easy as one might thing. In the television business everybody is running in all directions at the same time, so people , everybody wants to commit but they've got other things going on and I've already had to revise our team membership four times because people go, well, I can do it and then they come back later and say, turns out if have

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something else going on. We have e have video of you guys last year. Yeah. You can tell by the motion of the paddles we all on the same beat the. Well, michelle, despite the lack of practice, abc-13 goes through this is serious for a lot of the teams. We have 33 teams this year, and out of the 33 teams with have corporate companies, community teams and a breast cancer survivor team. Do you have some teams from other countries? I know sometimes you get canadians and people from Europe. That will come in place after the October regular got a a, and so the may **festivals** mostly for the Houston corporations. Douglas, describe kind of the atmosphere on Saturday morning. Actually a very **festive** atmosphere. A lot going on. Drummers. There's drummers, performers, singers, dancers, food, there's all kinds of foods and stuff and it's very competitive for most of the teams. In our case, it's more, we're there for the fun of it. We're not so much there to win because the as you can see by our form that's not going happen. Its hard? It's quite hard to row in a synchronized fashion. The **dragon boat** races in 1978 in hong kong they're real serious about it out there. It's a major gambling sittion and it's very important there, but I've always been fascinated by it and last year we were allowed to participate, and I , you survived. Nobody fell out of the boat and everybody made it pretty much okay. 00:19:42

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