

**KABC-TV**  
**Issues/Programs Report Submissions**

**Quarter: 2<sup>nd</sup> Quarter 2009**

**Date: July 6, 2009**

<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 1 – Health: Research, Prevention, Diagnosis &amp; Treatment</u></b>
2009 – April 14,15,16,17,18,20,21,22,23, 24,25,26,27,28,29 & 30 PSA's: Padres Contra El Cancer & Childrens Hospital Los Angeles Length: :30/:10 seconds Origin: Local Type: PSA	Promotes their Rally for Kids with Cancer Scavenger Cup Los Angeles, with proceeds benefitting both organizations in the fight against children's cancers.
2009 – April 25 May 3,11,13,14 & 16 PSA's: Arthritis Foundation Length: :30 seconds Origin: Local Type: PSA	Promotes three of their annual Walks, in Southern California, which raises awareness and funds to find a cure for arthritis.
2009 – April 16,17 & 26 May 1,3,10,13,20, 27 & 31 June 4,10,14,17 & 24 PSA's: Mission City Community Network – Black Infant Health Program Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the Black Infant Health Program, which works daily to improve the infant mortality rates for African American babies.
2009 – April 1,2,3,5,6,7,8,9,10,11,12,13, 14,15,16,17,18,20,21,22,23 & 24 PSA's: Autism Speaks Length: :30/:10 seconds Origin: Local Type: PSA	Promotes their annual "Walk Now for Autism" event and community resource fair, which raises money for research and resources, as well as offers help and awareness of Autism.
2009 – April 1,2,3,5,6,7,8,9,10,11,12,13, 14,15,16,17,18,20,22,23,24,25,26,27,28, 29 & 30 May 1,2,3 & 4 PSA's: Kid Healthy – Steps to Healthy Living & Community Partners Length: :30/:10 seconds Origin: Local Type: PSA	Promotes our annual "Kid Healthy – Steps to Healthy Living" campaign, which promotes prevention of Type 2 Diabetes and obesity. It encourages healthy living and offers tips and resources.
2009 – April 7 PSA's: Shriner's Hospitals for Children, Los Angeles Length: :30/:20 seconds Origin: Local Type: PSA	Informs viewers about Shriner's Hospitals history, what it does in the medical field, what it does for children and what it offers, free of charge.

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2009 – April 5 & 12 June 4 PSA's: American Cancer Society – Colorectal Cancer Length: :30 seconds Origin: Local Type: PSA	Urges everyone over the age of 50 to get tested for colorectal cancer.
2009 – April 7,13 & 20 May 25 PSA's: Eye Care America Length: :30/:15 seconds Origin: Local Type: PSA	Offers people in the community free glaucoma eye exams if they qualify. Offers some criteria of how they might qualify and gives them an 800 number to call.
2009 – April 7 & 12 May 10 & 28 June 29 PSA's: The Banyan Tree Project Length: :30 seconds Origin: Local Type: PSA	Promotes awareness in the Asian & Pacific Islander communities, seeks to break down the barriers of shame and cultural stigma, and offers access to information, support and treatment for HIV/AIDS.
2009 – April 7 May 12 PSA's: Padres Contra El Cancer Length: :30 seconds Origin: Local Type: PSA	Committed to improving the quality of life for Latino children with cancer and their families.
2009 – April 8,17 & 23 May 22,30 & 31 June 6 & 28 PSA's: Alcoholics Anonymous Length: :30/:20/:15 seconds Origin: Local Type: PSA	Targets the viewer whose drinking is affecting their life and family. Offers help and gives their website, or that they are in the phone book.
2009 – April 8 & 23 May 29 June 13 PSA's: Paralyzed Veterans of America Length: :30/:20/:15 seconds Origin: Local Type: PSA	Offers advice on caring for veterans and promotes awareness of the sacrifices made by veterans.

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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 2 – Women’s Issues</u></b>
2009 – April 20,21,22,23,24,25,26,27,28, 29 & 30 May 1,2,3,4,5,6,7 & 8 PSA’s: Entertainment Industry Foundation Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the 16 <sup>th</sup> Annual “Revlon Run/Walk for Women”, which raises money and awareness in the fight against women’s cancers.
2009 – April 8,13 & 24 June 3 PSA’s: American Cancer Society – Breast Cancer Length: :30/:15 seconds Origin: Local Type: PSA	Urges women over 40 to get an annual mammogram, saying that early detection is still the best protection.
2009 – April 5 May 10 PSA’s: Susan G. Komen for the Cure Orange County Length: :30 seconds Origin: Local Type: PSA	Promotes their mission to never stop fighting to end breast cancer.
2009 – April 8,15 & 26 May 28 June 18 PSA’s: California Black Women’s Health Project Length: :30/:15 seconds Origin: Local Type: PSA	Discusses anxiety and depression in black women and gives information on how the organization can help.
2009 – April 8 PSA’s: Women’s Care Cottage Length: :30 seconds Origin: Local Type: PSA	More than half of the homeless on any given night in L.A. are women and children. They help homeless women and children move off the streets permanently and succeed independently.

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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 3 – Safety: Home, Environment, Transportation</u></b>
2009 – May 11,12,13,14,15,16,17,18,19, 20,21,22,23,25,26,27,28,29,30 & 31 June 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15, 16,17,18,19,21,22,23,24,25,26,27,28, 29 & 30 PSA's: American Red Cross Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the “ABCs of a Safe Summer” campaign, which offers viewers information and events on CPR, 1 <sup>st</sup> Aid, water, fire, heat and electrical safety to help keep your family safe over the summer.
2009 – May 1,3,5,6 & 7 PSA's: American Public Gardens Association Length: :30 seconds Origin: Local Type: PSA	Promotes National Public Gardens Day and encourages people to visit one of the many gardens in Southern California.
2009 – April 20 May 10 & 31 June 29 PSA's: Glendale Firefighters Length: :30 seconds Origin: Local Type: PSA	Gives information about how to be safe in case of a fire, by installing smoke detectors and having an escape plan.
2009 – April 20 May 3,10,15,17,24 & 26 June 1,14 & 29 PSA's: Los Angeles Department of Water and Power Length: :30 seconds Origin: Local Type: PSA	Gives tips to viewers on water conservation and how to be more green. Also gives them a number and website to go to for more tips.
2009 – April 25 May 10 & 30 June 7 PSA's: California Office of Traffic Safety and the California Highway Patrol Length: :30 seconds Origin: Local Type: PSA	Asks viewers to report drunk drivers when they see them on the road, by calling 911 and gives them information on what to report to the 911 operator.
2009 – April 2,12 & 15 May 31 June 14 PSA's: County of Los Angeles Length: :30 seconds Origin: Local Type: PSA	Warns viewers of a Property Tax Scam. Tells them that getting an assessment for your property can always be done free from the County Assessor's Office. You should never be charged.
2009 – April 5,12 & 13 May 11,12 & 24 June 2,3,9 & 15 PSA's: Motorcycle Safety Foundation Length: :10 seconds Origin: Local Type: PSA	Promotes safety and awareness to drivers when they are around motorcycles and asks them to always make sure to look out for motorcycles.

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2009 – April 8 PSA's: California Attorney General's Office & the California Office of Traffic Safety Length: :60/:30 seconds Origin: Local Type: PSA	Encourages adults to "think through it, don't do it", and don't provide alcohol to minors.
2009 – April 8 & 15 May 9 PSA's: Noah's Wish Length: :30 seconds Origin: Local Type: PSA	Informs viewers of their mission to save animals during disasters with their rescue and recovery services and how they do educational outreach programs to help people be prepared for a disaster.
2009 – April 1 May 17 & 24 June 3, 11 & 26 PSA's: Los Angeles County & United Way Length: :30/:10 seconds Origin: Local Type: PSA	Informs the public about 2-1-1, a non-emergency phone number in Los Angeles that helps the community to locate, access and effectively use essential community health and human services.
2009 – April 8 June 3 & 30 PSA's: The Humane Society of the United States Length: :30 seconds Origin: Local Type: PSA	Offers viewers the "evacuatemypet.com" website to find information on evacuating their pets in an emergency or disaster.
2009 – April 1 & 12 June 14 PSA's: California Integrated Waste Management Board Length: :30 seconds Origin: Local Type: PSA	Promotes the recycling of TV sets and computer monitors to provide a safer environment for all Californians. Offers a web site to find out what to do.
2009 – April 9,13,15 & 23 May 9,17, 24 & 25 June 10 & 27 PSA's: City of Los Angeles Length: :15 seconds Origin: Local Type: PSA	Informs the public about 3-1-1, a non-emergency phone number that was created to improve access to city services and information, while reducing non-emergency calls to 9-1-1.

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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 4 – Consumer Reports &amp; Interests</u></b>
2009 – April 4 May 2 June 6 PSA's: FCC/Children's Programming Educational Announcement Length: :15 seconds Origin: Local Type: PSA	Provides viewers with information on how to recognize Children's Programming on KABC-TV and how to access more information through our Public Inspection File.
2009 – April 9 & 12 May 24 June 13 PSA's: Ad Council & Neighborworks Length: :30 seconds Origin: Local Type: PSA	Lists Southern California non-profits that provide counseling for those facing foreclosure on their home.

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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 5 – Concern for Youth</u></b>
2009 – April 25 May 3,10 & 31 June 1, 13 & 28 PSA's: Glendale Healthy Kids Length: :30 seconds Origin: Local Type: PSA	Organization offers free medical, dental, vision services and prescriptions available. They want to help children who can't afford help, still get what they need to be healthy.
2009 – April 16,17,19 & 22 May 13,17,25, 28 & 31 June 5,13 & 30 PSA's: Covenant House California Length: :30/:15 seconds Origin: Local Type: PSA	Organization helps runaway teens or teens aged out of the foster system, by providing them with food, shelter and ways to get a job or go to school.
2009 – April 9 & 14 May 27 June 2,12 & 16 PSA's: Starlight Children's Foundation Length: :60/:30/:15/:10 seconds Origin: Local Type: PSA	Organization helps improve the life of children diagnosed with a serious or chronic illness by providing entertainment, education and family activities that help the kids and families cope.
2009 – April 9 June 14 PSA's: American Dental Association Length: :30 seconds Origin: Local Type: PSA	Uses an animated kid dinosaur, Dudley, to encourage kids to brush twice a day; floss once a day, limit between-meal snacks and get regular check-ups.
2009 – April 3,14,21 & 24 May 19,24 & 31 June 11 PSA's: Outward Bound Adventures Length: :30/:15 seconds Origin: Local Type: PSA	Organization provides inner city youth a view of nature as the backdrop to facilitate life lessons in conflict resolution, cooperation and building self esteem.
2009 – April 9 May 31 June 30 PSA's: Shoes That Fit Length: :60/:30 seconds Origin: Local Type: PSA	Organization provides new shoes to children who can't afford them. Looks for help from viewers to get more shoes.
2009 – April 10 PSA's: The Fulfillment Fund Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to be the one, to be a mentor and help make a difference in the lives of underprivileged young people.
2009 – April 11 May 30 June 16 PSA's: The Trevor Project Length: :30 seconds Origin: Local Type: PSA	Promotes their Hotline for gay and questioning teens, as a resource for them so as not to be alone. It is also a suicide hotline, staffed 24/7.

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2009 – April 9 & 17 May 19 & 31 June 15 PSA's: Kidsave Length: :30/:15 seconds Origin: Local Type: PSA	Promotes their Los Angeles Weekend Miracles Program, which involves volunteers taking foster youth home for the weekend, which provides stability and mentorship.
2009 – April 2 June 3 PSA's: The Help Group Length: :30 seconds Origin: Local Type: PSA	Raises awareness of Autism. Each Spokesperson has a child with Autism, and they talk about how The Help Group can help.
2009 – April 3 May 24 June 3 & 10 PSA's: Variety Boys & Girls Clubs of America Length: :30/:10 seconds Origin: Local Type: PSA	Talks about how being a part of a Club can make a huge difference in your life growing up, because they offer support, mentoring, friendship, etc.
2009 – April 5 & 22 May 18 June 10 PSA's: Al-Anon Family Groups Length: :30/:20/:15/:10 seconds Origin: Local Type: PSA	Offers an 800 number for those whose lives are affected by loved ones drinking. Al-Anon is for family support and Alateen is for children support.



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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 6 – Improving Race Relations</u></b>
2009 – April 20,21,22,23,24,27,28,29 & 30 May 1,4,5,6,7,8,15,16,17,18,19,20,21,22, 24,25,26,27,28,29,30 & 31 PSA's: City of Los Angeles Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the City's "Asian & Pacific Islander American Heritage Month", their poster and essay contests, as well as all the events going on in the month of May.
2009 – April 20 & 26 May 3 PSA's: Visual Communications Length: :30 seconds Origin: Local Type: PSA	Promotes their 25 <sup>th</sup> Annual Los Angeles Asian Pacific Film Festival, which promotes intercultural understanding and showcases over 160 Asian International and Asian Pacific Americans films.
2009 – April 11 June 7 & 18 PSA's: Southern Christian Leadership Conference of Greater Los Angeles Length: :30/:10 seconds Origin: Local Type: PSA	Provides information on what SCLC/LA does for the community and the services it provides.

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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 7 – Maintaining A Quality of Life: Individual and Family Matters</u></b>
2009 – June 19,20,21,22,23,24,25,26,27, 28,29 & 30 PSA's: Ford Amphitheatre Length: :30/:10 seconds Origin: Local Type: PSA	Promotes their 2009 Summer Season at their historic open-air amphitheatre, as well as their Big!World!Fun! Family Series, where children can attend for free.
2009 – April 6 & 11 May 10 June 2 & 16 PSA's: Westside Food Bank Length: :30 seconds Origin: Local Type: PSA	Provides local organizations with food that helps kids, seniors, individuals and families who struggle with putting food on their table and is looking for volunteers.
2009 – April 1,2,5,7,8,9,12 & 15 May 22, 29 & 31 June 5,11 & 19 PSA's: Project Angel Food Length: :30/:10 seconds Origin: Local Type: PSA	Asks viewers to volunteer or help Project Angel Food, which cooks and delivers meals to men, women and children affected by HIV/AIDS, cancer and other life-threatening illnesses.
2009 – April 2,12 & 15 May 10,12,24 & 30 June 14 & 21 PSA's: Gettoknowusfirst.org Length: :30 seconds Origin: Local Type: PSA	Asks viewers to support marriage equality by getting to know gay couples first and promotes the idea that marriage promotes families.
2009 – April 1 & 12 May 17 June 3 PSA's: Ad Council Length: :30 seconds Origin: Local Type: PSA	President Obama encourages everyone to help renew America by volunteering.
2009 – April 10 & 11 May 31 June 5, 9 & 18 PSA's: MEND (Meet Each Need with Dignity) Length: :30/:10 seconds Origin: Local Type: PSA	Highlights what MEND does in the community for the low-income and asks viewers to find out how they can help them do more.
2009 – April 11 & 14 June 13 PSA's: Recording for the Blind & Dyslexic (RFB&D) Length: :30/:20 seconds Origin: Local Type: PSA	Testimonials about how using RFB&D, has changed and enhanced their life through audio books.

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2009 – April 10,15 & 24 May 11,23, 25 & 26 June 9 & 28 PSA's: Guide Dog Foundation for the Blind, Inc. Length: :30/:20/:15 seconds Origin: Local Type: PSA	Highlights the difference a guide dog can make in the life of its user and shows how much freedom and mobility they give them. Also talks about the different people they can help: deaf, blind, epileptic, veterans.
2009 – April 11 PSA's: Aging Services of California Length: :60/:30 seconds Origin: Local Type: PSA	Encourages the fact that aging is something to embrace, not deny and to redefine society's perception of aging. States that "aging is an active verb".
2009 – April 5 & 6 May 2,3,4,5,6,7,9,10,11, 12,14 & 31 June 3,4,5,6,7,10,12 & 16 PSA's: Museum of Latin American Art Length: :30 seconds Origin: Local Type: PSA	Promotes the Museum and calls it "where passion lives".
2009 – April 2 May 10 June 14 PSA's: GLAAD Length: :30/:20 seconds Origin: Local Type: PSA	Encourages acceptance of Gay, Lesbian and Transgender people, as well as not using hurtful words or jokes.
2009 – April 11 & 21 June 1,8,16,26 & 30 PSA's: USO Length: :60/:30/:15/:10 seconds Origin: Local Type: PSA	Informs viewers about all of the services they provide our troops and their families and says that the best way for us to help the troops is to help the USO.
2009 – April 11 June 2 PSA's: Karma Rescue Length: :60/:30 seconds Origin: Local Type: PSA	Informs viewers that they give death row dogs a second chance through rescue, rehabilitation and placement into safe and loving homes. They operate on volunteers and donations and are looking for help.
2009 – April 12 PSA's: Los Angeles City College Length: :30 seconds Origin: Local Type: PSA	Details what the College offers and encourages viewers to enhance their life through education.
2009 – April 6,11,16 & 25 May 10 & 26 June 9 PSA's: National Veterans Foundation Length: :30/:15 seconds Origin: Local Type: PSA	Offers a toll-free Helpline Service for veterans of all wars seeking crisis management, emotional support, VA claims assistance and information and referral services.

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2009 – April 12 & 17 May 24 PSA's: Wounded Warrior Project Length: :30/:20/:15 seconds Origin: Local Type: PSA	Seeks to help those men and women of our armed forces who have been severely injured during the conflicts in Iraq, Afghanistan and other locations around the world.
2009 – April 12 June 4 PSA's: People for the Ethical Treatment of Animals Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to bring their dogs inside and make them a part of the family. Tells how chaining them outside is harmful to them. Also makes a plea to include their animal family members in their evacuation plans during wildfires and other disasters.
2009 – April 12,14 & 21 May 27 PSA's: Dogs For the Deaf Length: :30/:15 seconds Origin: Local Type: PSA	Promotes the organization, whose mission is to rescue and professionally train shelter dogs to help deaf and disabled people.