

KABC-TV
Issues/Programs Report Submissions

Quarter: 4th Quarter 2011

Date: January 10, 2012

<u>Name/Type/Source of Typical & Illustrative Program</u>	<u># 1 – Health: Research, Prevention, Diagnosis & Treatment</u>
2011 – October 13,14,16,17,18,19,20,21, 22,24,25,26,27,28,29 & 31 November 1,2, 3,4,7,8,9,10 & 11 PSA's: Walk Now for Autism Speaks Length: :15/:10 seconds Origin: Local Type: PSA	Promotes the “Orange County Walk Now for Autism Speaks” to raise funds and awareness for Autism.
2011 – October 5,6,7,8,10,11,12,13,14,15, 17,18,19,20,21,22,23,24,25,26,27,28,29, 30 & 31 PSA's: ABCs of Women's Health – Prevention Matters Length: :15/:10 seconds Origin: Local Type: PSA	Promotes our annual Women's Health Month campaign with various community partners and offers women tips, resources and events to help their health.
2011 – October 1,2,3,4,5,6,7,8,11,12,14, 15,16,17,18,19,21,23,24,25,26 & 28 PSA's: Alzheimer's Association Length: :30 seconds Origin: Local Type: PSA	Promotes their annual “Walk” to raise awareness about Alzheimer's and funds to help with finding a cure.
2011 – October 1,2,3,4,5,6,8,9,10,11,12, 14,15,16,17,18,19,22,24,26,27,29,30 & 31 November 1,2,3,4,5,6,8,9 & 10 PSA's: Be the One Run Length: :30 seconds Origin: Local Type: PSA	Promotes the “Be the Match Be the One Run” which helps raise awareness of organ donation and the need for people to be tested to find matches, especially in the Asian community.
2011 – October 1,3,4,5,6,7,10,11,12,13, 14,15,16,17,18,19,20 & 21 PSA's: Love Ride Length: :15 seconds Origin: Local Type: PSA	Promotes the “Love Ride” motorcycle ride which helps raise awareness and funds for Autism.
2011 – October 4 & 20 November 6 PSA's: Leukemia & Lymphoma Society Length: :60/:30/:15 seconds Origin: Local Type: PSA	Promotes their annual fundraiser, the “Light the Night Walk”.

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2011 – October 12 PSA's: American Cancer Society – Patient Services Length: :30 seconds Origin: Local Type: PSA	Informs viewers about what the American Cancer Society does and the patient services it provides.
2011 – October 29 PSA's: Kid Healthy – Steps to Healthy Living Length: :30/:15 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.
2011 – October 20 PSA's: California Department of Alcohol and Drug Problems Length: :30 seconds Origin: Local Type: PSA	Uses the metaphor of a woman trading her family for a drink, that alcohol can ruin lives and even kill you.
2011 – October 20 November 13 December 29 PSA's: St. Joseph Center Length: :30 seconds Origin: Local Type: PSA	Helps provide working poor families, as well as homeless men, women and children of all ages, with the inner resources and tools to become productive, stable and self-supporting.
2011 – October 22 PSA's: Step Up on Second Length: :30 seconds Origin: Local Type: PSA	A mental health organization that helps rebuild lives one step at a time.
2011 – October 15 PSA's: San Fernando Valley Counseling Center Length: :30 seconds Origin: Local Type: PSA	An organization in Northridge that offers low-cost counseling for anyone – adults, kids, families – and is based on ability to pay.
2011 – October 22 December 31 PSA's: CLARE Foundation Length: :30 seconds Origin: Local Type: PSA	Provides compassionate treatment and recovery services for alcoholism and substance abuse to individuals, families, and the community. Saves lives through recovery.
2011 – October 15 November 27 PSA's: Alex's Lemonade Stand Foundation for Childhood Cancer Length: :30 seconds Origin: Local Type: PSA	Tells Alex's story and asks viewers to help end childhood cancer by creating their own Lemonade Stand, supporting one or donating to the Foundation.

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2011 – October 23 November 20 PSA's: Department of Defense Length: :60/:30 seconds Origin: Local Type: PSA	Provides access to psychological health information and resources 24 hours a day, seven days a week for veterans returning from war.
2011 – October 10 November 13 & 22 December 11 & 24 PSA's: Autism Speaks Length: :60/:30 seconds Origin: Local Type: PSA	Compares odds of children becoming golf pros, 1 in 140,000, and being diagnosed with autism, 1 in 150, and encourages people to know the signs.
2011 – October 23 November 19 December 28 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.
2011 – October 1 November 14 December 24 & 31 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.
2011 – October 23 December 10 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.
2011 – October 24 November 17 December 10 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.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u># 2 – Women’s Issues</u>
2011 – October 29 PSA's: American Cancer Society – Choose You Program Length: :30 seconds Origin: Local Type: PSA	Inspires women to put themselves first to live well today and stay well tomorrow.
2011 – October 29 November 24 PSA's: YWCA Santa Monica / Westside Length: :30 seconds Origin: Local Type: PSA	Serves more than 2,500 women and children from ten communities in West Los Angeles and empowers women and girls by creating opportunities for growth and leadership.
2011 – October 30 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.
2011 – October 30 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.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u># 3 – Safety: Home, Environment, Transportation</u>
2011 – November 7 & 8 PSA's: National Association of Broadcasters Length: :15 seconds Origin: Local Type: PSA	Alerted viewers that there would be a national Emergency Alert Services test and that it was only a test, so no one should be alarmed.
2011 – October 29 November 20 December 25 PSA's: Los Angeles Department of Water and Power (LADWP) Length: :30 seconds Origin: Local Type: PSA	Gives energy saving tips, with the message that when you save power, you save money. Also sends viewers to web site to learn more.
2011 – October 30 November 21 & 23 PSA's: American Red Cross Los Angeles Region Length: :30 seconds Origin: Local Type: PSA	Shows how easy it is to put an emergency kit together and what goes in it. Urges all viewers to be prepared.
2011 – October 31 December 29 PSA's: County of Los Angeles, Regional Planning Length: :30 seconds Origin: Local Type: PSA	Talks about their department being a resource for housing and shelters. It is free for landlords and residents.
2011 – October 31 PSA's: County of Los Angeles, Public Works Length: :30 seconds Origin: Local Type: PSA	Gives department listings of what is done in Public Works and how to contact them.
2011 – November 1 PSA's: County of Los Angeles, Health Services Length: :30 seconds Origin: Local Type: PSA	Informs viewers that they should only call 911 in emergencies. It is not a number for info or any other non-emergency calls.
2011 – October 3 & 27 November 3,7, 18 & 25 December 2,5,23,26,27,28 & 30 PSA's: Ready SoCal 2010 Campaign Length: :15/:10 seconds Origin: Local Type: PSA	Promotes collaboration with community partners to help raise viewer's awareness on what to do to prepare for a major disaster.

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2011 – November 1, 13 & 26 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.
2011 – November 2 PSA's: California Office of Traffic Safety Length: :30/:15 seconds Origin: Local Type: PSA	Tells viewers that if they drive drunk, they will get caught, whether in a car or a motorcycle.
2011 – November 3 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.
2011 – November 3 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.
2011 – October 5 November 19 & 26 December 10, 25 & 31 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.
2011 – November 2 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.
2011 – October 18 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.
2011 – October 8 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.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u># 4 – Consumer Reports & Interests</u>
2011 – October 8 November 15 PSA's: Los Angeles County, Department of Consumer Affairs Length: :30 seconds Origin: Local Type: PSA	Informs viewers about their Elder Financial Abuse Unit and talks about how the elderly is being targeted and that they need to be smarter seniors.
2011 – October 1 November 5 December 10 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.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u># 5 – Concern for Youth</u>
2011 – November 7,8,9,10,11,12,13,14,15, 16,17,18,19,20,21,22,23,24,25,26,27,28, 29 & 30 December 1,2,3,4,5,6,7,8,9,10,11, 12,13,14,15,16,17,18,19,20,21,22,23,24, 25,26,27,28,29,30 & 31 PSA's: Spark of Love Toy Drive Length: :30/:15/:10 seconds Origin: Local Type: PSA	Promotes the 19 th Annual ABC7 and Southland Firefighter Toy Drive, which benefits underprivileged children in the five county area.
2011 – November 5 & 22 December 25 PSA's: Rosemary Children's Services Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to consider becoming foster or adoptive parents, to help make a difference in a child's life and dreams.
2011 – October 3 November 6 & 29 December 25 PSA's: Inter-Agency Council on Child Abuse and Neglect (ICAN) Length: :30 seconds Origin: Local Type: PSA	Encourages families to talk to and engage their kids so they don't go on line all the time and become victims of cyber abuse or predators.
2011 – November 9,21 & 28 December 2, 23,24,27,29 & 30 PSA's: OwieBowWowie and Friends Length: :15/:10 seconds Origin: Local Type: PSA	Asks viewers to donate to help all sick children get an OwieBowWowie bear to help them through the bad things of being sick.
2011 – November 5 PSA's: Southern California Foster Family and Adoption Length: :30 seconds Origin: Local Type: PSA	Encourages all adults over 25 to foster a child and help them have a more normal life.
2011 – November 5 December 24 PSA's: County of Los Angeles, Department of Mental Health Length: :30 seconds Origin: Local Type: PSA	Uses Puppets to help kids talk through traumatic events or situations. Encourages kids to talk because it will make them feel better.
2011 – November 5 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.

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2011 – November 5 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.
2011 – October 31 November 5 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.
2011 – October 2 November 27 December 24 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.
2011 – November 5 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.
2011 – November 5 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.
2011 – October 15 & 25 November 19 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.
2011 – October 3 November 1,10,17 & 25 December 25 PSA's: Partnership for a Drug-Free California Length: :30/:15 seconds Origin: Local Type: PSA	Promotes drug prevention through information and talking and encourages parents to talk to them about drugs.
2011 – November 5 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.

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2011 – October 26 November 28 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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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u># 6 – Improving Race Relations</u>
2011 – November 1,2,3,4,7,8,9,10,11,12, 13,14,15,16,17,18,19,20,21,22,23,24,25, 27,28,29 & 30 PSA's: City of Los Angeles and the Los Angeles City/County Native American Indian Commission Length: :10 seconds Origin: Local Type: PSA	Celebrates the City's annual "American Indian Heritage Month", which highlights the many tribes in Los Angeles and celebrates the culture and events.
2011 – October 1,2,3,4,5,6,7,8,9,10,11,12, 13 & 14 PSA's: City of Los Angeles Length: :10 seconds Origin: Local Type: PSA	Promotes the City's "Latino Heritage Month" and all of the events going on in the months of September and October.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u># 7 – Maintaining A Quality of Life: Individual and Family Matters</u>
2011 – November 29 & 30 December 1,2,3,5,6,7,8,9,10,11,12,13,14,15,16,17,19,20,21,22,23,24,25,26,27,28,29,30 & 31 PSA's: California Community Foundation Length: :30/:15 seconds Origin: Local Type: PSA	Promotes their Pass It Along Fund, which provides immediate funds to people in dire need, with the stipulation that they pass along kindness to others when they can.
2011 – October 4 & 27 November 13 & 18 December 5 PSA's: Rotary International Length: :30/:20/:15 seconds Origin: Local Type: PSA	Promotes the humanitarian initiatives that Rotary Clubs do internationally, with a huge focus on eradicating polio, and encourages everyone to get involved.
2011 – October 11 November 6,13 & 25 December 22 PSA's: The Autry Museum Length: :30 seconds Origin: Local Type: PSA	Promotes what there is to do at the Autry and encourages viewers to explore the Unexpected West.
2011 – October 27 November 13 December 27 & 29 PSA's: The Greyhound Project Inc. Length: :30/:10 seconds Origin: Local Type: PSA	Talks about the wonderful qualities of a Greyhound; what wonderful pets they make; and encourages viewers to adopt a retired racing Greyhound.
2011 – October 6 PSA's: Los Angeles County Museum of Art (LACMA) Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to experience Los Angeles and experience the Museum's unique exhibits.
2011 – November 5 PSA's: League of Women Voters – Los Angeles Length: :30 seconds Origin: Local Type: PSA	Aimed at all people, encourages everyone to be registered to vote.
2011 – November 5,9 & 25 December 28 PSA's: County of Los Angeles, Animal Care and Control Length: :30 seconds Origin: Local Type: PSA	Celebrates their heroes, their staff, and asks viewers to help them help animals.

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2011 – November 2 & 6 December 22 PSA's: GLSEN (Gay, Lesbian and Straight Education Network) Length: :30/:15 seconds Origin: Local Type: PSA	Asks viewers if they realize what they say when they say something is so gay. Tells people to knock it off.
2011 – November 6 PSA's: Ventura County Library Reading Program for Adults Length: :60/:30 seconds Origin: Local Type: PSA	Informs viewers of the free help available through California public libraries to adults who struggle with reading.
2011 – October 25 November 19 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.
2011 – November 6 & 14 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.
2011 – November 6 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.
2011 – November 6 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.
2011 – October 1 November 4,14 & 23 December 22,26,28 & 30 PSA's: Museum of Latin American Art ABC7 Produced Campaign Length: :15/:10 seconds Origin: Local Type: PSA	Promotes the Museum's permanent exhibit and that they host events there as well.
2011 – October 10 December 27 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.

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2011 – October 4 November 3 & 15 December 22,26,28 & 29 PSA's: USO Length: :60/: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.
2011 – October 17 November 8 December 27 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.
2011 – November 6 & 21 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.