

KHSL TV
Chico, CA

Significant Treatment of Community Issues
(January 1, 2009 – March 31, 2009)

KHSL Channel 12 provides regular coverage of local public affairs issues on news programs that air daily. The News at Noon especially provides a platform for interviews of community members regarding issues, non-profit organizations, and public events that affect viewers in our coverage area. The following are a list of some of the topics covered during this quarter.

HEALTH AND SAFETY

Interviewed North Valley Animal Disaster Group about it's mission and the role it plays during disasters and need for trained volunteers. Both Rape Crisis Intervention and the Shasta Women's Refuge talked about help that is available to victims, what to watch for and how to help, and promoted volunteer training and fundraisers. Also promoted a Cancer Forum hosted by the American Cancer Society, and a Brain Injury Symposium hosted by the Brain Injury Awareness Coalition. And we interviewed representatives of the Shalom Free Clinic to promote access to free health care and counseling.

FAMILY & COMMUNITY

"Monday's Child." Each Monday at Noon we feature a local foster child up for adoption. "Action News Applauds You." Each Friday at Noon features a person or group making a difference in our community. We run a segment on Northern California History each Tuesday, and a rundown of upcoming community events each Thursday, and regularly host tours of school children who learn about our operation and get to be in the studio to watch a live show..

Here are some of the other groups, programs, or events promoted through interviews on CBS 12 News at Noon this quarter: The Center for Economic Development, Computers for Classrooms, Snow Goose Festival, North State Symphony, Norton Buffalo Benefits for Paradise Non Profits, the Bidwell General's Barbershop Quartet, Chico Peace and Justice Center, Fill the Boot for Burns fundraiser for Burn Camp, Butte Humane Society, Park Watch, Special Olympics, Girl Scouts, Golden Umbrella, Eagles Auxiliary, Torres Community Shelter, Old Timer Fiddler's Festival, and the Downtown Chico Business Association. ###