



**KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT**  
**3rd QUARTER 2019**

On its main channel 30.1, from July 1, 2019 through and including September 30, 2019, **KFSN-TV**, licensed in Fresno, California, broadcast 41 hours of regularly scheduled Digital/HD Local News Programs a week focused on issues of importance relevant to the local communities served by the station. In addition, KFSN broadcasts a monthly half-hour Public Affairs program entitled “Valley Focus.” This program, hosted by Action News anchor Liz Harrison, is a local talk/interview program dealing exclusively with Issues and Local Affairs. KFSN also produces a monthly half-hour program entitled “Latino Life,” hosted by Action News anchor Graciela Moreno, a talk/interview program that focuses on issues affecting the Latino community. “Latino Life” also highlights positive contributions Latinos are making in the Valley. KFSN also airs a weekly public affairs syndicated program, “The Maddy Report”, which focuses on the intersection of national, state, and local politics and the impact of current issues on the San Joaquin Valley. KFSN-TV also airs syndicated programming on its main channel that includes Children’s Core Programming as described in the Children’s 398 Report, which is filed separately in the Public Inspection file. Additionally, the ABC Television Network supplies the station with News and Public Interest Programming as described in the Quarterly Report entitled: ABC Television Network News and Public Affairs Programming, which is also filed separately in the Public Inspection File.

On 30.2, KFSN-TV’s sub-channel, KFSN broadcasts the Live Well Network, which consists of programs aimed at helping viewers improve their daily lives. The network consists of numerous half-hour programs covering a variety of lifestyle topics including *Mirror*, *Mirror* - beauty and fashion tips; *Mexico: One Plate at a Time* – recipe tips; *Deals* – money-saving tips; and *My Family Recipe Rocks!* – recipe ideas from homegrown cooks; and numerous other shows. KFSN-TV’s D2/Live Well Network HD signal also carries Public Service Announcements and Children’s Core Programming as described in the Children’s 398 Report.

KFSN-TV’s D3, 30.3, began broadcasting the LAFF Network on April 15, 2015. This SD Signal carries vintage television comedy reruns, classic comedy movies, and Children’s Core Programming as described in the Children’s 398 Report.

## **ACTION NEWS PROGRAMS**

### **ACTION NEWS AM LIVE**

Monday through Friday, 4:30-7:00AM, 2½ Hours, Local

This morning news program provides viewers with late-breaking local, national, and international news, weather, traffic, health, financial, agricultural reports and consumer news.

### **AM LIVE SATURDAY**

Saturdays, 6-7AM and 8-9AM, 2 Hours, Local

This morning news program provides viewers with late-breaking local, national, and international news, sports, weather, consumer, medical reports, along with entertainment news.

### **AM LIVE SUNDAY**

Sundays, 6-7AM and 8-9AM, 2 Hours, Local

This morning news program provides viewers with late-breaking local, national, and international news, sports, weather, consumer and medical reports, along with entertainment news.

### **ACTION NEWS MIDDAY**

Monday through Friday, 11:00AM-12:00PM, 1 Hour, Local

Up-to-date local news coverage is offered, as well as national and international news. Also included are medical, consumer and financial reports.

### **ACTION NEWS LIVE AT FOUR**

Monday through Friday, 4:00-5:00PM, 1 Hour, Local

This hour-long news program brings up-to-date local news, national and international news. Also included are consumer reports that will save time and money and "Simple Solutions," tips for making everyday life a little easier. Other features include entertainment news, as well as the top stories trending in social media.

### **ACTION NEWS LIVE AT FIVE**

Monday through Friday, 5:00-5:30PM, 30 Min., Local

This half-hour news program provides late-breaking news, as well as comprehensive in depth reports on local stories across Central California. Up-to-the-minute weather reports, along with health, education, and consumer news.

### **ACTION NEWS AT SIX** *(Saturdays 8:30PM - 8/31-9/28)*

Monday through Sunday, 6:00-6:30PM, 30 Min., Local *(7/1-8/30 Saturdays)*

This half-hour news program provides late-breaking local news, as well as comprehensive in-depth reports on local stories impacting Central California residents. Up-to-the-minute weather reports, along with health, education, and consumer news.

### **ACTION NEWS AT SIX-THIRTY**

Monday through Friday, 6:30PM, 30 Min., Local

This half-hour news program reviews the day's news events, local, national, and international news. It also covers weather.

**ACTION NEWS LIVE AT ELEVEN**

Monday through Sunday, 11:00-11:35PM, 30 Min., Local

This half-hour news program includes local, national and international news.

**ACTION NEWS LIVE AT ELEVEN (REPEAT)**

Monday through Friday, 1:05-1:41AM., Local

This half-hour news program is a repeat of the earlier 11PM newscast from that day. It includes local, national and international news.

**PUBLIC AFFAIRS PROGRAMS****LATINO LIFE**

Sundays, 10:30AM-11:00 AM, 30 Min., Local/Public Affairs (Monthly/Various)

Half-hour weekly local/talk interview program that focuses on issues affecting the Latino community. It also highlights positive contributions Latinos are making in the Valley.

**VALLEY FOCUS**

Sundays, 10:30AM-11:00 AM, 30 Min., Local/Public Affairs (Monthly/Various)

Half-hour weekly local talk/interview program dealing exclusively with issues and local affairs.

**THE MADDY REPORT, SUNDAYS, 10:00-10:30AM, 30 MINUTES, SYNDICATION**

*The Maddy Report* is KFSN-TV's weekly public affairs TV program covering how State and Federal policy and politics impact California, generally, and the San Joaquin Valley, in particular. The goal of *The Maddy Report* is to encourage a deeper understanding of the issues facing our nation, state and region through a thoughtful, objective, fair and civilized exchange of ideas. Modeled after such programs as *Meet the Press*, *Washington Week*, *This Week* and *Face the Nation*, *The Maddy Report* is a public affairs program that includes interviews with national, state and regional leaders and experts on the issues of the day, as well as a roundtable discussion with invited political reporters and columnists. The program is moderated by the Maddy Institute's Executive Director, Mark Keppler.

**COMMUNITY CALENDAR 30-SECOND PSA**

Tuesday – Fridays

During Action News AM Live, Midday and other dayparts. Thirty-second PSA featuring an Action News anchor delivering information about upcoming events in the community.

**CHILDREN FIRST**

Children First is a yearlong production. This effort focuses on the challenges, problems, and opportunities facing children living in Central California. The program concentrates on how the average person can make a difference in a child's life and highlights local news organizations that work with children and youth. Children First includes local news-produced half-hour programs, :30 vignettes, public service announcements, and special stories on Action News.

### **Children First: Choose Kindness:**

Sunday, September 29, 2019, 6:30PM, :30 Minutes, Local

(Fresno, CA) –Positivity is spreading with acts of kindness! ABC30 will air its new Children First program, Choose Kindness, on Sunday, September 29, 2019 at 6:30 p.m. Action News anchors Amanda Venegas and Tony Cabrera host the television special focusing on programs promoting kindness in our community.

The special includes the inspiring program called “dude. be nice.” Students at Tulare Western High School perform acts of kindness year-round, including donating new shoes to children, food to low income families and promoting a positive campus culture. Sundale Union School students play games with younger kids with a message of inclusivity and character. Photographers from the Sweet Nectar Society donate their time and talent to spotlight children with special needs in their photo sessions. Kids at Malloch Elementary in Fresno are sprucing up their Kindness Garden. A boy scout embarks on a mission to honor the dead. A Fresno State student struggling to pay tuition is surprised and amazed at the generosity of strangers.

Children First is a year-round effort focusing on challenges and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with children. The Children First campaign includes half-hour programs like "Choose Kindness", thirty-second public service announcements and special stories on Action News. <http://www.abc30.com/childrenfirst>

### **3rd Quarter PSAs 2019**

From July 1, 2019 through September 30, 2019, KFSN-TV aired approximately (959) Public Service Announcements (PSAs) covering a wide range of subjects and interests, from health, education, public safety and the environment, along with community involvement project spots that include, but are not limited to:

- Central California Women’s Conference
- ABC30/Central California Blood Center Pint-for-Pint Blood Drive
- ABC30/Children’s Hospital Telethon
- Disney Team of Heroes: Hospital Toy Delivery
- Disney’s Summer of Service: Volunteer
- Hispanic Heritage Month/Arte Americas
- Earth Month: Meet Me in the Park
- ABC30/Honored Scholars - Partners
- California Endowment: The 2020 Census
- Court Appointed Special Advocates (CASA): Crab Feed Benefit
- Centro la Familia’s Fiesta Night Benefit
- Community Calendar: Multiple events
- Fresno City College: College Fest 2019
- California 9/11 Memorial Event

## SPECIFIC ISSUES OF CONCERN TO THE COMMUNITY

KFSN, through its Programming on 30.1/HD, addressed the following issues of concern for communities that make up the six-county area served by ABC30: Fresno, Merced, Tulare, Kings, Madera and Mariposa:

- Central Valley Local Politics
- Heat- and Health-Related Issues in the Central Valley
- Culture and Diversity / *Latino Life* Public Affairs Show
- Vaping Concerns in the Central Valley
- Education Central Valley Schools

The following pages describe some of the station's most significant treatment of the previously described issues of concern. Programs, program segments, and local newscasts broadcast by KFSN included significant treatment and examples of the aforementioned issues of concern.

### LOCAL POLITICS 3rd QUARTER 2019

#### ACTION NEWS 4PM, 7/08/2019, :49 SEC., LOCAL

Vice President Mike Pence is heading to the Central Valley this week. He'll be making a stop in Coalinga on Wednesday for a fundraiser as part of the GOP's efforts to retain control of the White House. Harris Farms chairman John Harris and his wife Carole will be co-hosts for the fundraiser which will be held at Harris Ranch. This is the vice president's first visit to the valley. Tickets for the event start at \$2,800 for the luncheon, but prices rise further for photo opportunities with the VP and other benefits.

#### ACTION NEWS MIDDAY, 7/10/2019, 3:24 MIN., LOCAL

Vice President Mike Pence has just arrived in Lemoore and is currently on his way to Coalinga. Mr. Pence will be meeting with donors and supporters there, as he prepares to discuss a trade agreement later this afternoon. The vice president is beginning his Valley visit this midday at Harris Ranch for a fundraising luncheon. Then he will return to Kings County for a public event at Freitas and Sons Farms. That's where Pence will be speaking on the US-Mexico-Canada Agreement, which is expected to start at 1:30 this afternoon. An RSVP was required to attend this event. Second Lady Karen Pence will have an event at Lemoore Naval Air Station in about an hour. She'll be discussing employment opportunities for military spouses. Stay with Action News on air and online as we continue our coverage throughout the day of the vice president's Central Valley visit.

#### ACTION NEWS MIDDAY, 7/11/2019, :47 SEC., LOCAL

Before tomorrow's trip to Texas, the vice president and the second lady are finishing up their California visit in San Diego today after spending time here in the Central Valley. Mike Pence enjoyed lunch with donors at Harris Ranch in Coalinga, while Karen Pence spoke to military spouses at the Naval Air Station in Lemoore. The vice president spoke at Freitas and Sons Farms outside Lemoore. He pushed for a new trade agreement with Mexico and Canada that he says Congress needs to pass this year. A steady stream of people waited patiently for the South Valley's most high profile political event in years. After his speech to an excited Central Valley crowd, he told reporters the US-Mexico-Canada Trade Agreement would be a win for agriculture and business in California and across the country.

ACTION NEWS 6PM, 7/8/2019, :49 SEC., LOCAL

Merced High School students are getting a lesson about their local government and getting in return cash in their pockets. This is the third year the city has hosted "Summer at City Hall." It's a program to help teach high school teens about how local government works. It's two weeks long, and students get to hear from various departments. They even get to take field trips to the waste water treatment plant, the police station, fire station and parks.

ACTION NEWS AM LIVE, 8/23/2019, 1:07 MIN., LOCAL

Action News has learned veteran police officer Andy Hall will be named the new police chief for the City of Fresno. Hall will replace Jerry Dyer, who will retire on October 16 after 18 years on the job. Dyer is also running for mayor after Lee Brand's term ends in 2020. Hall is currently a deputy chief within the Fresno Police Department, overseeing communications, data analysis, traffic safety, and crime scene investigations. He's been with the department for 40 years. More details will be announced at a news conference this morning with Mayor Lee Brand and City Manager Wilma Quan.

ACTION NEWS 6PM, 9/25/2019, 1:55 MIN., LOCAL

It was a full house at this year's State of the County Luncheon. Leaders and members of the community filled the Fresno Convention Center to hear about the positive impact being made in Fresno County. Homelessness was on the agenda. During this summer, the Fresno/Madera Continuum of Care reported there were more than 1,400 people homeless within the city of Fresno and nearly 650 in the county. Earlier this year, the county developed a 14-point plan. The issue is through affordable housing and more is on the way. The sale of the University Medical Campus off Cedar Avenue and Kings Canyon Road was approved. The promise is to convert the unused hospital into 800 housing units. A new county animal shelter is also in the works. Currently, those services are being run out of an old morgue that's much too small for operations. The new facility will be built in central Fresno.

AM LIVE SATURDAY/6AM, 9/21/2019, :20 SEC., LOCAL

Young voices from Fresno joined a chorus of millions of people in 150 countries demanding action on climate change. Hundreds of people gathered downtown for a march to both City Hall and the Federal Courthouse. Young people like Keishaun White organized this group to join Greta Thurnberg and the young climate strikers around the world, but people of all ages joined in.

AM LIVE SATURDAY/6AM, 8/15/2019, 1:11 MIN., LOCAL

The hot temperatures this week may have many running the air conditioning around the clock. It comes as many PG&E customers are speaking out against a proposed rate hike. PG&E has requested a billion dollar revenue increase from the Public Utilities Commission in 2020. The utility company says that would result, on average, in customers paying 6.4% more, or at least an additional \$10.57 a month on your power bill. The state has blamed PG&E transmission lines for starting the Camp Fire, California's most destructive wildfire. The company says the rate increase would not be used to settle wildfire legal claims or pay employee salaries. Customers came to Fresno City Hall yesterday to ask the PUC to reject the increase.

Latino Life, 9/15/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #2: 2020 Census: Every 10 years the government makes an official count of everyone living in the United States. However, there are groups at risk of being undercounted in the 2020 Census. Members of Communities for a New California Education Fund are reaching out to families about the Census. Through a program called Cuenta Conmigo, community organizers are educating families about the process of filling out the Census form. They stress it is easy, accessible and confidential. Over

\$800 billion in federal funding is at stake. Pedro Navarro, a Fresno Community Organizer with CNC Education Fund says in California, each person accounts for \$1,000 of funding. According to the U.S. Census Bureau more than 70 federal programs - including Head Start, the National School Lunch Program, SNAP (Supplemental Nutrition Assistance Program) and Medicaid - rely on Census data and population counts as part of funding formulas. Businesses consider Census data when weighing where to build, expand or locate stores or commerce, and residents can use the results to support community and quality-of-life programs and initiatives. Navarro and Fresno Community Organizer Imelda Ramirez joined Latino Life host Graciela Moreno in our ABC30 studios on September 12, 2019, to discuss outreach efforts. They say many Latino families are at risk of being undercounted because they may be worried residents can use the results to support community and quality-of-life programs and initiatives.

Maddy Report, 7/07/19, at 10 a.m. on ABC30 – Maddy Report: “The 2018 Turnout: What It Means for 2020” – Guest: Mindy Romero, USC Price School of Public Policy; John Myers with Los Angeles Times and Secretary of State, Alex Padilla - LAO. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 7/14/19, at 10 a.m. on ABC30 – Maddy Report: “Unintended Consequences: Do Open Meeting Laws Undermine Good Decision Making?” – Guest: California's Little Hoover Commission Executive Director Carole D'Elia. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 7/21/2019, at 10 a.m. on ABC30 – Maddy Report: “Reducing Recidivism: Do Prisoner Rehabilitation Programs Actually Work?” – Guest: Jonathan Peterson, California Legislative Office. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 7/28/19, at 10 a.m. on ABC30 – Maddy Report: “Protecting Students from Active Shooters: Are Schools Making the Grade?” – Guest: California State Auditor, Elaine Howle. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 8/11/19, at 10 a.m. on ABC30 – Maddy Report: “Assessing State Policies on Climate Change” – Guest: Ross Brown - LAO. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 8/18/2019, at 10 a.m. on ABC30 – Maddy Report: “Higher Ed: A Good Investment for Students and Taxpayers?” – Guests: Sarah Bohn, Radhika Mehlotra and Patrick Murphy from PPIC and Dorothy Leland - Former Chancellor - UC Merced. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 9/01/2019, at 10 a.m. on ABC30 – Maddy Report: “Countdown to the 2020 Census” – Guests: Secretary of State, Alex Padilla; Sarah Bohn, PPIC; and John Myers, Los Angeles Times. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 9/08/2019, at 10:00 a.m. on ABC30 – Maddy Report: “Federal Courts with Judge O’Neil” – Guests: Lawrence O’Neil, Chief U.S. District Judge; McGregor Scott, U.S. Attorney General for the Eastern District; Daniel Jamison, Dowling Aaron; and Richard Watters, Miles, Sears & Eanni. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 9/15/2019, at 10:00 a.m. on ABC30 – Maddy Report: “Medical Premiums and Claims Because it Failed to Follow Up on Eligibility Discrepancies” – Guest: California State Auditor, Elaine Howle. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 9/22/2019, at 10:00 a.m. - *Maddy Report: "Retrospective with LOA Mac Taylor"* – Guest: Former California's Legislative Analyst, Mac Taylor. Host: Maddy Institute Executive Director, Mark Keppler.

Maddy Report, 9/29/2019, at 10:00 a.m. – *Maddy Report: "Little Hoover Commission Report: What's So Special about Special Districts?"* – Guest: Carole D'Elia, Executive Director - Little Hoover Commission. Host: Maddy Institute Executive Director, Mark.

<u>TITLE</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
California 9/11 Memorial	:30	17
Add to Job Vacancy Listing	:30	48
Add to Job Vacancy Listing	:15	08
Children's Report Location	:30	12

### **HEAT- AND HEALTH-RELATED ISSUES 3rd QUARTER 2019**

#### AM LIVE SATURDAY/6AM, 8/15/2019, 1:11 MIN., LOCAL

The hot temperatures this week may have many of you running the air conditioning around the clock. It comes as many PG&E customers are speaking out against a proposed rate hike. PG&E has requested a billion dollar revenue increase from the Public Utilities Commission in 2020. The utility company says that would result, on average, in customers paying 6.4% more, or at least an additional \$10.57 a month on your power bill. The state has blamed PG&E transmission lines for starting the Camp Fire, California's most destructive wildfire. The company says the rate increase would not be used to settle wildfire legal claims or pay employee salaries. Customers came to Fresno City Hall yesterday to ask the PUC to reject the increase.

#### ACTION NEWS MIDDAY, 7/23/2019, :47 SEC., LOCAL

This week, triple digit temperatures are hitting hard here in the valley, and Madera Police are warning parents to never leave their children or pets unattended in locked cars. Corporal Mark Adams says over the last month, they've responded to several calls of children locked in hot cars. He says some children mistakenly locked themselves in the car. But others were more severe, where the children showed signs of heat illness. July and August are typically the deadliest months. Dozens of children across the country die each year being left in a hot car.

#### ACTION NEWS AM LIVE, 7/23/2019, 1:08 MIN., LOCAL

With it being hot this week, valley residents will be seeking some relief. Doctors warn that with this prolonged stretch of triple digit temperatures it's important to be careful outdoors because our bodies are working overtime. As for our air quality, Ozone levels can jump during stretches of hot sunny days. The Valley Air District says those levels have decreased dramatically in recent years, as valley residents and businesses have embraced clean air technologies. But this week in many valley counties, the ozone levels are unhealthy for sensitive groups, which includes the young, old, and anyone with a breathing condition like asthma. Those people should have their action plans in place and medications ready.

ACTION NEWS AM LIVE, 7/25/2019, :41 SEC., LOCAL

Get ready for another blistering hot day with triple-digit temperatures across the Central Valley. And with temperatures being so hot, cooling centers will be open today from the North Valley down to the South Valley. In Fresno, you can get relief from this heat at several locations, including the Frank H. Ball Neighborhood Center, today from noon to 8:00PM. FAX buses will provide free transportation to and from cooling center sites when they're open. To find a cooling center near you, just head to our website or mobile app.

AM LIVE SATURDAY 6AM, 7/27/2019, 1:40 MIN., LOCAL

The valley's stretch of triple-digit temperatures continues. The sun is so relentless, the National Weather Service has issued an excessive heat watch. Medical experts warn keeping an eye on those most vulnerable, including the elderly, children, pets, and those who work outdoors. Dr. Rene Ramirez, Emergency Medicine, says if you start to feel ill, nauseous, or maybe a little lightheaded and have been exposed to heat, don't wait. If you have any question, don't be afraid to get yourself in to see your primary care urgent care or emergency department. The Centers for Disease Control estimates 600 people die each year from heat-related illnesses. So experts say it's best to stay cool, limit your exposure to sun, and most importantly, stay hydrated. Even the Fresno Grizzlies are echoing that message by allowing fans to bring sealed water bottles to games.

ABC30/Central California Blood Center: Blood Drive  
Friday, August 2, 2019 and Saturday, August 3, 2019:

KFSN teamed up with the Central California Blood Center for the 32nd Annual Pint for Pint Blood Drive last weekend. More than 1,250 donors came through the doors during the Central Valley's largest two-day blood drive. KFSN's support included a PSA, live shots and special cut-ins. KFSN is also partnering with CCBC on a digital/linear marketing campaign. Pint for Pint is one of KFSN's legacy community events.

ACTION NEWS 6PM, 8/14/2019, 1:20 MIN., LOCAL

Wednesday was a scorcher, so football practice may not sound like much fun. But one Tulare Western player is at peace with the triple-digit temperatures. The hot lights, full gear, two and a half hours, it definitely prepares you. Marroquin, a wide receiver, says practices consist of different stations. Between stations, players get water. Sometimes they do drills in the shade and on days like Wednesday, they shed the heavy equipment to stay cool. So even though South Valley sports teams are gearing up for the start of the season, they're putting safety first by keeping the athletes cool.

ACTION NEWS 6PM, 7/28/2019, :25 SEC., LOCAL

The symptoms would be a little bit out of sort, feeling a little foggy, excessive sweating, breathing a little more rapidly. Those are all signs that your body can't keep up with the temperature, and when it's day after day, it's going to get tired of doing that. Wear protective clothing. Children, the elderly, and people with asthma are more sensitive to the heat. Officials urge people to limit outdoor activity and if you have to run errands, to try to get those done in the early morning or evening when it's cooler.

ACTION NEWS 7/23/2019, 5PM, 1:00 MIN., LOCAL

In California, shade is one critical component to preventing heat illness. Employers must also provide ample water. And for some industries, including construction and agriculture, additional safety measures kick in at 95 degrees or higher, including buddy systems and ten-minute cool-downs every two hours. Dusty Ference from the Kings County Farm Bureau says a lot of growers are shifting the work day so they start earlier in the day, and go home before it gets extremely hot outside, to comply with the

OSHA heat standard. Additional shade is being provided, additional breaks are being provided, as well as regular check-ins with employees working in the field. Ference says his organization just reviewed heat illness prevention as part of a workshop a few weeks ago, so this is a well-timed refresher for members during this mid-summer heat wave.

#### ABC30/VALLEY CHILDREN'S HOSPITAL TELETHON,

Thursday, August 8, 2019 Local

ABC30 had live news coverage, special cut-ins, interviews, stories, and encouraged viewers to donate to Valley Children's Hospital, the only pediatric hospital between Northern and Southern California. The telethon aired from 5AM through 8PM. ABC30 was live at Valley Children's Hospital and give viewers an inside look at the life-saving and life-changing treatment available.

#### ACTION NEWS 6PM- Special Story, 9/23/2019, 1:00 Min, Local

ABC30 had an interactive map showing nationwide vaccination numbers. Viewers can look at our area schools that reported vaccination numbers for the 2018-2019 school year. Those are the most recent available. To find the measles vaccination rate at your child's school, just click the drop-down menu. The schools that have met the Herd Immunity Standard of 95% are shown in green, and the schools that fall below that are shown in red. A multi-state measles outbreak has health experts urging caution as the number of cases is the highest in almost three decades. In an Action News investigation, reporter Vanessa Vasconcelos joins us in studio to explore the vaccination debate and what every family needs to know.

#### CHILDREN FIRST: SPECIAL & SUCCESSFUL

Sunday, July 7, 2019, 5PM, :30 Minutes, Local

Sunday, July 21, 2019, 1:30PM, :30 Minutes, Local

Students with special needs are finding success! ABC30 will air a Children First program, "Special and Successful". Action News anchors Dale Yurong and Graciela Moreno host the television special focusing on local programs helping students with special needs. The special includes a story about the Bright Start program in Tulare County. It offers early intervention services for children. ABC30 takes you inside an IRC, or Intervention Resource Classroom, where students with special needs learn coping strategies including meditation. Meet four-year-old Jade Ortega. She has Down syndrome, but thanks to UCP Central California, she is learning how to communicate with sign language and the PECS, or Picture Exchange Communication System. Children with disabilities are playing sports at Valley Children's Adaptive Sports program. The Workability program is helping teenagers and young adults get ready for the workforce. ABC30 also shares programs stressing inclusion.

#### Valley Focus, 7/14/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #1: Valley Children's Hospital: Patients at Valley Children's Hospital got the red carpet treatment with a *Toy Story 4* theme this week! The Walt Disney Company and ABC30 teamed up to deliver toys, books, and movies to young patients. Action News anchor Graciela Moreno was there, along with anchor Tony Cabrera. The kids were all smiles despite facing some serious health issues. Kids packed the halls of the hospital, but this time they were not headed to appointments, scans, or treatments. Instead, they were all being treated to toys, books, movies, and games, all donated by The Walt Disney Company and ABC30.

Valley Focus, 7/14/2019, 10:30AM, & 5PM, :30 Minutes, Local

Segment #3: Adventist Health and Valley Children's Healthcare: A new clinic in Fowler is now accepting pediatric and adult patients. Adventist Health and Valley Children's Healthcare teamed up to open the new clinic this summer. Dr. Mokhtar El Deeb, an OB-GYN and Women's Health specialist with Adventist Health, said, "For women, our advice is if you're planning to become pregnant, come and visit your OB-GYN because when we start before the pregnancy, that's much better. And then if it didn't happen, the moment the woman learns she is pregnant, she has to come and visit her OB-GYN, as early prenatal care will improve the outcome for both mom and her baby. We'll do a little blood test. That's really important. Some of them are very time-sensitive." Guests: Dr. El Deeb and Charlotte Montelongo, Practice Administrator at Adventist Health Medical Office in Fowler.

Dr. Deeb joined Action News anchor Liz Harrison on the set of ABC30's Valley Focus public affairs show to discuss the new clinic and what it offers. The clinic is located at 300 S. Leon S. Peters Boulevard in Fowler. For more information: (559) 834-1614 or go to [www.FowlerCare.com](http://www.FowlerCare.com)

Valley Focus, 7/14/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #4: 32<sup>nd</sup> Annual Pint for Pint Blood Drive: One hour of your time can save three lives. The 32<sup>nd</sup> Annual Pint for Pint Blood Drive is August 2-3. Donors who give blood will receive a coupon for a free pint of Baskin-Robbins ice cream. While the Central California Blood Center needs blood donations year-round, giving during summer months drops off. That's why it needs as much support as possible.

Pint for Pint Blood Drive: August 2-3

Central California Blood Center Locations:

- 4343 West Herndon Ave Fresno
- 1010 E. Perrin Ave Fresno
- 1196 East Shaw Ave, Suite 102 Fresno
- 2245 W. Caldwell Ave Visalia
- Additional Donor Site: Sierra Vista Mall Clovis

<https://www.donateblood.org/> (559) 389-LIFE

Latino Life, 7/21/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #2: Kaweah Delta's Pelvic Health Program: Talking about pelvic health may not be the most comfortable conversation, but it can be if understanding women surround you. Kaweah Delta's Pelvic Health Program is hosting Women's Health & Wellness Day Saturday, August 17, 2019, in Visalia. This free event brings women together in a fun yet educational environment. Activities include health screenings, beauty services, entertainment, raffle opportunities, and exercise classes. You can learn about important women's health services available during pregnancy, postpartum, during menopause, and more. Angela Duran is a physical therapist with Kaweah Delta's Pelvic Health Program. She joined Latino Life host Graciela Moreno to discuss some of the common health issues women face but may be too afraid to talk about.

Women's Health & Wellness Day

Saturday, August 17

Therapy Specialists

820 S. Akers Street, Suite 200

Visalia CA 93277

Register at (559) 624-3427 or on Kaweah Delta's website.

Valley Focus, 8/18/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #1: Angels of Grace Foster Family Agency: You can immerse yourself in a Hawaiian adventure without leaving Fresno. Angels of Grace Foster Family Agency is hosting its annual Luau of Love. Lisa Casarez, Executive Director of Angels of Grace joined Valley Focus host Liz Harrison in our ABC30 studios.

Valley Focus, 8/18/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #2: The Fresno City College Dental Hygiene Clinic: You can get your teeth cleaned for just \$15. The Fresno City College Dental Hygiene Clinic is offering low cost dental work while providing students with training. Luisa Bransford, a faculty member from Fresno City College Dental Hygiene program joined Valley Focus Host Liz Harrison to share more about the program.

Valley Focus, 8/18/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #3: Court Appointed Special Advocates: You can have all-you-can-eat crab and make an impact on children at the same time. Court Appointed Special Advocates, or CASA, of Fresno and Madera Counties is hosting its annual Crab Feed. Executive Director Wilma Tom Hashimoto and Crab Feed Chairperson Jennifer McDougal joined Valley Focus host Liz Harrison in the ABC30 studios to talk about the upcoming event and the mission of CASA.

Latino Life, 8/25/2019, 10:30AM, :30 Minutes, Local

Segment #2: Valley Children's Hospital: A Fresno teenager who has lived with seizures her entire life is now seizure-free thanks to doctors at Valley Children's Hospital. Sariah Moreno is eager to show us her fruit and vegetable garden. Sariah said, "We have tomatoes, strawberries, corn, and watermelon." Outdoor time wasn't always possible for this 14-year-old. She spent most of her life living with seizures. "I didn't like having them. Every time I feel them, I panicked," said Sariah. Sariah was born with Sturge-Webber Syndrome. Her mother Barbi Moreno said, "Her seizures were like having a baby 24/7." Albert Moreno is Sariah's father. He said, "She would have a seizure one a day, sometimes two or three a day, and they would just drag her down and she would be out for the whole week."

DR. OZ, Weekdays, 3:00PM, 1 hour, Syndication

Dr. Mehmet Oz gets an hour of his own each weekday to discuss viewers' health and wellness concerns. No subject is off-limits, as Dr. Oz addresses viewers' questions and talks to health experts about any and all topics, from sex to diet and exercise, to diseases and ways to avoid them.

<u>TITLE</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
ABC30/Pint for Pint Blood Drive	:30	81
ABC30/Valley Children's Telethon	:30	15
Valley Children's Hospital Toy Delivery Event	:30	126
American Red Cross: Hurricane Donations	:30	22
Disney's Team of Heroes: Bringing Comfort to Hospitals	:30	106
Disney's Team of Heroes: Bringing Comfort to Hospitals	:15	60
VCH: Donations: Fill The Need	:30	44
Central California Food Bank	:30	03

## CULTURE AND DIVERSITY ISSUES 3rd QUARTER 2019

### AM LIVE SUNDAY 8AM, 9/15/2019, :44 SEC., LOCAL

Hispanic Heritage Month kicks off today and runs through mid-October, and you can celebrate today in Visalia. You can expect music, live performances, food, and crafts for the kids at today's cultural celebration. The fiesta starts at 1pm and runs through 4pm at the Manuel Hernandez Community Center on Ferguson and Court, and the price is right, it's free.

### AM LIVE SATURDAY, 6AM, :40 SEC., LOCAL

As your weekend gets underway, the Fresno Greek Fest is feeding your love of food, music, art, and drinking. The 59th annual festival started Friday and it goes through Sunday evening at the Saint George Greek Orthodox Church on Orchard and Clinton in central Fresno. They have a bar with Greek wine, microbrewed Greek beer, and Greek coffee, the nectar of Zeus. And you'll definitely want to eat up when you smell the gyros, souvlaki and spanakopita.

### ACTION NEWS AM LIVE, 8/1/2019, :46 SEC., LOCAL

A program honoring World War II veterans got a big boost. During a meeting yesterday at the Clovis Veterans Memorial District, a \$1,500 donation was made to the Central Valley Honor Flight. The program provides free flights to Washington DC for World War II Veterans. In DC, the veterans are taken to the World War II Memorial, where they can reflect on their service. Each trip costs roughly \$1,500 dollars per veteran. To date, the non-profit has raised over two million dollars and has funded 16 flights.

### ACTION NEWS AM LIVE, 9/3/2019, :40 SEC., LOCAL

Dozens of Valley veterans are getting ready to take a special trip to Washington, DC this morning as part of the Central Valley Honor Flight. This is a live look right now from Fresno Yosemite International Airport. These veterans are taking part in the 20th Central Valley honor flight trip. They'll take part in a ceremonial send-off in the airport's lobby before they get ready to board their flight in just a few hours for our nation's capital. During their time in DC over the next few days, they'll visit the World War II Memorial and the Korean and Vietnam Memorials, just to name a few. They'll return to Fresno Thursday night with a special welcome home event starting at 5 o'clock. The public is invited to attend.

### ACTION NEWS AM LIVE, 9/19/219, :40 SEC., LOCAL

The Central Valley Veterans' Stand Down is celebrating 30 years of helping local veterans. Over the last three decades, the non-profit has provided everything from educational and employment opportunities to hot meals and haircuts to some 30,000 men and women in our valley who have served in the military.

### CHILDREN FIRST: SPECIAL & SUCCESSFUL

Sunday, July 7, 2019, 5PM, :30 Minutes, Local

Sunday, July 21, 2019, 1:30PM, :30 Minutes, Local

Students with special needs are finding success! ABC30 will air a Children First program, "Special and Successful". Action News anchors Dale Yurong and Graciela Moreno host the television special focusing on local programs helping students with special needs. The special includes a story about the Bright Start program in Tulare County. It offers early intervention services for children. ABC30 takes you inside an IRC, or Intervention Resource Classroom, where students with special needs learn coping strategies, including meditation. Meet four-year-old Jade Ortega. She has Down syndrome, but thanks to UCP Central California, she is learning how to communicate with sign language and the PECS, or Picture Exchange Communication System. Children with disabilities are playing sports at Valley Children's

Adaptive Sports program. The workability program is helping teenagers and young adults get ready for the workforce. ABC30 also shares programs stressing inclusion.

LOCALISH: MORE IN COMMON #4:

Saturday, September 15, 2019 @ 11:35PM, :30 Minutes, Local

Sunday, September 28, 2019 @ 8:30PM, :30 Minutes, Local

Stories that bring us together in "More in Common" include workers with disabilities, creating success in the workplace. Also, students from farms bringing their tractors to work day, part of a long time tradition, and the Gay Rodeo in Texas benefiting various charities. Also, pro and against gun ownership, how two unlikely advocates came together to help encourage a national dialogue.

Valley Focus, 7/14/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #2: Central Valley Financial Inclusion Summit: An upcoming summit that aims to give low-income residents a boost with resources and connections will bring many organizations to one room in the Central Valley. The Central Valley Financial Inclusion Summit is July 16, 2019, at Clovis Community College. Eric Payne is the Executive Director of Central Valley Urban Institute, one of the partners organizing the event. Payne said, "We are a non-profit, and we focus on low-income disadvantaged communities of color, specifically speaking up and out to protect those who are on the fringe and marginalized from the decision-making process within many of our systems. Government systems, public systems, and we're their champion." Elliot Balch is the Chief Operating Officer with Central Valley Community Foundation. He will be one of the Summit's speakers.

Latino Life, 7/21/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #1: Latino Community Foundation: Latino-led organizations across the valley are getting a financial boost. Latino Community Foundation is teaming up with The James Irvine Foundation to invest \$1 million in 37 Latino-led organizations across the valley over the next year. Latino Community Foundation CEO Jacqueline Martinez-Garcel joined Latino Life host Graciela Moreno, shortly after making the announcement at Arte Americas in Downtown Fresno. Martinez-Garcel says organizations receiving funds include Fresno Barrios Unidos. Latino Community Foundation has the largest network of Latino philanthropists in the country and has invested millions of dollars in improving the livelihood of Latino families. It is the only statewide foundation solely focused on investing in Latino youth and families in California. The Central Valley is home to the largest Latino Giving Circle. More than 65 members have donated over \$265,000 to local Latino organizations.

Valley Focus, 8/18/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #3: Court Appointed Special Advocates: You can have all-you-can-eat crab and make an impact on children at the same time. Court Appointed Special Advocates or CASA of Fresno and Madera Counties is hosting its annual Crab Feed. Executive Director Wilma Tom Hashimoto and Crab Feed Chairperson Jennifer McDougal joined Valley Focus host Liz Harrison in the ABC30 studios to talk about the upcoming event and the mission of CASA.

Latino Life, 8/25/2019, 10:30AM, :30 Minutes, Local

Segment #1: The Casa de la Cultura: Dr. Ruben Quesada is getting to know more people in Fresno and he's making it a mission to showcase Latino art and culture. Quesada was named the new Executive Director at Arte Americas this summer. The Casa de la Cultura is getting ready to launch a new Dia de Los Muertos exhibits and its annual Cala Gala. A special Hispanic/Latinx movie series and fundraiser where models strut the runway with faces like catrinas are also planned. Quesada and Arte Americas

Visitor Services Associate, Selina Lopez, joined Latino Life host Graciela Moreno to discuss his background, vision for Arte and upcoming events.

Latino Life, 8/25/2019, 10:30AM, :30 Minutes, Local

Segment #3: Centro La Familia's Fiesta Night: Mariachis, Monsanto and a 7-foot tall catrina. Just a few of the highlights you can expect at Centro La Familia's Fiesta Night. Fiesta Night is Friday, September 27, 2019 at Chukchansi Park. The evening includes food, music and a chance to honor local community members. The night ends with music from Monsanto performing R&B hits and cumbias. Get your tickets to Fiesta Night by calling Centro La Familia at (559) 237-2961

Valley Focus, 9/8/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #2: More than 40 films are coming to central Fresno. Fresno Reel Pride is one of the oldest and largest LGBTQ film festivals in the United States. You can watch movies at the historic Tower Theatre and other venues across Fresno's Tower District September 18-22. Fresno Reel Pride Communications Director Augie Blancas joined Valley Focus host Liz Harrison in the ABC30 studios. Get a preview of what to expect! <https://www.reelpride.com/>

Latino Life, 9/15/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #1: Hispanic Heritage Month: You can celebrate Hispanic Heritage Month at Fiesta Night! Centro La Familia is holding its annual celebration on September 27, 2019, from 5 p.m. to 10 p.m. Enjoy a Dia de Los Muertos theme with music from Monsanto, mariachis plus food and a silent auction. Proceeds benefit Centro La Familia. The nonprofit founded in 1972 offers victim services, parenting education, mental health education, health insurance enrollment, immigration services and more. Deputy Director of Centro La Familia Mario Gonzalez joined Latino Life host Graciela Moreno in the ABC30 studios to discuss the group's mission and the fiesta. Purchase tickets to Fiesta Night by calling (559) 237-2961 or <https://www.centrolafamilia.org/>

Latino Life, 9/15/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #2: 2020 Census: Every 10 years, the government makes an official count of everyone living in the United States. However, there are groups at risk of being undercounted in the 2020 Census. Members of Communities for a New California Education Fund are reaching out to families about the Census. Through a program called Cuenta Conmigo, community organizers are educating families about the process of filling out the Census form. They stress it is easy, accessible and confidential. Over \$800 billion in federal funding is at stake. Pedro Navarro, a Fresno Community Organizer with CNC Education Fund says in California, each person accounts for \$1,000 of funding. According to the U.S. Census Bureau more than 70 federal programs - including Head Start, the National School Lunch Program, SNAP (Supplemental Nutrition Assistance Program) and Medicaid - rely on Census data and population counts as part of funding formulas. Businesses consider Census data when weighing where to build, expand or locate stores or commerce, and residents can use the results to support community and quality-of-life programs and initiatives. Navarro and Fresno Community Organizer Imelda Ramirez joined Latino Life host Graciela Moreno in our ABC30 studios to discuss outreach efforts. They say many Latino families are at risk of being undercounted because they may be worried residents can use the results to support community and quality-of-life programs and initiatives.

<u>TITLE</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
Hispanic Heritage Month: Arte Americas	:30	18
Centro la Familia: Fiesta Night	:30	104

## VAPING CONCERNS IN THE CENTRAL VALLEY

ACTION NEWS 11PM, 8/12/2019, :25 SEC., LOCAL

A new warning about vaping is out of the South Valley. Health experts are seeing a troubling trend in the substance being used in the devices and it's not the sweet-smelling liquids with bubble-gum names. Action News reporter Vanessa Vasconcelos has more on the serious spike in respiratory reactions from vaping a compound in cannabis. At least seven people in the last two weeks have been treated at Adventist Health Medical Center with severe breathing problems. The symptoms start out flu-like: shortness of breath, feeling fatigued, a loss of appetite, nausea, and confusion, but they can quickly escalate.

ACTION NEWS AM LIVE, 8/19/2019, :45 SEC., LOCAL

Health officials in at least 15 states including California say they've seen cases of lung disease that could be linked to vaping. In all, more than 120 cases were identified. That data comes from a survey of state health departments. California is looking into 19 such cases. Patients were hospitalized in many of the instances, but health officials can't say for sure vaping is directly responsible for the diseases.

ACTION NEWS 11PM, 9/16/2019, 1:46 MIN., LOCAL

Vaping health concerns hitting close to home. The Tulare County Public Health Office confirmed Saturday an adult died from a lung illness linked to E-cigarettes. This is now the second vaping-related death in California and the first in the Central Valley. No other information has been released about the Tulare County death. Health officials are reporting 63 cases of respiratory illnesses across the state, associated to vaping THC or cannabis oils, many of those affecting the lungs. Doctor Karen Haught with the Tulare County Public Health Office says many E-cigarette users nationwide have reported similar symptoms. This includes shortness of breath, chest pains, nausea, and vomiting. According to Haught, what's most alarming is they don't know the long-term effects.

ACTION NEWS MIDDAY, 9/11/2019, 1:02 MIN., LOCAL

Fresno cancer advocates urged lawmakers at the US Capitol to make cancer a top priority and push for a federal vaping bill to protect kids. The American Cancer Society Cancer Action Network gave us a video showing nearly 700 cancer patients, survivors, volunteers, and staff from all 50 states in Washington DC to meet with members of Congress and their staff yesterday. The group is asking for support in four key areas in the cancer fight, with a big push to restrict flavored tobacco products. Tanya Stolz made the trip from Fresno.

ACTION NEWS AM LIVE, 9/18/2019, :53 SEC., LOCAL

Vaping health concerns are hitting close to home. The Tulare County Public Health Office has confirmed an adult died from a lung illness linked to E-cigarettes. An announcement was made this past Saturday. This is now the second vaping-related death in California and the first in the Central Valley. No other information has been released about the Tulare County death. Health officials reported 63 cases of respiratory illnesses across the state, associated to vaping THC or cannabis oils. In Tulare County, there have been three. Health officials say many E-cigarette users nationwide have reported symptoms after vaping, including shortness of breath, chest pains, nausea and vomiting.

ACTION NEWS MIDDAY, 9/25/2019, :43 SEC., LOCAL

Firefighters say an exploding vape pen charger led to a house fire in Kerman. Kathryn Lemm said she came home Monday afternoon and seemed to sense something was wrong. She noticed a foul smell and saw smoke. She called 911 and went on to investigate. That's when she found the fire in her bedroom. Within minutes, firefighters put the fire out. Detectives discovered the cause was a vaping charger that exploded.

ACTION NEWS MIDDAY, 9/27, 2019, :40 SEC., LOCAL

Six thousand illegal vape products are now in the hands of authorities after being seized from a Central Fresno smoke shop. The raid happened Wednesday after someone tipped off state investigators to possible illegal products inside the Son of Stuffed Pipe shop in the Tower District. Investigators with the Bureau of Cannabis Control found 2,000 illegal vape cartridges. They also found another 4,000 cartridges being processed.

ACTION NEWS MIDDAY, 9/26/2019, :37 SEC., LOCAL

Clovis Community College is joining the growing movement of smoke-free schools. An organization called "The Truth Initiative" is helping transition students as the college moves forward. Student leaders are hosting events and doing class presentations on the dangers of vaping and smoking. The school is already approved to be smoke-free now; however, they chose to educate students ahead of the change next year.

### EDUCATION IN THE CENTRAL VALLEY

ACTION NEWS 5PM, 7/07/2019, 1:33 MIN., LOCAL

The Central Valley need for bilingual teachers is high; that's according to educators with Fresno State. The university is now taking action to change the education landscape. They're partnering up with Fresno City and Reedley Colleges to mold the teachers of tomorrow. "Ensenamos en el Valle Central" is a new initiative guiding bilingual Latinx youth down the right path. Students will spend two years at community college completing teacher requirements. Then they'll transfer to Fresno State, focusing on bilingual teaching and finishing the credential program. Counselors guiding students from the moment they start until they graduate.

ACTION NEWS 6PM, 7/18/2019, 1:10 MIN., LOCAL

A new preschool in Southwest Fresno is hoping to give children a leg up, by going beyond the curriculum. As one might guess, "Early Readers Preschool" has a heavy focus on reading. Children have dozens of books to choose from and every week they'll be swapped out for new ones. The site director says the school is meeting demand in an area that's undeserved. According to research, about 2,500 children in Southwest Fresno are old enough to attend preschool. A lack of facilities is forcing close to half of those, to seek education outside the area.

AM LIVE SATURDAY 8AM, 7/13/2019, :48 SEC., LOCAL

Summer has started, but Target is already thinking about heading back to school. The retail chain is bringing back their extra discount for teachers across the country starting today. Educators get 15% off school supplies, clothes, and other back-to-school essentials, including cleaning supplies and even playground equipment. Teachers will need to get the coupon e-mailed to them and have a school I.D. when checking out. The link to sign up for the discount is on our website at ABC30.com, and the discount is good until July 20.

ACTION NEWS AM LIVE, 7/17/2019, :53 SEC., LOCAL

The Raisin City School Board plans to take disciplinary action against its school superintendent. Last night's decision comes after Superintendent Juan Sandoval allowed a person dressed as a masked gunman to carry out an active shooter drill on campus, but he failed to tell several people that it wasn't real. Teachers and parents gathered at the special board meeting Tuesday night to voice their concerns. Teachers believe Sandoval went too far when he allowed a staff member to wear a mask, hold a fake rifle, and go around campus the last week before summer vacation.

ACTION NEWS AM LIVE, 7/18/2019, 1:04 MIN., LOCAL

A special meeting is scheduled to take place tonight to discuss a campus confrontation involving a member of the Fresno Unified School Board. According to parents, trustee Terry Slatik intimidated Bullard High School cheerleaders when he showed up during practice unannounced and allegedly threatened the team. Slatik allegedly told the girls they could not go to cheer camp if they continued to bully a teammate. The encounter stems from what Slatik calls "retaliatory bullying" after a racially insensitive video from two months ago, showing a Bullard High cheer squad member in "black face". The school initially took the cheerleader involved off the team, but Slatik says now that she's been reinstated, she's being left out of cheer activities. Tonight's meeting starts at 5 o'clock. It's open to the public.

ACTION NEWS 4PM, 8/26/2019, 1:06 MIN., LOCAL

For the fourth straight year, Fresno State is drawing praise for being one of the nation's top colleges with a focus on social mobility, service and research. Washington Monthly magazine announced that Fresno State ranked 24th out of 395 public and private colleges on its annual list of top universities. The University was selected alongside six Ivy League institutions, six University of California campuses, MIT and top-ranked Stanford University on the list. Washington Monthly has ranked colleges for the past 15 years, calling attention to colleges that best serve the country instead of only those known for prestige and health. This past May, nearly 6,000 students, about 63% of whom are first-generation, graduated from Fresno State, the largest class in University history.

ACTION NEWS 6PM, 8/29/2019, 1:12 MIN., LOCAL

The Tulare County Office of Education held an open house for the Dream Center, the first of its kind facility in the county. The center is home to the County Office Foster Youth Service staff, the Tulare County Child Abuse Prevention Council social workers from Tulare County Welfare Services and an eligibility worker from TulareWORKS. These agencies can help foster youth with a variety of needs from financial aid to searching for a job. The center is also a place for them to get help with homework, hop on a computer, or even take a shower.

ACTION NEWS MIDDAY, 9/11/2019, :37 SEC., LOCAL

Rob Herman of the Tulare County Office of Education says that in one location students can come and meet with representatives from dozens of colleges and universities and get an idea of what their campuses are like, what programs and degrees they offer, all in one place. The Fresno County Superintendent of Schools will host a similar event tonight at the Fresno Convention Center New Exhibit Hall from 6 to 8:30 p.m.

### CHILDREN FIRST: CHOOSE KINDNESS

Sunday, September 29, 2019, 6:30PM, :30 Minutes, Local

Positivity is spreading with acts of kindness! ABC30 will air its new Children First program, "Choose Kindness", on Sunday, September 29, 2019 at 6:30 p.m. Action News anchors Amanda Venegas and Tony Cabrera host the television special focusing on programs promoting kindness in our community. The special includes the inspiring program called "dude, be nice." Students at Tulare Western High School perform acts of kindness year-round, including donating new shoes to children, food to low income families and promoting a positive campus culture. Sundale Union School students play games with younger kids with a message of inclusivity and character. Photographers from the Sweet Nectar Society donate their time and talent to spotlight children with special needs in their photo sessions. Kids at Malloch Elementary in Fresno are sprucing up their Kindness Garden. A boy scout embarks on a mission to honor the dead. A Fresno State student struggling to pay tuition is surprised and amazed at the generosity of strangers.

Children First is a year-round effort focusing on challenges and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with children. The Children First campaign includes half-hour programs like "Choose Kindness", thirty-second public service announcements and special stories on Action News. <http://www.abc30.com/childrenfirst>

### CHILDREN FIRST: SPECIAL & SUCCESSFUL

Sunday, July 7, 2019, 5PM, :30 Minutes, Local

Sunday, July 21, 2019, 1:30PM, :30 Minutes, Local

Students with special needs are finding success! ABC30 will air a Children First program, "Special and Successful". Action News anchors Dale Yurong and Graciela Moreno host the television special focusing on local programs helping students with special needs. The special includes a story about the Bright Start program in Tulare County. It offers early intervention services for children. ABC30 takes you inside an IRC or Intervention Resource Classroom where students with special needs learn coping strategies including meditation. Meet four-year-old Jade Ortega. She has Down syndrome, but thanks to UCP Central California, she is learning how to communicate with sign language and the PECS, or Picture Exchange Communication System. Children with disabilities are playing sports at Valley Children's Adaptive Sports program. The Workability program is helping teenagers and young adults get ready for the workforce. ABC30 also shares programs stressing inclusion.

Valley Focus, 7/14/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #2: Central Valley Financial Inclusion Summit: An upcoming summit that aims to give low-income residents a boost with resources and connections will bring many organizations to one room in the central valley. The Central Valley Financial Inclusion Summit is July 16, 2019, at Clovis Community College. Eric Payne is the Executive Director of Central Valley Urban Institute, one of the partners organizing the event. Payne said, "We are a non-profit, and we focus on low-income disadvantaged communities of color, specifically speaking up and out to protect those who are on the fringe and marginalized from the decision-making process within many of our systems. Government systems, public systems, and we're their champion." Elliot Balch is the Chief Operating Officer with Central Valley Community Foundation. He will be one of the Summit's speakers.

Latino Life, 7/21/2019, 10:30AM & 5PM, :30 Minutes, Local

Segment #1: Latino Community Foundation: Latino-led organizations across the valley are getting a financial boost. LCF is teaming up with The James Irvine Foundation to invest \$1 million in 37 Latino-led organizations across the valley over the next year. Latino Community Foundation CEO Jacqueline Martinez-Garcel joined Latino Life host Graciela Moreno on July 18, 2019, shortly after making the announcement at Arte Americas in Downtown Fresno. Martinez-Garcel says organizations receiving funds include Fresno Barrios Unidos. Latino Community Foundation has the largest network of Latino philanthropists in the country and has invested millions of dollars in improving the livelihood of Latino families. It is the only statewide foundation solely focused on investing in Latino youth and families in California. The Central Valley is home to the largest Latino Giving Circle. More than 65 members have donated over \$265,000 to local Latino organizations.

Valley Focus, 8/18/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #2: The Fresno City College Dental Hygiene Clinic: You can get your teeth cleaned for just \$15. The Fresno City College Dental Hygiene Clinic is offering low cost dental work while providing students with training. Luisa Bransford, a faculty member from Fresno City College Dental Hygiene program joined Valley Focus host Liz Harrison to share more about the program.

Valley Focus, 8/18/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #3: Court Appointed Special Advocates: You can have all-you-can-eat crab and make an impact on children at the same time. Court Appointed Special Advocates (CASA) of Fresno and Madera Counties is hosting its annual Crab Feed. Executive Director Wilma Tom Hashimoto and Crab Feed Chairperson Jennifer McDougal joined Valley Focus host Liz Harrison in the ABC30 studios August 14, 2019 to talk about the upcoming event and the mission of CASA.

Latino Life, 8/25/2019, 10:30AM, :30 Minutes, Local

Segment #1: The Casa de la Cultura: Dr. Ruben Quesada is getting to know more people in Fresno and he's making it a mission to showcase Latino art and culture. Quesada was named the new Executive Director at Arte Americas this summer. The Casa de la Cultura is getting ready to launch a new Dia de Los Muertos exhibits and its annual Cala Gala. A special Hispanic/Latinx movie series and fundraiser where models strut the runway with faces like catrinas are also planned. Quesada and Arte Americas Visitor Services Associate, Selina Lopez joined Latino Life host Graciela Moreno on August 22, 2019 to discuss his background, vision for Arte, and upcoming events.

Valley Focus, 9/8/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #3: Fresno Historical Society 30<sup>th</sup> Civil War Revisited: Take a trip back in time as Fresno Historical Society celebrates the 30th Civil War Revisited. Elizabeth Laval is the new President of Fresno Historical Society. She joined Valley Focus host Liz Harrison in the ABC30 studios on September 5, 2019. Laval is the great-granddaughter of photographer Pop Laval, who captured thousands of images from the Central Valley in the early and mid-1900s. She talked about her vision for Fresno Historical Society and what's new at this year's Civil War Revisited October 19-20. Families can meet battle reenactors, period crafts-persons and actors portraying historical figures, including Abe Lincoln. Civil War Revisited is the largest signature event of its kind west of the Mississippi. <https://www.civilwarrevisited.org/> \$10 Adult / \$6 Child (children under 5 are free).

Latino Life, 9/15/2019, 10:30AM & 5:00PM, :30 Minutes, Local

Segment #1: Hispanic Heritage Month: You can celebrate Hispanic Heritage Month at Fiesta Night! Centro La Familia is holding its annual celebration on September 27, 2019, from 5 p.m. to 10 p.m. Enjoy

a Dia de Los Muertos theme with music from Monsanto, mariachis plus food and a silent auction. Proceeds benefit Centro La Familia. The nonprofit, founded in 1972, offers victim services, parenting education, mental health education, health insurance enrollment, immigration services, and more. Deputy Director of Centro La Familia Mario Gonzalez joined Latino Life host Graciela Moreno in the ABC30 studios on September 12, 2019, to discuss the group's mission and the fiesta. Purchase tickets to Fiesta Night by calling (559) 237-2961 or <https://www.centrolafamilia.org/>

<u>TITLE</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
Hispanic Heritage Month: Arte Americas	:30	18
Earth Month: Meet Me in the Park	:30	03
Disney's Summer of Service: Volunteer	:30	19
Disney's Summer of Service: Volunteer	:15	43
Fresno Philharmonic: Nightmare Before Christmas	:30	26
Fresno City College: Fest 2019	:15	20
Community Calendar: Multiple Events	:30	135
Children's Report Location	:30	12
Court Appointed Advocate: Crab Feed Benefit	:30	35

### OUTREACH EFFORTS 3rd QUARTER 2019

#### **Record-Breaking Sellout**

The annual Central California Women's Conference sold out in record time! The conference is one of KFSN's signature events. Promotion began in late May for the September event and sold out by June 14. Conference organizers and speakers recently appeared on KFSN public affairs show Latino Life, hosted by Graciela Moreno. Keynote speaker is model and business leader Tyra Banks. Approximately 3,500 attendees are expected.

#### **KFSN Hosts Disney Toy Delivery**

KFSN hosted a Disney Toy Delivery party for patients at Valley Children's Hospital in Madera on July 9, 2019. Patients received toys, *Toy Story 4* goodie bags, souvenir pictures with KFSN anchors Tony Cabrera and Graciela Moreno, plus a visit with hospital mascot George. They enjoyed pizza, Toy Story cookies and wore their Mickey alien ears as they watched a special screening of *Toy Story 4*. This red carpet event was part of the Disney Team of Heroes initiative.



- **Personal Appearances**

- 6/28: Cristina Davies threw out the first pitch at the Fresno Grizzlies game.
- 7/4: Anchor Corin Hoggard threw out the first pitch at the Fresno Grizzlies game.
- 7/9: KFSN President and General Manager Dan Adams, Marketing/Community Engagement Director Brandon Ridge, Public Affairs Executive Producer Aurora Diaz, and Executive Producer of Content Development Tim Sarquis attended the Disney Toy Delivery Party.
- 7/11: Programming Manager Charlene Ciavaglia conducted a tour of the station for a group of Boy Scouts.
- 7/13: KFSN played in the Granite Park Celebrity Softball Tournament in Fresno, winning 3 out of 5 games in triple-digit temps! ABC30's team included President and General Manager Dan Adams, employees Aurora Diaz, Rudy Rendon, Alex White, Chris Pendergast, Nikki McCabe, Paige McIntyre, Ana Vargas, Jeff Sanford, along with sports anchors Chris Alvarez and Stephen Hicks, and weather anchor Cristina Davies.



**Pint-for-Pint Success**

KFSN teamed up with Central California Blood Center for the 32<sup>nd</sup> Annual Pint-for-Pint Blood Drive. More than 1,250 donors came through the doors during the Central Valley's largest two-day blood drive. KFSN's support included a PSA, live shots and special cut-ins. KFSN is also partnering with CCBC on a digital/linear marketing campaign. Pint-for-Pint is one of KFSN's legacy community events.



**Walt Disney Television**

KFSN continues to support the Disney Team of Heroes campaign with on-air and social media support.

- Personal Appearances
  - 7/21: Anchor Tony Cabrera co-hosted the Miss Philippines USA pageant in Glendale.
  - 8/5: Anchor Liz Harrison spoke at the Polka Dot Powerhouse meeting in Visalia.

**KFSN's Telethon Breaks Record!**

KFSN's 5<sup>th</sup> Annual "Futures Worth Fighting For" Telethon benefiting Valley Children's Hospital raised a record \$219,000. The event included live coverage on newscasts, compelling stories, and special posts on all platforms. A special \$100,000 donation from Disney helped propel donations from residents and businesses in the Central Valley. The partnership with Valley Children's Hospital also led to a record amount of telethon sponsorships/revenue (\$35k) for the station.



- Personal Appearances:
  - 8/7: Local Sales Manager Greg Baker, programming manager Charlene Ciavaglia, Account Executives Patrice Coulter and Julie Tymn, Local Sales Coordinator Chris Pendergast, reporter Reuben Contreras and Marketing/Community Engagement Director Brandon Ridge attended the State of the College Breakfast at Fresno City College.
  - 8/8: Account Executive Kristin Groth attended Fig Gig in North Fresno.
  - 8/9: Local Sales Manager Greg Baker attended the Fresno City College Scholarship Night. KFSN donated three scholarships to students.
- KFSN is partnering with Centro La Familia to sponsor Fiesta Night on September 27, 2019. The event will have a Dia De Los Muertos theme. A new spot will begin airing in late August to promote the event. Centro La Familia is buying an on-air schedule to promote Fiesta Night.
- Personal Appearances
  - 8/9: Local Sales Manager Greg Baker attended the Fresno City College Scholarship Ceremony.
  - 8/17: Anchor Tony Cabrera emceed A Night at the Chef's Table, benefiting the American Cancer Society in Fresno.
  - 8/17: Reporter Reuben Contreras was a judge in the Taco Tasting contest at the Taco Truck Throwdown in Fresno. KFSN anchor Cory James, reporter Gilbert Magallon, Account Executive Marisela Vallejo, and Programming Manager Charlene Ciavaglia attended the event.

### **Connecting With Community**

Anchor Graciela Moreno emceed the Rompiendo Barreras (Breaking Barriers) Conference on August 17. The conference was for Spanish speakers who have loved ones with disabilities. Local families were connected with community resources.



### **Cards for Kids**

KFSN VoluntEARS participated in the Pop-Up Hospital Greeting Card Project on August 29. Forty percent of KFSN employees decorated the envelopes designed to bring joy to children in hospitals across the country. As Disney music played in the background, employees enjoyed working with stickers and markers. Check out our iPhone video: <https://www.facebook.com/ABC30/videos/391445344906885/>



- Personal Appearances
  - 9/2: Sports Director Stephen Hicks threw out the first pitch at the Fresno Grizzlies game.

### **KFSN Supports Harvest Ball**

KFSN was a proud supporter of the annual Harvest Ball benefiting Valley Children's Hospital. The fundraiser raised more than one million dollars. Anchor Warren Armstrong emceed. Anchor Margot Kim, reporters Nathalie Granda and Vanessa Vasconcelos attended.



### **KFSN Hangs Out With Tyra**

KFSN sponsored the 32<sup>nd</sup> Annual Central California Women's Conference. More than 3,500 people attended the conference on September 17 with a theme of Breaking Boundaries. Model and mogul Tyra Banks was the keynote speaker. The conference sold out in record-breaking time in June. Anchor Margot Kim was the emcee.



- **Personal Appearances**

- 9/13: Anchor Sontaya Rose emceed the CASA Crab Feed. Reporters Gilbert Magallon, Shayla Girardin, News Director Michael Carr, Account Executive Marisela Vallejo, and General Manager Dan Adams attended.
- 9/13: Executive Producer of Public Affairs, Aurora Diaz presented the "Building a Better Community" Scholarship at Clovis Community College.
- 9/14: Marketing/Community Engagement Director Brandon Ridge and General Manager Dan Adams attended Harvest Ball.
- 9/17: Anchors Graciela Moreno, Cory James, Amanda Venegas, Liz Harrison, and Warren Armstrong signed autographs at the Central California Women's Conference.

### **KFSN Supports Diverse Films**

KFSN sponsored the 30<sup>th</sup> Annual Fresno Reel Pride LGBTQ Film Festival September 18-22. More than 40 films were shown in Central Fresno. Action News anchor Graciela Moreno and Photojournalist Tom Amico represented the station during Friday's showing. The festival's theme was "Films for Everyone".



### **KFSN's Kindness Special**

KFSN is airing a new Children First special September 29, 2019 focusing on programs promoting acts of kindness. "Choose Kindness" is hosted by anchors Tony Cabrera and Amanda Venegas and features children, teens, and families who are going above and beyond to help others. Children First is a station-wide initiative. Partners are Valley Children's Healthcare, Tulare County Office of Education, and Educational Employees Credit Union.



- Personal Appearances
  - 9/18: Photojournalist Tom Amico attended Fresno Reel Pride LGBTQ Film Festival's opening night.
  - 9/20: Anchor Graciela Moreno introduced a movie at the Fresno Reel Pride Film Festival. Photojournalist Tom Amico attended.
  - 9/20: Executive Producer of Public Affairs Aurora Diaz presented scholarships at the Madera/Oakhurst Community College Scholarship Awards Ceremony.
  - 9/20: Meteorologist Reuben Contreras attended CityFest in Fresno. Account Executive Julie Tymn and Local Sales Manager Greg Baker also attended.
  - 9/24: Executive Producer of Public Affairs Aurora Diaz and Account Executive Julie Tymn attended the Clovis Community College Breakfast.

### **KFSN's Fiesta Night**

More than 400 people attended Fiesta Night in Downtown Fresno, a fundraiser for Centro La Familia. KFSN sponsored the event, which featured mariachis, a band playing cumbias, plus a 7-foot tall catrina! Reporter Vanessa Vasconcelos was the co-emcee at the fundraiser embracing a Dia de los Muertos theme.



- Personal Appearances
  - 9/27: General Manager Dan Adams, Marketing/Community Engagement Director Brandon Ridge, Local Sales Manager Greg Baker, Account Executive Patrice Coulter, and KFSN Executive Producer of Public Affairs Aurora Diaz attended Fiesta Night.
  - 9/28: Anchors Tony Cabrera and Graciela Moreno emceed Harvest Gala for Catholic Charities.
  - 9/28: Anchor Cory James emceed Fresno's Walk to End Alzheimer's.
  - 9/28: Photojournalist Richard Harmelink, Executive Producer of Public Affairs Aurora Diaz, Producers Rudy Rendon and Alysia Wiebe, and Executive Producer Shelby Maxwell attended the Silver Circle Awards Luncheon in South San Francisco.

### **ABC30 half-hour special focuses on kindness**

(Fresno, CA) – Positivity is spreading with acts of kindness! ABC30 will air its new Children First program, “Choose Kindness”, on Sunday, September 29, 2019 at 6:30 p.m. Action News anchors Amanda Venegas and Tony Cabrera host the television special focusing on programs promoting kindness in our community. The special includes the inspiring program called “dude. be nice.” Students at Tulare Western High School perform acts of kindness year-round, including donating new shoes to children, food to low income families and promoting a positive campus culture. Sundale Union School students play games with younger kids with a message of inclusivity and character. Photographers from the Sweet Nectar Society donate their time and talent to spotlight children with special needs in their photo sessions. Kids at Malloch Elementary in Fresno are sprucing up their Kindness Garden. A boy scout embarks on a mission to honor the dead. A Fresno State student struggling to pay tuition is surprised and amazed at the generosity of strangers.

Children First is a year-round effort focusing on challenges and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with children. The Children First campaign includes half-hour programs like "Choose Kindness", thirty-second public service announcements and special stories on Action News. <http://www.abc30.com/childrenfirst>