

KABC-TV
Issues/Programs Report Submissions

Quarter: 3rd Quarter 2012

Date: October 5, 2012

<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 1 – Health: Research, Prevention, Diagnosis & Treatment</u>
2012 – September 18,19,20,21,24,25,26, 27 & 28 PSA's: Walk Now for Autism Speaks Orange County Length: :15/:10 seconds Origin: Local Type: PSA	Promotes the “Orange County Walk Now for Autism Speaks” to raise funds and awareness for Autism.
2012 – September 8,9,10,11,12,13,15,16, 17,18,19,23,24,26,27,29 & 30 PSA's: Alzheimer's Association Length: :30 seconds Origin: Local Type: PSA	Promotes their annual “Walks” to raise awareness about Alzheimer's and funds to help with finding a cure. Walks are in Ontario, Long Beach, Huntington Beach and Century City.
2012 – August 9,12,15,22 & 28 September 9 PSA's: Daniel's Place Length: :30/:15 seconds Origin: Local Type: PSA	An organization that offers professional and peer support for youth facing mental illness.
2012 – July 21 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.
2012 – July 21 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.
2012 – July 21 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.
2012 – July 21 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.

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<p>2012 – July 21 PSA's: San Fernando Valley Counseling Center Length: :30 seconds Origin: Local Type: PSA</p>	<p>An organization in Northridge that offers low-cost counseling for anyone – adults, kids, families – and is based on ability to pay.</p>
<p>2012 – July 22 PSA's: CLARE Foundation Length: :30 seconds Origin: Local Type: PSA</p>	<p>Provides compassionate treatment and recovery services for alcoholism and substance abuse to individuals, families, and the community. Saves lives through recovery.</p>
<p>2012 – July 15 & 22 August 20 PSA's: Alex's Lemonade Stand Foundation for Childhood Cancer Length: :30 seconds Origin: Local Type: PSA</p>	<p>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.</p>
<p>2012 – July 22 PSA's: Department of Defense Length: :60/:30 seconds Origin: Local Type: PSA</p>	<p>Provides access to psychological health information and resources 24 hours a day, seven days a week for veterans returning from war.</p>
<p>2012 – July 22 PSA's: American Cancer Society – Colorectal Cancer Length: :30 seconds Origin: Local Type: PSA</p>	<p>Urges everyone over the age of 50 to get tested for colorectal cancer.</p>
<p>2012 – August 9,10,12,15,19,23 & 28 September 9 & 16 PSA's: Alcoholics Anonymous Length: :30/:20/:15 seconds Origin: Local Type: PSA</p>	<p>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.</p>

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 2 – Women’s Issues</u>
2012 – September 4,5,6,7,9,10,11,12,13, 15,17,18,19,20 & 21 PSA’s: Susan G. Komen Race for the Cure Length: :15/:10 seconds Origin: Local Type: PSA	Promotes the 2012 Komen Orange County Race for the Cure, which raises awareness and funds for breast cancer.
2012 – July 28 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.
2012 – July 28 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.
2012 – July 29 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.
2012 – July 28 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>PSA # 3 – Safety: Home, Environment, Transportation</u>
2012 –September 19,22,23,24,26,27, 29 & 30 PSA's: Crime Survivors Length: :30 seconds Origin: Local Type: PSA	Promotes the 9 th annual “Survive and Thrive 5K Run/Walk” which raises funds for its programs that help provide support and guidance to survivors of crime.
2012 – August 9,10,11,13,15,17,18,20,23, 29,30 & 31 September 8 PSA's: National Highway Traffic Safety Administration Length: :30/:15/:10 seconds Origin: Local Type: PSA	Aimed at curbing the behavior of young adults who text while driving by showing them what happens when they text and drive.
2012 – July 1,2,3,4,5,6,7,8,9,11,13,14, 15 & 16 PSA's: Get to Know Program Length: :30 seconds Origin: Local Type: PSA	Promotes the “Get To Know” Nature Art Contest for eighteen and younger. Encourages kids to let nature motivate them to paint, sketch, photograph or write about nature.
2012 – July 2,3,4,5,6,8,9,10,11,12,13,16, 17,18,19,20,21,22,23,24,25,26,27,28,29, 30 & 31 August 1,2,3,5,6,7,8,9,10,11,13, 14,15,16,17,19,20,21,22,23,24,25,27,28, 29,30 & 31 September 1,3,4,5,6,7,10,11, 12,13,17,18,19,20,21,24,26,27 & 28 PSA's: Prepare SoCal Campaign Length: :15/:10 seconds Origin: Local Type: PSA	Promotes the American Red Cross's campaign to help raise viewer's awareness on what to do to prepare for a major disaster and how to get prepared.
2012 – July 2,12,14,16,27 & 31 August 5, 6,7,14,21 & 27 September 3,10 & 18 PSA's: The Nature Conservancy Length: :60/:30/:15 seconds Origin: Local Type: PSA	Promotes protecting nature and preserving life. Asks viewers to make a difference in our Planet by finding out how to help.
2012 – July 28 August 12 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.

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<p>2012 – July 3 August 5 PSA's: American Red Cross Los Angeles Region Length: :30 seconds Origin: Local Type: PSA</p>	<p>Shows how easy it is to put an emergency kit together and what goes in it. Urges all viewers to be prepared.</p>
<p>2012 – July 28 PSA's: County of Los Angeles, Regional Planning Length: :30 seconds Origin: Local Type: PSA</p>	<p>Talks about their department being a resource for housing and shelters. It is free for landlords and residents.</p>
<p>2012 – July 29 PSA's: County of Los Angeles, Public Works Length: :30 seconds Origin: Local Type: PSA</p>	<p>Gives department listings of what is done in Public Works and how to contact them.</p>
<p>2012 – August 16 PSA's: County of Los Angeles, Health Services Length: :30 seconds Origin: Local Type: PSA</p>	<p>Informs viewers that they should only call 911 in emergencies. It is not a number for info or any other non-emergency calls.</p>
<p>2012 – July 29 PSA's: California Office of Traffic Safety Length: :30/:15 seconds Origin: Local Type: PSA</p>	<p>Tells viewers that if they drive drunk, they will get caught, whether in a car or a motorcycle.</p>
<p>2012 – July 29 PSA's: California Office of Traffic Safety and the California Highway Patrol Length: :30 seconds Origin: Local Type: PSA</p>	<p>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.</p>
<p>2012 – July 1 & 29 August 20 PSA's: Noah's Wish Length: :30 seconds Origin: Local Type: PSA</p>	<p>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.</p>
<p>2012 – July 16 & 29 August 8 September 12 PSA's: Los Angeles County & United Way Length: :30/:10 seconds Origin: Local Type: PSA</p>	<p>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.</p>

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 4 – Consumer Reports & Interests</u>
2012 – July 7 August 4 September 1 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>PSA # 5 – Concern for Youth</u>
2012 – July 29 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.
2012 – July 1 August 6 September 2 & 3 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.
2012 – August 16 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.
2012 – July 29 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.
2012 – July 29 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.
2012 – August 4 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.
2012 – August 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.
2012 – August 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.

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2012 – August 4 & 27 September 29 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.
2012 – July 1,15 & 30 August 1,8,12 & 30 September 11 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.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 7 – Maintaining A Quality of Life: Individual and Family Matters</u>
2012 – August 13,14,15,16,17,18,19,20, 21,22,23,24,25,26,27,28,29,30 & 31 September 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 PSA's: AIDS Project Los Angeles (APLA) Length: :30/:15/:10 seconds Origin: Local Type: PSA	Promotes the annual AIDS Walk Los Angeles, which makes it possible for them to provide urgently needed food, dental care, safe housing, and much more to people with HIV/AIDS.
2012 – August 9,10,11,13,16,18,22,26, 27 & 29 September 1,3,8,9,13 & 16 PSA's: Maddie's Fund and the Humane Society of the U.S. Length: :30/:15 seconds Origin: Local Type: PSA	Promotes their "The Shelter Pet Project", which aims to encourage pet lovers to make shelters their first choice to adopt a pet.
2012 – July 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 & 29 PSA's: Feed SoCal Length: :30/:15/:10 seconds Origin: Local Type: PSA	Promotes a food drive and 4 Stuff A Truck events benefitting 4 Food Banks in Southern California: LA Regional Food Bank; Second Harvest Food Bank OC; Food Share Ventura County and Second Harvest Food Bank IE.
2012 – July 1,7,13,14,18,19,20,21,26,27, 28,29 & 30 August 1,2,4,6,7,8,11,12,13, 19 & 29 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.
2012 – July 4 & 15 August 4,8 & 26 September 2 PSA's: Dream Foundation Length: :30 seconds Origin: Local Type: PSA	Organization grants one last wish to terminally ill adults. Asks viewers to learn how they can make someone's dream come true.
2012 – August 2 & 4 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.

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<p>2012 – August 5 PSA's: The Autry Museum Length: :30 seconds Origin: Local Type: PSA</p>	<p>Promotes what there is to do at the Autry and encourages viewers to explore the Unexpected West.</p>
<p>2012 – August 4,9,17,22 & 27 September 3 PSA's: The Greyhound Project Inc. Length: :30/:10 seconds Origin: Local Type: PSA</p>	<p>Talks about the wonderful qualities of a Greyhound; what wonderful pets they make; and encourages viewers to adopt a retired racing Greyhound.</p>
<p>2012 – July 15 August 4 PSA's: Los Angeles County Museum of Art (LACMA) Length: :30 seconds Origin: Local Type: PSA</p>	<p>Encourages viewers to experience Los Angeles and experience the Museum's unique exhibits.</p>
<p>2012 – August 5 September 8 PSA's: League of Women Voters – Los Angeles Length: :30 seconds Origin: Local Type: PSA</p>	<p>Aimed at all people, encourages everyone to be registered to vote.</p>
<p>2012 – August 5 & 25 September 17 PSA's: County of Los Angeles, Animal Care and Control Length: :30 seconds Origin: Local Type: PSA</p>	<p>Celebrates their heroes, their staff, and asks viewers to help them help animals.</p>
<p>2012 – August 5 September 3 PSA's: GLSEN (Gay, Lesbian and Straight Education Network) Length: :30/:15 seconds Origin: Local Type: PSA</p>	<p>Asks viewers if they realize what they say when they say something is so gay. Tells people to knock it off.</p>
<p>2012 – August 6 & 30 PSA's: Westside Food Bank Length: :30 seconds Origin: Local Type: PSA</p>	<p>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.</p>
<p>2012 – August 7 September 3 PSA's: Gettoknowusfirst.org Length: :30 seconds Origin: Local Type: PSA</p>	<p>Asks viewers to support marriage equality by getting to know gay couples first and promotes the idea that marriage promotes families.</p>

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2012 – July 17,30 & 31 August 2,6,7 & 8 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.
2012 – July 14 & 30 August 1,2,3,7,8,10, 16,21,24 & 31 September 4 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.
2012 – July 8 August 21 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.