

**KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT**  
**3rd QUARTER 2015**

On its main channel, 30.1, from July 1, 2015, through and including September 30, 2015, **KFSN-TV**, Licensed in Fresno, California broadcast **38.5** 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 Margot Kim, 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 program, "Maddy Reports" 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; *Steven and Chris* - design, lifestyle, and healthy cooking ideas; *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, 2 ½ Hours, Local

This morning news program provides viewers with late-breaking local, national, and international news, weather, traffic, health, financial, Ag 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-11:30AM, 30 Min., 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**

Monday through Sunday, 6:00-6:30PM, 30 Min., Local (Saturdays through 8/29)

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, 2:05-2:41AM., 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 (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.

**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.

**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.

**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: The Early Years**

**Saturday, August 1, 2015 @ 5PM, :30 Minutes Local**

**ABC30 special focusing on early years of child development**

Your baby is learning at birth. 80% of a baby's brain develops by age three. Parents are encouraged to talk, read, and sing to their children as much as possible. Action News anchors Graciela Moreno and Dale Yurong host "Children First: The Early Years."

Studies show three-year-olds from wealthier families are exposed to 30 million more words compared to kids from lower income families. Kids with a smaller vocabulary are more likely to fall behind when they enter school. Learn how local child advocates are trying to close that achievement gap. In this special, learn effective ways to connect with your babies and toddlers. Discover local programs helping low income parents bond with their children. Find out how many words your child should know by age three. Check out a South Valley program that puts books into parents' hands before babies are born!

**CHILDREN FIRST: COMMUNITY HEROES**

**Sunday, August 30, 2015 @ 6:30PM, :30 Minutes, Local**

**Sunday, September 6, 2015 @ 10:30AM, :30 Minutes, Local**

You don't have to wear a cape to be a hero! Caring and giving to others makes you a superstar! ABC30 anchors Margot Kim and Jason Oliveira host "Children First: Community Heroes," Sunday, August 30, 2015 at 6:30PM.

This half-hour television special highlights positive stories in our community. Watch how hundreds of kids teamed up to clean up Fresno's Storyland. Meet a teenager who is learning how to become a leader while working with local media and leadership groups.

Little girls cut their hair for a good cause. Teachers in Atwater open their hearts to help students in need. See how children and the entire community joined forces to support injured firefighter Pete Dern. You'll see other stories of teens demonstrating kindness and compassion.

ABC30 thanks our partners for putting Children First in the Central Valley. Educational Employees Credit Union, Fresno County Office of Education and Children's Hospital Central California partnered to air Children First PSAs and vignettes covering the following Topics: Talk, Read and Sing Activities and Career Tech Regional Occupational Programs.

## PSAs AIRED 3rd QUARTER 2015

From July 31, 2015 through September 30, 2015, KFSN-TV aired approximately **1,158** Public Service Announcements (PSAs), along with community involvement project spots that include, but are not limited to:

- **CENTRAL CALIFORNIA BLOOD CENTER: PINT FOR PINT BLOOD DRIVE**
- **MARJAREE MASON CENTER: TOP TEN WOMEN**
- **STORYLAND and JAZZ BENEFIT**
- **CENTRO La FAMILIA FIESTA**
- **ABC30/HISPANIC HERITAGE MONTH**
- **ABC/DISNEY SUMMER OF CREATIVITY**
- **MAKE-A-WISH FOUNDATION WINE, WOMEN and SHOES**
- **VALLEY CHILDREN'S HOSPITAL TELETHON**
- **CRAB FEED BENEFIT FOR CASA**
- **UNITED WAY/ABC30 BACKPACK GIVEAWAY**
- **CENTRAL CALIFORNIA WOMEN'S CONFERENCE**

### 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:

1. LOCAL GOVERNMENT/POLITICS
2. HEALTH ISSUES EFFECTING THE CENTRAL VALLEY
3. SAFETY CONCERNS IN THE CENTRAL VALLEY
4. EDUCATIONAL ISSUES FACING THE CENTRAL VALLEY
5. DROUGHT IMPACT AND THE ECONOMY
6. CULTURE AND DIVERSITY/ LATINO LIFE PUBLIC AFFAIRS SHOW

Programs, program segments, and local newscasts broadcast by KFSN included significant treatment and examples of the aforementioned issues of concern.

### LOCAL GOVERNMENT / POLITICS

#### ACTION NEWS 6PM 7/09/2015, :45 SEC., LOCAL

Two valley police departments are growing, as eighteen people were added to the ranks of the Fresno Police Department. Police Chief Jerry Dyer swore in all of the new recruits at City Hall. The newest members of the Fresno Police Department include dispatchers, police cadets and 13 officers. Four of the 13 sworn officers have relatives already serving in law enforcement and Clovis either added or promoted 20 officers. The promotions include two recruits now promoted to full-fledged officers and four officers who have moved up in rank to Lieutenant.

ACTION NEWS AM LIVE, 7/15/2015, :26 SEC., LOCAL

State officials will be at City Hall in downtown Fresno in just a few hours to hold a meeting on the drought. They are set to talk about new rebate programs for people who have bought new, water-saving appliances and toilets during the drought. There will also be information for homeowners who could get money to replace their lawns with synthetic grass or drought-tolerant landscape.

AM LIVE SATURDAY, 8/22/2015, :22 SEC. , LOCAL

California Congressional officials are hosting a Town Hall Meeting on immigration reform in Fresno. Democratic Congressman Jim Costa will discuss how to improve the immigration system with several advocates. The meeting will be held at the old administration building at Fresno State from 10 am to 2 pm today. It's being presented by the Fresno Immigration Coalition.

AM LIVE SATURDAY, 8/22/2015, :56 SEC, LOCAL

The dirt lot in the El Dorado neighborhood near Fresno State doesn't look like much now, but it will soon be home to a safe haven for children. As part of Fresno Mayor Ashley Swearingin's push to encourage community involvement, the City, along with the non-profit "Stone Soup Fresno," is set to build this playground.

ACTION NEWS 4PM, 9/08/2015, :45 SEC., LOCAL

The City of Selma says storefront ads for alcohol, cigarettes and sugary drinks take up too much space. A new ordinance limits ad space to just 15% of plate glass windows and doors. Selma Mayor Scott Robertson says the intent is two-fold. Selma is the first city in Fresno County to adopt a 15% sign ordinance. Health educator Leila Gholamrezaei-eha says there is a correlation between the size of these ads and product sales.

ACTION NEWS 6PM, 9/10/2015, :30 SEC. , LOCAL

Governor Jerry Brown's drought task force is on the move after meeting with Fresno County water leaders. A closed door meeting in Mendota took place last night, where local officials voiced their concerns over the lack of water. The mayor of Mendota says he brought up issues like surface water allocations and ground water pumping. All the problems were listed on a letter that was handed over to the task force and addressed to the governor.

ACTION NEWS 6PM, 9/24/2015, :30 SEC. , LOCAL

The long talked-about deal to revive Granite Park won approval today. The Fresno City Council approved leasing the City-owned property to the Central Valley Sports Foundation. The nonprofit group is pledging to spend nearly three million dollars to restore the ball parks and build soccer fields and volleyball courts. The deal will cost the City about \$150,000 a year, but Mayor Ashley Swearingin assured the City Council it's a good deal.

ACTION NEWS 5PM, 9/22/2015,:35 SEC., LOCAL

The Mayor of Madera made a big political announcement. Rob Poythress spoke to a crowd of supporters at the Freedom Industrial Park, which is currently under construction. Poythress says he has enjoyed his four years as Mayor and six years as a City Councilmember. But he believes he can make a broader impact as a county supervisor. He listed water, jobs, and public safety as three top priorities. Poythress is seeking the seat currently held by Supervisor Rick Facinelli, who is running for re-election.

THE MADDY REPORT, 7/5/2015 @ 10AM, 30 MINUTES, SYNDICATION

“Climate Change: Adapting to a Slow-Moving Emergency” -- Guest: Carol D'Elia, Executive Director of California's Little Hoover Commission. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT, 7/12/2015, @ 10AM, :30 MIN, SYNDICATION

“Fixing California's Highways and Bridges: Pay Me Now or Pay Me Later?” -- Guests: Caltrans Deputy Director of Maintenance and Operations Steve Takigawa, Anthony Simbol from the Legislative Analyst's Office and Sacramento Bee columnist Dan Walters. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT 7/19, 2015 @ 10AM, :30 MIN, SYNDICATION

“Realignment and Recidivism: More or Less?” -- Guests: Public Policy Institute of California (PPIC) analysts Mia Bird and Ryken Grattet. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT 7/26/2015 @ 10AM, :30 MIN., SYNDICATION

“Understanding the Costs of Poverty and Income Inequality” -- Guests: Public Policy Institute of California (PPIC) analysts Caroline Danielson and Sarah Bohn. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT 8/2/2015 @ 10AM, :30 MIN., SYNDICATION

“Medi-Cal Providers: Delivering What They Promise?” -- Guest: California State Auditor Elaine Howle. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT, 8/9, 2015 @ 10AM, :30 MIN., SYNDICATION

“Public Employee Retiree Health Plans: A Promise Made to be Broken?” -- Sacramento Bee Reporter Jon Ortiz and Analyst Nick Schroeder, Office of the California Legislative Analyst.

THE MADDY REPORT, 8/16/2015 @ 10AM, :30 MIN., SYNDICATION

“Solar Energy and Clean Air Vehicles: Are State Initiatives Worth the Cost?” California State Auditor Elaine Howle.

THE MADDY REPORT, 8/23/2015 @ 10AM, :30 MIN., SYNDICATION

“Solar Energy and Clean Air Vehicles: Are State Initiatives Worth the Cost?” -- Guest: California State Auditor Elaine Howle. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT, 8/30/2015 @ 10AM, :30 MIN., SYNDICATION

“Understanding the Costs of Poverty and Income Inequality in California” -- Guest: Public Policy Institute of California analysts Caroline Danielson and Sarah Bohn. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT, 9/6/2015 @ 10AM, :30 MIN., SYNDICATION

“The California Water Equation Made Simple: Demand > Supply” -- Guest: Ellen Hanak (Director-- PPIC Water Policy Center and Senior Fellow at the Public Policy Institute of California). Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT, 9/13/2015 @ 10AM, :30 MIN., SYNDICATION

“Livable Communities: Coming to a Neighborhood Near You?” -- Guests: Laura Podolsky, policy director, National Center for Sustainable Transportation-Institute of Transportation Studies, UC Davis; Gian-Carla Sciara, assistant professional researcher, Urban Land Use and Transportation Center, UC Davis, and Paul Zykofsky, associate director of the Local Government Commission. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT, 9/20/2015 @ 10AM, :30 MIN., SYNDICATION

“Prop 63 and the State’s Mental Health Programs: Promises (Un)Fulfilled?” -- Guests: Darrell Steinberg, former president pro tem of the California Senate and current director of Policy and Advocacy at the UC Davis Behavioral Health Center of Excellence, and Carole D’Elia, executive director of the Little Hoover Commission. Host: Maddy Institute Executive Director Mark Keppler.

THE MADDY REPORT, 9/27/2015 @ 10AM, :30 MIN., SYNDICATION

“Medi-Cal Providers: Is the Doctor In?” – Guest: California State Auditor Elaine Howle. Host: Maddy Institute Executive Director Mark Keppler.

| <u>PSA</u>                            | <u>LENGTH</u> | <u>APRX. AIRINGS</u> |
|---------------------------------------|---------------|----------------------|
| CITY OF FRESNO/UNITED WAY/ABC30       |               |                      |
| MOVIES IN THE PARK: BACKPACK GIVEAWAY | :30           | 108                  |

**HEALTH ISSUES AFFECTING THE CENTRAL VALLEY**

ACTION NEWS MIDDAY, 7/27/2015, :30 SEC., LOCAL

Air quality could be a concern over the next few days as temperatures heat up and the fires continue to burn. The Valley Air District says so far the pollution hasn't been at an extremely dangerous level, but there are some advisories for people today. Remember, you can get the very latest on the fires burning across the state and the conditions firefighters are facing anytime using our news and weather apps. Just search abc30 in your device's app store.

ACTION NEWS 6PM 7/28/2015, 1:00 MIN., LOCAL

In the foothills of Fresno County, the view is little hazy as smoke drifts across the valley away from the Willow Fire. Jamie Holt is with the Valley Air District and says the air quality is starting to take a hit. It will get worse as the fire continues to burn and people will be feeling it. Linda Kyle lives in Harlan Ranch which is near the hazy foothills in the neighborhood, though he sky looks pretty clear. Doctor A.M. Aminian is with the Allergy Institute and he says there is soot and ash in the air. It sticks to our clothes and our hair, and we are breathing it in. The best way to protect our lungs is a shower at the end of the day. Doctor Aminian says people who have trouble breathing or serious health problems, should stay inside if possible, especially between noon and 6 pm, which is the hottest part of the day and the worst time to be outside.

ACTION NEWS AM LIVE, 8/14/2015, :17 SEC.,LOCAL

The smoke from the Rough Fire is impacting the air quality. This video was shot in the morning and was visible from Shepherd and Highway 168 in Clovis. The Valley Air District says smoke impacts are concentrated in foothill communities right now, but have the potential to reach the valley floor.

ACTION NEWS 4PM, 8/18/2015 :36 SEC., LOCAL

Take a look at the air at noon today in downtown Fresno. The Valley Air District is calling it "unhealthy for sensitive groups." It warns that smoke from fires produces fine particulate matter, which can cause health problems including lung disease, asthma attacks and increased risk of heart attacks and stroke. The Rough Fire has burned more than 23,000 acres. The Cabin Fire has burned more than 6,800 acres.

ACTION NEWS MIDDAY, 8/24/2015, :22 SEC., LOCAL

Fresno has made it to the top of a very bad list. The Fresno-Madera area has been named the most polluted metro area in the United States. That's according to a new report by the American Lung Association. Officials say the conditions have worsened the last few months because of the drought, high heat and all the recent wildfires. The first seven cities on the new list are all here in California.

ACTION NEWS 6PM, 8/24/2015, :33 SEC., LOCAL

About 100 residents of Hume Lake Christian camps are being allowed to return to their homes today as the Rough Fire continues to burn nearby. The blaze has grown to more than 51,000 acres. Containment is still just at 17 percent. Camp staff says they do have some smoke damage to their buildings, so they're in the process of buying air purifiers and masks for those returning. The cost of fighting this fire has topped 24 million dollars. But today Fresno County supervisors passed a Rough Fire emergency declaration to help with some of those costs.

ACTION NEWS 5PM, 9/08/2015, 2:29 MIN., LOCAL

The Rough Fire, burning for several weeks up in the foothills, is now sending smoke down to the valley floor. The unsafe air prompted the San Joaquin Valley Air Pollution Control District to extend a health caution through this week. And it could get worse. With triple digit temperatures expected tomorrow and throughout the week the combination might make for an unhealthy few weeks. Air officials say this morning levels looked good for the City of Clovis. Despite the smoky smell and hazy skies, students were outside playing but by 11am, the readings spiked to unhealthy levels, prompting administrators to mandate all recess and outdoor activities be brought indoors. Spokesperson Kelly Avants says coaches will make a determination in the afternoon if practice should still go on. Fresno Unified officials also brought their children inside because of the bad air. Kaiser Permanente Physician-In-Chief Smite Rouillard says exerting yourself outside during unhealthy air conditions can be damaging to your health.

ACTION NEWS 5PM, 9/10/2015, 40 SEC., LOCAL

The Rough Fire is now having a direct impact on schools, forcing the closure of Dunlap school and the Dunlap Leadership Academy. After consulting with fire officials tonight, the Kings Canyon Unified School District made the decision to transport students daily from the mountain areas to schools in Reedley and Orange Cove. Dunlap students stayed in the classroom today instead of being outside where smoke from the wildfire is covering the mountain communities. Educators told students not to over-exert themselves because of bad air quality. Teachers are trying to keep young minds busy, while many of their families are on evacuation warnings. Just yesterday, a new fire sparked-up in Squaw Valley and hit too close to home.

VALLEY FOCUS, 7/12/15, 10:30AM/5PM, 30 MINUTES, LOCAL

Segment #1: One Pint Saves Three Lives! Details on this year's Pint for Pint Blood Drive

Guest: Dean Eller/Central California Blood Center

Pint for Pint Blood Drive July 31-August 1

Central California Blood Centers

Fresno- 1196 E. Shaw Jenny Eller Donor Center-Herndon and Blythe

North Fresno-Perrin and Champlain Visalia-Mooney Boulevard

Clovis-Sierra Vista Mall [www.donateblood.org](http://www.donateblood.org)

Segment #2: Yummy dinner/wine pairing for a good cause.

Guests: Keith Allen/UCP of Central California Board member and Tim Allen/UCP of Central California Student

Pulling Strings: 4 Course Wine Pairing

By Keith and Liz Allen

July 18 Downtown Fresno

(559) 221-8272 [www.pullingstrings.ccucp.org](http://www.pullingstrings.ccucp.org)

LATINO LIFE, 7/26/2015 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #2: Children with burn injuries have a place to let loose and be themselves!

Guests: Michelle Zaragoza/Alisa Ann Ruich Burn Foundation and Chris Bridger/Clovis Firefighter

Champ Camp [www.aarbf.org](http://www.aarbf.org) (559) 621-4016

Segment #3: Promoting Breastfeeding Awareness with a fun walk and celebration!

Guests: Silvia Ewertz/ Fresno EOC WIC Program and Laurie Misaki/Fresno County Health Department

Breastfeeding Awareness Walk and Celebration

Saturday, August 1 9:15am Woodward Park (559) 600-3330 Free Register here:

[www.babiesfirstfresno.com](http://www.babiesfirstfresno.com)

LATINO LIFE, 8/16/2015, 10:30am and 5PM, :30 MINUTES, LOCAL

Segment #1: Fighting Alzheimer's- Latinos are 1.5 times more likely to have Alzheimer's Disease compared to non-Latinos. Learn about efforts to raise awareness of this disease in the Hispanic community.

Guests: Stella De La Peña/Alzheimer's Association and Carolina De Soto/Latino Advisory Council Chairperson

Walk to End Alzheimer's Saturday, September 12

Registration 8am Fresno State 800-272-3900

[www.alz.org/walk](http://www.alz.org/walk)

Segment #2: Wine, Women And Shoes - Help children's wishes come true with Make A Wish Central California. Support the Wine, Women and Shoes fundraiser!

Guests: Courtney Snapp/Make A Wish Central California Community Director; Victor/Make A Wish Kid

Wine, Women and Shoes

Sunday, September 13 1-5pm

Chateau Bleu Estate Near Copper River Golf Course Fresno

Tickets: [www.winewomenandshoes.com/Fresno](http://www.winewomenandshoes.com/Fresno)

Make a Wish Central California (559) 221-9474

[www.centralca.wish.org](http://www.centralca.wish.org)

VALLEY FOCUS 9/13/2015, 10:30AM/5PM :30 MINUTES, LOCAL

Segment #1: Celebrating people with disabilities! How to participate in UCP Day!

Guest: Kim Regnerus/UCP of Central California Development Director

UCP Day Friday, September 25

(559) 221-8272 [www.ucpday.com](http://www.ucpday.com)

Segment #2: Armen Bacon shares her secrets to writing success and details about her latest book.

Guest: Armen Bacon/Author and Columnist

My Name Is Armen: A Life in Column Inches

[www.thepressatcsufresno.org](http://www.thepressatcsufresno.org)

Also available at Petunia's Place and Barnes and Noble

Armen will speak at Central California Women's Conference  
September 22 [www.cwc-fresno.org](http://www.cwc-fresno.org)

| <b>PSA</b>   | <b>LENGTH</b> | <b>APRX. AIRINGS</b> |
|--|---------------|----------------------|
| MARJAREE MASON CENTER: TOP TEN WOMEN               | :30           | 68                   |
| MAKE A WISH BENEFIT: WINE, WOMEN and SHOES         | :30           | 105                  |
| ABC30/CENTRAL CALIFORNIA BLOOD CENTER: BLOOD DRIVE | :30           | 107                  |
| VALLEY CHILDREN'S HOSPITAL TELETHON                | :30           | 59                   |
| VALLEY ANIMAL CLINIC                               | :15           | 03                   |
| VALLEY ANIMAL CLINIC                               | :30           | 05                   |
| COMMUNITY CALENDAR                                 | :30           | 188                  |
| CENTRAL CALIFORNIA WOMEN'S CONFERENCE              | :30           | 224                  |
| COMMUNITY CALENDAR                                 | :30           | 188                  |

### **SAFETY CONCERNS IN THE CENTRAL VALLEY**

#### **AM LIVE SUNDAY, 7/19/2015, :50 SEC., LOCAL**

Lightning rippled across the sky as a heavy storm moved through the Fresno area. Fires sparked by lightning were the first to impact first responders. In Auberry, more than 100 firefighters battled a 75-acre wildfire. Cal Fire says they had a hard time containing the blaze because of storm. Cal Fire says lightning strikes could start fires instantaneously. An apartment fire in Parlier was likely started by a strike. Flames sparked on the roof while six people were inside. No one was hurt, but the family is now displaced. In Laton, ABC30insider Austin W. Minter says lightning also caused this fire that burned what appears to be brush at Laton-Kingston Park. Fresno Fire says they responded to multiple power pole fires. At one point, PGE reported 72,000 people without power.

#### **ACTION NEWS 6PM, 7/25/2015, 1:00 MIN., LOCAL**

A large wildfire is forcing evacuations near Bass Lake right now. It started this afternoon near Willow Canyon Drive and Road 274 and has now grown to 150 acres. Fire officials aren't sure how this started, but immediately got at least 200 crews out here. Now we're told that there's at least 1,000 more firefighters from across the state are on their way. Just on the other side of this ridge, the helicopters are filling up at Bass Lake next to the dam. The proximity to the lake is one good part of this fire that's really helping their efforts. At this point fire crews say there is not a threat to homes near Bass Lake. The American Red Cross of the Central Valley is opening an evacuation center for those affected by the Willow Fire. It's located at the Oakhurst Community Center on Road 425B. Volunteers will be there to provide shelter, snacks, water, and information. The small animal evacuation shelter is also there, while large animals can go to the Coarsegold Rodeo Grounds.

#### **ACTION NEWS 4PM, 8/17/2015, :30 SEC., LOCAL**

One of the big fires close to home is the Rough Fire burning north of Hume Lake. The Forest Service says Wishon Reservoir, a popular recreation area, is being evacuated this afternoon. The lightning-sparked fire has burned more than 20,000 acres since it broke out on July 31. It's burning areas of the Sierra and Sequoia National Forests and Sequoia and Kings Canyon National Parks. Firefighters say they are working to stop the fire from jumping Highway 180. That road is closed for anyone trying to travel into the area.

ACTION NEWS AM LIVE, 8/19/2015, :26 SEC., LOCAL

We're tracking developing news from the Fresno County mountains. Mandatory evacuations are now underway at Hume Lake because of a nearby Rough Fire along Highway 180. So far, at least 23,000 acres have burned, with the fire at zero containment. More than 300 people at Hume Lake Christian Camp are affected by the new evacuation orders. Some of the camp's staff members are sticking around to help fire crews until it gets too dangerous to stay.

ACTION NEWS AM LIVE, 8/20/2015, :27 SEC., LOCAL

A group of hikers trapped by the Rough Fire near Hume Lake will be escorted out by fire crews later this morning. The group didn't get the evacuation notices and got trapped on a mountain yesterday behind the fire lines. They are now safe with officials. The blaze is 3 miles away from Hume Lake, forcing crews to move their command center yesterday to Dunlap. Visitors are being turned away this morning on Highway 180 near Grant Grove.

ACTION NEWS 11PM, 8/20/2015, 1:00 MIN., LOCAL

Leaders of one of the largest Christian camps in the country say the rough fire is right at their front doorstep. John Yakligian is a current board member for the camp, and was on staff for the first year of the camp in 1946. Two years later, he began building this cabin on the campgrounds with his own hands, and little help. Now, it's a fully-equipped house, and is one of more than 200 homes as part of a camp subdivision. Now in close proximity to the Rough Fire, which has been burning for a month, Hume Lake Christian Camp leaders have been monitoring the fire since it began. They're getting constant updates from the remaining staff still on site. Some are feeding firefighters, while others are gearing up for an electrical outage. Executive director Dathan Brown was evacuated Wednesday. But he was still posting video updates Thursday from Fresno while receiving a tremendous outpouring of support from Christian churches, schools, and organizations around the world. They're all praying for Hume. But know the camp will carry on, even if it goes up in flames.

AM LIVE SATURDAY 6AM, 8/22/2015, :30 SEC., LOCAL

The massive wildfire burning east of Fresno has destroyed its first structure -- the Kings Canyon Lodge. The lodge has hosted tourists from all over the world for the past 35 years. The Grant Grove and Wilsonia areas at the Kings Canyon National Park are closed to visitors this morning because of the fire. So far nearly 42,000 acres have burned, and the fire is only 3 percent contained right now; but Hume Lake Christian camp is safe for the time being.

ACTION NEWS AM LIVE, 9/22/2015, 30 SEC., LOCAL

Action News Reporter Veronica Miracle has more on what's next for firefighters. The wildfire is now 70 percent contained after burning for almost two months and scorching more than 142,000 acres. We've learned another firefighter was burned on Sunday while battling the flames. Officials say he's going to be okay, but he was taken to the hospital like the seven others who've been injured fighting this fire.

| <b>PSA</b>                           | <b>LENGTH</b> | <b>APRX. AIRINGS</b> |
|--------------------------------------|---------------|----------------------|
| MARJAREE MASON CENTER: TOP TEN WOMEN | :30           | 68                   |
| CENTRO LA FAMILIA: FIESTA            | :30           | 58                   |
| COMMUNITY CALENDAR                   | :30           | 188                  |

**EDUCATIONAL ISSUES IN THE VALLEY**

ACTION NEWS 5PM, 7/17/2015, 2:00 MIN., LOCAL

It's estimated one in every 68 kids now fall somewhere within the autism spectrum. A new, early intervention center will serve kids between 18 months and five years. Kids must be referred for the center's services through a pediatrician or through the Central Valley Regional Center. Play-time mixes in naturally with learning time at the autism center on the Fresno state campus. Kids learn letters in a setting that also encourages group interaction. It is a difficult but rewarding job. A partnership with Valley Children's Hospital has resulted in a new Fresno State Autism Center satellite location. The ribbon cutting brought together more than just mascots George and timeout. Two rooms at the therapy center will be used to serve 16 kids on the autism spectrum. Fresno State students will also get hands-on experience here. 35 kids are served on the Fresno State campus. This new facility has recent grads like Camille Williams, excited for the future.

ACTION NEWS 11PM, 7/28/2015, 1:00 MIN., LOCAL

A group of North Valley students have wanted to hear. A Catholic school in Gustine will now stay open for the upcoming school year. Action News reported last week Our Lady Of Miracles was closing down because of struggles with enrollment and leadership. The diocese of Fresno announced today the hiring of Chandra Brace as the school's new principal. Brace is a member of the school's parish and is a parent of four children attending the school. She also has a California administrative credential and experience in leading an elementary school.

ACTION NEWS AM LIVE, 7/29/2015, :22 SEC., LOCAL

All students in Madera Unified will be offered breakfast and lunch at no cost this school year, regardless of income level. The district is taking advantage of a national program allowing schools with a high number of low income students to expand their access to free meals. The program reduces the paperwork involved in serving school meals and streamlines food service.

ACTION NEWS AM LIVE, 8/05/2015, :28 SEC., LOCAL

Nearly a year after construction began, the Tulare County Office Of Education is almost ready to give students a new way to explore space and science. The county's new planetarium and science center is located on Mooney Boulevard in Visalia. A mural of the solar system is painted on the front of the building. Inside there is a 70-seat planetarium with an automated digital projector. The new science center features a studio and theater where presentations will give students an interactive learning experience.

AM LIVE SATURDAY 8AM, 8/15/2015, 1:35 MIN., LOCAL

Teachers at Slater Elementary School spent the day making last-minute preparations for the 2015-16 school year. Teachers' websites are up and running and the desks are organized and ready. This year, some students in Fresno will be sitting in those desks a little longer. After taking a look at how ten schools fared with a longer school day, Fresno Unified officials decided that twenty more elementary schools will have 30 minutes extra of instructional time. Students will instead be dismissed at 2:35pm with Kindergarteners at 1:35pm. Slater Elementary School Principal Kelli Wilkins says they found the additional school time benefitted teachers' instruction. Wilkins says they even had numbers to match the success of a longer day. Parents like Nichols Vargas are thrilled. Her daughter is set to start kindergarten on Monday and she hopes the extra time will help her get more of the school day. Next year, Fresno Unified will implement longer school days at 10 more elementary schools.

ACTION NEWS AM LIVE, 9/02/2015, 59 SEC., LOCAL

The City of Parlier was the first stop for Fresno State's Nursing Community Health Mobile. Staff and students with the university say small communities like this one have a big need for health services. Any-

one can drop by for free health services that include screenings for blood pressure, diabetes, or cholesterol. An assistant professor with the program believes the need is very high in rural areas of the Central Valley. Nursing students were out in the community handing out flyers informing anyone nearby about the free health services. They noticed right away this is a unique opportunity for them to learn the basics outside the classroom. The professors in charge of the program requested grants that are paying for an on-site physician, driver and various medical supplies. The mobile unit itself is on loan from the Fresno County Office of Education. Inside are two private screening rooms and a private patient restroom. The next stop for the mobile health unit is in Sanger on October 6.

ACTION NEWS 4PM 9/11/2015, :44 SEC., LOCAL

Not a single child's laugh was heard on the campus of Dunlap Elementary School today. The normally busy school is vacant after being forced to evacuate because of smoke and threat from the Rough Fire. The campus could stay this way for some time as firefighters work tirelessly to contain the fire, which has grown to more than 119,000 acres. The thick smoke surrounds the school. Ash is even seen on the water fountains. Principal Merrithew says this morning they were able to safely bus most of their students away from the danger to Jefferson Elementary in Reedley and L.A. Conner Elementary School in Orange Cove. At Jefferson, Dunlap teachers created as much normalcy as possible for the students to continue their lessons plans with those who did show up in seven classrooms that were being used by Jefferson for parent education classes. Some of the children are being temporarily taught at home or a different school where family members attend. While they get used to their new classroom, school officials say some of the kids are excited and think of it is a fun field trip. While the air is better down in Reedley than it is in Dunlap, administrators have still decided to eliminate outdoor playtime while the air quality is still bad.

ACTION NEWS 5PM, 9/14/2015, 1:32 SEC., LOCAL

This Friday, Clovis Unified is expected to release two maps showing two proposals for boundary changes. It's been ten years since the district modified school boundaries. Officials say this time with growing numbers and several schools at capacity, it's time for the adjustments. They are also building a brand new school on the southeast part of the district. After the maps are released, the district will hold several community meetings to get parents' feedback. One area that is seeing an impact includes some of Clovis North High School's feeder schools. Some other parents we talked to are upset that their home school could change, saying they moved into a neighborhood specifically to attend that school. A final decision on the new boundaries will be voted on November 18 and go into effect the next school year.

VALLEY FOCUS, 7/12/15, 10:30AM/5PM, 30 MINUTES, LOCAL

Segment #2: Yummy dinner/wine pairing for a good cause.

Guests: Keith Allen/UCP of Central California Board member/Tim Allen/UCP of Central California Student Pulling Strings: 4 Course Wine Pairing

By Keith and Liz Allen

July 18 Downtown Fresno

(559) 221-8272 [www.pullingstrings.ccucp.org](http://www.pullingstrings.ccucp.org)

Segment #3: Robin McGraw named keynote speaker at Top Ten Professional Women and Leading Business Awards.

Guest: Genelle Taylor Kumpe/Marjaree Mason Center

Top Ten Nominations Deadline

July 24 [www.mmcenter.org](http://www.mmcenter.org)

Top Ten Professional Women and Leading Business Awards

October 16 11am-1pm Fresno Convention Center [www.mmcenter.org](http://www.mmcenter.org)

Boy Raises Money and American Spirit in Fresno

LATINO LIFE, SUNDAY, 7/26/2015, 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #1: Free Backpacks! Details on this year's Movies in the Park Back to School Nights in Fresno and Madera.

Guest: Robert De La Rosa/United Way of Fresno/Madera Counties

Movies in the Park Back To School Night

Friday, July 31 Eaton Plaza Downtown Fresno

Wristbands distributed at 6 Backpacks distributed at 7pm Big Hero 6 begins at dusk

Movies in the Park Back to School Night

Friday, August 14 Lions Town and Country Park

Madera Wristbands distributed at 6pm, Backpacks distributed at 7pm McFarland, USA begins at dusk

Call 211 [www.uwfm.org](http://www.uwfm.org)

Segment #3: Promoting Breastfeeding Awareness with a fun walk and celebration!

Guests: Silvia Ewertz/ Fresno EOC WIC Program and Laurie Misaki/Fresno County Health Department

Breastfeeding Awareness Walk and Celebration

Saturday, August 1 9:15am Woodward Park (559) 600-3330 Free Register here:

[www.babiesfirstfresno.com](http://www.babiesfirstfresno.com)

Friends honor local runner Miguel Reyes.

Miguel Reyes 5k Run

Sunday, August 2 Woodward Park \$25.00

<https://runsignup.com/race/ca/fresno/miguelreyes5k>.

VALLEY FOCUS 8/9/2015 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #1: Storyland and Jazz at the River - Music, restaurant food tasting, wine and a great silent auction, all for a great cause! Guest: Sally Caglia/Cultural Arts Rotary Club

Storyland and Jazz at the River

Saturday, August 22 6pm The San Joaquin River Parkway

11605 Old Friant Road, Fresno 93730

TICKETS: \$50 each (559) 435-3271

[www.brownpapertickets.com](http://www.brownpapertickets.com)

[www.culturalartsrotary.org](http://www.culturalartsrotary.org)

Segment #2: A day for you! What to expect at the Central California Women's Conference.

Guests: Jan Edwards/Central California Women's Conference Marketing and Development Director

Kate Eiland/Wells Fargo Advisors

Central California Women's Conference Tuesday, September 22

[www.cwc-fresno.org](http://www.cwc-fresno.org) (559) 268-1000

Segment #3: Advocating for Children. How CASA of Fresno and Madera Counties help foster kids; details on their Crab Feed fundraiser. Guest: Nathan Lee/CASA of Fresno/Madera Counties Executive Director and Caitlin Muradian/Crab Feed Auction Team Leader

CASA Crab Feed Friday, September 18

6pm Garza Residence Clovis

[www.casafresnomadera.org](http://www.casafresnomadera.org)

(559) 244-6485

From the vine to wine! A look at the early grape harvest.

LATINO LIFE, 8/16/2015, 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #1: Fighting Alzheimer's - Latinos are 1.5 times more likely to have Alzheimer's Disease compared to non-Latinos. Learn about efforts to raise awareness of this disease in the Hispanic community. Guests: Stella De La Peña/Alzheimer's Association and Carolina De Soto/Latino Advisory Council Chairperson

Walk to End Alzheimer's Saturday, September 12

Registration 8am Fresno State 800-272-3900

[www.alz.org/walk](http://www.alz.org/walk)

Segment #2: Wine, Women And Shoes-Help children's wishes come true with Make A Wish Central California. Support the Wine, Women and Shoes fundraiser!

Guests: Cortney Snapp/Make A Wish Central California Community Director / Victor/Make A Wish Kid Wine, Women and Shoes

Sunday, September 13 1-5pm

Chateau Bleu Estate Near Copper River Golf Course Fresno

Tickets: [www.winewomenandshoes.com/Fresno](http://www.winewomenandshoes.com/Fresno)

Make a Wish Central California (559) 221-9474

[www.centralca.wish.org](http://www.centralca.wish.org)

Segment #3: Gunsmith to the Stars! Fresno author Cory Zamora chats about her new book, which details her father's work as a gunsmith to Hollywood stars.

Guest: Cory Zamora/Author

Manuel Zamora Gunsmith to the Stars

VALLEY FOCUS 9/13/2015, 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #1: Celebrating people with disabilities! How to participate in UCP Day!

Guest: Kim Regnerus/UCP of Central California Development Director

UCP Day Friday, September 25

(559) 221-8272 [www.ucpday.com](http://www.ucpday.com)

Segment #2: Armen Bacon shares her secrets to writing success and details about her latest book.

Guest: Armen Bacon/Author and Columnist

My Name Is Armen: A Life in Column Inches

[www.thepressatcsufresno.org](http://www.thepressatcsufresno.org)

Also available at Petunia's Place and Barnes and Noble

Armen will speak at Central California Women's Conference

September 22 [www.cwc-fresno.org](http://www.cwc-fresno.org)

LATINO LIFE, 9/20/2015, 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #1: Domestic Violence - How Centro La Familia helps victims of domestic violence and details on its upcoming fundraiser called Fiesta Night at Chukchansi Park.

Guest: Margarita Rocha/Centro La Familia Executive Director

Fiesta Night at Chukchansi Park

Friday, September 25 5-10pm (559) 237-2961

Segment #2: Guelaguetza! How CBDIO helps indigenous immigrants from Mexico and the special festival celebrating indigenous cultures. Guests: Leoncio Vasquez and Yenedit Valencia/CBDIO

Guelaguetza

Sunday, September 27 10am-3pm

Roosevelt High Auditorium Cedar and Tulare

(559) 499-1178 [www.centrobinacional.org](http://www.centrobinacional.org)

Segment #3: Luau of Love - How you can help Angels of Grace Foster Family Agency and its children by attending Luau of Love. Guest: Lisa Casarez/Angels of Grace Director

Luau of Love

Saturday, September 26 6pm

Arte Americas (559) 268-0000 [www.angelsograce.com](http://www.angelsograce.com)

Preserving Chicano History in Fresno County

| <u>PSA</u>                                 | <u>LENGTH</u> | <u>APRX. AIRINGS</u> |
|--|---------------|----------------------|
| CITY OF FRESNO/UNITED WAY/ABC30            |               |                      |
| MOVIES IN THE PARK: BACKPACK GIVEAWAY      | :30           | 108                  |
| MARJAREE MASON CENTER: TOP TEN WOMEN       | :30           | 68                   |
| CENTRO LA FAMILIA: FIESTA                  | :30           | 58                   |
| HISPANIC HERITAGE MONTH: NATIONS POET      | :30           | 19                   |
| DISNEY'S SUMMER OF CREATIVITY              | :30           | 24                   |
| DISNEY'S SUMMER OF CREATIVITY              | :15           | 23                   |
| STORYLAND and JAZZ BENEFIT                 | :30           | 137                  |
| MAKE A WISH BENEFIT: WINE, WOMEN and SHOES | :30           | 105                  |
| CHILDREN'S THEATER: PETER PAN              | :15           | 22                   |
| COMMUNITY CALENDAR                         | :30           | 188                  |
| CENTRAL CALIFORNIA WOMEN'S CONFERENCE      | :30           | 224                  |
| COMMUNITY CALENDAR                         | :30           | 188                  |

### DROUGHT IMPACT ON THE VALLEY

#### ACTION NEWS 6PM, 7/20/2015, :22 SEC., LOCAL

Local, state, and federal officials came together in Fresno today to announce further drought assistance for the Central Valley. Their focus is bringing people back to work, mainly farmworkers who have unsteady hours or lost their jobs. Congressman Jim Costa says these millions of dollars are going to help triage some of the many problems that have come with a fourth consecutive drought year, mainly sky high unemployment in the valley. The funding comes from the federal government, two months after Congressman Costa's meeting with the U.S. Secretary Of Labor, who decided more help was needed to get more people back to work. And from the state's perspective, the millions are much-needed for the Central Valley to help fix what they say is chronic unemployment here.

#### ACTION NEWS 11PM 7/22/2015, :47 SEC., LOCAL

For years this part of the plumbing aisle has been fairly deserted until now. Manager Kevin Seubert at Fresno Ag Hardware says people are coming in droves to buy locks for their water spigots. City Councilmember Clint Olivier says his office hasn't heard of water theft complaints. But just last month the

City issued more than 1,700 citations for overwatering. In Clovis, nearly five-thousand customers were hit with fines. Back at the hardware store, the demand for this piece of metal is so high, they've turned to other manufacturers to fill their order, a sure sign of a hard hitting drought.

ACTION NEWS 11PM, 7/29/2015, :30 SEC., LOCAL

A new Drought Relief Bill was introduced on Capitol Hill today by Senator Dianne Feinstein. The Democrat from San Francisco says it's impossible to make more water available to thirsty California without spending money. Her new bill emphasizes long term investments in desalination recycling and storage and the cost is 1.3 billion dollars over ten years. The House has already passed a drought relief bill sponsored by Hanford republican David Valadao. Valley congressmen say they're ready to work on a compromise agreement.

ACTION NEWS 4PM 7/31/2015,26 SEC., LOCAL

Governor Jerry Brown declared a state of emergency in California today due to several wildfires burning across the state, including the Willow Fire in Madera County mixed with the extreme drought conditions. The move will help bring additional firefighters and resources from out of state to battle the fires. Governor Brown says the drought and extreme weather has turned much of the state into a tinderbox with fires burning in 15 California counties.

ACTION NEWS 5PM, 8/03/2015, :32 SEC., LOCAL

In the North Valley, residents can now apply for temporary help if their wells run dry. Merced County supervisors recently approved an emergency water distribution program, which takes effect this month. It will allow families to receive deliveries of up to 50 gallons of non-potable water a day per person for health and sanitation purposes. They would also get one gallon of bottled water each day per person for drinking and cooking. The non-potable water would be delivered and pumped into a temporary water tank located on the resident's property.

ACTION NEWS 5PM, 8/11/2015, :25 SEC., LOCAL

Tulare County Supervisors approved an agreement today to construct new domestic water well to flow to Porterville residents. Nearly 800 wells in that City have gone dry this year. 1,500 wells in Tulare County have dried up, and residents have had to rely on bottled water deliveries and portable tanks. The new well will be drilled at Olive Avenue and the Tule River at a cost of \$809,000. Construction is expected to begin by the end of the month.

ACTION NEWS AM LIVE, 9/07/2015, :29 SEC., LOCAL

Firefighters in the Madera County mountains are monitoring for flare-ups at the site of the Willow Fire near Bass Lake. Yesterday an area under an acre reignited, forcing a helicopter to make water drops. Officials say dry conditions from the drought are making it tough to put out every hot spot. The Willow Fire burned nearly 6,000 acres and was contained last month. Investigators say a thirteen-year-old boy sparked the blaze and is now facing felony charges.

ACTION NEWS 11PM, 9/17/2015, :47 SEC., LOCAL

Researchers believe the groundwater aquifers in the Central Valley could be dangerously close to permanent collapse. And now scientists are trying to show that they can be replenished. Early research out of UC Davis shows flooding certain fields while crops are dormant during the winter allows the water to slowly make its way back into parched aquifers. Some of the early testing has involved vineyards in Fresno County as well as alfalfa fields in Hanford. Researchers saw very few negative effects when they applied up to 14 feet of water on alfalfa in the winter with only a small decrease in the yield during

summer. Scientists continue to test various types of crops to see how they would hold up in flooding conditions in hopes that farmers can tap into the underground resource when they need it.

| <u>PSA</u>         | <u>LENGTH</u> | <u>APRX. AIRINGS</u> |
|--------------------|---------------|----------------------|
| COMMUNITY CALENDAR | :30           | 188                  |

### CULTURE AND DIVERSITY

#### LATINO LIFE, SUNDAY, 7/26/2015 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #1: Free Backpacks! Details on this year's Movies in the Park Back to School Nights in Fresno and Madera. Guest: Robert De La Rosa/United Way of Fresno/Madera Counties

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Friday, July 31 Eaton Plaza Downtown Fresno

Wristbands distributed at 6 Backpacks distributed at 7pm Big Hero 6 begins at dusk

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Friday, August 14 Lions Town and Country Park

Madera Wristbands distributed at 6pm, Backpacks distributed at 7pm McFarland, USA begins at dusk

Call 211 [www.uwfm.org](http://www.uwfm.org)

Segment #2: Children with burn injuries have a place to let loose and be themselves! Guests: Michelle Zaragoza/Alisa Ann Ruich Burn Foundation and Chris Bridger/Clovis Firefighter

Champ Camp [www.aarbf.org](http://www.aarbf.org) (559) 621-4016

Segment #3: Promoting Breastfeeding Awareness with a fun walk and celebration!

Guests: Silvia Ewertz/ Fresno EOC WIC Program and Laurie Misaki/Fresno County Health Department

Breastfeeding Awareness Walk and Celebration

Saturday, August 1 9:15am Woodward Park (559) 600-3330 Free Register here:

[www.babiesfirstfresno.com](http://www.babiesfirstfresno.com)

Friends honor local runner Miguel Reyes.

Miguel Reyes 5k Run

Sunday, August 2 Woodward Park \$25.00

<https://runsignup.com/race/ca/fresno/miguelreyes5k>.

#### LATINO LIFE, 8/16/2015, 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #1: Fighting Alzheimer's - Latinos are 1.5 times more likely to have Alzheimer's Disease compared to non-Latinos. Learn about efforts to raise awareness of this disease in the Hispanic community.

Guests: Stella De La Peña/Alzheimer's Association and Carolina De Soto/Latino Advisory Council Chairperson

Walk to End Alzheimer's Saturday, September 12

Registration 8am Fresno State 800-272-3900

[www.alz.org/walk](http://www.alz.org/walk)

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Guests: Cortney Snapp/Make A Wish Central California Community Director/ Victor/Make A Wish Kid Wine, Women and Shoes

Sunday, September 13 1-5pm

Chateau Bleu Estate Near Copper River Golf Course Fresno

Tickets: [www.winewomenandshoes.com/Fresno](http://www.winewomenandshoes.com/Fresno)

Make a Wish Central California (559) 221-9474

[www.centralca.wish.org](http://www.centralca.wish.org)

Segment #3: Gunsmith to the Stars! Fresno author Cory Zamora chats about her new book, which details her father's work as a gunsmith to Hollywood stars.

Guest: Cory Zamora/Author

Manuel Zamora - Gunsmith to the Stars

Amazon <http://amzn.to/1WprX1e>

Facebook page <http://on.fb.me/1KIL5Eu>

Centro La Familia expanding immigration services.

Centro La Familia

(559) 237-2961

[www.centrolafamilia.org](http://www.centrolafamilia.org)

LATINO LIFE, 9/20/2015 AT 10:30AM/5PM, :30 MINUTES, LOCAL

Segment #1: Domestic Violence - How Centro La Familia helps victims of domestic violence and details on its upcoming fundraiser called Fiesta Night at Chukchansi Park. Guest: Margarita Rocha/Centro La Familia Executive Director

Fiesta Night at Chukchansi Park

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Segment #3: Luau of Love- How you can help Angels of Grace Foster Family Agency and its children by attending Luau of Love. Guest: Lisa Casarez/Angels of Grace Director

Luau of Love

Saturday, September 26 6pm

Arte Americas (559) 268-0000 [www.angelfofgrace.com](http://www.angelfofgrace.com)

Preserving Chicano History in Fresno County

ACTION NEWS 11PM, 8/22/2015, 1:12 MIN., LOCAL

More than 100 migrant workers are one step closer to the American dream this morning. As Action News Reporter Joe Ybarra explained, they looked beyond the fields and hit the books to graduate from high school. They walked one by one and each graduate is savoring the moment.

ACTION NEWS 4PM, 8/05/2015, 1:35 MIN., LOCAL

For the hundreds of people who rely on the services offered at the Mexican consulate every day, even more reliable help is on the way. Centro La Familia announced Wednesday their federal recognition by the Board of Immigration. That means they're now able to provide immigration services; like green card renewals, citizenship and family petition at reasonable rates. Just like the Mexican consulate, their goal is to protect citizens of their home country. The organization has provided support for Fresno county families since the 70s, including assistance to domestic violence victims and parent education as a way to strengthen families. Part of the need for their expansion came from having to turn away so many clients. For the three employees who underwent this certification, they're hoping to reduce fraud in their communities.

ACTION NEWS MIDDAY, 8/27/2015, :31 SEC., LOCAL

Organizers are getting ready for one of the valley's biggest summer events. The annual celebration of all things Greek is back in central Fresno this weekend. Organizers have already set up the tents, and this morning we got a closer look at the food you can sample at the festival. There's also a variety of vendors and activities for kids. Last year, more than 23,000 people came out for the three-day festival at Saint George Greek Orthodox Church. Organizers say they want everyone to experience the Greek culture for a day in Fresno.

ACTION NEWS 11PM, 9/16/2015, 2:00 MIN., LOCAL

Two events combined into one – the celebration of Mexican Independence Day and observing Mexican Heritage Month. Both are a celebration and welcoming event for Latino students at Fresno State. Music, food and informational booths were set up at the Peace Garden on campus. As the president of the Latino and Latina Staff Association says, the atmosphere is meant to make students feel welcome.

ACTION NEWS 4PM, 9/21/2015, :24 SEC., LOCAL

A colorful parade kicked off cross cultural celebration week at Fresno State today. Students marched holding flags and wearing traditional attire of their respected cultures before holding a demonstration at the free speech area. Several events, including the Taste Of Culture Festival, are scheduled throughout the week and are free and open to the public.

ACTION NEWS 11PM, 9/27/2015, :30 MIN., LOCAL

Traditional dancing and music filled the auditorium at Roosevelt High School today in celebration of the "Guelaguetza California 2015." The annual festival celebrates Oaxaca culture with food, arts and crafts and vendors representing different regions. This is the 17th year for the community event. Organizers say it's not just for the members of the Oaxaca community.

| <u>PSA</u>                            | <u>LENGTH</u> | <u>APRX. AIRINGS</u> |
|---------------------------------------|---------------|----------------------|
| CENTRO LA FAMILIA: FIESTA             | :30           | 58                   |
| HISPANIC HERITAGE MONTH: NATIONS POET | :30           | 19                   |
| CENTRAL CALIFORNIA WOMEN'S CONFERENCE | :30           | 224                  |
| COMMUNITY CALENDAR                    | :30           | 18                   |

### 3rd QUARTER ABC30 COMMUNITY OUTREACH EFFORTS

**Fresno Food Expo Preview Night** – July 8, 2015 – Several members of the ABC30 Action News team attended this “sneak peek” event. ABC30 shared photos of the preview on social media to tease the main event on July 23. ABC30 Action News provided news coverage of the event.

**City of Fresno Movie in the Park** – July 17, 2015 – ABC30 partnered with the City of Fresno to promote this FREE movie screening at Eaton Plaza in downtown Fresno. As part of the promotion, we raffled off three prize packs that included tickets to Fresno Grizzlies baseball games. ABC30 promoted the event on-air and on social media. ABC30 Action News provided news coverage of the event.

**Pulling Strings fundraiser dinner** – July 18, 2015 – ABC30 anchor Liz Harrison hosted a fundraising dinner that benefited United Cerebral Palsy of Central California. ABC30 purchased a table at the event and promoted the event on social media and as part of on-air Community Calendar. ABC30 Action News provided news coverage of the event.

**Television Station Tour:** July 20, 2015 - Lemoore Cub Scouts Pack 402 was given a tour of the ABC30 television station and studio.

**Fresno Food Expo** – July 23, 2015 – ABC30 anchors Amanda Venegas and Shelby Latino emceed this event that promotes locally grown products and agriculture. ABC30 promoted the event on-air, online and on social media. ABC30 Action News provided news coverage of the event.

**City of Fresno Movie in the Park – Back-to-School Night** – July 31, 2015 – ABC30 partnered with the United Way and City of Fresno to hand out over 2,500 backpacks to local children. After the backpack giveaway, we provided a FREE movie screening in the park. ABC30 promoted the event extensively on-air, online and on social media. ABC30 Action News provided news coverage of the event.

**Pint for Pint Blood Drive** – July 31, 2015 through August 1, 2015 - ABC30 partnered with the Central California Blood Center for this two-day blood drive. Blood donors received a pint of ice cream in exchange for donating a pint of blood. ABC30 promoted the event extensively on-air, online and on social media. ABC30 Action News provided two days of live cut-ins and extended news coverage of the blood drive.

**Fig Gig** – August 13, 2015 – ABC30 anchor Liz Harrison served as the emcee for this FREE concert at the Fig Garden Shopping Center. ABC30 promoted the event on-air, online and on social media. ABC30 Action News provided news coverage of the event. Raffle proceeds benefited United Cerebral Palsy of Central California.

**City of Madera Movie in the Park – Backpack Giveaway** – August 14, 2015 – ABC30 partnered with the United Way and City of Madera to hand out over 750 backpacks to local children. After the backpack giveaway, we provided a FREE movie screening in the park. ABC30 promoted the event on-air and on social media. ABC30 Action News provided news coverage of the event.

**Valley Children's Hospital "Futures Worth Fighting For" Telethon** – August 20, 2015 – ABC30 partnered with Valley Children's Hospital for this one-day telethon. ABC30 promoted the event extensively on-air, online and on social media. ABC30 Action News provided one day of live cut-ins and extended news coverage of the telethon.

**Cultural Arts Rotary Club Storyland and Jazz fundraiser** – August 16, 2015 - ABC30 anchor Dale Yurong served as the emcee for this fundraising event for the Rotary Club. Proceeds help provide music instruments to local students. ABC30 promoted the event on-air, on-line and on social media. ABC30 Action News provided news coverage of the event.

**Valley Children's Hospital Harvest Ball** – August 29, 2015 - ABC30 anchor Warren Armstrong served as the emcee for this fundraiser benefiting Valley Children's Hospital. ABC30 purchased a table at the event and promoted the event on social media. ABC30 Action News provided news coverage of the event.

**Scholarships** -- In September 2015, ABC30 KFSN-TV, in conjunction with Fresno State University and the State Center Community College Foundation, awarded over \$7,000 in scholarships to local students.

**Clovis Community HealthQuest** – September 10, 2015 – ABC30 co-hosted this FREE forum that discussed long-term solutions for people battling food allergies and ways to prepare for severe allergic reactions. Clovis Community Medical Center provided a local expert speaker to lead the discussion topic and answer questions from the public. ABC30 promoted the event on-air, online and on social media.

**9/11 Clovis Remembrance Ceremony** – September 11, 2015 - ABC30 anchor Margot Kim sang the national anthem at this public memorial ceremony in Clovis, CA. ABC30 Action News provided news coverage of the event.

**Wine, Women and Shoes fundraiser** – September 13, 2015 – ABC30 anchor Graciela Moreno emceed this fundraiser for Central California Make-A-Wish. ABC30 promoted the event extensively on-air, online and on social media. ABC30 Action News provided news coverage of the event.

**CASA Crab Feed** – September 18, 2015 – ABC30 anchor Sontaya Rose served as the emcee for this fundraiser that benefits CASA (Court Appointed Special Advocates). ABC30 promoted the event on-air, online and on social media. ABC30 Action News provided news coverage of the event.

**Television Station Tour:** September 17, 2015 – Sierra Street Red Hat Group was given a tour of the ABC30 television station and studio.

**Hinds Hospice Gala:** September 18, 2015 - Action News Anchor Margot Kim was emcee for the Annual Gala fundraiser for Hinds Hospice.

**Fresno Highland Gathering Games:** September 19, 2015 - Action News Anchor Warren Armstrong was Master of Ceremonies for the 30<sup>th</sup> Annual Fresno Highland Gathering of Games presented by the Scottish Society of Center California.

**Central California Women's Conference** – September 22, 2015 – ABC30 anchor Graciela Moreno served as the luncheon emcee for this event. ABC30 also staffs a booth at the event, where our anchors sign

autographs for the public. ABC30 promoted the event on-air, online and on social media and produced a three-minute video for the luncheon. ABC30 Action News provided news coverage of the event.

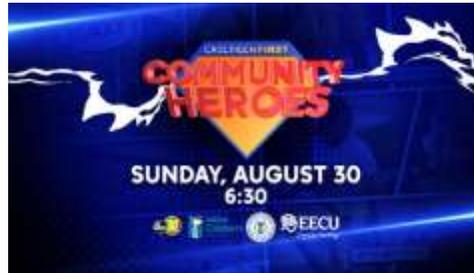
**Fresno City College Career and Job Expo:** 9/23/2015 – ABC30's Program Manager and Chief Engineer attended the Fresno City College Career 2015 Career and Job Expo.

**Fiesta Night at Chukchansi Park** – September 25, 2015 – ABC30 anchor Dale Yurong emceed this fundraiser benefitting Centro La Familia , a local agency that connects low-income people to life sustaining resources, education, training and social services.

**PRESS RELEASE**

**DATE:** Friday, August 21, 2015

**RELEASE DATE:** Immediately



**Kids caring about our Community!  
ABC30 special focusing on caring and kindness**

(Fresno, CA) – You don't have to wear a cape to be a hero! Caring and giving to others makes you a superstar! ABC30 anchors Margot Kim and Jason Oliveira host "**Children First: Community Heroes,**" **Sunday, August 30, 2015 at 6:30PM.**

This half-hour television special highlights positive stories in our community. Watch how hundreds of kids teamed up to clean up Fresno's Storyland. Meet a teenager who is learning how to become a leader while working with local media and leadership groups. Little girls cut their hair for a good cause. Teachers in Atwater open their hearts to help students in need. See how children and the entire community joined forces to support injured firefighter Pete Dern. You'll see other stories of teens demonstrating kindness and compassion.

**Children First** is a year-long effort focusing on the challenges, problems and opportunities facing 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 that work with kids. The **Children First** campaign includes half-hour programs like "**Community Heroes,**" thirty-second public service announcements, and special stories on Action News. ABC30 thanks our partners below for putting **Children First** in the Central Valley.



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KFSN-TV ABC30, 1777 G Street, Fresno, CA 93706

Contact: David Lee, Creative Services/Public Affairs Director (559) 490-3211 [abc30.com](http://abc30.com)