

**KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT**  
**3rd QUARTER 2013**

From July 1, 2013, through and including September 30, 2013, KFSN-TV, Licensed in Fresno, California, and broadcasts in Digital/HD, presented **38.5** hours of regularly scheduled Local News Programs a week; and in addition, broadcasts a bi-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 bi-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. It also highlights positive contributions Latinos are making in the valley. KFSN-TV airs syndication programming that includes Children's Core Programming as described in the Children's 398 Report, which is filed separately in the Public Inspection file. The ABC Television Network supplies the station with News and Public Interest, 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 30.2/30.3, ABC30's sub-channels, KFSN broadcasts the Live Well Network, which consists of programs entitled *Motion; Mirror, Mirror; Let's Dish; Home with Lisa Quinn; Mexico: One Plate at a Time; Deals;* and *My Family Recipe Rocks!*; along with others. KFSN-TV's D2/Live Well Network HD signal carries Public Service Announcements and Children's Core Programming as described in the Children's 398 Report. KFSN-TV's D3 signal simulcasts the Live Well Network in SD.

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
2. PUBLIC SAFETY WILD FIRES
3. HEALTH CARE ISSUES FOR THE VALLEY
4. EDUCATIONAL ISSUES IN THE VALLEY
5. ECONOMICS & EMPLOYMENT
6. MINORITY/CULTURAL TOPICS

Programs, program segments, and local newscasts broadcast by KFSN that provided significant treatment of the previously described issues of concern. Local news programs include:

**ACTION NEWS**

On April 23, 2007, ABC30/D1 began broadcasting its newscasts in High Definition. The following are KFSN Local Newscasts:

**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, sports, weather, medical, financial, Ag reports and consumer reports.

### AM LIVE SATURDAY

Saturdays, 6-7AM & 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. Juanita Stevenson presents "Valley Works", a segment on finding employment in the Central Valley.

### AM LIVE SUNDAY

Sundays, 6-7AM & 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, weather and National News. Also included are consumer stories that will save time and money and "Simple Solutions," tips for making everyday life a little easier. Other features include entertainment and beauty segments from the Live Well Network.

### ACTION NEWS LIVE AT FIVE

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

This half-hour news program reviews the day's news events, local, national, and international. Also covered are sports and weather; and medical, education, and consumer reports.

### ACTION NEWS AT SIX

Monday through Sunday, 6:00-6:30PM, 30 Min., Local (July 1 – August 16)

This half-hour news program reviews the day's news events, local, national, and international. Also covered are weather and sports. Friday's newscast features the Action News Person of the Week.

### 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. On Mondays, Juanita Stevenson presents "Valley Works", a segment on finding employment in the Central Valley.

ACTION NEWS LIVE AT ELEVEN

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

This half-hour news program reviews the day's news events, local, national, and international. Also covered are sports and weather; consumer reports are included.

ACTION NEWS LIVE AT ELEVEN (REPEAT)

Monday through Friday, 2:05-2:41AM., Local

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

NOTE:

ACTION NEWS LIVE AT 10PM, :30 MINUTES ON KAIL/CW ONLY

Monday through Friday, 10PM, Local

**PUBLIC AFFAIRS**

LATINO LIFE

Sundays, 10:00-10:30AM. :30 Min, Local (Bi-Monthly)

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

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 Day Parts.

Thirty-second PSA featuring an Action News anchor delivering information about upcoming events in our 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: FROM POVERTY TO POSSIBILITIES**  
**Sunday, September 8, 2013, 6:30PM.:30 Minutes, Local**

Breaking the Cycle of Poverty an ABC30 special on how kids can change their lives! Nearly 36% of Fresno County kids live in poverty. Experts say education is the key to finding a better life. ABC30 is airing a half-hour special, "Children First: From Poverty to Possibilities" Sunday, September 8, 2013 at 6:30 p.m. Action News anchors Graciela Moreno and Dale Yurong will host.

ABC30 will share several stories aimed at inspiring kids to focus on their education despite their surroundings. Meet a girl who is going from farm work to the Ivy League. See how one homeless teen is finding success thanks to a program called Project Access. A successful businessman explains how he went from homeless to the Major Leagues and is now a local real estate expert! The founder of the Ivy League Project gives a motivational interview to show you how to pay for college.

Children First is a yearlong effort focusing on the challenges, problems and opportunities facing our youth in Central California. The program focuses on 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 "From Poverty to Possibilities", 30-second vignettes, public service announcements and special stories on Action News. You can see past episodes of Children First at [abc30.com](http://abc30.com) as well as links to helpful resources.

**CHILDREN FIRST VIGNETTES/PSAs AIRED 3rd QUARTER 2013**

Educational Employees Credit Union, Fresno County Office of Education and Children's Hospital Central California partnered to air these Children First PSAs and vignettes in rotation:

**CHILDREN FIRST PARTNERS: HOMEWORK HELP :30 SEC (APRX. 115)**

This spot gives websites to help with homework.

**CHILDREN FIRST: FOSTER CARE :30 SEC. (APRX. 36)**

These spots talk about Foster Care and what to do if you are interested in Foster Care.

**CHILDREN FIRST: FRIENDS: 30 SEC., (APRX. 260)**

This spot encourages you to be friend to someone in need of one.

**CHILDREN FIRST: COLLEGE FINANCING :30 SEC., (APRX. 8)**

This spot talks about financing opportunities for college.

**CHILDREN FIRST: STOP BULLING :30 (APRX. 251)**

This spot helps to prevent bullying by encouraging students to report any instances they witness.

**CHILDREN FIRST: PARTNERS: 10PM ID (AIRS DAILY 10:00PM )**Voiceover that airs daily before 10PM that says: "It's just about 10 o'clock. Do you know where your children are?"

## PARTNERS WHO CARE/PSA's

Partners Who Care is collaboration between ABC30, a nonprofit organization, and a company sponsor during each month of the year:

**JULY 2013:** PARTNERS WHO CARE: ALS

**AUGUST 2013:** PARTNERS WHO CARE: Pet Adoption

**SEPTEMBER 2013:** PARTNERS WHO CARE: Little Libraries Program

From July 1 through September 30, 2013, KFSN-TV aired approximately **1,131** Public Service Announcements (PSAs) along with community involvement project spots that include, but are not limited to:

- **Community Calendar Events**
- **ABC30/Central California Pint for Pint Blood Drive**
- **United Way of Fresno/Movies in the Park**
- **ABC30 Youth Services Awards**
- **Pet Adoption**
- **Fresno State Firsts Exhibit**
- **Central Valley Honor Flights**
- **Mental Health Awareness**
- **Walk to Defeat ALS**
- **Hispanic Heritage Month**
- **Foster Care Awareness**
- **Poverello House 2013 Annual 5k Run to Feed the Hungry**
- **15<sup>th</sup> Annual CASA Crab Feed**
- **Little Free Library**

## ABC30 OUTREACH EFFORTS

### **July 2013**

**Honor Flight:** Beginning in early July, ABC30 produced and aired a promotional spot with anchor Warren Armstrong to raise funds for the first inaugural Central Valley Honor Flight. Supported the promotion with an information page on ABC30.com and social media. Spot aired through September 2013.

**ALS Night at the Fresno Grizzlies Game:** ABC30 created an information page on ABC30.com to promote event and provided news coverage of the event on ABC30 Action News. Sports anchor Tommy Tran acted as emcee for the event.

**City of Fresno Movie in the Park Nights:** ABC30 promoted three, Free Friday evening Movie in the Park nights in July put on by the City of Fresno on ABC30 Action News and with social media.

**Spirit of Abraham Award:** ABC30 received the Spirit of Abraham Award for fair and objective news coverage from the Islamic Cultural Center of Fresno.

**Clovis Pole Vault Championship:** ABC30 promoted this free event on social media and provided news coverage of the event on ABC30 Action News.

**Food Fight Against Hunger:** ABC30 anchor Jessica Peres participated as a celebrity chef at this fundraiser which benefitted the Visalia Rescue Mission. ABC30 supported event with news coverage on Action News and with social media.

**Arte Americas Night Of Jazz:** ABC30 promoted this fund-raising event on our public affairs program Latino Life and on social media. Proceeds benefitted Centro La Falmilia – a local family support center. ABC30 also provided news coverage of the event on ABC30 Action News.

**Pint for Pint Blood Drive:** In mid-July, ABC30 produced a promotional spot with anchor Kevin Musso and began promoting the Central California Blood Center Pint for Pint Blood Drive that took place on Friday, August 2, and Saturday, August 3. Also provided news coverage all-day via cut-ins on August 2 & 3, social media support and information page on ABC30.com.

**Back to School Night:** In mid-July, ABC30 produced a promotional spot with anchor Jason Oliveira and began promoting Back to School night that took place on Friday, August 9 with the City of Fresno and the United Way of Fresno County. At this event, the United Way gave out over 1200 school backpacks filled with school supplies to children in conjunction with the one of the City of Fresno's Movie in the Park nights. Jason Oliveira served as emcee of the event. Also provided information page on ABC30.com and supported with news mentions and social media.

**Central California Women's Conference:** In July and August, continued to air promotional spot with anchor Liz Harrison in support of ticket sales for this event. The event sold out in late July. Also provided information page on ABC30.com and supported event with social media mentions. Proceeds from this event are distributed to area non-profits later in the year.

**ABC30 Station Tour:** Livingston Police Chief and 4 students

## **August 2013**

**City of Fresno Movie in the Park Nights:** Promoted all three of the Free Friday evening Movie in the Park nights in July put on by the City of Fresno on ABC30 Action News and with social media, including the Back to School night (see above). On the other two nights, ABC30 screened two new ABC network comedies after the movies and handed free items to the crowd (hats and t-shirts).

**Back to School Night:** (see above for details)

**Pint for Pint Blood Drive:** (see above for details)

**Super Adoption:** In early August, we produced a promotional spot with anchor Sara Sandrik and began promoting this major pet adoption event that took place on Saturday, September 7. Sara Sandrik served as emcee of the event. Also news coverage previewing the event, an information page on ABC30.com and supported with further news mentions and social media.

**Fig Gig:** ABC30 anchor Christine Park emceed this fundraising and free concert community event on Thursday, August 8, that benefitted the Make-A-Wish program.

**YSA Summer of Service Awards:** ABC30, in conjunction with Youth Service America and the ABC network, produced a promotional spot asking our community to nominate exceptional teen leaders. 10 local teens were awarded \$1,000 scholarships in late September.

## September 2013

**Hinds Hospice Gala:** ABC30 anchor Margot Kim served as the emcee of the Hinds Hospice Gala on Friday, September 6th. Supported event with social media.

**Super Adoption:** (see above for details)

**Habitat for Humanity Breakfast fundraiser:** ABC30 purchased a table at this fundraiser and several managers from ABC30 attended the event. Supported event with social media.

**Clovis Rodeo Gala fundraiser:** ABC30 purchased a table at this fundraiser and ABC30 anchor Margot Kim kicked off the event by singing the national anthem. ABC30 was also able to arrange for ABC network to provide 2 tickets to a live show of Dancing with the Stars in November 2013 and tickets to Disneyland. Both gifts were used as silent auction items. Supported event with social media.

**Hispanic Heritage Month:** In mid-September, ABC30 produced a promotional spot with anchor Graciela Moreno promoting Hispanic Heritage Month. Also created events page for Hispanic celebrations on ABC30.com.

**Outstanding Citizenship Award:** On September 16th, the Fresno County Sheriff's Department awarded ABC30 with an award for providing over 21,500 books to the sheriff's "reading posse" program. The books were donated on our behalf by Marvel and the ABC network.

**Central California Women's Conference:** ABC30 anchor Liz Harrison emceed this event on Tuesday, September 17. ABC30 also provided news coverage throughout the day, created an information page on ABC30.com and provided social media support. ABC30 anchors signed autographs in the ABC30 booth throughout the day. Proceeds from this event are distributed to area non-profits later in the year.

**Southern California Edison Hispanic Heritage Celebration:** ABC30 anchor Graciela Moreno emceed this event on Friday, September 27 that celebrated local Latino leaders and organizations. ABC30 provided news coverage and social media support of this event.

**Children's Hospital Central California Harvest Ball:** ABC30 anchor Warren Armstrong emceed with fundraiser for the Children's Hospital on Friday September 27. ABC30 also purchases a table for the event and provide silent auction items (ABC30 arranged tickets to live tapings Wheel of Fortune and Jeopardy). ABC30 also provided news coverage and social media support.

**Poverella 5K Run to Feed the Hungry:** In early September, ABC30 produced a promotional spot with anchor Stephanie Stone and began this 5K fundraiser that took place on Sunday, September 29. Stephanie Stone served as emcee of the event. ABC30 also provided information page on ABC30.com, live news coverage and social media support.

**ABC30 Station Tour:** Sequoia Council Boy Scout Pack 11

**ABC30 Advisory Council Meeting. 7/17/2013**

**ABC30 Television Station**

Members Present:

ABC30: Dan Adams, President and General Manager  
Leeza Glazier, Executive Producer  
David Lee, Creative Services/Public Affairs Director  
Daniel Simms, Business Manager  
Aurora Diaz, Public Affairs Executive Producer  
Anthony Pura, News Reporter

Council Members:

Jose Luis Barraza, Fresno Housing Alliance  
Harry Gill, Gill Insurance Agency  
Chuck Sandefur, Adventist Health Central Valley Network  
MaiKa Yang

**LOCAL GOVERNMENT 3<sup>RD</sup> QUARTER 2013**

**ACTION NEWS LIVE AT 5PM, 7/17/2013. 1:41 MIN., LOCAL**

Code enforcement officers are now called community service officers. There are about 35 of them who keep tabs on landlords and try to keep the city clean and safe. The city administration cut ten positions two years ago, and has cut ten more. But the City Council is being asked to keep the workers on the job. Fresno's problem with unsafe housing, abandoned buildings and garbage could get worse if there are fewer code enforcement officers on patrol.

**ACTION NEWS LIVE AT 4PM, 8/09/2013, :41 SEC., LOCAL**

Movies in the park event will double as a back to school supplies giveaway and there are already tons of people lining up to be a part of it. We took a look at Eaton Plaza showing the excitement building right now. There are plenty of people in downtown Fresno who have already lined up. ABC30 is teaming up with the city of Fresno and the united way for the event. In addition to the showing of "The Avengers", a limited number of families will get to take home free backpacks filled with some items they need for the upcoming school year. The backpack giveaway begins at seven-15 but as we showed you- there are already tons of people there. So get there as soon as you can! Movie's in the Park begins at 8:30PM tonight.

**ACTION NEWS LIVE AT 4PM, 8/14/2013. 52 SEC. , LOCAL**

There is just one day left for Fresno water users to protest proposed water rate hikes. Fresno has about 129-thousand residential and commercial ratepayers. So far the Clerk's Office has received only 284 letters of protest. Without a majority of opposition by the august 15th deadline... the proposed hikes will go to the city council for a final decision. The rate increases could cause a residential customer's water bill to double or more within three years. The extra money will go toward a \$410 million dollar upgrade to an aging water system. If adopted... the proposed rates would go into effect on September 17th. If you'd like more information a town hall meeting is scheduled to take place at five this evening at Francher Creek Elementary school. The address is 5948 east Tulare Avenue. For more information, go to our website ABC 30 dot com. The City Council will discuss and vote on the issue at tomorrow's meeting.

**ACTION NEWS LIVE AT 11PM, 8/22/2013. :30 SEC., MINUTES, LOCAL**

The city of Fresno is losing its "Downtown Czar". Fresno's Business Development Director Craig Scharton resigned today. Scharton is leaving City Hall but he plans to take over the former Fresno brewing company on the Fulton Mall and open "Peeve's Public House and Local Market". Mayor Ashley Swearingin and City Manager Bruce Rudd praised the former city councilmember for his commitment to downtown Fresno. Scharton's last day with the city will be August 31st.

**ACTION NEWS AM LIVE, 8/26/2013. :31 SEC., LOCAL**

The city of Fresno is set to start cleaning a large homeless encampment today. Officials are planning to clear illegal structures from the encampment at Santa Clara near F, E, and G streets near the Poverello house. The effort will continue next month at Los Angeles and E and the H street Santa Clara area. City leaders say the encampments pose a number of health and safety issues. Earlier this month, a huge fire in downtown Fresno burned several tents, injured some pets, and threatened nearby homes.

**ACTION NEWS LIVE AT 6PM 9/5/2013. 1:02 MIN., LOCAL**

The old buildings in downtown Fresno are apparently more valuable to the city than you might think. Joseph Mincozzi is an urban planning researcher. He says these old buildings are a more efficient source of city revenues than sprawling shopping centers like River Park. For example, he claims River Park generates about 8 thousand dollars per acre in property taxes, while downtown Fresno generates more than 12 thousand per acre. He cites similar figures for downtown Clovis, Merced and Visalia. Fresno mayor Ashley Swearingin is embracing the study. Swearingin is joining Clovis mayor Lynne Ashbeck in pitching the study to the public. Ashbeck says it took 30 years for downtown Clovis to look as it does now, and it's still a work in progress. Swearingin hopes the study will bolster her long term efforts to revive downtown Fresno starting with restoring traffic to the Fulton mall.

**ACTION NEWS LIVE AT 6PM, 9/6/2013. :25 SEC., LOCAL**

The U.S. Secretary of Transportation came to Fresno to announce the city would get a 16 million dollar grant. Secretary Anthony Foxx told a crowd at the Fulton mall the money would be used to take out the pedestrian mall, and replace it with a street. Fresno mayor Ashley Swearingin has been pushing to restore traffic to the 50 year old mall to help revive downtown.

**ACTION NEWS LIVE AT 9/25/2013. :33 SEC., LOCAL**

New offices for the High Speed Rail Authority will be opening for a second day later this morning. The offices take up three floors of the grand hotel at Fulton and Tuolumne streets in downtown. In the next few weeks they're expected to have anywhere from 150 to 250 staff members working inside. The city says there are still many challenges ahead. The city and rail authority is working to buy the property standing on the train's proposed path through Fresno. The city says there are more than 300 businesses that will be impacted.... And some will have to relocate.

**ACTION NEWS AM LIVE, 9/30/2013. :30 SEC., LOCAL**

A partial government shutdown takes effect at midnight roughly 800-thousand federal workers will be told to stay home. Some government offices will close and services slowed down. It could: delay first-time home mortgages, slow airport security line and even limit food safety inspections. Outside of Washington, many Americans are simply fed up.

<u>PSA'S</u>	<u>LENGTH</u>	<u>APROXIMATE AIRINGS</u>
TV Boss: Parental Control: Bad Guys	:30	14
TV Boss: Parental Control: Boss Slasher	:30	01
TV Boss: Parental Control: Chalkboard	:30	03
TV Boss: Parental Control: Bad Guys	:15	04
NAB: We Are Broadcasters	:30	13
FCC Kids Report Location	:30	04

### PUBLIC SAFETY 3<sup>RD</sup> QUARTER 2013

#### ACTION NEWS AM LIVE, 7/24/2013, :30 SEC., LOCAL

This public service announcement carries a message with the power to save. Never leave your child alone in the car even for a minute, whether they're in a car seat or not. The temperature inside that car can rise twenty degrees in a mere ten minutes. And that can be devastating to a child. An infant doesn't tolerate heat as well as, as an adult. And so their cells can be...injured. Injuries can be serious, even deadly. In fact, the organization kids-and-cars-dot-org says that, on average throughout the past fifteen years, there have been thirty-eight such fatalities annually in the U.S. alone. Experts agree these tragedies are preventable, and offer these tips to all parents and caregivers. A good reminder- visual reminder- might be to take that child's stuffed animal and have it in the front seat next to you may want to bring your purse or laptop computer and put it next to baby's car seat. Whatever you do, never leave a child. Not even to run into the store, to run back into the house you never know what's going to happen.

#### ACTION NEWS LIVE AT 11PM, 7/19/2013, :25 SEC., LOCAL

The valley is set for another wave of extreme heat and emergency crews are gearing up for the worst. Paramedics with American Ambulance will have extra staff on hand this weekend to deal with the high number of heat-related calls they expect something they've already experienced this summer. From June 17<sup>th</sup> to July 15<sup>th</sup>, dispatch received more than **100** calls from people with heat-concerns. The majority of those calls came in during the peak hours from noon until six p-m.

#### ACTION NEWS AM LIVE, 8/20/2013, :26 SEC., LOCAL

With students across the valley back in class, law enforcement officials are ramping up patrols to make sure kids stay safe. And this morning Fresno State officials are sending their students a warning. Fresno state police want to remind students to protect their cars and telling them not to leave expensive items in plain view. They're also telling students to avoid dark places, travel in pairs and be aware of surroundings when they go back to class.

#### ACTION NEWS AM LIVE, 8/27/2013, :27 SEC., LOCAL

City crews are still cleaning up a homeless camp in downtown Fresno. Crews began cleaning out the area near the overall house yesterday morning. They dismantled the structures after the city says the area was a health and safety hazard for the homeless and those nearby. The city gave 30 day

notices for people to remove their belongings. The housing authority was able to find shelters for about 50 of the hundreds who are impacted.

**ACTION NEWS LIVE AT 11PM, 8/20/2013. :30 SEC., LOCAL**

The rim fire continues to burn out of control in the Stanislaus national forest and flames have forced the closure of highway 120 into Yosemite the U.S. Forest Service just evacuated more campgrounds along the highway. The north end of the fire has crossed the Clavey River and is burning in remote and steep terrain. Helicopters and air tankers have been called in to drop water and retardant on the blaze. Two residences and five outbuildings have been lost during the eastward push of the fire. Another 25-hundred structures are threatened to the west of the fire.

**ACTION NEWS LIVE AT 5PM, 8/22/2013. 2:33 MIN., LOCAL**

We continue to send people here and there, but in total we have about 85 firefighters that have left either yesterday or today. Some have left earlier in the week and have gone to other fires and are now being diverted to the Rim Fire. While strike teams from the central valley head up the hill to protect more than 25-hundred homes now being threatened crews like this one from San Diego are taking their place backfilling stations in the foothills in places like Millerton Lake. On firefighter that was hired just three months ago just as one of the busiest fire seasons in years got underway and has already helped fight at least two major wildfires this summer.

**ACTION NEWS AM LIVE, 8/23/2013. :23 SEC., LOCAL**

Local strikes teams are starting their first full day fighting the Rim Fire. Last night crews from Selma, Coalinga and Fresno Cal fire made the three hour drive into the Stanislaus national forest -- to hit the front lines. Cal fire says about 100 valley fire fighters are on assignment there bringing the total number of crewmembers to more than 18-hundred.

**ACTION NEWS LIVE AT 5PM, 8/23/2013. :27 SEC., LOCAL**

Developing news out of Tuolumne County where a wildfire burning nears the entrance to Yosemite national park has once again nearly doubled in size. At more than 105- thousand acres burned over 150- square miles it's now one of the nation's biggest, active wildfires. And it's still only two percent contained. Within the last few hours an evacuation advisory was issued for the city of Tuolumne and ponderosa hills. Action news reporter Nannette Miranda has the latest now on the efforts to save towns and homes.

**AM LIVE LIVE SATURDAY 8AM, 8/24/2013. :33 SEC., LOCAL**

We are also tracking the latest developments on the "Rim Fire" this morning it's now grown to more than 125-thousand acres and has now spread into Yosemite national park. More than 5-thousand homes are threatened and the fire is only five percent contained. Latest last night Governor Brown declared a state of emergency for San Francisco after the fire approached the Hetchy Hetchy dam and reservoir in Yosemite which is the primary source of power and water for the city.

**AM LIVE SUNDAY, 8AM, 9/1/2013. :32 SEC., LOCAL**

Valley doctors are concerned about all of that smoke from the rim fire. They're encouraging everyone to avoid outdoor activities this weekend. Experts say it's not healthy for any of us, but children, the elderly, and people with a history of respiratory problems are the most at risk. If the smoke is bothering you...doctors say there are a few things you can do such as cover your eyes and nose, use nasal saline to clean your passages and use drops to keep your eyes moist. And even though it may sound like a good idea, doctors advise that you stay away from nasal decongestants.

<b><u>PSA's</u></b>	<b><u>Length</u></b>	<b><u>APRX. Airings</u></b>
<b>Drug Free: Damaged Circuits</b>	<b>:15</b>	<b>08</b>
<b>Drug Free: Damaged Circuits</b>	<b>:30</b>	<b>36</b>
<b>Wild Fire Safety</b>	<b>:30</b>	<b>30</b>
<b>Community Calendar</b>	<b>:30</b>	<b>176</b>

### **HEALTH ISSUES INCLUDING COVERED CALIFORNIA**

**Sunday, July 28, 2013 6:30PM, :30 Minutes, Local**  
**Sunday, August 25, 2013, 10AM, :30 Minutes, Local**  
**ABC30 SPECIAL: IS MOMMY OKAY?**

It's a disorder impacting 1 in 8 mothers nationwide. ABC30 teams up with First 5 Fresno County and the California Health Collaborative for an in-depth look at Perinatal Mood and Anxiety Disorders. ABC30 will air the half-hour special, "Is Mommy Okay?" on Sunday, July 28, 2013 at 6:30 p.m. Action News anchor Margot Kim is hosting this special. Postpartum depression is the most widely known mood disorder related to pregnancy and birth; however mood disorders can occur anytime during pregnancy.

Common PMAD symptoms:

- Anxiety and depression
- Strange thoughts or feelings
- Feeling distant from your baby
- Crying often and feeling overwhelmed

If untreated, PMAD can affect the mother/child bond, the child's physical health, and long-term behavioral and emotional health. ABC30 interviewed several local mothers who have been treated for PMAD. Leading health experts in this field will talk about symptoms, screenings and where families can seek help. Fresno County's incidence rate is believed to be higher than the national average. We'll explore why and what's being done to help Moms in distress. Learn more about PMAD at [healthcollaborative.org](http://healthcollaborative.org)

### **VALLEY FOCUS, 8/11/2013, 10AM, :30 MINUTES, LOCAL**

**Segment #2:** Breastfeeding- August is Breastfeeding Awareness Month. Learn 5 reasons to nurse your baby and how to get help with WIC.

Guests: Julie Casillas-Fresno Economic Opportunities Commission & Silvia Ewertz-Fresno Economic Opportunities Commission. Fresno EOC WIC Program [www.fresnoeoc.org](http://www.fresnoeoc.org)

**Segment #3:** Local Resources-Helping people with disabilities get jobs and achieve independence.

Guest: Coreen Campos/Resources for Independence, Central Valley

Resources for Independence, Central Valley Recognition Dinner

Friday, August 16 5:30pm Holiday Inn Downtown Fresno [www.ricv.org](http://www.ricv.org)

### **ACTION NEWS LIVE AT 6PM, 7/25/2013, 1:19 MIN., LOCAL**

Kaiser Permanente may be starting to lose its reputation as a provider of high-quality care at affordable prices. Prices at large employers that offer the HMO plan are rising. At CALPERS, the

nation's third largest healthcare buyer, for instance. Monthly family coverage at Kaiser in 2007 was the most affordable insurance option for workers. Three years later, it cost more than the plan offered by Anthem Blue Cross. Next year, Kaiser will be the most expensive, surpassing even Blue Shield. We tracked down the healthcare giant's former CEO who was in charge during the price hikes, as it lured big employers looking for bargains but he says we have to buy his books for answers. In a statement a spokesman said: "Kaiser Permanente is committed to resolving the employer concerns behind this bill. We share the goal of wanting to make health care more affordable. Meanwhile, employers feel trapped. With 40% of the market in the state, Kaiser may not feel it needs to negotiate rates and removing Kaiser from a benefits plan may not be realistic because it's popular with workers like Thelma Parker-Baldwin who's been enrolled for 50 years. About 7 million of Kaiser's 9 million customers are in California and it's now the largest health plan in the state.

**ACTION NEWS LIVE AT 5PM, 8/23/2013, 1:40 MIN., LOCAL**

Dozens of healthcare workers and small business employees filled the conference room at Adventist Health Medical Center today for an informational town hall about Covered California, the state agency implementing the federal Affordable Healthcare Act. While people from Covered California gave out details like how much a plan would be if you made a certain salary and were a specific age, some still had questions about whether the plan is actually affordable for everyone and what some call the "kid glitch" which doesn't allow an employee's dependents to qualify for government subsidies for the Affordable Care Act if their employer already offers them affordable insurance. Others had questions about whether the Central Valley's farmworkers would be negatively impacted by the new law and understand altered learned-- farmworkers would not face penalties. Over the next few months Covered California will be pushing information on patients so they know their options, pricing and how to enroll. By March of 2014 every legal U.S. citizen must be enrolled in a health insurance plan or face hefty fines. Covered California employees said no one will be denied coverage. Rates vary based on your income, age and dependents.

**ACTION NEWS LIVE AT 6PM, 8/29/2013, :50 SEC., LOCAL**

New ads mostly on television will be pushing state residents to Covered California's website where they can buy low or no-cost health insurance starting October 1st. The \$80 million dollar effort in several languages aims to enroll as many uninsured Californians as possible. It's all part of the federal Affordable Care Act that starts next year, mandating that everyone have insurance or pay a penalty. Seven million Californians are uninsured. It's important to enroll as many of them as possible because the federal government sends funding based on the number of people who sign up and qualify for subsidies to lower their premium. Obamacare is still unpopular among skeptics and it's a tough sell to people in their 20's who wonder why they have to pay for insurance when they're healthy. Covered California estimates it can get 70% of those who qualify for subsidies to sign up.

**ACTION NEWS LIVE AT 6PM, 9/24/2013, 1:35 MIN., LOCAL:**

Sylvia Gomez walks door to door as part of the Tulare Community Health Clinic's outreach efforts to educate people about Covered California, the Affordable Care Act requiring all U.S. citizens or documented residents to enroll in healthcare insurance by March of 2014. The face-to-face contact is just a fraction of their efforts to reach out to the uninsured. Sylvia Gomez/Tulare Community Health Clinic: "we're also involved with a lot of our community events such as our job fairs, health fairs. Gomez says educating the Hispanic/Latino population in California is crucial. She says 90% of their clinic's patients are Latino or Hispanic...with more than 1700 without insurance. Alex Gallegos is uninsured. Formerly self-employed, Gallegos says he switched careers just so he could be eligible for a less expensive plan. Sylvia Gomez says most of their Latino patients speak limited English and

haven't heard of covered California. Plus, undocumented immigrants feel they don't need to pay attention to the law, since they aren't eligible for the coverage.

**ACTION NEWS AM LIVE, 9/25/2013, 1:27 MIN., LOCAL**

President Obama brought in a big gun to sell Obamacare. Former President Bill Clinton made the pitch with just a week left before. One of the health care law's biggest changes goes into effect. On October 1st, millions of Americans will be able to shop for coverage through insurance exchanges. The uninsured must sign on or face a penalty. Opponents of Obama care are worried that health care costs are about to skyrocket. Overnight, the Obama administration released new numbers on what the law will cost consumers. They say about six in ten Americans without health insurance may be able to find coverage for less than \$100 a month. And premiums nationwide will be about sixteen-percent lower than originally expected. Many of the health care law's elements are already in effect. Children can remain on their parents' insurance until they're 26. And those with pre-existing conditions are guaranteed coverage. But Republicans aren't sold. On the Senate floor, a marathon speech by Tea Party Republican Ted Cruz in support of defunding Obamacare. Senator Cruz and others are threatening to shut down the government in order to defund Obama care. But the administration indicates those health exchanges will begin next week no matter what.

**ACTION NEWS LIVE AT 5PM, 9/25/2013, :26 SEC., LOCAL**

Henry Perea, Fresno County Supervisor "when I look at the biggest drivers of our economy in Fresno County, agricultural and healthcare. Between the two of them is \$12 billion dollar industries that drive part of our engine and we have to capitalize on that and grow and expand that base. Perea also spoke about public safety and the challenges of caring for inmates at the county jail. He says supervisors will consider funding for an additional courtroom to help alleviate the number of inmates at the jail.

**ACTION NEWS LIVE AT 11PM, 9/29/2013, 1:00 SEC., LOCAL**

Starting Tuesday, October first, open enrollment begins for medical coverage under the Affordable Care Act and starting on January first, just about everyone in the U.S. will be required to have health insurance. Most people are confused about how the new law affects them - but action news anchor Christine Parks shows us the help available. Like Mark, about one in five Americans buys individual health insurance or is completely uninsured. Under the new health care law, they'll find an entirely new way of choosing and purchasing insurance. Starting October first, each state will have a kind of virtual insurance store, or marketplace. There, you can compare plans and learn whether you qualify for financial assistance. To find out what you need to do, Consumer Reports has designed a free online tool called the health law helper. First, answer some simple questions like "what age will you be on January first?" "How many people are in your family?" and "what is your family's yearly income?" then click to get your results.

**ACTION NEWS LIVE AT 6PM, 9/30/2013, 2:19 SEC., LOCAL**

These medical files at Doctor William Ebbeling's office in north Fresno will soon be simply backup. Among the new requirements of the Affordable Care Act is that all physicians and medical facilities across the country provide their patients with electronic medical records. Doctor Ebbeling and his staff have already made the transition and have undergone training on the new record-keeping system but he says remaining in compliance is proving difficult. With enrollment starting this week, doctors and hospital representatives say there are still many unknowns that will affect their bottom line. Among them the lower rate of reimbursement doctors and hospitals will receive from insurers through covered California, the state's health benefit exchange.

**ACTION NEWS LIVE AT 5PM, 9/30/2013, 1:44 MIN., LOCAL**

The Woodward park location is only one of three post offices around Fresno where you can apply for a passport. The federally funded WIC program provides food, health care referrals and nutrition education to women and kids. Those services will also stop. About 800-thousand federal workers who are considered -- non-essential will be furloughed. And action news has learned that includes some staff members at the local I.R.S. office. President Barack Obama addressed how the impasse could also close national parks. Tourists will find every one of America's national parks and monuments from Yosemite to Smithsonian to the statue of liberty immediately closed. The good news: Social security checks Medicare and Medicaid benefits will still be distributed. And most departments of veteran's affairs services will continue including care at our V.A.

<b>Pint for Pint Blood Drive</b>	<b>:04</b>	<b>04</b>
<b>Pint for Pint Blood Drive</b>	<b>:30</b>	<b>150</b>
<b>Pint for Pint Blood Drive Thank You</b>	<b>:15</b>	<b>18</b>
<b>Mental Health Awareness</b>	<b>:10</b>	<b>04</b>
<b>Mental Health Awareness</b>	<b>:15</b>	<b>22</b>
<b>Mental Health Awareness</b>	<b>:30</b>	<b>38</b>
<b>Mental Health Awareness</b>	<b>:60</b>	<b>56</b>
<b>Muscular Dystraphy Association</b>	<b>:15</b>	<b>13</b>
<b>Muscular Dystraphy Association</b>	<b>:30</b>	<b>05</b>
<b>Annual Walk to Defeat ALS</b>	<b>:15</b>	<b>05</b>
<b>Annual Walk to Defeat ALS</b>	<b>:30</b>	<b>07</b>
<b>Annual Walk to Defeat ALS</b>	<b>:60</b>	<b>35</b>
<b>Community Calendar</b>	<b>:30</b>	<b>176</b>

**EDUCATIONAL ISSUES 3<sup>RD</sup> QUARTER 2013**

**VALLEY FOCUS 7/21/2013, :30 MINUTES, LOCAL**

Segment #1: Calling All Tigers! Big, fun reunion in Downtown Fresno for Edison High fans. All for a great cause.

Guests: Sylvesta Hall-Tigertown, Mary Haskin-Tigertown

Tigertown 2013 celebration Saturday, August 10

Valdez Hall Downtown Fresno (559) 457-2650 [www.EdisonTigertown.com](http://www.EdisonTigertown.com)

Segment #2: Kids get a financial reality check!

Guest: Michelle Calandra-Junior Achievement

Junior Achievement Bowlathon September 14 Sierra AMF Lanes Fresno (559) 224-1046

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

## CALENDAR

Movies in the Park  
Back To School Night  
Friday, August 9  
Movies start at dusk  
(559) 621-2900

Central California Women's Conference  
Tuesday, September 17  
Keynote Speaker-Helen Hunt  
[www.ccwc-fresno.org](http://www.ccwc-fresno.org)

ABC summer of Service Award  
Deadline: September 1

Kids creating positive change right here in the Central Valley can apply for an ABC summer of service award -- a \$1,000.00 award that supports young leaders in their mission to do good for others.

Whether you're leading park clean-ups, raising funds for a local shelter, or helping those in need, whatever your passion, we want to hear your story.

[www.ysa.org/abc](http://www.ysa.org/abc)

the deadline is September 1st.

## **LATINO LIFE SUNDAY, AUGUST 4, 2013 AT 10AM**

Segment #1: Women's Conference- The Central California Women's Conference. Details on speakers, the Marketplace and everything in between.

Guests: Nene Casares/Central California Women's Conference & Jan Edwards/Central California Women's Conference  
Central California Women's Conference Tuesday, September 17 [www.ccwc-fresno.org](http://www.ccwc-fresno.org)

Segment #2: Fashionable Latina- Fashion expert and stylist Vanessa Rodriguez shares tips on how to enhance your professional image.

Guest: Vanessa Rodriguez/Stylishlyme [www.stylishlyme.com](http://www.stylishlyme.com)

Roaring 20s Fun-Fresno Latino Rotary Club is hosting a Roaring 20s event. Learn the mission of this club and what to expect at this fundraiser.

Guests: David Leon/Fresno Latino Rotary & Liliana Robles/Fresno Latino Rotary

Roaring 20s Gala Fresno Latino Rotary Club

Saturday, August 24 6pm Radisson Hotel Downtown Fresno (559) 492-7878

[info@latinorotary.org](mailto:info@latinorotary.org)

## CALENDAR

“The Fight For Water” Movie Screening  
Wednesday, August 21 UC Merced  
Lakireddy Theater Free Admission (209) 675-2988

ABC Summer of Service Award

Deadline: September 1

[www.ysa.org/abc](http://www.ysa.org/abc)

Description:

Kids creating positive change right here in the central valley can apply for an ABC summer of service award -A one thousand dollar award that supports young leaders in their mission to do good for others.

Whether you're leading park clean-ups, raising funds for a local shelter, or helping those in need, Whatever your passion, we want to hear your story.

## **VALLEY FOCUS, 8/11/2013, 10AM. :30 MINUTES, LOCAL**

Segment #1: Super Adoption- The big event to help find forever homes for dogs and cats.  
Guest: Rosie Davenport/Valley Animal Center

Super Adoption Day Saturday, September 7 10am-4pm  
Valley Animal Center 3934 N. Hayston  
Fresno (559) 233-8690 [www.valleyanimal.org](http://www.valleyanimal.org)

Segment #2: Breastfeeding- August is Breastfeeding Awareness Month. Learn 5 reasons to nurse your baby and how to get help with WIC.  
Guests: Julie Casillas-Fresno Economic Opportunities Commission & Silvia Ewertz-Fresno Economic Opportunities Commission

Fresno EOC WIC Program [www.fresnoeoc.org](http://www.fresnoeoc.org)

Segment #3: Local Resources-Helping people with disabilities get jobs and achieve independence.  
Guest: Coreen Campos/Resources for Independence, Central Valley

Resources for Independence, Central Valley Recognition Dinner  
Friday, August 16 5:30pm Holiday Inn Downtown Fresno [www.ricv.org](http://www.ricv.org)

## CALENDAR

Fresno Fair Job Fair  
Thursday, August 15 9am-2pm  
Commerce Building Fresno Fairgrounds (559) 650-FAIR

“Ordinary man” Movie Screening  
Saturday, August 31 Tower Theatre 8pm (559) 485-9050

**AM LIVE SATURDAY 8AM, 7/13/2013, 1:32 MIN., LOCAL**

More than a dozen community, state and university of California college officials joined representative Jim Costa in downtown Fresno Friday morning to urge our nation's leaders to lower interest rates for student loans. Among them was Fresno State student president Moses Manchaca - a first generation college student from the central valley who took out a loan to help his parents afford tuition. He says the instability of interest rates is putting a financial burden on the shoulders of students who are already struggling to pay for college. Michael Thompson UC Merced vice chancellor of enrollment "time is of the essence. For instance, we have not originated any student loans for the fall term in hopes congress would be able to address this issue and solidify a low interest rate for students. However, come Monday. We have to originate loans because school starts in just a few weeks."

**ACTION NEWS LIVE AT 4PM, 7/24/2013, 1:46 MIN., LOCAL**

Clovis unified employee Kelly Avants knows what it's like to fill out an endless amount of paperwork to register her kids for the start of school. Which is why the district became one of the first in the state to launch a new online registration system called zipp-slip. Now - parents can complete back-to-school forms faster and easier than ever before and it's saving the district thousands of dollars. Parents log onto the district website, click the zipp-slip button and type in the same username and password they use for another program, "parent connection." Then they create a digital pin for signing forms. Fill them out and click saves. The district is encouraging parents to take a few minutes now to complete the online registration before the first day of school August 19<sup>th</sup>. It says it takes just 10 minutes to complete and every student is required to do so.

**ACTION NEWS LIVES AT 4PM, 7/31/2013, :24 SEC., LOCAL**

Valley families are split on whether their kids will buy their lunch in the cafeteria or take their lunch to school. According to an exclusive action news poll conducted by survey U.S.A. 46 percent of parents polled said they'd buy lunch, while 45 percent said they'd bring lunch, 10 percent said they were unsure. Action News Education Reporter Linda Mumma talked with valley families and shows us what's behind their choice.

**ACTION NEWS LIVE AT 6PM, 8/01/2013, :34 SEC., LOCAL**

An historic day for Fresno state as the 8th president of the university began his first official day on the job. Dr. Joseph Castro spent the first few hours on campus meeting with students and staff and getting to know his new surroundings. When classes begin in a few weeks - he says the college will enroll a record number of students. 22,710 students plan to attend Fresno state this year... Which are about 150 more than last year? In a news conference in the library - Dr. Castro became emotional when delivering a message to first-generation college students considering an education at Fresno state.

**ACTION NEWS LIVE AT 6PM, 8/2/2013, 1:46 MIN., LOCAL**

After several years of budget cuts, tuition hikes and reductions in class offerings... Students at west hills college Lemoore tell me things are finally starting to look up for those heading back to school. President Don Warkentin says the additional courses will open up around a thousand new seats in classrooms and about 345 students have already been removed from waiting lists. The expanded schedule includes traditional classroom as well as online courses. Of the 26 - half will be online. That gives students in Coalinga - 15 new classes to choose from, students in Lemoore 25 - and the north district center in Firebaugh will have 14 more options in the fall. Increasing access outside the immediate area and decreasing the time it takes to transfer to a 4 year university.

**ACTION NEWS LIVE AT 5PM, 8/7/2013, 2:27 MIN., LOCAL**

When students head back to school this fall they'll see big changes in the way campuses evaluate student-teacher performance at Fresno and Sanger unified school districts. Michael Hanson/Fresno unified superintendent: we've actually designed and set up a system we think empowers our teachers, our staff and our parents and our community to all get involved to call out the problems we all know are there and all lean against the same wheel to do the work." that's because the districts have been granted a waiver from the U.S. Department of education to do away with "No Child Left Behind," a federal law they argue relies too heavily on test scores and which requires all students to be proficient in math and English by 2014. The one-year waiver throws out those requirements, and in exchange the districts have promised improvement including three new categories to measure student and teacher performance. That will include things like graduation rates, attendance and campus culture. Measures both districts believe matter more in schools.

**ACTION NEWS LIVE AT 4PM, 8/15/2013, 1:25 MIN., LOCAL**

It's a day of first for V-Tec high school and its students. A new campus on what used to be the college of Sequoia's Ag farm. The district purchased the 35-acre farm to house V-Tec. The school has rapidly grown in the past three years as an early college & career high school. Through v-Tec students can pursue certificates in the veterinary technician career or environmental horticulture and more. Students say the learning environment has been positive. In this day and age, it's a new spin on vocational training taught by those who have worked in different industries. The school also partners with businesses to give students a real life lesson. Besides the classroom space the campus comes with room to learn and work in like greenhouse rooms, barns for animals. The humanities garden is where the produce is grown. It's a place where school officials say education is applied and research is tested right in their own school yard.

**AM LIVE SUNDAY 8AM, 9/15/2013, :49 SEC., LOCAL**

Reedley college students met with reps from four-year universities on Thursday. They're ready to take the next big step and transfer. Getting the classes they need to complete their AA degree has been a challenge because of years of cutbacks. But new state funds are helping restore courses. Starting off at community college it was really hard to get my classes but through the passing of prop 30 and through college counsel and moving things around students were able to get classes faster. Through prop 30 community colleges will receive 810 million dollars through the fiscal year. The money will help add courses for students either shut out or stuck on waiting lists. It does feel like there's a lot more classes available now. There really trying hard to accommodate everybody in their majors. A new survey showed 90 percent of community college campuses reported an increase in enrollment during the fall semester. Fresno city college president tony Cantu welcomes the change after years of reduced course offerings. Fresno city expects to add 300 courses this year including some with larger class sizes to accommodate the expected rise in enrollment.

**ACTION NEWS SPECIAL EDITION 9/28/2013:24 SEC. LOCAL**

Doctor Pete Mehas died from natural causes last night at Saint Agnes Medical Center. The 73 year old was a California state university board of trustee's member and a former Fresno County Office of education superintendent. Reporter Mariana Jacob spoke to his closest friends -- and university leaders who are now honoring his life by reflecting on his efforts to improve education throughout the central valley.

**Sunday, July 28, 2013 6:30PM, :30 Minutes, Local**  
**Sunday, August 25, 2013, 10AM, :30 Minutes, Local**  
**ABC30 SPECIAL; IS MOMMY OKAY?**

It's a disorder impacting 1 in 8 mothers nationwide. ABC30 teams up with First 5 Fresno County and the California Health Collaborative for an in-depth look at Perinatal Mood and Anxiety Disorders. ABC30 will air the half-hour special, "Is Mommy Okay?" on Sunday, July 28, 2013 at 6:30 p.m. Action News anchor Margot Kim is hosting this special. Postpartum depression is the most widely known mood disorder related to pregnancy and birth; however mood disorders can occur anytime during pregnancy.

Common PMAD symptoms:

- Anxiety and depression
- Strange thoughts or feelings
- Feeling distant from your baby
- Crying often and feeling overwhelmed

If untreated, PMAD can affect the mother/child bond, the child's physical health, and long-term behavioral and emotional health. ABC30 interviewed several local mothers who have been treated for PMAD. Leading health experts in this field will talk about symptoms, screenings and where families can seek help. Fresno County's incidence rate is believed to be higher than the national average. We'll explore why and what's being done to help Moms in distress. Learn more about PMAD at [healthcollaborative.org](http://healthcollaborative.org)

<u>PSA'S</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
<b>United way/city of Fresno: movies in The park: school backpack giveaway:</b>	<b>15</b>	<b>135</b>
<b>Partners Who Care: Pet Adoption</b>	<b>:30</b>	<b>75</b>
<b>Fresno State: Valley Firsts Exhibit</b>	<b>:30</b>	<b>13</b>
<b>Youth Services Awards</b>	<b>:15</b>	<b>65</b>
<b>Youth Services Awards</b>	<b>:30</b>	<b>26</b>
<b>TV Boss of Drugs:</b>	<b>:15</b>	<b>4</b>
<b>TV Boss: Parental Control: Bad Guys</b>	<b>:30</b>	<b>14</b>
<b>TV Boss: Parental Control: Boss Slasher</b>	<b>:30</b>	<b>01</b>
<b>TV Boss: Parental Control: Chalkboard</b>	<b>:30</b>	<b>03</b>
<b>TV Boss: Parental Control: Bad Guys</b>	<b>:15</b>	<b>04</b>
<b>Veterans Honor Flight</b>	<b>:30</b>	<b>56</b>
<b>Community Calendar</b>	<b>:30</b>	<b>176</b>

## **ECONOMICS AND EMPLOYMENT 3<sup>RD</sup> QUARTER 2013**

### **Children First: From Poverty to Possibilities:**

#### **Sunday, September 8, 2013, 6:30PM, :30 Minutes, Local**

Nearly 36% of Fresno County kids live in poverty. Experts say education is the key to finding a better life. ABC30 is airing a half-hour special, "Children First: From Poverty to Possibilities" Sunday, September 8, 2013 at 6:30 p.m. Action News anchors Graciela Moreno and Dale Yurong will host.

ABC30 will share several stories aimed at inspiring kids to focus on their education despite their surroundings. Meet a girl who is going from farm work to the Ivy League. See how one homeless teen is finding success thanks to a program called Project Access. A successful businessman explains how he went from homeless to the Major Leagues and is now a local real estate expert! The founder of the Ivy League Project gives a motivational interview to show you how to pay for college. Children First is a yearlong effort focusing on the challenges, problems and opportunities facing our youth in Central California. The program focuses on 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 "From Poverty to Possibilities", 30-second vignettes, public service announcements and special stories on Action News. You can see past episodes of Children First at [abc30.com](http://abc30.com) as well as links to helpful resources. ABC30 is actively soliciting stories about successful community efforts that benefit children. Submit a Children First story idea to Aurora Diaz at [aurora.diaz@abc.com](mailto:aurora.diaz@abc.com). ABC30 thanks our partners below for helping put Children First in the Central Valley.

### **VALLEY FOCUS, 9/22/2013, :30 MINUTES, LOCAL**

**Segment #1:** Job Opportunities: A job expert gives tips about how to stand out from the crowd at the Tulare County Job Fair

Guest: Jarrod McClintick/Visalia Employment Connection

Tulare County Job Fair

Wednesday, September 25 9:00am-12:30pm

Visalia Convention Center (559) 713-5000

**Segment #2:** CASA Crab Feed: Helping foster kids! The work of Court Appointed Special Advocates and details on a special fundraiser

Guest: Nathan Lee/CASA Executive Director

CASA OF Fresno & Madera Counties

15<sup>th</sup> Annual Crab Feed

Friday, October 11 6:00-9:00p.m.

Holland Park West 3855 N. Bryan

Fresno (559) 244-6485 [www.casaevents.org](http://www.casaevents.org)

**Segment #3:** Fresno SOS- 78 people committed suicide in Fresno County last year. Learn how you can save lives and seek help.

Guest: Leann Gouveia/Fresno Survivors of Suicide Loss

Fresno SOS 11<sup>TH</sup> Annual Fun Run/Walk

Saturday, September 28 Woodward Park

(559) 322-5877 [www.fresnosos.org](http://www.fresnosos.org)

Suicide Prevention Hotline  
(559) 1-888-506-5991

**CALENDAR**

UCP Day Friday, September 27  
[www.ucpday.com](http://www.ucpday.com)

Poverello House Feed The Hungry 5k Run  
Sunday, September 29 Woodward Park  
[http://abclocal.go.com/kfsn/feature?section=resources/lifestyle\\_community/community&id=9213262](http://abclocal.go.com/kfsn/feature?section=resources/lifestyle_community/community&id=9213262)

Biola Raisin Parade October 11-13  
[www.biolachamberofcommerce.com](http://www.biolachamberofcommerce.com)

Volunteers Needed: Child Abuse and Neglect Prevention Program (CAN)  
Tulare County Office of Ed.  
(559) 651-0130 ext. 3710

**ACTION NEWS LIVE AT 4PM, 7/25/2013, :24 SEC.,LOCAL**

Hundreds of valley residents attended a job fair in downtown Fresno today. The event at the Verizon22 hotel featured hiring managers from five local companies looking to fill positions.

At today's career fair, applicants were able to sit down and talk to representatives from those companies and submit their resumes. Verizon and Aflac were among the businesses their looking to fill retail and management positions.

**ACTION NEWS AM LIVE, 7/28/2013, 1:11 MIN.,LOCAL**

In an economy where it is still difficult to find a full-time job that pays a decent wage workforce officials believe it won't be easy to absorb the 500 plus workers who will be dumped back into the workforce when the bank of America call center finally closes for good next month. Blake Konzcal, with the workforce investment board said Fresno is not only losing jobs but a good corporate company in bank of America. he noted that by law b of a was only required to give its employees a 60 day layoff notice local workers have known about the closure of the call center for almost a year.

**ACTION NEWS LIVE AT 6PM, 7/31/2013, :44 SEC.,LOCAL**

The hiring process continues this weekend for applicants at "covered California's" future location in Fresno. A new round of testing will be held Saturday at the Fresno convention center for jobs at the state insurance exchange service center. The first two rounds of tests were administered in April and in May and more than one- thousand applicants showed up. Fresno will soon be home to the call center which will handle questions about private insurance through "covered California. 500 people are needed when the center opens in January. You can take the test at the Fresno convention center -- Saturday at eight a-m, 11:30am, or three p-m. You must schedule an appointment online ahead of time.

**ACTION NEWS MIDDAY, 8/07/2013, :22 SEC., LOCAL**

If you're looking for a job, the Fresno fair may be looking for you! Organizers are trying to fill hundreds of jobs, before the fair begins. The fair will hold its third annual job fair to find workers for more than eight-hundred positions from ticket sales associates to parking attendants. The temporary jobs start at minimum wage. The fair runs from October second through the 13th.

**ACTION NEWS LIVE AT 11PM, 8/08/2013, :28 SEC., LOCAL**

A south valley recruiting company is holding a large **job** fair this week. Manpower Visalia is looking to hire people for more than 250 jobs they have available. The jobs are in a light industrial warehouse environment. Dozens of people were seen at the manpower office on south Mooney Boulevard today filling out online applications and being interviewed. Manpower Visalia" says several companies are looking to hire a lot of people and they hope people will come out to their week-long job fair to help fill those positions.

**ACTION NEWS LIVE AT 6PM, 9/01/2013, 21 SEC., LOCAL**

Dozens of **jobs** are available in fowler, and today several people showed up to apply. Employers continued to take applications today for positions at the la quintal inn. The hotel is looking to fill 30 spots, which pay about ten dollars an hour. If you weren't able to make it out this weekend, it's not too late to submit an application. You can pick one up at the E.D.D. office on Elm Avenue in Fresno.

**ACTION NEWS AM LIVE, 9/04/2013, :35 SEC., LOCAL**

The C-H-P will be accepting applications for cadets for only the second time in three years. The C-H-P is looking to hire cadets to fill vacant officer positions throughout the state. Each applicant will be required to complete the entire testing process including a written test and a background check. The short window for applications runs from next Thursday until Saturday. Candidates must be between ages 20-35, a U.S citizen, no felony convictions, and a high school graduate. We have a link to the CHP application on the "see it on TV" section on our website and mobile app.

**ACTION NEWS LIVE AT 11PM, 9/28/2013, :27 SEC., LOCAL**

The Federal government inched closer Saturday night to its first shutdown in nearly two decades. House republicans took a hard line and pushed for a one-year delay of president Obama's health care law as a condition to keep the government running after the fiscal year ends on Monday. And the finger pointing over that should bear the blame for a government shutdown is in full swing. There's little hope that the differences between the republican- controlled house and the democrat-controlled house can be resolved before midnight on Monday. Shortly afterwards, some federal services will stop and some non-essential government employees will be forced to stay home.

**ACTOIN NEWS LIVE AT 6PM, 9/30/2013, :37 SEC., LOCAL**

Hundreds of farm workers walked off the **job** today in protest of a union they say aren't representing them fairly. Thousands of workers with "getaway farms" walked out of the fields -- upset the united farmworkers union is asking for 3 percent of their paychecks. Workers against the union say the UFW is not representing them fairly... and they would like to vote to remove union representation. They circulated a petition for a vote... but the AG labor relations department board de-certified the petition saying many of those signatures were invalid. The UFW says they've been representing the workers since the 1990s and the union says they helped negotiate health benefits and a wage increase.

<u>PSA's</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
United way/city of Fresno: movies in The park: school backpack giveaway:	:15	135
Foster Care Awareness	:15	04
Foster Care Awareness	:30	10
Foster Care: Raise A Child	:30	13
Community Calendar	:30	176

**MINORITY/CULTURAL TOPICS QUARTER 2013**

**LATINO LIFE, 7/14/2013, 10:00AM, :30 MINUTES.**

Segment #1: Centro La Familia- The organization help underserved communities in the valley. Learn what you can expect at its annual fundraiser, "Night of Jazz."  
Guests: Margarita Rocha-Centro La Familia & Myra Diaz-Centro La Familia

Segment #2: Night Of Jazz  
Friday, July 26 5:30pm-10:00pm  
Arte Americas (559) 237-2961  
[www.centrolafamilia.org](http://www.centrolafamilia.org)

Segment #3: Gay Central Valley- The organization helping members of the LGBT community  
Guests: Chris Jarvis-Gay Central Valley & Leon Velasco-Gay Central Valley  
(559) 325-4429 [www.gaycentralvalley.org](http://www.gaycentralvalley.org)

**CALENDAR**

Pint For Pint Blood Drive  
Central California Blood Center  
Friday, August 2-Saturday, August 3  
Fresno 4343 W. Herndon  
Visalia 1515 S. Mooney Blvd  
Sierra Vista Mall/Clovis  
(559) 389-LIFE (5433)

TIGERTOWN 2013  
Saturday, August 10  
Valdez Hall Downtown Fresno. (559) 457-2650

**MOVIES IN THE PARK**

Eaton Plaza Downtown Fresno  
July 19- Wreck It Ralph  
July 26 Brave

August 2 Here Comes The Boom

August 9 The Avengers- Back to School Night-Free backpacks to kids 5-15 while supplies last

August 16 Madagascar 3 Europe's Most Wanted

City of Fresno (559) 621-2900

### **LATINO LIFE SUNDAY, AUGUST 4, 2013 AT 10AM**

**Segment #1:** Women's Conference- The Central California Women's Conference. Details on speakers, the Marketplace and everything in between.

Guests: Nene Casares/Central California Women's Conference & Jan Edwards/Central California Women's Conference

Central California Women's Conference Tuesday, September 17 [www.cccwc-fresno.org](http://www.cccwc-fresno.org)

**Segment #2:** Fashionable Latina- Fashion expert and stylist Vanessa Rodriguez shares tips on how to enhance your professional image.

Guest: Vanessa Rodriguez/Stylishlyme [www.stylishlyme.com](http://www.stylishlyme.com)

Roaring 20s Fun-Fresno Latino Rotary Club is hosting a Roaring 20s event. Learn the mission of this club and what to expect at this fundraiser.

Guests: David Leon/Fresno Latino Rotary & Liliana Robles/Fresno Latino Rotary

Roaring 20s Gala Fresno Latino Rotary Club

Saturday, August 24 6pm Radisson Hotel Downtown Fresno (559) 492-7878

[info@latinorotary.org](mailto:info@latinorotary.org)

### **CALENDAR**

The Fight For Water

Movie Screening

Wednesday, August 21

UC Merced

Lakireddy Theater

Free Admission

(209) 675-2988

ABC Summer of Service Award

Deadline: September 1

[www.ysa.org/abc](http://www.ysa.org/abc)

Description:

Kids creating positive change right here in the central valley can apply for an ABC summer of service award -A one thousand dollar award that supports young leaders in their mission to do good for others.

Whether you're leading park clean-ups, raising funds for a local shelter, or helping those in need, Whatever your passion, we want to hear your story.

**LATINO LIFE SUNDAY. 9/01/2013. :30 MINUTES. LOCAL**

Segment #1: Fun Festival- Learn about Mexican indigenous cultures and customs at the upcoming Guelaguetza Festival in Fresno.

Guests: Yenedit Valencia/Cbdio & Angel Garcia/Cbdio

Guelaguetza Sunday, September 29

9am-4pm Roosevelt High Auditorium (559) 499-1178 [www.centrobinacional.org](http://www.centrobinacional.org)

Segment #2: Rescuing Victims-The Zumbathon fundraiser to fight human trafficking in the valley

Guests: Ana Lopez/Beauty For Ashes International & Mary Stern/Coalition Against Human Trafficking

Zumbathon Against Human Trafficking

Beauty for Ashes International Saturday, September 14

1:30pm-3:00pm Harvest Elementary Fresno Tickets:\$10.00 (559) 363-0299

Human Trafficking Tip Line

(559)621-5950

Segment #3: Art Walk-Porterville's art scene is coming alive!

Guest: Diego Monterrubio/Artist

Porterville Art Walk First Friday of the Month

Friday, September 6 Downtown Porterville

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

**MLK: THE MAKING OF A HOLIDAY. 9/8/2013. 1 HOUR. SYNDICATION**

This inspiring program highlights the key moments and accomplishments in the life of Dr. King and the popular movement that led to congressional legislation establishing the national King Holiday. The program is hosted by actor LeVar Burton and features the key leaders in the holiday movement including the late Coretta King, Stevie Wonder, Congressman John Conyers and other activists. Also featured is the amazing music of Stevie Wonder, including the "Birthday Song."

<b>Hispanic Heritage Month:</b>	<b>:30</b>	<b>75</b>
<b>Community Calendar</b>	<b>:30</b>	<b>176</b>

## **Hispanic Events supported by ABC30-Fresno**

**July-September 2013-Nights in the Plaza-Arte Americas.** Latino Life promoted the Nights in the Plaza concert series. Every Friday during the summer, Arte Americas has a Latin musical guest. ABC30 has covered several of the concerts this summer and has featured them in news and Latino Life shows.

**July 26, 2013 Night of Jazz-Centro La Familia.** Our Public Affairs team attended the event. Our news department covered the event. The event was promoted on our Community Calendar and Public Affairs show, Latino Life. Members of Centro La Familia appeared as guests. Centro La Familia helps connect underserved members of our community with resources; the majority is Latino.

**Saturday, August 24, 2013-Latino Rotary Club Roaring 20's Gala-**Action News Anchor Graciela Moreno attended and ABC30 previously promoted the event on our public affairs show, Latino Life. The Latino Rotary Club helps many local organization raise funds. This event is one of their biggest fundraisers.

**Sunday, September 1, 2013-Porterville Art Walk-**Latino Life featured the art work of Latino artist and teacher Diego Monterrubio. Monterrubio is spearheading efforts to bring more art to Downtown Porterville.

**Wednesday, September 13, 2013 - Mexican Consulate.** The Mexican Consulate in Fresno marked the 203rd anniversary of the Independence of Mexico. ABC30 anchor Graciela Moreno served as emcee and ABC30 also provided news coverage.

**Hispanic Heritage Month September 15-October 15 2013.** ABC30 produced and promoted Hispanic Heritage Month with Action News anchor Graciela Moreno. A :30 spot profiling Dr. Joseph Castro is airing for an entire month. He's Fresno State's first Latino President. Our webpage includes several Hispanic Heritage Month events. Action News anchor Graciela Moreno will also emcee a Hispanic Heritage Month event in Tulare County on Friday, September 27, 2013.

**DATE:** July 19, 2013  
**RELEASE DATE:** Immediately



## **Moms are not alone!**

### **ABC30 TV Special on PMAD-Perinatal Mood and Anxiety Disorders**

(Fresno, CA) – It's a disorder impacting 1 in 8 mothers nationwide. **ABC30** teams up with **First 5 Fresno County** and the **California Health Collaborative** for an in-depth look at Perinatal Mood and Anxiety Disorders. **ABC30** will air the half-hour special, **"Is Mommy Okay?"** on **Sunday, July 28, 2013 at 6:30 p.m.** Action News anchor Margot Kim is hosting this special.

Postpartum depression is the most widely known mood disorder related to pregnancy and birth; however mood disorders can occur anytime during pregnancy.

#### **Common PMAD symptoms:**

- Anxiety and depression
- Strange thoughts or feelings
- Feeling distant from your baby
- Crying often and feeling overwhelmed

If untreated, **PMAD** can affect the mother/child bond, the child's physical health, and long-term behavioral and emotional health.

**ABC30** interviewed several local mothers who have been treated for PMAD. Leading health experts in this field will talk about symptoms, screenings and where families can seek help. Fresno County's incidence rate is believed to be higher than the national average. We'll explore why and what's being done to help Moms in distress. Learn more about PMAD at [healthcollaborative.org](http://healthcollaborative.org)



California Health Collaborative





### Breaking the Cycle of Poverty

**ABC30 special on how kids can change their lives!**

(Fresno, CA) – Nearly 36% of Fresno County kids live in poverty. Experts say education is the key to finding a better life. **ABC30** is airing a half-hour special, **“Children First: From Poverty to Possibilities” Sunday, September 8, 2013 at 6:30 p.m.** Action News anchors **Graciela Moreno** and **Dale Yurong** will host.

**ABC30** will share several stories aimed at inspiring kids to focus on their education despite their surroundings. Meet a girl who is going from farm work to the Ivy League. See how one homeless teen is finding success thanks to a program called Project Access. A successful businessman explains how he went from homeless to the Major Leagues and is now a local real estate expert! The founder of the Ivy League Project gives a motivational interview to show you how to pay for college.

**Children First** is a yearlong effort focusing on the challenges, problems and opportunities facing our youth in Central California. The program focuses on 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 **“From Poverty to Possibilities”**, 30-second vignettes, public service announcements and special stories on Action News. You can see past episodes of Children First at [abc30.com](http://abc30.com) as well as links to helpful resources.

**ABC30** is actively soliciting stories about successful community efforts that benefit children. Submit a Children First story idea to Aurora Diaz at [aurora.diaz@abc.com](mailto:aurora.diaz@abc.com) .

**ABC30** thanks our partners below for helping put **Children First** in the Central Valley.



