

**KABC-TV**  
**Issues/Programs Report Submissions**

**Quarter: 1<sup>st</sup> Quarter 2010**

**Date: April 8, 2010**

<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 1 – Health: Research, Prevention, Diagnosis &amp; Treatment</u></b>
2010 – March 20 & 28 PSA's: California Department of Alcohol and Drug Problems Length: :30 seconds Origin: Local Type: PSA	Uses the metaphor of a woman trading her family for a drink, that alcohol can ruin lives and even kill you.
2010 – March 12,14,15,16,17,18,20,21,22, 23,24,25,26,27,28,29,30 & 31 PSA's: Kid Healthy – Steps to Healthy Living & Community Partners Length: :30/:15/:10 seconds Origin: Local Type: PSA	Promotes our annual “Kid Healthy – Steps to Healthy Living” campaign, which promotes prevention of Type 2 Diabetes and obesity. It encourages healthy living and offers tips and resources.
2010 – February 4 PSA's: St. Joseph Center Length: :30 seconds Origin: Local Type: PSA	Helps provide working poor families, as well as homeless men, women and children of all ages, with the inner resources and tools to become productive, stable and self-supporting.
2010 – February 4 PSA's: Step Up on Second Length: :30 seconds Origin: Local Type: PSA	A mental health organization that helps rebuild lives one step at a time.
2010 – February 13 March 8 PSA's: San Fernando Valley Counseling Center Length: :30 seconds Origin: Local Type: PSA	An organization in Northridge that offers low-cost counseling for anyone – adults, kids, families – and is based on ability to pay.
2010 – February 2,3,4,5,6,7,9,10,11,15,16, 18,19,21,24,25,26 & 28 March 1,2,3,4,6,7, 8,9,10,11,17,21,23,24,27,28 & 30 PSA's: County of Los Angeles, Public Health Length: :30/:15 seconds Origin: Local Type: PSA	Encourages viewers to wash their hands more often to prevent the spread of germs and to get the H1N1 Vaccine.
2010 – February 1 March 8 PSA's: CLARE Foundation Length: :30 seconds Origin: Local Type: PSA	Provides compassionate treatment and recovery services for alcoholism and substance abuse to individuals, families, and the community. Saves lives through recovery.

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2010 – January 4 PSA's: Alex's Lemonade Stand Foundation for Childhood Cancer Length: :30 seconds Origin: Local Type: PSA	Tells Alex's story and asks viewers to help end childhood cancer by creating their own Lemonade Stand, supporting one or donating to the Foundation.
2010 – January 4 March 28 & 31 PSA's: Department of Defense Length: :60/:30 seconds Origin: Local Type: PSA	Provides access to psychological health information and resources 24 hours a day, seven days a week for veterans returning from war.
2010 – January 3,4,12,21 & 27 February 16 March 6 & 21 PSA's: Autism Speaks Length: :60/:30 seconds Origin: Local Type: PSA	Compares odds of children becoming golf pros, 1 in 140,000, and being diagnosed with autism, 1 in 150, and encourages people to know the signs.
2010 – January 22 PSA's: Shriner's Hospitals for Children, Los Angeles Length: :30/:20 seconds Origin: Local Type: PSA	Informs viewers about Shriner's Hospitals history, what it does in the medical field, what it does for children and what it offers, free of charge.
2010 – January 6 & 28 PSA's: American Cancer Society – Colorectal Cancer Length: :30 seconds Origin: Local Type: PSA	Urges everyone over the age of 50 to get tested for colorectal cancer.
2010 – January 3 February 16 PSA's: The Banyan Tree Project Length: :30 seconds Origin: Local Type: PSA	Promotes awareness in the Asian & Pacific Islander communities, seeks to break down the barriers of shame and cultural stigma, and offers access to information, support and treatment for HIV/AIDS.
2010 – January 3,13 & 21 PSA's: Padres Contra El Cancer Length: :30 seconds Origin: Local Type: PSA	Committed to improving the quality of life for Latino children with cancer and their families.
2010 – January 7,13,14,21,26 & 28 March 11 PSA's: Alcoholics Anonymous Length: :30/:20/:15 seconds Origin: Local Type: PSA	Targets the viewer whose drinking is affecting their life and family. Offers help and gives their website, or that they are in the phone book.

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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 2 – Women’s Issues</u></b>
2010 – March 3 & 29 PSA's: YWCA Santa Monica / Westside Length: :30 seconds Origin: Local Type: PSA	Serves more than 2,500 women and children from ten communities in West Los Angeles and empowers women and girls by creating opportunities for growth and leadership.
2010 – January 8,14,22 & 26 PSA's: American Cancer Society – Breast Cancer Length: :30/:15 seconds Origin: Local Type: PSA	Urges women over 40 to get an annual mammogram, saying that early detection is still the best protection.
2010 – January 13 March 28 PSA's: Susan G. Komen for the Cure Orange County Length: :30 seconds Origin: Local Type: PSA	Promotes their mission to never stop fighting to end breast cancer.

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<u><b>Name/Type/Source of Typical &amp; Illustrative Program</b></u>	<u><b>PSA # 3 – Safety: Home, Environment, Transportation</b></u>
2010 – February 11,12,13,15,16,17,18,19, 22,23,24,25 & 26 March 1 PSA's: American Red Cross Length: :15/:10 seconds Origin: Local Type: PSA	Asks viewers to help the victims of the Haiti Earthquake.
2010 – February 8 PSA's: County of Los Angeles, Regional Planning Length: :30 seconds Origin: Local Type: PSA	Talks about their department being a resource for housing and shelters. It is free for landlords and residents.
2010 – March 10 PSA's: County of Los Angeles, Public Works Length: :30 seconds Origin: Local Type: PSA	Gives department listings of what is done in Public Works and how to contact them.
2010 – February 7 March 7 & 21 PSA's: County of Los Angeles, Health Services Length: :30 seconds Origin: Local Type: PSA	Informs viewers that they should only call 911 in emergencies. It is not a number for info or any other non-emergency calls.
2010 – February 2,3,4,5,6,7,8,9,10,11,12, 15,16,18,19,20,22,23,24,25,26 & 28 March 1,2,3,4,5,6,7,8,9,10,11,12,15,16,17, 18,19,21,22,23,24,25,26,27,28,29,30 & 31 PSA's: County of Los Angeles, Department of Public Works Length: :30/:15/:10 seconds Origin: Local Type: PSA	Encourages viewers to go green and recycle and reuse, and offers them ways to find out how to recycle, especially old paint, computers and batteries.
2010 – February 6 March 9 PSA's: Chrysalis Length: :30 seconds Origin: Local Type: PSA	Helps economically disadvantaged and homeless individuals become self- sufficient through employment opportunities and is looking for volunteers, mentors and people who can hire clients.

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2010 – January 30 February 1,4,6,13,14, 15,20 & 27 March 21 & 27 PSA's: Ad Council – United States Department of Energy Length: :30/:15 seconds Origin: Local Type: PSA	Aimed at children to encourage them to conserve energy by turning off the lights and using less electricity when they can.
2010 – January 5 & 7 February 10,16 & 24 March 1,2,3,4,10,11,12,16,17,19,23,25, 29 & 31 PSA's: Ready SoCal Length: :30/:10 seconds Origin: Local Type: PSA	Promotes a collaboration with community partners to help raise viewer's awareness on what to do to prepare for a major disaster, this year including the H1N1 Virus.
2010 – January 3,9,15 & 25 PSA's: Glendale Firefighters Length: :30 seconds Origin: Local Type: PSA	Gives information about how to be safe in case of a fire, by installing smoke detectors and having an escape plan.
2010 – January 2 & 10 PSA's: California Office of Traffic Safety and the California Highway Patrol Length: :30 seconds Origin: Local Type: PSA	Asks viewers to report drunk drivers when they see them on the road, by calling 911 and gives them information on what to report to the 911 operator.
2010 – January 3 PSA's: County of Los Angeles Length: :30 seconds Origin: Local Type: PSA	Warns viewers of a Property Tax Scam. Tells them that getting an assessment for your property can always be done free from the County Assessor's Office. You should never be charged.
2010 – January 4,6,14,17,20 & 29 February 4 & 8 PSA's: Motorcycle Safety Foundation Length: :10 seconds Origin: Local Type: PSA	Promotes safety and awareness to drivers when they are around motorcycles and asks them to always make sure to look out for motorcycles.
2010 – January 24 March 28 PSA's: California Attorney General's Office & the California Office of Traffic Safety Length: :60/:30 seconds Origin: Local Type: PSA	Encourages adults to "think through it, don't do it", and don't provide alcohol to minors.
2010 – January 2 March 10 & 27 PSA's: Noah's Wish Length: :30 seconds Origin: Local Type: PSA	Informs viewers of their mission to save animals during disasters with their rescue and recovery services and how they do educational outreach programs to help people be prepared for a disaster.

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2010 – January 5 & 13 February 5 March 3,8,10,19,24 & 26 PSA's: Los Angeles County & United Way Length: :30/:10 seconds Origin: Local Type: PSA	Informs the public about 2-1-1, a non-emergency phone number in Los Angeles that helps the community to locate, access and effectively use essential community health and human services.
2010 – January 4,5 & 18 PSA's: The Humane Society of the United States Length: :30 seconds Origin: Local Type: PSA	Offers viewers the “evacuatemypet.com” website to find information on evacuating their pets in an emergency or disaster.
2010 – February 4 PSA's: California Integrated Waste Management Board Length: :30 seconds Origin: Local Type: PSA	Promotes the recycling of TV sets and computer monitors to provide a safer environment for all Californians. Offers a web site to find out what to do.

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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 4 – Consumer Reports &amp; Interests</u></b>
2010 – March 2 PSA's: Los Angeles County, Department of Consumer Affairs Length: :30 seconds Origin: Local Type: PSA	Informs viewers about their Elder Financial Abuse Unit and talks about how the elderly is being targeted and that they need to be smarter seniors.
2010 – January 2 February 6 March 6 PSA's: FCC/Children's Programming Educational Announcement Length: :15 seconds Origin: Local Type: PSA	Provides viewers with information on how to recognize Children's Programming on KABC-TV and how to access more information through our Public Inspection File.

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<u><b>Name/Type/Source of Typical &amp; Illustrative Program</b></u>	<u><b>PSA # 5 – Concern for Youth</b></u>
2010 – March 20,21,25,28,29 & 30 PSA's: Inter-Agency Council on Child Abuse and Neglect (ICAN) Length: :30 seconds Origin: Local Type: PSA	Encourages families to talk to and engage their kids so they don't go on line all the time and become victims of cyber abuse or predators.
2010 – March 4 PSA's: Southern California Foster Family and Adoption Length: :30 seconds Origin: Local Type: PSA	Encourages all adults over 25 to foster a child and help them have a more normal life.
2010 – February 1 PSA's: Living Advantage Length: :30 seconds Origin: Local Type: PSA	A Foster Care organization that keeps vital documents in a secure place for Foster Youth.
2010 – February 1 March 18 PSA's: County of Los Angeles, Department of Mental Health Length: :30 seconds Origin: Local Type: PSA	Uses Puppets to help kids talk through traumatic events or situations. Encourages kids to talk because it will make them feel better.
2010 – January 1,2 & 3 PSA's: Spark of Love Toy Drive Length: :30/:15/:10 seconds Origin: Local Type: PSA	Promotes the 17 <sup>th</sup> Annual ABC7 and Southland Firefighter Toy Drive, which benefits underprivileged children in the five county area.
2010 – January 10 PSA's: Glendale Healthy Kids Length: :30 seconds Origin: Local Type: PSA	Organization offers free medical, dental, vision services and prescriptions available. They want to help children who can't afford help, still get what they need to be healthy.
2010 – January 7,15,22 & 27 PSA's: Covenant House California Length: :30/:15 seconds Origin: Local Type: PSA	Organization helps runaway teens or teens aged out of the foster system, by providing them with food, shelter and ways to get a job or go to school.



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2010 – January 4,11,17,22 & 25 February 22 March 2,5,9,11,15,19,21,23, 26 & 30 PSA's: Starlight Children's Foundation Length: :60/:30/:15/:10 seconds Origin: Local Type: PSA	Organization helps improve the life of children diagnosed with a serious or chronic illness by providing entertainment, education and family activities that help the kids and families cope.
2010 – January 2,9,10,16,23 & 30 March 7 PSA's: American Dental Association Length: :30 seconds Origin: Local Type: PSA	Uses an animated kid dinosaur, Dudley, to encourage kids to brush twice a day; floss once a day, limit between-meal snacks and get regular check-ups.
2010 – January 15,22 & 27 February 17 PSA's: Outward Bound Adventures Length: :30/:15 seconds Origin: Local Type: PSA	Organization provides inner city youth a view of nature as the backdrop to facilitate life lessons in conflict resolution, cooperation and building self esteem.
2010 – January 3 & 10 March 11 PSA's: Shoes That Fit Length: :60/:30 seconds Origin: Local Type: PSA	Organization provides new shoes to children who can't afford them. Looks for help from viewers to get more shoes.
2010 – January 2 PSA's: The Trevor Project Length: :30 seconds Origin: Local Type: PSA	Promotes their Hotline for gay and questioning teens, as a resource for them so as not to be alone. It is also a suicide hotline, staffed 24/7.
2010 – January 4,6,8,12,17,19 & 26 February 3 & 19 March 2,5,9,18,22, 25 & 30 PSA's: Variety Boys & Girls Clubs of America Length: :30/:10 seconds Origin: Local Type: PSA	Talks about how being a part of a Club can make a huge difference in your life growing up, because they offer support, mentoring, friendship, etc.
2010 – January 8,16,23 & 28 PSA's: Al-Anon Family Groups Length: :30/:20/:15/:10 seconds Origin: Local Type: PSA	Offers an 800 number for those whose lives are affected by loved ones drinking. Al-Anon is for family support and Alateen is for children support.

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<b><u>Name/Type/Source of Typical &amp; Illustrative Program</u></b>	<b><u>PSA # 6 – Improving Race Relations</u></b>
2010 – January 8,10,11,12,13,14,15,17, 18,19,20,21,22,25,26,27,28 & 29 February 1,2,3,4,5,8,9,10,11,12,13,15,16, 17,18,19,20,22,23,24,25,26 & 28 PSA's: City of Los Angeles Length: :15/:10 seconds Origin: Local Type: PSA	Celebrates the City's annual African American Heritage Month and promotes the month long events and poster and writing contest for students.
2010 – January 3,4,5,7,10,11,13,15,18, 21 & 28 February 2 PSA's: Southern Christian Leadership Conference of Greater Los Angeles Length: :30/:10 seconds Origin: Local Type: PSA	Provides information on what SCLC/LA does for the community and the services it provides.

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<u><b>Name/Type/Source of Typical &amp; Illustrative Program</b></u>	<u><b>PSA # 7 – Maintaining A Quality of Life: Individual and Family Matters</b></u>
2010 – March 15,16,17,18,19,22,23,24, 25 & 26 PSA's: The Imagen Foundation Length: :15 seconds Origin: Local Type: PSA	Promotes their 15 <sup>th</sup> Annual Entertainment Industry Career Fair.
2010 – February 8 PSA's: League of Women Voters – Los Angeles Length: :30 seconds Origin: Local Type: PSA	Aimed at all people, encourages everyone to be registered to vote.
2010 – February 4,8,13,17,20 & 27 PSA's: Ad Council – Library of Congress Length: :30 seconds Origin: Local Type: PSA	Aimed at children to encourage them to discover the classic stories in books and read.
2010 – February 3,7 & 15 PSA's: County of Los Angeles, Animal Care and Control Length: :30 seconds Origin: Local Type: PSA	Celebrates their heroes, their staff, and asks viewers to help them help animals.
2010 – February 3,6,10,13,17,20,23 & 27 March 3,6 & 27 PSA's: Ad Council – United States Patent & Trademark Office & National Inventors Hall of Fame Foundation Length: :30 seconds Origin: Local Type: PSA	Aimed at children to encourage them to be inventive and try to come up with new and unique inventions.
2010 – January 5,7,14,21 & 25 February 2,4,8 & 15 March 11 & 24 PSA's: GLSEN (Gay, Lesbian and Straight Education Network) Length: :30/:15 seconds Origin: Local Type: PSA	Asks viewers if they realize what they say when they say something is so gay. Tells people to knock it off.
2010 – January 2 & 10 PSA's: Ventura County Library Reading Program for Adults Length: :60/:30 seconds Origin: Local Type: PSA	Informs viewers of the free help available through California public libraries to adults who struggle with reading.

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2010 – January 8 & 14 February 5,16 & 25 March 12 PSA's: IAVA (Iraq and Afghanistan Veterans of America) Length: :60/:30/:15 seconds Origin: Local Type: PSA	Tells viewers that if you're a veteran of Iraq or Afghanistan, you're not alone. They know where you're coming from and are here to help.
2010 – January 2 & 26 PSA's: Westside Food Bank Length: :30 seconds Origin: Local Type: PSA	Provides local organizations with food that helps kids, seniors, individuals and families who struggle with putting food on their table and is looking for volunteers.
2010 – January 6 February 3 PSA's: Project Angel Food Length: :30/:10 seconds Origin: Local Type: PSA	Asks viewers to volunteer or help Project Angel Food, which cooks and delivers meals to men, women and children affected by HIV/AIDS, cancer and other life-threatening illnesses.
2010 – January 3,10 & 14 PSA's: Gettoknowusfirst.org Length: :30 seconds Origin: Local Type: PSA	Asks viewers to support marriage equality by getting to know gay couples first and promotes the idea that marriage promotes families.
2010 – February 4 PSA's: MEND (Meet Each Need with Dignity) Length: :30/:10 seconds Origin: Local Type: PSA	Highlights what MEND does in the community for the low-income and asks viewers to find out how they can help them do more.
2010 – January 5 & 13 PSA's: Recording for the Blind & Dyslexic (RFB&D) Length: :30/:20 seconds Origin: Local Type: PSA	Testimonials about how using RFB&D, has changed and enhanced their life through audio books.
2010 – January 15,18,23 & 29 March 11 PSA's: Guide Dog Foundation for the Blind, Inc. Length: :30/:20/:15 seconds Origin: Local Type: PSA	Highlights the difference a guide dog can make in the life of its user and shows how much freedom and mobility they give them. Also talks about the different people they can help: deaf, blind, epileptic, veterans.
2010 – January 3 & 18 PSA's: Aging Services of California Length: :60/:30 seconds Origin: Local Type: PSA	Encourages the fact that aging is something to embrace, not deny and to redefine society's perception of aging. States that "aging is an active verb".

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2010 – January 4 & 14 February 3 & 17 March 6 & 9 PSA's: Museum of Latin American Art Length: :30 seconds Origin: Local Type: PSA	Promotes the Museum and calls it “where passion lives”.
2010 – January 4 PSA's: GLAAD Length: :30/:20 seconds Origin: Local Type: PSA	Encourages acceptance of Gay, Lesbian and Transgender people, as well as not using hurtful words or jokes.
2010 – January 3 & 6 March 28 PSA's: Karma Rescue Length: :60/:30 seconds Origin: Local Type: PSA	Informs viewers that they give death row dogs a second chance through rescue, rehabilitation and placement into safe and loving homes. They operate on volunteers and donations and are looking for help.
2010 – January 3,16,21 & 28 February 18 PSA's: Dogs For the Deaf Length: :30/:15 seconds Origin: Local Type: PSA	Promotes the organization, whose mission is to rescue and professionally train shelter dogs to help deaf and disabled people.