



**KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT**  
**2nd QUARTER 2017**

On its main channel 30.1, from April 1, 2017 through and including June 30, 2017, **KFSN-TV**, Licensed in Fresno, California, broadcast 41 hours of regularly scheduled Digital/HD Local News Programs a week focused on issues of importance relevant to the local communities served by the station. In addition, KFSN broadcasts a monthly half-hour Public Affairs program entitled *Valley Focus*. This program, hosted by Action News anchor Margot Kim, is a local talk/interview program dealing exclusively with Issues and Local Affairs. KFSN also produces a monthly half-hour program entitled *Latino Life*, hosted by Action News anchor Graciela Moreno, a talk/interview program that focuses on issues affecting the Latino community. *Latino Life* also highlights positive contributions Latinos are making in the Valley. KFSN also airs a weekly public affairs syndicated program, *The Maddy Report*, which focuses on the intersection of national, state, and local politics and the impact of current issues on the San Joaquin Valley. KFSN-TV also airs syndicated programming on its main channel that includes Children's Core Programming as described in the Children's 398 Report, which is filed separately in the Public Inspection file. Additionally, the ABC Television Network supplies the station with News and Public Interest Programming as described in the Quarterly Report entitled: ABC Television Network News and Public Affairs Programming, which is also filed separately in the Public Inspection File.

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

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

## **ACTION NEWS PROGRAMS**

### **ACTION NEWS AM LIVE**

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

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

### **AM LIVE SATURDAY**

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

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

### **AM LIVE SUNDAY**

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

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

### **ACTION NEWS MIDDAY**

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

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

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

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

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

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

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

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

### **ACTION NEWS AT SIX**

Monday through Sunday, 6:00-6:30PM, 30 Min., Local

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

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

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

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

### **ACTION NEWS LIVE AT ELEVEN**

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

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

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

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

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

## **PUBLIC AFFAIRS PROGRAMS**

### **LATINO LIFE**

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

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

### **VALLEY FOCUS**

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

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

### **COMMUNITY CALENDAR 30-SECOND PSA**

Tuesday – Fridays

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

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

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

## **CHILDREN FIRST**

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

## **CHILDREN FIRST: EMBRACING OUR COMMUNITY**

**6/25/2017 @ 6:30PM, :30 MINUTES, LOCAL**

Children are often exposed to examples of divisiveness online, on air, and in person. It is important to teach them tolerance, acceptance and unity. ABC30 is airing a new special focusing on schools and programs that promote a positive culture on campus and in our community. ABC30 anchors Dale Yurong and Margot Kim host a half-hour special, "Children First: Embracing Our Community" Sunday, June 25, 2017. It airs at 6:30PM. This ABC30 special includes the Visalia school incorporating the Seven Habits of Highly Effective People in their everyday lives. Kids learn teamwork, how to communicate and how to resolve differences in a respectful manner. The Character Counts program honors a Tulare County student for his compassion for the homeless. A man who immigrated to the U.S. with no money explains how a diverse workforce can benefit businesses. He now co-owns four restaurants. A local school has the Where Everybody Belongs program to combat bullying and promote inclusion. The Best Buddies program is pairing general education students with students with special needs. Students are going door to door to educate their neighbors about the Sikh community.

Children First is a year-round effort focusing on challenges and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with kids. The Children First campaign includes half-hour programs like "Embracing Our Community", thirty-second public service announcements, and special stories on Action News. ABC30 thanks its partners below for putting Children First in the Central Valley.

## **CHILDREN FIRST: FINDING HELP AND HOPE: SUICIDE PREVENTION**

**Sunday, April 9, 2017 at 6:30PM**

**Sunday, May 21, 2017 at 10:30AM**

**Sunday, June 11, 2017 at 5:00PM**

Breaking the Silence

ABC30 half-hour special focuses on suicide prevention

Suicide is now the second leading cause of death in youth between the ages of 10 and 24. Talking about this topic makes some people uncomfortable but educators, parents, and students want to know what is behind a recent spike in teen suicides in Fresno County. ABC30 will take an in-depth look at teen depression. ABC30 anchors Warren Armstrong and Graciela Moreno host a half-hour special, "Children First: Finding Help and Hope; Suicide Prevention" Sunday, April 9, 2017. It airs at 6:30PM. This ABC30 special includes a Fresno mother who lost her son to suicide. She shares the signs of depression that were present but missed. She now counsels and educates families about mental illness. Valley Children's Pediatric Psychologist Dr. Michael Danovsky explains the signs of depression parents should watch for. A Kings County girl who wanted to harm herself shares her story of finding new reasons to live. Learn about the new California law requiring schools to have a suicide prevention policy. Six students from five valley high schools share their insights on the stressors students face today. Tulare County Office of Education has the RESTART program. It combines suicide prevention and mental illness awareness with visual and performing arts. Clovis Unified School District held a Parent Academy presentation where families learned about youth mental health.

Children First is a year-round effort focusing on the challenges, problems, and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with kids. The Children First campaign includes half-hour programs like "Finding Help and Hope; Suicide Prevention", thirty-second public service announcements, and special stories on Action News. ABC30 thanks its partners below for putting Children First in the Central Valley.

## **PSA'S AIRED 2nd QUARTER 2017**

From April 1, 2017, through June 30, 2017, KFSN-TV aired approximately (1,156) Public Service Announcements (PSAs), along with community involvement project spots that include, but are not limited to:

- Valley Animal Shelter: Super Adoption
- Earth Month Celebration
- Asian Pacific Heritage Month:
- Central California Women's Conference
- Foster Care
- Food for Fuel
- Community Calendar

## **SPECIFIC ISSUES OF CONCERN TO THE COMMUNITY**

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

- Local Government/Politics
- Health Issues affecting the Central Valley
- Safety Concerns in the Central Valley
- Educational Issues In the Central Valley
- Local Economy and Job Market outlook
- Culture and Diversity/ *Latino Life* Public Affairs Show

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

## **LOCAL GOVERNMENT/POLITICS 2nd QUARTER 2017**

### **ACTION NEWS 11PM, 4/17/2017, 2:05 MIN., LOCAL**

The Merced City Council met to discuss the future of medical marijuana dispensaries. A consulting group gave a presentation on the process of how dispensary permits will be issued. The council has approved four marijuana businesses that will be allowed within city limits. In November, California voters approved Proposition 64, legalizing recreational marijuana use. Also on the agenda, the City Council unanimously approved the naming of a new splash pad in honor of the late Merced Sun Star photographer Marci Stenberg.

**ACTION NEWS 5PM, 4/20/2017, :33 SEC., LOCAL**

Fresno has a new City Manager. This afternoon, Mayor Lee Brand announced Wilma Quan-Schechter will take over in July. She'll be the first female city manager in Fresno's history. Quan-Schechter currently serves as Fresno's assistant city manager. She'll replace Bruce Rudd, who is retiring after forty-one years with the city. Rudd will remain part of the administration as a temporary adviser to ensure a smooth transition through the end of the year.

**AM LIVE SATURDAY 8AM, 4/22/2017, 20 SEC., LOCAL**

In the north valley, the Merced police department is growing. The police chief swore in three new officers at city hall yesterday. Officers Levi Crain, Israel Garcia, and Chase Wilson took their oaths, bringing the department up to 91 police officers. Family members pinned the new badges on the officers. One of the officers previously served in Atwater.

**ACTION NEWS 6AM, 5/24/2017, :39 SEC., LOCAL**

As Mayor Lee Brand unveiled his Fresno city budget proposal, he emphasized economic development as the key to boosting the city's fortunes. Brand said e-commerce, the Ulta Cosmetics distribution center, and the expected Amazon Fulfillment Center will bring thousands of jobs to the city and pump millions into the economy. His goal is also to grow the city's reserve funds, to grow about 10 percent of the general fund, and to prevent the kind of cuts that were made in recent years. Police and fire departments are also budgeted to get new equipment and personnel. Quality of life features, like parks and trails, will also see more money. Brand's budget now goes to the City Council.

**ACTION NEWS 11PM, 5/03/2017, :27 SEC., LOCAL**

A community group called "Faith in Fresno" met in front of City Hall today, calling for a series of programs to be funded ahead of the Mayor's budget proposal. The group is making a number of demands -- including funding for an office for immigrant aid and a legal defense fund.

**ACTION NEWS 11PM, 5/18/2017, 2:00 MIN., LOCAL**

The streets are being prepared for bus rapid transit, and the buses are waiting in the yard. The Fresno City Council got wrapped up in a debate over how to make sure riders pay. While councilmember Garry Bredefeld backed a plan to make it a misdemeanor crime to ride without paying, councilmember Esmeralda Soria wanted a softer approach. There's concern some riders will take advantage of the new bus rapid transit system in Fresno. The City Council voted today to ban "fare evaders" for one year if they get caught not paying three times.

**ACTION NEWS 6PM, 6/08/2017,:20 SEC., LOCAL**

Members of the Central Valley Sikh community are launching a campaign aimed at letting Americans know who they are. A series of commercials will air on TV and online explaining that despite their turbans and traditional ways, Sikhs are proud Americans. The local part of this nationwide campaign was unveiled at Fresno city hall. It calls for friendship and understanding.

**ACTION NEWS AM LIVE, 6/15/2017, 1:38 SEC., LOCAL**

The Fresno City Council will also be honoring local Spelling Bee champion Ananya Vinay this afternoon. They are officially proclaiming it Ananya Vinay Day. It comes after she was honored by Clovis Unified last night. The school board gave Ananya a round of applause as well as a plaque, thanking her for representing the school district on the national stage. Ananya won the National Spelling Bee earlier this month. Her principal says while Ananya is an outstanding speller, she is an even better classmate and student.

## THE MADDY REPORT 2nd QUARTER 2017

**The Maddy Report: 4/2/2017 at 9:00AM, :30 Minutes, Syndication #621:**

California's Future: Part One: PPIC Experts: Eric McGhee, Shannon McConville, Caroline Danielson and Alvar Escriva-Bou

**The Maddy Report: 4/9/2017 at 10AM, :30 Minutes, Syndication #622:**

California's Future: Part Two PPIC Experts: Sarah Bohn, Alvar Escriva-Bou, Paul Warren, Magnus Lofstrom and Brandon Martin.

**The Maddy Report: 4/16/2017 at 10AM, :30 Minutes, Syndication #615:**

State Auditors Nurses: What you Gonna Do? Elaine Howle, State Auditor

**The Maddy Report: 4/23/2017 at 9:00AM, :30 Minutes, Syndication #617:**

'Follow the Money!' A Primer on the California Budget Process. Scott Graves, Director of Research for the California Budget & Policy Center

**The Maddy Report: 4/30/2017 at 9:00AM, :30 Minutes, Syndication #616:**

Cal Facts 2016: Everything You Wanted To Know About California. Mac Taylor - California Legislative Analyst, LAO

**The Maddy Report: 5/7/2017 at 10:00AM, :30 Minutes, Syndication #623:**

Bond Measures: Are Californians Paying More for less? Carole D'Elia, Executive Director Littel Hoover Commission; Dan Walters, Sacramento Bee

**The Maddy Report: 5/14/2017 at 10:00AM, :30 Minutes, Syndication #618:**

The Governor's 2017: Cloudy, and Rain in the Forecast. Mac Taylor - California Legislative Analyst, LAO

**The Maddy Report: 5/21/2017 at 10AM, :30 Minutes, Syndication #619:**

Fake News & Info Illiteracy. Senator Bill Dodd (D), Renée Ousley-Swank, President Elect - CA School Library Association, John Myers, Sacramento Bureau Chief – LA Times and Dan Walters, Reporter of the Sacramento Bee

**The Maddy Report: 5/28/2017 at 5:00PM, :30 Minutes, Syndication #624:**

Veterans Programs and Services. Carole D'Elia, Executive Director of Little Hoover Commission, and Lourdes Morales and Jacqueline Barocio from LAO

**The Maddy Report: 6/4/2017 at 10:00AM, :30 Minutes, Syndication #606:**

"California's Climate Change Legislation: Too Little/Too Late or Too Much/Too Soon?" State Senator Fran Pavley and Rob Lapsley, President of California Business Roundtable

**The Maddy Report: 6/11/2017 at 10:00AM, :30 Minutes, Syndication #527:**

Corporate Tax Breaks with California State Auditor Elaine Howle

**The Maddy Report: 6/18/2017 at 10:00AM, :30 Minutes, Syndication #523:**

California's Looming Housing Crisis F. Noel Perry (Founder, Next 10) and Brian Uhler (LAO Analyst)

**The Maddy Report: 6/25/2017 at 10:00AM, :30 Minutes, Syndication #512:**

Eliminating Fraud, Waste and Abuse: Who You Gonna Call? California's Legislative Analyst Mac Taylor, Little Hoover Commission Executive Director Carole D'Elia, California Auditor Elaine Howle, and Sacramento Bee columnist Dan Walters.

<u>PSA TITLE</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
EEO Job Vacancy List	:30	143
EEO Job Vacancy List	:15	24
Kids Report Location	:30	13

### HEALTH ISSUES 2nd QUARTER 2017

#### ACTION NEWS 6PM, 4/04/2017, :31 SEC., LOCAL

A new report shows dangerous amounts of lead have been detected in some valley children. Peeling paint in aging homes, imported ceramics, and contaminated soil are all have the potential to cause lead poisoning. According to the California Department of Public Health, nearly 14% of kids living in and around downtown Fresno tested positive for elevated levels of lead. Eight other Fresno county communities also made the list. But local experts say those numbers are from 2012 and current data shows a decrease in lead exposure.

#### ACTION NEWS 5PM, 4/07/2017, :25 SEC., LOCAL

Kids and parents at Madera South High School will soon have better access to health care. Camarena Health broke ground today on the first school-based health center in the county. When it opens in the fall, students can receive medical, dental, and behavioral health care. School leaders say a huge barrier to receiving care is a lack of transportation and having a center right on campus is convenient.

#### ACTION NEWS 6PM, 5/03/2017, 33 SEC., LOCAL

Fresno State is issuing a warning to students and staff over a positive case of meningitis confirmed on campus. In coordination with the Fresno County Health Department, the university is following established protocols to identify individuals who were possibly exposed to the treatable disease. Those individuals will be notified and offered medication that can prevent the illness. The university will continue to monitor and assess the situation, but urges students and faculty to watch for signs of the illness over the next couple of weeks.

#### ACTION NEWS 4PM, 5/04/2017, 1:00 MIN., LOCAL

President Donald Trump's Health Care plan is on its way to the Senate. The House passed the Bill to repeal and replace Obamacare this morning. The measure skirted through the House by a thin 217-to-213 vote. All of California's GOP House members, including valley lawmakers, voted to pass the Bill. All voting Democrats and 20 mostly moderate Republican holdouts voted no. House GOP leaders have spent weeks working to rack up enough votes for their Bill and came up short twice before.

#### ACTION NEWS MIDDAY, 5/05/2017, :45 SEC., LOCAL

We're learning more about the GOP's new health care bill which sits in the hands of the Senate today. Under the GOP plan, tax credits are based on how young you are, not by how much money you make. People with pre-existing conditions can't technically be barred from getting insurance under the act. But the new plan says states could apply for waivers opening the door for insurance companies to charge more for people with pre-existing conditions. If you choose not to have health insurance, you won't pay a penalty as you do under Obamacare. But if you don't have insurance for more than 60 days, insurance companies can charge a 30 % penalty on anyone wanting to get coverage.

**ACTION NEWS 5PM, 5/08/2017, 1:00 MIN., LOCAL**

Community Regional Medical Centers celebrated National Hospital Week with a Women's Health Fair. Women of all ages were invited to the free event, which included a variety of information booths on healthy living. Participants also learned about some of the services offered at CRMC, as well as tips on healthy cooking, fitness, pregnancy, stroke prevention, and CPR. National Hospital Week celebrates the work of hospitals and their employees, including physicians, nurses, therapists, engineers, food service workers, and volunteers. According to the American Hospital Association, more than 5 million people work in U.S. hospitals.

**ACTION NEWS 4PM, 5/15/2017, :46 SEC., LOCAL**

Fresno State is now a member of the partnership for a healthier America. The university is making a three-year commitment to implement guidelines around food, nutrition, physical activity and wellness programs for students and staff. This week, Fresno State is being represented by a staff member and student in Washington, D.C. The Partnership for a Healthier America is supported by former First Lady Michelle Obama. University leaders say Fresno State is the first campus in the CSU system to make this commitment and one of four universities in all of California to do so. Those steps include the student cupboard, a free food, and hygiene pantry for current students and just last month, the university opened the recharge zone. These pods on campus allow students to take 20-minute naps during the day. Healthier food options will be made available throughout the campus. The university will also work with current restaurants to put healthier choices on the menu. Current walking paths on Fresno State will now be designated as Bulldog trails on campus maps to encourage students to do more walking.

**ACTION NEWS 5PM, 5/17/2017,:20 SEC., LOCAL**

Fresno Unified is looking to create more medical professionals. Today at Tenaya Middle School in northwest Fresno, the valley's largest school district announced a partnership with California Health Sciences University and its pharmacy school. The goal is to provide middle and high school students a clear pathway to pursue health careers after graduation.

**CHILDREN FIRST: HELP AND HOPE: SUICIDE PREVENTION**

**4/09/2017 @ 6:30PM, :30 MINUTES, LOCAL**

**5/21/2017 @ 10:30AM, :30 MINUTES, LOCAL**

**6/11/2017 @ 5:00PM, :30 MINUTES, LOCAL**

Suicide is now the second leading cause of death in youth between the ages of 10 and 24. Talking about this topic makes some people uncomfortable but educators, parents, and students want to know what is behind a recent spike in teen suicides in Fresno County. ABC30 will take an in-depth look at teen depression. ABC30 anchors Warren Armstrong and Graciela Moreno host a half-hour special, "Children First: Finding Help and Hope; Suicide Prevention" Sunday, April 9, 2017. It airs at 6:30PM. This ABC30 special includes a Fresno mother who lost her son to suicide. She shares the signs of depression that were present but missed. She now counsels and educates families about mental illness. Valley Children's Pediatric Psychologist Dr. Michael Danovsky explains the signs of depression parents should watch for. A Kings County girl who wanted to harm herself shares her story of finding new reasons to live. Learn about the new California law requiring schools to have a suicide prevention policy. Six students from five valley high schools share their insights on the stressors students face today. Tulare County Office of Education has the RESTATE program. It combines suicide prevention and mental illness awareness with visual and performing arts. Clovis Unified School District held a Parent Academy presentation where families learned about youth mental health.

Children First is a year-round effort focusing on the challenges, problems, and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with kids. The Children First campaign includes

half-hour programs like “Finding Help and Hope; Suicide Prevention”, thirty-second public service announcements, and special stories on Action News. We thank our partners at Valley Children’s Healthcare, Tulare County Office of Education and Educational Employees Credit Union for helping us put Children First!

**VALLEY FOCUS, 4/23/2017 @ 5:00PM, :30 MINUTES, LOCAL**

**Segment #3:**

SUICIDE PREVENTION-Suicide is now the second leading cause of death of youth between the ages of 10 and 24. A Fresno woman who lost her son to suicide is helping educate others. Paulette Norris spoke at a recent suicide prevention forum at Valley Children’s Hospital.

FIGHTING ADDICTION - Former addict Flindt Andersen is the founder of PAIN-Parents & Addicts In Need. They offer support services locally. Guest: Flindt Andersen/PAIN Founder  
PAIN-Parents & Addicts In Need [www.painusa.com](http://www.painusa.com)

**LATINO LIFE, 4/30/2017 @ 5:00PM, :30 MINUTES, LOCAL**

**Segment #1:**

Women with Cancer have a chance to Look Good and Feel Better:

Women have an opportunity to combat the appearance-related side effects of cancer treatment. The American Cancer Society has the Look Good, Feel Better program. It's also offered in Spanish. Sonia Monia started losing her hair during chemotherapy but she refused to lose her confidence. “I told my son ... shave it off. He goes, are you sure mom? And I go, ya shave it off.” Monia was diagnosed with inflammatory breast cancer in November. Along with beating cancer, she says she just wants to be ordinary during these extraordinary circumstances. “Remember ladies, blending is the key.”

Guests: Sonia Monia/Cancer Survivor

Veronica Garcia/Look Good Feel Better Volunteer

Look Good Feel Better Luzca Bien Sientase Mejor

1-800-395-LOOK [www.lookgoodfeelbetter.org](http://www.lookgoodfeelbetter.org)

Spanish Workshops: May 8, July, September, November

Kaiser Permanente Medical Center Fresno 1-800-227-2345

**Segment #2:**

22,000 people wait for an organ transplant in California

April is National Donate Life Month, a time to reflect on the lives healed through organ and tissue donation. Thanks to the generosity of donors and their families, thousands of people get a second chance at life every year. Donor Network West heals lives through organ and tissue donation. They connect donors to recipients, because every donation is a generous, powerful gift that can save and heal the life of someone in need. There are 22,000 people waiting for an organ transplant in California, of which 1,000 live in Fresno County. Every day, 22 people in the U.S. die waiting for an organ that didn’t come in time. Forty percent of those waiting for an organ transplant in California are Latinos, the largest ethnic group on the wait list. Have a conversation about donation with your loved ones and register as organ and tissue donor at the DMV or at [www.DonorNetworkWest.org](http://www.DonorNetworkWest.org). GUESTS: Marcella Corona/ Senior Community Development Liaison, Donor Network West German Amezcua/Donor father and Donate Life Ambassador with Donor Network West.

Donor Network West 888.570.9400 Español: 800.588.0024

[www.DonorNetworkWest.org](http://www.DonorNetworkWest.org) [www.DonorNetworkWest.org/Espanol](http://www.DonorNetworkWest.org/Espanol)

**Segment #3:**

Fresno County Youth Summit Coming to Reedley:

Local youth have an opportunity to take a step towards healthier choices.

The Fresno County Youth Summit will be held in May. It's organized by the California Health Collaborative. The CHC is a non-profit organization that offers several programs focusing on improving the health of individuals. CHC, along with a group of youth and community partners are hosting the 2017 Fresno County Youth Summit at the Reedley College Forum Hall on Saturday, May 6 from 8:30 to 2:30pm. More than two hundred high school students from Fresno County are expected to attend this free event. Preregistration is required. Keynote speaker is Action News anchor Graciela Moreno.

There are several workshops that focus on substance abuse and violence prevention, professional and personal development, and teen health issues. They will be provided with real world knowledge and they will be developing skills in each workshop. Some of the topics include prescription drug abuse prevention, marijuana use prevention, distracted driving. Guests: Haide Medina – Program Coordinator and Stephanie Gonzalez – Outreach Specialist.

Fresno County Youth Summit

Preregistration <https://ys2017.eventbrite.com>

(559) 221-6315 [www.healthcollaborative.org](http://www.healthcollaborative.org)

### **VALLEY FOCUS, 5/07/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

#### **Segment #2:**

5K Bubble Fun Run Raises Awareness about Asthma:

The Central California Asthma Collaborative is raising awareness about asthma. It will hold a 5K Bubble Fun Run for Asthma Awareness on June 10. Asthma prevalence is on the rise. One in five children in the Central Valley has asthma. It is the leading cause of school absences in the valley. The state average is 17.1% and Fresno County has 23.6% of asthma prevalence for children ages 5-17. Parents can help their children by keeping a healthy home environment. Limit the amount of chemicals you use to clean your home or use green cleaning products. Have proper ventilation in your home. Keep pets off your bed and out of your room. Wet dust daily – get a warm wet cloth and wipe down counter tops – helps kill dust mites. Invest in hypoallergenic bedding and know the Air Quality using – Real-time advisory network app on your phone.

Source: CCAC: The annual event helps raise awareness about this chronic disease in a fun way. The event includes a bubble entertainer, food, snacks, free waters, T-shirts, music, and lots of bubbles!

Guest: Destiny Rodriguez, Director of Communications and Outreach for the Central California Asthma Collaborative

5K Bubble Fun Run

Saturday, June 10, Woodward Park Mt. View Shelter, 7am - 12pm.

Register at [www.runsignup.com](http://www.runsignup.com) or [www.cencalasthma.org](http://www.cencalasthma.org). CCAC: 559-272-4874

### **LATINO LIFE, 6/25/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

#### **Segment #1**

What you can expect at the Central California Women's Conference: The largest women's event of its kind in the Central Valley is September 19. Organizers of the 30<sup>th</sup> Annual Central California Women's Conference are sharing details about this year's event. The theme for the September 19 conference is Embrace Your Journey. The day includes continental breakfast, elegant sit-down lunch with keynote speaker Amy Purdy, Cool-Down reception with hors d'oeuvres and wine, 21 Breakout Sessions, 175 vendors at Marketplace, and raffle prizes. More than 3,500 women are expected to attend. ABC30 Is a Founding Sponsor.

Amy Purdy is a world-class snowboarder, 2014 Paralympic Medalist, and founder of Adaptive Action Sports. She is also an actress, model, dancer, clothing designer, New York Times bestselling author, and product spokesperson. Purdy is also known for her appearance on the ABC show *Dancing With the Stars*. At the age of 19, Amy contracted meningococcal meningitis, a vaccine preventable bacterial infection, and she was given a less than two percent chance of survival. As a result of the infection, doctors had to

amputate her legs below the knee. Purdy is currently training for the February 2018 Winter Paralympic Games in South Korea. CCWC is a 501c(3) organization. CCWC has given back more than \$900,000 to non-profits serving women and children. In April, \$100,000 was awarded to 65 Valley non-profits serving women and children. In addition, \$5,000 was awarded to returning college students, \$5,000 was awarded to four area high school students, and \$5,000 will be awarded to one woman who has Embraced her Journey and overcome challenges as the *She Makes a Difference* winner. Jan Edwards and Nene Casares sat down with Graciela Moreno to discuss the conference on *Latino Life*. Get tickets at [www.ccwc-fresno.org](http://www.ccwc-fresno.org) or call 209-356-1000.

Segment 2

*Latino Life* - Free summer meals for children: Fresno Unified and Fresno EOC team up to fight hunger. During the school year, Fresno Unified offers 100% free or reduced cost meals. The district wants to make sure children have access to meals during the summer months. Last summer, FUSD served more than 200,000 meals to kids. The meals are for any children ages 1-18. They do not have to be Fresno Unified students. The lunches are available at dozens of sites across the city including a large number of Fresno Unified schools. Some don't know where their next nutritious meal is coming from. Food is provided with help from the USDA. Fresno Economic Opportunities Commission (Fresno EOC) also provides free meals at its sites throughout the county. Jessica Baird from Fresno Unified School District and Nasreen Riahizadeh from Fresno EOC shared details with Graciela Moreno on *Latino Life*. For a list of sites, go to [www.fresnounified.org](http://www.fresnounified.org) or [www.fresnoeoc.org](http://www.fresnoeoc.org). You can also text the word Food to 877-877 for the site nearest you. It's also available in Spanish by texting the word comida to 877-877.

Segment 3

*Latino Life* - New Non-Profit Breaking Down Barriers For Women: Women can join Fresno RAWWTalk: A new non-profit organization wants to enhance women's mental, physical, sexual, and spiritual health and connect them to life's purpose. Diana Diaz created Real Authentic Women Wellness, or RAWW, after her struggle to overcome severe anxiety. RAWW's vision is to play a significant role in breaking down cultural barriers and taboos surrounding women's wellness, especially within minority communities. Diana Diaz sat down with *Latino Life* host Graciela Moreno to share details on the Fresno RAWWTalk. Learn more at [www.rawwnetwork.com](http://www.rawwnetwork.com)

Segment 4

The 30th Annual Pint for Pint Blood Drive will be held July 28-29. The Central California Blood Center is partnering with Baskin Robbins and ABC30 to promote the popular summer blood drive. If you donate a pint of blood during the two-day drive, you will receive a coupon for a free pint of Baskin Robbins ice cream. Learn about blood donation at [www.donateblood.org](http://www.donateblood.org)

The Central Valley Alzheimer's Caregiver and Wellness Conference in Spanish will be held July 8 at The Moments of Blessing House of Prayer Church of Fresno. Call (559) 224-9154 to register for the free conference.

Arte Americas will continue its Nights in the Plaza Concert series this month, but will take a break in July. The next concert is June 30. It features the New Monsanto Band. Get details here: [www.arteamericas.org](http://www.arteamericas.org)

<u>TITLE</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
Central California Women's Conference	:30	47
Food for Fuel	:30	112
Community Calendar	:30	113

## **SAFETY CONCERNS 2nd QUARTER 2017**

### **ACTION NEWS AM LIVE, 4/21/2017, :30 SEC., LOCAL**

In the north valley, Merced students and residents are speaking out about area issues involving schools and safe neighborhoods. Building healthy communities hosted a forum last night focusing on education, health care, and communities called "One People, One Fight." More than 100 youth, parents, and other area leaders discussed educational equity and protection of families. Organizers say the goal is to discuss transparency, and create more inclusive city and school system where all kids have the same opportunities to achieve.

### **ACTION NEWS AM LIVE, 5/08/2017, 1:07 MIN., LOCAL**

Action News was live this morning at the Central Valley Community Bank, where they're hosting their 11th annual free document shredding events. Running through May 24, people can shred confidential files safely and securely free of charge. According to the Identity Fraud Report released by Javelin Strategy & Research, there were 15.4 million victims of identity fraud in the United States in 2016, which equates to a total criminal impact of \$16 billion. To counter this issue, Central Valley Community Bank encourages its customers to utilize Financial Health Club, an online resource center on their website where the public can easily find the personal and business tips they need to keep their finances running strong, smoothly, and most importantly, safely. Tips to help protect your identity include shredding sensitive documents, reviewing your credit reports, reviewing account and billing statements and creating passwords with mixed letters, numbers and special characters. The events are located at bank offices throughout the San Joaquin Valley. A full list is on our website at abc30.com.

### **ACTION NEWS AM LIVE, 5/02/2017, :29 SEC., LOCAL**

Cal Fire is urging homeowners to start preparing for fire season, despite all of the rain we've seen this winter. About 10 years ago, the house on this property burned down after a grass fire broke out. Non-defensible space like this helped the raging blaze spiral out of control. With the temperatures continuing to rise, firefighters say now is the time to get your home ready. They recommend removing all vegetation away from structures, and make sure to clear the area early in the morning

### **AM LIVE SATURDAY, 8AM, 5/13/2017, :26 SEC., LOCAL**

Fresno County Sheriff's deputies are getting ready for a busy summer by practicing swift water rescues in local waterways. A record snowpack means water levels in rivers, canals, and lakes are higher this year. And they're expecting people to start jumping in early. But here's a reminder that water will be extremely cold and it can cause hypothermia to set in quickly and overwhelm even the strongest of swimmers.

### **ACTION NEWS MIDDAY, 5/22/2017, :39 SEC., LOCAL**

Memorial Day weekend kicks off grilling season, which is why Clovis firefighters want to get the word out on how to have a safe holiday with your loved ones. Each year, across the US, firefighters respond to an average of 8,900 house fires sparked by barbeque incidents. Should you ever lose control of the flames, they say always call 911 before you use the fire extinguisher. Almost 17,000 people were sent to the hospital last year across the US for barbeque-related incidents. Fire officials warn disposing of coals too soon is one of the leading causes of house fires. They say to dispose of hot coals and leave them in a metal container to completely cool for two days.

### **ACTION NEWS 4PM, 6/19/2017, 1:44 MIN., LOCAL**

Workers are trying to keep cool in triple-digit temperatures. At this construction site in downtown Fresno, laborers are working toward repaving a parking lot. They'll be at this site until September, and through the hottest months of the year. To prevent overheating his body, one worker says he puts water

on a rag around his neck to keep it cool. The construction company owner was on site overseeing the project, and making sure his workers have what they need to be out in these conditions. Cal/Osha protects workers from health and safety hazards and says their three goals for workers are water, rest, and shade and that once temperatures reach 95 degrees or higher, employers of outside workers must follow high heat procedures. By law, every four hours every worker must be allowed a ten-minute break in hot conditions and agriculture workers a ten-minute break every two hours. But any worker in hot temperatures can request to take a cool-down break in the shade for at least five minutes and can't be rushed back to work. At a home construction site, an insulation installer said he drinks lots of water to stay cool and makes sure to go in what they call 'cool zones' which is usually the garage of a house, but says he'll go anywhere with shade.

**ACTION NEWS 6PM, 6/19/2017, :32 SEC., LOCAL**

The extreme heat is also creating flooding trouble along the Kings River. The snowcapped peaks of the Sierra are melting fast in this heat wave and Pine Flat dam is releasing 50% more than last month. Water is rushing from its top spillway for the first time in six years. It filled upstream reservoirs first, and then some living areas designed to flood during times of high releases. Overflow from the river surged across the bridge leading out of a mobile home park near mincer this morning and dozens of people had to evacuate flooded homes.

**ACTION NEWS AM LIVE, 6/19/2017, 1:00 MIN., LOCAL**

With more high temperatures expected in the forecast today, cooling centers will be open in communities across the valley. Some people took advantage of them over the weekend to beat the heat. In Fresno, the centers are activated when temperatures reach 105 or during long stretches of triple-digit heat. For a complete list of cooling centers in Fresno, Tulare, Merced and Kings Counties, head to our website, abc30.com.

**VALLEY FOCUS, 5/07/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

**Segment #1:**

Centro La Familia Gives Aid to Local Victims: Victim Assistance Program: Centro La Familia Advocacy Services is helping victims of human trafficking, domestic violence, and sexual assault. The organization's Victim Assistance Program gives them access to safety, shelter, employment, and food, along with obtaining residency or other immigration status. Since its inception, the number of cases managed by VAP has increased from 200 cases annually to 550 new cases in 2015, representing a growing need. Victims of serious these crimes need support and encouragement, but often have nowhere to turn for help. Crimes often go unreported because of fear or stigma. According to Centro La Familia, domestic violence is the leading cause of injury to women between 15-44yrs of age in the United States. The goal is to provide attendees with the tools on how to identify and serve victims/survivors of domestic violence and human trafficking, through a collection of professional and cultural perspectives. The training for professionals is June 21, 2017, 9:00am-2:00pm at the Falls Event Center in Fresno. If you or someone you know has been a victim of these crimes, contact Centro La Familia Advocacy Services at (559) 237- 2961 or visit CLFA offices at 302 Fresno Street, Suite 102, Fresno, CA Guest: Margarita Rocha, Centro La Familia Executive Director Centro La Familia 559.237.2961 [www.centrolafamilia.org](http://www.centrolafamilia.org) [www.facebook.com/centrolafamilia.org](http://www.facebook.com/centrolafamilia.org)

<b><u>TITLE</u></b>	<b><u>LENGTH</u></b>	<b><u>APRX. AIRINGS</u></b>
<b>Road Block: Drunk Driving Campaign</b>	<b>:30</b>	<b>52</b>
<b>Choose Kindness: Bullying Prevention</b>	<b>:30</b>	<b>51</b>
<b>Human Trafficking Prevention</b>	<b>:30</b>	<b>97</b>

**EDUCATIONAL ISSUES 2nd QUARTER 2017**

**ACTION NEWS 5PM, 4/05/2017, :30 SEC., LOCAL**

The 25th annual Young Author's Faire is taking place this week in the south valley. Students created hundreds of books and they are on display at the Tulare County Office of Education administration building. Students from around the county say they have worked hard this year to write, illustrate, and bind the books. The public is invited to view them this week and leave comments.

**ACTION NEWS 6PM, 4/07/2017, :24 SEC., LOCAL**

Community leaders in agriculture have come together to further assist local high school students. Along with Gar Tootelian, Incorporated, the "Farms" program will continue to support students in identifying and pursuing careers in Ag. Students will then learn skills and through paid internships and will get a chance to experience a variety of career paths and getting an overall understanding of businesses.

**ACTION NEWS 6PM, 4/10/2017, :23 SEC., LOCAL**

The superintendent of the Clovis Unified School District announced today she is retiring at the end of the school year to spend more time with family. Dr. Janet young has worked for the school district for nearly 40 years, starting in 1979 as a first grade teacher before working her way up to the district's office. During her time, she has increased academic achievement and reduced drop-out rates.

**AM LIVE SATURDAY 8AM, 4/22/2017, 1:00 MIN., LOCAL**

For the sixth year in a row, the Fresno Unified School District is seeing academic growth. But for the 2016 school year, that growth resulted in exceeding the state's average graduation rate. California's Department of Education reports last school year, the state's graduation rate was a little over 83%. Fresno Unified averaged out at more than 85%.

**ACTION NEWS 5PM, 5/01/2017, :30 SEC., LOCAL**

The creativity of several students in Merced County is on display at the Merced mall. Thousands of winning entries greet mall visitors as part of the 33rd Annual Writing Festival. The Merced County Office of Education says more than 3,000 entries from 40 schools were submitted in March. Students from transitional kindergarten through 12th grade picked from topics in 40 different categories in poetry and prose. District officials say this allows students to express themselves while practicing some essential skills for the future.

**ACTION NEWS 5PM, 5/12/2017, :22 SEC., LOCAL**

This is a day Fresno County special needs students look forward to enjoying all year. Today more than 1,300 special education students from the valley got to celebrate their school year with the 13th Annual Kid's Day. The event put on by the Fresno County superintendent's office and Pelco by Schneider Electric was more than entertainment. It took some important lessons outside of the classroom.

**ACTION NEWS 6PM, 6/09/2017, :33 SEC., LOCAL**

The Fresno Teachers Association will be heading back to the bargaining table today to continue talks with the school district. Teachers in Fresno Unified have been bargaining for months and are currently working without a contract. Hundreds showed their disapproval last week at a rally outside Fresno Unified headquarters. Educators are asking for a 10% salary increase and for concerns like class size and special education to be addressed. The district is currently offering a 3-1/2% raise and a better health care plan.

**AM LIVE SATURDAY 8AM, 6/10/2017, 1:03 MIN., LOCAL**

It might be the first day of summer for Fresno Unified School District, but the hard work for the staff is just beginning. On Friday, the Fresno Teachers Association and the school district failed to agree on a new contract with the teachers' union. Now they'll go into mediation, a process which could take months.

### **100 YEARS OF THE CLOVIS RODEO**

**4/22/2017 @ 4PM, 1 HOUR, LOCAL**

**4/09/2017 @ 3PM, 1 HOUR, LOCAL**

Hosted by Warren Armstrong, 100 Years of the Clovis Rodeo travels back in time to the early days of the American West to see how the city of Clovis was born and how the rodeo has shaped the 'way of life' Clovis is known for today.

### **CHILDREN FIRST: HELP AND HOPE: SUICIDE PREVENTION**

**4/09/2017 @ 6:30PM, :30 MINUTES, LOCAL**

**5/21/2017 @ 10:30AM, :30 MINUTES, LOCAL**

**6/11/2017 @ 5:00PM, :30 MINUTES, LOCAL**

Suicide is now the second leading cause of death in youth between the ages of 10 and 24. Talking about this topic makes some people uncomfortable but educators, parents, and students want to know what is behind a recent spike in teen suicides in Fresno County. ABC30 takes an in-depth look at teen depression. ABC30 anchors Warren Armstrong and Graciela Moreno host a half-hour special, "Children First: Finding Help and Hope; Suicide Prevention" Sunday, April 9, 2017. It airs at 6:30PM. This ABC30 special includes a Fresno mother who lost her son to suicide. She shares the signs of depression that were present but missed. She now counsels and educates families about mental illness. Valley Children's Pediatric Psychologist Dr. Michael Danovsky explains the signs of depression parents should watch for. A Kings County girl who wanted to harm herself shares her story of finding new reasons to live. Learn about the new California law requiring schools to have a suicide prevention policy. Six students from five valley high schools share their insights on the stressors students face today. Tulare County Office of Education has the RESTATE program. It combines suicide prevention and mental illness awareness with visual and performing arts. Clovis Unified School District held a Parent Academy presentation where families learned about youth mental health.

Children First is a year-round effort focusing on the challenges, problems, and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with kids. The Children First campaign includes half-hour programs like "Finding Help and Hope; Suicide Prevention", thirty-second public service announcements, and special stories on Action News. We thank our partners at Valley Children's Healthcare, Tulare County Office of Education and Educational Employees Credit Union for helping us put Children First!

### **CHILDREN FIRST: EMBRACING OUR COMMUNITY**

**6/25/2017 @ 6:30PM, :30 MINUTES, LOCAL**

Children are often exposed to examples of divisiveness online, on air, and in person. It is important to teach them tolerance, acceptance and unity. ABC30 is airing a new special focusing on schools and programs that promote a positive culture on campus and in our community. ABC30 anchors Dale Yurong and Margot Kim host a half-hour special, "Children First: Embracing Our Community" Sunday, June 25, 2017. It airs at 6:30PM. This ABC30 special includes the Visalia school incorporating the Seven Habits of Highly Effective People in their everyday lives. Kids learn teamwork, how to communicate and how to resolve differences in a respectful manner. The Character Counts program honors a Tulare County student for his compassion for the homeless. A man who immigrated to the U.S. with no money explains how a diverse workforce can benefit businesses. He now co-owns four restaurants. A local school has the Where Everybody Belongs program to combat bullying and promote inclusion. The Best Buddies

program is pairing general education students with students with special needs. Students are going door to door to educate their neighbors about the Sikh community.

Children First is a year-round effort focusing on challenges and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with kids. The Children First campaign includes half-hour programs like "Embracing Our Community", thirty-second public service announcements, and special stories on Action News. ABC30 thanks its partners for putting Children First in the Central Valley.

### **VALLEY FOCUS, 4/23/2017 @ 5:00PM, :30 MINUTES, LOCAL**

#### **Segment #1:**

Super Adoption - Valley Animal Center is teaming up with several animal rescue organizations for Super Adoption. The goal is to pair up dogs and cats with animal lovers. VAC has a goal of 100 adoptions for the valley's largest animal adoption event. Guest: Devon Prendergast/Valley Animal Center.

Super Adoption

Saturday, May 13 9AM-2PM Valley Animal Center, 3934 N. Hayston Avenue, Fresno

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

#### **Segment #2:**

Power Of The Purse - United Way of Tulare County is hosting the Power of the Purse fundraiser to help fight illiteracy in Tulare County. Take your best and have breakfast! Handbags will be raffled off.

Proceeds will help fund mini-grants for K-3 teachers. Guest: Susan Manuel/United Way of Tulare County

Power of the Purse

Friday, May 12 - 7AM, Visalia Convention Center

(559)685-1766 [www.unitedwaytc.org](http://www.unitedwaytc.org)

#### **Segment #3:**

Suicide Prevention - Suicide is now the second leading cause of death of youth between the ages of 10 and 24. A Fresno woman who lost her son to suicide is helping educate others. Paulette Norris spoke at a recent suicide prevention forum at Valley Children's Hospital.

Fighting Addiction - Former addict Flindt Andersen is the founder of PAIN - Parents & Addicts In Need. They offer support services locally. Guest: Flindt Andersen/PAIN Founder

PAIN - Parents & Addicts in Need

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

#### **Segment #4:**

Her Makes History! - Chou Her is the first person of Hmong descent to lead law enforcement at a UC campus. He was sworn in this month as the new Chief at UC Merced. Her was born in Laos and immigrated to the United States when he was three years old.

### **LATINO LIFE, 4/30/2017 @ 5:00PM, :30 MINUTES, LOCAL**

#### **Segment #3:**

Fresno County Youth Summit Coming to Reedley: Local youth have an opportunity to take a step towards healthier choices. The Fresno County Youth Summit will be held in May. It's organized by the California Health Collaborative. The CHC is a non-profit organization that offers several programs focusing on improving the health of individuals. CHC, along with a group of youth and community partners are hosting the 2017 Fresno County Youth Summit at the Reedley College Forum Hall on Saturday, May 6, from 8:30 to 2:30pm. More than 200 high school students from Fresno County are expected to attend this free event. Preregistration is required. Keynote speaker is Action News anchor Graciela Moreno. There are several workshops that focus on substance abuse and violence prevention,

professional and personal development, and teen health issues. They will be provided with real world knowledge and they will be developing skills in each workshop. Some of the topics include prescription drug abuse prevention, marijuana use prevention, and distracted driving. Guests: Haide Medina – Program Coordinator and Stephanie Gonzalez – Outreach Specialist.

Fresno County Youth Summit

Preregistration <https://ys2017.eventbrite.com>

(559) 221-6315 [www.healthcollaborative.org](http://www.healthcollaborative.org)

#### Segment #4:

##### Guitar Gift for Merced Boy

An act of kindness in Merced is music to a boy's ears. Chenoweth Elementary sixth grader Julianna Baez paid it forward after her classmate lost his prized possession. Joe Tapetillo was gifted a new guitar after his was stolen. Joe's home recently caught fire, and was then burglarized. His prized guitar was one of the items taken.

### **VALLEY FOCUS, 5/07/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

#### Segment #1:

Centro La Familia Gives Aid to Local Victims: Victim Assistance Program: Centro La Familia Advocacy Services is helping victims of human trafficking, domestic violence, and sexual assault. The organization's Victim Assistance Program gives them access to safety, shelter, employment, and food, along with obtaining residency or other immigration status. Since its inception, the number of cases managed by VAP has increased from 200 cases annually to 550 new cases in 2015, representing a growing need. Victims of serious these crimes need support and encouragement but often have nowhere to turn for help. Crimes often go unreported because of fear or stigma. According to Centro La Familia, domestic violence is the leading cause of injury to women between 15-44 years of age in the United States. The goal is to provide attendees with the tools on how to identify and serve victims/survivors of domestic violence and human trafficking, through a collection of professional and cultural perspectives. The training for professionals is June 21, 2017, 9:00am-2:00pm, at the Falls Event Center in Fresno. If you or someone you know has been a victim of these crimes, contact Centro La Familia Advocacy Services at (559) 237-2961 or visit CLFA offices at 302 Fresno Street, Suite 102, Fresno, CA. Guest: Margarita Rocha, Centro La Familia Executive Director

Centro La Familia

559.237.2961

[www.centrolafamilia.org](http://www.centrolafamilia.org) [www.facebook.com/centrolafamilia.org](https://www.facebook.com/centrolafamilia.org)

#### Segment #4:

##### Sunnyside High Surprise

The end of the school year may be fast approaching, but Sunnyside High School is sporting some new faces on the walls. "The impact we have is to uplift people to have pride in who they are and just celebrate," said photography instructor Tamela Ryatt. Students arrived on campus to be greeted by some of their own smiling faces. Three months were spent putting together the guerilla style art project. Charlij Vang, a Sunnyside High senior, said, "It took a lot of time and teamwork." More than 2,400 square feet of paper and more than 60 gallons of wheat paste, made from scratch, went into showcasing the diverse student body. Photographs were sized, tiled, and sequenced to cover pillars, walls, even staircases. All inspired by world renowned artist JR of Paris.

**LATINO LIFE, 6/25/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

**Segment #1**

What you can expect at the Central California Women's Conference: The largest women's event of its kind in the Central Valley is September 19. Organizers of the 30<sup>th</sup> Annual Central California Women's Conference are sharing details about this year's event. The theme for the September 19 conference is Embrace Your Journey. The day includes continental breakfast, elegant sit-down lunch with keynote speaker Amy Purdy, Cool-Down reception with hors d'oeuvres and wine, 21 Breakout Sessions, 175 vendors at Marketplace, and raffle prizes. More than 3,500 women are expected to attend. ABC30 Is a Founding Sponsor.

Amy Purdy is a world-class snowboarder, 2014 Paralympic Medalist, and founder of Adaptive Action Sports. She is also an actress, model, dancer, clothing designer, New York Times bestselling author, and product spokesperson. Purdy is also known for her appearance on the ABC show *Dancing With the Stars*. At the age of 19, Amy contracted meningococcal meningitis, a vaccine preventable bacterial infection, and she was given a less than two percent chance of survival. As a result of the infection, doctors had to amputate her legs below the knee. Purdy is currently training for the February 2018 Winter Paralympic Games in South Korea. CCWC is a 501c(3) organization. CCWC has given back more than \$900,000 to non-profits serving women and children. In April, \$100,000 was awarded to 65 Valley non-profits serving women and children. In addition, \$5,000 was awarded to returning college students, \$5,000 was awarded to four area high school students, and \$5,000 will be awarded to one woman who has Embraced her Journey and overcome challenges as the *She Makes a Difference* winner. Jan Edwards and Nene Casares sat down with Graciela Moreno to discuss the conference on *Latino Life*. Get tickets at [www.ccwc-fresno.org](http://www.ccwc-fresno.org) or call 209-356-1000.

**Segment 3**

*Latino Life* - New Non-Profit Breaking Down Barriers for Women: Women can join Fresno RAWWTalk: A new non-profit organization wants to enhance women's mental, physical, sexual, and spiritual health and connect them to life's purpose. Diana Diaz created Real Authentic Women Wellness, or RAWW, after her struggle to overcome severe anxiety. RAWW's vision is to play a significant role in breaking down cultural barriers and taboos surrounding women's wellness, especially within minority communities. Diana Diaz sat down with *Latino Life* host Graciela Moreno to share details on the Fresno RAWWTalk. Learn more at [www.rawwnetwork.com](http://www.rawwnetwork.com)

<b><u>TITLE</u></b>	<b><u>LENGTH</u></b>	<b><u>APRX.</u></b>
<b><u>AIRINGS</u></b>		
<b>Asian Pacific Heritage Month</b>	<b>:30</b>	<b>141</b>
<b>Central Valley Animal Shelter: Super Adoption</b>	<b>:30</b>	<b>168</b>
<b>Disney's Earth Month</b>	<b>:30</b>	<b>87</b>
<b>Road Block: Drunk Driving Campaign</b>	<b>:30</b>	<b>52</b>
<b>Central California Women's Conference</b>	<b>:30</b>	<b>47</b>
<b>Community Calendar</b>	<b>:30</b>	<b>113</b>
<b>Kids Report Location</b>	<b>:30</b>	<b>13</b>
<b>Choose Kindness: Bullying Prevention</b>	<b>:30</b>	<b>51</b>
<b>Human Trafficking Prevention</b>	<b>:30</b>	<b>97</b>
<b>Foster Care</b>	<b>:15</b>	<b>37</b>
<b>Foster Care</b>	<b>:30</b>	<b>71</b>

## **LOCAL ECONOMY AND JOB MARKET 2nd QUARTER 2017**

### **ACTION NEWS 4PM, 4/11/2017, :31 SEC., LOCAL**

A popular taco chain is expanding to the Central Valley. Signs are now up for Chronic Tacos at the El Paseo shopping center in northwest Fresno, which is scheduled to open in July. They are also opening a location in Clovis at Herndon and Willow, which will open next month. Owners tell Action News the opening of both locations will create about 60 jobs. They're still looking to fill dozens of positions, including cooks, assistant managers, servers, and greeters. For information on how to get a job with Chronic Tacos, go to abc30.com.

### **ACTION NEWS MIDDAY, 4/20/2017, :27 SEC., LOCAL**

In Ag watch: A new study found the recent water cuts in California could have a major impact on jobs and the state's economy. Charles Wilson from the Southern California Water Committee just unveiled, the state could lose more than 21,000 jobs every year for the next 30 years as a result of continuous water cuts. The report says there are other wide-reaching effects, including loss of farmland, costs to urban communities, and shrinking food production.

### **ACTION NEWS 11PM, 4/20/2017, 31 SEC., LOCAL**

Yosemite is one of the crown jewels of the national park system, but it's also a "Job Creator and Money-Maker". A new report from the National Park Service shows Yosemite is a big factor in the Central California economy. According to the report, Yosemite welcomed more than five million visitors last year and supports more than 7,800 jobs. The impact to the local economy is more than 686 million dollars.

### **ACTION NEWS 4PM, 6/14/2017, 30 SEC., LOCAL**

Dozens of valley veterans met with potential employers at a job fair today. Seventy different businesses and organizations were part of the event held at American Legion Post 509. Organizers say it's something they put together as a way to help the men and women who have served our country.

### **AM LIVE SATURDAY 8AM, 5/20/2017, :30., LOCAL**

Pelco by Schneider Electric is laying off about 200 employees by the end of the year. The Vice President of Operations for the video line business tells Action News the company is quitting local production and manufacturing of its video line. Operations will be winding down through December of this year. Pelco once employed more than 2,000 people here. The number will be around 900 after these latest layoffs.

### **ACTION NEWS MIDDAY, 5/24/2017 :30 SEC., LOCAL**

Fresno Mayor Lee Brand is emphasizing economic development in his first city budget proposal with the overall goal to boost the city's fortunes. Brand says e-commerce, the Ulta cosmetics distribution center, and the expected Amazon Fulfillment Center will bring thousands of jobs to the city and pump millions into the economy. His goal is also to grow the city's reserve funds, grow about 10% of the general fund, and prevent the kind of cuts that were made in recent years. Police and fire departments are also budgeted to get new equipment and personnel.

### **ACTION NEWS 6PM, 5/31/2017, :24 SEC., LOCAL**

Wendy's and KFC in northeast Fresno are now hiring. The location at Cedar and Herndon is hosting a job fair this weekend. They're looking to fill full-time management positions, including crew leaders, shift managers, restaurant managers, and general managers. There are also some part-time openings. Wages depend on position and experience. The job fair is being held on Saturday from 1:00-5:00 pm. Organizers say to be prepared for an immediate interview.

**ACTION NEWS MIDDAY, 6/19/2017, :32 SEC., LOCAL**

Amazon will break ground on a huge distribution center in southwest Fresno later today. The Amazon Fulfillment Center will be built near Central and Orange. Amazon is expected to hire about 1,500 workers, with wages starting at around \$15 an hour, with benefits. The facility will ship books, toys, and electronics from Fresno. Construction of the nearly one million square foot center is expected to take about a year. For details about job opportunities at the Amazon Fulfillment Center, go to our website [abc30.com](http://abc30.com).

**VALLEY FOCUS, 5/07/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

**Segment #1:**

Centro La Familia Gives Aid to Local Victims: Victim Assistance Program: Centro La Familia Advocacy Services is helping victims of human trafficking, domestic violence, and sexual assault. The organization's Victim Assistance Program gives them access to safety, shelter, employment, and food, along with obtaining residency or other immigration status. Since its inception, the number of cases managed by VAP has increased from 200 cases annually to 550 new cases in 2015, representing a growing need. Victims of serious these crimes need support and encouragement, but often have nowhere to turn for help. Crimes often go unreported because of fear or stigma. According to Centro La Familia, domestic violence is the leading cause of injury to women between 15-44 years of age in the United States. The goal is to provide attendees with the tools on how to identify and serve victims/survivors of domestic violence and human trafficking, through a collection of professional and cultural perspectives. The training for professionals is June 21, 2017, 9:00am-2:00pm, at the Falls Event Center in Fresno. If you or someone you know has been a victim of these crimes, contact Centro La Familia Advocacy Services at (559) 237- 2961 or visit CLFA offices at 302 Fresno Street, Suite 102, Fresno, CA. Guest: Margarita Rocha, Centro La Familia Executive Director

Centro La Familia

559.237.2961

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

**Segment #3:**

Young Philanthropists Help Non-Profit:

Philanthropy Inspired by the Needs of our Community, or PINC, is a Fresno nonprofit founded in 2008 to benefit other local nonprofits in the community. Analiese Domingos founded PINC because she wanted to create a unique fundraising group for young women to get involved in. Its mission is to raise funds for other Central Valley non-profit organizations based on the evolving needs of the community. PINC raises money by holding fundraisers. The organization has raised \$325,000 since 2009. This year's beneficiary is Heart of the Horse Therapy Ranch. The event has a western theme this year. "PINC Stamped" includes a night of dinner, dancing, and a live and silent auction. Tickets are \$75. Heart of the Horse Therapy Ranch (HHTR) was founded in 2010 and its mission is to help exceptional Central Valley citizens achieve new heights and discover new abilities through supervised therapeutic assisted equestrian activities. Guest: Ashley Hyatt/Vice President of PINC.

PINC Party: Saturday, June 17

Clovis Veterans Hall

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

**LATINO LIFE, 6/25/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

**Segment 1**

What you can expect at the Central California Women’s Conference: The largest women’s event of its kind in the Central Valley is September 19. Organizers of the 30<sup>th</sup> Annual Central California Women’s Conference are sharing details about this year’s event. The theme for the September 19 conference is Embrace Your Journey. The day includes continental breakfast, elegant sit-down lunch with keynote speaker Amy Purdy, Cool-Down reception with hors d’oeuvres and wine, 21 Breakout Sessions, 175 vendors at Marketplace, and raffle prizes. More than 3,500 women are expected to attend. ABC30 Is a Founding Sponsor.

Amy Purdy is a world-class snowboarder, 2014 Paralympic Medalist, and founder of Adaptive Action Sports. She is also an actress, model, dancer, clothing designer, New York Times bestselling author, and product spokesperson. Purdy is also known for her appearance on the ABC show *Dancing With the Stars*. At the age of 19, Amy contracted meningococcal meningitis, a vaccine preventable bacterial infection, and she was given a less than two percent chance of survival. As a result of the infection, doctors had to amputate her legs below the knee. Purdy is currently training for the February 2018 Winter Paralympic Games in South Korea. CCWC is a 501c(3) organization. CCWC has given back more than \$900,000 to non-profits serving women and children. In April, \$100,000 was awarded to 65 Valley non-profits serving women and children. In addition, \$5,000 was awarded to returning college students, \$5,000 was awarded to four area high school students, and \$5,000 will be awarded to one woman who has Embraced her Journey and overcome challenges as the *She Makes a Difference* winner. Jan Edwards and Nene Casares sat down with Graciela Moreno to discuss the conference on *Latino Life*. Get tickets at [www.cwc-fresno.org](http://www.cwc-fresno.org) or call 209-356-1000.

Segment 3

*Latino Life* - New Non-Profit Breaking Down Barriers for Women: Women can join Fresno RAWWTalk: A new non-profit organization wants to enhance women’s mental, physical, sexual, and spiritual health and connect them to life's purpose. Diana Diaz created Real Authentic Women Wellness, or RAWW, after her struggle to overcome severe anxiety. RAWW’s vision is to play a significant role in breaking down cultural barriers and taboos surrounding women’s wellness, especially within minority communities. Diana Diaz sat down with *Latino Life* host Graciela Moreno to share details on the Fresno RAWWTalk. Learn more at [www.rawwnetwork.com](http://www.rawwnetwork.com)

<u>TITLE</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
EEO Job Vacancy List	:30	143
EEO Job Vacancy List	:15	24
Central California Women’s Conference	:30	47

**CULTURAL AND DIVERSITY / LATINO LIFE PUBLIC AFFAIRS SHOW**

**ACTION NEWS AM LIVE, 4/25/2017, :43 SEC., LOCAL**

Hundreds of high school students from some several valley school districts took a journey outside the classroom Monday morning. They found themselves at the Journey to Success Conference at Fresno State. The event is part of the CSU Asian American and Pacific Islander initiative. Doctor Joy Goto has been with the program since it started nearly three years ago. She says more schools and students are now getting involved. Several workshops were hosted by members of the business community, as well as current Fresno State students who wanted to offer their support. Fresno State leaders say all CSU campuses participate in the program, but this is the largest one in the state and it will continue to grow.

**ACTION NEWS 11PM, 5/17/2017, :32 SEC., LOCAL**

The Central California Women's Conference tonight awarded \$100,000 in grant money to a wide range of worthy recipients, including organizations that offer free therapy to children with special needs, a food and hygiene cupboard for college students, and a safe house for victims of sex trafficking. The founder of Mollie's House is using the portion they received for a big surprise.

**ACTION NEWS AM LIVE, 5/5/2017, :30 SEC., LOCAL**

It's a holiday that celebrates the date of the Mexican army's 1862 victory over France at the battle of Puebla during the Franco-Mexican war. Today, hundreds of people in Mexico City commemorated the anniversary with a parade and re-enactment of the famous May 5 battle. While it is a relatively minor holiday in Mexico, in the United States Cinco de Mayo has evolved into a commemoration of Mexican culture and heritage.

**ACTION NEWS AMLIVE, 5/19/2017, :20 SEC., LOCAL**

The 51st annual Swedish Festival is being held in downtown Kingsburg through Saturday. Over the three days of the free festival, organizers are expecting as many as 7,000 people to visit the Swedish village. Besides the Swedish food, there will also be entertainment, an arts and crafts festival, and a parade.

**AM LIVE SUNDAY 8AM, 6/04/2017, :22 SEC., LOCAL**

Pride is taking over Fresno as thousands celebrate the gay, lesbian, bisexual and transgender community. The Fresno Rainbow Pride Committee put on the festivities Saturday, which was complete with a Pride Parade that made its way through the Tower District. It kicks off Pride Month, when many other cities across the country holding their own celebrations. LA pride is next weekend.

**ACTION NEWS 6PM, 6/08/2017, 20 SEC., LOCAL**

Members of the Central Valley Sikh community are launching a campaign aimed at letting Americans know who they are. A series of commercials will air on TV and online, explaining that despite their turbans and traditional ways, Sikhs are proud Americans. The local part of this nationwide campaign was unveiled at Fresno City Hall. It calls for friendship and understanding.

**CHILDREN FIRST: HELP AND HOPE: SUICIDE PREVENTION**

**4/09/2017 @ 6:30PM, :30 MINUTES, LOCAL**

**5/21/2017 @ 10:30AM, :30 MINUTES, LOCAL**

**6/11/2017 @ 5:00PM, :30 MINUTES, LOCAL**

Suicide is now the second leading cause of death in youth between the ages of 10 and 24. Talking about this topic makes some people uncomfortable but educators, parents, and students want to know what is behind a recent spike in teen suicides in Fresno County. ABC30 will take an in-depth look at teen depression. ABC30 anchors Warren Armstrong and Graciela Moreno host a half-hour special, "Children First: Finding Help and Hope; Suicide Prevention" Sunday, April 9, 2017. It airs at 6:30PM. This ABC30 special includes a Fresno mother who lost her son to suicide. She shares the signs of depression that were present but missed. She now counsels and educates families about mental illness. Valley Children's Pediatric Psychologist Dr. Michael Danovsky explains the signs of depression parents should watch for. A Kings County girl who wanted to harm herself shares her story of finding new reasons to live. Learn about the new California law requiring schools to have a suicide prevention policy. Six students from five valley high schools share their insights on the stressors students face today. Tulare County Office of Education has the RESTATE program. It combines suicide prevention and mental illness awareness with visual and performing arts. Clovis Unified School District held a Parent Academy presentation where families learned about youth mental health.

Children First is a year-round effort focusing on the challenges, problems, and opportunities among our youth in Central California. The program shows how the average person can make a difference in a

child's life and highlights local organizations working with kids. The Children First campaign includes half-hour programs like "Finding Help and Hope; Suicide Prevention", thirty-second public service announcements, and special stories on Action News. We thank our partners at Valley Children's Healthcare, Tulare County Office of Education and Educational Employees Credit Union for helping us put Children First!

### **CHILDREN FIRST: EMBRACING OUR COMMUNITY**

**6/25/2017 @ 6:30PM, :30 MINUTES, LOCAL**

Children are often exposed to examples of divisiveness online, on air, and in person. It is important to teach them tolerance, acceptance and unity. ABC30 is airing a new special focusing on schools and programs that promote a positive culture on campus and in our community. ABC30 anchors Dale Yurong and Margot Kim host a half-hour special, "Children First: Embracing Our Community" Sunday, June 25, 2017. It airs at 6:30PM. This ABC30 special includes the Visalia school incorporating the Seven Habits of Highly Effective People in their everyday lives. Kids learn teamwork, how to communicate and how to resolve differences in a respectful manner. The Character Counts program honors a Tulare County student for his compassion for the homeless. A man who immigrated to the U.S. with no money explains how a diverse workforce can benefit businesses. He now co-owns four restaurants. A local school has the Where Everybody Belongs program to combat bullying and promote inclusion. The Best Buddies program is pairing general education students with students with special needs. Students are going door to door to educate their neighbors about the Sikh community.

Children First is a year-round effort focusing on challenges and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child's life and highlights local organizations working with kids. The Children First campaign includes half-hour programs like "Embracing Our Community", thirty-second public service announcements, and special stories on Action News. ABC30 thanks its partners for putting Children First in the Central Valley.

### **VALLEY FOCUS, 4/23/2017 @ 5:00PM, :30 MINUTES, LOCAL**

Segment #4:

Her Makes History! - Chou Her is the first person of Hmong descent to lead law enforcement at a UC campus. He was sworn in this month as the new Chief at UC Merced. Her was born in Laos and immigrated to the United States when he was three years old.

### **LATINO LIFE, 4/30/2017 @ 5:00PM, :30 MINUTES, LOCAL**

Segment #1:

Women with Cancer have a chance to Look Good and Feel Better: Women have an opportunity to combat the appearance-related side effects of cancer treatment. The American Cancer Society has the Look Good, Feel Better program. It's also offered in Spanish. Sonia Monia started losing her hair during chemotherapy, but she refused to lose her confidence. "I told my son ... shave it off. He goes, are you sure mom? And I go, ya shave it off." Monia was diagnosed with inflammatory breast cancer in November. Along with beating cancer she says she just wants to be ordinary during these extraordinary circumstances. "Remember ladies, blending is the key."

Guests: Sonia Monia/Cancer Survivor

Veronica Garcia/Look Good Feel Better Volunteer

Look Good Feel Better

Luzca Bien Sientase Mejor

1-800-395-LOOK

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

Spanish Workshops

May 8, July, September, November

Kaiser Permanente Medical Center Fresno 1-800-227-2345

### Segment #2:

22,000 people wait for an organ transplant in California

April is National Donate Life Month, a time to reflect on the lives healed through organ and tissue donation. Thanks to the generosity of donors and their families, thousands of people get a second chance at life every year. Donor Network West heals lives through organ and tissue donation. They connect donors to recipients, because every donation is a generous, powerful gift that can save and heal the life of someone in need. There are 22,000 people waiting for an organ transplant in California, of which 1,000 live in Fresno County. Every day, 22 people in the U.S. die waiting for an organ that didn't come in time. Forty percent of those waiting for an organ transplant in California are Latinos, the largest ethnic group on the wait list. Have a conversation about donation with your loved ones and register as organ and tissue donor at the DMV or at [www.DonorNetworkWest.org](http://www.DonorNetworkWest.org).

Guests:

Marcella Corona/ Senior Community Development Liaison, Donor Network West

German Amezcua/Donor father and Donate Life Ambassador with Donor Network West

**Donor Network West**

888.570.9400 Español: 800.588.0024

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

[www.DonorNetworkWest.org/Espanol](http://www.DonorNetworkWest.org/Espanol)

### Segment #3:

Fresno County Youth Summit Coming to Reedley: Local youth have an opportunity to take a step towards healthier choices. The Fresno County Youth Summit will be held in May. It's organized by the California Health Collaborative. The CHC is a non-profit organization that offers several programs focusing on improving the health of individuals. CHC, along with a group of youth and community partners are hosting the 2017 Fresno County Youth Summit at the Reedley College Forum Hall on Saturday, May 6 from 8:30 to 2:30pm. More than 200 high school students from Fresno County are expected to attend this free event. Preregistration is required. Keynote speaker is Action News anchor Graciela Moreno. There are several workshops that focus on substance abuse and violence prevention, professional and personal development, and teen health issues. They will be provided with real world knowledge and they will be developing skills in each workshop. Some of the topics include prescription drug abuse prevention, marijuana use prevention, and distracted driving.

Guests:

Haide Medina – Program Coordinator

Stephanie Gonzalez – Outreach Specialist

**Fresno County Youth Summit**

Preregistration

<https://ys2017.eventbrite.com>

(559)221-6315

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

### Segment #4:

Guitar Gift For Merced Boy - An act of kindness in Merced is music to a boy's ears. Chenoweth Elementary sixth grader Julianna Baez paid it forward after her classmate lost his prized possession. Joe Tapetillo was gifted a new guitar after his was stolen. Joe's home recently caught fire, and was then burglarized. His prized guitar was one of the items taken.

**VALLEY FOCUS, 5/07/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

**Segment #1:**

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Guest: Margarita Rocha

Centro La Familia Executive Director

Centro La Familia: 559.237.2961

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

[www.facebook.com/centrolafamilia.org](https://www.facebook.com/centrolafamilia.org)

African American High School Recognition Ceremony

Sunday, June 4, 3PM

SaveMart Center Contact: Delta Sigma Theta Sorority San Joaquin Alumnae Chapter

Open Cockpit Day

Sunday, May 28, 9am-5pm

Castle Air Museum Atwater [www.castleairmuseum.org](http://www.castleairmuseum.org)

**LATINO LIFE, 6/25/2017 @ 10:30AM & 5:00PM, :30 MINUTES, LOCAL**

**Segment #1**

What you can expect at the Central California Women's Conference: The largest women's event of its kind in the Central Valley is September 19. Organizers of the 30<sup>th</sup> Annual Central California Women's Conference are sharing details about this year's event. The theme for the September 19 conference is Embrace Your Journey. The day includes continental breakfast, elegant sit-down lunch with keynote speaker Amy Purdy, Cool-Down reception with hors d'oeuvres and wine, 21 Breakout Sessions, 175 vendors at Marketplace, and raffle prizes. More than 3,500 women are expected to attend. ABC30 Is a Founding Sponsor.

Amy Purdy is a world-class snowboarder, 2014 Paralympic Medalist, and founder of Adaptive Action Sports. She is also an actress, model, dancer, clothing designer, New York Times bestselling author, and product spokesperson. Purdy is also known for her appearance on the ABC show *Dancing With the Stars*. At the age of 19, Amy contracted meningococcal meningitis, a vaccine preventable bacterial infection, and she was given a less than two percent chance of survival. As a result of the infection, doctors had to amputate her legs below the knee. Purdy is currently training for the February 2018 Winter Paralympic Games in South Korea. CCWC is a 501c(3) organization. CCWC has given back more than \$900,000 to non-profits serving women and children. In April, \$100,000 was awarded to 65 Valley non-profits serving women and children. In addition, \$5,000 was awarded to returning college students, \$5,000 was awarded to four area high school students, and \$5,000 will be awarded to one woman who has Embraced her

Journey and overcome challenges as the *She Makes a Difference* winner. Jan Edwards and Nene Casares sat down with Graciela Moreno to discuss the conference on *Latino Life*. Get tickets at [www.cwc-fresno.org](http://www.cwc-fresno.org) or call 209-356-1000.

Segment 2

*Latino Life* - Free summer meals for children: Fresno Unified and Fresno EOC team up to fight hunger. During the school year, Fresno Unified offers 100% free or reduced cost meals. The district wants to make sure children have access to meals during the summer months. Last summer, FUSD served more than 200,000 meals to kids. The meals are for any children ages 1-18. They do not have to be Fresno Unified students. The lunches are available at dozens of sites across the city including a large number of Fresno Unified schools. Some don't know where their next nutritious meal is coming from. Food is provided with help from the USDA. Fresno Economic Opportunities Commission (Fresno EOC) also provides free meals at its sites throughout the county. Jessica Baird from Fresno Unified School District and Nasreen Riahizadeh from Fresno EOC shared details with Graciela Moreno on *Latino Life*. For a list of sites, go to [www.fresnounified.org](http://www.fresnounified.org) or [www.fresnoeoc.org](http://www.fresnoeoc.org). You can also text the word Food to 877-877 for the site nearest you. It's also available in Spanish by texting the word comida to 877-877.

Segment 3

*Latino Life* - New Non-Profit Breaking Down Barriers for Women: Women can join Fresno RAWWTalk: A new non-profit organization wants to enhance women's mental, physical, sexual, and spiritual health and connect them to life's purpose. Diana Diaz created Real Authentic Women Wellness, or RAWW, after her struggle to overcome severe anxiety. RAWW's vision is to play a significant role in breaking down cultural barriers and taboos surrounding women's wellness, especially within minority communities. Diana Diaz sat down with *Latino Life* host Graciela Moreno to share details on the Fresno RAWWTalk. Learn more at [www.rawwnetwork.com](http://www.rawwnetwork.com)

Segment 4

The 30th Annual Pint for Pint Blood Drive will be held July 28-29. The Central California Blood Center is partnering with Baskin Robbins and ABC30 to promote the popular summer blood drive. If you donate a pint of blood during the two-day drive, you will receive a coupon for a free pint of Baskin Robbins ice cream. Learn about blood donation at [www.donateblood.org](http://www.donateblood.org)

The Central Valley Alzheimer's Caregiver and Wellness Conference in Spanish will be held July 8 at The Moments of Blessing House of Prayer Church of Fresno. Call (559) 224-9154 to register for the free conference.

Arte Americas will continue its Nights in the Plaza Concert series this month, but will take a break in July. The next concert is June 30. It features the New Monsanto Band. Get details here: [www.arteamericas.org](http://www.arteamericas.org)

<u>TITLE</u>	<u>LENGTH</u>	<u>APRX. AIRINGS</u>
Asian Pacific Heritage Month	:30	141
Central California Women's Conference	:30	47
Human Trafficking Prevention	:30	97

**OUTREACH DURING 2nd QUARTER 2017**

- 4/02/2017: KFSN will begin promoting the Disney Citizenship/DATG “Meet Me at the Park” campaign. Fresno is one of the cities selected to receive \$20,000 in grant funding. KFSN will support the campaign on air, online and in social posts.
- 4/09/2017: KFSN is in post-production for its newest Children First special, *Finding Help and Hope: Suicide Prevention*. The special airs Sunday, April 9, 2017 at 6:30PM. It is the first time the station focuses an entire half-hour to the subject of suicide prevention. The topic was chosen after a recent spike in teen suicides in Fresno County.
- 4/09/2017: KFSN will begin digital promotion this week of their newest Children First special, *Finding Help and Hope; Suicide Prevention*. The special airs Sunday, April 9, at 6:30PM. The station is promoting the special on the air and with social media posts.
- KFSN Public Appearances:
  - 4/06/2017: Action News AM Live and Midday weather anchor Alena Lee spoke to a sixth grade class at Roosevelt Elementary School.
- 4/06/2017: KFSN has a new look for its Community Calendar PSA. The new open and graphics have been refreshed. Two events are being promoted on the Calendar this week:
  - Power of the Purse - Tulare County United Way
  - Vintage Days - Fresno State
- 4/06/2017: KFSN news producer Christine Brown conducted a tour of the station for 29 El Diamante High School students (and one teacher) from Visalia. They visited the newsroom, control room, and news studio.
- 4/20/2017: KFSN partnered with Fresno’s MiLB team, the Fresno Grizzlies, for 90’s Night. KFSN weekend morning anchor Corin Hoggard threw out the first pitch.
- 4/19/2017: KFSN held its second Advisory Council meeting of the year. Members were given a tour of the station and news studio prior to the meeting by Programming Manager Charlene Ciavaglia. During the meeting, members shared story ideas and provided feedback on some of the stories Action News has aired.
- 4/21-4/23/2017: KFSN is partnering with Fresno State University for their three-day Vintage Days festival. Vintage Days runs April 21-23. KFSN will have a booth space, along with a Tagboard display, selfie station and the chance to meet KFSN anchors and reporters.
- 4/21/2017: KFSN is working on a new PSA for Asian Pacific American Heritage Month in May. They are honoring Chief Chou Her, the first Hmong American to lead a UC public safety agency. Her was sworn in as the new police chief at UC Merced earlier this month.
- KFSN Personal Appearances
  - 4/21/2017: Reporter Vanessa Vasconcelos and weather anchor Alena Lee signed autographs and met fans at Vintage Days in Fresno. Vintage Days is an annual craft fair and spring celebration on the Fresno State campus. Account Executive Julie Tymn, sales coordinator Robert Stowe and Creative Services/Public Affairs Director Tim Sarquis volunteered at the ABC30 booth.

- 4/22/2017: Reporter Brian Johnson signed autographs and met fans at Vintage Days in Fresno. Sales Manager Greg Baker volunteered at the booth.
  - 4/22/2017: Action News anchor Tony Cabrera was a speaker at the Relay for Life events in Reedley and Dinuba.
  - 4/23/2017: Reporter Cory James signed autographs and met fans at Vintage Days in Fresno.
- 5/13/2017: KFSN is promoting Valley Animal Center's Super Adoption on its weekly Community Calendar PSA. Valley Animal Center is holding the largest one-day animal adoption event in the valley on May 13.
- KFSN Personal Appearances
  - 4/26/2017: AM Live anchor Amanda Venegas was the emcee at the Hands Across the Valley Volunteer Awards Luncheon.
  - 4/29/2017: Anchors Tony Cabrera and Margot Kim served as guest hosts of AsianFest at Fresno City College.
  - 4/29/2017: Action News photographer Richard Harmelink attended and promoted AsianFest at Fresno City College.
  - 4/30/2017: AM Live anchor Tony Cabrera was an emcee at the Kids Rodeo event at the Clovis Rodeo.
  - 4/30/2017: General Manager Dan Adams participated at the Kids Rodeo event on 4/30 and judged the Mutton Busting event at the Clovis Rodeo from 4/27-4/30.
  - 4/30/2017: Executive Producer of Public Affairs Aurora Diaz attended and promoted the Kids Rodeo at the Clovis Rodeo.
  - Alena Lee was the emcee for Central Unified School District's World Language Fair this past weekend.
  - 5/2/2017: Sports anchor Chris Alvarez served as emcee of the Court Appointed Special Advocates' (CASA) annual Voices of Hope Volunteer recognition ceremony.
- 5/15/2017: KFSN is promoting three events on its weekly Community Calendar PSA:
  - Fight for Fashion - A fundraiser for Made for Them.
  - 50+ and Fit: Free Seminar on Healthy Eating - Chef Shayna and Rhonda Murphy.
  - Super Adoption - Valley Animal Center.
- KFSN is supporting the Dia Del Maestro Banquet for the Association of Mexican American Educators. ABC30 will present a \$1,000 scholarship. Twenty-two local Latino students will receive scholarships at this event on Friday night.
- KFSN Personal Appearances
  - 5/6: Anchor Warren Armstrong emceed the 14<sup>th</sup> Annual Derby Down – A Day at the Races, presented by the La Feliz Guild benefiting Valley Children's Hospital.
  - Assistant News Director Jim Jakobs spoke to Fresno State journalism students as they wrap up their school year. Many are preparing to graduate and enter the job market. Jim offered advice for those seeking entry-level jobs in broadcast and/or digital news organizations.
  - 5/9: Sports reporter Chris Alvarez conducted a tour of the station for 14 students from Scandinavian Middle School.
- 5/13/2017: KFSN sponsored the 5th Annual Super Adoption. The partnership with Valley Animal Center included a paid spot, promotion, web, social, plus news coverage. A record 120 animals were adopted. It surpassed last year's record of 80 adoptions in a day. Facebook live coverage reached more than 125,000 people.

- 5/17/2017: KFSN's Creative Services/Public Affairs Director Tim Sarquis and Promotion Manager Alec Armbruster attended the Central California Women's Conference Grant Reception. They shot video for the Central California Women's Conference Keynote luncheon's intro video. The conference is in September.
- 5/12/2017: KFSN sponsored the Slick Rock Student Film Festival. The partnership with Tulare County Office of Education included a paid spot, community affairs segment, web page, and social. The festival received a record 650 entries.
- 5/12/2017: KFSN supported the annual Dia del Maestro Banquet for the Association of Mexican American Educators. Twenty-three local Latino students received scholarships. KFSN contributed a scholarship.
- KFSN Personal Appearances
  - 5/8/2017: Action News anchor Warren Armstrong emceed the Water Forum in Clovis.
  - 5/10/2017: Action News anchor Warren Armstrong emceed the Comprehensive Youth Services Child Advocacy Awards in Fresno.
  - 5/12/2017: Action News reporter Brian Johnson presented the Best Newscast Award at the Slick Rock Student Film Festival in Visalia.
  - 5/12/2017: Promotion manager Alec Armbruster attended the Slick Rock Student Film Festival and promoted the event on social media.
  - 5/12/2017: Executive Producer of Public Affairs Aurora Diaz attended Dia del Maestro Scholarship Banquet in Fresno.
  - 5/12/2017: President and General Manager Dan Adams attended the annual fundraiser for Valley Teen Ranch in Fresno.
  - 5/13/2017 Action News weather anchor Alena Lee was the emcee at Valley Animal Center's Super Adoption event in Fresno.
  - 5/13/2017: Executive Producer of Public Affairs Aurora Diaz attended the Super Adoption and promoted the event on social media. Sales account executive Kristin Groth also attended the event.
- 5/24/2017: KFSN supported the Community Youth Summit. The Youth Leadership Institute program honors local teens who have taken on leadership roles in the community.
- 5/25/2017: KFSN is saluting the graduating seniors from Valley high schools. Honored Scholars is a part of the station's Children First campaign. Eighty-six schools were invited to send two of their top students to be part of the PSA. Participating in Thursday's (5/25) production shoot were anchors Warren Armstrong and Graciela Moreno; Creative Services Director Tim Sarquis; Promotion Manager Alec Armbruster, Announcer/Director Luis Ramentas; Public Affairs Executive Producer Aurora Diaz; Executive Assistant Terri Kotchevar; and Programming Manager Charlene Ciavaglia.
- KFSN Personal Appearances
  - 5/20/2017: Action News sports director Tommy Tran emceed the Fresno State Asian American Pacific Islander Commencement celebration.
  - 5/21/2017: Action News sports director Tommy Tran and reporter Jason Oliveira played in the Tulare County Memorial Basketball game.
  - 5/21/2017: Action News anchor Veronica Miracle threw out the first pitch at the Fresno Grizzlies game.



# PRESS RELEASE

abc30.com

- KFSN has reached out to local partners about the opportunity to apply for a \$2,000 Disney/ABC Summer of Service grant.
- 6/04/2017: KFSN will support the African American High School Recognition Ceremony and will donate a \$1,000 scholarship to a local student in need on Sunday, June 4, in Fresno.
- 6/15/2017: KFSN President and General Manager Dan Adams and Public Affairs Executive Producer Aurora Diaz took a tour of Catholic Charities in downtown Fresno on June 15. The nonprofit helps the working poor with food, emergency shelter, and educational opportunities.
- June 2017: KFSN is shooting standups Thursday for their new Children First special, *Embracing Our Community*. They will also shoot a promo for the show, which airs Monday. The special airs Sunday, June 25 at 6:30PM. Action News anchors Margot Kim and Dale Yurong will host.

**DATE:** April 5, 2017  
**RELEASE DATE:**

Immediately



**Breaking the Silence**  
**ABC30 half-hour special focuses on suicide prevention**

(Fresno, CA) – Suicide is now the second leading cause of death in youth between the ages of 10 and 24. Talking about this topic makes some people uncomfortable but educators, parents and students want to know what is behind a recent spike in teen suicides in Fresno County. ABC30 will take an in-depth look at teen depression. ABC30 anchors Warren Armstrong and Graciela Moreno host a half-hour special, “**Children First: Finding Help and Hope; Suicide Prevention**” **Sunday, April 9, 2017. It airs at 6:30PM.**



# PRESS RELEASE

abc30.com

This ABC30 special includes a Fresno mother who lost her son to suicide. She shares the signs of depression that were present but missed. She now counsels and educates families about mental illness. Valley Children’s Pediatric Psychologist Dr. Michael Danovsky explains the signs of depression parents should watch for. A Kings County girl who wanted to harm herself shares her story of finding new reasons to live. Learn about the new California law requiring schools to have a suicide prevention policy. Six students from five valley high schools share their insights on the stressors students face today. Tulare County Office of Education has the RESTATE program. It combines suicide prevention and mental illness awareness with visual and performing arts. Clovis Unified School District held a Parent Academy presentation where families learned about youth mental health.

Children First is a year-round effort focusing on the challenges, problems and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child’s life and highlights local organizations working with kids. The Children First campaign includes half-hour programs like “Finding Help and Hope; Suicide Prevention”, thirty-second public service announcements, and special stories on Action News. ABC30 thanks its partners below for putting Children First in the Central Valley.



Valley Children's  
HEALTHCARE

Tulare County  
Office of Education  
Jim Vidak, County Superintendent of Schools



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KFSN-TV ABC30, 1777 G Street, Fresno, CA 93706  
Contact: Tim Sarquis, Creative Services/Public Affairs Director (559) 490-3264

**DATE:** Tuesday, June 20, 2017  
**RELEASE DATE:**

Immediately



### ABC30 half-hour special focuses on unity and acceptance

(Fresno, CA) – Children are often exposed to examples of divisiveness online, on air and in person. It is important to teach them tolerance, acceptance and unity. ABC30 is airing a new special focusing on schools and programs that

promote a positive culture on campus and in our community. ABC30 anchors Dale Yurong and Margot Kim host a half-hour special, **“Children First: Embracing Our Community” Sunday, June 25, 2017. It airs at 6:30PM.**

This **ABC30** special includes the Visalia school incorporating the Seven Habits of Highly Effective People in their everyday lives. Kids learn teamwork, how to communicate and how to resolve differences in a respectful manner. The Character Counts program honors a Tulare County student for his compassion for the homeless. A man who immigrated to the U.S. with no money explains how a diverse workforce can benefit businesses. He now co-owns four restaurants. A local school has the Where Everybody Belongs program to combat bullying and promote inclusion. The Best Buddies program is pairing general education students with students with special needs. Students are going door to door to educate their neighbors about the Sikh community.

Children First is a year-round effort focusing on challenges and opportunities among our youth in Central California. The program shows how the average person can make a difference in a child’s life and highlights local organizations working with kids. The Children First campaign includes half-hour programs like “Embracing Our Community”, thirty-second public service announcements, and special stories on Action News. ABC30 thanks its partners below for putting Children First in the Central Valley.



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