



**KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT**  
**1st QUARTER 2017**

On its main channel 30.1, from January 1, 2017 through and including March 31, 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, 1:06-1:41AM., 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: Connected Kids**

Sunday, January 1, 2017 @10:30AM:

Sunday, March 5, 2017 @ 10:30AM: (Fresno, CA) – First graders are learning how to code; Moms are using Snapchat for their businesses. ABC30 explores how students, teachers, and families are taking tech to the next level. Action News anchors Tony Cabrera and Amanda Venegas hosted this half-hour special.

This ABC30 special includes a Tulare teacher who is teaching her first graders how to code. Find out how teachers at Orosi Unified School District are getting better engagement through technology. Learn how Fresno Unified's e-Mentoring program works and how putting Wi-Fi on all school buses is helping kids. You often see tots holding smartphones or tablets. Learn what parents should know before handing their toddler a tablet. Discover the local planetarium where kids can get a better view and understanding of science and space.

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

half-hour programs like “Connected Kids”, thirty-second public service announcements, and special stories on Action News. ABC30 thanks its partners – Valley Children’s Hospital, Educational Employees Credit Union, and Tulare County Office of Education – for putting Children First in the Central Valley.

### **PSAs AIRED 1<sup>st</sup> Qtr. 2017**

From January 1, 2017, through March 31, 2017, KFSN-TV aired approximately 1,375 Public Service Announcements (PSAs), along with community involvement project spots that include, but are not limited to:

- BLACK HISTORY MONTH CELEBRATION
- DANCE THEATRE OF HARLEM
- DISNEY’S MAGIC OF STORYTELLING
- CHILDREN’S HOSPITAL CENTRAL CALIFORNIA: KIDS DAY
- HUMAN TRAFFICKING PREVENTION
- THEATRE: BALLET BOYZ
- ROAD BLOCK: DRUNK DRIVING PREVENTION

### **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 (*Immigration Issues*)
- Health Issues affecting the Central Valley
- Safety Concerns in the Central Valley (*Flooding*)
- 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 & IMMIGRATION ISSUES**

#### **ACTION NEWS 6PM, 1/3/2017, :23 SEC., LOCAL**

Lee Brand took the oath of office at City Hall today in front of family, friends, and his new staff. The new Mayor says his administration will be one of the most inclusive the city has had in a long time. Brand hopes to continue many of the initiatives started by Ashley Swearingin, including revitalizing downtown and making Fresno more business-friendly.

#### **ACTION NEWS 6PM, 1/9/2017, 2:18 MIN., LOCAL**

Two new members were sworn in today as Fresno county supervisors. Nathan Magsig and Sal Quintero took their oaths today alongside their respective families. Magsig is taking the District 5 seat vacated by Debbie Poochigian. He says he plans to make water, public safety, and homelessness a priority. Quintero was sworn in to the District 3 seat vacated by Henry Perea. He says his priorities are to get criminals off the streets and keep them in jail, along with upgrading infrastructure in local neighborhoods.

**ACTION NEWS AM LIVE, 1/27/2017, :22 SEC., LOCAL**

President Trump's immigration plan is still not getting much support here in the valley. The United Farm Workers Union plans to protest against it later today. The organization will hold a demonstration in downtown Fresno this afternoon at the federal courthouse. The UFW acts as an advocate for thousands of farm laborers with citizenship and immigration issues.

**ACTION NEWS 6PM, 2/2/2017, :38 SEC., LOCAL**

Flanked by community leaders and the Police Chief, Mayor Lee Brand did not see the need for Fresno to be known as a "Sanctuary City", but he offered his support for non-US citizens. Protests have been held over the mayor's stance, so this show of city unity was meant to calm fears. A clear definition of a sanctuary city has not been established, but Ariana Martinez Lott wants Fresno to take the extra step.

**ACTION NEWS MIDDAY, 2/3/2017, :39 SEC.,LOCAL**

Undocumented immigrants worry they will be targeted for deportation. The rumors circulated on Facebook yesterday and I.C.E. says they are false. Jose Rivas Corona says he heard from friends that I.C.E. agents were knocking on doors in central Fresno asking for citizenship papers. An official, who could not speak on camera, told us agents have daily targeted operations to go after individuals. However, the official says a door-to-door raid, asking for papers would never happen. Immigration attorney Jessica Smith Bobadilla says she has been hearing the same rumors from her clients.

**ACTION NEWS AM LIVE, 2/15/2017, :20 SEC., LOCAL**

Hundreds of Central Valley residents have signed a petition asking Mayor Lee Brand not to make Fresno a Sanctuary City. Radio station Power Talk 96.7, organized the signature drive. They say it was a recent remark by Brand that made them and their listeners question if he was going to go back on his word. More than 500 people signed the petition.

**ACTION NEWS AM LIVE, 2/23/2017, :30 SEC., LOCAL**

Dozens of kids and teachers stood up for their undocumented classmates Wednesday, asking board members to make Fresno Unified a safe haven for students. Board President Brooke Ashjian previously argued against resolution, saying he did not want to offer false hope to families. Several districts across the state have adopted safe haven resolutions that protect student records and prevent immigration officials from stepping on campus. Supporters say Fresno Unified has a moral obligation to do the same.

**ACTION NEWS AM LIVE, 2/28/2017, :30 SEC., LOCAL**

Churches in California are joining a nationwide movement to provide sanctuary for undocumented immigrants who may be turned over for deportation by the Trump Administration. In Los Angeles, a church is building a safe house as part of an underground network. Under an Obama administration policy, federal agents did not enter houses of worship without approval. But fear of what may be coming under President Trump has some congregations turning to organizations. The National Sanctuary Movement says there are some 800 churches involved nationwide.

**ACTION NEWS MIDDAY, 3/8/2017, 31 SEC., LOCAL**

A proposed bill at the State Capitol is creating concern for some California sheriffs who are worried they may no longer be able to communicate. Senate Bill 54 is being called a "Sanctuary State" bill that will stop communication between local law enforcement and federal immigration agents and if passed, it will stop local law enforcement agencies from using resources to help with immigration enforcement. Fresno County Sheriff Margaret Mims says the proposal could drastically affect a program used for inmates.

**ACTION NEWS AM LIVE, 3/8/2017, :34 SEC., LOCAL**

With 100 percent of precincts reporting, Drew Bessinger is leading the race for one of three city council seats. The retired Clovis police captain has 68 percent of the vote for Harry Armstrong's seat following his retirement this past October. Camarena Health C.E.O. Paul Soares has 30 percent and non-profit director Aaron Jack Perry has two percent. Vong Mouanoutoua ran unopposed for Mayor Nathan Magsig's council seat. Magsig left the council to take a seat as a Fresno County Supervisor and council member Lynne Ashbeck was unchallenged as she seeks her fifth term.

### **LATINO LIFE 2/12/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

#### Segment 1

ABC30 aired a special edition of Latino Life. The show focuses on President Donald Trump's executive orders on immigration. On January 25, 2017 President Trump signed executive orders aimed at securing our borders. They call for several actions that are of growing concern to many Latinos living in the Central Valley. Action News Anchor Veronica Miracle shares details on the executive orders. Two days after signing plans for building a new wall along the U.S. and Mexican border, President Trump signed an executive order temporarily barring refugees and people from seven majority-Muslim countries from entering the U.S. These actions sparked rumors in immigrant communities. Action News anchor Corin Hoggard shows us how legal immigrants can sort fact from fiction and get help protecting themselves. Action News anchor Dale Yurong looks at the response to recent protests and the ongoing debate over whether Fresno should be a so-called "Sanctuary City." Local leaders recently clarified the city's stance on immigration policies.

#### Segment 2

Fears of deportation arose after rumors began circulating on social media about immigration and customs enforcement agents going door to door in Fresno. Action News anchor Veronica Miracle uncovers the truth about ICE raids. Mario Gonzalez from Centro La Familia and Immigration Attorney Camille Cook talk about your rights if you are worried about deportation.

Resources:

Centro La Familia [www.centrolafamilia.org](http://www.centrolafamilia.org) (559 237-2961)

Central Valley Immigrant Integration Collaborative <https://vallecentral.org/>

Central California Legal Services <http://www.centralcallegal.org/en/>

Mexican Consulate-Fresno

7435 N. Ingram Ave., Fresno, CA 93711

<https://consulmex.sre.gob.mx/fresno/index.php/es/>

#### Segment 3

Historically Black Colleges and Universities (HBCU) are recruiting students from the Central Valley. The Black College Expo is bringing its HBCU Recruitment Caravan to Fresno City College on February 14 from 1-4PM. They are encouraging students from all backgrounds to apply, including Latinos and Hmong students. Some students will be signed on the spot. Bring your transcripts, ACT, or SAT scores. Guest: Dr. Gloria Ponce-Rodriguez, National Colleges Resources Foundation. Get more information at [www.thecollegeexpo.org](http://www.thecollegeexpo.org)

#### Segment 4

Farmworker Appreciation Day - Dozens of people spent the day in Mendota for Farmworker Appreciation Day. Resources ranging from healthcare to education assistance were offered. The Employment Development Department teamed up with Proteus for the event aimed at thanking the residents of rural communities in West Fresno County who work long hours to put food on their tables and ours.

### **VALLEY FOCUS 2/19/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

## Segment 2

Relief - Fresno Housing Authority is offering drought relief assistance for residents who are impacted by dry wells and have little access to water. Guest: Eduardo Rodriguez, Fresno Housing Authority. Fresno Housing Authority [www.Fresnohousing.org/droughtreliefassistance](http://www.Fresnohousing.org/droughtreliefassistance) (559) 445-8973

### **THE MADDY REPORT: 1/1/2017, 10AM, :30 MINUTES, SYNDICATION**

*"Trump Presidency: Will California Become Texas 2.0?"* – Guest: Dan Schnur, director of the Jesse M. Unruh Institute of Politics at USC. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 1/8/2017, 10AM, :30 MINUTES, SYNDICATION**

*"California 2016 Election: Political Sea Change or Political Mirage?"* – Guests: John Myers, Sacramento bureau chief of the LA Times, and Marisa Lagos, political and government reporter with KQED News. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 01/15/2017, 10AM, :30 MINUTES, SYNDICATION**

*"Trump Presidency: Will California Become Texas 2.0?"* – Guest: Dan Schnur, director of the Jesse M. Unruh Institute of Politics at USC. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT, 01/22/2017, 10AM, :30 MINUTES, SYNDICATION**

*"Recent Crime Trends: Should We Feel Safe or Sorry?"* – Guest: Magnus Loftstrom and Brandon Martin, experts from the Public Policy Institute of California. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 01/29/2017, 10AM :30 MINUTES, SYNDICATION**

*"California's Public Employee Pensions"* – Guest: CALmatters reporter Judy Lin. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 2/05/2017, 10AM, :30 MINUTES, SYNDICATION**

*"California's Foster Care System"* – Guest: California Auditor Elaine Howle. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 2/15/2017, 10AM, :30 MINUTES, SYNDICATION**

*"Occupational Licensing: Worth the Cost?"* – Guest: Carol D'Elia, Executive Director of Little Hoover Commission. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 02/19/2017, 10AM, :30 MINUTES, SYNDICATION**

*"In-Home Services and Nursing Homes: The Coming Senior Care Tsunami"* – Guest: Laurel Beck, an expert with the Public Policy Institute of California. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 02/26/2017, 10AM, :30 MINUTES, SYNDICATION**

*"California's Top Ten"* – Guest: Capitol Weekly editor John Howard. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 03/05/2017, 10AM, :30 MINUTES, SYNDICATION**

*"The Governor's 2017 Budget: Cloudy, and Rain in the Forecast"* – Guests: California Legislative Analyst Mac Taylor, Los Angeles Times Sacramento bureau chief John Myers and Sacramento Bee columnist Dan Walters. Host: Maddy Institute Executive Director Mark Keppler.

### **THE MADDY REPORT: 03/12/2017, 5PM, :30 MINUTES, SYNDICATION**

*"Fake News and Information Illiteracy"* – Guests: State Sen. Bill Dodd (D); Renée Ousley-Swank, President Elect of the California School Library Association; Los Angeles Times Sacramento Bureau Chief John Myers; and Sacramento Bee columnist Dan Walters. Host: Maddy Institute Executive Director Mark Keppler.

**THE MADDY REPORT: 3/19/2017, 10AM, :30 MINUTES, SYNDICATION**

*"Is Legalized Marijuana About to Go Up in Smoke?"* – Guest: Brian Vincente, founding partner, Vincente Sederberg LLC. Host: Maddy Institute Executive Director Mark Keppler.

**THE MADDY REPORT: 3/26/2017, 10AM, :30 MINUTES, SYNDICATION**

*"The San Joaquin Valley's Valley Challenges: A Comprehensive Review"* – Guests: Ellen Hanak, director of the Public Policy Institute of California's Water Policy Center. Host: Maddy Institute Executive Director Mark Keppler.

<b>Title</b>	<b>Length</b>	<b>Aprx. Airings</b>
EEO Job Vacancy List	:15	5
EEO Job Vacancy List	:30	2
Kids Commercial Report Location	:30	3
Human Trafficking Prevention	:30	144
Road Block: Drunk Driving Prevention	:30	166

**HEALTH CARE AFFECTING THE VALLEY**

**ACTION NEWS 11PM, 1/18/2017, :25 SEC., LOCAL**

In the South Valley, health care workers and community leaders gathered to make their voices heard about the potential repeal of the Affordable Care Act. More than a dozen people gathered in the rain in front of Representative Devin Nunes' office in Visalia. The group is asking for Nunes to keep the Affordable Care Act intact so they can continue to serve their patients.

**ACTION NEWS 6PM, 1/19/2017, :38 SEC., LOCAL**

Valley Children's Hospital celebrated its 20-year partnership with Mercy Medical Center in Merced for newborn care. The medical center currently has a level 2 NICU with six beds. Medical staff and even past patients of the NICU were at the celebration at the medical center. Valley Children's Healthcare officials say they committed to improving the health of children, and providing access to several pediatric specialty care locations in the North Valley. Valley Children's also has an NICU in Fresno and Hanford, along with their regional level 4 neonatal intensive care unit in Madera. Doctors at Dignity Health say the NICU is vital because they can provide extra care for newborns closer to home.

**ACTION NEWS AM LIVE, 1/27/2017, 1:28 MIN., LOCAL**

Fresno Unified is hoping to make it easier for its students to get the health care they need. Gaston Middle School has a unique feature on its campus, a pediatric health clinic. Now Fresno Unified is looking to provide those same services at six to ten other schools. The clinics would not just serve students but the kids in the surrounding community, as well. Fresno Unified trustees will discuss and likely vote on approving the health centers at certain schools on February 8.

**ACTION NEWS 6PM 2/22/2017, 1:17 SEC., LOCAL**

Guiding teen parents towards success: The office of the Fresno county superintendent of schools held its 31st annual teen parent conference today. More than 400 student-parents from across the valley attended seminars on topics including labor and delivery, caring for your baby, and development. Physicians from

U.C.S.F provided proper health care for parents unable to receive adequate aid. The conference also discussed the benefits of staying in school, not just for the parents, but for their child as well.

**ACTION NEWS 5PM, 3/9/2017, 1:41 MIN., LOCAL**

Community and labor activists, healthcare providers, and concerned citizens took to the podium in Hanford Thursday, urging Congressman David Valadao not to support the newly introduced American Healthcare Act, designed to repeal and replace the Affordable Care Act. They say California, and especially the Central Valley, has too much at stake, after so many gained health insurance with the passage of the A.C.A.

**ACTION NEWS 6PM, 3/9/2017, :34 SEC., LOCAL**

There is fear and anxiety in the valley among some groups that the proposed American Health Care Act could strip healthcare away from millions who gained access to it under the Affordable Care Act. The A.C.A also expanded Medi-Cal coverage to millions of Californians. But the new Republican legislation would end that expansion starting in 2020, and spending on the program would be capped. A certified enrollment counselor at the Fresno Center for New Americans says many of their immigrant clients have called this week about the bill, worried they could lose their current insurance.

**ACTION NEWS LIVE 6PM 3/13/2017, 30 SEC., LOCAL**

The Trump Administration's health care proposal is getting a skeptical review from health providers in the Central Valley. Action News reporter Gene Haagenson reports many gathered in Madera County today to express their concerns. Health care providers and agencies overseeing the valley's medical care are coming together to try and figure out how the Trump administration's plan for health care will affect valley residents. The message here was not good news.

**ACTION NEWS AM LIVE, 3/23/2017, :30 SEC., LOCAL**

On Wednesday, A.C.A. supporters packed into Fresno City Hall for a health care hearing. Fresno assembly member Joaquin Arambula hosted the meeting. Those who attended say the elimination of Obamacare would hurt the valley's children, the elderly, and the poor. The proposed bill, the American Health Care Act, would replace subsidies to buy insurance with tax credits. It would also eliminate future funding for the expansion of Medicare and Medi-Cal.

**VALLEY FOCUS 2/19/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

Segment 3

30th Annual Kids Day - Kids Day celebrates 30 years. You can volunteer to sell special editions of the Fresno Bee for just one dollar on March 7. Proceeds benefit Valley Children's Hospital. This fundraiser is a partnership between Valley Children's Hospital, ABC30, and the Fresno Bee. You can also text a \$10 donation by texting the word GEORGE to 80077.

Tuesday, March 7 [www.valleychildrens.org/kidsday](http://www.valleychildrens.org/kidsday) (559) 353-7100

Segment 4

Gift for Kids - 1,030 heart-shaped balloons arrived at Valley Children's Hospital for the young patients. Four girls from the Los Banos High School chapter of Future Farmers of America delivered the big red balloons.

**VALLEY FOCUS, 3/19/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

Segment 3

Fresno Unified Votes to Become a Safe Place District

Tulare County Office of Education hosts Anti-Tobacco Bowl Challenge

Kerman High students are learning about growing food with their student garden project. They will get to sell the produce they grow.

#### Segment 4

Downtown Visalia is known for its places to eat, drink, and have fun. Now it is encouraging people to live there. Kids Day raises a record \$628,611 for Valley Children's Hospital.

<u>Title</u>	<u>Length</u>	<u>Aprx. Airings</u>
Children's Hospital Central CA: Kids Day	:30	146
Children's Hospital Central CA: Kids Day	:04	81
Children's Hospital Central CA: POP	:15	74
Community Calendar	:30	152
Human Trafficking Prevention	:30	144
Road Block: Drunk Driving Prevention	:30	166

### **SAFETY CONCERNS AND FLOODING ISSUES AFFECTING THE VALLEY**

#### **ACTION NEWS MIDDAY, 1/9/2017, :46 SEC., LOCAL**

Floodwaters are rising in the Madera and Mariposa county mountains. Streams and creeks have swelled from heavy rainfall, forcing evacuation orders and road closures. Bass Lake is filled with rushing water. Deputies kept a close eye on the lake all weekend and it is now posing problems for people downstream. The Madera County Sheriff's Office issued a mandatory evacuation in parts of North Fork this morning. It remains in effect on Church Street, both east and west and at the Bass Lake mobile home park. Two homes nearest to Willow Creek on Willow Creek Drive have also been issued evacuation orders. People in the area have been advised to avoid driving through flooded roads or standing water. A shelter is in place for evacuees at the Oakhurst EV Free Church near Yosemite High School.

#### **ACTION NEWS 11PM, 1/9/2017,:22 SEC., LOCAL**

Flooding concerns forced Yosemite to close its gates over the weekend. However, workers are now gearing up for the park to reopen tomorrow. The heavy downpour and runoff soaked the national park the past three days; with some roads recording several inches of water spilling over and dumping off into the Merced River. Rangers say the recent storm could have done more harm with only minor debris left on the roads.

#### **ACTION NEWS LIVE 4PM, 1/10/2017, :30 SEC., LOCAL**

Part of one of Huron's main thoroughfares remains closed today. Highway 269, or Lassen Avenue, was shut down Monday morning due to flooding. It is the main road to Huron, a Fresno county town with a population of about 7,000 people. The closure is in effect from Palmer Avenue to State Route 198. There are detours, including El Dorado Avenue and Jayne Avenue if you are coming from the north. Caltrans officials say there is currently no timetable for when this portion of 269 will reopen.

#### **ACTION NEWS AM LIVE 1/11/2017, :30 SEC., LOCAL**

In western Fresno County, one of Huron's main thoroughfares is back open this morning. Highway 269, or Lassen Avenue, reopened to drivers a little after 6:30 last night. It was shut down Monday morning between Palmer and State Route 198, due to flooding. It is the main road to Huron, a Fresno county town with a population of about 7,000 people.

#### **ACTION NEWS LIVE 11PM 1/12/2017, :46 SEC., LOCAL**

Bass Lake is filled with rushing water. Deputies kept a close eye on the lake all weekend and it is now posing problems for people downstream. The Madera County Sheriff's office issued a mandatory evacuation in parts of North Fork this morning. It remains in effect on Church Street, both east and west and at the Bass Lake mobile home park. Two homes nearest to Willow Creek on Willow Creek Drive

have also been issued evacuation orders. People in the area have been advised to avoid driving through flooded roads or standing water. A shelter is in place for evacuees at the Oakhurst E-V Free Church near Yosemite High School.

**ACTION NEWS LIVE 6PM 1/18/2017, 26 SEC., LOCAL**

Clovis Unified School District is preparing for this week's major storms. Maintenance operation crews spent the day filling more than 70 sandbags. The sandbags will be dropped off at all of Clovis Unified's five high schools to serve as distribution centers for other neighborhood schools. Last week, the district experienced minor flooding and roof leaks at some sites. Officials say they are prepared for whatever rain comes their way this week.

**ACTION NEWS LIVE 11PM, 1/23/2017, :29 SEC., LOCAL**

Another road closure in the North Valley. A portion of Highway 59 near Merced remains closed due to flooding. Cal-Trans says water is continuing to rush out from near the Mariposa Creek Bridge. Crews have been inspecting and clearing the roadway. Cal-Trans say recent storms have caused water levels near the Mariposa Creek Bridge to rise again. The entire closure is about fourteen miles long from Sandy Mush to West Dickenson Ferry. Cal-Trans say they are now just waiting on water levels to change.

**ACTION NEWS LIVE 4PM 2/03/2017, :29 SEC., LOCAL**

Earlier this afternoon, the water was flooded all the way up to the top of people's driveways. That has since receded, but it is still causing an issue for drivers. The road is blocked off going both northbound and southbound in the small stretch of Melbourne, and people are being redirected in the surrounding neighborhoods. It is the case for a lot of areas in northwest and northeast Fresno because the storm drain system is just being overwhelmed with water, and it can only handle about a half an inch in an hour.

**ACTION NEWS AM LIVE, 2/08/2017, 29 SEC., LOCAL**

Mandatory evacuations remain in place in North Fork this morning as water from several creeks is dangerously close to flooding homes. On Church Street near Willow Creek, about a dozen families evacuated. Many had barely dried out from last month's storm when they had to make the tough decision to pack their bags again. Madera County Sheriff's deputies were on hand at the evacuation sites. They say after so much rain, they are worried people will grow complacent about how fast and high water levels can get.

**ACTION NEWS AM LIVE, 2/23/2017, 30 SEC., LOCAL**

Fresno County is under a local state of emergency due to recent storms filling reservoirs. High water flows from rivers and streams are stressing the levee system. Because of this, Fresno County will be able to seek help from the state for necessary repairs. Residents in Madera County had all evacuation advisories lifted last night. Several North Fork neighborhoods had been under a pre-evacuation warning since Monday, when water levels at Bass Lake posed a flooding threat due to heavy rain and runoff.

**VALLEY FOCUS 1/22/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

**Segment 3**

Domestic Violence Awareness - Domestic violence impacts entire families. The Marjaree Mason Center is hosting a workshop on cultural competency with Dr. Valerie Batts, Founding Director and VP of Consulting for VISIONS, Inc. The Marjaree Mason Center is also hosting Marjaree's Mardi Gras Birthday Soiree. Guest: Nicole Linder/Executive Director-Marjaree Mason Center  
The Batts workshop training will benefit anyone who works with people, especially those who serve clients. Every day we work alongside people who are different from us. Dr. Batts will help us look at cultural competency as more than just recognizing our different races, but rather recognizing how we are different from each other because of our upbringing, our beliefs, and all of our "identities" that shape who we are. Over the course of the six-hour training, Dr. Batts will focus on helping people recognize their

own biases, and then teach them how to embrace the differences in other people. We all have biases, this is completely normal! What we all need to work on, though, is identifying ways to acknowledge, accept, and OWN our biases. Once we can achieve that, we will be able to better serve those who are different from us.

Dr. Valerie Batts – Enhancing Culturally Responsive Care  
 Feb. 24<sup>th</sup> 9am-4pm New Covenant Community Church  
 \$100 presale, \$125 with CEUs (for LCSW and LMFT only)  
 Group rate (10 or more people) \$75 per person  
[www.mmc-valeriebatts.eventbrite.com](http://www.mmc-valeriebatts.eventbrite.com)

Marjaree’s Mardi Gras Birthday Soiree  
 March 18, 2017 at 6pm Tornino’s Banquet Hall  
 \$100 per person or \$1,000 for a table of ten.  
 Visit [www.mmcenter.org](http://www.mmcenter.org) to purchase tickets  
 Celebrate the life and legacy of Marjaree Mason. This March she would have been 75 years old  
 The purpose of the event is to raise funds to support safe houses, counseling and legal assistance services.

<b>Title</b>	<b>Length</b>	<b>Aprx. Airings</b>
Human Trafficking Prevention	:30	144
Road Block: Drunk Driving Prevention	:30	166
Choose Kindness: Bullying Prevention	:30	06

## **EDUCATIONAL ISSUES IN THE CENTRAL VALLEY**

### **ACTION NEWS AM LIVE, 1/25/2017, :40 SEC., LOCAL**

Fresno State President Joseph Castro is looking to expand arts and humanities on campus. Those plans also include the construction of a brand new performing arts venue that would seat approximately 1,200 people. The announcement came during Dr. Castro’s State of the University address yesterday. Details about how it will be funded remain unclear, but Castro expects it will be a combination of private and public funds. He says the time has come to improve the university's façade on Shaw Avenue and make other upgrades to last for decades. The proposal comes as the university is hoping to build a brand new student union, new student apartments, and other infrastructure changes.

### **ACTION NEWS AM LIVE, 1/26/2017, 2:09 MIN., LOCAL**

The University of California regents will be voting on the first tuition increase in seven years in the U.C. system. The proposal would raise tuition by \$282 and fees by \$54 for the next school year. U.C. President Janet Napolitano says increases are needed to maintain quality, but opponents believe higher tuition puts too much of a burden on struggling students. A U.C. spokesperson claims most of the financial burden would fall on out-of-state students, who already pay triple what California students are billed.

### **ACTION NEWS MIDDAY, 1/27/2017, :35 SEC., LOCAL**

The fate of Fresno Unified Superintendent Michael Hanson is still up in the air this midday. Trustees held their third closed door session over personnel issues yesterday, but came out after two hours, saying they have nothing to report. Board members have not identified who the meetings are about. But this week's agenda did list the possibility of hiring an interim superintendent. Community activists say they are concerned about the lack of transparency and they believe the district should be focusing on searching for a permanent replacement, instead of dealing with a superintendent who is on his way out.

**ACTION NEWS AM LIVE, 2/08/2017, 1:25 MIN., LOCAL**

The district is looking at Gaston Middle School, which has a pediatric health clinic on campus. Fresno Unified wants to take those services and offer them at more schools. The clinics would also serve the kids in the surrounding community beyond campus. A vote is expected by the end of the day.

**ACTION NEWS AM LIVE, 2/12/2017, :30 SEC., LOCAL**

Finding ways to reduce suicide for teens and young adults in the Central Valley is the focus for leaders in medicine, education, and law enforcement. Suicide is the second leading cause of death for people between the ages of 10 and 24. So, hundreds of people gathered at Valley Children's Hospital yesterday for a community forum on teen depression and suicide prevention.

**ACTION NEWS LIVE 11PM, 2/15/2017, 1:35 MIN., LOCAL**

There is new help tonight for teen moms in the North Valley. Madera South High School held a ribbon cutting today for its new Cal-Safe Child Development Center. The facility will provide parenting education for expectant students, as well as those who are already parents and help them graduate and transition into higher education. Organizers also say the new center will increase health and support services.

**ACTION NEWS LIVE 5PM, 2/21/2017, :39 SEC., LOCAL**

A State Assembly bill introduced this month would prohibit the California State University system and the California community colleges from increasing tuition and any mandatory student fees until the end of the 2019 -2020 school year. Known as the Student Protection Act, the proposed legislation cites rising student debt, past tuition increases that outpaced inflation, and cost-of-living as reasons for the proposed freeze. The bill would also require CSUs and city colleges to hold their tuition and fee rates at levels set in 2016. The introduction of Assembly Bill 393 follows a vote last month by the UC Regents to end a six-year tuition freeze and begin raising costs as a way to fill a looming gap in state funding.

**ACTION NEWS AM LIVE, 3/9/2017, :32 SEC., LOCAL**

In education news, some outspoken community members are rejoicing as I.C.E. agents are no longer allowed to enter Fresno Unified school sites or district properties unless required by law. The school board unanimously voted to pass a 'Safe Place School District' resolution in front of a full house Wednesday night. Now I.C.E. agents cannot enter district property unless legally required. Students will not be released to I.C.E. agents and the district will not release or ask about a student's immigration status.

**ACTION NEWS AM LIVE, 3/13/2017, 32 SEC., LOCAL**

Parents are trying to save a 60-year-old Catholic school from closing in southeast Fresno. The Office of Catholic Education informed Saint Helen's School on Friday that the parish no longer has the funds to support the school. Nearly 100 parents met to establish a game plan to help save the school. They were emailed a letter from the Office of Catholic Education, saying the school is in debt to the diocese by more than \$500,000.

**ACTION NEWS LIVE 4PM, 3/14/2017, 1:49 MIN., LOCAL**

In this classroom at Fresno State, you will find papers and patriotism. Airman Dustin Chambers is in the 144th Fighter Wing, but he's also one of the students enrolled in the Veterans' Education Program at Fresno State. Dr. Daniel Bernard oversees the program. The program does not utilize the G.I. Bill, so service members can save those funds when they are ready for their degree.

**LATINO LIFE, 1/15/2017, 10:30AM/5:00PM, :30 MINUTES, LOCAL**

Segment 3

Kids Café - Fresno County Office of Education opens Kids Café. It will help special needs students with job training.

Segment 4

Rush for Rosca - Local bakeries were kept busy baking Rosca De Reyes. The delicious bread is used to mark the Day of Epiphany, or Three Kings Day.

**VALLEY FOCUS 1/22/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

Segment 1

Honoring Volunteers - You can honor a deserving volunteer by nominating him or her for the Hands Across the Valley Awards. There are several categories. Hands On Central California matches volunteers with organizations who need extra help. Hands On Central California will honor winners at a special awards luncheon April 26. The deadline to submit nominations is February 1. Guest: Josh Madfis/Executive Director-Hands on Central California [www.handsoncentralcal.org](http://www.handsoncentralcal.org)

Segment 2

MLK Day - Honoring the legacy of Dr. Martin Luther King, Jr. A look at the March and Commemoration Program held in Fresno.

Black History Month Banquet - The African American Historical and Cultural Museum of the San Joaquin Valley is having its annual Black History Month Celebration Banquet. Local trailblazers will be honored for their community work. Guest: Gwen Morris/Board Secretary-African American Historical & Cultural Museum

Black History Month Celebration Banquet: Saturday, February 4 6PM Doubletree by Hilton Hotel (559) 544-1857 <http://www.aahcmsjv.org/>

Segment 3

Domestic Violence Awareness- Domestic violence impacts entire families. The Marjaree Mason Center is hosting a workshop on cultural competency with Dr. Valerie Batts, Founding Director and VP of Consulting for VISIONS, Inc. The Marjaree Mason Center is also hosting Marjaree's Mardi Gras Birthday Soiree. Guest: Nicole Linder/Executive Director-Marjaree Mason Center

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Visit [www.mmcenter.org](http://www.mmcenter.org) to purchase tickets

Celebrate the life and legacy of Marjaree Mason. This March she would have been 75 years old  
The purpose of the event is to raise funds to support safe houses, counseling and legal assistance services.

#### Segment 4

College expansion - West Hills College Lemoore has an impressive new addition. The new student union gives students a new place to eat, study, hang out, and hold meetings.

### **LATINO LIFE 2/12/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

#### Segment 3

Historically Black Colleges and Universities (HBCUs) are recruiting students from the Central Valley. The Black College Expo is bringing its HBCU Recruitment Caravan to Fresno City College on February 14 from 1-4PM. They are encouraging students from all backgrounds to apply including Latinos and Hmong students. Some students will be signed on the spot. Bring your transcripts, ACT, or SAT scores. Guest: Dr. Gloria Ponce-Rodriguez-National Colleges Resources Foundation. Get more information at [www.thecollegeexpo.org](http://www.thecollegeexpo.org)

### **VALLEY FOCUS 2/19/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

#### Segment 1

Slick Rock - Students in junior high through high school are encouraged to enter the Slick Rock Student Film Festival. Submit video entries by March 14. The Tulare County Office of Education holds this competition every year. It encourages Creativity, Communication and other 21<sup>st</sup> Century skills. Guest: Rob Herman - Tulare County Office of Education. Finalists will have a chance to walk the red carpet at a special ceremony in Visalia in May. Submit your entries [www.tcoe.org/slickrock](http://www.tcoe.org/slickrock)

### **VALLEY FOCUS, 3/19/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

#### Segment 1

Fighting Hunger at Fresno State - One in three students at Fresno State is food-insecure; meaning they do not know where their next meal will come from. Fresno State, in partnership with Kaiser Permanente and Moss Adams LLP, is spreading the word about the March Match Up campaign. Donate to the campaign and their partners will match your donation up to \$82,000. Proceeds benefit the Student Cupboard, where students in need can receive food and personal hygiene products. Guests: Mary Castro/Fresno State First Lady; Ken Wittwer/Moss Adams LLP

March Match Up [www.fresnostate.edu/marchmatchup](http://www.fresnostate.edu/marchmatchup)

#### Segment 2

Bowl for Kids' Sake - Big Brothers Big Sisters of Central California is having its annual fundraiser. Proceeds will help the organization match kids with mentors. Guest: Diane Phakonekham/Executive Director-Big Brothers Big Sisters of Central California; Karen Brar/Special Events Director-Big Brothers Big Sisters of Central California

Bowl for Kids' Sake [www.bigs.org](http://www.bigs.org)

#### Segment 3

Fresno Unified Votes to Become a Safe Place District

Tulare County Office of Education hosts Anti-Tobacco Bowl Challenge

Kerman High students are learning about growing food with their student garden project. They will get to sell the produce they grow.

### **LATINO LIFE, 3/26/2017, 10:30AM, 5PM :30 MINUTES, LOCAL**

### Segment 1

Summer Camp - Golden State YMCA is encouraging kids to sign up for summer camp. Not all kids can afford to go, so “Camperships” are offered. YMCA is encouraging people to support this cause. YMCA Camp Sequoia Lake provides outdoor experiences for youth and families. Kids can swim, hike, participate in challenge course activities, and learn about the outdoors. Guest: Elissa Kubrin/Golden State YMCA

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

### Segment 2

Training Opportunities - The Department of Rehabilitation. DOR provides many services to people with disabilities, including:

- Benefits Planning
- Career assessment and counseling
- Job search and interview skills
- Independent living skills
- Career education and training
- Assistive technology

The Department of Rehabilitation believes that with training and support, an individual with a disability can access new opportunities. Anyone with a disability can attain a level of independence that increases their self-worth. DOR tailors services to each person individually to ensure a greater chance for success. A vocational rehabilitation team works closely with each person to establish the best combination of services and resources necessary to prepare for, find, and retain employment. Guest: Martha Espitia/Department of Rehabilitation

California Department of Rehabilitation

[www.dor.ca.gov](http://www.dor.ca.gov) (559) 445-6011

### Segment 3

Fresno School’s Amazing Feat - The kids at Design Science Early College High School intend to break the cycle of poverty. Forty-eight seniors will soon graduate, and all of them have been accepted into four-year colleges.

Steps to Good Health- a new club has formed to promote healthy living in southeast Fresno. The walking group gets together every Tuesday at 10am at Winchell Elementary. They will continue their walks through June.

### Segment 4

Book Donation - 5,000 books were donated to the Tulare County Office of Education. It’s part of Disney/ABC Television Group’s Magic of Storytelling campaign. ABC30 helped get books into the hands of kids in Tulare. The donation will help kids in the after school program known as Choices. Vintage Days-Fresno State will hold Vintage Days April 21-23. Admission is free.

<b>Title</b>	<b>Length</b>	<b>Aprx. Airings</b>
Black History Month Celebration	:30	41
Dance Theatre Harlem	:30	85
Disney’s Magic of Storytelling	:15	90
Disney’s Magic of Storytelling	:30	98
Community Calendar	:30	152
Food for Fuel	:30	186
Human Trafficking Prevention	:30	144

Road Block: Drunk Driving Prevention	:30	166
Theater: Ballet Boyz	:30	85
Kids Commercial Report Location	:30	3
Foster Care	:30	11
Choose Kindness: Bullying Prevention	:30	06

## **LOCAL ECONOMY AND JOB MARKET OUTLOOK**

### **ACTION NEWS AM LIVE, 1/19/2017, :30 SEC., LOCAL**

Leaders with technology firm Bitwise Industries say the company will expand its campus and transform three new spaces in downtown Fresno. Those spaces are the Hotel Virginia, the Old Spaghetti Factory now called Bitwise 41 and State Center Warehouse along R Street. More than 50 technology companies will call the spaces in the buildings home. Bitwise estimates 2,000 new jobs could be created. Leaders say they want to transform not just Fresno, but the valley, and this is just one step toward that goal.

### **ACTION NEWS AM LIVE, 1/26/2017, :30 SEC., LOCAL**

A South valley senator is helping people find jobs. Senator Andy Vidak is hosting the third Central Valley Career and Resource Expo today in Lemoore. More than 80 local employers will be at the event including Kaiser Permanente, Gallo Wines and more. The job fair will take place at the Tachi Palace Bingo Hall from nine this morning until one this afternoon.

### **ACTION NEWS MIDDAY, 1/27/2017, :23 SEC., LOCAL**

The Fresno Grizzlies have announced details on their annual job fair next weekend. The organization employs roughly 400 people each season for baseball games, Fresno Fuego games, and special events at the stadium. Open positions include ticket takers, merchandise, video crew, housekeepers, security, and bat boys. The job fair will be held Saturday, February 4, and it runs from 9 in the morning until noon.

### **ACTION NEWS LIVE 6PM 2/02/2017, :24 SEC., LOCAL**

Madera has just been ranked number one when it comes to jobs. Recently, the Madera metropolitan area topped a national list for short-term job growth by the Milken Institute. The area was ranked among other small cities in the country. Officials contribute the ranking to the development of new businesses and industrial growth. Experts say one of the biggest jobs makers this year was the Chukchansi casino.

### **ACTION NEWS LIVE 6PM 2/16/2017, 1:00 MIN., LOCAL**

Across the country, many showed solidarity by marching, boycotting jobs, or keeping kids home from school. Action News reporter Jason Oliveira reports on the impact the protest had on local businesses.

### **ACTION NEWS LIVE 6PM 3/08/2017, 2:59 MIN., LOCAL**

Visalia officials are optimistic that a new homeless work program could create positive change for the city's homeless population. With the help of other organizations, the city would hire two crews of five homeless workers for three months. They would work twenty hours a week under a supervisor, picking up trash and removing graffiti in public areas, and possibly even areas around highways if the city forms a partnership with Caltrans. The program would cost just over \$350,000 for the first year, and the mayor says it would be funded by the city's solid waste fund, redirected bottle bill revenues, and a grant from the county's workforce investment board. The idea is to have the once-homeless workers transition to full-time jobs. Visalia Rescue Mission Director of Development Ryan Stillwater says it is no secret that the city's homeless situation has worsened. But he believes the city's program could be beneficial for some of the people the mission serves, particularly those who are not in one of their programs but are looking for work. After hearing about the success of a similar program in Bakersfield, Visalia city council voted to move forward with implementing theirs.

**ACTION NEWS LIVE 11PM, 3/10/2017, :35 SEC., LOCAL**

The largest beauty retailer in the country has finalized its deal with the City of Fresno. Ulta Beauty officially announced today it has chosen southeast Fresno as the location for its new 670,000 square foot distribution center. It will be at East and Central Avenues, employing more than 500 people. The center will service 400 stores and fulfill internet orders throughout the western United States. The City of Fresno offered Ulta an incentive package to lure the retailer. Former councilman and current Fresno Economic Development Director Larry Westerlund says it is the biggest business attraction project the city has had in almost 20 years.

**ACTION NEWS MIDDAY, 3/15/2017, 31 SEC., LOCAL**

A campaign benefitting Fresno State's Student Cupboard is now in full swing. The student cupboard is a free resource on campus, which relies solely on donations for the entire month of March. Every dollar donated to the cupboard will be matched by three local organizations. This means there is a potential to raise \$164,000 for the cupboard. Mary Castro, wife of University President Joseph Castro, founded the cupboard, which opened in 2014. It offers students and their families free food, hygiene, supplies and baby food.

**LATINO LIFE 1/15/2017 10:30AM/5:00PM, :30 MINUTES, LOCAL**

Segment 1

Farmworker Appreciation Day - January 27 is Farmworker Appreciation Day. Workers are encouraged to attend a resource fair which includes information on safety, worker's rights, and career training. Proteus and Employment Development Department are partnering with other agencies for this special day. It is a free event.

Farmworker Appreciation Day Friday, January 27 9AM-2PM  
1417 3rd Street Mendota (559) 285-0424 or (559)473-4489

Segment 2

Empty Bowls Project - The Merced County Community Action Agency works to help those living in poverty. MCCA will be hosting its sixth annual Empty Bowl Project to fight hunger in Merced County on Thursday, February 2, 2017 from 5:00pm to 7:30pm at the First Baptist Church Merced (500 Buena Vista Drive, Merced, CA 95348). For a donation of \$20.00, participants will receive a bowl of gourmet soup, bread, and a handcrafted bowl to keep as a reminder of all the people who are hungry in our community. Community members come together to paint the bowls that will be used at the Empty Bowl dinner. All proceeds from this event will be used to feed the homeless at the D Street Homeless Shelter, which operates 365 days a year and provides 50 emergency shelter beds each night. Over 18,000 meals per year are served at the shelter.

Empty Bowls Project: Thursday, February 2 5pm-7:30pm (209) 381-5221  
[www.mercedcaa.org](http://www.mercedcaa.org)

**VALLEY FOCUS 2/19/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

Segment 2

Fresno Housing Authority is offering drought relief assistance for residents who are impacted by dry wells and have little access to water. Guest: Eduardo Rodriguez/Fresno Housing Authority  
Fresno Housing Authority [www.fresnohousing.org/droughtreliefassistance](http://www.fresnohousing.org/droughtreliefassistance) (559) 445-8973

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Espitia/Department of Rehabilitation

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Vintage Days - Fresno State will hold Vintage Days April 21-23. Admission is free.

<b>Title</b>	<b>Length</b>	<b>Aprx. Airings</b>
EEO Job Vacancy List	:15	5
EEO Job Vacancy List	:30	2

## **CULTURE AND DIVERSITY/LATINO LIFE PUBLIC AFFAIRS SHOW**

### **LATINO LIFE 1/15/2017 10:30AM/5:00PM, :30 MINUTES, LOCAL**

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#### Segment 4

Rush for Rosca - Local bakeries were kept busy baking Rosca De Reyes. The delicious bread is used to mark the Day of Epiphany, or Three Kings Day.

#### Community Events:

Dr. Martin Luther King, Jr. Celebration: Monday, January 16

March from Fresno City Hall to Fresno Convention Center

March begins at 10am Commemoration Program begins at 11am

Black History Month Celebration Banquet

Saturday, February 4, 6pm - Doubletree by Hilton Hotel. (559) 544-1857

Omar Nare Wine and Nuevo Mariachi in the Penthouse

Saturday, February 11, The Grand on Ten Downtown Fresno

[www.adelantemujer.net](http://www.adelantemujer.net)

### **VALLEY FOCUS 1/22/2017, 10:30AM,5PM, :30 MINUTES, LOCAL**

#### Segment 1

Honoring Volunteers - You can honor a deserving volunteer by nominating him or her for the Hands across the Valley Awards. There are several categories. Hands On Central California matches volunteers with organizations who need extra help. Hands On Central California will honor winners at a special

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### **LATINO LIFE 2/12/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

#### Segment 1

ABC30 airs a special edition of Latino Life. The show focuses on President Donald Trump's executive orders on immigration. On January 25, 2017, President Trump signed executive orders aimed at securing our borders. They call for several actions that are of growing concern to many Latinos living in the Central Valley. Action News anchor Veronica Miracle shares details on the executive orders. Two days after signing plans for building a new wall along the U.S. and Mexican border, President Trump signed an executive order temporarily barring refugees and people from seven majority-Muslim countries from entering the U.S. These actions sparked rumors in immigrant communities. Action News anchor Corin Hoggard shows us how legal immigrants can sort fact from fiction and get help protecting themselves. Action News anchor Dale Yurong looks at the response to recent protests and the ongoing debate over whether Fresno should be a so-called "sanctuary city." Local leaders recently clarified the city's stance on immigration policies.

#### Segment 2

Fears of deportation rose after rumors began circulating on social media about immigration and customs enforcement agents going door to door in Fresno. Action News anchor Veronica Miracle uncovers the truth about ICE raids. Mario Gonzalez from Centro La Familia and Immigration Attorney Camille Cook talk about your rights if you are worried about deportation.

#### Resources:

Centro La Familia [www.centrolafamilia.org](http://www.centrolafamilia.org) (559) 237-2961

Central Valley Immigrant Integration Collaborative <https://vallecentral.org/>

Central California Legal Services <http://www.centralcallegal.org/en/>

Mexican Consulate-Fresno 7435 N. Ingram Ave. Fresno, CA 93711

<https://consulmex.sre.gob.mx/fresno/index.php/es/>

#### Segment 3

Historically Black Colleges and Universities are recruiting students from the Central Valley. The Black College Expo is bringing its HBCU Recruitment Caravan to Fresno City College on February 14 from 1-4PM. They are encouraging students from all backgrounds to apply, including Latinos and Hmong students. Some students will be signed on the spot. Bring your transcripts, ACT or SAT scores. Guest: Dr. Gloria Ponce-Rodriguez, National Colleges Resources Foundation. Get more information at [www.thecollegeexpo.org](http://www.thecollegeexpo.org)

#### Segment 4

Farmworker Appreciation Day - Dozens of people spent the day in Mendota for Farmworker Appreciation Day. Resources ranging from healthcare to education assistance were offered. The Employment Development Department teamed up with Proteus for the event aimed at thanking the residents of rural communities in West Fresno County who work long hours to put food on their tables and ours.

#### **VALLEY FOCUS 2/19/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

##### Segment 2

Relief - Fresno Housing Authority is offering drought relief assistance for residents who are impacted by dry wells and have little access to water. Guest: Eduardo Rodriguez/Fresno Housing Authority  
Fresno Housing Authority [www.Fresnohousing.org/droughtreliefassistance](http://www.Fresnohousing.org/droughtreliefassistance) (559) 445-8973

#### **VALLEY FOCUS, 3/19/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

##### Segment 1

Fighting Hunger at Fresno State - One in three students at Fresno State is food insecure, meaning they do not know where their next meal will come from. Fresno State, in partnership with Kaiser Permanente and Moss Adams LLP, is spreading the word about the March Match Up campaign. Donate to the campaign and their partners will match your donation up to \$82,000. Proceeds benefit the Student Cupboard, where students in need can receive food and personal hygiene products. Guests: Mary Castro/Fresno State First Lady; Ken Wittwer/Moss Adams LLP

March Match Up [www.fresnostate.edu/marchmatchup](http://www.fresnostate.edu/marchmatchup)

#### **LATINO LIFE, 3/26/2017, 10:30AM, 5PM, :30 MINUTES, LOCAL**

##### Segment 1

Summer Camp - Golden State YMCA is encouraging kids to sign up for summer camp. Not all kids can afford to go, so "Camperships" are offered. YMCA is encouraging people to support this cause. YMCA Camp Sequoia Lake provides outdoor experiences for youth and families. Kids can swim, hike, participate in challenge course activities, and learn about the outdoors. Guest: Elissa Kubrin/Golden State YMCA, [www.ymcacampsequoialake.org](http://www.ymcacampsequoialake.org)

##### Segment 2

Training Opportunities - The Department of Rehabilitation provides many services to people with disabilities, including:

- Benefits Planning
- Career assessment and counseling
- Job search and interview skills
- Independent living skills
- Career education and training
- Assistive technology

The Department of Rehabilitation believes that with training and support, an individual with a disability can access new opportunities. Anyone with a disability can attain a level of independence that increases their self-worth. DOR tailors services to each person individually to ensure a greater chance for success. A vocational rehabilitation team works closely with each person to establish the best combination of services and resources necessary to prepare for, find, and retain employment. Guest: Martha Espitia/Department of Rehabilitation

California Department of Rehabilitation

[www.dor.ca.gov](http://www.dor.ca.gov) (559) 445-6011

### Segment 3

Fresno School's Amazing Feat - The kids at Design Science Early College High School intend to break the cycle of poverty. Forty-eight seniors will soon graduate, and all of them have been accepted into four-year colleges.

Steps To Good Health - A new club has formed to promote healthy living in southeast Fresno. The walking group gets together every Tuesday at 10am at Winchell Elementary. They will continue their walks through June.

### Segment 4

Book Donation - 5,000 books were donated to the Tulare County Office of Education as part of Disney ABC Television Group's Magic of Storytelling campaign. ABC30 helped get books into the hands of kids in Tulare. The donation will help kids in the after school program known as Choices.

Vintage Days - Fresno State will hold Vintage Days April 21-23. Admission is free.

### **ACTION NEWS AM LIVE, 1/16/2017, :22 SEC., LOCAL**

In the valley, there will be several events to honor Dr. Martin Luther King, Jr. A commemoration program will get underway this morning at the Fresno Convention Center. Action News reporter Cory James will serve as master of ceremonies. Before the event, a march will make its way from Fresno City Hall to the convention center. The annual event honors the late Dr. Martin Luther King, Jr. on what would have been his 88th birthday. This year, joining the hundreds of people at Fresno's City Hall are roughly 3,700 students, all part of the California YMCA's youth and government program. The students were already in town for a major conference, but decided to participate in Fresno's M.L.K. Jr. march.

### **ACTION NEWS LIVE 5PM, 1/16/2017, :30 SEC., LOCAL**

A school marching band played patriotic songs in Merced and students, teachers, and families marched down Martin Luther King Jr. Way. The crowd ended up at the Merced County Fairgrounds, where they enjoyed games, live entertainment, and food.

### **ACTION NEWS AM LIVE, 2/01/2017, :30 SEC., LOCAL**

For the next four weeks, the country will celebrate the achievements of African Americans and recognize their role in U.S. history. Historian Carter G. Woodson and other prominent black leaders founded the event in 1926. Every U.S. President since 1976 has officially designated February as Black History Month. Other countries around the world, including Canada and the U.K., also devote a month to celebrating black history.

### **ACTION NEWS LIVE 6PM, 2/01/2017, :30 SEC., LOCAL**

Students and staff at Fresno City College helped kick off black history month today. Ceremonies included music by the F.C.C. City Singers, and the keynote speaker was Counselor Emeritus Walter Brooks. Organizers also talked about the importance of Black History Month.

### **ACTION NEWS LIVE 6PM 2/02/2017, :40 SEC., LOCAL**

Flanked by community leaders and the Police Chief, Mayor Lee Brand did not see the need for Fresno to be known as a "Sanctuary City", but he offered his support for non-US citizens. Protests have been held over the mayor's stance, so this show of city unity was meant to calm fears. A clear definition of a Sanctuary City has not been established, but Ariana Martinez Lott wants Fresno to take the extra step. Sanctuary Cities are described as those which limit local cooperation with federal immigration agents. Fresno Police Chief Jerry Dyer said officers are not looking to arrest people based on their immigration status. Local leaders came to reassure the community, especially undocumented workers and even Muslims.

**ACTION NEWS LIVE 6PM, 3/08/2017, 2:33 MIN., LOCAL**

At Fresno City Hall, dozens of immigrant women held a rally to help commemorate International Women's Day. The demonstrators came together to challenge the fear they say has been installed by the Trump administration that claims illegal immigrants are a threat to American security. Instead, they say they want to insure the importance of immigrants and their contributions to the country.

<b>Title</b>	<b>Length</b>	<b>Aprx. Airings</b>
Black History Month Celebration	:30	41
Dance Theatre Harlem	:30	85
Community Calendar	:30	152

**OUTREACH EFFORTS FOR 1<sup>ST</sup> QUARTER 2017**

- 2/4/2017: KFSN completed production on the Black History Month Celebration Banquet PSA. It will begin airing Friday. KFSN is sponsoring the February 4 event. The partnership includes a PSA, web page, social media and public affairs show support. Proceeds will benefit the African American Cultural and Historical Museum of the San Joaquin Valley.
- KFSN is airing a new Community Calendar spot. It promotes the Hands across the Valley Volunteer of the Year Awards and free yoga classes at the Betty Rodriguez Library in Fresno.
- 1/18/2017: KFSN held its first Advisory Council meeting of the year on Wednesday. Council members provided feedback on local news stories and shared what is going on in their respective communities.
- 1/1/2017-3/31/2017: KFSN is one of four owned stations receiving a \$5,000 grant from Disney as part of its Magic of Storytelling campaign. Funds will be used to help the Tulare County Office of Education purchase books for its early childhood education program. KFSN is promoting the Magic of Storytelling campaign through March 31.
- KFSN Personal Appearances:
  - 1/16/2017: Action News reporter Cory James was the emcee for the City of Fresno's Dr. Martin Luther King Commemoration Program.
  - 1/16/2017: Executive Producer of Public Affairs Aurora Diaz attended the Dr. Martin Luther King Commemoration Program and promoted the event on social media.
  - 1/18/2017: Morning weather anchor Alena Lee spoke to fifth grade students about weather at W.E.B. Dubois Academy in Fresno.
- KFSN will produce a new PSA for Black History Month. The PSA will feature Michael McGough, a former art teacher and coach, who was the first African American to become a head coach of any sport at Clovis Unified School District. His artwork is displayed at the African American Historical and Cultural Museum of the San Joaquin Valley. Action News reporter Cory James will front the spot.
- KFSN is partnering with the Tulare County Office of Education to promote the Slick Rock Student Film Festival. The partnership includes airing their PSA, website, digital banners, social media, and an appearance on KFSN's *Valley Focus* public affairs show. TCOE is spending \$6,000 and is one of the station's coveted Children First partners.

- KFSN Personal Appearances
  - 1/20/2017: Action News anchor Margot Kim was the emcee at the CV Luxury Awards in Fresno. The event was attended by Action News weather anchor Alena Lee in addition to members of the sales team, including Greg Baker, Donald Waltz, and Julie Tymn.
- 1/31/2017 KFSN hosted the Annual Children First luncheon with station partners from Valley Children’s Hospital, Educational Employees Credit Union, and the Tulare County Office of Education. They shared their story and message ideas. The first Children First special of 2017 will air in April.
- KFSN is celebrating Black History Month by honoring Michael McGough. The former educator and artist was the first African American Wrestling Captain at Fresno State and the first African American educator to be hired as an art teacher at Clovis Unified. McGough is featured in a :30 PSA plus on abc30.com. KFSN is also sharing his story on social media. The news department has also aired stories on Black History Month celebrations in the Central Valley. These can be found on abc30.com.
- KFSN is promoting two events on its Community Calendar PSA:
  - Coffee with a Cop: Chowchilla Police Department’s community policing efforts.
  - Child Find Project: Tulare County Office of Education’s efforts to help children with disabilities.
- KFSN Personal Appearances:
  - 2/7/2017: KFSN weekend anchor Veronica Miracle served as “Spell Master” for the Fresno Unified School District Spelling Bee.
- 3/7/2017: KFSN-TV will begin airing its new Kids Day PSA this week. It is promoting the 30<sup>th</sup> anniversary of Kids Day, a benefit for Valley Children’s Hospital. The spot will feature footage of the inaugural Kids Day from 1988 and encourages viewers to buy a Kids Day newspaper for one dollar. KFSN is a cofounder of Kids Day along with The Fresno Bee. The idea for Kids Day was brought to the Central Valley by former KFSN anchor Don Postles, who had a similar event at his old station in Buffalo in the ‘80s. This event has raised millions for Valley Children’s Hospital since its inception. Kids Day 2017 is March 7.
- KFSN’s social media post about Black History Month honoree Michael McGough was a hit. It has reached more than 130,000 people on Facebook.
- KFSN is promoting the Slick Rock Student Film Festival and Kids Day on social media. ABC30 is a proud sponsor of both events.
- KFSN Personal Appearances
  - 2/15/2017: Reporter Jason Oliveira took part in a cooking demonstration at the World Ag Expo with a chef from Cool Hand Luke’s.
  - 2/16/2017: Anchor Liz Harrison took part in a cooking demonstration at the World Ag Expo with Chef David Vartanian.
  - 2/25/2017 - KFSN anchor Graciela Moreno was the emcee at Silent Garden Gala. This is a fundraiser for students pursuing careers in Communicative Sciences and Deaf Studies to benefit Deaf and Hard of Hearing children.
  - 2/25/27 - KFSN anchor Graciela Moreno was a speaker at the Latino Leadership Luncheon at Fresno State.

- KFSN's Public Affairs team is in preproduction for another Children First special that will air April 9. The special will focus on suicide prevention.
- KFSN, DATG Citizenship, and Valley Children's Hospital are teaming up Monday (3/6) for the delivery of Disney Care Packages for child patients at Valley Children's Hospital. KFSN will cover the delivery of care packages in news and on social.
- KFSN Personal Appearances
  - 2/25/2017 - KFSN anchor Graciela Moreno was the emcee at Silent Garden Gala. This is a fundraiser for students pursuing careers in Communicative Sciences and Deaf Studies to benefit Deaf and Hard of Hearing children.
  - 2/27/2017 - KFSN anchor Graciela Moreno was a speaker at the Latino Leadership Luncheon at Fresno State.
- KFSN sponsored the 30th Annual Kids Day with the Fresno Bee and Valley Children's Hospital. 7,000 volunteers sold special Kids Day editions of the Fresno Bee. KFSN went live from two locations in the Central Valley on air and on Facebook. So far, the count is \$310,000 raised. A final count is expected next week. This is the biggest fundraiser for Valley Children's Hospital. Organizers hope to break last year's record of \$600,000.
- KFSN Personal Appearances
  - 3/1/2017: Anchor Tony Cabrera participated in Read across America Day with kids at Eric White Elementary in Selma.
  - 3/3/2017: Anchor Corin Hoggard participated in Read across America Day with kids at Lone Star Elementary in Fresno.
  - 3/3/2017: Weather anchor Reuben Contreras participated in Read across America Day with kids at Martinez Elementary in Parlier.
  - 3/4/2017: ABC30 employees played softball in the Mayor's Cup Tournament in Fresno. Dan Adams, Aurora Diaz, Greg Baker, Kristin Groth, Mike Canales, Jason Oliveira, Tommy Tran, Donald Waltz, Brian Morrow, Darrell Hamilton, Robert Stowe participated.
  - 3/7/2017: Charlene Ciavaglia, programming, and Rose Greene, accounting, attended a special early screening of the new season of *American Crime* at the Maya Theater.
  - 3/8/2017: KFSN participated in the Fresno City College Spring 2017 Career and Job Expo. Programming manager Charlene Ciavaglia and chief engineer Janice Reyes attended.
- KFSN's Community Calendar PSA features the following events:
  - Firefighters in the Making fundraiser
  - Fresno Food Expo kick-off seminar
- KFSN will debut the "ABC30, Caring for Our Community" logo and animation on its Kids Day PSA. This audio/video tag will be featured on all non-sponsored PSAs to brand the station's commitment to Community Affairs.
- 3/6/2017 KFSN, DATG Citizenship, and Valley Children's Hospital are teaming up this Monday for the delivery of Disney Care Packages for child patients at Valley Children's Hospital. KFSN will cover the delivery of care packages in news and on social.
- KFSN Personal Appearances
  - 3/9/2017: Programming Manager Charlene Ciavaglia and Engineering Director Janice Reyes represented ABC30 at the Career Fair at Fresno City College.

- 3/17/2017: Anchors/reporters Corin Hoggard, Veronica Miracle, Graciela Moreno, and News Director Michael Carr all participated in Fresno City College's high school journalism conference.
- KFSN-TV presented the Tulare County Office of Education with 5,000 books and \$5,000 Wednesday as part of the Disney ABC Television Group's Magic of Storytelling campaign. The books will go to TCOE's after school programs and migrant education programs. KFSN has been supporting the Magic of Storytelling campaign with PSAs, a webpage, news coverage, and social media posts. Books were distributed to kids in need in Tulare County.
- KFSN-TV's sponsorship of the Slick Rock Student Film Festival is a success. A record 642 entries were received this year. That's 150 more compared to last year. Winners will be honored at the festival in Visalia on May 12. KFSN aired the call for entries spot, promoted the contest through social media, and had a Slick Rock representative on the station's public affairs show *Valley Focus*. This is a partnership with the Tulare County Office of Education.
- KFSN Public Appearances
  - 3/18/2017: Action News Weather anchor Alena Lee was the emcee at Marjaree's Birthday Mardi Gras Soirée in Fresno. KFSN President Dan Adams was in attendance. Creative Services/Public Affairs Director Tim Sarquis, reporter Vanessa Vasconcelos, account executive Julie Tymn and producer Cheryl Wengren also attended.
  - March 3/18/2017: Weekend sports anchor Chris Alvarez was the emcee at Bowl for Kids' Sake. Reporter Corin Hoggard, photojournalist Matt Brincefield, and engineering assistant Andrea Guyton bowled at the event.
  - 3/22/2017: KFSN President and General Manager Dan Adams, Creative Services/Public Affairs Director Tim Sarquis, and Public Affairs Executive Producer Aurora Diaz participated in the Magic of Storytelling check and book presentation in Tulare.
  - 3/25/2017: KFSN Public Affairs Executive Producer Aurora Diaz and Account Executive Julie Tymn attended the Fresno Bowl for Kids' Sake event.