

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

Quarter: 3rd Quarter 2011

Date: October 7, 2011

<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 1 – Health: Research, Prevention, Diagnosis & Treatment</u>
2011 – September 27,28 & 29 PSA's: Alzheimer's Association Length: :30 seconds Origin: Local Type: PSA	Promotes their annual "Walk" to raise awareness about Alzheimer's and funds to help with finding a cure.
2011 – September 27,28 & 29 PSA's: Be the One Run Length: :30 seconds Origin: Local Type: PSA	Promotes the "Be the Match Be the One Run" which helps raise awareness of organ donation and the need for people to be tested to find matches, especially in the Asian community.
2011 – September 27,28,29 & 30 PSA's: American Diabetes Association Length: :15 seconds Origin: Local Type: PSA	Promotes the "Step Out – Walk to Stop Diabetes" fundraiser and awareness walk, with proceeds helping to fund diabetes research.
2011 – September 26,27,28,29 & 30 PSA's: Love Ride Length: :15 seconds Origin: Local Type: PSA	Promotes the "Love Ride" motorcycle ride which helps raise awareness and funds for Autism.
2011 – July 29 & 30 August 2,4,6,8,11,16,17,19,21,23,25,26,29 & 31 September 3,4,5,8,10,15,22,23 & 26 PSA's: Leukemia & Lymphoma Society Length: :60/:30/:15 seconds Origin: Local Type: PSA	Promotes their annual fundraiser, the "Light the Night Walk".
2011 – July 1,2,3,4,6,8,9,10,11,13,16,17,18,19,20,21,23,24,25,26,28 & 31 August 1,3,4,7,9,11,12,15,16,18,21,22,25,28,29 & 31 September 3,5,8,12,17 & 27 PSA's: American Cancer Society – Patient Services Length: :30 seconds Origin: Local Type: PSA	Informs viewers about what the American Cancer Society does and the patient services it provides.
2011 – July 2,3 & 4 August 8,18,21,23,24 & 30 September 1 & 4 PSA's: Kid Healthy – Steps to Healthy Living Length: :30/:15 seconds Origin: Local Type: PSA	Promotes our annual "Kid Healthy – Steps to Healthy Living" campaign, which promotes prevention of Type 2 Diabetes and obesity. It encourages healthy living and offers tips and resources.

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<p>2011 – July 10 September 6 PSA's: California Department of Alcohol and Drug Problems Length: :30 seconds Origin: Local Type: PSA</p>	<p>Uses the metaphor of a woman trading her family for a drink, that alcohol can ruin lives and even kill you.</p>
<p>2011 – July 17 PSA's: St. Joseph Center Length: :30 seconds Origin: Local Type: PSA</p>	<p>Helps provide working poor families, as well as homeless men, women and children of all ages, with the inner resources and tools to become productive, stable and self-supporting.</p>
<p>2011 – July 17 September 24 PSA's: Step Up on Second Length: :30 seconds Origin: Local Type: PSA</p>	<p>A mental health organization that helps rebuild lives one step at a time.</p>
<p>2011 – July 17 September 24 PSA's: San Fernando Valley Counseling Center Length: :30 seconds Origin: Local Type: PSA</p>	<p>An organization in Northridge that offers low-cost counseling for anyone – adults, kids, families – and is based on ability to pay.</p>
<p>2011 – July 17 September 17 PSA's: CLARE Foundation Length: :30 seconds Origin: Local Type: PSA</p>	<p>Provides compassionate treatment and recovery services for alcoholism and substance abuse to individuals, families, and the community. Saves lives through recovery.</p>
<p>2011 – July 17 September 15 PSA's: Alex's Lemonade Stand Foundation for Childhood Cancer Length: :30 seconds Origin: Local Type: PSA</p>	<p>Tells Alex's story and asks viewers to help end childhood cancer by creating their own Lemonade Stand, supporting one or donating to the Foundation.</p>
<p>2011 – July 17 September 4 & 29 PSA's: Department of Defense Length: :60/:30 seconds Origin: Local Type: PSA</p>	<p>Provides access to psychological health information and resources 24 hours a day, seven days a week for veterans returning from war.</p>
<p>2011 – July 3 September 14 & 20 PSA's: Autism Speaks Length: :60/:30 seconds Origin: Local Type: PSA</p>	<p>Compares odds of children becoming golf pros, 1 in 140,000, and being diagnosed with autism, 1 in 150, and encourages people to know the signs.</p>

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<p>2011 – July 17 PSA's: American Cancer Society – Colorectal Cancer Length: :30 seconds Origin: Local Type: PSA</p>	<p>Urges everyone over the age of 50 to get tested for colorectal cancer.</p>
<p>2011 – July 3 August 22 September 6 & 25 PSA's: The Banyan Tree Project Length: :30 seconds Origin: Local Type: PSA</p>	<p>Promotes awareness in the Asian & Pacific Islander communities, seeks to break down the barriers of shame and cultural stigma, and offers access to information, support and treatment for HIV/AIDS.</p>
<p>2011 – July 4 PSA's: Padres Contra El Cancer Length: :30 seconds Origin: Local Type: PSA</p>	<p>Committed to improving the quality of life for Latino children with cancer and their families.</p>
<p>2011 – July 10 September 3 & 26 PSA's: Alcoholics Anonymous Length: :30/:20/:15 seconds Origin: Local Type: PSA</p>	<p>Targets the viewer whose drinking is affecting their life and family. Offers help and gives their website, or that they are in the phone book.</p>

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 2 – Women’s Issues</u>
2011 – September 1,2,3,4,5,6,7,8,9,10,11, 12,13,14,15,16,17,18,19,20,21,22,23 & 24 PSA’s: Susan G. Komen Race for the Cure Length: :15/:10 seconds Origin: Local Type: PSA	Promotes the 2011 Komen Orange County Race for the Cure, which raises awareness and funds for breast cancer.
2011 – July 19 PSA’s: American Cancer Society – Choose You Program Length: :30 seconds Origin: Local Type: PSA	Inspires women to put themselves first to live well today and stay well tomorrow.
2011 – July 17 PSA’s: YWCA Santa Monica / Westside Length: :30 seconds Origin: Local Type: PSA	Serves more than 2,500 women and children from ten communities in West Los Angeles and empowers women and girls by creating opportunities for growth and leadership.
2011 – August 7 PSA’s: American Cancer Society – Breast Cancer Length: :30/:15 seconds Origin: Local Type: PSA	Urges women over 40 to get an annual mammogram, saying that early detection is still the best protection.
2011 – August 7 PSA’s: Susan G. Komen for the Cure Orange County Length: :30 seconds Origin: Local Type: PSA	Promotes their mission to never stop fighting to end breast cancer.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 3 – Safety: Home, Environment, Transportation</u>
<p>2011 – August 4,7,10,11,21,22,24 & 30 September 1,4,7,14 & 25 PSA's: Los Angeles Department of Water and Power (LADWP) Length: :30 seconds Origin: Local Type: PSA</p>	<p>Gives energy saving tips, with the message that when you save power, you save money. Also sends viewers to web site to learn more.</p>
<p>2011 – July 27 & 28 August 3,5,9,11,15, 17,22 & 24 PSA's: Ready LA & Ready Gov Length: :60/:30/:15/:10 seconds Origin: Local Type: PSA</p>	<p>Urges viewers to be ready for an earthquake by getting a kit, making a plan and being informed.</p>
<p>2011 – July 1,2,3,4,5,6,7,8,9,10,11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25,26, 27,28,29,30 & 31 August 1,2,3,4,5,6,7,8, 10,11,12,13,14,15,16,17,18,19,22,25,26, 28,29,30 & 31 PSA's: American Red Cross Length: :30/:10 seconds Origin: Local Type: PSA</p>	<p>Promotes the “ABCs of a Safe Summer” campaign, which offers viewers information and events on CPR, 1st Aid, water, fire, heat and electrical safety to help keep your family safe over the summer.</p>
<p>2011 – July 1,2,3,4,6,8,9,10,17,18,19,20, 21,23,24,25,26,28,29 & 31 August 1,4,6,8, 11,15,17,20,22,25,28 & 31 September 4,8, 12 & 17 PSA's: County of Los Angeles – Energy Upgrade Length: :30/:15 seconds Origin: Local Type: PSA</p>	<p>Tells viewers how they can save money and make their home more energy efficient and how the county can help.</p>
<p>2011 – July 10 & 31 August 17 & 26 September 11 & 25 PSA's: American Red Cross Los Angeles Region Length: :30 seconds Origin: Local Type: PSA</p>	<p>Shows how easy it is to put an emergency kit together and what goes in it. Urges all viewers to be prepared.</p>
<p>2011 – July 17 PSA's: County of Los Angeles, Regional Planning Length: :30 seconds Origin: Local Type: PSA</p>	<p>Talks about their department being a resource for housing and shelters. It is free for landlords and residents.</p>

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<p>2011 – July 18 PSA's: County of Los Angeles, Public Works Length: :30 seconds Origin: Local Type: PSA</p>	<p>Gives department listings of what is done in Public Works and how to contact them.</p>
<p>2011 – August 7 PSA's: County of Los Angeles, Health Services Length: :30 seconds Origin: Local Type: PSA</p>	<p>Informs viewers that they should only call 911 in emergencies. It is not a number for info or any other non-emergency calls.</p>
<p>2011 – July 6,21 & 27 August 8,12,16 & 30 September 1,2,4,5,6,7,8,9,12,13,14,15,16, 17,19,20,21,22,23,25,26,27,28,29 & 30 PSA's: Ready SoCal 2010 Campaign Length: :15/:10 seconds Origin: Local Type: PSA</p>	<p>Promotes collaboration with community partners to help raise viewer's awareness on what to do to prepare for a major disaster.</p>
<p>2011 – July 10 August 23 PSA's: Glendale Firefighters Length: :30 seconds Origin: Local Type: PSA</p>	<p>Gives information about how to be safe in case of a fire, by installing smoke detectors and having an escape plan.</p>
<p>2011 – August 7 PSA's: California Office of Traffic Safety Length: :30/:15 seconds Origin: Local Type: PSA</p>	<p>Tells viewers that if they drive drunk, they will get caught, whether in a car or a motorcycle.</p>
<p>2011 – August 9 September 13 PSA's: California Office of Traffic Safety and the California Highway Patrol Length: :30 seconds Origin: Local Type: PSA</p>	<p>Asks viewers to report drunk drivers when they see them on the road, by calling 911 and gives them information on what to report to the 911 operator.</p>
<p>2011 – August 10 September 24 PSA's: California Attorney General's Office & the California Office of Traffic Safety Length: :60/:30 seconds Origin: Local Type: PSA</p>	<p>Encourages adults to "think through it, don't do it", and don't provide alcohol to minors.</p>
<p>2011 – August 7 & 17 September 4 & 24 PSA's: Noah's Wish Length: :30 seconds Origin: Local Type: PSA</p>	<p>Informs viewers of their mission to save animals during disasters with their rescue and recovery services and how they do educational outreach programs to help people be prepared for a disaster.</p>

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2011 – July 12 August 9 & 19 PSA's: Los Angeles County & United Way Length: :30/:10 seconds Origin: Local Type: PSA	Informs the public about 2-1-1, a non-emergency phone number in Los Angeles that helps the community to locate, access and effectively use essential community health and human services.
2011 – August 7 September 11 PSA's: The Humane Society of the United States Length: :30 seconds Origin: Local Type: PSA	Offers viewers the "evacuatemypet.com" website to find information on evacuating their pets in an emergency or disaster.
2011 – August 7 September 13 PSA's: California Integrated Waste Management Board Length: :30 seconds Origin: Local Type: PSA	Promotes the recycling of TV sets and computer monitors to provide a safer environment for all Californians. Offers a web site to find out what to do.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 4 – Consumer Reports & Interests</u>
2011 – August 8 September 18 PSA's: Los Angeles County, Department of Consumer Affairs Length: :30 seconds Origin: Local Type: PSA	Informs viewers about their Elder Financial Abuse Unit and talks about how the elderly is being targeted and that they need to be smarter seniors.
2011 – July 2 August 6 September 3 PSA's: FCC/Children's Programming Educational Announcement Length: :15 seconds Origin: Local Type: PSA	Provides viewers with information on how to recognize Children's Programming on KABC-TV and how to access more information through our Public Inspection File.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 5 – Concern for Youth</u>
2011 – July 4 PSA's: Rosemary Children's Services Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to consider becoming foster or adoptive parents, to help make a difference in a child's life and dreams.
2011 – July 3 August 15 & 20 September 4,7,14,21,25 & 26 PSA's: Inter-Agency Council on Child Abuse and Neglect (ICAN) Length: :30 seconds Origin: Local Type: PSA	Encourages families to talk to and engage their kids so they don't go on line all the time and become victims of cyber abuse or predators.
2011 – July 8,19 & 29 August 5,9 & 24 PSA's: OwieBowWowie and Friends Length: :15/:10 seconds Origin: Local Type: PSA	Asks viewers to donate to help all sick children get an OwieBowWowie bear to help them through the bad things of being sick.
2011 – August 8 PSA's: Southern California Foster Family and Adoption Length: :30 seconds Origin: Local Type: PSA	Encourages all adults over 25 to foster a child and help them have a more normal life.
2011 – July 4 PSA's: County of Los Angeles, Department of Mental Health Length: :30 seconds Origin: Local Type: PSA	Uses Puppets to help kids talk through traumatic events or situations. Encourages kids to talk because it will make them feel better.
2011 – July 4 September 24 PSA's: Glendale Healthy Kids Length: :30 seconds Origin: Local Type: PSA	Organization offers free medical, dental, vision services and prescriptions available. They want to help children who can't afford help, still get what they need to be healthy.
2011 – July 4 PSA's: Covenant House California Length: :30/:15 seconds Origin: Local Type: PSA	Organization helps runaway teens or teens aged out of the foster system, by providing them with food, shelter and ways to get a job or go to school.

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<p>2011 – July 4,7 & 15 August 19 & 25 September 25 PSA's: Starlight Children's Foundation Length: :60/:30/:15/:10 seconds Origin: Local Type: PSA</p>	<p>Organization helps improve the life of children diagnosed with a serious or chronic illness by providing entertainment, education and family activities that help the kids and families cope.</p>
<p>2011 – July 3 September 6 & 24 PSA's: American Dental Association Length: :30 seconds Origin: Local Type: PSA</p>	<p>Uses an animated kid dinosaur, Dudley, to encourage kids to brush twice a day; floss once a day, limit between-meal snacks and get regular check-ups.</p>
<p>2011 – July 4 PSA's: Outward Bound Adventures Length: :30/:15 seconds Origin: Local Type: PSA</p>	<p>Organization provides inner city youth a view of nature as the backdrop to facilitate life lessons in conflict resolution, cooperation and building self esteem.</p>
<p>2011 – July 4 & 7 PSA's: Shoes That Fit Length: :60/:30 seconds Origin: Local Type: PSA</p>	<p>Organization provides new shoes to children who can't afford them. Looks for help from viewers to get more shoes.</p>
<p>2011 – August 13 PSA's: The Trevor Project Length: :30 seconds Origin: Local Type: PSA</p>	<p>Promotes their Hotline for gay and questioning teens, as a resource for them so as not to be alone. It is also a suicide hotline, staffed 24/7.</p>
<p>2011 – July 5 August 23 & 28 September 5 & 11 PSA's: Partnership for a Drug-Free California Length: :30/:15 seconds Origin: Local Type: PSA</p>	<p>Promotes drug prevention through information and talking and encourages parents to talk to them about drugs.</p>
<p>2011 – July 11 August 12,18 & 25 PSA's: Variety Boys & Girls Clubs of America Length: :30/:10 seconds Origin: Local Type: PSA</p>	<p>Talks about how being a part of a Club can make a huge difference in your life growing up, because they offer support, mentoring, friendship, etc.</p>
<p>2011 – July 10 September 10 PSA's: Al-Anon Family Groups Length: :30/:20/:15/:10 seconds Origin: Local Type: PSA</p>	<p>Offers an 800 number for those whose lives are affected by loved ones drinking. Al-Anon is for family support and Alateen is for children support.</p>

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 6 – Improving Race Relations</u>
2011 – July 20,21,22,23,24,25,26,27,28, 29 & 30 PSA's: Southern California Indian Center Length: :30 seconds Origin: Local Type: PSA	Promotes their “42 nd Annual Pow Wow” in Garden Grove.
2011 – September 16,19,20,21,22,23,26, 27,28,29 & 30 PSA's: City of Los Angeles Length: :10 seconds Origin: Local Type: PSA	Promotes the City’s “Latino Heritage Month” and all of the events going on in the months of September and October.

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<u>Name/Type/Source of Typical & Illustrative Program</u>	<u>PSA # 7 – Maintaining A Quality of Life: Individual and Family Matters</u>
<p>2011 – September 1,2,3,4,5,6,8,9,10 & 11 PSA's: MyGoodDeed, Inc. Length: :90/:60/:30/:15 seconds Origin: Local Type: PSA</p>	<p>Asks viewers how they will pay tribute to the 10th anniversary of 9/11 and asks them to join the 9/11 Tribute Movement and make 9/11 a Day of Service.</p>
<p>2011 – August 9,11 & 28 September 1,4,12,15,18,23,25 & 26 PSA's: Rotary International Length: :30/:20/:15 seconds Origin: Local Type: PSA</p>	<p>Promotes the humanitarian initiatives that Rotary Clubs do internationally, with a huge focus on eradicating polio, and encourages everyone to get involved.</p>
<p>2011 – July 30 August 2,3,10,16,20,23 & 29 September 4,5,15 & 25 PSA's: The Autry Museum Length: :30 seconds Origin: Local Type: PSA</p>	<p>Promotes what there is to do at the Autry and encourages viewers to explore the Unexpected West.</p>
<p>2011 – July 1,2,3,4,5,6,7,8,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30 & 31 August 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,23,24,25,26,27,28,29,30 & 31 September 1,13,14 & 17 PSA's: Ford Amphitheatre Length: :10 seconds Origin: Local Type: PSA</p>	<p>Promotes their 2011 Summer Season at their historic open-air amphitheatre in Hollywood.</p>
<p>2011 – July 5,14,20 & 26 August 4,11,17 & 22 September 1 PSA's: The Greyhound Project Inc. Length: :30/:10 seconds Origin: Local Type: PSA</p>	<p>Talks about the wonderful qualities of a Greyhound; what wonderful pets they make; and encourages viewers to adopt a retired racing Greyhound.</p>
<p>2011 – August 9 & 28 September 4,7,17,25 & 28 PSA's: Los Angeles County Museum of Art (LACMA) Length: :30 seconds Origin: Local Type: PSA</p>	<p>Encourages viewers to experience Los Angeles and experience the Museum's unique exhibits.</p>

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<p>2011 – August 13 September 17 PSA's: League of Women Voters – Los Angeles Length: :30 seconds Origin: Local Type: PSA</p>	<p>Aimed at all people, encourages everyone to be registered to vote.</p>
<p>2011 – August 14 & 28 September 11, 24 & 26 PSA's: County of Los Angeles, Animal Care and Control Length: :30 seconds Origin: Local Type: PSA</p>	<p>Celebrates their heroes, their staff, and asks viewers to help them help animals.</p>
<p>2011 – July 5 August 10 & 29 September 14 & 24 PSA's: GLSEN (Gay, Lesbian and Straight Education Network) Length: :30/:15 seconds Origin: Local Type: PSA</p>	<p>Asks viewers if they realize what they say when they say something is so gay. Tells people to knock it off.</p>
<p>2011 – August 14 September 11 & 25 PSA's: Ventura County Library Reading Program for Adults Length: :60/:30 seconds Origin: Local Type: PSA</p>	<p>Informs viewers of the free help available through California public libraries to adults who struggle with reading.</p>
<p>2011 – August 14 PSA's: Westside Food Bank Length: :30 seconds Origin: Local Type: PSA</p>	<p>Provides local organizations with food that helps kids, seniors, individuals and families who struggle with putting food on their table and is looking for volunteers.</p>
<p>2011 – July 24 September 24 PSA's: Gettoknowusfirst.org Length: :30 seconds Origin: Local Type: PSA</p>	<p>Asks viewers to support marriage equality by getting to know gay couples first and promotes the idea that marriage promotes families.</p>
<p>2011 – July 10 September 25 PSA's: Recording for the Blind & Dyslexic (RFB&D) Length: :30/:20 seconds Origin: Local Type: PSA</p>	<p>Testimonials about how using RFB&D, has changed and enhanced their life through audio books.</p>

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<p>2011 – July 10 & 24 August 28 September 18 PSA's: Guide Dog Foundation for the Blind, Inc. Length: :30/:20/:15 seconds Origin: Local Type: PSA</p>	<p>Highlights the difference a guide dog can make in the life of its user and shows how much freedom and mobility they give them. Also talks about the different people they can help: deaf, blind, epileptic, veterans.</p>
<p>2011 – July 8,14 & 26 August 2,8,16, 23 & 29 September 5,14 & 26 PSA's: Museum of Latin American Art ABC7 Produced Campaign Length: :15/:10 seconds Origin: Local Type: PSA</p>	<p>Promotes the Museum's permanent exhibit and that they host events there as well.</p>
<p>2011 – July 17 August 21 September 18 PSA's: GLAAD Length: :30/:20 seconds Origin: Local Type: PSA</p>	<p>Encourages acceptance of Gay, Lesbian and Transgender people, as well as not using hurtful words or jokes.</p>
<p>2011 – July 1,3,4,7,13,18 & 29 August 2, 11,18,23,26 & 31 September 9 PSA's: USO Length: :60/:15/:10 seconds Origin: Local Type: PSA</p>	<p>Informs viewers about all of the services they provide our troops and their families and says that the best way for us to help the troops is to help the USO.</p>
<p>2011 – August 10 & 14 September 13 & 17 PSA's: Karma Rescue Length: :60/:30 seconds Origin: Local Type: PSA</p>	<p>Informs viewers that they give death row dogs a second chance through rescue, rehabilitation and placement into safe and loving homes. They operate on volunteers and donations and are looking for help.</p>
<p>2011 – July 9 & 24 September 10 & 25 PSA's: Dogs For the Deaf Length: :30/:15 seconds Origin: Local Type: PSA</p>	<p>Promotes the organization, whose mission is to rescue and professionally train shelter dogs to help deaf and disabled people.</p>