

**KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT**  
**FIRST QUARTER 1999**

From January 1, 1999 through and including March 31, 1999, KFSN-TV presented regularly scheduled locally produced public affairs programs, syndicated programs, and 19½ hours of local news programs a week. In addition, KFSN broadcast all programs and public service announcements provided by the ABC Television Network. The ABC-TV Network First Quarter News and Public Affairs Program Information Report is also attached.

KFSN through its programming addressed the following issues of concern for communities that make up the six-county area served by ABC-30.

- 1) CENTRAL VALLEY FREEZE
- 2) DOMESTIC VIOLENCE
- 3) CRIMINAL JUSTICE
- 4) CHILDREN FIRST
- 5) EMPLOYMENT
- 6) TRANSPORTATION SAFETY
- 7) HEALTH AWARENESS

Programs, program segments, news reports, as well as Public Service Announcements broadcast by KFSN that provided significant treatment to the issues are the following.

**CENTRAL VALLEY FREEZE**

Freezing temperatures that gripped the state's prime citrus areas including the San Joaquin Valley last December continue to impact the Valley. ACTION NEWS continued its extensive coverage during the first quarter of 1999. Freezing temperatures have caused an estimated \$630 million in crop losses.

KFSN's local news broadcasts presented the following reports.

**ACTION NEWS**

January 3, 1999, 11:00 PM, :28 sec., Local/News

January 6, 1999, 6:00 PM and 11:00 PM, :28 sec., Local/News

Valley Freeze Relief – ABC30 and the Fresno Bee Newspaper have teamed up to help farm worker, packers, growers, and others affected by the big freeze. The Valley Freeze Relief Coalition has been formed to solicit donations that will provide financial support until State Government Aid arrives. The Salvation Army is distributing donations.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

January 5, 1999, 5:00 PM, 1 minute 43 seconds, Local/News

Packing – The Valley's citrus industry continues to survive despite the devastating Freeze. Though thousands of people are without a livelihood some have managed to stay in business. Meantime orange growers play the waiting game not knowing how much of the crop can be salvaged and when and if federal aid may come their way. Representatives from California Citrus Mutual say that while most of the growers have crop insurance, it will only cover a fraction of the losses.

### **ACTION NEWS**

January 5, 1999, 6:00 PM and 11:00 PM, :25 sec., Local/News

Assemblymen – Two valley assemblymen are working on a way to get more aid to farmers and AG workers affected by the last month's freeze. Dean Florez has proposed two bills to the California State Assembly. One calls for an emergency agriculture fund. It would set aside a million dollars each year to be used in the case of a similar disaster to what citrus farmers have experienced. The other gives the governor emergency powers in dealing with natural agriculture disasters, including freezes. Republican Mike Briggs joins Democrat Florez in pushing this emergency legislation passed and on the governor's desk in the next ten days.

### **ACTION NEWS**

January 6, 1999, 5:00 PM and 11:00 PM, :22 sec., Local/News

Food Distribute – Orange Cove residents can qualify for the donations once they prove they are out of work because of the freeze. Food will be given out again tomorrow, at third and "D" streets, in Orange Cove. Yesterday, unemployed workers lined up at the Apostolic Faith Tabernacle Church in Orange Cove to receive food collected by the Salvation Army. About 16 thousand pounds was distributed to 226 households, which are about 10% of the Orange Cove population.

### **ACTION NEWS**

January 6, 1999, 6:00 PM, :23 sec., Local/News

AG Secretary – The state's Agriculture Secretary toured the Central Valley visiting the freeze impacted citrus industry in Fresno, Tulare and Kern counties. Meetings were held with members of the industry assessing the damage and determining the economic impact on growers, their employees.

### **ACTION NEWS**

January 7, 1999, 6:00 PM, 1:00 min., Local/News

Foodlink – As layoffs in the freeze devastated citrus industry continues the demand for food and other assistance is rising. The lines are getting longer every day at the Visalia Emergency Aid Council. The council relies on direct donations of food and money and on the Foodlink Foodbank, which supplies food to many relief agencies in Tulare County. The big problem is that the demand is far exceeding the supply.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

January 8, 1999, 5:00 PM and 11:00 PM, 1:33 sec., Local/News

Fed Disaster – A mix-up by Governor Wilson could cause Federal relief to be delayed by weeks or even months. In his final hours as Governor, Pete Wilson requested the wrong type of assistance from the president, seeking federal reimbursement for the state's unemployment benefits. In a separate interview Congressman Cal Dooley indicated he had requested immediate aid from the USDA the Department Of Agriculture and the Small Business Administration would provide food stamps to displaced workers. It will also provide surplus food commodities.

### **ACTION NEWS**

January 8, 1999, 6:00 PM, :33 sec., Local/News

January 9, 1999, 11:00 PM, :33 sec., Local/News

Freeze Relief – Five truckloads of food went from the city of Clovis to Orange Cove where hundreds of workers have been laid-off because of last month's cold spell. Valley Catholic Charities coordinated the food collection drive which started Friday morning at about 6:00 AM.

### **ACTION NEWS**

January 11, 1999, 5:00 PM, 1:54 sec., Local/News

January 12, 1999, 5:00 PM, 1:54 sec., Local/News

Governor – Newly elected Democratic Governor Gray Davis makes his first visit to the valley as governor. He met with valley workers and growers to survey the damage caused by last month's freeze. Assembly Representatives Dean Florez and Sarah Reyes, and State Senator Jim Costa joined him.

### **ACTION NEWS**

January 11, 1999, 5:00 PM and 6:00 PM, 1:13 sec., Local/News

Radonovich – Republican Congressman George Radonovich visited the community center in Orange Cove where every day hundreds line up for food and other assistance. The congressman assured everyone that help is coming but noted there are some obstacles in obtaining federal disaster money.

### **ACTION NEWS**

January 12, 1999, 5:00 PM, :23 sec., Local/News

Tulare Freeze – Southern California Edison donated \$125,000 to the freeze relief effort. The money will be used to assist those who were put out of work by the freeze.

### **ACTION NEWS**

January 13, 1999, 5:00 PM, :23 sec., Local/News

Parlier – The Salvation Army has been donating food to the poor of Parlier on a monthly basis but since last month's freeze the need has increased substantially and it appears they may run out of food soon.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **Abc30 Freeze Relief Food Drive**

January 18, 1999, 3:00-5:00 PM and 6:30-7:00 PM PT, :60 sec., Local/News

KFSN broadcast 18 live announcements encouraging viewers to drop off food donations at either of the two locations in Fresno or the location in the south Valley City of Visalia.

### **ACTION NEWS**

January 18, 1999, 6:00 PM and 11:00 PM, :50 sec. Local/News

Food Drive – Valley residents turned out in mass to donate food and cash contributions for abc30's Freeze Relief Food Drive.

### **ACTION NEWS**

January 21, 1999, 6:00 PM, :33 sec., Local/News

UFW Freeze – The United Farm Workers Union gave ten tons of food in the south Valley City of Porterville. Hundreds of people lined up for hours waiting for the free food.

Unfortunately, the food went quickly and many people left empty handed. Most of those in line were farm and packinghouse workers who have been without work for nearly a month.

### **ACTION NEWS**

January 22, 1999, 6:00 PM and 11:00 PM, :25 sec., Local/News

Freeze Relief – The Department of Agriculture made it official by declaring eighteen counties hit by last months crop killing freeze, have been declared federal disasters areas. The counties in the Central Valley include Fresno, Madera, Tulare, Kern, and Kings.

### **ACTION NEWS**

February 1, 1999, 5:00 PM, :19 sec., Local/News

Farm Help – The USDA has made available over 1.5 billion dollars under the crop loss assistance program. Growers are eligible only if they lost over 35% of their crop. Registration for the program begins February 1<sup>st</sup>.

### **ACTION NEWS**

February 9, 1999, 5:00 PM, :28 sec., Local/News

SBA Checks – The United States Business Administration handed out one hundred fifty thousand dollars for disaster assistance to seven small businesses. These checks are the first installments on dozens of low interest loans for more than one million dollars.

### **ACTION NEWS**

February 9, 1999, 5:00 PM,: 45 sec., Local/News

Clinton – President Clinton has declared six California counties disaster areas, which makes federal aid available to Fresno, Kern, Kings, Madera, and Tulare counties.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

February 10, 1999, 5:00 PM and 6:00 PM, 1:40 sec., Local/News

Citrus Aid – Tulare County Freeze Relief Task Force expressed frustration that the long awaited presidential disaster declaration does not go far enough to help valley freeze victims.

### **ACTION NEWS**

February 11, 1999, 5:00 PM, 1:40 sec., Local/News

Good Fruit – The freeze put out anywhere from fifteen to thirty thousand people out of work and is causing growers and packers millions in dollars of losses. There is a small percentage of undamaged fruit available to keep some revenue coming but production is only twenty percent of normal.

### **VALLEY FOCUS**

February 14, 1999, 10:00 AM, 30 minutes, Local/Public Affairs

KFSN's local public affairs program discussed the effects and help that has resulted from the freeze crisis. Representatives from the Tulare County Freeze Relief Task Force and the Fresno County United Way presented information to viewers about programs and assistance currently available for freeze victims were interviewed. The Executive Director of the Fresno County Economic Opportunities Commission and the Director for Governmental and Community Affairs for Pacific Gas and Electric Company talk about how the \$500,000 donation will help victims of the freeze.

### **ACTION NEWS**

February 19, 1999, 5:00 PM, 6:00 PM and 11:00 PM, :90 sec., Local/News

Cruz Helps – Lt. Governor Cruz Bustamonte visited the Fresno Food bank to update the valley as to what is being done to help thousands of people out of work as a result of the freeze. The state has already provided eight million dollars in aid and Governor Davis is expected to announce a doubling in state aid to seven counties according to Bustamonte.

### **ACTION NEWS**

February 19, 1999, 5:00 PM, 6:00 PM and 11:00 PM, :42 sec., Local/News

Boxer – Senator Barbara Boxer visited Madera County to get a first hand look at the crop damage. The Senator held a round table discussion with a dozen representatives from all facets of the devastated citrus industry.

### **ACTION NEWS**

February 22, 1999, 5:00 PM and 6:00 PM, :29 sec., Local/News

Food Link – Pacific Bell donated ten thousand dollars in cash to Food Link, a Visalia based food distribution center.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

February 24, 1999, 6:00 PM, :42 sec., Local/News

More Aid – Vice President Al Gore announced a mortgage and rental assistance fund. The program will help ensure that families facing foreclosure or eviction can now get financial help. Gore also said California would receive an additional three million dollars in disaster relief money.

### **ACTION NEWS**

February 25, 1999, 5:30 AM, 11:30 AM and 6:00 PM, :24 sec., Local/News

FED Relief – Thousands of unemployed workers have flooded relief agencies with request for housing assistance. Agencies are concerned that the aid is too late for some victims who have already lost their home.

### **ACTION NEWS**

March 8, 1999, 5:30 AM, 5:00 PM, 6:00 PM and 11:00 PM, :30 sec., Local/News

FEMA Aid – the Federal Emergency Management Agency has started accepting applications for mortgage and rental assistance

## **DOMESTIC VIOLENCE**

### **ACTION NEWS**

January 25, 1999, 6:00PM, :18 Sec. Local/News

Abuse - Horrifying cases of domestic violence involving children has those left to deal with these issues sounding the alarm. Viewers were encouraged to call Marjaree Mason center's 24 hour crisis hotline: 233-help or toll free 1-800-640-0333. Or the national domestic violence hotline at 1-800-799-S.A.F.E. The Marjaree Mason center also has outreach services in Selma, Sanger, and Reedley and plans to open other sites throughout Fresno County.

### **ACTION NEWS**

January 29, 1999, 6:00PM, :02 Sec., Local/News

Gang Resistance - Great stands for gang resistance education and training. About 60 seventh and eighth graders at Malaga School completed the program during the nine weeks of classes, students learn how to resolve conflicting violence, and resist the lure of gangs.

### **ACTION NEWS**

January 29, 1999, 6:00PM. :27 Sec., Local/News

Cell-Phone - Pacific Bell donated ten wireless phones to the Marjaree Mason battered shelter today. It's part of a nationwide "Call to Protect" campaign. Victims of domestic violence can check out the phones when they leave the shelter for short periods. They're pre-programmed for 9-1-1. If the women run into trouble while they're out, help is just the push O button away.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

February 18, 1999, 6:00PM, :19 Sec., Local/News

Gangs - Organizations like the Boys and Girls Club can be an important tool in gang prevention. Frank Sanchez says the youth organization kept him out of trouble. How he's a leading expert on gang prevention. Sanchez says kids turn to gangs because of the need to belong.

### **ACTION NEWS**

February 23, 1999, 5:00PM, 1:48 Min. Local/News

Dealing-Child-Abuse - Children who grow up in violent homes suffer, even if they're not physically hurt. They're more likely to have emotional and behavioral problems. Trouble in school, with drugs, with the law and with their adult relationships. Action news anchor Kate Mistol has the story of a little girl's terror a lifelong struggle to heal.

### **ACTION NEWS**

February 24, 1999, 6:00PM, :42 Sec. Local/News

School Violence - School officials warn that crime the war against crime is not over yet. The third annual "Safe Schools Assessment" report shows a four- percent drop on violence at all California schools during the 1997-98 school year. At Fresno County schools violence dropped even more by six and a half percent. The Number of guns on campus is down but the number of knives is up.

### **OPRAH**

March 1, 1999, 4:00PM, 1 hr., Syndication

Wives Who Abuse Their Husbands - It's not a topic that is commonly addressed, but today Oprah talks to some wives who are guilty of lashing out at their spouses both verbally and physically. You'll also hear from some male victims of domestic abuse when they talk about the stigma attached to being a battered husband. From fear to being labeled a wimp, to rarely seeking medical attention after their wives' violent attacks, out expert explains the reasons why they stay and gives advice on how abused husbands can escape domestic violence.

### **ACTION NEWS**

March 2, 1999, 5:00PM, :23 Sec., Local/News

Domestic- The police department is reassigning a community service officer to help with the backlog of paperwork from domestic violence cases. In three months, the police chief will report back to the city council and could be a request for more money for additional officers.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

March 2, 1999, 6:00PM, 2:56 Min., Local/News

Domestic Violence - Last year Fresno police filed 24 thousand felony cases of domestic violence. It's a huge workload, but unlike other crimes, the suspect is a known entity. While some city councilmembers seem eager to offer more money to the department to help them solve this problem-the police say that may not be the necessary because they could reassign other personnel. The city council will soon begin discussing the 2-thousand budget - and in a month or so, they hope to have a good idea of what kind of money is need to fund investigators and advocates.

### **ACTION NEWS**

March 9, 1999, 6:00PM, :24 Sec., Local/News

Domestic - The deputy consul and members of his staff kicked off a series of training sessions for employees. The consul wants to be better prepared to help the Mexican population in the valley deal with domestic violence. The program sponsored by Proteus will assist that staff with referrals and resources available to the people they serve.

## **CRIMINAL JUSTICE**

### **ABC NEWS CRIME & JUSTICE**

Thursdays, 10:00 – 11:00 PM PT, 60:00 min., Network/News

ABC News Correspondent Cynthia McFadden anchors this documentary which focuses on crime and justice in the U.S. Criminal Justice.

#### Thursday, January 14, 1999

Target America: the Terrorist War – Cynthia McFadden reported on international investigations on the recent attacks against United States.

#### Thursday, January 21, 1999

Judgement at Midnight – Cynthia McFadden enters a world rarely seen. The world of an inmate waiting execution and of the prison preparing the execute him.

#### Thursday, January 28, 1999

When Children Accuse: Who to Believe? – ABC News Correspondent, Forest Sawyer, reported on innocent people sent to jail for unthinkable crimes they never committed. Does our desire to protect children cause more harm?

#### Thursday, February 11, 1999

Street Life: Inside America's Gangs – Correspondents Cynthia McFadden and John Qinones deliver compelling and provocative reports about gang life in America.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ABC NEWS CRIME & JUSTICE**

Thursdays, March 4, 1999, 10:00 – 11:00 PMPT , 60:00 min., Network/News

The Manson Women: Inside The Murders – ABC News Correspondent Diane Sawyer interviewed Leslie Van Houten and Patricia Krenwinkel, dubbed the “Manson Girls” by the media, in prison, where they are serving life sentences for their part in the brutal Tate-LaBianca murders in Los Angeles.

### **ACTION NEWS**

January 27, 1999, 11:00PM, 10 Sec. Local/News

Tulare crime - The latest numbers show the streets are safer in Tulare County. The Sheriff's department crime statistics from 1998 show overall crime is down 6-percent from the year before with the biggest drop in the number of reported rape cases. The sheriff's department has been working with the community and battling gangs.

### **ACTION NEWS**

January 30, 1999, 11:00PM, 1:30 Min. Local/News

Grant - The nearly fourteen million dollar grant from the Department of Justice that the Fresno Police Department received will allow 75 officers to hit the streets the old fashioned way seeing and hearing what's going on in our neighborhoods.

### **ACTION NEWS**

February 2, 1999, 6:00PM, :28 Sec. Local/News

Phonebooth - The Fresno City Council is determined to get rid of pay telephones used for illegal activity. Mayor Jim Patterson vetoed an ordinance passed last month arguing pulling out pay phones used for drug sales or prostitution won't cut down crime. He said people, not phones cause problems, but today, the council re-worded the ordinance and passed it with a six-zero vote. The mayor claims the changes are adequate and does not plan on vetoing the measure.

### **ACTION NEWS**

February 2, 1999, 6:00PM, :24 Sec. Local/News

Credit - The government is cracking down on credit scam artists. They promise they will fix your bad credit record for a price. An illegal credit repair salesman advised this man to get a new employee number form the IRS. Then, use that, instead of his social security card, when he applied. The problem is, doing that is a federal crime.

### **OPRAH**

February 3, 1999, 4:00PM, 60 Min. Syndication

Protect Your Self Against Rape - Although experts say the crime rate is going down, the number of rapes each year continues to rise. Statistics report that as many as 683,000 women are raped each year. On today's show, Oprah takes a look at some of the ways you can protect yourself from becoming a victim. We'll also explore the ways in which women can recover from such violent acts; and the impact it has on family and loved ones.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

February 3, 1999, 11:00PM, :27 Sec. Local/News

Hate crime - Police in the Southland call it a hate crime and they are looking for two suspects after an elementary school principal was beaten. It happened outside of Burton Elementary school. There are reports the attack could be related to a group of Hispanic parents. Members believe the principal was unresponsive to their concerns.

### **ACTION NEWS**

February 5, 1999, 5:30AM, 1:00 Min. Local/News

Three Strikes - Some change could be in store for California's tough Three Strikes law. A proposed bill would disqualify non-violent crimes as potential third strikes. The legislation, if passed and signed by the Governor, would have the effect of weakening the existing law, which has been credited with a dramatic decrease in crime in California.

### **20/20**

February 7, 1999, 10:00PM, 20:00 min. segment, Network/News

Free at last – The outrageous story of a woman wronged – put behind bars for decades after crossing paths with a corrupt cop. Year after year she claimed she had been framed. There was no evidence against her, but she had been forced to sign a confession. Elizabeth Vargas, ABC News reporter, reports the story of power and abuse and justice denied.

### **ACTION NEWS**

March 11, 1999, 6:00PM, :24 Sec. Local/News

Gangs - A call was made in solving a deadly shooting and police say gunmen opened fire on a crowd of people partying outside a corner store of Fresno and B Streets. One man was killed, five others were wounded. Authorities are asking witnesses to come forward.

### **ACTION NEWS**

March 12, 1999, 5:30AM, :22 Sec. Local/News

Visalia - Visalia police have beefed up patrols in the wake of a teenager's murder. 13 year old Nancy Seachao was killed just outside of a recreation center Wednesday night...caught in a shooting between two groups of men. Officers did not confirm if the teen's death was the result of gang violence but they are combing areas where juveniles hang out in order to prevent violence.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **CHILDREN FIRST**

Children First is in its second year of production. This KFSN campaign focuses on the challenges, problems and opportunities facing children living central California. Each quarter the Children First campaign includes Public Service Announcements, Sponsored Vignettes, and a locally produced half-hour program. During the first quarter of 1999 KFSN produced the following program.

### **THE STATE OF EDUCATION**

March 28, 1999, 6:30 PM, 30 min., Local/Public Affairs

In California's last gubernatorial election, it became clear that education was a priority for voters. Accountability was designated as the key to making changes in the education system. ACTION NEWS reporter Jaunita Stevenson reports on the accountability issue. She also reported on the controversial issue of private corporations taking over the management of public schools. Viewers were also given an inside look in today's classroom.

### Children First - Sponsored Vignettes

Reading	:30
Dyslexia	:30
Learning	:30
Disorders	:30

### Public Service Announcements

Fresno County Office of Education	Special Ed Career/Work	:30
Fresno County Office of Education	Special Ed Movie Equipment	:30
Fresno County Office of Education	Special Ed Resource Spec.	:30
Fresno County Office of Education	Special Ed Sports	:30

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **EMPLOYMENT**

#### **ACTION NEWS**

January 5, 1999, 6:00 PM, :28 sec., Local/News

Pre-freeze oranges are providing jobs for a handful of people. Packinghouses throughout the affected four-county area are busy processing fruit that has been inspected and cleared, or picked prior to the freeze. The jobs are only for a few hours a day and most employees know they won't last very long.

#### **ACTION NEWS**

January 9, 1999, 6:00 PM, :36 sec., Local/News

Sanitation workers at Fresno's Foster Farms facility didn't report to work after walking off the job the previous day. The workers walked out after demanding thicker protective gloves and a guarantee of eight hours of work per day. A Company spokesperson said new gloves have been ordered. However, the company said additional "work time" could not be granted, because employees' jobs are based on "need" -- spelled out in their Union contract.

#### **ACTION NEWS**

January 11, 1999, 11:30 AM, :24 sec., Local/News

Approximately 20 sanitation workers at Foster Farms may be out of work. They went on an unplanned strike Friday, against the advice of their union. They have a no-strike clause in their contract. The workers claimed management at a local plant mistreats them.

#### **ACTION NEWS**

January 13, 1999, 6:00 PM, :29 sec., Local/News

Three Valley communities struggling with the aftereffects of the '98 Freeze have received welcome news of help. Orange Cove, Huron and Parlier all depend heavily on agriculture for income. The freeze left many residents jobless and unable to make ends meet. Senator Dianne Feinstein announced all three towns would receive federal grants, having been chosen as rural enterprise communities. The towns will receive \$250,000 a year for ten years. The money will go toward creating jobs and promoting economic development.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

January 20, 1999, 5:00 PM, :26 sec., Local/News

The tribe is expanding the Palace Indian Gaming Center near Lemoore. The result will be 800 additional jobs. The casino already employs nearly 500 people. The new jobs will make the tribe second only to the U.S. Navy in the number of people employed in the County. The project will include a new casino along with a concert hall, restaurant, and convention facilities. It's a major step for the nearly 600 members of the once-impoveryed tribe.

### **ACTION NEWS**

January 20, 1999, 6:00 PM, :21 sec., Local/News

January 20, 1999, 11:00 PM, :18 sec., Local/News

The flood of 1997 provided jobs for victims of the 1998 freeze. Governor Gray Davis said the state will redirect \$1.5 million in Federal funds to help workers who lost their jobs due to the freeze. The money was originally intended for emergency flood relief; now it will serve a dual purpose. It will fund jobs for street repair, parks, and canals damaged during the flood. The state will be accepting applications for jobs repairing damage from the '97 flood.

### **ACTION NEWS**

January 21, 1999, 5:00 PM, 1:30 min., Local/News

This news story focused on a statewide television campaign designed to make you think about becoming a teacher. California's State Legislature is running a \$2 million ad campaign to recruit teachers due to booming student enrollment, smaller class sizes, and retiring teachers, which is causing California to gear up for an even greater teacher shortage. Twenty-eight thousand instructors are teaching with emergency licenses. Fresno County alone will need about 2,000 teachers in the next couple of years.

### **ACTION NEWS**

January 30, 1999, 6:00PM, :35 sec., Local/News

Governor Gray Davis announced an additional 4.5 million dollars in job assistance funds for thousands of Valley farmworkers who have been laid off because of last month's freeze. The money will provide temporary employment for agricultural workers left jobless because of the December cold snap. The funds are being redirected from the State Employment Development Department. Governor Wilson is also praising the Clinton Administration for extending the "1998 Crop Loss Disaster Assistance Program" to California farmers. That action will make available more than 100 million dollars in crop loss payments.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

February 1, 1999, 5:30AM and 11:00 PM, :28 sec., Local/News

Officials from the State and Federal Department of Labor spent part of this day in Parlier, assessing damage from December's freeze. In Sanger, they heard from hundreds of farmworkers who are out of a job. The findings will be compiled in a report that will eventually wind up on the President's desk. Mr. Clinton could then declare the freeze a national disaster, which could turn into additional federal funds.

### **ACTION NEWS**

February 1, 1999, 11:00 PM, 1:10 min., Local/News

The Mexican Congress is talking about dual citizenship -- allowing Mexican citizens who live right here in the Central Valley, or anywhere in California, to cast a vote in the next Mexican presidential election. If this happens, it could directly affect all Californians. Dual citizenship, if approved, isn't expected to weigh too heavily on California politics. However, if the local voters make the difference in Mexico, political analysts say it will strengthen economy here at home. Political analyst Don Larson said, "Trade means jobs. The more of our product we can sell to Mexico, the more people we can employ ... developing our product, manufacturing or agriculturally."

### **ACTION NEWS**

February 2, 1999, 5:00 PM and 6:00 PM, :16 sec., Local/News

While reports of pesticide illness have been dropping, some farmworker environmental groups believe it's because fewer farmworkers are reporting their illnesses. The reason: because they don't want to lose their jobs. Tulare County Agriculture Commissioner believes a new emphasis on training and enforcement is decreasing pesticide exposure rates.

### **ACTION NEWS**

February 10, 1999, 6:00 PM, 1:20 min., Local/News

A new North Valley company is finding jobs for the unemployed. Merced County had more than \$1.5 million worth of crop damage from the freeze. Merced's "Labor Ready" employment agency is employing about 50 workers every day. They hope to increase that number to ease the county's high unemployment rate of 14 percent. The company sends out workers with clerical and secretarial skills, but they concentrate mostly on manual labor. Workers are hoping their new career skills will land them a full-time job.

### **ACTION NEWS**

February 11, 1999, 5:00 PM, :16 sec., Local/News

They have some of the toughest jobs in America but a survey conducted by a University of California researcher finds farmworkers are generally happy. His conclusions are based on interviews with 265 seasonal and year-round workers in the San Joaquin Valley.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

February 18, 1999, 6:00 PM, Local/News

If one is thinking about changing jobs, information is just a few mouse clicks away. The Internet can provide enough information to help you make a wise choice. The Wall Street Journal's career finder is a comprehensive collection of salary calculators and career profiles with everything from average salaries of different careers to city profiles and advice on relocating. It also provides the latest ranking of the best and worst jobs nationwide based on data gathered during the second half of last year.

### **ACTION NEWS**

February 23, 1999, 5:30 AM and 11:30 AM, :20 sec., Local/News

An expansion by Bank of America could bring hundreds of high wage jobs to the Valley. The bank is reportedly considering expanding a regional call center in the Fresno-Clovis area. This move could bring with it as many as 700 \$11.00-an-hour jobs. While the deal is still in the tentative stages, many business leaders believe Fresno has a good chance at being home to the expansion.

### **ACTION NEWS**

February 24, 1999, 6:00 PM, 1:20 min., Local/News

The freeze left at least 13,000 farmworkers unemployed in Tulare County. A very lucky few have found jobs, thanks to a government program set up to relieve the damage caused by El Niño. State and federal funds to repair damage caused by floods in 1997 were used to create these jobs.

### **ACTION NEWS**

February 24, 1999, 11:00PM, Local/News

Few jobs are more important than teaching our children. This story featured Fresno's "best" teachers, who were saluted at the "Teacher Recognition and Celebration" awards.

### **ACTION NEWS**

February 25, 1999, 11:00PM, Local/News

Fresno teachers, looking for respect, rallied in downtown Fresno. Contract talks between the Fresno Teachers Association and Fresno Unified School District have broken down. Money is the issue. Teachers claim administrators received a 9.2% raise in salary. They say the district has millions of dollars in reserves and demand a piece of the pie. The district's negotiator called the teachers' position misleading. Negotiations will resume, with a state-appointed mediator.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

February 27, 1999, 6:00PM, 1:40 min., Local/News

Twenty teens took part in a lesson in life -- a nationwide project called "30-Hour Famine" -- where they fast and put themselves in the shoes of those less fortunate. Valley teens were assigned to chaperoned groups and told to load their belongings into shopping carts; at 10:00PM, they took to the streets to live the night as a homeless person does. In doing so, they realized how lucky they really are. Afterwards, they prepared sack lunches for the homeless and handed them out around Fresno.

### **ACTION NEWS**

March 9, 1999, 6:00PM, :29 sec., Local/News

A program in Madera is putting people left out in the cold by the citrus freeze back to work. The Central Valley Opportunities Center is coordinating Madera County's relief work program, and has helped 30 people find new jobs so far.

### **ACTION NEWS**

March 10, 1999, 11:30AM, :35 sec., Local/News

Everyone has seen those ads where you can work at home and earn thousands of dollars a week. Those offers of easy money may not be what they seem. Many of the companies that offer jobs stuffing envelopes require you send them money first -- beware, some of those companies will take your money and run. A Company that offers large profits over a short period of time requires you call a 900 number where you may be charged for the phone call. Investigate the company by calling the Better Business Bureau in the area where it is located.

### **ACTION NEWS**

March 10, 1999, 6:00 PM and 11:00 PM, Local/News

March 11, 1999, 5:30AM, :19 sec., Local/News

Business expansion in Tulare, Kings, and Fresno Counties will bring much work to the area. Del Monte has begun work on a warehouse that will store fruit canned in the company's Kingsburg plant. Del Monte is moving its tomato operations to the Hanford area, creating 300 new jobs.

### **ACTION NEWS**

March 10, 1999, 6:00 PM and 11:00 PM, :18 sec., Local/News

March 11, 1999, 5:30AM, :19 sec., Local/News

Foster Farms announced a new chicken processing plant to open in Porterville, which will create 300 positions over the next three years. This is welcome news in the freeze-devastated Valley, where unemployment in some parts has soared to 20%.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **VALLEY FOCUS**

Sunday, March 21, 1999, 9:30AM, 30 min., Local/Public Affairs

The theme for today's show: Jobs!

Job creation efforts in Fresno County are extremely challenging. Creating employment opportunities for a rapidly growing population, in an agricultural economic base, that traditionally uses seasonal labor, is the goal of many business and community leaders. While private and public sector efforts have been successful, the county's rapid population growth has created an enormous demand for jobs. This applies not only to adults, but also to teenagers who are looking for their first summer job.

Last summer, a federal grant awarded to the non-profit organization, Proteus, gave teenagers real-life job opportunities. The goal of the Summer Job Connection is to enhance the employability skills of youth. Another important aspect of this program is to encourage students to complete school.

Guests from the Entrepreneurial Resource Center also gave ideas for those interested in starting their own business; and a program, Hope Now for Youth, that works with at-risk teens and young adults who need jobs.

### **TRANSPORTATION SAFETY**

#### **ACTION NEWS**

January 7, 1999, 5:30 AM, :26 sec., Local/News

Airport Fog – Fresno Airport officials say fog affects 25 to 36 days of air travel in Fresno during winter. Future flights will not be grounded due to fog because of the new instrument landing system being installed.

#### **ACTION NEWS**

January 24, 1999, 6:00 PM and 11:00 PM, :24 sec., Local/News

AMTRAK – For safety reasons 120 miles of Railroad tracks between Fresno and Bakersfield are undergoing a major overhaul starting Monday. For two weeks AMTRAK passengers will by-pass the construction by taking buses between the two cities. The detour will add about 15 minutes to the average trip. Transportation officials are confident the 11 million-dollar project will pay off.

#### **ACTION NEWS**

January 27, 1999, 6:00 PM, :22 sec., Local/News

Underpass – The Fresno City council approved construction of an underpass at Shaw and Marks intersection in November. This will eliminate a dangerous railroad crossing. The Transportation Commission will allocate 12.8 million dollars needed for the project. The city will provide an additional two million toward the project. It is scheduled to be completed in about eighteen months.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

January 16, 1999, 6:00 PM, :22 sec., Local/News

YARTS – Madera County is withdrawing from the Yosemite Area Rapid Transit System. Oakhurst residents of Madera County are opposed to the new bus system that will transport visitors from their city to Yosemite National Park. Tuolumne County also opposes the plan.

### **ACTION NEWS**

January 17, 1999, 5:30 AM PM, :34 sec., Local/News

YARTS 2 – Madera County board of supervisors decided yesterday to abandon the Yosemite Area Rapid Transit System. The YARTS plan was originally proposed because of traffic jams and lack of adequate parking in Yosemite Park. The board states the proposed 200 buses would pollute the environment and make travelling on the winding two-way highway unsafe for automobiles.

### **ACTION NEWS**

February 28, 1999, 6:00 PM and 11:00 PM :22 sec., Local/News

Trucking – Dangerous big rig collisions happen in Fresno County more than almost any other county in the state. In a recent study commissioned by Parents Against Tired Truck Drivers, Fresno was ranked fifth in the number of fatal or injury truck collisions. The National Transportation Safety Board says that at least thirty percent of truck driver fatalities are due to driver fatigue.

### **ACTION NEWS**

January 27, 1999, 11:00 PM, :20 sec., Local/News

Aggressive Driving – A new study examined fatality rates caused by aggressive driving in communities throughout California, Fresno ranked second in the state for deaths caused by unsafe, impatient drivers. The Fresno Police department launched the third installment of “Operation Red-light”, a highly publicized crackdown on traffic violators. Officers say the program is reducing the number of accidents caused by red light runners.

## HEALTH AWARNESS

### **ACTION NEWS LIVE at FIVE**

*“Medical Breakthroughs”*: During the quarter, Monday through Friday on Action News Live at Five, we broadcast a series of stories that are about medical breakthroughs, subjects not yet known to the public. Viewers are informed about procedures and drugs that are just being introduced. Viewers can request more information about our stories. By sending in a self-addressed, stamped envelope with the name of the story about which they are interested, they will receive a transcript and research summary. The research summary is everything that cannot fit into a minute-and-a-half story. It includes further research, story contacts, costs and other cities or countries that are performing the same procedure or research.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **OPRAH**

January 27, 1999, 4:00 PM, 60 min., syndicated

Is there a connection between your emotional and your physical health? Can your mind heal your body? Dr. Christiane Northrup joined Oprah today to talk about this intriguing phenomenon and discussed what makes her approach to medicine so revolutionary, why illness is often a sign that your body is trying to get your attention, and that unhealthy relationship, dead-end jobs, and stress can take a toll on your health.

### **ACTION NEWS**

January 27, 1999, 11:00 PM, :19 sec., Local/News

A new report has found that a majority of Latina women in California doesn't have health insurance. The numbers add up to one-third of California's Latinos, or more than three million people. State lawmakers will introduce legislation to reach out and encourage minority women to get medical insurance.

### **ACTION NEWS**

January 27, 1999, 11:00 PM, Local/News

Major changes are on the way for Fresno County's mental health system. County supervisors have approved 4½ million dollars to be used to expand mental health programs. The money will help create the county's first rehabilitation center. It will be spent on more mental health services for seniors and children.

### **ACTION NEWS**

January 28, 1999, 11:30 AM, 1:35 min., Local/News

When it comes to vitamins, too much of a good thing can really be dangerous. In today's report, Dr. Dean Edell reported on what doctors have discovered about thinning bones. Bone thickness has a geographical link; now doctors think they know why. It has to do with too much Vitamin A. People in northern countries don't get a lot of sun, so they eat fish oils, which contain a lot of Vitamin D -- but it also has a lot of Vitamin A, which causes cells in the bones to break down the bones. The best advice is to look to other sources of Vitamin D and Vitamin A, so this ounce of prevention doesn't cause a pound of trouble.

### **ACTION NEWS**

January 28, 1999, 6:00 PM, :24 sec., Local/News

Students interested in a medical career can now get a head start even before they start college. Educational leaders announced the establishment of the Health Profession Preparatory Academy. It will be a secondary "school within a school" at the new Sunnyside High School, which is under construction. The facility will provide medical-oriented classes, guidance, and tutorials.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ABC 20/20**

Friday, January 22, 1999, 10:00 – 11:00 PM, 20 min. segment, Network

“Who’s Calling The Shots” – A medical controversy has pitted some parents against the law and leaving others searching for answers about what to do for their children. The Hep B vaccine is required for school-age children in 36 states – that many well respected health organizations say is safe and effective. But some people believe it can cause a severe and mystifying illness – even death.

“Deadly Food” – Arnold Diaz investigated how a number of people have gotten very sick and even die after eating hot dogs that contained a dangerous bacteria, Lysteria, and showed viewers what to look for and how to cook food to avoid becoming ill.

### **ABC 20/20**

Firday, January 29, 1999, 10:00 – 11:00 PM, 20 min. segment, Network

“A Risky Delivery” - Dr. Nancy Snyderman reported about device called the Vacuum Extractor which is being used instead of forceps in difficult deliveries and that if used the wrong way can turn births into tragedies. Many doctors do not even know about this problem and most expectant couples don’t know about it either.

### **ABC 20/20**

Monday, February 15, 1999, 10:00 – 11:00 PM, 20 min. segment, Network

“The Young Man’s Cancer” – Dr. Timothy Johnson on the type of cancer to strike young males – Testicular cancer. A recent study has shown a 60% increase in the disease over the last 30 years and no one is quite sure why. But testicular cancer is 90% curable if its caught early.

### **ABC 20/20**

Wednesday, March 17, 1999, 10:00 – 11:00 PM, 20 min. segment, Network

“A Good Heart Attack” – Dr. Timothy Johnson reports about a new and incredible treatment for heart patients. Patients actually being given a heart attack by their own doctors. It’s a new medical experiment that may revolutionize the treatment of certain severe ailment, saving many patients from open heart surgery.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

January 30, 1999, 11:00 PM, 1:35 min., Local/News

Doctors at the University of California, Irvine say they now have evidence to prove a pill to ward off colon cancer is possible. For ten years, experts have studied the drug Difluoromethylornithine (D-F-M-O) as a possible treatment for cancer. So far, the drug has not been effective at destroying cancer cells, but it does appear to prevent their formation. D-F-M-O is also being studied as a prevention drug for breast, cervical, and prostate cancer. If results of this final study prove positive, the drug could be presented to the FDA in five years.

### **ACTION NEWS**

February 1, 1999, 6:00 PM, :19 sec., Local/News

A health clinic in the Tulare County town of Lindsay is back in business with a new owner. Some employees have had to be laid off; however, the center's regular patients can still get medical help. The clinic closed last month when the previous owner ran into financial problems.

### **ACTION NEWS**

February 5, 1999, 6:00 PM, :25 sec., Local/News

A nursing shortage being experienced across the country may not have a big impact in Fresno, all thanks to a cooperative effort between a college and a hospital. Fresno City College and Community Health Systems introduced 20 students who have been selected to be a part of an accelerated nursing program. It will enable the students to complete their training in 18 months rather than 24.

### **ACTION NEWS**

February 11, 1999, 5:00 PM, :33 sec., Local/News

February 11, 1999, 11:00 PM, 1:30 min., Local/News

A school bus accident resulted in injured children and mounting medical bills. Sanger parents want to know who's going to pay the bills resulting from the crash. At a meeting to discuss the School District's insurance policy, parents said they've had trouble getting their children the medical attention they need, because doctors want to know who's going to pay the bill "before" they treat the child. The district says parents must first use their own health or automobile insurance to pay the bills.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

February 16, 1999, 5:30 AM, 1:30 min., Local/News

Dr. Dean Edell examined the health benefits from drinking wine as opposed to the overall lousy health habits of smokers. Smokers generally eat poorly, don't get a lot of exercise, and often abuse alcohol. Researchers have found important differences in wine drinkers; they have higher intakes of fruit, vegetables, fish and olive oil, all of which adds up to a much healthier diet. This must be taken into account when looking at wine's effect on heart disease rates, because it may be more than the wine at work.

### **ACTION NEWS**

February 16, 1999, 11:30 AM, :43 ssec., Local/News

Many people may not be eating potato chips that contain Olestra because of reports that the chips may cause stomach problems. However, that may not be true. Researchers with the University of North Carolina have found that people who eat Olestra chips were no more likely to develop digestive problems than people who ate regular chips were. The study found it was something else, not the Olestra, that caused the stomach problems.

### **ACTION NEWS**

February 18, 1999, 5:00 PM, :20 sec., Local/News

The fruits and vegetables your children eat may be hazardous to their health. Consumer Reports released the results of a study claiming that pesticide levels in some fruits and vegetables are too high to be safe for young children. However, the study does not indicate that pesticides exceeded government-approved levels.

### **ACTION NEWS**

February 19, 1999, 11:30 AM, :37 sec., Local/News

Most of us enjoy the conveniences of a microwave oven; but they can also be a health threat. There are now concerns about plastic containers not designed to be microwaved. Some scientists say the containers can allow chemicals to seep right into the food, possibly causing cancer and even reproductive problems. To be safe, the USDA recommends microwave cooking in glass or porcelain.

### **ACTION NEWS**

February 19, 1999, 11:30 AM, :25 sec., Local/News

Centers for Disease Control are recommending that children over two years of age get hepatitis "A" shot. Children in 11 states, including California, are being targeted. More than 150,000 Americans are infected with the virus; 30% of cases occur in young children. The CDC would like all children to eventually receive the vaccination hopes of reducing this highly contagious liver disease.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **VALLEY FOCUS**

February 21, 1999, 10:00 AM, 30 min., Local/Public Affairs

February is "National Heart Month". This week's public affairs program focused on heart issues. The American Heart Association was featured, focusing on women's heart issues -- heart disease and strokes, and the warning signs. As women approach menopause, their risk of heart disease and stroke begins to rise and continues to rise with age, becoming the number one killer of women over the age of 65.

### **ACTION NEWS**

February 23, 1999, 5:30 AM, :18 sec., Local/News

New studies show a way to reduce the risk of death in women with cervical cancer. Currently, doctors routinely offer surgery for early-stage cervical cancer and radiation alone for cancer that has spread nearby. The new approach calls for radiation and chemotherapy simultaneously. The combination helped cut the risk of death by 30% to 50% compared to radiation alone. The five studies proved so convincing that the National Cancer Institute took the unusual step of mailing letters to doctors, urging them to start using the combined treatment now.

### **ACTION NEWS**

February 25, 1999, 6:00 PM, :24 sec., Local/News

The health care needs of children from immigrant families are a primary concern for pediatricians in the Valley. Doctors at Valley Children's Hospital heard from a leading researcher on the topic, Dr. Fernando Mendoza from Packard Children's Hospital at Stanford University. Dr. Mendoza says children who immigrated from underdeveloped countries have special medical needs.

### **VALLEY FOCUS**

February 28, 1999, 9:30 AM, 30 min., Local/Public Affairs

On today's program, the American Cancer Society joined us to talk about their vision for eliminating cancer as a major health problem through prevention and early detection. Cancer is reportedly the second leading cause of death. Some medical professionals believe it may soon overtake the number one killer, heart disease, if prevention doesn't become a higher priority.

### **ACTION NEWS**

March 1, 1999, 5:30 AM, :28 sec., Local/News

Valley Children's Hospital's pediatric asthma van visits elementary schools in an effort to treat and educate families about childhood asthma. Asthma is the most chronic illness suffered by kids and the number one cause for their hospitalization.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

March 1, 1999, 5:30 AM, 1:36 min., Local/News

Doctors have developed a new technique in the quest to help us look younger. It involves "sandblasting", but in miniature -- also called microdermabrasion or particle-peeling. Because the particle-peeling technique is less abrasive, it takes a course of six treatments to gradually abrade away skin damage. Microscopic pictures of the skin's surface show successive treatments slowly remove the damaged top layer of skin.

### **ACTION NEWS**

March 1, 1999, 6:00 PM, :32 sec., Local/News

Asthma is the number one chronic illness suffered by children. Now Valley Children's Hospital has a new way to help families coping with asthma. The new Pediatric Asthma Van is making the rounds at school districts throughout the valley. Health professionals are on hand to screen children and educate parents about the disease. The idea is to better diagnose and treat kids before they're so sick they have to be hospitalized.

### **ACTION NEWS**

March 2, 1999, 5:30 AM, 1:38 min., Local/News

Although bike riding is great exercise, many men are finding it comes at a high price. Studies show men who ride bicycles five or more hours a week may suffer from chronic pelvic pain, numbness, or worse. According to one Boston researcher, bike riding has now been linked to more than 100,000 cases of permanent impotence. The thought is that arteries and narrow dome-shaped bicycle seats are compressing nerves around the pelvis. Dr. Roger Minkow thinks he's solved the problem by eliminating pressure on crucial pelvic nerves. He has designed a concave bicycle seat with a special v-shaped groove, which ends in two wedge-shaped pieces.

### **ACTION NEWS**

March 3, 1999, 4:00 PM, 60 min., syndicated

On today's show, Oprah shared unbelievable stories of medical miracles. From hand transplants to re-sculpting children's deformed faces, we saw people who have beaten the odds thanks to some amazing new advances in the field of medicine.

### **ACTION NEWS**

March 4, 1999, 5:30 AM, 1:40 min., Local/News

There have been recent concerns that silver fillings may contribute to Alzheimer's disease because they contain mercury. Researchers looked at the brains of patients with Alzheimer's and a group with no dementia. They then compared dental histories for the number of fillings. The conclusion: There was no link between Alzheimer's and dental amalgams. These same researchers also studied subjects comparing cognitive functioning older adults to their number of fillings. They found the number of fillings had no effect on mental performance. This new research joins several other studies, which concluded silver fillings are safe.

## KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT

### **ACTION NEWS**

March 4, 1999, 11:30 AM, :18 sec., Local/News

It took nine years, but the Chaffee Zoo finally has a new hospital. It's a state-of-the-art animal health care facility that can care for the smallest birds to the largest elephants.

### **ACTION NEWS**

March 5, 1999, 5:30 AM, :43 sec., Local/News

Do farmers have a lower sperm count because of their exposure to pesticides? Several recent reports suggest mankind may be in trouble. Researchers tested men who are around a lot of pesticides and chemicals, namely regular farmers, and compared their sperm counts to men who were organic farmers. However, they found no difference. There are plenty of reasons to farm without chemicals; but improving fertility may not be one of them.

### **ACTION NEWS**

March 11, 1999, 5:30 AM, 1:47 min., Local/News

When merchandisers came out with so-called "natural" cigarettes made out of vegetables and herbs, many people jumped on the bandwagon. But new research finds these herbal cigarettes may not be that much safer than tobacco. It was discovered that since herbal cigarettes are usually unfiltered and the ingredients more raw, less refined, they seem to release more carbon monoxide than regular cigarettes. The scientists stopped the study because of "possible adverse health outcomes."

### **ACTION NEWS**

March 11, 1999, 5:30 AM, 1:30 min., Local/News

New research finds health-conscious parents are more likely to buckle up their children; for instance, if mothers breastfed their children, 50% of them said they routinely use seat belts on their children compared to only 25% of non-breastfeeding mothers. Among women who smoke, only one-third is likely to use seat belts, compared to 40% who didn't smoke. So health habits tend to go together, but these statistics are still a chilling reminder of how many families don't routinely buckle up their children.

### **VALLEY FOCUS**

March 14, 1999, 9:30 AM, 30 min., Local/Public Affairs

This week's focus was on Children's Health, specifically the brand new Valley Children's Hospital, the regional medical center dedicated exclusively to the physical, emotional, and spiritual well-being of children, which provides the finest medical care for all children who live in the Valley.

Fresno County has the third highest asthma mortality rate in the United States. There were 6,000 emergency room visits at Valley Children's Hospital by children with asthma in 1997. Fresno Unified School District recorded 4,989 asthma cases, making the disease the second most frequent health problem among school age children. To better treat and educate those with asthma, Valley Children's has developed the Valley Children's Pediatric Asthma Van, just one of the many outreach programs offered by Valley Children's staff.