

**FOX 12 KPTV/KPDX 49  
COMMUNITY ISSUES AND  
PROGRAMS LISTING  
4TH QUARTER 2010  
10/1/10 – 12/31/10**

**By Mary Price  
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## **ORGANIZATIONAL TABLE**

- 1) List of Significant Community Issues.
- 2) Local Programming.
- 3) Syndicated Programming.
- 4) Public Service Announcements.
- 5) Station Produced Public Service Announcements.
- 6) Public Service Projects/Donations/Campaigns/Awards.

## **SIGNIFICANT COMMUNITY ISSUES**

The following list summarizes the key community issues significantly treated in broadcast programming and public service/community relation's projects of FOX 12 KPTV and KPDX 49 during the fourth quarter of 2010:

CONSUMER  
CRIME  
CULTURE ISSUES  
ECONOMY  
EDUCATION  
ENVIRONMENT ISSUES  
FAMILY ISSUES  
GOVERNMENT ISSUES  
HEALTH  
MINORITY ISSUES  
POVERTY  
SOCIO-POLITICAL  
SAFETY ISSUES

Generally these issues are self-explanatory in nature, for example "crime" and "education." Some issues encompass a number of interrelated sub-issues:

Family Issues – an example of this would be child abuse prevention or coping with a hyperactive child.

Government Issues – An example would be Ballot Measure 64 and its effects on old growth forests.

Minority Issues – An example would be a story on the pros and cons of placing minority children exclusively with minority adoptive and foster care parents.

Socio-Political Issues – An example would be Ballot Measure 9 and its effects on AIDS education.

## **LOCAL PROGRAMMING**

### **GOOD DAY OREGON AND FOX NEWS AT 11:30am, 4:00PM, 5:00PM, 8:00PM, 10:00PM AND 11:00PM**

FOX 12 produces an hour newscast Monday through Sunday at 10:00p.m., a half hour newscast at 11:00p.m. Sunday through Friday, an hour newscast on Saturday and Sunday at 5:00p.m., and an hour newscast Monday through Friday at 4:00p.m. and 5:00p.m. and a four hour morning show Monday through Friday from 5:00a.m.-9:00am. and 6:00a.m. - 8:30a.m. on Saturday and Sunday. FOX 12 also produces an hour show titled Better which airs Monday through Friday at 1:00p.m. and a half hour show titled Mid-Day Oregon that airs at 11:00am. An hour show titled More Good Day Oregon at 9:00am and an hour newscast at 8p.m. air Monday through Friday on KPDX. This provides a high quality, informative newscast to FOX 12's viewing public as well as contributes to the diversity of news sources available in prime time and morning hours. On Monday December 6<sup>th</sup>, our programming changed to begin GDO at 4:30am, Monday through Friday, More Good Day Oregon is now on KPTV, Better is now on at 10:00am and Mid-Day Oregon is no longer on.

What follows is a sampling of the types of issues regularly treated in FOX News at 4:00p.m., 5:00p.m., 8:00p.m. on KPDX, 10:00p.m., 11:00p.m. and 5:00p.m. on Sundays and Saturdays as well as Fox's morning shows, Good Day Oregon, More Good Day Oregon, Mid-Day Oregon and Better.

Air Date: 10/1/10 10PM News, Running Time: :45

#### **HEALTH/FAMILY/GOVERNMENT ISSUES**

This story focused on a "Homes For Our Troops", a national non-profit group that has stepped up to help build a specialized home for a local soldier wounded in Iraq.

Air Date: 10/1/10 More Good Day Oregon, Running Time: :53

#### **FAMILY/MINORITY ISSUES**

This story focused on a local chapter of the Big Brothers – Big Sisters Program which hosted its second annual "Evening of Impact", an event to raise money and bring African American mentors together with children who need an adult role model.

Air Date: 10/2/10 5PM News, Running Time: :30

#### **CRIME/SAFETY/MINORITY ISSUES**

This story focused on a meeting with the mayor and leaders in the African American Community to come up with a plan to address gang shootings by reintroducing the Youth Gun Anti-Violence Task Force.

Air Date: 10/4/10 11PM News, Running Time: 1:03

#### **SOCIO-POLITICAL/MINORITY/EDUCATION ISSUES**

This story focused on a local school district being accused of discrimination by a student-teacher after he was re-assigned for talking about his sexual orientation with 4<sup>th</sup> grade students. the school district said his conversation was not age appropriate.

## **Local programming continued**

Air Date: 10/4/10 11PM News, Running Time: :36

### **FAMILY/HEALTH ISSUES**

This story focused on a warning about a growing and deadly trend where teens are turning to cough medicine for a cheap high. Doctors say it can raise blood pressure and heart rates possibly causing them to lose their ability to speak and walk. Parents need to talk with their teens about this problem.

Air Date: 10/7/10 10PM News, Running Time: 1:40

### **CRIME/EDUCATION ISSUES**

This story focused on a local high school teacher and coach who is in jail after being accused of having sex with one of his students.

Air Date: 10/7/10 8PM News, Running Time: :55

### **EDUCATION/GOVERNMENT ISSUES**

This story focused on Oregon's Annual State Report Card which showed that the number of Oregon High Schools rated "Outstanding" jumped an unprecedented nine percent due to a gain in reading scores.

Air Date: 10/8/10 Good Day Oregon, Running Time: 1:10

### **EDUCATION/MINORITY ISSUES**

This story focused on the rising performance of minority students on state and national tests as an indication that Oregon students are up to the tougher standards in the classroom.

Air Date: 10/10/10 Good Day Oregon, Running Time: 2:13

### **CONSUMER/HEALTH ISSUES**

This story focused on a new technology that can be used at the grocery store to let consumers learn more about where their food is grown.

Air Date: 10/11/10 5PM News, Running Time: :39

### **CRIME/SAFETY ISSUES**

This story focused on the search for a man accused of robbing a woman at gun-point and stealing her car. Police were asking for information from the public.

## **Local programming continued**

Air Date: 10/12/10 More Good Day Oregon , Running Time:2:05

### **EDUCATION/GOVERNMENT/FAMILY ISSUES**

This story focused on a vote by the Portland Public School board to move forward with the controversial high school redesign plan after 2 years of heated debate.

Air Date: 10/16/10, 11PM Special Edition , 10/18/10 6PM and 10/22/10 8:30PM  
Running Time:30:00 each airdate

### **GOVERNMENT/ECONOMY ISSUES**

This half hour election special asked both candidates the same issues. Plus a political analyst broke down some of the biggest races impacting local viewers.

Air Date: 10/22/10 Good Day Oregon, Running Time: :23

### **CONSUMER/SAFETY ISSUES**

This story focused on a recall by Honda of its Odyssey minivan and Acura R-L Sedans made between 2005 and 2007 because of problems with leaking brake fluid that can cause cars to lose braking power.

Air Date: 10/24/10 5PM News, Running Time: 1:07

### **HEALTH ISSUES**

This story focused on a study in the Journal of Nutrition which found that small daily amounts of red wine, chocolate and tea help to keep the memory sharp.

Air Date: 10/28/10 The 11PM News, Running Time:2:31

### **FAMILY/HEALTH ISSUES**

This story focused on warning signs doctors say parents should look for depicting depression in children as young as toddlers.

## **Local programming continued**

Air Date: 10/31/10 Good Day Oregon, Running Time: :45

### **GOVERNMENT/SOCIO-POLITICAL/ENVIRONMENT/ECONOMY ISSUES**

This story focused on neighbors in Clark County who gathered to speak out against the Bonneville Power Administration's plan to build a major new power line. The company says the line is necessary to handle increasing power demands, but opponents say the line will devastate home values.

Air Date: 11/1/10 10PM News, Running Time:1:25

### **GOVERNMENT/ECONOMY/SAFETY ISSUES**

This story focused on the passing of a city budget that included cuts to city services during this economic crisis. More than 100 city jobs will be eliminated and a fire station will be closed.

Air Date: 11/1/10 10PM News, Running Time:1:50

### **SAFETY/ENVIRONMENT ISSUES**

This story focused on high winds and flooding on the coast making travel dangerous in that area. Warning was given to drivers.

Air Date: 11/5/10 11PM News, Running Time: :45

### **ENVIRONMENT/HEALTH ISSUES**

This story focused on a warning about bacteria on the beach that could be harmful. Scientists have found an increase in sea lions dying from leptospirosis which causes kidney failure.. Humans can pick up the bacteria if they come in contact with sand or water exposed to the sea lion's urine.

Air Date: 11/9/10 Good Day Oregon, Running Time:20:00

### **POVERTY/SAFETY ISSUES**

These "On the go with Joe" segments centered around our "Give Hope Telethon" helping to raise money for the Portland Rescue Mission, which helps the homeless with food and shelter.

Air Date: 11/13/10 10PM News, Running Time:1:45

### **CONSUMER/ENVIRONMENT/ECONOMY ISSUES**

This story focused on a local realtor who specializes in finding homes for cyclists that have easy access to bike boulevards.

## **Local programming continued**

Air Date: 11/15/10 11PM, Running Time:1:50

### **CRIME/SAFETY ISSUES**

This story focused on an update in the failed armed robbery/kidnapping of local Columbia Chairwomen Gert Boyle. Two more men are behind bars, believed to have played a role in the crime.

Air Date: 11/18/10 4PM, Running Time:1:25

### **SOCIO-POLITICAL/GOVERNMENT/SAFETY/CRIME ISSUES**

This story focused on local discussion regarding the mayor's new proposal toward curbing gun violence. Some parts of the 5-pronged proposal have come under fire for civil liberty issues.

Air Date: 11/21/10 Good Day Oregon, Running Time: :42

### **ENVIRONMENT/HEALTH ISSUES**

This story focused on the availability of a warming center which was open to anyone needing to get out of the cold. It also excepted pets with homeless owners.

Air Date: 11/25/10 Good Day Oregon and 10PM News, Running Time: :28

### **CRIME/SAFETY ISSUES**

This story focused on the start of an annual effort to crack down on drunk driving with extra D.U.I. patrols. The campaign is titled "Drive Hammered, Get Nailed".

Air Date: 11/25/10 Good Day Oregon, Running Time:1:41

### **POVERTY/ECONOMY/HEALTH/CONSUMER ISSUES**

This story focused on more families who will be relying on soup kitchens this year for Thanksgiving dinner after losing their jobs and homes during the economic crisis.

Air Date: 11/30/10 11PM News, Running Time: :20

### **CONSUMER/ENVIRONMENT ISSUES**

This story focused on recycling efforts by a large coffee chain to turn used cups into new cups. They have pledged to ensure all of its cups are reusable or recyclable by 2015.

## **Local programming continued**

Air Date: 12/1/10 10PM News, Running Time:4:30

### **CRIME/SAFETY/GOVERNMENT ISSUES**

This story focused on a cell phone video that was made by a young man accused of trying to use a weapon of mass destruction at a local public event before being stopped by the FBI. The video showed his feelings towards the United States government and its people.

Air Date: 12/1/10 11PM News, Running Time:1:34

### **FAMILY/HEALTH/CONSUMER/SAFETY ISSUES**

This story focused on a warning about the dangers of carbon monoxide poisoning and why it's important for every family to have a detector in their home.

Air Date: 12/2/10 8PM News, Running Time: :40

### **CULTURE/FAMILY ISSUES**

This story focused on Portland's Jewish Community who celebrated the start of Hanukkah by gathering at Director Park for the lighting of the Menorah.

Air Date: 12/3/10 10PM News, Running Time: :20

### **CULTURE/HEALTH ISSUES**

This story focused on the annual Providence Festival of the Trees where there are more than 100 trees, wreaths and holiday scenes created by local designers and businesses. Money raised provides health care and funds research at Providence Health and Services.

Air Date: 12/5/10 10PM News, Running Time:1:40

### **SOCIO-POLITICAL/GOVERNMENT/ECONOMY ISSUES**

This story focused on a debate regarding a possible deal on President Obama extending tax cuts if Republicans will sign off on extending unemployment benefits for those struggling the most.

### **Local programming continued**

Air Date: 12/9/10 11PM News, Running Time: :45

#### **ENVIRONMENT/CONSUMER ISSUES**

This story focused on a new local company that specializes in storm water management. They use a rainwater harvesting system to collect rain and then reuse it for other things such as flushing toilets and washing clothes.

Air Date: 12/13/10 10PM News, Running Time: :25

#### **CULTURE/ENVIRONMENT ISSUES**

This story focused on Portland Zoo which is collecting old strings of Christmas lights during its winter Zoolights Festival. Workers will safely recycle the old lights and give patrons a free piece of fudge. The goal is to convince people to switch to L-E-D lights which are more energy efficient.

Air Date: 12/14/10 10PM News, Running Time:1:40

#### **GOVERNMENT/ENVIRONMENT/SAFETY ISSUES**

This story focused on the Governors response to the damage done by a tornado in Aumsville, OR. He assured the town that the state would help them get back on their feet and deal with the damage done by the tornado.

Air Date: 12/16/10 More Good Day Oregon, Running Time: :24

#### **POVERTY/HEALTH/ECONOMY ISSUES**

This story focused on statistics from the National Center for Health which show rates of obesity seem to be higher for men who earn more while women at the poverty level are more likely to be obese compared to women in a higher income bracket.

Air Date: 12/17/10 8PM News, Running Time: :25

#### **GOVERNMENT/ECONOMY ISSUES**

This story focused on a government audit which found people were awarded too much money under President Obama's Making Work Pay tax audit. It put people at risk for not having enough taxes withheld.

### **Local programming continued**

Air Date: 12/20/10 Better Portland, Running Time:2:28

#### **HEALTH/CONSUMER/FAMILY ISSUES**

This story focused on how to prevent and get rid of bed bugs.

Air Date: 12/20/10 Good Day Oregon, Running Time: :46

#### **POVERTY/ECONOMY/HEALTH ISSUES**

This story focused on the local “Christmas Festival for the Homeless”, and event that helps the city’s homeless by providing free dental work, haircuts, food, blankets, sleeping bags and even dog food to those with pets.

Air Date: 12/24/10 10PM News, Running Time: :48

#### **SOCIO-POLITICAL/GOVERNMENT ISSUES**

This story focused on a local student that was deported to Mexico after being in the US since he was 6 weeks old. He approached the border and requested asylum in the US and has since been kept in an Arizona detention center while his family and friends have campaigned for his freedom.

Air Date: 12/28/10 11PM News, Running Time:2:21

#### **HEALTH/CONSUMER/FAMILY ISSUES**

This story focused on whether forcing restaurants to post calorie counts on their menus help families make healthier choices or not. Studies show parents make better choices for their children but not for themselves.

Air Date: 12/31/10 10PM News, Running Time: :45

#### **ECONOMY/CONSUMER/GOVERNMENT ISSUES**

This story focused on a new Oregon tax. Drivers will be paying six more cents per gallon for gasoline in the new year. ODOT says state fuel taxes have not been increased for 17 years. The hike is expected to raise 300 million dollars per year for highway projects.

### **BETTER**

Airs Monday through Friday from 1:00pm until 2:00pm.

#### **HEALTH/CULTURE/SAFETY/FAMILY ISSUES**

Better Portland is a locally produced one hour show which includes current topics such as fashion, health, family, entertainment, weather and news.

## **Fox Programming**

### **Fox News Sunday** (FOX program)

Airs Sundays 6:00 a.m. to 7:00 a.m. (Airtime varied according to Sports Scheduling)

#### **EDUCATION ISSUES**

This weekly news program gives it's viewers a wrap up of local and international news.

### **Cops** (FOX Program)

Airs Saturdays 8:00 a.m. to 9:00 a.m.

#### **CRIME ISSUES**

This FOX television program gives viewers an idea of what police officers go through every day as the crew shadows police in different cities across America.

### **America's Most Wanted** (FOX program)

Airs Saturdays 9:00 p.m. to 10:00 p.m.

#### **CRIME ISSUES**

This FOX television docu-drama helps catch criminals by way of viewers. Crimes are re-enacted and photos of the nation's most wanted criminals are featured. The program is geared toward local and national audiences interested in detouring crime in their communities

### **The Green Economy**

Airs Saturdays 1:30 p.m. to 2:00 p.m.

#### **ENVIRONMENT/ECONOMY ISSUES**

This national television series showcases the success stories of the green economy at work such as using biodiesel fuel, solar energy and green winemaking.

## **RELIGIOUS PROGRAMMING**

KPDX

### **Shepherd's Chapel**

Airs Monday through Friday 5:00a.m. to 6:00a.m.

#### **EDUCATION/FAMILY ISSUES**

Shepherd's Chapel offers viewers support and guidance in this half-hour program.

### **The Gospel Truth Andrew Wommack**

Airs Monday through Friday 6:00a.m. to 6:30a.m.

#### **EDUCATION/FAMILY ISSUES**

Andrew Wommack offers viewers support and guidance in their half-hour program.

KPTV

### **The 700 Club**

Airs Monday through Friday 9:00a.m. – 10:00a.m.

#### **HEALTH/FAMILY ISSUES**

The 700 Club offers biblical insight regarding family and health issues.

## **PUBLIC SERVICE ANNOUNCEMENTS**

KPDX and KPTV air a variety of public service announcements from both national and local organizations. KPTV also receives and broadcasts a variety of PSAs distributed by Fox Broadcasting in a weekly satellite feed to all Fox affiliates. Additionally, the Fox network regularly broadcasts PSAs as part of their prime time and children's programming feeds. Due to Fox's and KPTV's popularity among young viewers, KPTV gives broadcast priority to those PSAs which focus on children's and youth issues and those which discourage alcohol and substance abuse and encourage honoring diversity.

## **KPTV**

### **ECONOMY/EDUCATION/ENVIRONMENT/COMMUNITY ISSUES/POSITIVELY OREGON/KPTV**

Fox 12 participates in a station campaign called Positively Oregon which focuses on the positive things that are being done in the state highlighting four areas – Economic Development, Education, Sustainability and Community. The campaign includes PSA's, web, news stories and image promos.

### **ENVIRONMENT/SAFETY/SHARE THE ROAD CAMPAIGN/KPTV FOX 12**

Fox 12 produced PSAs informing viewers of our Share the Road Campaign. FOX 12 teamed up with Radio Cab to bring bicycle safety awareness to the public in hopes that drivers of both cars and bicycles will both take care in sharing the road in a safe and courteous manner.

### **ENVIRONMENT/SAFETY/WILDFIRE AWARENESS CAMPAIGN/KPTV**

Fox 12 produced PSAs with the Oregon Department of Forestry to highlight the importance of home wildfire awareness. Meteorologist Mark Nelsen teamed up with a Dept. of Forestry Representative to give homeowners tips on how to keep their homes and property safe during the months when wildfire danger is most prevalent.

### **POVERTY AND FAMILY ISSUES/FOX 12 TOY DRIVE KPTV FOX 12/KPDX**

During the holidays, KPTV FOX 12 helped to brighten the lives of needy children through their annual toy drive. The station partnered with a local mattress retailer to collect thousands of toys helping nearly 15,000 families. All the toys were distributed by local Fire bureau Toy and Joy programs. Toy Drive PSAs, and live remotes during local newscasts encouraged viewers to participate.

### **SAFETY AND FAMILY ISSUES/TAKE 5 TO SURVIVE / KPTV FOX 12**

#### Take 5 to Survive

FOX 12 joined forces with the Washington County Disaster Preparedness Coalition to encourage viewers to set aside time to prepare for emergencies. Public surveys list “lack of time” as the primary reason people cite for not taking steps to prepare themselves and their families for a major emergency. Rather than viewing emergency preparedness as an insurmountable task, we wanted viewers to consider what they could accomplish in just 5 minutes.

FOX 12 produced and aired two PSA's featuring FOX 12 News Anchor, Wayne Garcia. The PSA's were later posted on the Coalition's website.

**SAFETY/ENVIRONMENTAL AND FAMILY ISSUES/WILDLIFE PREPAREDNESS  
CAMPAIGN KPTV FOX 12**

KPTV is partnered with Oregon Dept. of Forestry on a Home Wildfire Preparedness campaign. The multi-faceted awareness campaign is designed to educate homeowners on simply things they can do to protect their home from wild fires. The station is airing PSA's featuring their Chief Meteorologist and has created special reports that air regularly in Saturday's morning news and in a one hour lifestyles show. These reports are also streamed on the station's web site and housed permanently under the Home and Garden section so users can view 24-7.

**HEALTH/FAMILY ISSUES/AED DEFIBRILLATOR PSA/ KPTV FOX 12**

FOX 12 produced and aired a PSA featuring FOX 12 News Anchor, Pete Ferryman and former Governor John Kitzhaber regarding the need for AED Defibrillators. Each year, more than 250,000 Americans die from sudden cardiac arrest. According to medical experts, the key to survival is timely initiation of a "chain of survival", including CPR (cardiopulmonary resuscitation). Because of recent technological advances a portable lifesaving device, called an "automated external defibrillator" or "AED" has recently become an important medical tool. Trained non-medical personnel can use these simplified electronic machines to treat a person in cardiac arrest. The AED device "guides the user through the process by audible or visual prompts without requiring any discretion or judgment."<sup>1</sup> The American Heart Association notes that at least 20,000 lives could be saved annually by prompt use of AEDs. Ultimately, with broad deployment of AEDs among trained responders, as many as 50,000 deaths due to sudden cardiac arrest could be prevented each year.

## **KPDX**

### **ECONOMY/EDUCATION/ENVIRONMENT/COMMUNITY ISSUES/POSITIVELY OREGON/KPDX**

KPDX participates in a station campaign called Positively Oregon which focuses on the positive things that are being done in the state highlighting four areas – Economic Development, Education, Sustainability and Community. The campaign includes PSA's, web, news stories and image promos.

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## **PUBLIC SERVICE PROJECTS/CAMPAIGNS/DONATIONS/AWARDS**

### **KPTV**

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#### **POVERTY AND FAMILY ISSUES/GIVE HOPE TELETHON KPTV FOX 12**

FOX 12 and the Portland Rescue Mission teamed up for a telethon to help raise money for the Portland Rescue Mission. In total, enough money was raised to buy more than 19 thousand meals for those in need. The Rescue Mission provides food and shelter for the homeless.

#### **POVERTY AND FAMILY ISSUES/BLANKET DRIVE KPTV FOX 12**

FOX 12 took part in promoting the JOIN Blanket Drive with hourly updates by Andy Carson during one morning on Good Day Oregon. JOIN supports the efforts of homeless individuals and families to transition out of homelessness into permanent housing.

## **POVERTY AND FAMILY ISSUES/HOLIDAY FOOD DRIVE KPTV FOX 12**

FOX 12 teamed up with Fred Meyer to promote a holiday food drive in hopes of filling an entire Oregon Food Bank truck with donated canned or boxed food items. This included major promotion in all of the newscasts, featuring live shots from the Fred Meyer location. The food drive benefitted the Sunshine Division and Oregon Food Bank Networks throughout the state and Clark County.

## **ENVIRONMENT/SAFETY/WILDFIRE AWARENESS CAMPAIGN/KPTV**

Fox 12 produced PSAs with the Oregon Department of Forestry to highlight the importance of home wildfire awareness. Meteorologist Mark Nelsen teamed up with a Dept. of Forestry Representative to give homeowners tips on how to keep their homes and property safe during the months when wildfire danger is most prevalent.

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FOX 12 produced and aired two PSA’s featuring FOX 12 News Anchor, Wayne Garcia. The PSA’s were later posted on the Coalition’s website.

## **CRIME ISSUES/METH WATCH CAMPAIGN FOX 12**

Throughout the Northwest methamphetamine epidemic is destroying communities. The statistics are shocking: Oregon treats more people for meth addiction per capita than any other state in the country. 85% of the state’s property and identity-theft crimes are fueled by meth. Meth is made with relatively inexpensive ingredients. The environmental damage is devastating. 70% of the state’s 7,000 children in foster care come from homes torn apart by meth. Daily FOX 12 morning and late night newscasts report on crimes fueled by meth.

The meth epidemic is just not a law enforcement problem, it’s a community problem. With this in mind we created Meth Watch which includes news stories, public service announcements and half hour specials. Since starting the campaign in early 2005 we’ve aired over 500 meth related PSAs.

Through Meth Watch we provide information and resources to help get everyone involved. Our goals are to educate and inform the public on the problems and dangers associated with meth use in our communities. Empower children, parents and communities through drug prevention education. Encourage hope by highlighting meth addiction recovery successes and provide information on drug treatment resources.

## **AWARDS**

FOX 12 earned high honors at the Oregon Association of Broadcasters 2010 Awards. Honors include: Best News Series for “Tivi” The story of an abused dog that finally finds a loving home, Best Documentary – Serious Subject, “Mission of Hope” A series shot in Africa about a trip by a local charity to bring aid to a poverty-stricken village, Best Commercial Spot for “Beauty and the Beast.

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Fox 12 produced PSAs informing viewers of our Share the Road Campaign. FOX 12 teamed up with Radio Cab to bring bicycle safety awareness to the public in hopes that drivers of both cars and bicycles will both take care in sharing the road in a safe and courteous manner.

## **CRIME ISSUES/METH WATCH CAMPAIGN KPDX 49**

Throughout the Northwest methamphetamine epidemic is destroying communities. The statistics are shocking: Oregon treats more people for meth addiction per capita than any other state in the country. 85% of the state's property and identity-theft crimes are fueled by meth. Meth is made with relatively inexpensive ingredients. The environmental damage is devastating. 70% of the state's 7,000 children in foster care come from homes torn apart by meth. Daily FOX 12 morning and late night newscasts report on crimes fueled by meth.

The meth epidemic is just not a law enforcement problem, it's a community problem. With this in mind we created Meth Watch.

Through Meth Watch we provide information and resources to help get everyone involved. Our goals are to educate and inform the public on the problems and dangers associated with meth use in our communities. Empower children, parents and communities through drug prevention education. Encourage hope by highlighting meth addiction recovery successes and provide information on drug treatment resources.

### **KPTV and KPDX – General Public Service Announcements**

To help meet the needs of the community KPTV/KPDX air numerous public service announcements on issues that impact our community. Some of the topics include: Drug and alcohol prevention, child abuse, education, and drunken driving prevention.