

**MAJOR CONCERNS OF THE BAY AREA
COMMUNITY AS ASCERTAINED BY KBCW-TV
San Francisco**

OCTOBER - DECEMBER, 2010

Cultural Heritage/ Health/ Supporting the Arts/

Transportation/ Health/Supporting the Arts

Health/Government/Economy

Transportation/ Health/Supporting the Arts

Economy/Youth Development/Health

Family/Cultural Heritage

Government/Health/Religious Tradition

Economy/Supporting the Arts

Family/Education/Supporting the Arts

Economy/Supporting the Arts

Environment/Cultural Heritage/Supporting the Arts

Economy/Family/Supporting the Arts

Health/Economy/Economic Development

Oct. 3, 8:00-8:30 am: BLACK RENAISSANCE

Cultural Heritage/ Health/ Supporting the Arts/

Subjects: Celebrating MOAD, how happiness affects our health, and how Country Western Music appeals to all.

Summary: Segment one: Grace Stanislaus, the new Executive Director of the Museum of the African Diaspora, told us that her museum is a non profit organization conceived as part of the economic cultural revitalization of downtown San Francisco. She said their goal is to bring people of all ages, ethnicities and backgrounds together to enjoy the culture, history and art of people of African descent with the United States and throughout the world. She said theirs is the only museum that focuses exclusively on the African Diaspora culture and showcases the cultural products of the people of Africa and of African descent. She told us that the museum is celebrating five years of showcasing this history and encouraged viewers to attend the upcoming gala fundraising event. She added that they will be giving spirit awards to several individuals in the community who have supported MOAD since its inception five years ago. Finally, she described their current exhibit which features the African Continuum: Sacred Ceremonies and Rituals. She said it includes thirty nine color and black and white photographs by Bay Area photojournalist Bryan Wiley. It also displays altars that show the ritual practices of African descendants in Brazil, Haiti, Cuba, South Carolina and New Orleans. Segment two: Business consultant Dr. Edwin Edebiri discussed what he does as the Chief Happiness Officer. He discussed the important role of happiness in all aspects of life and told us that he is committed to

helping individuals and organizations create a happy foundation and culture. He noted that he has launched the "I am happy project" and underscored that happy people produce happy results. Finally, he shared 5 ways of becoming happy including; deciding to be happy and making it your top priority, smiling more, and learning to laugh at yourself. He also noted the health benefits of volunteering time and money to a group or non profit and the importance of making time for faith, family and friends. Segment three: Bay Area Country Western singer Miko Marks told us why she enjoys singing Country Western songs. She explained how and why the lyrics resonate with emotions all of us experience. She also told us that she will be performing for free in San Francisco's Union Square this October and encouraged viewers to attend the free programs in the Square.

OCT 10, 8:00-8:30 am: BAY AREA FOCUS

Transportation/ Health/Supporting the Arts

Subjects: An update on transportation infrastructure, how to participate in tests for breast cancer cures, and a sneak peak of the San Francisco Jazz Festival.

Summary: Segment one: Executive Director of the Mineta Transportation Institute Rod Diridon offered an update on high speed rail in California. He told us how and why the new executive director Roelof van Ark with High-Speed Rail was selected for this job and noted that he was involved in the successful construction of one of the first high speed rail systems in France. Finally, he observed the numbers of jobs that would be soon created by the building of this sorely needed transportation system in our state. Segment two: Elly Cohen, Senior Analyst with the University of California San Francisco (UCSF) Center of Excellence for Breast Cancer Care and a Program Director with Quantum Leap Healthcare Collaborative with BreastCancerTrials.org, told us about BreastCancerTrials.org and the work they do to provide accurate information about breast cancer clinical trials. She said their patient-centered website includes trials funded by the National Cancer Institute, public research foundations, and the pharmaceutical/biotechnology industry. She told us their goal is to help patients gain insight into the clinical trials process and make it easier and faster for them to find the clinical trials that are right for them. She said that BreastCancerTrials.org owes its existence to two breast cancer patients turned advocates, Joan Schreiner and Joanne Tyler. The two San Francisco Bay Area women met in 1996, when a breast surgeon put them in touch with one another. They clicked, and first a friendship — and then a website — was born. She encouraged viewers to participate in workshops designed to increase patient awareness about clinical trials. Segment three: The executive director of the San Francisco Jazz Festival, Randall Kline, told us how his organization is the largest non-profit jazz presenter on the West Coast. He said perhaps, more importantly, it is a year-round educational organization that offers a variety of artistic and educational programs in the concert hall, classroom and community. He described the preconcert talks led by their director of education and noted that they are free to all ticket holders for the event to follow. He also mentioned that they have tailored their pricing to match the economy.

Oct, 17, 2010 8:00-8:30 am: BAY AREA FOCUS

Health/Government/Economy

Subjects: The Mental Health Crisis

Summary; Segments one, two and three: Former First Lady Rosalynn Carter, a driving force in the field of mental health, offered her assessment of the state of mental health, as well as, a roadmap for its future. She addressed the problems facing the current mental health system and offered what she sees as solutions. She noted that while scientific breakthroughs have been made, the stigma against the mentally ill is as debilitating as the illness. She was very distressed that since 1970, when she first devoted herself to the prevention and treatment of mental illness, not too much has changed to help the mentally ill. She said it is a crime that so many of those who are mentally ill end up in our nation's prisons and on the streets. She explained why she had made it her mission to lead the Carter Center's Mental Health Task Force—a group of experts who promote positive change in the mental health field. She also told us that the Rosalynn

Carter Fellowship provides funding for journalists writing about mental illnesses. She noted that each year, she hosts the Rosalynn Carter Symposium on Mental Health Policy, bringing together leaders of the nation's mental health organizations to address critical issues. During her husband's administration, she became active honorary chair of the President's Commission on Mental Health, which resulted in the passage of the Mental Health Systems Act of 1980. She admitted that during their time in the White House, (Jan. 20, 1977, to Jan. 20, 1981) President Carter consulted with her constantly and sought her advice on both domestic and foreign affairs. She said that she married Jimmy at the age of 18, was always politically active, often campaigning on her husband's behalf.

Oct. 31, 8:00-8:30 am: BLACK RENAISSANCE

Economy/Youth Development/Health

Summary: Motivating one self at work and at home, and maintaining a healthy diet throughout the holiday season.

Summary: Segment one: Motivational speaker George Frasier told us that his group FrasierNet is a global leadership network committed to economic development through education, training and empowerment for Black people. He said he hopes he is leading a global networking movement that brings together diverse human resources, to increase opportunities, wealth and jobs for people of African descent. His hope is to promote and showcase products and services of African Americans and help them achieve their professional objectives. He says it is important to create a network that "gives first" and "adds value" before focusing on ourselves. He shared what he called protocols for networking effectively in the 21st Century. He shared some of his principles which he preaches, including fostering trust through honesty and integrity, giving first, and sharing always. Finally, he encouraged to lead by example. Segment three: Bay Area caterer and nutritionist Nikki Shaw was extremely concerned about the growing numbers of overweight children, especially in the African American Community. She noted that all of us tend to gain between 5 and 20 pounds during the holiday season, but shared tips and advice on how we can maintain our average weights and still enjoy our foods. She underscored the importance of sending our children to school with healthy meals, introducing them to fresh fruits and vegetables. Finally, she encouraged our viewers to limit sugar intake.

Nov. 7, 2010 8:00-8:30 am: BAY AREA FOCUS

Family/Cultural Heritage

Subjects: Taking care of aging parents, and a preview of the South Asian Film Festival.

Summary: Actors and former Bay Area residents Michael Tucker and Jill Eikenberry, discussed the challenges they have had personally dealing with aging parents. They shared how they were and are able to deal with issues of dementia and frailty and the journey through which they went to place their mother in a senior residence. They also spoke candidly about the emotional struggles they faced when deciding where and how she should live and be provided for. They noted the resistance their mother showed when trying to get her placed in assisted living and their subsequent decision to have her move in close to them. They noted how European families very often care for the older adults in the family unit and described the joys and stresses of having an older parent live in and/or close by. Finally, they shared their tips and advice on how to cope with aging parents and underscored the importance of seeking outside help and agencies to assist in the process of transition. Segment three: Founder and Director of the South Asian Film Festival told us how his upcoming festival showcases works from India, Pakistan, Bangladesh, Sri Lanka, Nepal, Tibet, Bhutan, Afghanistan, and the global South Asian Diaspora. He said his goal is to promote diverse images and dispel stereotypes of South Asians through the many independent films he brings in.

Nov. 14, 2010 8:00-8:30 am: BAY AREA FOCUS

Government/Health/Religious Tradition

Subjects: One woman's mission to fight ageism in America, how incorporating Zen into our lives can make us healthier, and coping with emotional trauma.

Summary: Bay Area author/journalist/activist Barbara Rose Brooker told us how and why she has launched her fight against ageism and age discrimination in America. She shared with us how she came to write her best-selling book soon to be made into an HBO TV series "The Viagra Diaries." She described ways in which Americans discriminate against people over 40, 50 and 60+ both in the working world and on the relationship scene. She underscored the importance of the age march she successfully orchestrated in San Francisco in August, and encouraged viewers of all ages to attend her upcoming march in Los Angeles. Finally, she told us how her upcoming performance at the Commonwealth Club of California would illustrate ways in which our society, and particularly single men over 50, tend to hold negative stereotypes of women over 50. She emphasized that age is only a number and everyone of every age should embrace his or her dreams and new ideas. Segment two: Relationship expert and author Daphne Rose Kingma, the author of *The Ten Things to Do When Your Life Falls Apart*, shared tips and advice on how to cope with adversity in one's life. She said it is important to be realistic during crises, but these techniques are all about practicality. She noted that the difficulties generally present opportunities for meaning and purpose. She said that whether you're struggling with money issues, job loss, relationship problems, an unexpected death, crisis or all of the above, it is important to understand the necessity of tears, the freedom of letting go, and the fulfillment found in simple living. Segment three: Bay Area resident Dr. Grace Schireson told us what drew her to Buddhism from Judaism. She told us why so many Westerners are trying to incorporate Zen wisdom into their daily practices. She shared with us that women have been drawn to Zen for centuries. She said that from the time of the Buddha, to ancient and modern female masters in China, Korea, and Japan, much of Buddhism can easily be applied to our stressful modern lives. She said that unhappiness is caused from our desire to make life fit our preconceptions of what should be or what we would like it to be. Finally, she outlined the altruistic deeds of the local Zen Center, including helping the homeless and promoting peaceful coexistence.

Nov. 21, 2010 8:00-8:30 am: BAY AREA FOCUS

Economy/Supporting the Arts

Subjects: Helping the hungry during the holiday season and throughout the year, the art of making crafts to help underserved women, and holiday shopping on the cheap.

Summary: Whole Foods Market spokesperson Shonelle Bellon and Executive Director of the SF Food Banks, Paul Ash, were very concerned about the ongoing and growing numbers of homeless and hungry people in the Bay Area. They noted that even though many individuals are working, there are still many individuals and families who do not earn enough money to put food on their tables. They encouraged viewers to contribute time, money, and food to those who are less fortunate this holiday season and throughout the year, stating they hoped the economy would turn around in the coming year. Segment two: Christie Ward, producer of the Bay Area Craftswoman event, and artist Barbara Sebastian, a ceramic artist, told us how this art fair helps raise money for San Francisco's Women's Building. They told us how the Women's Building is a multi-ethnic, multi-cultural, multi-service center whose mission is to provide women and girls with the tools and resources they need to achieve full and equal participation in society. They said they are a home to a variety of non profit organizations. They encouraged viewers to attend the upcoming crafts fair at which work of local women artists are featured and sold. The proceeds from the event go to the center which aims to empower all women and girls. Segment three: Bay Area Organizer Teresa Riccobuono told us how we can stretch our dollars this holiday season by re-gifting and also buying at second hand and thrift stores. She shared with us ways in which we can revitalize old and used items, from clothes to handbags, and how we can be creative with items we make ourselves, from baked goods to ornaments.

Nov. 28, 2010 8:00-8:30 am: BLACK RENAISSANCE

Family/Education/Supporting the Arts

Subjects: Dealing with stressful relationships during the holidays, helping at risk youth succeed in school and at home, and how music enhances the holiday season.

Summary: Segment one: Relationship expert Zo Williams told us how he helps people handle holiday stress. He noted how the upcoming holiday season will be particularly stressful for most people because of economic problems. He was very concerned about the ongoing growing numbers of Americans who not only have lost their jobs, but have become homeless. He encouraged viewers to help not only friends in need this holiday season, but strangers who may need help. He emphasized the importance of giving, and especially giving back, to those who may be less fortunate. Finally, he urged us all to be patient with those we love and those who might otherwise hold differing opinions. He noted that the holidays should embody a time when all of us come together to work for peace, understanding and bridging of gaps, both economically and culturally. Segment two: Emily LoSavio, Executive Director of Opportunity Impact told us how her organization is working to help at risk teens in the Fillmore district. She said that she started this group to offer young people the skills they need to be free from the obstacles faced in our lowest income communities and to gain the opportunity to create the lives they desire. She said they do this through one on one support counseling and mentorship. She said she believes that when all areas of a child's life are nurtured, starting early and continuing consistently over a set period of time, children from the lowest income communities can gain the skills to overcome the multi-faceted obstacles they face and determine future success for themselves. She said she works with two other individuals and is in the process of enlisting more volunteers and help from parents and teachers alike. Segment three: Bay Area jazz vocalist Nicholas Bearde told us how music enhances the holiday season. He told us how traditional holiday favorites can and should be introduced in the classroom setting so that music appreciation can be instilled at an early age. He told us what it takes to make a living as a performing artist in the Bay Area, and the challenges he has experienced finding work as a jazz vocalist. Finally, he shared the joys of producing his new holiday cd and encouraged viewers to sing and enjoy holiday music throughout the season.

Dec 5, 2010 8:00-8:30 am: BAY AREA FOCUS

Economy/Supporting the Arts

Subject: Consumer tips for the holidays- and the magic of the holiday ballet classic "The Nutcracker."

Summary: Segments one and two: Consumer Experts Laurel Pollock with the San Francisco District Attorney's office and Chris Bjorklund with Savvy Consumer for Diamond Certified, shared tips and advice on how to avoid holiday scams and rip-offs. They were very concerned about the extent to which shoppers might be conned this holiday season, specifically, when shopping online and underscored the importance of checking the background of any given website and online store. They also urged shoppers to be wary of giving their credit card numbers and personal information online. They encouraged shoppers to go out shopping with very specific gifts and specific budgets in minds so they don't over shop or overspend. They also outlined the pros and cons of shopping with credit and debit cards, citing that credit cards actually give the shopper more control if items need to be returned or are damaged. They also discussed the pros and cons of giving holiday gift cards and noted that there are many services where money can be saved this time of year because providers aren't as busy, citing remodeling as an example. They discussed the importance of investigating various charities this time of year before donating any money to any one of them. Finally, they noted that shopping at outlet malls will not always save the consumer money, observing that very often these stores stock completely different, lower quality items than their brands advertise. Segment three: Helgi Tomassan, the Artistic Director for the San Francisco Ballet, described the timelessness of the holiday ballet classic "The Nutcracker." He noted that bringing children to this ballet is a wonderful way to introduce classical ballet to younger people. Finally, he shared tips and advice for aspiring dancers. He said the mission of San Francisco Ballet is to share the joy of dance with its community and around the world.

Dec 12, 2010 8:00-8:30 am: BAY AREA FOCUS

Environment/Cultural Heritage/Supporting the Arts

Subjects: Celebrating the holidays with attention to the environment, how the Filipino community celebrates the holidays, and celebrating the holidays with Chanticleer.

Summary: Segment one; Director of Yahoo! for Good, the company's Social Responsibility department, Erin Carlson, told us she is responsible for leading Yahoo!'s environmental strategy and corporate social responsibility programs. She said her primary focus is inspiring Yahoo!'s audience of over 600 million people to be more "green" in their daily lives through use of Yahoo! products. She said it is truly very easy to be environmentally conscious during the holiday season and that she leads the efforts to integrate green content into all of Yahoo!'s core products. She shared with us the choices we can make for holiday shoppers looking to buy "green" and save this holiday season. Some of them included giving gifts of Experience (homemade coupons for activities such as hikes, bike rides, National park passes, cooking classes, massage gift certificate), unique gifts/locally made (Etsy.com, local SF holiday craft fairs,) and do it yourself gifts like babysitting baking and re-gifting. She also showed how we can use newspapers and magazines instead of wrapping paper. She also shared ways of how to host a "green" holiday party, noting how potlucks, playing games, and fun group activities can be easy ways of cutting back on the environment and expenses. She discouraged us from using postage and paper cards for holiday greetings. She urged us to use real plates and utensils instead of paper products. She encouraged us to decorate with creativity – not with credit cards! We should replace traditional holiday lights with longer-lasting energy-saving LED Lights, take inventory of what we have already before shopping for more, and decorate with simple elegance versus glitzy glamour and incorporate inexpensive greenery and other natural materials.

Segment two: Chef Steven Cortez, owner of Gourmandland.com told us how the Filipino community celebrates the holiday season. He said that as a teacher and catering expert he utilizes his Asian-Latino background to create a unique holiday menu. He noted the traditional foods of the Philippines, described how the foods are different from other Asian foods, and discussed traditional spices and foods that are used.

Segment three: Matthew Oltman, Director of Chanticleer, told us how this all male choir came to be. He said that his Grammy-winning vocal ensemble Chanticleer will give 23 holiday concerts across America this season, continuing a tradition that has made "A Chanticleer Christmas," the group's most beloved program. He said they launched their season in Oakland at the Cathedral of Christ the Light, and will continue in Napa, Petaluma, Sacramento, Berkeley, San Francisco, Carmel and Santa Clara. He noted the significance of performing to audiences in beautifully decorated churches, cathedrals, and missions.

Dec 19, 2010 8:00-8:30 am: BAY AREA FOCUS

Economy/Youth Development/Health

Subjects: Caring for the homeless and underserved in our community and improving nutrition for our children.

Segment one: Reverend Cecil Williams, founder and leader of Glide Memorial Church and his wife Janice Mirikitani with the Glide Foundation, shared their concerns over the ongoing growing numbers of homeless and hungry in the Bay Area. They noted the success of their Thanksgiving programs where hundreds of volunteers came to feed those less fortunate and build relationships. They said their volunteers attempt to be like family and provide a festive atmosphere. They said a crew of about 50 police officers, firefighters and their families helped carve 150 turkeys on Wednesday, and then other volunteers helped package and deliver the meals on Thanksgiving, carrying on a holiday tradition that's more than 45 years old. They said that while Thanksgiving is a feel-good focus for charities and volunteers, the problems of hunger and homelessness are still there every other day of the year and throughout the year. They told us how their organization provides meals and programs of all kinds from recovery, to job skills for those who would not otherwise have access to them. They said they have seen more and more people desperate for help in the wake of the country's steep economic downturn. They said there are new needs every day, and those needs will go on for people who are struggling to make it right now. They encouraged viewers to give what they could in time or money during the holiday season and throughout the year.

Segment three: Bay Area nutritionist Patty James offered a

progress report on her organization Shine the Light on Kids. This certified "Natural Chef" and nutritionist told us how she had toured the country this past year interviewing children about what they ate and encouraging them to eat more healthy foods. She told us that she traveled 41 states, covering 18,000 miles in 8 months asking kids from all walks of life the same questions about their health. Questions such as, "Do you think you're healthy? If so, why? If not, why not?" and "Do you know where your food comes from?" There were 25 questions, which took about 10 minutes for each child to answer, all of which she intends to include in an upcoming book.

Dec. 26, 2010 8:00-8:30 am: BLACK RENAISSANCE

Health/Economy/Economic Development

Subjects: Getting and staying healthy in the New Year, getting out of financial debt and using Mother Nature to stay young and healthy.

Summary: Segment one: Dr. Beverly Yates, Bay Area naturopathic doctor, shared tips and advice on how to get and stay healthy in the New Year. She noted that the holiday time is a particularly stressful time of year for us all and that it is critical to make New Year's resolutions we can actually keep. She said that African American women comprise the only demographic that has seen an increase in heart disease in the last decade. She said that heart disease is the number one killer of both women and men and that it kills more women than all kinds of cancer combined. She underscored the importance of good eating habits, and exercise and sleep in achieving good health and maintaining it. Finally, she underscored the importance of getting blood pressure and cholesterol checked throughout the year after the age of 30. Segment two: Wells Fargo District manager Aben Hill shared his advice on how to get out of holiday debt. He said it is very important to limit holiday credit card purchases. He said credit cards give us the illusion that we have more money than we do. He underscored the importance of using self discipline and paying off as much as possible when the bills come in. Finally, he shared 7 steps to avoid future debt, including making a list of what you owe, prioritizing payments, eliminating credit cards, not rolling over balances, and getting a copy of your credit card report. Segment three: Veteran Bay Area cosmetologist Cleo Cartel told us how and why she started her own organic beauty business. She said that it is possible to preserve one's youth and beauty by using all natural products. She discussed the challenges of running her own business and encouraged other women to follow their passions to earn a living.