

**KFSN-TV QUARTERLY ISSUES/PROGRAMS REPORT**  
**FOURTH QUARTER 2002**

From October 1, 2002, through and including December 31, 2002, KFSN-TV presented 19-1/2 hours of regularly scheduled local news programs a week, in addition to public affairs programs and syndicated programs. KFSN also broadcast programs and public service announcements provided by the ABC Television Network. Attached is the ABC-TV Network Second quarter news and public affairs program information report.

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

1. ELECTION /VOTE 2002
2. POLLUTION/AIR QUALITY
3. EDUCATION
4. HEALTH
5. POVERTY
6. PARENTING/YOUTH
7. WOMEN'S ISSUES
8. CONSUMER WATCH

Programs, program segments, and local newscasts broadcast by KFSN that provided significant treatment to the issues are the following.

**ACTION NEWS**

**ACTION NEWS AM LIVE**

Monday through Friday, 5:00-7:00AM, 2 hours, Local

This morning news program provides viewers with late-breaking local, national, and international news, sports, weather, medical, financial, and consumer reports.

**ACTION NEWS MIDDAY**

Monday through Friday, 11:00AM-11:30AM, 30 min., Local

Up-to-date local news coverage is offered, as well as national and international news. Also included are medical, consumer, and financial reports.

**ACTION NEWS LIVE AT FIVE**

Monday through Friday, 5:00-5:30PM, 30 min., Local

This half-hour news program reviews the day's news events, local, national, and international. Also covered are sports and weather. Included are medical, education, and consumer reports.

**ACTION NEWS AT SIX**

Tuesday through Sunday, 6:00-6:30PM, 30 min., Local

This half-hour news program reviews the day's news events, local, national, and international. Also covered are weather and sports. Friday's newscast features the Action News Person of the Week.

**ACTION NEWS LIVE AT ELEVEN**

Monday through Sunday, 11:00-11:35PM, 35 min., Local

This half-hour news program reviews the day's news events, local, national, and international. Also covered are sports and weather; consumer reports are included.

**VALLEY FOCUS**

Sunday, 10:30AM – 11:00AM, 30 min., Local/Public Affairs

Half-hour weekly local talk/interview program dealing exclusively with issues and local affairs.

**COMMUNITY CALENDAR :30 SECOND PSA**

TUESDAY – FRIDAY

ACTION NEWS AM LIVE, MIDDAY, 6PM NEWS

Thirty-second PSA featuring an Action News anchor delivering information about an upcoming non-profit event in our community.

## **CHILDREN FIRST**

*Children First* is in its fifth year of production. This yearlong effort focuses on the challenges, problems, and opportunities facing children living in Central California. The program concentrates on how the average person can make a difference in a child's life and highlight local news organizations that work with children and youth. *Children First* includes local news produced and/or network produced half-hour programs, :30 vignettes, public service announcements, and special stories on Action News.

### **CHILDREN FIRST: LEARNING TO LEAD**

Sunday, October 6<sup>th</sup>, 2002 at 6:30PM, :30 Min, Local

Saturday, December 14, 2002 at 5:00PM, :30 Min, Local

Sunday, December 22, 2002 at 10:30AM, :30 Min., Local

In this half-hour, we gave viewers a new look at leadership. We answered questions on who is helping teach our kids leadership skills and to define just what a leader is. We also dispelled any notions that only kids who are Class President and have straight A's can be leaders. We also looked at the four stages of leadership and gave examples throughout the half-hour. We also looked at how character, manners and citizenship come into play in helping shape our young leaders of tomorrow. We highlighted some leaders you may not have even heard of who are making a difference in their community by helping shape our children into leaders in their own right.

## **CHILDREN FIRST VIGNETTES/PSAs AIRED**

**Gottschalks, Fresno County Office of Education and Children's Hospital Central California partner to air these Children's First PSAs and Vignettes in rotation:**

### **FCOE/EDUCATION PASSPORT: LENGTH :30 SEC. (aired aprx. 25 times)**

Fresno County Office of Education, in partnership with 14 local cultural centers, invites viewers to begin a journey of learning through the Passport to Knowledge program. Kindergarten through 12<sup>th</sup> graders can pick up a passport and travel with a paid adult or parent to any of the 14 organizations. After seven stops, children can receive a certificate of completion.

### **CHCC/IMAGE: :30 SEC.(aired aprx 30 times)**

Innovations of modern medicine have been a tradition of caring for kids at Children's Hospital Central California. The healing and practice of helping children is at the heart of what they do. Children's Hospital Central California has the largest pediatric facility in the country, protecting children's future with a commitment of caring.

### **CHCC/IMAGE: :30 SEC.(aired aprx 25 times)**

Helicopter “Air George” is a state-of-the-art helicopter that brings Children's Hospital Central California closer to kids across the Valley and beyond -- combining the future of medicine and the commitment of care that comes from the heart.

**PARTNERS/CHILDREN FIRST: GOOD SPORT :30 SEC., (AIRED 6)**

This spot spoke about the impact of being a good sport and the impact that parents and other adults have on children when it comes to teaching them good sportsmanship.

**PARTNERS/CHILDREN FIRST: WEBSITE: :30 SEC., (AIRED 5)**

This spot was a follow-up from the “Teams and Dreams” program that Channel 30 produced and aired. It sends viewers to our website where they can obtain more information on the half hour program and tips for parenting young athletes.

**PARTNERS/CHILDREN FIRST: LEARNING TO LEAD :3 SEC., (AIRED 20)**

This spot was a follow-up from the “Learning to Lead” program that Channel 30 produced and aired. It send viewers to our website where they can obtain more information on the half hour program and tips for parents and youth on leadership.

**PARTNERS/CHILDREN FIRST: SERVICE LEADERS: :30 SEC., (AIRED 20)**

This spot gave viewers information about how they could serve their community.

**PARTNERS/CHILDREN FIRST: TOYS FOR TOTS: :30 SEC., (AIRED 20)**

This spot gave viewers information about the Marine Corps Reserves “Toys for Tots” Marathon Weekend. The toys went to needy children in the Central Valley.

**VOTE 2002**

**ABC 30 ACTION NEWS VOTE 11/05/02 1 HR. LOCAL**

Action News went live around the valley to bring viewers the most updated information on key races.

**ABC 30 ACTION NEWS VOTE 11/05/02, :30 MIN., LOCAL**

Action News went live around the valley to bring viewers updated voting information. Reporters were covering the vote both in the South and North Valley.

NEWSCAST AM LIVE 5-7AM, 10/02/02, LENGTH :33 SEC., LOCAL

Latino activists are outraged that Governor Gray Davis vetoed a bill allowing undocumented immigrants to get drivers' licenses. Immigrant rights groups across the state say they were betrayed. The governor could feel the fallout come Election Day. Davis called the driver's license one of the primary documents we use to identify ourselves. In his veto message he mentioned terrorists were able to get driver's licenses. The bill was a priority for immigrant rights supporters and many say they won't support the governor's re-election.

NEWSCAST 6PM, 10/02/06, LENGTH :18 SEC. LOCAL

A new poll shows Governor Gray Davis is increasing his lead over Republican challenger Bill Simon. The latest LA Times poll shows if the election were held today, Davis would get 45 percent of the vote to Simon's 35 percent. Bill Simon stumped for votes in Fresno today and he blasted Davis for not fulfilling a key campaign promise.

NEWSCAST AM LIVE, 10/07/02, LENGTH :26 SEC. LOCAL

Republican Bill Simon and Democratic Governor Gray Davis are set to meet at noon today for their first debate. Statewide polls show neither candidate is popular with voters. Davis has struggled to recover from the political fallout of the State's energy crisis and Simon's campaign has suffered from a series of missteps and controversies surrounding his family business.

NEWSCAST AM LIVE, 5-7AM, 10/08/02, LENGTH :18 SEC. LOCAL

People in Hanford can listen to their local candidates speak. The Hanford Chamber of Commerce is hosting a pre-election candidates forum. The fee is a half-gallon of ice cream. The gathering is a historical theme when candidates used to gather the community together to hear the candidate's ideas and position.

NEWSCAST 6PM, 10/12/02, LENGTH :24 SEC. LOCAL

More than three weeks until the November election but if you've already made up your mind you don't have to wait. The county elections office will be open every Saturday until the November fifth election. The office hours are from eight to two and you can also vote Monday through Friday from seven to five through Election Day. The deadline to register to vote in the November fifth election is October 20th.

NEWSCAST AM LIVE, 10/16/02, LENGTH :16 SEC. LOCAL

Sacramento voters will now get to use touch screen ballot machines. The Secretary of State's office used absentee ballots to test the machines and voters will be able to cast their votes over the next 10 days. The votes will stay locked in a computer database until counted on Election Day, November 5th.

NEWSCAST 6PM, 10/7/02, LENGTH :19 SEC., LOCAL

With the elections just a few weeks away, Fresno County announced today a critical shortage of Election Day workers. As it stands right now, the county needs about 500 more workers for the November 5th elections. County Clerk Victor Salazar says they are putting the word out early to get as many people as possible signed up to work the polls.

NEWSCAST 11PM, 10/17/02, LENGTH :27 SEC., LOCAL

Fresno County has a shortage of workers for the November fifth election. The county needs about 500 more workers and County Clerk Victor Salazar says they are putting the word out early to get as many people as possible signed up to work the polls. If you'd like to be a precinct worker, call 488-1620 or log onto our website, ABC30.com. Fresno County is also opening election offices every Saturday between now and Election Day to give you more opportunities to register to vote.

NEWSCAST 6PM, 10/19/02, LENGTH :27 SEC., LOCAL

The race for a Central Valley Congressional district that was once considered Condit Country is heating up. Dennis Cardoza beat Gary Condit in the March primary. Cardoza is running against Republican Richard Monteith in the November 5th election. Both want to represent the 18th Congressional district, an area that includes all of Merced and Stanislaus counties and part of Fresno County. Cardoza appeared in a candidates' forum moderated by Action News anchor Nancy Osborne.

NEWSCAST AM LIVE, 10/21/02, LENGTH :35 SEC., LOCAL

Both candidates for governor hit the campaign trail and incumbent Gray Davis and challenger Bill Simon plan to meet as many voters as possible before the November 5th election. Davis will wrap-up a two-day swing through the state's rural communities today with stops in Eureka and Chico. Simon is launching a natural gas bus tour through the Central Valley. He met the press in the South Valley at the heritage complex at the International Agri-Center grounds in Tulare and if you want to vote November 5th, today is the last day to register.

NEWSCAST MIDDAY, 10/21/02, LENGTH :24 SEC., LOCAL

If you want to vote in the November election and you are not registered because today is the deadline, election offices in Fresno, Tulare, Merced and Madera will be open until five o'clock. If you mail in your registration it must be postmarked by five o'clock. To be eligible you must be at least 18 years old and a US citizen. You're not eligible if you're in prison or on parole for a felony conviction.

NEWSCAST 5PM, 10/23/02, LENGTH 2:11 MIN., LOCAL

The Fresno school board race has attracted the attention of political leaders, the mayor wanted his say, and a congressman even got in on it, helping create a slate of candidates. In announcing the slate of candidates, Congressman Cal Dooley pledged to help raise 3 hundred thousand dollars to get them elected. With the election two weeks away, the fund-raising goal has reached only half that, 150 thousand dollars. But one of the sponsors of the candidate slate, Fresno County School Superintendent Pete Mehas, says it's good enough.

NEWSCAST 11PM, 10/26/02, LENGTH

Two candidates for Fresno City Council seats say fighting crime with a stronger police force is the top priority and two others say jobs and building a better local economy are just as important. The #1 issue that is affecting everybody throughout the entire district is

crime. Again and again in the forum that Channel 30 aired, candidates for City Council kept coming back to crime. Henry T. Perea wants to revive Fresno's para-military style police unit that was disbanded by Chief Jerry Dyer. The candidates now have just 8 more days to campaign before Election Day on November 5th.

NEWSCAST 5PM, 10/28/02, LENGTH :27 SEC., LOCAL

A North Valley race has attracted national attention, mainly because of the politician being replaced. Congressman Gary Condit lost his bid for re-election in March after accusations that he misled detectives investigating the disappearance of Chandra Levy. Action News was live in Atwater at Dennis Cardoza's election night headquarters.

NEWSCAST 11PM, 10/28/02, LENGTH :31 SEC., LOCAL

There are eight days before the election and new questions are being raised about Governor Davis' conduct in office. On a beach in Malibu, Republican Bill Simon linked allegations by a convicted felon, to what he called Davis's "pay for play" politics. A federal judge today unsealed documents from former coastal commissioner Mark Nathanson. Nathanson tried, unsuccessfully, to cut a deal after pleading guilty to bribery charges. He says in the 1993 letters, that Davis was involved in the bribery scheme. Governor Davis says the allegations are totally false.

NEWSCAST AM LIVE, 10/30/02, LENGTH :28 SEC., LOCAL

The common thinking on this election is that voters are not really very happy with either of the front running candidates for governor. The test, of course, will be to see how many voters actually go to the polls this election day. Secretary of State Bill Jones expects a fifty-eight percent voter turnout. He says there's been a fair amount of requests for absentee ballots. He also believes hotly contested local ballot measures and candidate races throughout the state will bring voters to the polls.

NEWSCAST 5PM, 10/31/02, LENGTH 2:26 MIN., LOCAL

For the first time in more than 20 years, Fresno County voters will choose a new person to head the coroner's office. Two candidates are running for the position in a race, which has been anything but boring. Action News reporter Deanna McQueen reported that there is no incumbent in this race, just two candidates competing for your vote: A longtime deputy coroner, and a Kerman veterinarian who also sat on the council there. They both want Dr. David Hadden's job. Dr. Hadden has been the Fresno County coroner for a quarter of a century. He's made it clear whom he's supporting: Dr. Paul Toste, DVM, is the only candidate that has the scientific and medical training. Early on, Toste's title caused political tension. In the March primary, he was listed on the ballot as a doctor-businessman. Cervantes felt the title "doctor" was misleading since he is a veterinarian. She took her complaint to the county, who ruled it had to be changed. It will now read Dr. Paul Toste, doctor of veterinary medicine. In March, Toste won 49 percent of the vote, compared to 44 for Cervantes. The candidates say if elected, they'll be a full-time coroner. Both are confident they'll be the winner November 5th.

NEWSCAST MIDDAY, 11/01/02, LENGTH :36 SEC., LOCAL

Just four days before the election and one valley race is just too close to call. It's the 18th Congressional district race between Democratic Assemblyman Dennis Cardoza and Republican State Senator Dick Monteith. According to an independent poll of four hundred district residents, Cardoza has a slight lead over his opponent Monteith, 36 percent to 31 percent. Twenty-eight percent of voters are undecided. The margin of error is 5 percent, which is enough to swing the vote either way. The poll was conducted by A & A Research and commissioned by the Merced Sun-Star.

NEWSCAST 6PM, 11/03/02, LENGTH :16 SEC., LOCAL

Live election updates begin Tuesday night at 8. Our Action News election special begins at 10. We'll bring you the latest race results with live reports from Los Angeles, Fresno along with the North Valley and South Valley.

NEWSCAST AM LIVE, 11/04/02, LENGTH :49 SEC., LOCAL

Students and teachers head back to class at West Fresno schools. On the eve of the election, Governor Gray Davis agreed to a plan that gets teachers their paychecks and calls for the state to take over the school district. Davis was in Fresno yesterday for a get-out-the-vote rally. West Fresno teachers picketed the rally because they have not been paid in over a month. Teachers blamed Davis for vetoing a bill that would have authorized a state take-over of West Fresno schools. Now Davis says the state will loan Fresno County money so West Fresno teachers can be paid.

NEWSCAST 6PM, 11/05/02, LENGTH :23 SEC., LOCAL

The two candidates who want to be Fresno County's new district attorney cast their ballots. Elizabeth Egan won the race in the March primary, but not by a margin large enough to win the election outright. She faces Jeff Hamilton. Both are prosecutors now in the D.A.'s office. One of them will replace retiring District Attorney Ed Hunt who has held the office for the last 20 years.

NEWSCAST AM LIVE, 11/06/02, LENGTH :24 SEC., LOCAL

With the elections over, two unions representing West Fresno school staff and teachers are gearing up a recall effort against the remaining members of the West Fresno school board. The California School Employees Association and the California Teachers Association are calling for members who were not up for re-election to resign.

NEWSCAST 6PM, 11/06/02, LENGTH 1:54 MIN., LOCAL

A tighter race for the seventh district seat on Fresno City Council has begun. Henry T. Perea is ahead by just 55 votes and the late absentee votes are still being counted. The pressure is now on election workers to give us a clear-cut winner. Fresno County Elections workers are processing votes and first they have to open the envelopes, then verify signatures, and finally, add up the totals. All this while anxious candidates, like Richard Caglia, wait to see if the absentee votes change the election outcome.

NEWSCAST 5PM, 11/07/02, LENGTH :29 SEC., LOCAL

We have an update now on two very close election races in Fresno County. The district seven Fresno City Council race is even tighter than it was on election night. Henry T. Perea's lead over Richard Caglia has shrunk from 45 votes to just 18. In the District One Supervisor race in Fresno County, Phil Larson has increased his lead over Dan Ronquillo to 272 votes. That's almost one hundred more than on election night. County clerk Victor Salazar says they will be counting votes for a few more weeks.

NEWSCAST 5PM, 11/08/02 LENGTH :29 SEC., LOCAL

The pendulum swings again in this hotly contested race for City Council, yet Henry T. Perea remains on top. After Tuesday's election, Perea claimed victory in the district seven races, but he was only 55 votes ahead. Then yesterday his lead collapsed to just 18 votes over Richard Caglia. Today's numbers move Perea farther ahead by 43 votes, but there are still absentee and provisional ballots to be verified and counted. The Perea camp is relieved but not out of the woods yet.

NEWSCAST 5PM 11/12/02, LENGTH :38 SEC., LOCAL

An update on some very tight valley election races that are still too close to call. The Fresno City Council race between Henry T. Perea and Richard Caglia remains a squeaker. Just 28 votes separate the candidates. Phil Larson has increased his count over Dan Ronquillo for the open supervisor seat, he leads with 450 votes. There are still a couple thousand votes left to count in both races. The District 12 state senate race is also close; Rusty Areias leads by 284 votes. Nicole Parra has increased her lead in the Assembly district 30 race, angering her opponent Dean Gardner. Parra leads by 358 votes, and there are still thousands of absentee ballots to count in that race as well.

NEWSCAST 5PM, 11/18/02, LENGTH :39 SEC., LOCAL

The battle for State Assembly district 30 is now in the courts. Democrat Nicole Parra and Republican Dean Gardner are fighting over what are called provisional ballots. The two are locked in a tight race with the latest count putting Parra ahead by 187 votes. Gardner's attorney wants the Fresno County elections office to release the names of voters who cast provisional ballots. Parra's lawyers say the information should be confidential.

Approximately 154 provisional ballots still must be counted. Those are ballots cast by voters who say they are registered but the information couldn't be verified on Election Day. A hearing on the matter is set for Wednesday.

NEWSCAST 11PM, 11/21/02, LENGTH: 20 SEC., LOCAL

An update on one of the valley's closest political races. Democratic state senate candidate Rusty Areias conceded to Republican Jeff Denham. Areias' announcement leaves only one undecided state race, the 30th Assembly seat between Democrat Nicole Parra and Republican Dean Gardner in the South Valley, and more returns are expected in that race today.

### CITY COUNCIL FORUM

Saturday, October 26, 2002 at 7PM, :30 Min, Local

KFSN provided a forum with Anchor Graciela Moreno as Moderator for the City Council race between Gloria Moralez vs. Cynthia Sterling and Richard Caglia vs. Henry T. Perea as they vie for the City Council chair.

### FRESNO COUNTY DISTRICT ATTORNEY FORUM

Friday, October 25, 2002 at 7PM, :30 Min, Local

KFSN provided a forum with Anchor Warren Armstrong as Moderator for the race for the District Attorney position in Fresno County between Elizabeth Egan and Jeff Hamilton.

### THE 18<sup>TH</sup> CONGRESSIONAL DISTRICT FORUM

Saturday, October 19, 2002 at 7PM, :30 Min, Local

KFSN provided a forum with Anchor Nancy Osborne as Moderator for the race between Dennis Cardoza and Richard Monteith for the 18<sup>th</sup> Congressional District seat.

### HISPANICS TODAY, 11/24/02, 5:30AM & 11:00AM, :30 MIN, SYNDICATION

Latino Electorate - The PEW Hispanic Center did a nationwide survey of Hispanics on a number of issues. Following a history making election, we heard about the section of the survey relating to the Latino electorate. The center had some surprising new information about party loyalty among Hispanics and how the Latino population is somewhat divided on certain key policy issues.

### HISPANICS TODAY, 12/01/02, 11:00AM, :30 MIN., SYNDICATION

The Republican Party scored major victories and made history this past election season, recapturing control of the senate and boosting their majority standing in the house. We met Linda and Loretta Sanchez, who are the first sisters to ever serve in Congress and found out about these two dynamic women in an interview on Capitol Hill.

### HISPANICS TODAY, 12/08/02, 11:00AM, :30 MIN., SYNDICATION

Nalco: New Latino Legislators – more Latino legislators than ever before have taken office following November’s mid-term elections. From school boards to Congress, Latino legislators at all levels come together bi-annually for what one might call boot camp, hosted by the National Association of Latino Elected and Appointed Officials. Two of the attendees are the first Latinos to ever hold statewide office in Georgia. We met with them to hear some of their insights into how they hope to enhance changes by ensuring for the first time that the Hispanic voice is represented.

### HISPANICS TODAY, 12/15/02, 5:30AM & 11:00AM :30 MIN., SYNDICATION

The US Treasury event held in Washington, recognizing Latino contributions, fell on the final day of Hispanic heritage month. President Bush commemorated Hispanic contributions to the arts, and was entertained by some top musicians. Hispanics Today brought us highlights of these events.

## POLLUTION/AIR QUALITY

### NEWSCAST AM LIVE, 10/14/02 LENGTH :29 SEC. LOCAL

Smog levels increased across California this summer. Data collected by the South Coast Air Quality Management District shows four southern California counties experienced 49 days when ozone readings exceeded federal standards. In the Sacramento area, air violated the federal ozone standard on 10 days. California had the worst air pollution season in several years. Experts say hot, dry weather along with a series of wildfires created the perfect recipe for smog stew.

### NEWSCAST AM LIVE, 10/22/02, LENGTH :27 SEC., LOCAL

The Central Valley is known for its bad air. The medical community has joined environmental groups to see that the air we breathe is cleaned up. The coalition is filing a lawsuit. The group says the area from Stockton to Bakersfield now ranks second to Los Angeles for air pollution. It blames the State Air Resources Board, the San Joaquin Valley Air Pollution Control District and the EPA for not enforcing the Clean Air Act.

### NEWSCAST 6PM, 10/22/02, LENGTH :22 SEC., LOCAL

The lawsuit claims the federal government is not enforcing the Clean Air Act in the San Joaquin Valley, which is one of the nation's six worst areas for particulate matter, dust and soot. The suit highlights the local agency, the Valley Air District, which has never presented a clean air plan strong enough to win federal approval. A particulate matter is only one-seventh the diameter of a human hair. But there is so much of it kicked up from farms, diesel exhaust, and road dust in the valley that health experts say it's causing a local asthma epidemic. The Fresno Unified School District blames asthma as the leading cause of student absenteeism. Plaintiffs say the valley can't afford to wait or trust the local agency, and they want a federal takeover now.

### NEWSCAST 11PM, 10/22/02, LENGTH :35 SEC., LOCAL

A coalition of environmental groups has filed a lawsuit, targeting the Federal EPA for failing to improve the air quality in the San Joaquin Valley. The lawsuit was filed today in San Francisco. The valley has never had workable plans to clean up what is some of the nation's worst air pollution. The local air district was to be found out of compliance by EPA in 1991, but the agency never took any follow-up actions. Officials with the EPA say they didn't know the district was out of compliance until they saw the documents. The suit asks that the EPA take control of the Valley Air District's program to remove soot from the air.

### NEWSCAST AM LIVE, 10/04/02, LENGTH 2:25 MIN., LOCAL

The American Lung Association says just a little bit of ozone air cleaners can cause a slew of health problems, like chest pain, coughing, shortness of breath and even permanent lung damage. In fact, health complaints have prompted nearly half a dozen states to issue warnings against residential ozone air cleaners. Lawsuits have sprung up across the country, and Canada no longer certifies the use of ozone cleaners in the home.

In an eye-opening report by the Environmental Protection Agency finds ozone. Generated at levels that don't exceed EPA limits is not effective in battling indoor air pollution. What's more, the study shows some machines could release dangerously high concentrations of ozone into your home.

NEWSCAST AM LIVE, 10/29/02, LENGTH :26 SEC., LOCAL

Water Irrigation -- Farmers and environmentalists are looking at ways to monitor water runoff from fields. It's part of an effort to cut water pollution in the San Joaquin Valley. The group is trying to come up with a monitoring plan before a 20-year-old law that exempts regulation of farm runoff expires at the end of December. Lawmakers put an end to the waiver in 1999. That means farms will have to report what they discharge into rivers.

NEWSCAST 6PM, 11/03/02, LENGTH 2:23 MIN., LOCAL

It's the college district's first bond-effort ever and its backers of "Measure E" say money is needed to keep up with an "exploding" student population. Opponents say "E" buys more "urban sprawl" and is a sloppy use of tax dollars. Backers of "Measure E" want you to remember this picture: students crammed into classrooms at the Clovis center -- a satellite campus, built for 2500 students, now juggles 3500-20,000 students at Fresno City College, more than Fresno State. "Measure E" backers say the valley needs to prepare for a statewide enrollment explosion.

NEWSCAST 11PM, 11/11/02, LENGTH :23 SEC., LOCAL

If you enjoy cold nights in front of an open fire, be warned, fireplace restrictions are coming. The San Joaquin Valley Air Pollution Control District says the voluntary "don't light tonight" program becomes mandatory next year. It will be illegal to use open fireplaces, and older woodstoves on certain nights, when air pollution levels are too high. It's because fireplaces are major sources of pollution. You can expect about 20 "no burn nights" this winter. The restrictions do not apply to those who have a woodstove as their only source of heat. Those with highly efficient, EPA certified woodstoves are likely to be told not to burn during just a few winter nights. Non-polluting gas fireplaces will be allowed to burn anytime.

NEWSCAST 5PM, 11/14/02, LENGTH :30 SEC, LOCAL

A new group is called "Clean Air now", and they hope to work with the public and the air district to help improve the air. But not everyone is applauding their efforts.

NEWSCAST 5PM, 11/18/02, LENGTH :13 SEC., LOCAL

The valley's air pollution could cost billions of dollars if cities aren't able to clean up their air. Some South Valley cities came up with a plan to do just that.

NEWSCAST 11PM, 12/01/02, LENGTH :35 SEC. ,LOCAL

Three straight years of grape prices not even meeting the cost of production, have led to this vineyards being bulldozed and ready to torch. Farmers are tired of getting burned by a worldwide glut of grapes and there's so much of it being burned in the last year or two. This year's going to be larger than it's ever been, but what farmers have done for decades

is now thought of as a major public health threat and many vines grow on wooden stakes sprayed green. It's "copper chromated arsenic," first used 40 years ago to prevent wood rot, but now it's illegal to burn. Health officials say arsenic breathed in by humans can cause kidney and liver damage.

NEWSCAST 11PM, 12/03/02, LENGTH :27 SEC., LOCAL

If you enjoy sitting in front of an open fire on cold nights, beware, new fireplace restrictions are coming. We heard from people against the idea as they voiced their opposition. The valley is home to 605,000 wood burning fireplaces -- stoves and inserts. But soon, it will be illegal to use open fireplaces and older stoves on certain nights when air pollution levels become too high. Next year, the San Joaquin Valley Air Pollution Control District will ban residential wood burning on the valley's worst air days in cold weather. Members went to the public to hear concerns.

NEWSCAST MIDDAY, 12/03/02, LENGTH :34 SEC., LOCAL

Proposed restrictions on fireplace burning in the valley are sparking controversy. Both sides of the "dirty air" issue spoke at a public hearing last night. Soon, it will be illegal to use open fireplaces and older stoves on nights when the air pollution is high. Officials also want to ban wood burning stoves and fireplaces in new sub-divisions and before homeowners sell their house, they would have to close up or remove wood burning stoves and inserts that are not federally certified. The new rule is expected to take effect by winter 2003.

NEWSCAST 5PM, 12/13/02, LENGTH :27 SEC., LOCAL

A new California state rule could change the way many school bus drivers pick up and drop off your children. The California air resources board approved a rule that bans bus drivers from leaving their engines running idle for long periods of time within 100 feet of a school. The board hopes to reduce children's exposure to diesel exhaust, which has been linked to lung cancer and asthma. Drivers will be allowed to leave their busses running under extreme weather conditions.

VALLEY FOCUS, 10/27/02, 10:30AM, :30 MIN., LOCAL

Segment #2: Great Rails to Trails Tree Planting: representor, John Wright, Director of Development for the City of Clovis, has information on the coalition for community trails, which presents the Great Rails to Trails tree planting. This event will beautify both Fresno and Clovis. Segment #3: Holiday Trail of Trees: Tree Fresno has made an important contribution to the Fresno area by planting thousands of trees throughout the community. Their goal is to add beauty and distinction to various landscapes.

NEWSCAST 6PM, 10/22/02, LENGTH 2:22 MIN, LOCAL

The lawsuit claims the federal government is not enforcing the "Clean Air Act" in the San Joaquin Valley, which is one of the nation's six worst areas for particulate matter, dust and soot, and the suit highlights the local agency, the Valley Air District, which has never presented a clean air plan strong enough to win federal approval. There is so much of it kicked up from farms, diesel exhaust, and road dust in the valley that health experts

say it's causing a local asthma epidemic. The Fresno Unified School District blames asthma as the leading cause of student absenteeism.

NEWSCAST 6PM, 10/22/02, LENGTH 2:22 MIN, LOCAL

A lawsuit claims the federal government is not enforcing the "Clean Air Act" in the San Joaquin Valley, which is one of the nation's six worst areas for particulate matter, dust and soot. The suit highlights the local agency, the Valley Air District, which has never presented a clean air plan strong enough to win federal approval. There is so much of it kicked up from farms, diesel exhaust, and road dust in the valley that health experts say it's causing a local asthma epidemic. The Fresno Unified School District blames asthma as the leading cause of student absenteeism.

VALLEY FOCUS, 11/24/02, 10:30AM, :30 MIN., LOCAL

Segment #1: American Lung Association/Asthma: This segment of Valley Focus talked about air quality in the valley and children and adults who are battling asthma. About one in seven children in Fresno County were diagnosed with asthma last year. Many of those kids go to Children's Hospital Central California for treatment. Segment #2: American Lung Association/Celebrity Waiters Luncheon: Joined by Beth Kelventing, event coordinator of the American Lung Association, to talk about their upcoming Celebrity Waiters Luncheon and to bring awareness to the organization. The mission of the American Lung Association of Central California is the conquest of lung disease and the promotion of lung health.

**EDUCATION**

NEWSCAST 6PM, 10/05/02, LENGTH :26 SEC., LOCAL

The Coke Hallowell Center for River Studies celebrated its grand opening. The Center was once a ranch house, but fell into disrepair. After a makeover, it's now part museum, part classroom. The center is dedicated to helping preserve local history and educate people about the river's ecology. If you'd like to visit the Center for River Studies, it's on Old Friant Road, down by the river.

VALLEY FOCUS/ 9/20/02 TAPING 2:54 min, LOCAL

Today's students will grow up to be tomorrow's leaders and that gives educators a vested interest in defining and teaching the skills necessary to assume that role. Action News anchor Juanita Stevenson shows us how teaching leadership has become a priority for these elementary students are getting involved in their school at the most basic level running for elective office. Educators who teach civics say the reason so many young people don't understand what it means to be an active responsible citizen is because the emphasis in education is on academic achievement and test scores. By organizing clean-up campaigns, solving problems, and raising money, these students are not only learning how to give back, but also learning how to be leaders.

NEWSCAST AM LIVE, 10/15/02, LENGTH :14 SEC., LOCAL

Fresno State is hoping to become the world leader in water technology. Central Valley political and ag leaders are creating a water technology institute at the university. It would research water issues, provide community water education and testing and certification.

NEWSCAST 6PM, 10/19/02, LENGTH :15 SEC., LOCAL

Thousands of valley kids were on the soccer fields. One group was playing to help kids read. The Jump-Start Soccer Tournament is a fundraising event for the Jump-Start program. It's a supplement to Head Start, helping provide early education programs to kids in need.

NEWSCAST 6PM, 10/22/02, LENGTH 2:18 MIN., LOCAL

According to the district's business manager, West Fresno schools is 250 thousand dollars in the hole and will be out of money at the end of the month. While teachers say they are not surprised by the latest developments, they are very disappointed. There are 59 teachers in the district, but they aren't the only ones who would be affected by the district's money woes. In a letter to the board president, the business manager says there will not be enough money to meet the October payroll and that affects all employees. Assemblywoman Sarah Reyes met with employee representatives.

NEWSCAST 5PM, 10/23/02, LENGTH 1:53 MIN., LOCAL

The Fresno school board race has attracted the attention of political leaders, the mayor wanted his say, and a congressman even got in on it, helping create a slate of candidates. In announcing the slate of candidates, Congressman Cal Dooley pledged to help raise \$300,000 to get them elected

NEWSCAST 11PM, 10/23/02, LENGTH 1:30 MIN., LOCAL

An area near Dickey playground in downtown Fresno is where one of the centers will be built. The hope is to help at risk kids and young adults secure an education and financial future. Five days a week from noon to nine, you can drive to Dickey playground and see it at its best! Kids of all ages playing sports, making arts and crafts, and even playing a game of pool. It's also home to the Fresno's Chicano Youth Center. Many say without it, life would be different. More than 1.6 million dollars will be used to build a youth development center in downtown Fresno and will provide social and recreational services to a diverse group of people.

NEWSCAST 11PM, 10/30/02, LENGTH 1:53 MIN, LOCAL

Employees of the West Fresno School district were last paid one month ago on September 30<sup>th</sup>. The next payday is supposed to be tomorrow, but teachers and staff do "not" expect to get what they are owed. Many wonder if 1,000 kids will have school on Friday. Embattled board members say they're out of cash. They blame County schools superintendent Pete Mehas, who took partial control of the district, which has a history of fuzzy math.

NEWSCAST 5PM, 11/04/02, LENGTH 1:58 MIN., LOCAL

It is some good news, but Fresno County superintendent Pete Mehas is calling it a temporary fix. The County Office of Education says it will meet the payroll for teachers and other employees for one month, because neither students nor teachers can afford to be out of school for one more day. With four hundred students showing up but only seventeen teachers, West Fresno district officials called it an unsafe situation and asked the board members to close down the district's two schools.

NEWSCAST 5PM, 11/05/02, LENGTH 1:35 MIN., LOCAL

What's at stake for the education of nearly 80,000 students? Whoever is elected will face the tough job of trying to improve the academic performance of schools that are now ranked near the bottom in the state. Fresno Unified's low academic performance was thrust into the spotlight when Mayor Alan Autry called the schools "the worst of the worst". Although he failed at his bid to appoint school board members as a way to improve the district, his efforts resulted in people paying a lot more attention to what's happening in the schools.

NEWSCAST 5PM, 11/06/02, LENGTH :20 SEC., LOCAL

The largest center of higher education in the valley has a lot to celebrate after yesterday's election. Voters approved "Measure E" and now the State Center Community College District will get 161 million dollars. The money will be used to build two new satellite campuses and make improvements to four other existing campuses throughout the San Joaquin Valley.

NEWSCAST MIDDAY, 11/21/01, LENGTH :17 SEC., LOCAL

The troubled West Fresno school district has to make a tough decision today. The district is expected to cut nearly twenty jobs to reduce its budget due to a financial shortfall. West Fresno was forced to borrow money from the Fresno County Office of Education to pay its employees.

NEWSCAST AM LIVE, 11/28/02, LENGTH 2:05 MIN., LOCAL

Mayor Alan Autry has called Fresno schools the worst of the worst. Other cities have similar education problems. In Washington the Education Department issued a set of regulations, which basically say that children in schools are failing to meet minimum standards set by the federal government must be allowed to leave for better schools even if the better schools have no room for them.

NEWSCAST 11PM, 12/05/02, LENGTH :25 SEC., LOCAL

Public education in California is facing a major cutback. Governor Davis tomorrow, will propose ten billion dollars in mid-year budget cuts and savings. School board members from all over the state protested the reductions in San Francisco. Nearly two billion dollars may be slashed from education to help close the huge state budget shortfall.

NEWSCAST 11PM, 12/10/02, LENGTH :25 SEC., LOCAL

In medical news, Stanford University has announced its intention to develop human embryonic stem cells. Stanford is the first US institution of higher education to publicly

embrace an effort many consider to be cloning. The intent of the project is to produce stem cells for medical research. The university emphatically denied the project involves cloning embryos and said they will use the stem cells only to study disease.

NEWSCAST 11PM, 12/11/02, LENGTH :23 SEC., LOCAL

Students at the top of the class are also crossing the finish line first. A new study shows California students who perform well academically are also physically fit. The California department of education based their findings on comparisons of standardized test scores and results of mandatory physical fitness tests. Educators say exercise increases blood flow to the brain, which can improve a student's attention span.

CHILDREN FIRST: LEARNING TO LEAD

Sunday, October 6, 2002 at 6:30PM, :30 Min, Local

Saturday, December 14, 2002 at 5:00PM, :30 Min, Local

Sunday, December 22, 2002 at 10:30AM, :30 Min., Local

In this half-hour, we gave viewers a new look at leadership. We answered questions on who is helping teach our kids leadership skills and to define just what a leader is. We also dispelled any notions that only kids who are Class President and have straight A's can be leaders. We also looked at the four stages of leadership and gave examples throughout the half-hour. We also looked at how character, manners and citizenship come into play in helping shape our young leaders of tomorrow. We highlighted some leaders you may not have even heard of who are making a difference in their community by helping shape our children into leaders in their own right.

GET AWAY, RIGHT AWAY - SAFETY VIDEO

Saturday, November 16, 2003 at 12:30PM, :30 Min, Syndicated

Mayor Alan Autry provides safety tips to children. With this award winning video, children learned and practiced simple straight tips and techniques to help them escape from anyone trying to harm them. Children learned lifesaving skills presented in a fun way that was not frightening or threatening.

VALLEY FOCUS, 10/06/02, 5:00AM & 10:30AM, :30 MIN., LOCAL

Segment #1: Fresno County Office of Education-Educator of the Year: The Fresno County Office of Education is celebrating its 150<sup>th</sup> anniversary. Their goal is to provide leadership, support and services, and to work closely with school districts, governmental agencies, business and community leaders. They strive to ensure quality education for their one hundred and eighty thousand students. Each year, they recognize the outstanding achievements and commitments of Fresno County teachers, school administrators, and school employees. These winners share their vision with the entire education community. Segment #2: California Supreme Court Trial & Broadcast: The California Supreme Court will convene for two historic firsts. One is an educational outreach to our community. Valley Public TV will telecast a California Supreme Court Session. Students will have the opportunity to ask questions of the Supreme Court Justices before the session begins. Segment #3: Library and Literacy Summit: The Fresno County Office of Education will hold a Library and Literacy summit in October.

This is an opportunity for parents to learn from educators what they can do to help their kids learn to read.

VALLEY FOCUS, 10/27/02, 10:30AM, :30 MIN., LOCAL

Segment #1: CSUF Kerman School of Education & Human Development: Brick Campaign "Teachers & Friends of Education Honor Wall: This segment talked about a special brick campaign honoring education. The Kerman School of Education and Human Development states their mission is the recruitment and development of ethically informed leaders for classroom teaching, administration, counseling and higher education. They are honoring educators by building the "Teachers and Friends of Education Honor Wall". Segment #4: Roosevelt School of Arts: Oklahoma! Roosevelt School of the Arts is a dynamic high school arts magnet that attracts talented, motivated students from all over the Central Valley. As a specialty school, we provide our students with in-depth and intense education through training and experience in performing, visual and media arts, while offering a rigorous academic program.

VALLEY FOCUS, 11/03/02, 5:00AM & 10:30AM, :30 MIN., LOCAL

Segment #1, #2 & #3: Fresno County Office of Education: Educator of the Year Awards: Quests from the Fresno County Office of Education talked about a recent award winning project. Each year, Fresno County recognizes and honors three employees from the Fresno schools. The Teacher of the Year, the Administrator of the Year and the Employee of the Year. We were joined by Daniel Safreno, Administrator of the Year. He is the superintendent and principal of Raisin City Elementary. Also joining us was Gabe Gutierrez, head custodian of Fowler High School who was named Employee of the Year. Karin Larka of Roeding Elementary School was named Educator of the Year.

VALLEY FOCUS, 11/10/02, 5:00AM & 10:30AM, :30 MIN., LOCAL

Segment #1 Clovis Community Foundation: Valley Nature Education Center. We talked with members of the Clovis Community Foundation. Their purpose is to develop an organization, governed by civil leaders who disperse funds for charitable individuals and distributes grants to good causes in their community. The CCF is a non-profit, public corporation organized under the Non-Profit Public Corporation Law of California for charitable purposes. The specific purpose of the CCF is the facilitate philanthropic activity in the areas of culture, arts and recreation in Clovis. The purpose is to improve the quality of life and to build a greater sense of community involvement. Segment #2: Fresno Wildlife Rehabilitation: Members talked about their organization, which is dedicated to the care of orphaned or injured wildlife. Currently raptors and small mammals are available for classroom visitations. Future plans include construction of a large facility in Clovis for rehab, school-based programs and veterinary medicine. Segment #3: National Philanthropy Day: Pelco Museum: This year, Pelco Company of Clovis, opened its doors to a special museum in honor of New York's fallen heroes from September 11<sup>th</sup>. Tours are available Monday through Friday and students are always welcome. Segment #4: Philanthropy Days: We were joined by Corinne Martin with the California State University Fresno Education Department. We met the women who nominated one of the people who will be honored on National Philanthropy Day.

HISPANICS TODAY, 10/20/02, 5:30AM & 3:00PM, :30 MIN., SYNDICATION:

Jeff Valdez/Brothers Garcia – For as long as many media executives can remember, there has been a perception in the industry that Latino programming means programming in Spanish. Hispanics Today talks with one Hollywood producer who is shattering that myth and breaking the barriers by bringing English language programming for the Hispanic audience by building an entire network.

HISPANICS TODAY, 11/15/02, 5:30AM & 11:00AM, :30 MIN., SYNDICATION:

White House Educational Initiative – While many young Latinos excel in secondary school and beyond, a number of studies show there are a gap in academic achievement between Latino students and their white classmates. President Bush is trying to close that gap in part, with the White House initiative on educational excellence for Hispanic America. We got a glimpse of what the program does for students and their parents. We considered what happens to students when school ends and it's time for college. The director of PEW Hispanic Center, Roberto Suro, joined us live to reveal some surprising research as Latinos enroll and higher education and what happens wants they get to their chosen university.

HISPANICS TODAY, 12/01/02, 11:00AM, :30 MIN., SYNDICATION

Ford Hispanic Heritage Awards – Over the past year, students in several cities have been asked to work on a piece of art and essay commemorating a key person or event in Hispanic American history, as part of a local competition. Hispanics Today visited the winners both in art class and at the awards ceremony where they received savings bonds to up towards their future education.

OPRAH, 4PM, 11/29/02, LENGTH 1 HOUR, SYNDICATION

Former NYC Mayor Rudy Giuliani – Oprah invited “America’s Mayor” to teach a special class in leadership; and he explained how the skills he practiced on September 11 can be successfully employed by anyone, no matter what the size of the organization, from international corporations to Little League baseball teams.

**HEALTH**

NEWSCAST AM LIVE, 10/02/02, LENGTH: 25 SEC., LOCAL

In Los Angeles, county employees who smoke are being required to pay a fee to light up. Ten dollars a month is deducted from their paychecks. That money is being reserved for anticipated future health costs. Around \$100,000 a year is collected. The money is routed back into the county's health care fund. The fee is no longer deducted when the person stops smoking for at least four months.

NEWSCAST 6PM, 10/05/02, LENGTH 2:11 MIN., LOCAL

Ag officials say there is absolutely no threat to human health, but the outbreak of what's called "exotic Newcastle's disease" in three counties in southern California has closed the "fur and feathers" exhibit here at the Fresno Fair. State Ag officials say there is a concern some birds here may be infected. State ag officials say they have reason to suspect some

birds may be infected with Newcastle's, a highly contagious disease among birds, which if left unchecked could wreak havoc to the state's 980-million dollar poultry industry.

NEWSCAST 6PM, 10/15/02, LENGTH :23 SEC., LOCAL

They perform an invaluable service, now they want to be paid a lot more for it. Newly unionized homecare workers rallied at the Fresno County Board of Supervisors to show their support for improving the homecare program. The Union Local 250 represents more than ten thousand people in Fresno County alone. Union officials say it's time for the County to help those who help so many others.

NEWSCAST 5PM, 10/16/02, LENGTH :30 SEC., LOCAL

Mammograms can run from eighty to one hundred dollars, which can be a barrier for women with no health insurance, but one program is giving low-income women a fighting chance against breast cancer. The Fresno imaging center is working with Saint Agnes to detect cancer early in the Central Valley. Together they screen 20,000 women a year and find one case of breast cancer every day. Radiologists here rely on this computer aided detection system that digitizes mammograms and points out cancerous areas. You can call for information about free mammograms and the "Every Woman Counts" cancer detection program.

NEWSCAST 5PM, 10/16/02, LENGTH :24 SEC., LOCAL

Federal health officials are recommending that more than half million hospital workers be vaccinated against smallpox. The plan was approved today by the Centers for Disease Control and Prevention. It calls for about 100 doctors, nurses, and other employees at every hospital across the nation to receive the vaccination. Those workers would then be responsible for handling smallpox patients in the event of a bio-terrorist attack.

NEWSCAST 6PM, 10/22/02, LENGTH 2:22 MIN, LOCAL

A lawsuit claims the federal government is not enforcing the "Clean Air Act" in the San Joaquin Valley, which is one of the nation's six worst areas for particulate matter, dust and soot. The suit highlights the local agency, the Valley Air District, which has never presented a clean air plan strong enough to win federal approval. There is so much of it kicked up from farms, diesel exhaust, and road dust in the valley that health experts say it's causing a local asthma epidemic. The Fresno Unified School District blames asthma as the leading cause of student absenteeism.

NEWSCAST 5PM, 10/25/02, LENGTH :22 SEC., LOCAL

Your child could be suffering from lead poisoning and you might not even know it. The Fresno County Health Department spent the day educating people on Fulton Mall about the dangers of lead. Lead can cause damage to the kidneys, nervous system and brain. For information about testing and how to protect yourself and your children from lead poisoning you can call the Fresno County Health Department.

NEWSCAST MIDDAY, 10/28/02, LENGTH :32 SEC., LOCAL

A pair of popular pain relievers may actually put your health at risk. A study suggests that ibuprofen and acetaminophen may increase the risk of high blood pressure.

Acetaminophen is contained in Tylenol and Ibuprofen is in Motrin, two of the most popular over-the-counter painkillers. Skeptics say the link is flimsy and needs confirmation in better-designed studies.

NEWSCAST 5PM, 11/07/02, LENGTH :136 MIN., LOCAL

Postpartum depression is a mental illness that is often times misunderstood. Health officials say many women go undiagnosed and don't receive proper care. Action News anchor Juanita Stevenson reported on a local group that's working to get new moms the help they need. Depression expert Dr. Katherine Wisner was in Fresno to speak at a seminar on the issue, she showed a video diary of a woman's bout with the disorder.

NEWSCAST 5PM, 11/15/02, LENGTH :28 SEC., LOCAL

A South Valley dairy may be facing a tuberculosis outbreak. State health officials say a cow at a second dairy has tested positive for the deadly lung disease. The dairy, which officials won't name, is near the Friesian dairy. All 6,400 cows from that facility were sent to slaughter after dozens tested positive for the illness. The Department of Agriculture says if more cattle test positive, it may impose costly restrictions on ranchers trying to sell their animals outside California.

NEWSCAST 6PM, 11/16/02, LENGTH 1:41 MIN., LOCAL

Flu season is right around the corner. The virus spreads easily and health professionals suggest getting the vaccine as the first line of defense. Last year flu shot clinics attracted people in droves. One year later the sense of urgency seems to be gone. Health professional Ron Fine credits last year's high turnout to the vaccination shortage scare. The Centers for Disease Control states more than 100,000 people in the United States are hospitalized and more than 20,000 die from flu and its complications every year.

NEWSCAST 5PM, 10/03/02, LENGTH 1:54 MIN., LOCAL

Hepatitis C is a virus that destroys the liver and while it has been difficult to treat in Caucasians, it has been even more difficult to treat in African Americans. Action News anchor Lisa Gonzales took a closer look at the problem and what doctors are doing to help it. The most common medicines for Hepatitis C are Interferon and Ribavirin. The response rate among African Americans to Interferon alone was approximately zero to one percent. With Interferon and Ribavirin, it approaches anywhere from 10 to 20 percent.

NEWSCAST 5PM, 11/27/02, LENGTH :28 SEC., LOCAL

A new study is raising concerns about the rate of cervical cancer in Hispanic women. The Centers for Disease Control and Prevention say Hispanic women contract cervical cancer almost twice as often as other women. Health officials say the higher rate is an indication that not enough Hispanic women are having "pap" tests, the exam that can detect the cancer in it's early stages. The government says overall, cases of cervical cancer in American women have dropped 50 percent in the last thirty years.

NEWSCAST 11PM, 12/02/02, LENGTH :53 SEC., LOCAL

Teachers with the Kings Canyon Unified School district are upset about the rising cost of their health insurance. About 150 teachers marched through Reedley's business district to show their frustration with what they say is the school board's unwillingness to negotiate. Most of the districts in the county have chosen options far superior to ours, in fact quite a few of the districts pay 100 percent of their employee costs our district pays 60 percent and were asking for 90.

NEWSCAST MIDDAY, 12/03/02, LENGTH :17 SEC., LOCAL

Kaiser Permanente has plans to build another hospital in the valley. The health care system says it will invest a half-billion dollars to build a regional medical center in Modesto. The hospital has already announced plans for a billion dollar expansion in the Central Valley.

NEWSCAST 11PM, 12/11/02, LENGTH :26 SEC., LOCAL

Proposed fireplace restrictions are already sparking controversy in the valley. Soon, it will be illegal to use open fireplaces and older stoves on nights when the air pollution is high and now councilman-elect Henry T. Perea wants wood burning fireplaces to be a thing of the past. A roaring fire is something many enjoy on a winter day. But this cold weather pleasure may soon be extinguished. If newly elected Fresno city councilman Perea has his way, new homes would not be allowed to have wood-burning fireplaces, although gas-burning logs would be acceptable.

NEWSCAST AM LIVE, 12/18/02, LENGTH :19 SEC., LOCAL

Governor Davis today plans to release his projections for the state's two-year deficit, which he has said could reach into the "high-20 billions." Yesterday health care advocates condemned Davis' proposed Medi-Cal cuts at a public hearing. He has proposed taking two billion dollars from health and welfare programs.

VALLEY FOCUS, 10/13/02, 10:30AM, :30 MIN., LOCAL

Segment #1: American Cancer Society: National Breast Cancer Awareness Month: Dr. Stanley Louis, Family Practitioner/Cancer Prevention/Detection and Judi Plante, Breast Cancer Survivor/Recovery Coordinator bring awareness to Breast Cancer and the organizations that deal with different cancers providing education, support and services. We also gave viewers a look at some Action News health reports on treatments and screening. Segment #2: The Leukemia & Lymphoma Society: Cancer Awareness/Corn Maze Fundraiser. Agency organizers talked about their fundraiser and events so that they may provide special services for Leukemia and Lymphoma patients fighting blood-related cancers. Segment #3: National African American Breast Cancer Survivor Organization: Kick off Event. Members came to talk about their organization that is committed to increasing local and national attention to the devastating impact that breast cancer has in the African American Community. The organization will have a kickoff introducing Sisters Network and its mission to the Fresno/Madera area. There will be a panel of female physicians who will speak about breast cancer and answer questions. There will also be displays and an assortment of literature and handouts.

VALLEY FOCUS, 11/24/02, 10:30AM, :30 MIN., LOCAL

Segment #1: American Lung Association/Asthma: This segment of Valley Focus talked about air quality in the valley and children and adults who are battling asthma. About one in seven children in Fresno County were diagnosed with asthma last year. Many of those kids go to Children's Hospital Central California for treatment. Segment #2: American Lung Association/Celebrity Waiters Luncheon: Joined by Beth Kelventing, event coordinator of the American Lung Association to talk about their upcoming Celebrity Waiters Luncheon and to bring awareness to the organization. The mission of the American Lung Association of Central California is the conquest of lung disease and the promotion of lung health.

VALLEY FOCUS, 12/29/02, 5:00AM & 10:30AM, :30 MIN., LOCAL

UCP of Central California – Today's show talked about UCP of Central California. The mission statement of UCP is to advance the independence, productivity and full citizenship of persons with disabilities. Laurie Alves, executive director of UCP of Central California and Brian Arax, President of the Board of Directors of UCP were here to talk about their services and upcoming events. Cerebral Palsy is only one of over a hundred different developmental disabilities represented in the lives of people UCP services. Autism is a complex developmental disability that typically appears during the first three years of life. With the support of family and UCP, patients continue to grow into healthy, happy and artistic persons. Dan Pessano joined to talk about this year's benefit for UCP called "A Reason to Believe" and will honor Dr. Pete Mehas, superintendent of the Fresno County Office of Education. One of many special programs offered by UCP is a camp for adults and teens in Yosemite National Forest. It's called Camp Mountain High. Students have been enjoying themselves at Camp Mountain for over twenty years. The camp is so popular that UCP has increased their sessions to three separate camp sessions a year.

OPRAH 10/10/02, 4PM. LENGTH :1 HOUR SYNDICATION

Mammograms, Self-Exams, Hormone Therapy - Oprah talked to prominent doctors and asked them to share some guidelines on women's health care. From mammograms and breast self-exams to hormone replacement therapy, our experts tell us how they interpret the research that's has everyone confused and join us as they shed some light on the confusing statistics.

OPRAH 10/18/02, 4PM, LENGTH 1 HOUR SYNDICATION

Emotional Eating Follow-Up – Oprah welcomes fitness trainer Bob Greene back to the show to salute some inspiring weight loss champions who explained how they faced their own personal challenges to drop the weight. Bob Greene shared the one key that everyone can do to lose weight and keep it off forever.

OPRAH 11/06/02, 4PM, LENGTH 1 HOUR SYNDICATION

Life as An Obese Person – They are victims of prejudice and discrimination. They are laughed at, ridiculed, and endlessly taunted. Theirs is a life of degrading stares and constant humiliation. Oprah talked with several overweight individuals who hate to leave their homes, but bravely agreed to sit down for our cameras. They gave us an inside look

at their lives, shared what it is really like to be fat, and explain how their obesity affects their lives, including how they are treated by others.

OPRAH, 11/14/02, 4PM, LENGTH 1 HOUR SYNDICATION

Obese Children – Childhood obesity is a growing at an alarming rate. It's a problem we can't ignore. Millions of American children are overweight and heavy enough to be putting their health at risk. Oprah talked with parents who dealt with their children's weight issues. They got expert advice on what the whole family must do when children suffer like that.

HISPANICS TODAY, 11/10/02, 5:30AM & 11:30AM, :30 MIN, SYNDICATION:

Dr. Juan Romagoza – Hispanics Today brings us the story of Dr. Juan Romagoza, who fled El Salvador during the brutal Civil War. After being smuggled out of the country and forced to leave behind wife and family, Dr. Romagoza now runs a free health care and education clinic in a heavily Latino section of Washington D.C.

HISPANICS TODAY, 12/15/02, 5:30AM & 11:00AM, :30 MIN., SYNDICATION

Breast cancer awareness- Hispanic women are diagnosed with breast cancer at the same rate as Caucasian women, but their chances of dying from the disease are greater. Minority women often detect breast cancer at later stages. We heard from a Latina singer/songwriter and breast cancer survivor who has made it her mission to help defeat this deadly trend through education, outreach and music.

HISPANICS TODAY, 10/05/02, 5:30AM & 11:00AM :30 MIN., SYNDICATION:

Hispanics Senior Citizens – Latinos 65 and over are three times more likely to live in poverty. As they age, many elderly Latinos face unique hardships relating to finances, such as paying for quality health care, maintaining affordable housing and having enough money to make ends meet. Hispanics Today tackled the issues around how Latino senior citizens survive in a brave, new world.

## POVERTY

ACTION NEWS, 12/6/02, LENGTH :30 SEC. NEWS CUTAWAYS TOYS FOR TOTS

KFSN-TV aired approximately 12 live news cutaways for the annual Marine Corps "Toys for Tots Marathon" to collect toys for under-privileged children of the Central Valley. KFSN also aired PSA's throughout the weekend encouraging the community to come donate a toy. KFSN plays a key role by providing maximum media exposure for the Toys for Tots program before, during and after the marathon toy drive.

VALLEY FOCUS, 10/13/02, 10:30AM, LENGTH :30 MIN., LOCAL

Segment #4: Benefit of Holy Cross Center for Women: Members from the St. Agnes Association spoke about their annual Fashion and Entertainment Event benefiting Holy Cross Center for Women, a day-time respite for under-served women and children. This service provides clothing, food, diapers, laundry and shower facilities, playground facilities, educational programs/job skills training class and more.

VALLEY FOCUS, 12/01/02, 10:30AM, :30 MIN., LOCAL

Segment #1: United States Marine Corps Reserve: Toys for Tots Marathon Weekend: Joined by Major Wilson and First Lieutenant Lazalde with the Marine Corps to talk about the toy drive. They are here to encourage viewers to bring a new unwrapped toy to the marathon location or other drop off spots in the valley to help make the holidays brighter for less fortunate children in the community. Segment #2: United Way of Fresno/Toys for Tots: We were joined by Yao Springer, building association member for the United Way of Fresno County, to talk about what their organization is doing to raise money and toys for the Toys for Tots drive.

VALLEY FOCUS, 12/8/02, 10:30AM, :30 MIN, LOCAL

Segment #1: Community Food Bank: Holiday Food: Action News reporter Martha Guzman gave us a look at the some hard working non profit agencies serving those in need living in the San Joaquin Valley. About two thousand warm meals were served between the Rescue Mission and the Poverello House last season. Behind the scenes, local food banks make sure they have enough food to feed families during the holiday and all year long. Segment #2: Food Link for Tulare County: Holiday Food: For the past 25 years, this organization has been helping put food on the table for needy families all over the valley. Volunteers from Food Link shared with us what their needs are in the South Valley. Segment #3: Poverello House: Holiday Food: Joined by Jim Connell, executive director of the Poverello House, told us what viewers can do to make a difference. The Poverello House has been serving food and providing services to the needy for many years. But during the holiday season, they want to make sure there is enough food to feed everyone who comes to the Poverello House. Segment #4: Naomi's House: Naomi's house opened its doors on November 22<sup>nd</sup>. It is the first shelter designed specifically to serve the needs of women who have nowhere else to go. Besides providing a safe place to sleep, it also offers social service referrals and classes including health and life skills. The facility is a collaborative effort of the Poverello House, Marjaree Mason Center and the Holy Cross Center for Women.

NEWSCAST 6PM, 10/23/02, LENGTH :15 SEC., LOCAL

A new report shows one in three valley children are living in poverty. The non-profit group "Children Now" says more than 35-percent of children under 18 in Tulare County live below the federal poverty line. That's second worst in the state. Fresno County is right behind, with 34 percent of kids living in poverty. In Merced County and Madera County, it's 32.9 percent. A little more than 29 percent of Kings County kids live in poverty. Mariposa fared best, with 25 percent of kids in poverty.

NEWSCAST AM LIVE, 11/26/02, LENGTH :25 SEC., LOCAL

The website "send me a dollar" has raked in almost five-thousand-dollars since October. Not all of the websites claim poverty. Some belong to people who have jobs, but like to overspend and want to get out of debt. The men and women of Fresno County's sheriff's department are playing Santa today. This morning dozens gathered to go out on a special holiday mission. It's called "Operation Santa Claus." The goal is to deliver gifts, food and toys to less fortunate valley families marred by crime or poverty. This year "Operation

Santa Claus" will provide Christmas dinner for nearly five hundred families and toys for more than three thousand children.

N NEWSCAST 5PM, 11/06/02, LENGTH :28 SEC., LOCAL

Students in southeast Fresno are helping their community the old fashioned way. The annual mule train made its way to the sanctuary homeless shelter in downtown Fresno, this morning. With the help of students from Terronez middle school, the train collected donations of food, toys and school supplies. The mules drop off the donations for homeless and runaway children. This year, the school collected a record 5,100 pounds of goods.

NEWSCAST 6PM, 11/26/02, LENGTH :16 SEC., LOCAL

It looked like the valley's version of trading spaces and volunteers pitched in to paint the bedrooms and bathrooms in the Evangel Home in central Fresno. The home is a shelter for homeless women and children. Employees of Provost and Pritchard Engineering donated their time and labor to the project.

NEWSCAST 11PM, 11/21/02, LENGTH :20 SEC., LOCAL

Together we want to build a facility and services for this community that will make it a jewel for all the state of California that they can really look at what the great city of Fresno is doing for its homeless. There's a tremendous need for an expanded facility. Fresno's homeless population is on the rise and on many nights the mission is forced to turn people away.

NEWSCAST 11PM, 11/21/02, LENGTH :25 SEC., LOCAL

Mayor Alan Autry got a first-hand look at how the Fresno Rescue Mission helps the homeless. Autry toured the facility yesterday. The shelter is located only blocks away from the downtown stadium. Some city leaders have expressed concern over expanding in that area. Homeless women have a new place to go for help in Fresno. Naomi's house opened its doors today. It's the first shelter designed specifically to serve the needs of women who have nowhere else to go. Besides providing a safe place to sleep, it also offers social service referrals and classes including health and life skills. The facility is a collaborative effort of Poverello house, Marjaree Mason and Holy Cross Center for Women.

NEWSCAST 6PM, 11/26/02, LENGTH :20 SEC., LOCAL

Hundreds of needy families had something to be thankful for. The Fresno Rescue Mission served up its annual Thanksgiving dinner for poor and homeless residents and families. Volunteers of all ages served up a turkey dinner at the downtown Fresno facility. Besides holiday dinner, the Rescue Mission provides shelter, youth and family services to folks in need.

NEWSCAST 6PM, 12/15/02, LENGTH 1:49 MIN., LOCAL

About two thousand homeless children and their parents received some holiday cheer and hope at the Fresno convention center today. Many put their best smiles on for a holiday party complete with food and entertainment. The whole purpose is to let families know

we care about them. Children may not have a Christmas. Every child at the party left with a little gift from Santa and judging by these children no one was disappointed.

NEWSCAST 11PM, 12/18/02, LENGTH :21 MIN., LOCAL

Hundreds gathered in central Fresno tonight for a ten-year tradition of sharing. The Fresno-Calwa community outreach services fed 300 homeless and less fortunate people at the "Bread of Life" Christmas dinner at Roeding Park. Seventy-five volunteers served turkey, mashed potatoes and warm rolls. Guests also received Christmas gifts such as hats, gloves and socks to help keep them warm this winter.

**WOMEN'S ISSUES**

NEWSCAST MIDDAY, 10/09/02, LENGTH :32 SEC., LOCAL

More Americans are overweight and obese than ever before. The Centers for Disease Control and Prevention found that while people of all ages and races have gained weight over the last decade, some specific groups saw the biggest increases. They were people over sixty, African American and Mexican American teens, and African American women.

NEWSCAST 6PM, 10/13/2002, LENGTH :13 SEC., LOCAL

An agency that helps women who are getting out of jail opened its doors to the community. An open house was held at the Samaritan Women's Home and Center. The organization helps former female inmates re-adjust to life outside prison or jail.

NEWSCAST 5PM. 10/16/02, LENGTH :22 SEC, LOCAL

Mammograms can run from eighty to one hundred dollars, which can be a barrier for women with no health insurance. But one program is giving low-income women a fighting chance against breast cancer. Fifty-nine-year-old Georgina Flores doesn't believe in hiding in the shadows. She survived breast cancer and wants everyone to know. Georgina noticed a lump in her right breast last November. She wasn't diagnosed with cancer until January after she received a free mammogram through a human services program at this Visalia office. The Fresno Imaging Center is working with Saint Agnes to detect cancer early in the Central Valley. They screen 20 thousand women a year and find one case of breast cancer every day. Radiologists here rely on this computer aided detection system that digitizes mammograms and points out cancerous areas.

NEWSCAST 5PM. 10/23/02, LENGTH ;27 SEC., LOCAL

A study on hormone replacement therapy released in July, has had a major impact on the number of women using the treatment. The makers of one brand of estrogen and progesterin pills say sales and prescriptions are down 40 percent across the country. In July, researchers found that combining the hormones increased the risk of breast cancer, heart attacks, and stroke. At the time of the report, more than one third of US women past menopause age were taking the hormone treatment. The "Sisters Network" of Fresno and Madera was unveiled today. It's located at the Seventh Day Adventist Church in West

Fresno. The "Sisters Network" aims to provide breast-cancer awareness and encouragement to breast cancer survivors.

NEWSCAST AM LIVE, 10/25/02, LENGTH 1:44 MIN., LOCAL

Health experts recommend that adults reduce their risk of heart disease by doing 30 minutes of exercise a day such as taking a brisk walk. But there are better ways to exercise for a healthier heart, even though the workout may be a bit harder. Mavis Prall has the story. A new study published in the Journal of the American Medical Association shows that weightlifting reduces the risk of coronary heart disease. It does that in a number of ways, such as lowering the bad kind of cholesterol and increasing the good kind. Weightlifting also helps reduce body fat and helps the body process sugar leading to a healthier heart. Though the Harvard researchers reported only on men in this study, they say the "heart-health" benefits of more intense exercise and weightlifting are just as great in women.

NEWSCAST MIDDAY, 11/06/02, LENGTH 1:20 MIN., LOCAL

Congresswomen aren't the only female politicians setting records. This mid-term election found a record number of women running in gubernatorial races. ABC's Liz Cho has more on the female factor. Only 19 women have ever served as governor and this year, ten were vying for their state's highest elected office. In two heavily democratic states, there were disappointing losses for Democrats Shannon O'Brien of Massachusetts and Maryland's Kathleen Kennedy Townsend. In Michigan, Jennifer Granholm pulled off a big victory, becoming the state's first female governor and the first Democrat elected to that position since 1991.

NEWSCAST 5PM, 11/07/02, LENGTH 1:59 MIN., LOCAL

Postpartum depression is a mental illness that is often times misunderstood. Health officials say many women go undiagnosed and don't receive proper care. Action News anchor Juanita Stevenson reports on a local group that's working to get new moms the help they need. The arrival of a new baby is supposed to be a time of celebration and joy, but for many women this can be a stressful time. Doctors say about 10 to 15 percent of new moms, or about a half a million a year, suffer from postpartum depression. The illness was brought into the national spotlight after Andrea Yates, a Texas mother, drowned her five children. Doctors say she suffered from a severe case of the mental disorder. Depression expert Dr. Katherine Wisner was in Fresno to speak at a seminar on the issue. She showed a video diary of a woman's bout with the disorder.

NEWSCAST 5PM, 11/12/02, LENGTH :26 SEC., LOCAL

NEWSCAST A M LIVE, 11/13/02, LENGTH :26 SEC. LOCAL

A study released today is giving new hope to older women who want to have babies. The report in the Journal of the American Medical Association says there is no medical reason for preventing healthy women in their fifties from having babies with donated eggs. Older women do face some risks like a greater likelihood of diabetes and high blood pressure. But researchers say those conditions are temporary.

NEWSCAST 6PM., 11/16/02, LENGTH :16 SEC. LOCAL

It looked like the valley's version of trading spaces. Volunteers pitched in to paint the bedrooms and bathrooms in the Evangel Home in central Fresno. The home is a shelter for homeless women and children. Employees of Provost and Pritchard Engineering donated their time and labor to the project.

NEWSCAST MIDDAY, 11/18/02, LENGTH 2:39 MIN., LOCAL

24 million American women are losing their hair and they're spending millions on shampoos and other treatments. Reporter Molly Shen shows us what really works. The two most common reasons a woman loses her hair are female hereditary thinning - a woman's version of male pattern baldness - and iron deficiency. Dr. Claire Haycox is a world-renowned expert in hair loss. Her practice in Sequim draws patients from across the state. She'll see anyone, but women in particular flock to her. Dr. Haycox recommends Rogaine.

NEWSCAST MIDDAY, 11/21/02, LENGTH :32 SEC., LOCAL

A major development to report in the fight against cancer. Scientists have developed a vaccine that appears effective in preventing cervical cancer. This is the second leading cause of death among women in this country. Researchers say the vaccine prevents a sexually transmitted virus that can cause cervical cancer. If all goes well, scientists hope to have a vaccine on the market within five years, to be given to girls before they become sexually active. More on this study appears in this week's New England Journal of Medicine.

NEWSCAST 5PM, 11/06/02, LENGTH 1:44 MIN., LOCAL

Expectant mothers with multiple sclerosis often report their symptoms go away while the baby is developing. Doctors seem to have tapped into that mystery in their search for an MS treatment.

VALLEY FOCUS, 10/06/02, 5:00AM & 10:30 AM, :30 MIN., LOCAL

Segment #4: Marjaree Mason Center: Top Ten Business and Professional Women of the Year. Every Year, the Marjaree Mason Center presents ten professional women in the community whom have been recognized for their outstanding contributions to their community at a luncheon held in their honor.

VALLEY FOCUS, 11/17/02, 10:30AM, :30 MIN., LOCAL

Segment #3: League of Mexican America Women: Scholarship Program/Fiesta Navidena: Maria Trevino, President of the League of Mexican American Women, joined the show to talk about their upcoming Fiesta Navidena Event. This is the major fundraiser for their Scholarship Committee. Last year's event provided approximately \$12,500 in scholarships to local students. These students are now attending community college or a university.

NEWSCAST 11PM, 11/21/02, LENGTH :25 SEC., LOCAL

Mayor Alan Autry got a first hand look at how the Fresno Rescue Mission helps the homeless. Autry toured the facility yesterday. The shelter is located only blocks away

from the downtown stadium. Some city leaders have expressed concern over expanding in that area. Homeless women have a new place to go for help in Fresno. Naomi's House opened its doors today. It's the first shelter designed specifically to serve the needs of women who have nowhere else to go. Besides providing a safe place to sleep, it also offers social service referrals and classes including health and life skills. The facility is a collaborative effort of Poverello house, Marjaree Mason and Holy Cross-Center. Last year's event provided approximately \$12,500 in scholarships to local students. These students are now attending community college or university.

OPRAH, 4PM, 10/07/02, LENGTH 1 HOUR, SYNDICATION

Girls Night Out - Oprah celebrates the powerful bonds of friendship when we highlight some inspiring groups of girlfriends who have stuck together through thick and thin. We meet some moms of multiples all with sets of twins, triplets or quads, and then they were given a well-deserved treat.

OPRAH, 4PM, 10/08/02, LENGTH 1 HOUR, SYNDICATION

What Mothers Honestly Think About Motherhood – Oprah continues last month's conversation with new mothers whose candid confessions revealed a side of motherhood that people rarely talk about. They talked about how everything changes, your body, your relationship with your husband, even sex. It was as honest as it gets when the moms who spoke out last month face the moms who wrote in after the show.

OPRAH, 4PM, 10/14/02, LENGTH 1 HOUR, SYNDICATION

Get Real About Your Age – Oprah told us what happened when one movie star "took it off." It's Jamie Lee Curtis like we've never seen her. Then we found out why one Hollywood actress decided to remove her breath implants. And we heard from women who are getting real about their ages. The cover up is over, and women who lie about their age confess.

OPRAH, 4PM, 10/15/02, LENGTH 1 HOUR, SYNDICATION

Dating Over 35 - With the number of single women over the age of 35 at an all time high, if you aren't looking for love, you probably have a friend, sister or mother who is. We followed one woman on her maiden voyage through the internet dating experience, and we'll told you about some of the clever new ways women found eligible men.

OPRAH, 4PM, 10/17/02, LENGTH 1 HOUR, SYNDICATION

More Mothers on Motherhood – Oprah continues the emotionally charged conversation with passionate mothers who challenge the candid confessions about motherhood that were previously revealed on the show. It was more mothers on motherhood on this Oprah show.

OPRAH, 4PM, 10/21/02, LENGTH 1 HOUR, SYNDICATION

OPRAH, 4PM, 12/20/02, LENGTH 1 HOUR, SYNDICATION

Mothers Who Lose Control – Oprah talked with mothers who admit they’ve lost control at times. It was a candid discussion about what really goes on behind their closed doors, and what makes them snap. Other moms share the tried and true, nonviolent techniques they have used to gain some control over their child’s unruly behavior. Experts described some alternative methods you can use to discipline your children without spanking.

OPRAH, 11/19/02, LENGTH 1 HOUR, SYNDICATION

Moms With Careers- How Does She Do It? - Oprah talked with mothers with careers about the juggling act they perform every day. Cameras followed one hard-working mother of two for 24 hours to see how she keeps it all going. We also heard from one woman who discusses their inner battles with guilt and the sacrifices they make for their children.

OPRAH, 4PM, 10/10/02, LENGTH 1 HOUR, SYNDICATION

OPRAH, 4PM, 12/19/02, LENGTH 1 HOUR, SYNDICATION

Mammograms, Self-Exams & Hormone Therapy - Oprah talked with prominent doctors and asked them to share some guidelines on women’s health care including breast self-exams, mammograms and hormone replacement therapy. Experts told us how they interpret the research and shed some light on the confusing statistics.

HISPANICS TODAY, 12/15/02, 5:30AM & 11:00AM, :30 MIN., SYNDICATION

Hispanics and the US Economy – Hispanics Today talked with United States Treasurer Rosaries Marin and SBA Administrator Hector Barreto, and hones in on Latino-owned business: the fastest-growing segment among women-owned firms. We got a glimpse of this powerful economic force in action, and a woman from Ecuador who runs a bed and breakfast in our nation’s capital.

HISPANICS TODAY, 12/15/02, 5:30AM & 11:00AM, :30 MIN., SYNDICATION

Breast Cancer Awareness- Hispanic women are diagnosed with breast cancer at the same rate as Caucasian women, but their chances of dying from the disease are greater. Minority women often detect breast cancer at later stages. We heard from a Latino singer/songwriter and breast cancer survivor who has made it her mission to help defeat this deadly trend through education, outreach and music.

## **PARENTING/YOUTH**

NEWSCAST 11PM, 10/24/02, LENGTH :28 SEC., LOCAL

Parents in Madera and Fresno counties have a new tool to help them raise happy, healthy children. Health officials passed out a special parenting kit to new mothers and fathers at Children's Hospital today. The packet includes videotapes featuring lessons from child development experts, as well as celebrities. They include tips on childcare, safety, health

and nutrition. Nearly half of new mothers reported changing the way they thought about parenting because of the kit.

NEWSCAST MIDDAY, 10/30/02, LENGTH :23 SEC. LOCAL

Parents are giving themselves good grades when it comes to raising their kids. In a new survey, 61 percent of parents rated their generation as "fair" or "poor" at raising children. However it found the parents say they're not having much success in teaching kids the values they feel are important. The study was done by the nonpartisan think tank "public agenda."

PUBLIC AFFAIRS 10/08/02, LENGTH 1:45 MIN., LOCAL

Some Tulare teenagers are participating in city government in a big way. They're part of a program called Teens on Board. It was created after a 1999 survey showed most high school students felt like they didn't have a voice in their community. South Valley Bureau Chief Christine Park explained. To find out more about leadership opportunities, watch our next Children First special, "Learning to Lead", Sunday, October 13<sup>th</sup>, at 6:30, right here on ABC-30.

NEWSCAST 6PM, 10/19/02, LENGTH 1:24 MIN., LOCAL

If you want to register the younger generation to vote, you've have to speak their language and today local rock bands did just that. Local bands rocked Eaton plaza in downtown Fresno. Band members jumped at the chance to encourage younger generations to vote. Between songs, they promoted the importance of having a voice in the decision making process. Local and statewide organizations also took advantage of the youth voter fest by providing information on the upcoming elections.

NEWSCAST 11PM, 10/23/02, LENGTH 1:49 MIN. LOCAL

The area near Dickey playground in downtown Fresno is where a center will be built and the hope is to help at risk kids and young adults secure an education and financial future. Five days a week from noon to nine, you can drive to Dickey playground and see it at its best! Kids of all ages playing sports, making arts and crafts and even playing a game of pool. It's also home to the Fresno's Chicano Youth Center. Many say without it, life would be different.

NEWSCAST AM LIVE, 10/23/02, LENGTH :15 SEC., LOCAL

A one stop center where a child can come for services and not have to go travel all over the county to get counseling and get medical care to get referrals services to get employment services. The local conservation corps is getting more than one- and-a -half million dollars to build a youth center. City leaders hope these new facilities will help Fresno's inner city areas take on a whole new image. Construction on both projects should get underway within a year.

NEWSCAST AM LIVE, 10/24/02, LENGTH :16 SEC., LOCAL

Two youth centers will be built in Fresno thanks to a financial boost from the governor. More than one point six million dollars will be used to build a new Chicano Youth Center

near Dickey playground in downtown Fresno. The local conservation corps will be building the other youth center.

NEWSCAST 6PM, 11/01/02, LENGTH :20 SEC., LOCAL

Downtown Fresno will be getting a bigger and better Chicano youth center. Local leaders announced an award of more than one million dollars for the project bringing the total funding to more than four million bucks. A new 20,000 square foot building will replace the old one located on north Calaveras. Construction is expected to begin in next spring.

NEWSCAST 6PM, 10/23/02, LENGTH 1:33 MIN., LOCAL

Every year, thousands of teenagers get in trouble with crime and drugs. Anthony Wilson was one of them He says he had trouble stopping smoking. All he was thinking was fast money, fast money. That's all changed since Anthony's family went through a unique therapy program; it's called multisystemic therapy developed by Doctor Scott Henggeler. Unlike programs that focus only on the teenager, MST works with the whole family. Studies show the program reduces the re-arrest rate by as much as seventy percent compared to standard therapy.

NEWSCAST 11PM, 12/09/02, LENGTH :30 SEC., LOCAL

Concerns about the budget ax prompted a coalition of youth agencies to hold press conferences across the state, including here in Fresno. The idea, to let lawmakers hear from teens before they make cuts in youth programs. The young people's message was clear -- don't cut me out. EOC sanctuary youth services provide shelter and counseling for run-away kids. It also operates a charter school for students who aren't succeeding in traditional classrooms, and a variety of after-school programs to keep kids off the streets.

NEWSCAST MIDDAY, 12/09/02, LENGTH :30 SEC., LOCAL

A common myth is that youth are resilient to the effects of drinking. Scientists have found the exact opposite to be true. New research has found alcohol takes a greater, possibly irreversible toll on the brain development of those under twenty-one. The brain goes through a major transformation during adolescence. This study shows alcohol use during these critical years causes damage to the memory and learning center inside the brain. The decision-making and reasoning areas of the brain's frontal lobes are also damaged. More on this study can be found in the Journal of the American Medical Association.

VALLEY FOCUS, 11/17/02, 10:30AM, :30 MIN., LOCAL

Segment #1: Community Services & Employment Training: Youth Build Program/Self Help Enterprises: We were joined by Brad Albert, Education Director of the Tulare County Youth Corps, who spoke about Youth Build. Youth Build is currently working on its 24<sup>th</sup> home in Tulare County. The people building them aren't just building houses; they're building their own future. Youth Build teaches at risk teenagers to build homes, which are then sold to low-income families. Segment #2: Teens on Board: South Valley Bureau Chief Christine Park explained that in the city of Tulare, teens aren't just taking about becoming leaders, they are leaders. High school students are taking on positions in

city government. “Teens on Board” program in Tulare takes students from local high schools and places them in key leadership roles throughout the community.

OPRAH, 4PM, 10/11/02, LENGTH 1 HOUR, SYNDICATION

More Smart Kids – Oprah’s show introduced us to some of the smartest people in the world and they are all children. We gave an update on child prodigies, Greg Smith, who at a tender age of 10, is enrolled in college. We also heard from a 12-year-old who earns \$10,000-\$25,000 per painting. Plus, a teen who produced a new magazine on her own at the age of 11; and, a kid inventor showed off her latest award-winning creations.

OPRAH, 4PM, 11/01/01, LENGTH 1 HOUR, SYNDICATION

Bowling For Columbine - Sniper rampages, school shooting massacres and why is our society so violent. Oprah welcomed filmmaker, author and rabble-rouser Michael Moore, who talked about his award-winning new film, “Bowling for Columbine” which looked at America’s obsession with guns and violence. They gave us an insightful discussion on violence in America.

OPRAH, 4PM, 12/17/02, LENGTH 1 HOUR, SYNDICATION

How to Make Strong Connections With Your Children – Oprah’s guests shared their wonderful and simple rituals that keep them connected to their children. We heard from a mother who photographs her daughter every year in the same purple dress that once belonged to her mother. We also gave some ideas for how divorced parents can stay close to their children.

HISPANICS TODAY, 11/03/02, 5:30AM :30 MIN., SYNDICATION:

Biz-fest finals- Hispanics Today took a look at a big LA convention “Bizfest”- the USHCC foundation’s yearlong set of regional training sessions and competition geared toward getting young adults interested in entrepreneurship. We found out what some of these ambitious, intelligent teens came up with for business ideas, who the final winners were, and details of the jump-start they’ll get to grow a real business.

HISPANICS TODAY, 11/24/02, 5:30AM & 11:00AM, :30 MIN., SYNDICATION

Michael Montelongo – we meet the highest ranking Hispanic in the US Air Force, who considers it his mission to motivate young people to achieve their goals and dreams and spread the word about what joining the military can do for young Latinos.

OPRAH, 4PM, 12/09/02, LENGTH 1 HOUR, SYNDICATION

Abductions: Children Who Got Away – We heard terrifying stories of their harrowing ordeals: What they went through, how they survived, and what they want you to know. We also shared some information on what you should teach your children to keep them safe from kidnappers.

## CONSUMER WATCH

### NEWSCAST AM LIVE, 10/25/02, LENGTH :23 SEC., LOCAL

Every week Consumer Watch hears from lots of viewers who have nagging problems, which they have no luck in solving on their own. This morning one AM Live viewer finally gets a refund for bad eyeglasses, and another gets her own money back from PG&E, as we opened up our "case closed" file.

### NEWSCAST AM LIVE, 10/04/02, LENGTH :30 SEC., LOCAL

Ozone air cleaners promise to rid your home of nasty pollution. We purchased four of them to begin with for around our house. These hot selling air cleaners work by generating ozone, a type of oxygen, which is supposed to wipe out things like mold, bacteria, and even odors. The American Lung Association says just a little bit can cause a slew of health problems, like chest pain, coughing, shortness of breath, even permanent lung damage. The American Lung Association feels that ozone generators should not be used in anyone's home.

### NEWSCAST AM LIVE, 10/29/02, LENGTH :15 SEC, LOCAL

Sales of digital cameras are up nearly a third over the last year. Taking pictures with them is a snap, but printing them out can be pricey and a hassle. Action News Consumer Reporter Craig Fiegenger reports that they are even cheaper. Wal-mart.com charges 26 cents for a 4x6 print, and photoworks.com charges even less-just 19 cents. So if your digital photos aren't getting printed, you may want to try a professional processing lab.

### NEWSCAST AM LIVE, 10/17/02, LENGTH 1:44 MIN., LOCAL

Action News interviewed a woman who had a clean driving record. She's never been in an accident. But like most car owners she's shocked at the high cost of insurance, and getting quotes is a hassle. Now she's trying the Internet to see if she has any better luck. The most popular insurance web sites have just been tested. Researchers entered information on a fictitious test couple insuring two vehicles. Most of the sites proved disappointing. For example, at insurance.com the questionnaire took nearly half an hour to fill out. And it seemed intrusive with questions asking whether you're "married, single, or divorced without custody of your children and two of the sites - esurance.com and progressive.com - are owned by insurance companies.

### NEWSCAST AM LIVE, 11/07/02, LENGTH 1:30 MIN., LOCAL

To look at the building, you'd have no idea what they do. But chances are they've called your house. We first told you about this company last week. SVC Resorts has been engaging in reverse telemarketing. After our first story, the owners agreed to talk on camera about the complaints to Consumer Watch, then they backed out. Still, we're learning more about what they're selling and how they sell it.

NEWSCAST AM LIVE, 11/07/02, LENGTH 1:46 MIN., LOCAL

Since last year's terrorist attacks, demand for travel insurance has more than doubled. Consumer Reports says it's a good idea for some travelers, but travel insurance is expensive. A comprehensive policy will add another 6% to the cost of your trip. Action News Consumer Reporter Craig Fiegener has some important advice before you sign up.

NEWSCAST AM LIVE, 11/30/02, LENGTH 2:15 MIN., LOCAL

The DVD player is the fastest-growing product in the history of consumer electronics. No question it gives you a sharper picture than a VCR, but unless you're willing to pay more than \$700, you won't be able to record programs off the air. We found that besides taking up less room, you only need one remote to operate both the DVD and the VCR. Of the combos Consumer Reports tested, top ratings went to one from Samsung, model number DVD-V2000. It costs a little over \$200. It's easy to use, and it comes with a universal remote that not only operates the VCR, but also controls the TV.

NEWSCAST 6PM, 12/22/02, LENGTH :20 SEC., LOCAL

Just as predictable as the holiday shopping season is what comes next - returning unwanted gifts. In the store or online, Consumer Reports says you can help your family and friends avoid post-holiday hassles. Action News anchor Nancy Osborne has tips in tonight's Consumer Watch.

**ACTION NEWS COMMUNITY CALENDAR**

10-15-02 TO 10/19/02

Central California Hispanic Chamber of Commerce: Annual Business Expo  
Fresno City College: "Mere Mortals" comedies by Playwright, David Ives  
The California Heartland Chorus & The Fresno Sweet Adelines: Musical Review

10-22-02 TO 10/26/02

St. Paul Newman Center: Annual Renaissance Festival  
The Fresno Ballet: Fall Gala featuring Christopher Doyle's Rhythmic Persuasions.  
Central California Hispanic Chamber of Commerce: Annual Business Expo

10-29-02 TO 11/01/02

Shin Zen Cultural Fair: Art, Food and Entertainment  
Junior League of Fresno: Next-To-New Rummage Sale  
Houghton-Kearney School: Pancake Breakfast

10-29-02 TO 11-11-02

Houghton-Kearney School: Pancake Breakfast  
Temple Beth Israel Sisterhood: Chanukah Bazaar  
The Fresno County Free Library: Dinner Event

11-04-02 to 11/09/02

Central Valley Astronomers: Night at Woodward Park

Kearney Park: Renaissance Fair

Fresno State Satellite Student Union: Latin Jazz Great Poncho Sanchez Performs

11-19-02 to 11-22-02

Main Street Theater Visalia: Comedy Unleashed

Sunnyside High School: Our Town

Wahlberg Recital Hall: Orphans' Concert

11-26-02 to 11-30-02

Fresno Metropolitan Museum: Christmas at The Met

Sanger Community Center: Christmas Bazaar

Merced Courthouse Museum: Christmas In the Courthouse Museum

12-03-02 to 12-06-02

Roosevelt School of the Art: Annual Winter Folkloric, Mariachi and Marimba Show

Downtown Fresno: Annual Holiday Parade

Fresno Community Concert Band: Holiday Performances in Tower Theater

12/09 to 12/13/02

Downtown Fresno: Holiday Glimpse of the YMCA

Shaver Lake: Santa's Village

Valley Center For The Blind: Touch and Feel Holiday Party

Kerman Skate Park: Grand Opening

12-24-02 to 12-27-02

Creative Center in Visalia: The Internal Gift featuring works of Ernie Weerasinga

Theatre Three Repertory Company: Neal Simon's "Come Blow Your Horn"

Tulare Historical Museum: Radios of a Foregone Era

**PSA'S FOR THE FOURTH QUARTER 2002**

:30 FRESNO PD GUN #1  
:30 FRESNO PD GUN #2  
:30 FRESNO PD GUN #3  
:30 FRESNO PD GUN #4  
:30 TREE FRESNO: BREEZE  
:30 CHILDREN'S TV REPORT  
:30 RED CROSS (GRACE)  
:30 AD FED/DO THE ZOO/ELEPHANTS  
:30 AD FED/DO THE ZOO/KANGAROO  
:30 RED CROSS  
:30 MAKE A WISH  
:20 MAKE A WISH  
:15 AD FED/DO THE ZOO  
:15 HISTORICAL SOCIETY: KEARNEY CHRISTMAS  
:30 DRUM MAJOR FOR JUSTICE AWARD BANQUET  
:30 FRESNO BALLET CO: NUTCRACKER  
:30 MARINE CORP RESERVES: TOYS FOR TOTS  
:04 VOTER ID'S (3 VERSIONS IN ROTATION)  
:30 HISPANIC CHAMBER OF COMMERCE: MEMBERSHIP  
:15 MARJAREE MASON CENTER: TOP TEN BUSINESS AND  
PROFESSIONAL WOMEN  
:15 FCOE/EDUCATOR OF THE YEAR  
:30 LEUKEMIA/LYMPHOMA SOCIETY