

KABC-TV
Issues/Programs Report Submissions
Quarter: 2nd QTR. 2008
Date: July 8, 2008

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<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u># 1 PSA – HEALTH: RESEARCH, PREVENTION, DIAGNOSIS & TREATMENT</u>
2008 – May 16,17,18,19,20,21,22,23,27, 29 & 30 PSA's: Padres Contra El Cancer Length: :30 seconds Origin: Local Type: PSA	Promotes their "Inaugural 5K Charity Run/Walk", with the Avengers, to help raise funds and awareness of what they do: to improve the quality of life for Latino children with cancer and their families.
2008 – May 5,6,14 & 15 PSA's: Arthritis Foundation Length: :30/:15 seconds Origin: Local Type: PSA	Promotes their annual "Arthritis Walks", which helps raise awareness and money for research and resources. They have over 300 nation wide.
2008 – April 7,8,9,10,11,12,13,14,15,16, 17,18,19,20,21,22,23,24 & 25 PSA's: Autism Speaks Length: :30/:10 seconds Origin: Local Type: PSA	Promotes their annual "Walk Now for Autism" event and community resource fair, which raises money for research and resources, as well as offers help and awareness of Autism.
2008 – April 1,2,3,4,5,6,7,8,9,10,11,12,13, 14,15,16,17,18,19,20,21,22,23,24,25,26, 27,28,29 & 30 PSA's: Kid Healthy – Steps to Healthy Living & Community Partners Length: :30/:10 seconds Origin: Local Type: PSA	Promotes our annual "Kid Healthy – Steps to Healthy Living" campaign, which promotes prevention of Type 2 Diabetes and obesity. It encourages healthy living and offers tips and resources.
2008 – April 3 May 18 June 1 & 4 PSA's: American Cancer Society Length: :30/:15 seconds Origin: Local Type: PSA	Urges women over 40 to get an annual mammogram, saying that early detection is still the best protection.
2008 – May 1 June 10 PSA's: Trinity Kids Care Hospice Length: :30/:10 seconds Origin: Local Type: PSA	Allows children with life threatening diseases to spend time at home instead of a hospital, by offering various services and programs. Treats children ranging from newborns to adolescents.
2008 – April 23 June 1 & 21 PSA's: Eye Care America Length: :30/:15 seconds Origin: Local Type: PSA	Offers people in the community free glaucoma eye exams if they qualify. Offers some criteria of how they might qualify and gives them an 800 number to call.

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2008 – April 26 May 4,17 & 25 PSA's: The Banyan Tree Project Length: :30 seconds Origin: Local Type: PSA	Promotes awareness in the Asian & Pacific Islander communities, seeks to break down the barriers of shame and cultural stigma, and offers access to information, support and treatment for HIV/AIDS.
2008 – April 5 & 14 May 6 June 18 PSA's: Padres Contra El Cancer Length: :30 seconds Origin: Local Type: PSA	Committed to improving the quality of life for Latino children with cancer and their families.
2008 – April 2 May 8 June 5 & 17 PSA's: American Diabetes Association Length: :30/:10 seconds Origin: Local Type: PSA	Encourages viewers to learn about diabetes and how to prevent it and/or manage it.
2008 – April 6 June 7 PSA's: National Organization on Fetal Alcohol Syndrome Length: :30/:15 seconds Origin: Local Type: PSA	Encourages expectant mothers to treat their baby-to-be in a healthy manner: Choose an alcohol free pregnancy.
2008 – April 3 June 3 & 21 PSA's: Lupus LA Length: :30 seconds Origin: Local Type: PSA	Describes symptoms of Lupus and urges young women to protect themselves and get into the Loop.
2008 – April 12 June 1 & 28 PSA's: Westside Family Health Center Length: :30 seconds Origin: Local Type: PSA	Offers free or low-cost health care for all Los Angeles residents. Will not turn anyone away based on money.
2008 – April 6 & 13 PSA's: Alcoholics Anonymous Length: :30/:20/:15 seconds Origin: Local Type: PSA	Targets the viewer whose drinking is affecting their life and family. Offers help and gives their website, or that they are in the phone book.
2008 – April 6 May 7 June 1 PSA's: Paralyzed Veterans of America Length: :30/:20/:15 seconds Origin: Local Type: PSA	Offers advice on caring for veterans and promotes awareness of the sacrifices made by veterans.

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u># 2 PSA – WOMEN’S ISSUES</u>
2008 – April 21,22,23,24,25,26,27,28, 29 & 30 May 1,2,3,4,5,6,7,8 & 9 PSA's: Entertainment Industry Foundation Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the 15 th Annual “Revlon Run/Walk for Women”, which raises money and awareness in the fight against women’s cancers.
2008 – April 20 May 26 PSA's: California Black Women’s Health Project Length: :30/:15 seconds Origin: Local Type: PSA	Discusses anxiety and depression in black women and gives information on how the organization can help.
2008 – April 3 June 8 PSA's: California Medical Association Length: :30 seconds Origin: Local Type: PSA	Gives symptoms of Post-Partum Depression and encourages mothers to reach out and talk to their Doctor if they feel they may be suffering from this.
2008 – April 3 PSA's: Women’s Care Cottage Length: :30 seconds Origin: Local Type: PSA	More than half of the homeless on any given night in L.A. are women and children. They help homeless women and children move off the streets permanently and succeed independently.
2008 – April 13 May 9 June 10 PSA's: R.A.I.N.N. (Rape, Abuse & Incest National Network) Length: :30 seconds Origin: Local Type: PSA	Sexual assault is one of the most underreported crimes, with more than half still not reported. This is the nation’s largest anti-sexual assault organization and it offers a national hotline and other programs.
2008 – April 6 & 12 May 17 June 1 PSA's: Women’s Sports Foundation Length: :30 seconds Origin: Local Type: PSA	Research proves that girls who play sports are more likely to be successful in life. The Foundation provides grants and scholarships to young women.
2008 – April 23 PSA's: Women Helping Women Length: :30/:15 seconds Origin: Local Type: PSA	Provides a healthy, positive, caring and supportive environment for women in need to help them overcome poverty, abusive relationships and other barriers while gaining self-esteem.

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u># 3 PSA – SAFETY: HOME, ENVIRONMENT, TRANSPORTATION</u>
2008 – May 22,23,24,25,26,27,28,29, 30 & 31 June 1,2,3,4,5,6,7,8,9,10,11,12, 13,14,15,16,17,18,19,20,21,22,23,24,25, 26,27,28,29 & 30 PSA's: American Red Cross Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the “ABCs of a Safe Summer” campaign, which offers viewers information and events on CPR, 1 st Aid, water, fire, heat and electrical safety to help keep your family safe over the summer.
2008 – April 1,4 & 13 May 4 June 4,16, 22 & 26 PSA's: Los Angeles County & United Way Length: :30/:10 seconds Origin: Local Type: PSA	Informs the public about 2-1-1, a non- emergency phone number in Los Angeles that helps the community to locate, access and effectively use essential community health and human services.
2008 – April 5 & 24 May 3,11,15 & 31 June 7,15,22 & 28 PSA's: The Humane Society of the United States Length: :30 seconds Origin: Local Type: PSA	Offers viewers the “evacuatemypet.com” website to find information on evacuating their pets in an emergency or disaster.
2008 – April 3,12,13 & 21 May 5,17 & 22 June 2,10 & 29 PSA's: California Integrated Waste Management Board Length: :30 seconds Origin: Local Type: PSA	Promotes the recycling of TV sets and computer monitors to provide a safer environment for all Californians. Offers a web site to find out what to do.
2008 – April 26 June 15 PSA's: County of Los Angeles Office of Emergency Management Length: :30 seconds Origin: Local Type: PSA	In case of a chemical emergency, shows viewers that they should ‘shelter in place’ and offers a phone number to get more information on what to do.
2008 – April 2 May 8 June 15 & 28 PSA's: National Disaster Search Dog Foundation Length: :30 seconds Origin: Local Type: PSA	Raises awareness of these dogs and that they need support. Asks viewers to be part of the search.

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2008 – April 16,21 & 29 May 25 June 25 PSA's: City of Los Angeles Length: :15 seconds Origin: Local Type: PSA	Informs the public about 3-1-1, a non-emergency phone number that was created to improve access to city services and information, while reducing non-emergency calls to 9-1-1.
2008 – April 17 June 22 PSA's: Union Rescue Mission Length: :30 seconds Origin: Local Type: PSA	Helps homeless people in the Los Angeles area. Has been doing so for 112 years.
2008 – April 22 May 25 June 16 & 28 PSA's: Los Angeles Fire Department Length: :30 seconds Origin: Local Type: PSA	An animated "talking ball" urges viewers to always have a working smoke detector and fire extinguisher on hand in their house, or pull to the right when emergency vehicles are coming with lights and sirens.

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u># 4 PSA – CONSUMER REPORTS & INTERESTS</u>
2008 – April 5 May 3 June 7 PSA's: FCC/Children's Programming Educational Announcement Length: :15 seconds Origin: Local Type: PSA	Provides viewers with information on how to recognize Children's Programming on KABC-TV and how to access more information through our Public Inspection File.

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u># 5 PSA – CONCERN FOR YOUTH</u>
2008 – June 24,26,28,29 & 30 PSA's: Los Angeles County Alliance of Boys and Girls Clubs Length: :30 seconds Origin: Local Type: PSA	Promotes the Alliance and talks about what it does for the youth in Los Angeles and the surrounding counties.
2008 – May 12,13,14,15,16,17,18,19,20, 21,22,23,24,25,26,27,28,29,30 & 31 PSA's: Share Our Strength Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the 20 th annual "Taste of the Nation Los Angeles", a food tasting event that raises funds to help end childhood hunger in the Los Angeles area and America.
2008 – April 2 & 5 May 4,10 & 19 June 6 PSA's: Outward Bound Adventures Length: :30/:15 seconds Origin: Local Type: PSA	Organization provides inner city youth a view of nature as the backdrop to facilitate life lessons in conflict resolution, cooperation and building self esteem.
2008 – April 2,5 & 25 May 3,11 & 21 June 8 & 28 PSA's: Shoes That Fit Length: :60/:30 seconds Origin: Local Type: PSA	Organization provides new shoes to children who can't afford them. Looks for help from viewers to get more shoes.
2008 – April 13 May 4 June 17 PSA's: The Fulfillment Fund Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to be the one, to be a mentor and help make a difference in the lives of underprivileged young people.
2008 – April 26 May 25 PSA's: The Trevor Project Length: :30 seconds Origin: Local Type: PSA	Promotes their Hotline for gay and questioning teens, as a resource for them so as not to be alone. It is also a suicide hotline, staffed 24/7.
2008 – April 26 PSA's: Kidsave Length: :30/:15 seconds Origin: Local Type: PSA	Promotes their Los Angeles Weekend Miracles Program, which involves volunteers taking foster youth home for the weekend, which provides stability and mentorship.
2008 – April 4 May 16 June 18 PSA's: Communities in Schools Length: :30/:15/:10 seconds Origin: Local Type: PSA	Helps kids stay in school and prepare them for life through various programs in the school districts, run by community based programs.

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2008 – April 4 May 25 June 9 PSA's: The Help Group Length: :30 seconds Origin: Local Type: PSA	Raises awareness of Autism. Each Spokesperson has a child with Autism, and they talk about how The Help Group can help.
2008 – April 27 May 18 June 14 PSA's: David & Margaret Home, Foster Family Agency Length: :30 seconds Origin: Local Type: PSA	Asks viewers to help our foster youth by mentoring or becoming a foster parent.
2008 – April 1,3,5,16,19,23,24,27,28 & 30 May 4,6,9,13,17,21,24,25 & 31 June 1,2,5,8,11,12,15,19,21,23,28 & 30 PSA's: Partnership for a Drug-Free California Length: :30/:20/:15/:10 seconds Origin: Local Type: PSA	Promotes drug prevention through information and talking and encourages parents to know what their kids know about drugs and to talk to them about drugs.
2008 – April 14 May 15 June 18 & 21 PSA's: Big Brothers Big Sisters Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to get involved in a young boy's life. Being a Big Brother to someone can change their life.
2008 – April 3 May 9 June 3,19 & 27 PSA's: Intervida Foundation USA Length: :15/:10 seconds Origin: Local Type: PSA	Promotes their work to stop children's suffering around the world. Asks for viewers help.
2008 – April 5 & 22 May 6 PSA's: Penny Lane Length: :30 seconds Origin: Local Type: PSA	Places neglected children into loving foster homes. Looking for help to give every child a loving parent.
2008 – April 6 May 10 June 28 PSA's: Florence Crittenton Center Length: :30/:15 seconds Origin: Local Type: PSA	Helps abandoned, foster home kids, and those who turn 18 and have no where to go. Urges viewers to help stop homelessness before it happens.
2008 – May 7,13 & 19 June 3,12,16 & 24 PSA's: Variety Boys & Girls Clubs of America Length: :30/:10 seconds Origin: Local Type: PSA	Talks about how being a part of a Club can make a huge difference in your life growing up, because they offer support, mentoring, friendship, etc.

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2008 – April 27 May 2 & 25 June 14 PSA's: Free Arts for Abused Children Length: :30/:15 seconds Origin: Local Type: PSA	Integrates the healing and therapeutic power of the arts into the lives of children and youth who have been abused or families who have been designated as "at risk". Ask viewers to volunteer.
2008 – April 27 May 18 June 3 PSA's: School on Wheels Length: :30/:15 seconds Origin: Local Type: PSA	Offers educational assistance to children who are homeless. Asks viewers to make a difference and volunteer one hour a week and be a tutor.
2008 – April 28 June 28 PSA's: Al-Anon Family Groups Length: :30/:20/:15/:10 seconds Origin: Local Type: PSA	Offers an 800 number for those whose lives are affected by loved ones drinking. Al-Anon is for family support and Alateen is for children support.

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u># 6 PSA – IMPROVING RACE RELATIONS</u>
2008 – April 7,8,9,10,11,14,15,16,17,18, 21,22,23,24,25,28,29 & 30 May 1,2,3,4,5, 6,7,8,9,10,12,13,14,15,16,17,18,19,20,21, 22,23,24,25,26,27,28,29,30 & 31 PSA's: City of Los Angeles Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the City's "Asian & Pacific Islander American Heritage Month", their poster and essay contests, as well as all the events going on in the month of May.
2008 – April 27 May 12 June 1,6,13, 19 & 27 PSA's: Southern Christian Leadership Conference of Greater Los Angeles Length: :30/:10 seconds Origin: Local Type: PSA	Provides information on what SCLC/LA does for the community and the services it provides.
2008 – April 6 June 4 & 22 PSA's: Los Angeles County Human Relations Commission Length: :30 seconds Origin: Local Type: PSA	Promotes a message of tolerance and sensitivity towards all people, no matter what race, gender, etc.

<u>NAME/TYPE/SOURCE OF TYPICAL & ILLUSTRATIVE PROGRAM</u>	<u># 7 PSA – MAINTAINING A QUALITY OF LIFE: INDIVIDUAL AND FAMILY MATTERS</u>
2008 – June 25,26,27,28,29 & 30 PSA's: Museum of Latin American Art Length: :30 seconds Origin: Local Type: PSA	Promotes the Museum and calls it “where passion lives”.
2008 – April 3,4,5,12,13,16,21,24,27 & 29 May 4,5,8,12,17,24,28 & 31 June 2,3,5,8, 15,20 & 29 PSA's: GLAAD Length: :30/:20 seconds Origin: Local Type: PSA	Encourages acceptance of Gay, Lesbian and Transgender people, as well as not using hurtful words or jokes.
2008 – April 3,6 & 24 May 14 & 21 June 9, 13,17,20,25 & 29 PSA's: USO Length: :60/:30/:15/:10 seconds Origin: Local Type: PSA	Informs viewers about all of the services they provide our troops and their families and says that the best way for us to help the troops is to help the USO.
2008 – April 5,12 & 14 May 3,11,18 & 24 June 1,7,17 & 28 PSA's: Karma Rescue Length: :60/:30 seconds Origin: Local Type: PSA	Informs viewers that they give death row dogs a second chance through rescue, rehabilitation and placement into safe and loving homes. They operate on volunteers and donations and are looking for help.
2008 – April 13 May 4 June 2 & 21 PSA's: Los Angeles City College Length: :30 seconds Origin: Local Type: PSA	Details what the College offers and encourages viewers to enhance their life through education.
2008 – April 1 June 6 & 12 PSA's: Valley Community Clinic Length: :30/:10 seconds Origin: Local Type: PSA	Promotes the Clinic and its services in the community. Asks viewers to get involved and help keep it going.
2008 – May 14 June 2,4,8,18 & 24 PSA's: The Foundation for a Better Life Length: :60/:30/:20/:15/:10 seconds Origin: Local Type: PSA	Promotes values such as honesty, generosity, hard work, caring, courtesy, etc. and encourages viewers to pass these values on to others.
2008 – April 17 June 1 & 26 PSA's: National Veterans Foundation Length: :30/:15 seconds Origin: Local Type: PSA	Offers a toll-free Helpline Service for veterans of all wars seeking crisis management, emotional support, VA claims assistance and information and referral services.

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2008 – April 23 June 3 PSA's: Wounded Warrior Project Length: :30/:20/:15 seconds Origin: Local Type: PSA	Seeks to help those men and women of our armed forces who have been severely injured during the conflicts in Iraq, Afghanistan and other locations around the world.
2008 – April 6 May 4 June 1 & 14 PSA's: DonorsChoose.org Length: :30 seconds Origin: Local Type: PSA	Informs viewers about their website, which enables teachers to submit online proposals requesting needed books, art supplies, etc. and allows donors to choose which project they want to fund.
2008 – May 14 PSA's: California Medical Association Length: :30/:20/:15/:10 seconds Origin: Local Type: PSA	Promotes the Advance Health Care Directive, a legal document that allows adults to appoint someone else to make medical decisions for them when they can't.
2008 – April 13 May 5,11 & 15 June 1 & 8 PSA's: People for the Ethical Treatment of Animals Length: :30 seconds Origin: Local Type: PSA	Encourages viewers to bring their dogs inside and make them a part of the family. Tells how chaining them outside is harmful to them. Also makes a plea to include their animal family members in their evacuation plans during wildfires and other disasters.
2008 – April 6 May 17 June 6 & 24 PSA's: Dogs For the Deaf Length: :30/:15 seconds Origin: Local Type: PSA	Promotes the organization, whose mission is to rescue and professionally train shelter dogs to help deaf and disabled people.