



Al-Anon Family Groups

District 17, Southern California World Service
c/o 15445 Cobalt St Space 53 • Sylmar CA 91342-0621

March 28, 2012

Rocio Flores
KJLA Channel 57
2323 Corinth Ave. #2
Los Angeles, CA 90064

Dear Rocio:

Thank you for your recent airing of the Al-Anon Family Groups' public service announcement. While most people are aware of the benefits that Alcoholics Anonymous has brought to men and women who have a drinking problem, many are still uninformed about Al-Anon's service to friends and families who suffer from the impact of a loved one's drinking.

Thank you for helping us reach out to the people who need help in our community.

Sincerely,

Marirose Medina
Group Representative, World Service
Al-Anon Family Groups
26107 McBean Pkwy #61
Valencia, CA 91355

www.Al-Anon.Alateen.org

Mtg info 888-4Al-Anon



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Public Service Director
QJLA Channel 57
2323 Corinth Avenue #2
Los Angeles, CA 90064
(310) 943-5288

Dear Public Service Director,

Thank you for your recent airing of the Al-Anon Family Groups public service announcement. While most people are aware of the benefits that Alcoholics Anonymous has brought to men and women who have a drinking problem, many are still uninformed about Al-Anon's service to friends and families who suffer from the impact of a loved ones drinking.

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Sincerely,
Patricia Payne
District 17 Group Representative
(818) 367-3554
patriciapayn@aol.com

From: Luis Cardenas [lcardenas@latv.com]
Sent: Tuesday, January 24, 2012 3:41 PM
To: Francis Wilkinson; Ron Ulloa
Cc: Laura Zaragoza; Daniela Nuno; Carolina Gonzalez
Subject: Thank YOU & Muchas GRACIAS for supporting Project Roadblock 2011

FYI



LOCAL TV PUTS THE BRAKES ON DRUNK DRIVING.

Dear Project Roadblock Participant,

We can't thank you enough for your generous support of Project Roadblock 2011!

Your participation in this important TVB/Ad Council campaign contributed to a record-breaking commitment by Local Television Broadcasters to stop drunk driving during the holiday season.

As soon as the final results are tallied, we will share them with you and the advertising community. We look forward to proudly demonstrating Project Roadblock's impact - the direct result of the power of Local Broadcast Television to provide essential community service and influence positive social change.

Best wishes for a safe and prosperous 2012!

Best,

A handwritten signature in black ink, appearing to read "Abby", written in a cursive style.

Abby Auerbach, EVP & CMO, TVB

To unsubscribe from future TVB e-mail announcements, [click here](#).

To switch to plain-text announcements, [click here](#).



1st Qt. 2010

About

Since 1995 award winning Hispanic Lifestyle has set a high standard in publishing stories and producing events that capture the passions of the Latino community. Hispanic Lifestyle has been recognized by several federal, state and local organizations for featuring stories about healthcare, education, business and entertainment. We are committed to promoting positive images of the Latino community.

OUR TARGET AUDIENCE

Our core audience of 65% Women, 35% men, in the age range of 24 to 54. Our audience is interested in Latino community/cultural activities. Hispanic Lifestyle specifically targets Latino business owners and/or professionals, educators and community leaders that are most often

EVOLUTION

In 2005, after ten years of publishing newsletters and magazines, RDS Media Group Inc., hit the airwaves with a weekly, PBS television version of our award winning publication. The television program profiles people and events that make a difference on the Latino community. Our target market is second generation, English speaking, professional Latinos with an emphasis on attracting women viewers. Within the Southern California region alone, there is a potential to reach over eight million Latinos. Hispanic Lifestyle has a first run broadcast on KVCR-PBS covering the Inland Empire, (including the Coachella Valley) and most of Southern California on Dish Network and DirecTV. Hispanic Lifestyle is also broadcasted on KLCS-PBS in Los Angeles County.

Hispanic Lifestyle

Building a direct connection with our audience, year after year Hispanic Lifestyle has produced standout annual events such as our Latina Conference, Business Expo and Conference and the Inland Empire Hispanic Image Awards.



KJLA_KXLA_KVMD Spot Placement by Line, Date, Time From: 12/28/09 To: 03/28/10

Contract: 7487 **Estimate #:** **Starting on:** 1/3/2010
Advertiser: Hispanic Lifestyle **Description:** PSA Contract 2010 **Ending on:** 12/26/2010
Agency: Hispanic Lifestyle **Proposal #:** **Selected Lines:** 1
Sales Person: House

Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length	House #	Brand	Spot Type
Line: 1	KJLA-dt	Su			1D 10:00:00 p - 10:29:59 p	\$0.00		Time Buy	
1771833	01/03/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5133 1/02	26:45	IN2229	Lifestyle	PSA
1771834	01/10/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5134 1/09	26:45	IN2232	Lifestyle	PSA
1771835	01/17/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5093 11/08	26:45	IN2393	Lifestyle	PSA
1771836	01/24/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5127 1/24	26:45	IN2344	Lifestyle	PSA
1771837	01/31/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5136 1/31	26:45	IN2349	Lifestyle	PSA
1771838	02/07/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5137 2/07	26:45	IN2373	Lifestyle	PSA
1771839	02/14/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5138 2/14	26:45	IN2114	Lifestyle	PSA
1771840	02/21/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5139 2/21	26:45	IN2063	Lifestyle	PSA
1771841	02/28/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5140 2/28	26:45	IN2017	Lifestyle	PSA
1771842	03/07/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5141 3/07	26:45	IN2076	Lifestyle	PSA
1771843	03/14/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5135 3/14	26:45	IN2154	Lifestyle	PSA
1771844	03/21/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5141 3/07	26:45	IN2076	Lifestyle	PSA

Number of Spots: 12 **Billable:** \$0.00

Total Number of Spots: 12 **Total Billable:** \$0.00



2nd Qt. 2010

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3rd Qt. 2010

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