

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

Maunmedera

Al-Anon Family Groups

26107 McBean Pkwy #61

Valencia, CA 91355

www.Al-Anon.Alateen.org

Mtg info 888-4Al-Anon



District 17, Southern California World Service c/o 15445 Cobait \$1 Space 53 • Sylmar CA 91342-0621

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.

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

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

From: Sent: Luis Cardenas [lcardenas@latv.com] 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

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:

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

Sales Perso	n: House								Spot	
Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length House #	Brand		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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NJLA_KXLA_KVMD Spot Placement by Line, Date, Time From: 03/29/10 To: 06/27/10

Contract:

7487

Estimate #:

Proposal #:

Starting on:

1/3/2010

Advertiser:

Hispanic Lifestyle

Description: PSA Contract 2010 Ending on:

Selected Lines:

12/26/2010 **ALL**

Hispanic Lifestyle Agency: Sale

les Person:	Person: House							
Spot ID	Date	Day Schedule Time	Exc. Reas. / ISCI	Length House #	Brand	Spot Type		

Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length House #	Brand	Туре
Line: 5	KJLA-dt	5	Su	1	D 10:00:00 p - 10:29:59 p	\$0.00	Time Buy	
1808319	04/04/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5138 4/04	26:45 IN2432	Lifestyle	PSA
1808320	04/11/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5138 4/11	26:45 IN2010	Lifestyle	PSA
1808321	04/18/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5142A 4/17	26:45 IN2073	Lifestyle	PSA
1808322	04/25/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5143 4/25	26:45 IN2554	Lifestyle	PSA
1808323	05/02/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5144 5/02	26:45 IN2561	Lifestyle	PSA
1808324	05/09/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5121v3 5/09	26:45 IN2569	Lifestyle	PSA
1808325	05/16/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5127 5/16	26:45 IN2592	Lifestyle	PSA
1808326	05/23/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5138 5/23	26:45 IN2655	Lifestyle	PSA
1808327	05/30/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5140 5/30	26:45 IN2681	Lifestyle	PSA
1808328	06/06/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5139 6/06	26:45 IN2693	Lifestyle	PSA
1808329	06/13/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5126 6/13	26:45 IN2042	Lifestyle	PSA
1808330	06/20/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5145 6/20	26:45 IN2079	Lifestyle	PSA
1908331	06/27/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5146 6/27	26:45 IN2207	Lifestyle	PSA
()					Number of Spots: 12	2	Dillables	20.00

Number of Spots: 13

Billable:

\$0.00

Total Number of Spots: 13

Total Billable:

\$0.00



3rd Qt. 2010

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KJLA_KXLA_KVMD Spot Placement by Line, Date, Time From: 06/28/10 To: 09/26/10

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:

ALL

Sales Person: House									Spot
Spot ID	Date	Day	Schedule	Time	Exc. Reas. / ISCI	Length House #	Brand		Туре
Line: 6	KJLA-dt Su		1D 10:00:00 p - 10:29:59 p		\$0.00	Time Buy			
1853239	07/04/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5147 7/04	26:45 IN2058	Lifestyle		PSA
1853240	07/11/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5148 7/11	26:45 IN2345	Lifestyle		PSA
1853241	07/18/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5129v2 7/18	26:45 IN2462	Lifestyle		PSA
1853242	07/25/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5141v2 7/25	26:45 IN2517	Lifestyle		PSA
1853243	08/01/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5149 8/01	26:45 IN2167	Lifestyle		PSA
1853244	08/08/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5143v2a 8/8	26:45 IN2758	Lifestyle		PSA
1853245	08/15/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5146 6/27	26:45 IN2207	Lifestyle		PSA
1853246	08/22/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5133v3	26:45 IN2045	Lifestyle		PSA
1853247	08/29/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5134v2 8/29	26:45 IN2137	Lifestyle		PSA
1853248	09/05/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5147 7/04	26:45 IN2058	Lifestyle		PSA
1853249	09/12/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5148 7/11	26:45 IN2345	Lifestyle		PSA
1853250	09/19/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5150 9/19	26:45 IN2808	Lifestyle		PSA
.853251	09/26/10	Su	Regular	10:00:05 p	Hispanic Lifestyle #5151 9/26	26:45 IN2341	Lifestyle		PSA
					Number of Spots: 13	3	Billable:	\$0.00	

Total Number of Spots: 13

Total Billable:

\$0.00

Printed on: 11/4/2010 on: 18:09:56