

**QUARTERLY ISSUES REPORT**

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**STATION:** **KPNX-TV, a subsidiary of Multimedia Holdings Corporation**

**LOCATION:** **1101 N. Central Ave.  
Phoenix, AZ 85004**

**QUARTER ENDING:** **March 31, 2008**

**Note:** **The following summaries describe the station's most significant non-entertainment programs broadcast in the past calendar quarter dealing with local issues.**

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Youth and Child Safety  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Wednesday's Child

**DESCRIPTION:** Wednesday's Child is a news franchise that features children all over Arizona who need to be adopted, and features stories about adoptions. These children shown on our air are considered hard to adopt and some of the children have special needs.

12-News teams up with the State of Arizona and profiles weekly orphaned children, and in some cases siblings, who for one reason or another are a challenge to adopt.

12 News has aired these segments, each running about two minutes, every Wednesday during *12 News Today*.

Quarterly, KPNX sponsors a phone bank which is promoted during our 11:00AM, 4:30PM, 5PM and 6PM newscasts. These phone banks answer questions from interested viewers on the adoption process.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Youth and Child Safety  
**PERIOD:** 1st Quarter, 2008

**PROGRAM TITLE:** Arizona's Children

**DESCRIPTION:** KPNX airs a weekly feature, airing every Thursday @ 6pm, Friday @ 6am and Sunday @ 10pm. This weekly feature profiles the challenges that children face growing up in Arizona. The stories focus on issues like health care, mentoring, abuse and what is being done to help them.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Crime/Violence  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Silent Witness

**DESCRIPTION:** Two mornings per week on 12 News Today and 12 News Weekend KPNX and the Silent Witness program profile an unsolved crime in the Phoenix metro area. The hope is a viewer(s) who may have witnessed or know of the crime will come forward and help investigators solve the crime.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Education  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** School Solutions  
Wednesday thru Friday, January thru March, 2008

**DESCRIPTION:** School Solutions offers parents answers to questions on how to better prepare their children for school, what they should expect from teachers and school districts, as well as showcase schools and educators who exceed expectations. Every Monday through Thursday evening teachers man a phone bank to help children and their parents with questions dealing with school.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Government  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Sunday Square-Off

**DESCRIPTION:** Current affairs and local politics don't usually make for must see TV, but Sunday Square Off on 12 News has changed that. Opinionated, intelligent, and contentious debate swirls around the weekly roundtable discussion show. Guests are rotated each week and chosen from a pool of panelists covering the spectrum of political ideals and diversity. Veteran anchor and reporter Rick Debruhl mediates the lively and sometimes controversial discussions which cover only issues most relevant to our local viewers.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX/Gannett Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Government  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Decision 2008  
Aired various days January thru March  
12 News at 6pm and 10pm

**DESCRIPTION:** KPNX remains committed to covering the 2008 Presidential election/primary. Coverage included visits by candidates (Clinton, Romney, McCain, Richardson, Obama, Hunter, and Giuliani) during this reporting cycle, concentrating on the issues which directly affect Arizona which are the war in Iraq, immigration and the crisis in the housing market. 12 News also gave extensive behind the scene coverage on the Romney and McCain campaigns leading up to the February 5<sup>th</sup> 'Super Tuesday' election. Reporters were with both campaigns as they traveled across the country in the final hours. Reporters not only covered for newscasts throughout the day but also contributed content online and to our Gannett broadcasting partners. 12 News also provided full coverage to the New Hampshire, South Carolina primaries by sending news crews to both.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Government  
**PERIOD:** 1st Quarter, 2008 – Sundays – January thru March

**PROGRAM TITLE:** War Stories

**DESCRIPTION:**

12 News profiles Valley marines, sailors and soldiers who are dedicating their lives toward the protection of America and its interest in the Iraq and Afghanistan battle theaters. The people profiled tell stories of heroism, struggles and hope as they prepare to head off to war or face the realities of home once they return from battle.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Health Issues  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Buddy Check 12  
12 News – 5PM and 10PM – 12 day of each month

**DESCRIPTION:** Buddy Check 12 is the station's commitment to breast health. On the 12<sup>th</sup> day of every month, Lin Sue Cooney, the station's top anchor reminds viewers either by email or voice mail to do their breast self exams. The station also produces stories highlighting a breast cancer survivor or new scientific strides in the medical field that airs during 12 News at 5pm and 12 News at 10pm.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Health Issues  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Save My Kid from Heroin  
12 News 10PM – February 19

**DESCRIPTION:** Recent deaths of teenagers in Chandler and Prescott to heroin overdoses signals the arrival of a new, old drug. While everyone has been focused on ‘meth’ the past few years, ‘smack’ is back. 12 News arms parents and kids with that they need to know to stay away from this drug.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Economic  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Crisis in the Housing Market  
January thru March  
12 News Today, 12 News @ 5PM, 6PM and 10PM

**DESCRIPTION:** Continuing coverage of the mortgage crisis, and its effects on homebuyers and sellers. 12 News coverage included what caused the problems, what steps people can take to protect themselves and their investments.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Social Issues  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Call 12 For Action  
Monday thru Friday; January thru March, 2008  
12 News Today – 6PM and 10PM

**DESCRIPTION:** Consumer reporters, Dave Cherry and Rick DeBruhl, report on the consumer issues of the day. The report helps viewers get back money they have been wrongly charged for, have businesses make good on failures of service and warn viewers of scams and internet theft.

**TELEVISION QUARTERLY ISSUES**

**STATION:** KPNX  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Transportation  
**PERIOD:** 1<sup>st</sup> Quarter, 2008

**PROGRAM TITLE:** Traffic Reports – Seven Days/Week  
AM, 4:30PM, 5PM, 6PM (Mon thru Sunday) and  
Sunday @ 5:30PM.

**DESCRIPTION:** As the Valley's traffic grows, 12 News has dedicated itself to the mission of letting viewers get updated reports on what roads are congested and what roads are moving throughout the Valley.

## First Quarter FCC Report

Prepared 4/9/08

### January 2008

43x	Buddy Check 12 campaign encourages women do self-breast exams	Health
87x	Car Clinic spot offers behind-the-wheel driving instruction for teens teaching necessary skills in accidents avoidance and defensive driving	Safety
77x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
34x	Call 12 For Action solicits viewers to call in with consumer problems they need help solving	Community
41x	Weather Calendar spot promoted sales of 2008 calendar with Weather tips, sales benefit Boy Scouts of America	Safety/ Community
19x	3 Day Breast Cancer Walk promos solicit viewers to participate in this fundraising event to fight breast cancer	Health
4x	Season For Sharing Campaign raises funds for local charities	Community
295x	Multitude of public service announcements dealing with health, safety drunk driving, drug abuse, children and television viewer discretion	Multi Issue

## February 2008

33x	Buddy Check 12 campaign encourages women do self-breast Exams	Health
25x	Call 12 For Action solicits viewers to call in with consumer problems they need help solving	Community
35x	Car Clinic spot offers behind-the-wheel driving instruction for teens teaching necessary skills in accidents avoidance and defensive driving	Safety
40x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
14x	3-Day Breast Cancer spots solicits viewers to sign up for walk and raise funds for breast cancer research	Health
139x	Multitude of public service announcements dealing with health, safety drunk driving, drug abuse, children and television viewer discretion	Multi Issue

## March 2008

48x	Buddy Check 12 campaign encourages women do self-breast Exams	Health
27x	Call 12 For Action solicits viewers to call in with consumer problems they need help solving	Community
38x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care Award	Community
28x	Car Clinic spot offers behind-the-wheel driving instruction for teens teaching necessary skills in accidents avoidance and defensive driving	Safety
47x	Walk America spot encourages viewers to participate in the March of dimes annual walk to raise funds and awareness for birth defects	Health
71x	Black & White Ball celebrates Hispanic leadership in the community	Community
70x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
24x	3 Day Breast Cancer Walk promos solicit viewers to participate in this fundraising event to fight breast cancer	Health
138x	Multitude of public service announcements dealing with health, safety drunk driving, drug abuse, children and television viewer discretion	Multi Issue

**Community Relations Quarterly Report**  
**1<sup>st</sup> Quarter 2008**  
**Top Ten Community Issues**

\* **YOUTH AND CHILD SAFETY ISSUES** Increase child safety awareness (drowning, fire, car seats, unattended vehicles); Child abuse/neglect; foster care; school safety; teen deaths/suicide; Parents need to spend more time with children; drug use; personal responsibility; lack of quality child care; child care worker licensing; after-school activities; domestic violence; increased gang activity; poor living conditions/lack of care for low-income children; youth at risk; parenting issues; local schools

Anchor Joe Dana emceed the Phoenix Youth at Risk Foundation Banquet on January 26.

Station sponsored the **12 News Car Seat Check Up** on January 5 in which 600 children had their car seats checked and installed correctly by certified experts for free at three locations around the Valley. 12 News Today, Arizona Midday and 12 News Weekend Today had segments on-air on the event.

12 News held quarterly adoption phone bank with AASK as part of our Wednesday's Child franchise on March 20. Adoption and foster care experts received dozens of calls with good interest.

Midday held a phone bank with Safe Kids Coalition where viewers could call in and ask questions about car seat safety.

Midday Segment with Gabriel's Angels, an organization that delivers healing pet therapy to abused, neglected and at-risk children, nurturing their ability to love and trust, thereby freeing them from the cycle of violence.

Midday Segment with Blankets for Babies – a group giving out blankets at Phoenix Rescue Mission for Babies living in poverty.

Midday Segment with Mary Rossi from Tutor Time discussing the benefits of early childhood education (toddlers are naturally curious – they may not be ready for kindergarten, but they are ready to learn).

\* **CRIME/VIOLENCE** Domestic violence; Juvenile crime; Increased violent crimes by gangs; transients; animal cruelty; auto theft; neighborhood policing/community pride; police brutality; victims' rights; terrorist attacks

Midday Host Destry Jetton hosted the Walk to End Domestic Violence Kickoff Breakfast on January 30.

\* **ECONOMIC DEVELOPMENT** Uncontrolled and poorly-managed growth; downtown revitalization; East Valley growth; pollution; lack of qualified workforce; improving Native American economic status; preserving environment; positive stories on growth; Low paying jobs reduce time for family and volunteering; Positive effect of lottery revenue; undocumented workers are an important part of our workforce; Gangs and cruising affects businesses.

\* **QUALITY OF LIFE** Volunteerism; air and water quality; lacking sense of community; voter apathy; too much hostility in people's lives; uncontrolled growth; improving quality of life overall for youth and elderly; need long-term solutions for hunger, homelessness and unemployment; Welfare reform; voter apathy.

Meteorologist Bill Kelly emceed the 12 Who Care Luncheon on March 18 which was attended by representatives from the 6 different agencies nominated. 12 Who Care is the station's volunteer recognition program.

12 News honored Wesley Community Center as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of January promoting volunteer efforts available at Wesley Community Center.

12 News honored All-Star Kids Tutoring as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of February promoting volunteer opportunities with All-Star Kids Tutoring.

\* **HEALTH** Need elderly care/advocacy; lack of medical insurance for children; teenage pregnancy; affordable and effective long-term illness treatment, i.e. cancer; insurance coverage of long term illness; lack of awareness of mental illness; lack of organ donors; child immunizations; HIV/AIDS among Hispanics and elderly; inadequate care for developmentally disabled; need more drug treatment facilities for families/children.

Anchor Mark Curtis emceed The Promise Ball Gala benefiting the Juvenile Diabetes Research Foundation on January 26.

Anchor Caribe Devine emceed the Annual Russo and Steele Automobile Auction Gala benefiting the Emily Center at Phoenix Children's Hospital on January 16.

Sports Reporter Joe Pequeno emceed the March of Dimes Breakfast for Champions on January 18.

Sports Anchor Kevin Hunt emceed the Freezin' for a Reason Polar Plunge where 75 people took the plunge to support Special Olympics Arizona on February 16.

12 News honored The Emily Center at Phoenix Children's Hospital as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of March promoting volunteer opportunities at The Emily Center at Phoenix Children's Hospital.

Midday Segment with Dr. Nguyen - Medical Director of Non-Invasive Cardiology for John C. Lincoln Deer Valley Hospital – talking about heart care – from symptoms to treatment to recovery of a heart attack.

Midday Segment with registered dietitian - gives basic information on how to get our kids to eat healthier.

Midday Segment with Ken Brissa, Executive Director of Arizona Chapter of ALS Association here to discuss The Walk to Defeat ALS – all funds raised support cutting-edge research for the fight against Lou Gehrig's Disease.

Midday Segment with Anna Marie Heywood of American Lung Association of Arizona with tips on how to quit smoking.

Midday Segment with Sharon Siewert RN, BS, CCRN, from John C Lincoln Hospitals; topic of discussion – strokes. Strokes are the third most prevalent cause of death, the leading cause of adult disability, and affect 700,000 Americans every year. When people have strokes, time is critically important. Rapid medical treatment - started less than 3 hours after onset of symptoms - can save many stroke patients from a lifetime of disability.

Midday Segment with a local group helping people affected by breast cancer through Music. Sistas of A-Z and Black Nurses are hosting "Pray for a Cure Gospel Fest" in April.

Midday Segment with Tammy Baker of Arizona Milk Producers with tips on heart healthy snacks.

Midday Segment with Robert Matura, Vice President of Sales for Cigna Medicare Services to answer questions about open enrollment period for Medicare-Eligibles.

Midday held a phone bank with experts from Bridges Centre for Surgical Weight Management – answering calls about the options for those who are really struggling with their weight and their health.

Midday Segment with Janani Raveendran, Chair, March of Dimes Chain Reaction Youth Leadership Council and Senior at Horizon High School and Leah Fleming, Instructor at Corona del Sol High School and Advisor for their March of Dimes Club. (Leah won the March of Dimes Western Region "Best Advisor" Award in 2007.) For 38 years, students have been major contributors to the success of March of Dimes WalkAmerica. This year, the event name has changed to "March for Babies," because that's what it's really about -- walkers teaming up to help save babies' lives.

Midday Segment with Health & Wealth Raffle discusses the millions of dollars that are raised for medical education, research and patient care here in Phoenix at St. Joseph's Hospital and Medical Center and Barrow Neurological Institute.

Midday Segment with Tammy Baker, a dietitian from the Dairy Council of Arizona – discussing the latest study linking a lack of Vitamin D and Heart Disease – and how can we get more vitamin D in our diet.

Midday Segment with Bryan Wall, MD, Orthopedic Shoulder Surgeon for John C. Lincoln Deer Valley Hospital discusses - when your hips and knees go bad, doctors can replace your joints with artificial implants. When shoulders go bad, surgeons can do the same thing but they have a new way to do it. Over 23,000 people in the U.S. undergo shoulder replacement per year. Dr. Wall here to discuss the latest developments in the field utilizes what is called a reverse shoulder implant.

Midday Segment on Alzheimer's disease – it can be devastating for a patient and their family. But, there are simple things you can do now to prevent the disease. Dr. Marwan Sabbagh is a neurologist and wrote the book the Alzheimer's Answer.

This is National Nutrition Month! To celebrate, we have a healthy recipe to share from a registered dietitian.

More than 1.5 million Americans develop blood clots in the veins that run deep inside the legs. This is called Deep Vein Thrombosis - or DVT. If untreated, a piece of the blood clot can break loose from the leg and travel to the lungs, where it's called a pulmonary embolism and can be fatal. DVT can also cause ulcers or varicose veins. The good news is that today there is a low-risk treatment for DVT which can be done on an outpatient basis. Here on Midday to explain DVT and what can be done about it is Aaron Wittenberg, MD, a board-certified radiologist at John C. Lincoln Deer Valley who practices both diagnostic and interventional radiology.

Midday held a phone bank with Robert Matura, vice president, Medicare Sales for CIGNA Medicare Select, to assist viewers who may be helping parents or other relatives make important health care decisions. Oftentimes, an adult child is given the responsibility of making health care decisions, including the selection of a Medicare plan, for their aging parents. This can be a daunting responsibility and one that requires some research and thought about what's best for your parents given their health care needs, personal preferences and financial situation.

Midday Segment on Emphysema is the most common lung disease in the US. Right now there is no cure. But Medical Researchers are trying to provide at least some relief. Dr. Bernard Levine, is interviewed about a new study.

Each year approximately 10,000 babies born in the United States develop cerebral palsy. Cerebral palsy is a disorder of movement or coordination caused by an abnormality of the brain. Midday interview with Alma Chavez-Lira - Development Director of United Cerebral Palsy of Arizona to discuss 4th Annual Bondurant Cup which benefits the Arizona Chapter.

<p>* <b>TRANSPORTATION</b> Lack of public transportation; East Valley freeways; Traffic congestion; transportation for the elderly, disabled, and poor; cruising; DUI; restricting passengers in pick-up trucks; excessive speeding.</p>
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<p>* <b>SOCIAL ISSUES Affordable</b> housing; transient population; welfare reform; elderly advocacy; adequate services for the indigent and homeless; long-term solutions for hunger, homelessness and unemployment; emergency housing; landlord/tenant disputes.</p>
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Anchor Scott Light hosted the Fresh Start Fashion Gala benefiting the Fresh Start Women's Foundation on February 9th. Fresh Start provides information, resources and assistance to women in need of emotional and financial independence.

12 News sponsored the 2008 YWCA Tribute to Women Luncheon on February 21; Anchor Tram Mai was the emcee. The event honors local women whose lives and accomplishments exemplify the Y's mission of eliminating discrimination and empowering women.

Lin Sue Cooney emceed the Chandler Service Club's 74<sup>th</sup> Annual Girl Ball which had 600 attendees. Proceeds benefited numerous social service organizations serving residents of the East Valley on March 29.

Midday Segment with the Waste Not Organization. Their mission is to eliminate local Hunger. They do this by rescuing excess perishable food that would otherwise go to waste and delivering it the same day to a diverse network of agencies that feed the hungry.

\* **GOVERNMENT** Legislators in AZ do not understand children's issues; government fails to care for families in transition; Immigration issues; Legal/justice system not fair to indigents.

\* **DIVERSITY** Lack of arts funding for ethnic community; negative portrayal of Latino community by media; need for increased investment in education for minority students; need increased awareness of Native Americans in Phoenix.

Anchor Lin Sue Cooney emceed the 14<sup>th</sup> Annual "Scottsdale Community Dr. Martin Luther King, Jr. Dinner Celebration" 2008 on January 14.

Anchor Kim Covington spoke at a Martin Luther King, Jr. Breakfast on January 15.

Station sponsored the Cesar E. Chavez Foundation event Luncheon on March 28. Cesar Chavez started the Farm Workers Union in the Southwest part of the United States. Station aired footage of the luncheon during the evening newscasts.

As part of a solid partnership with Valle del Sol, the station hosted a panel on behalf of the Hispanic Leadership Institute, a group of emerging Hispanic leaders on March 4. Mark Casey (News director) sat on the panel. Syleste Rodriguez (Reporter) and Pete Schultz (Photographer) participated in an additional segment of the evening. Station gave panel participants a tour of the station.

12 News sponsored the 50<sup>th</sup> Anniversary of the Black and White Ball in conjunction with the Arizona Hispanic Chamber of Commerce on March 29. The Ball honors Hispanic community leaders as well as raises money for scholarships for deserving students. Mark Curtis (main anchor) and Melissa Gonzalo

(reporter) exceed the event. 12 News aired a promo leading up the ball, produced vignettes of the honorees, interviewed members of the Arizona Hispanic Chamber of Commerce on Arizona Midday and aired coverage of the Ball.

Midday Segment with Author, Frank M. Barrios, here to discuss "Mexicans of Phoenix; 1870 to 1970". And the role the Mexican Community played in the development of Phoenix.

Midday Segment discusses Black History Month with ***Black Women Walking*** - a memory play which highlights the extraordinary achievements of eleven of the greatest female leaders in African American history. From the living room of three friends, reach back in time to Sojourner Truth, Harriet Tubman, Mary McLeod Bethune and other Black heroine of history to expose our audiences to the courage, character and brilliance of women that impacted the American landscape with their powerful journeys towards freedom, justice, and quality.

Black History Month interview with author Tamica Currie. She wrote Juice and Berries History Adventures – a series of children's books focusing on Black History.

Jamail Larkins is an inspirational young man, aerobatic pilot and ambassador to the FAA. He is currently on his third annual 20-city DreamLaunch tour encouraging kids to become involved with the aviation industry - a task especially important with our world shortage of pilots. Jamail will be in Phoenix during Black History Month on Friday, February 29th. At 23-years-old, Jamail is a real-life example of the classic boy wonder portrayed in films and books.

Midday Segment on Cesar Chavez Luncheon - A true American hero, Cesar was a civil rights, Latino, farm worker, and labor leader; a religious and spiritual figure; a community servant and social entrepreneur; a crusader for nonviolent social change; and an environmentalist and consumer advocate.

\* **YOUTH AND EDUCATION ISSUES** -- School financing; vouchers; quality of education; teacher pay; local school issues; elimination of cultural and sporting events due to lack of funding; college financial aid opportunities; concern about the high drop out rate among Latinos and what it means to the future of our state

Midday Segment on The AZ Public Schools Making A Difference Every Day campaign. It was developed out of the belief that the discussion of public education in Arizona is out of balance. Even though there are good things happening in public schools all over our state, the news is filled with an almost endless barrage of stories about the things that are "wrong" with our schools. The series of Midday Segments focus on good things happening in Arizona Schools.

**OTHER PROGRAMMING FURNISHED BY THE NBC NETWORK THAT CONTRIBUTES,  
AS PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATIONAL AND  
INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER**

**January-March 2008**

**THERE WAS NO OTHER PROGRAMMING FOR 1ST QUARTER 2008 THAT  
CONTRIBUTED, AS PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE  
EDUCATION AND INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER.**

**NETWORK PUBLIC SERVICE SCHEDULE, JANUARY 2008**  
**(PSAs Targeted to Children 16 and Under)**

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>SPOT I.D.</u>	<u>LENGTH</u>
1/01	The Biggest Loser	TMYK/Self-Esteem	ZNBC6138	:10
1/02	Deal or No Deal	TMYK/Global Warming	ZNBC6112	:10
1/05	Jacob Two - Two	TMYK/Self-Esteem	ZNBC6127	:10
1/05	Dragon	TMYK/Internet Safety	ZNBC6113	:10
1/6	<del>1/05</del> My Friend Rabbit	TMYK/Environment	ZNBC6150	:10
1/6	<del>1/05</del> 3-2-1 Penguins!	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
1/6	<del>1/05</del> Veggie Tales	TMYK/Self-Esteem	ZNBC6138	:10
1/6	<del>1/05</del> Jane and the Dragon	TMYK/Internet Safety	ZNBC6113	:10
1/08	The Biggest Loser	TMYK/Self-Esteem	ZNBC6102	:10
1/09	Deal or No Deal	TMYK/Environment	ZNBC6110	:10
1/12	Jacob Two - Two	TMYK/Internet Safety	ZNBC6113	:10
1/12	Dragon	TMYK/Environment	ZNBC6150	:10
1/12	My Friend Rabbit	TMYK/Self-Esteem	ZNBC6138	:10
1/13	<del>1/12</del> 3-2-1 Penguins!	TMYK/Self-Esteem	ZNBC6127	:10
1/13	<del>1/12</del> Veggie Tales	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
1/13	<del>1/12</del> Jane and the Dragon	TMYK/Environment	ZNBC6150	:10
1/13	Dateline	TMYK/Global Warming	ZNBC6112	:10
1/18	1 vs 100	TMYK/Global Warming	ZNBC6112	:10
1/19	Jacob Two - Two	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
1/19	Dragon	TMYK/Self-Esteem	ZNBC6149	:10
1/19	My Friend Rabbit	TMYK/Self-Esteem	ZNBC6102	:10
1/20	<del>1/19</del> 3-2-1 Penguins!	TMYK/Internet Safety	ZNBC6113	:10
1/19	Veggie Tales	TMYK/Environment	ZNBC6150	:10
1/20	<del>1/19</del> Jane and the Dragon	TMYK/Self-Esteem	ZNBC6138	:10
1/22	The Biggest Loser	TMYK/Self-Esteem	ZNBC6102	:10
1/23	Deal or No Deal	TMYK/Environment	ZNBC6110	:10
1/26	Jacob Two - Two	TMYK/Internet Safety	ZNBC6113	:10
1/26	Dragon	TMYK/Environment	ZNBC6150	:10

1/26	My Friend Rabbit	TMYK/Self-Esteem	ZNBC6138	:10
<del>1/26</del> 1/27	3-2-1 Penguins!	TMYK/Self-Esteem	ZNBC6127	:10
<del>1/26</del> 1/27	Veggie Tales	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
<del>1/26</del> 1/27	Jane and the Dragon	TMYK/Environment	ZNBC6150	:10
1/26	NBC Sports/Skating	TMYK/Self-Esteem	ZNBC6138	:10
1/27	NBC Sports/Skating	TMYK/Self-Esteem	ZNBC6102	:10
1/29	The Biggest Loser	TMYK/Self-Esteem	ZNBC6127	:10

**NETWORK PUBLIC SERVICE SCHEDULE, FEBRUARY 2008  
(PSAs Targeted to Children 16 and Under)**

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>SPOT I.D.</u>	<u>LENGTH</u>
2/02	Jacob Two - Two	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
2/02	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10
2/02	Dragon	TMYK/Self-Esteem	ZNBC6149	:10
2/02	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
2/02	My Friend Rabbit	TMYK/Self-Esteem	ZNBC6102	:10
2/02	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
2/3	3-2-1 Penguins!	TMYK/Internet Safety	ZNBC6113	:10
2/3	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
2/4	Veggie Tales	TMYK/Environment	ZNBC6150	:10
2/4	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
2/5	Jane and the Dragon	TMYK/Self-Esteem	ZNBC6138	:10
2/5	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
2/02	NBC Sports/Figure Skating	TMYK/Nutrition and Physical Activity	ZNBC7118	:10
2/02	NBC Sport/Millrose Games	TMYK/Nutrition and Physical Activity	ZNBC7118	:10
2/09	Jacob Two - Two	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
2/09	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10
2/09	Dragon	TMYK/Self-Esteem	ZNBC6149	:10
2/09	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
2/09	My Friend Rabbit	TMYK/Self-Esteem	ZNBC6127	:10
2/09	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
2/10	3-2-1 Penguins!	TMYK/Internet Safety	ZNBC6113	:10
2/10	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
2/10	Veggie Tales	TMYK/Environment	ZNBC6150	:10
2/10	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
2/10	Jane and the Dragon	TMYK/Self-Esteem	ZNBC6102	:10
2/10	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
2/16	Jacob Two - Two	TMYK/Self-Esteem	ZNBC6127	:10
2/16	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10

2/16	Dragon	TMYK/Internet Safety	ZNBC6113	:10
2/16	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
2/16	My Friend Rabbit	TMYK/Environment	ZNBC6150	:10
2/16	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
2/17 <del>2/16</del>	3-2-1 Penguins!	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
2/17 <del>2/16</del>	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
2/17 <del>2/16</del>	Veggie Tales	TMYK/Self-Esteem	ZNBC6138	:10
2/17 <del>2/16</del>	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
2/17 <del>2/16</del>	Jane and the Dragon	TMYK/Internet Safety	ZNBC6113	:10
2/17 <del>2/16</del>	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
2/23	Jacob Two - Two	TMYK/Self-Esteem	ZNBC6138	:10
2/23	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10
2/23	Dragon	TMYK/Internet Safety	ZNBC6113	:10
2/23	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
2/23	My Friend Rabbit	TMYK/Self-Esteem	ZNBC6127	:10
2/23	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
2/24 <del>2/23</del>	3-2-1 Penguins!	TMYK/Environment	ZNBC6150	:10
2/24 <del>2/23</del>	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
2/24 <del>2/23</del>	Veggie Tales	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
2/24 <del>2/23</del>	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
2/23	Jane and the Dragon	TMYK/Self-Esteem	ZNBC6102	:10
2/23	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
2/23	Knight Rider	TMYK/Global Warming	ZNBC6112	:10

**NETWORK PUBLIC SERVICE SCHEDULE, MARCH 2008  
(PSAs Targeted to Children 16 and Under)**

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>SPOT I.D.</u>	<u>LENGTH</u>
3/01	Jacob Two - Two	TMYK/Self-Esteem	ZNBC6149	:10
3/01	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10
3/01	Dragon	TMYK/Environment	ZNBC6150	:10
3/01	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/01	My Friend Rabbit	TMYK/Internet Safety	ZNBC6113	:10
3/01	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
3/2 <del>3/01</del>	3-2-1 Penguins!	TMYK/Self-Esteem	ZNBC6102	:10
3/2 <del>3/01</del>	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
3/2 <del>3/01</del>	Veggie Tales	TMYK/Self-Esteem	ZNBC6127	:10
3/2 <del>3/01</del>	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
3/2 <del>3/01</del>	Jane and the Dragon	TMYK/Nutrition and Physical Activity	ZNBC6146	:10
3/2 <del>3/01</del>	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/01	Law & Order: CI 8PM	TMYK/Diversity	ZNBC7110	:10
3/04	The Biggest Loser	TMYK/Nutrition and Physical Activity	ZNBC7102	:10
3/05	Law & Order CI 8PM	TMYK/Environment	ZNBC7115	:10
3/07	Dateline	TMYK/Environment	ZNBC7109	:10
3/08	Jacob Two - Two	TMYK/Reading	ZNBC7113	:10
3/08	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10
3/08	Dragon	TMYK/Environment	ZNBC7109	:10
3/08	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/08	My Friend Rabbit	TMYK/Internet Safety	ZNBC7124	:10
3/08	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
3/08	3-2-1 Penguins!	TMYK/Environment	ZNBC7114	:10
3/08	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
3/08	Veggie Tales	TMYK/Nutrition and Physical Activity	ZNBC7102	:10
3/08	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
3/08	Jane and the Dragon	TMYK/Violence Prevention	ZNBC7103	:10
3/08	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10

3/08	Law & Order: CI 8PM	TMYK/Environment	ZNBC7108	:10
3/09	Outrageous Moments	TMYK/Diversity	ZNBC7110	:10
3/11	The Biggest Loser	TMYK/Reading	ZNBC7113	:10
3/15	Jacob Two - Two	TMYK/Environment	ZNBC7126	:10
3/15	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10
3/15	Dragon	TMYK/Diversity	ZNBC7138	:10
3/15	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/15	My Friend Rabbit	TMYK/Nutrition and Physical Activity	ZNBC7102	:10
3/15	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
3/15	3-2-1 Penguins!	TMYK/Environment	ZNBC7115	:10
3/15	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
3/15	Veggie Tales	TMYK/Internet Safety	ZNBC7124	:10
3/15	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
3/15	Jane and the Dragon	TMYK/Reading	ZNBC7113	:10
3/15	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/18	The Biggest Loser	TMYK/Environment	ZNBC7133	:10
3/22	Jacob Two - Two	TMYK/Diversity	ZNBC7138	:10
3/22	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10
3/22	Dragon	TMYK/Nutrition and Physical Activity	ZNBC7102	:10
3/22	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/22	My Friend Rabbit	TMYK/Environment	ZNBC7137	:10
3/22	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
<del>3/22</del>	3-2-1 Penguins!	TMYK/Reading	ZNBC7113	:10
<del>3/22</del>	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
<del>3/22</del>	Veggie Tales	TMYK/Violence Prevention	ZNBC7103	:10
<del>3/22</del>	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
<del>3/22</del>	Jane and the Dragon	TMYK/Environment	ZNBC7115	:10
<del>3/22</del>	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/23	Dateline	TMYK/Environment	ZNBC7108	:10
3/25	The Biggest Loser	TMYK/Nutrition and Physical Activity	ZNBC7102	:10
3/28	Dateline	TMYK/Internet Safety	ZNBC7127	:10
3/29	Jacob Two - Two	TMYK/Reading	ZNBC7113	:10

3/23 ~~3/22~~  
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3/29	Jacob Two - Two	Ad Council/Small Step/NFL	XNPI252920	:10
3/29	Dragon	TMYK/Environment	ZNBC7109	:10
3/29	Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/29	My Friend Rabbit	TMYK/Diversity	ZNBC7110	:10
3/29	My Friend Rabbit	Ad Council/Small Step/NFL	XNPI252920	:10
3/29	3-2-1 Penguins!	TMYK/Environment	ZNBC7133	:10
3/29	3-2-1 Penguins!	Ad Council/Small Step/NFL	XNPI252920	:10
3/29	Veggie Tales	TMYK/Internet Safety	ZNBC7124	:10
3/29	Veggie Tales	Ad Council/Small Step/NFL	XNPI252920	:10
3/29	Jane and the Dragon	TMYK/Nutrition and Physical Activity	ZNBC7102	:10
3/29	Jane and the Dragon	Ad Council/Small Step/NFL	XNPI252920	:10
3/29	Law & Order: CI 8PM	TMYK/Environment	ZNBC7108	:10

## **NBC NETWORK NON-BROADCAST EFFORTS**

**January – March 2008**

### **THE MORE YOU KNOW WEBSITE**

"The More You Know's" comprehensive website ([themoreyouknow.com](http://themoreyouknow.com)) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, press releases, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.

**Campaign Detail Schedule from 01/01/2008 to 03/31/2008**

Day	Part	Air Date	Time	Network	Show Title	Promo Id	Promo Title	Type	Hit Time
FRI	P	01/04/2008	08:00PM	NBC	1 VS 100	010G831QUB110	QUBO	Promo	08:09PM
FRI	P	01/04/2008	09:00PM	NBC	FRIDAY NIGHT	010G831QUB110	QUBO	Promo	09:37PM
FRI	P	01/11/2008	08:00PM	NBC	1 VS 100	010G831QUB110	QUBO	Promo	08:11PM
FRI	P	01/11/2008	09:00PM	NBC	FRIDAY NIGHT	010G831QUB110	QUBO	Promo	09:06PM
FRI	P	01/18/2008	08:00PM	NBC	1 VS 100	010G831QUB110	QUBO	Promo	08:11PM
FRI	P	01/18/2008	09:00PM	NBC	FRIDAY NIGHT	010G831QUB110	QUBO	Promo	09:07PM
FRI	P	01/25/2008	08:00PM	NBC	1 VS 100	010G831QUB110	QUBO	Promo	08:49PM
FRI	P	02/01/2008	08:00PM	NBC	1 VS 100	010G831QUB110	QUBO	Promo	08:18PM
FRI	P	02/08/2008	08:00PM	NBC	1 VS 100	010G831QUB110	QUBO	Promo	08:16PM
FRI	P	02/08/2008	09:00PM	NBC	FRIDAY NIGHT	010G831QUB110	QUBO	Promo	09:16PM
FRI	P	02/15/2008	08:00PM	NBC	1 VS 100	010G831QUB110	QUBO	Promo	08:06PM
FRI	P	02/15/2008	09:00PM	NBC	LAS VEGAS	010G831QUB110	QUBO	Promo	09:10PM
FRI	P	02/22/2008	08:00PM	NBC	1 VS 100	010G831QUB110	QUBO	Promo	08:20PM
FRI	P	02/22/2008	09:00PM	NBC	AMNESIA	010G831QUB110	QUBO	Promo	09:20PM
FRI	P	02/29/2008	08:00PM	NBC	AMNESIA	010G831QUB110	QUBO	Promo	08:51PM
FRI	P	02/29/2008	09:00PM	NBC	DATELINE NBC	010G831QUB110	QUBO	Promo	09:40PM
FRI	P	03/07/2008	08:00PM	NBC	AMNESIA	010G831QUB110	QUBO	Promo	08:20PM
FRI	P	03/07/2008	09:00PM	NBC	DATELINE NBC	010G831QUB110	QUBO	Promo	09:24PM
FRI	P	03/14/2008	08:00PM	NBC	AMNESIA	010G831QUB110	QUBO	Promo	08:26PM
FRI	P	03/21/2008	08:00PM	NBC	AMNESIA	010G831QUB110	QUBO	Promo	08:22PM
FRI	P	03/21/2008	09:00PM	NBC	DATELINE NBC	010G831QUB110	QUBO	Promo	09:33PM
FRI	P	03/28/2008	08:00PM	NBC	AMNESIA	010G831QUB110	QUBO	Promo	08:14PM
FRI	P	03/28/2008	09:00PM	NBC	DATELINE NBC	010G831QUB110	QUBO	Promo	09:26PM
<b>Count:</b>								<b>23.00</b>	

**NON-COMMERCIAL INTERSTITIALS AIRED BETWEEN JANUARY 1-MARCH 31, 2008**

No Non-Commercial Interstitials were aired in this period.