

## 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:** December 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:** 4th 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* and each weekend on *12 News Weekend Today*.

Quarterly, KPNX sponsors a phone bank which is promoted during our 1:00PM, 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:** 4th Quarter, 2008

**PROGRAM TITLE:** Arizona's Children

**DESCRIPTION:** KPNX airs a weekly feature, airing every Thursday @ 5pm, 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:** 4th 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/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Health Issues  
**PERIOD:** 4th 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:** 4<sup>th</sup> Quarter, 2008  
October 19, 20, 21, 23, 24 and November 24

**PROGRAM TITLE:** Playing Hurt  
12 News @ 10PM

**DESCRIPTION:** The 12 News stories profiled the number of injuries that young high school women sustain while playing sports and the degree with which many of these young women “play with pain”. Doctors talk about the impact it has on the athletes later in life.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Health Issues  
**PERIOD:** 4<sup>th</sup> Quarter, 2008  
Sunday, October 28

**PROGRAM TITLE:** Breast Cancer: The Real Life Stories  
11:00am – 1:00pm

**DESCRIPTION:** KPNX aired four 30-minutes specials that specifically focused on survivors and how they managed to hold it all together. These specials contained compelling and touching interviews with dozens of women and the stories were told through their eyes and the eyes of their families.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Education  
**PERIOD:** 4th Quarter, 2008

**PROGRAM TITLE:** School Solutions  
Wednesday thru Friday, October thru November, 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  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Social Issues  
**PERIOD:** 4th Quarter, 2008

**PROGRAM TITLE:** Call 12 For Action  
Monday thru Sunday; October thru December, 2007  
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. Once a month Call 12 sponsors a phone bank manned by Valley attorneys who answer viewer questions regarding a variety of consumer issues.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Social Issues  
**PERIOD:** 4th Quarter, 2008

**PROGRAM TITLE:** Healthcare Nightmares  
October 28 thru October 30  
12 News @ 10PM

**DESCRIPTION:** 12 News reports dealt with how healthcare facilities and insurance companies improperly charge patients and then create bureaucratic nightmares for people trying to get reimbursed.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Economic  
**PERIOD:** 4th Quarter, 2008

**PROGRAM TITLE:** Housing Market Crisis/Boom and Bust  
October thru December  
12 News Evening Edition at 6pm

**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, as well as warnings regarding the various forms of fraud and fast 'buck' schemes which are adding to the Valley's real estate problems.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Economic  
**PERIOD:** 4th Quarter, 2008  
October 22, 29 and November 5, 12  
12 News Early Edition at 6pm

**PROGRAM TITLE:** Budget Challenge

**DESCRIPTION:** Call 12 reporter, Rick DeBruhl, profiles families who are changing their lifestyles in order to save money. In most cases, it's simple things anyone can do..

## TELEVISION QUARTERLY ISSUES

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

**ISSUE:** Government  
**PERIOD:** 4th Quarter, 2008

**PROGRAM TITLE:** Decision 2008  
Aired various days October thru December, 2008  
12 News at 5pm, 6pm and 10pm

**DESCRIPTION:** KPNX remains committed to covering the 2008 Presidential election. Coverage included visits by candidates McCain and Obama during this reporting cycle. Concentration on the issues which directly affect Arizona – in this care the war in Iraq, immigration and the crisis in the housing market. 12 News also covered congressional, State and local rates. The Sunday morning program, “Sunday Square Off”, hosted debates for the contested 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> congressional races, as well as Maricopa County Sherriff. 12 News also profiled Valley voters and their families on what is important in their lives and which candidate would best address their needs. On election evening, KPNX dedicated 7/12 hours to local election coverage.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Diversity  
**PERIOD:** 4th Quarter, 2008

**PROGRAM TITLE:** Black in Arizona  
October 28 and October 30  
12 News Evening Edition @ 6pm

**DESCRIPTION:** 12 News profiled successful Black businessmen, politicians and judges - how they look at the world and what they think of the possibility that Barak Obama may be the next president.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Transportation  
**PERIOD:** 4th Quarter, 2008

**PROGRAM TITLE:** Light Rail  
December – 12 News Early Edition at 4:30pm and  
12 News Early Edition at 5:00pm.

**DESCRIPTION:** After six years of construction and 1.4 billion dollars later, the City of Phoenix has its own light rail system. 12 News covered everything you want and need to know about the light rail.



## 2008 4<sup>th</sup> Qtr

### October

Station partnered with The Cesar Chavez Foundation for the second annual Educating the Heart walk. *12 News Weekend Today* broadcast weather live at the event. Caribe Devine, weather anchor, hosted the awards ceremony.

As part of our Buddy Check 12 partnership we partnered with Susan G. Komen for the Cure for the Komen Phoenix Race for the Cure. All main anchors were involved with the event. The station broadcast live from the Race course for two hours interviewing survivors and community leaders about breast cancer and the need to eradicate the disease. During the two - hour broadcast the station also conducted a phone bank to raise additional funds for the non-profit. Station had a follow up story during *12 News at 10 pm*.

We facilitated Breast Cancer Awareness Day with the City of Phoenix on behalf of the Phoenix Affiliate of the Susan G. Komen for the Cure. Mayor Phil Gordon issued the proclamation and pledged his support to the cause. Covered the event during the day while discussing Komen Phoenix Race for the Cure.

Station partnered The Esperanza Awards dinner in conjunction with Chicanos Por La Causa, Inc. The dinner honors 8 Latino teachers who have made significant contributions to the community. Hosted by Melissa Gonzalo, reporter/anchor.

12 News held an adoption phone bank with AASK as part of our Wednesday's Child franchise on October 27. Adoption and foster care experts received dozens of calls from potential adoptive parents.

12 News honored the Association for Supportive Child Care as part of **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of October promoting volunteer efforts available at the Association for Supportive Child Care.

12 News held its monthly School Solutions phone bank as part of our School Solutions franchise on October 16 during *12 News Today*. Education experts received dozens of calls with education questions from students/parents.

## November

Station partnered with the Hispanic Chamber of Commerce for their annual Datos breakfast. Event gives an overview of the Hispanic population in the Valley. Hosted by James Quiñones, weather anchor.

Station partnered with a local recycling company and Attorney General's Offices and offered a free day for people to bring their old important papers that needed to be recycled. Call 12 for Action talked about the dangers of identity theft. Station broadcast live from the 12 News Shred-a-thon throughout the day.

12 News Carve – Off is a fun contest held at the St. Vincent de Paul Dining Hall in downtown Phoenix. Designed to raise awareness of the hunger need and for the station's turkey drive the next day. Station was live during *12 News Evening Edition* 4:30 pm, 5 pm and 6 pm. 12 News Sports Anchor Kevin Hunt hosted the festivities.

Station partnered with Bashas' and Food City grocery stores and St. Vincent de Paul for 12 News Turkey Tuesday. Encouraged viewers to donate turkeys to help feed the hungry. Raised more than 26,000 turkeys and is considered the largest one-day turkey drive in the country. Station was live at a Bashas' store during every newscast and live program encouraging people to donate to the drive. 12 Sports Reporter Bruce Cooper and Weather Anchor James Quiñones participated in a fun "challenge" held in the afternoon.

As part of our Buddy Check 12 commitment, the station sponsored The Breast Cancer 3-Day in conjunction with Susan G. Komen for the Cure. *Arizona Midday* did a segment on the event. *12 News Weekend Today* was live during the event kick-off. *12 News at 10 pm* covered the conclusion.

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 November 19. 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.

Station partnered with local McDonald's owner located in south central Phoenix for annual Thanksgiving Breakfast. Nearly 4,000 free breakfasts were provided to underprivileged people. Station had segment on *Arizona Midday* prior to the event and aired story about event during *12 News at 10 pm* on Thanksgiving.

12 News honored Bridging AZ Furniture Bank as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of November promoting volunteer efforts available at Bridging AZ Furniture Bank.

12 News held its monthly School Solutions phone bank as part of our School Solutions franchise on November 20 during *12 News Today*. Education experts received dozens of calls with education questions from students/parents.

## December

Station partners with the Arizona Republic for the annual Holiday Lights project which showcases some of the Valley's most beautiful light displays.

12 News, The Arizona Republic and the Gannett Foundation launched our annual holiday giving campaign, "Season for Sharing." It's estimated that when the campaign concludes in mid-January, nearly \$3 million will be raised! Since 1993, SFS has now generated nearly \$38 million for the state's most vulnerable residents. Contributions to Season for Sharing are matched 50 cents on the dollar by the Gannett Foundation, until the campaign reaches \$800,000 with 100 percent of donations distributed; all administrative and fund-raising costs are paid by The Arizona Republic and 12 News.

Station partnered with United Blood Services for a week long blood drive during the last week of the year. *12 News Today* and *Arizona Midday* featured segments prior to the event. *12 News Evening Edition 5 pm* aired two pieces talking about the need for blood during the week of the event. *12 News @ 10m* showed footage of people donating blood from a mall.

12 News honored the Helping Hands Housing Services as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of December promoting volunteer efforts available at Helping Hands Housing Services.

12 News held its monthly School Solutions phone bank as part of our School Solutions franchise on December 18 during *12 News Today*. Education experts received dozens of calls with education questions from students/parents.

## Fourth Quarter FCC Report

Prepared 1/08/09

### October 2008

10x	3 –Day Breast Cancer Walk promos encourage viewers to participate in this fundraising event to fight breast cancer	Health
66x	Buddy Check 12 campaign encourages women do breast-self exams	Health
41x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
97x	Friday Night Fever promotes high school football coverage	Families
147x	Race for the Cure campaign encourages viewers to sign up for the Race which raises money for breast cancer research and awareness	Health
107x	Teen Driving Clinic spot offers behind-the-wheel driving instruction for teens teaching necessary skills in accident, avoidance and defensive driving	Safety
11x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
132x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

## November 2008

2x	3 –Day Breast Cancer Walk promos encourage viewers to participate in this fundraising event to fight breast cancer	Health
31x	12 News Shred-a-thon is a one day event that encourages people to shred documents, free charge	Safety
69x	Buddy Check 12 campaign encourages women do breast-self exams	Health
32x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
54x	Friday Night Fever spots promotes high school football	Community/ Family
60x	Teen Driving Clinic spot offers behind-the-wheel driving instruction For teens teaching necessary skills in accident, avoidance and defensive driving	Safety
77x	Turkey Tuesday promos soliciting turkeys for St. Vincent de Paul Society food bank	Community
19x	Season for Sharing campaign raises funds for local charities	Community
10x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
197x	Multitude of public service announcements dealing with health, safety drunk driving, drug abuse, children and television viewer discretion	Multi Issue

## December 2008

44x	Buddy Check 12 campaign encourages women do breast-self exams	Health
39x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
11x	Friday Night Fever spot promotes high school football	Community/ Family
325x	Season for Sharing campaign raises funds for local charities	Community
29x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
189x	Multitude of public service announcements dealing with health, safety drunk driving, drug abuse, children, family and elderly issues	Multi Issue

**For 4th Quarter 2008**

**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**

**October-December 2008**

**THERE WAS NO OTHER PROGRAMMING FOR 4TH QUARTER 2008 THAT CONTRIBUTED, AS  
PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATION AND INFORMATIONAL  
NEEDS OF CHILDREN 16 AND UNDER.**

**Community Relations Quarterly Report  
4th 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

On October 4, anchor Kim Covington emceed the 12<sup>th</sup> Annual Back to School Clothing Drive Dinner and Auction. The Back to School charity provides school outfits and uniforms, backpacks and school supplies to about 15,000 disadvantaged children from around the Valley each year. There were over 500 attendees at the dinner and on October 29 emceed the 10<sup>th</sup> Annual Through the Eyes of a Child luncheon benefitting The Children's Action Alliance. The Children's Action Alliance is a non-profit, non-partisan research, education and advocacy organization dedicated to promoting the well-being of Arizona's children and families. The luncheon was attended by 526 people.

On October 22, consumer reporter Rick DeBruhl presented a consumer informational presentation to approximately 20 youth from the Home Base Youth Services Group. This organization addresses the growing needs of at-risk and homeless youth age 21 and younger and provides them with solutions to emotional, physical and mental neglect, and on October 29, emceed the Crisis Nursery's 5<sup>th</sup> Annual Breaking the Cycle Luncheon. The luncheon benefitted Crisis Nursery, whose mission is to break the cycle of child abuse and neglect by providing protection, support and opportunities to troubled families and their children. The luncheon had 650 attendees.

On October 25, anchor Tram Mai emceed the Celebrate Fashion Show and Dinner benefitting the Arizona Children's Association. The Arizona Children's Association is one of the largest non-profit agencies in Arizona to offer foster care, adoption, behavioral health, prevention programs, and other child welfare services. The event had 300 attendees.

On November 7, reporter Melissa Blasius was a guest speaker at the at the Arizona Fire and Burn Educators Association's Fire and Life Safety Conference. The discussion focused on Public Information Officers and journalists. There were 40 attendees at the discussion.

On November 17, anchor Joe Dana emceed the Youth at Risk Annual Community Breakfast honoring Sandra Day O'Connor. Phoenix Youth at Risk transforms the lives of at-risk youth through mentoring. The breakfast had 360 attendees.

Midday segment featuring fun ways to keep your children busy during summer vacation.

Midday segment featuring information on the Phoenix Library's reading program, a free and easy way to help parents encourage their children to continue learning.

Midday segment with the Association of Supportive Child Care; discusses "Phone a Friend" program. (Description - every day, many children have to go home to an empty house while their parents work. This program is giving them a place to turn when they need help with homework, or just someone to talk to.

Midday segment discusses kids gearing up for a fun night of trick or treating, with tips for parents to make sure it is not only fun but safe.

Midday held a phone bank with AASK. Adoption and foster care experts received dozens of calls with good interest.

Midday segment with KDKB Radio and United Firefighters Association discussing Annual Coat drive to collect coats for needy Valley children.

Midday segment with Save The Family Foundation whose mission is to help children in homeless families by treating the whole family with programs to break the negative cycles of poverty, abuse, and homelessness and to strengthen the Valley's communities by facilitating the transition of families to financial and emotional self-sufficiency.

<p>* <b>CRIME/VIOLENCE</b> Domestic violence; Juvenile crime; Increased violent crimes by gangs; transients; animal cruelty; auto theft; neighborhood policing/community pride; police brutality; victims' rights; terrorist attacks</p>
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On October 1, anchor Mark Curtis participated in the Men's Anti-Violence Network County Attorney Candidate Forum in downtown Phoenix. This forum consisted of an emphasis in violence prevention and leadership development in Arizona. There were over 100 attendees.

On November 12, Anchor Lin Sue Cooney emceed the Arizona Foundation for Women 12<sup>th</sup> Annual Sandra Day O'Connor Luncheon. The Arizona Foundation for Women invests in and promotes innovative solutions to fulfill the unmet needs of Arizona's women and children. There were 563 attendees at the luncheon.

Midday Segment that discusses National Domestic Violence Awareness with tips on how to make our teens aware of the issue and why it is important to educate kids about healthy, safe relationships.

Midday segment with Police Detective Cindy Scott with tips how to be safe this Christmas season as more and more people are at the malls shopping - more criminals are out too.

Midday Segment with Chrysalis Domestic Violence Shelters discusses the two residential crisis shelters they operate - located in Scottsdale and Phoenix. Combined they can house up to 50 women and children at once. During their stay (up to 120 days) clients receive individual and group counseling and case management. Assistance with job development, housing and financial referrals, medical services, parenting information, etc. is provided based on the needs of the individual. Counseling is provided to children living in shelter. There is a full time child therapist on site at each shelter who sees each child once a week.

\* **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.

On October 23, weather anchor James Quiñones emceed the 12 Who Care Luncheon which was attended by representatives from the six different agencies honored. The 12 Who Care program recognizes non-profit agencies doing extraordinary work in the community, encouraging others to volunteer to further their mission. There were 50 attendees at the luncheon.

On November 6, anchor Mark Curtis emceed the St. Vincent De Paul Annual Breakfast. The Society of St. Vincent de Paul has been serving homeless and economically disadvantaged populations since 1946 through home visits, shelter, food assistance, employment services, thrift stores and outreach programs. The breakfast had 1,123 attendees.

\* **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.

On October 4, weekend anchor Joe Dana emceed the Third Annual Casino Fundraiser benefitting the Center for Cancer and Blood Disorders at Phoenix Children's Hospital. The Center for Cancer and Blood Disorders at Phoenix Children's Hospital provides complete care for children diagnosed with malignancies and/or life threatening hematologic diseases. The event had 250 guests; and on October 25, participated in the 11<sup>th</sup> Annual Banner of Hope Luncheon and Fashion Show. Banner of Hope is a non-profit organization dedicated to educating women and their loved ones about breast health and treatment options when facing breast cancer. The show had more than 400 people and included a model who was a breast cancer survivor.

On October 8, anchors Lin Sue Cooney, Mark Curtis, Caribe Devine, Kim Covington, Fay Fredricks, Scott Light, Tram Mai, James Quiñones and Sarah Walters participated in the Susan G. Komen Race for the Cure. Funds raised at the Phoenix Race support a variety of breast cancer research and community-based outreach programs. It is the largest 5k event in Arizona with approximately 33,000 participants this year.

On November 2, anchor Mark Curtis was the Master of Ceremonies at the 3<sup>rd</sup> Annual Step-N-Out Run/Walk for Pancreatic Cancer Research at TGen. The mission of the TGen Foundation is to positively impact the lives of patients and their families. We do this by raising funds that accelerate TGen's efforts to make and translate genomic discoveries into advances in human health. There were 480 race participants.

On November 14, anchor Fay Fredricks emceed the First Ladies Luncheon benefitting Project C.U.R.E. The mission of Project C.U.R.E is to identify, solicit, collect, sort and deliver medical supplies and services according to the imperative needs of the world. There were approximately 1,000 attendees at the luncheon.

On December 14, Arizona Midday Host Destry Jetton emceed the 14<sup>th</sup> Annual Poinsettia Tea benefitting the Beatitudes Center DOAR. Beatitudes Center DOAR is an interfaith organization dedicated to assisting homebound adults, family caregivers, grandparents raising grandchildren and congregational health programs. There were 569 attendees at the tea.

Midday segment with breast cancer survivor, Melody Spencer, explains how she continued to work during treatment and was very open and honest about her experience and why this is so important! She's also an avid volunteer for Susan G. Komen and discusses the opportunities available for community members.

Midday Segment discusses tips for the cold and flu season. Who should get the flu shot and when and which type of vaccine is best and what are some common misconceptions about the flu vaccine?

Midday Segment discusses new hope in Alzheimer's disease with Dr. Stephen Flitman, Medical Director, Xenoscience.

Midday Segment discusses fund raising event - A McNight to Remember for Ronald McDonald House Charities of Phoenix. Ronald McDonald House provides a home-away-from home for families with children needing medical care, often life-saving, at Phoenix area hospitals.

Midday segment discusses Pink 365, a Breast Cancer Awareness Campaign targeting Latina and African American women. The goal of the campaign is to offer free mammograms to uninsured women over 40.

Midday segment with Roseanna Robinson Norman of TGen's National Pancreatic Cancer Committee discusses the Step N Out walk for pancreatic cancer research. Roseanna lost her husband, Michael Norman, to pancreatic cancer within seven short weeks of his complaining of what initially began as back pain.

Midday Segment with Arizona Helping Hands, Inc. AHH works to empower Arizona families in order to help them make their children's dreams come true. Through volunteer-based services, they assist underprivileged and struggling families by means of financial assistance, mentoring, healthcare, educational, nutritional, holiday and emergency programs. They strive to improve the quality of life in Arizona by making a difference one child, one dream, and one family at a time.

Midday held a phone bank with Davita Camelback Dialysis to answer questions on home hemodialysis which helps thousands of people in the Valley who are affected by kidney problems.

Consumer segment on Midday talks about Christmas Toys for children that may contain hidden dangers such as medium to high levels of lead, cadmium, arsenic and other chemicals. Lead was found in 20% of toys – some far exceeding the legal standard. The most contaminated category was children's jewelry.

Midday segment with Registered Dietitian Michelle Dudash discussing the new recommendations for Vitamin D and its role in nutrition for children and adults.

Midday held a phone bank with Cigna Medicare Staff to answer questions about healthcare needs and medical plans that are available.

Midday segment with United Blood Services of Arizona discussing their annual blood services drive.

\* **TRANSPORTATION** 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.

Midday segment of the grand opening of METRO light rail scheduled for Saturday and Sunday, Dec. 27 and 28, with all train rides free until 2009, including New Year's Eve!

\* **SOCIAL ISSUES Affordable** 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.

On November 1, anchor Tram Mai emceed at the fifth annual Old Bags Luncheon benefitting Homeward Bound. Homeward Bound is a transitional housing program for homeless and domestic violence families with children in metropolitan Phoenix. There were 482 attendees at the luncheon.

On November 6, anchor Mark Curtis emceed the "Becoming One" Luncheon benefitting Anytown Arizona. As a catalyst and facilitator of social change, Anytown Arizona provides youth leadership development programs focusing on diversity awareness, social justice, and personal empowerment.

The nation's largest one-day turkey drive, 12 News' Turkey Tuesday, took place on Tuesday, Nov. 25. On this designated Tuesday, nearly 100 Bashas' and Food City stores will collect frozen turkeys and monetary donations for St. Vincent de Paul. Now in its 15th year, 12 News' Turkey Tuesday has become a Thanksgiving tradition for many Arizona families, schools and businesses. From 6 a.m. to 10 p.m. residents were invited to make a frozen turkey or monetary donation at any Bashas' or Food City store in metropolitan Phoenix and northern Arizona. All donations will benefit hungry families just in time for Thanksgiving. According to the Society of St. Vincent de Paul, a local non-profit that cooks and distributes more than 3,000 meals each day to the hungry, turkey donations are the key to meeting an increased demand this year. Day long drive covered in all 12 News newscasts this day.

Season for sharing segment on Arizona Midday – a holiday campaign that raises millions of dollars for Arizonans in need; provides services to low-income families, fresh starts for domestic violence victims and education for under-served children, etc.

\* **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.

On October 9, weekend anchor Syleste Rodriguez participated as a media panelist at the Hispanic Women's Conference Youth Leadership program. The Hispanic Women's Conference focuses on offering Latina high school students the guidance and information necessary to pursue their academic and career goals. There were over 50 high school students in attendance

On October 11, weather anchor Caribe Devine emceed the Awards Ceremony at the Cesar E. Chavez Educating the Heart 5k Run. The mission of the Cesar E. Chavez Foundation is to maximize human potential to improve communities by preserving, promoting, and applying the legacy and universal values of civil rights leader, Cesar E. Chavez. The race had 270 participants.

On October 23, anchor Melissa Gonzalo emceed the 10<sup>th</sup> Annual Esperanza Latino Teachers Awards in conjunction with Chicanos Por La Causa (CPLC). CPLC's goal has been to promote the well-being of Arizona's socially and economically deprived communities. The event had over 500 attendees.

On October 29, weather anchor James Quiñones participated in the 2008 Arizona Hispanic Chamber of Commerce Golf Tournament.

On November 12, weather anchor James Quiñones emceed the 13<sup>th</sup> annual Arizona Hispanic Chamber of Commerce DATOS breakfast presentation.

On November 13, anchor Mark Curtis emceed the American Jewish Committee Human Relations Awards Dinner. The Arizona Chapter of the AJC is a proactive force in the local Jewish Community, fostering an intelligent and rational approach to the issues that challenge the Jewish people and America's democratic institutions. There were 350 guests at the dinner.

On November 18, anchor Syleste Rodriguez was a panelist for the ALMA event, "Latinos and the News: Covering a Rapidly Changing America" during the Walter Cronkite School of Journalism and Mass Communication open house week. There were 100 people in attendance.

On November 19, News Director Mark Casey participated in the Hispanic Leadership Institute Panel on media. There were 25 attendees at the discussion.

On December 17, weather anchor James Quiñones was the Master of Ceremonies at the Hispanic Leadership Institute-West Graduation Ceremony. The Hispanic Leadership Institute promotes the individual development of Hispanics for increased participation in leadership roles and serves as a principal education and networking resource for expertise and advocacy on leadership issues affecting Latino communities. There were 17 members in the graduating class.

On December 22, anchor Brahm Resnik participated in the Valley of the Sun Jewish Community Center and Jewish Federation of Greater Phoenix's Latke Stacking Challenge. There were around 200 people in attendance.

Midday segment discusses the Latina Power Expo and the scholarships they fund.

Midday segment discusses Pink 365, a Breast Cancer Awareness Campaign targeting Latina and African American women. The goal of the campaign is to offer free mammograms to uninsured women over 40.

**\* 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

On October 2, anchor Lin Sue Cooney participated as guest reader to students, faculty and administration at Kiva Elementary for Jump Start Read for the Record Week. The Jump Start Read for the Record is a campaign designed to bring attention to early education where children and adults read together to break the world record for the largest shared reading experience in history. The event was attended by 105 individuals.

On November 1, anchor Kim Covington emceed the Arizona Dream Builder Dinner benefitting the Arizona Dream Builder Foundation. The mission of the Arizona Dream Builder Foundation is to provide educational opportunities to youth in Arizona who show promise to the tenets of Dr. King and other great leaders. There were 246 attendees at the dinner. Also on November 1, Kim Covington judged a Teen Oratorical Contest for the Jack and Jill Far West Region Southern

Cluster Conf in Phoenix. Jack and Jill of America, Inc. is a family organization that provides cultural, social, civic and recreational activities that stimulate and expand the mind to enhance life. There were 250 people in attendance.

On November 8, anchor Fay Fredericks emceed the Celebrate the Success- Meet the Moms dinner presented by Helping Hands for Single Moms. The mission of Helping Hands is to assist single moms in obtaining a college education and financial independence. 250 people attended the dinner.

On November 24, anchor Joe Dana emceed the 15<sup>th</sup> Annual Kilts for Kids Golf Tournament benefitting the Arizona Literacy & Learning Center (ALLC). The ALLC provides comprehensive research based screenings, diagnosis, and treatment for individuals with speech/language, auditory processing disorders and reading disabilities.

Midday segment discusses Meet the Moms fundraising event. The event will celebrate the success of single moms who are overcoming challenges to attend college.

Midday segment with 12 News Teen Driving Clinic – a program that helps young drivers learn the rules of the road.

**Network Public Service Schedule October 2008 (PSAs Targeted to Children 16 and Under)**

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	PRODUCT TITLE	TOPIC
MY FRND RB	10/4/2008	9:44:06	0:30	QPSAKPE001	PS		AD COUNCIL
MY FRND RB	10/4/2008	9:56:18	0:20	XNPI252920	PS		AD COUNCIL
MY FRND RB	10/4/2008	9:56:38	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE	10/4/2008	10:27:03	0:20	XNPI252920	PS		AD COUNCIL
JANE	10/4/2008	10:27:23	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
ZULA PTRL	10/4/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULA PTRL	10/4/2008	10:57:08	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
321 PNGNS	10/4/2008	11:26:48	0:20	XNPI252920	PS		AD COUNCIL
321 PNGNS	10/4/2008	11:27:08	0:10	ZNBC7138H	PS	MYK/MORE KNOW	DIVERSITY
VEGGIE	10/4/2008	11:56:47	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	10/4/2008	11:57:07	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
TURBO DOGS	10/4/2008	12:14:06	0:30	QPSRIF003	PS		AD COUNCIL
TURBO DOGS	10/4/2008	12:26:48	0:20	XNPI252920	PS		AD COUNCIL
TURBO DOGS	10/4/2008	12:27:08	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
CHUCK	10/6/2008	20:55:28	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
KNIGHT R	10/8/2008	20:54:09	0:10	ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE	10/11/2008	10:27:05	0:20	XNPI252920	PS		AD COUNCIL
JANE	10/11/2008	10:27:25	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
ZULA PTRL	10/11/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULA PTRL	10/11/2008	10:57:08	0:10	ZNBC7133H	PS	MYK/MORE KNOW	ENVIRONMENT
321 PNGNS	10/11/2008	11:26:48	0:20	XNPI252920	PS		AD COUNCIL
321 PNGNS	10/11/2008	11:27:08	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
VEGGIE	10/11/2008	11:41:32	0:30	QPSRIF003	PS		AD COUNCIL
VEGGIE	10/11/2008	11:56:45	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	10/11/2008	11:57:05	0:10	ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
TURBO DOGS	10/11/2008	12:26:48	0:20	XNPI252920	PS		AD COUNCIL
TURBO DOGS	10/11/2008	12:27:08	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
MY FRND RB	10/11/2008	12:44:06	0:30	QPSAKPE001	PS		AD COUNCIL
MY FRND RB	10/11/2008	12:56:18	0:20	XNPI252920	PS		AD COUNCIL
MY FRND RB	10/11/2008	12:56:38	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
MACY*S	10/11/2008	20:54:45	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
CHUCK	10/13/2008	20:50:54	0:10	ZNBC7118H	PS	MYK/MORE KNOW	NUTRITION & PHYSICAL A
KNIGHT R	10/15/2008	20:49:00	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
CRUSOE	10/17/2008	21:59:15	0:10	ZNBC7133H	PS	MYK/MORE KNOW	ENVIRONMENT
JANE	10/18/2008	10:27:02	0:20	XNPI252920	PS		AD COUNCIL
JANE	10/18/2008	10:27:22	0:10	ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFETY
ZULA PTRL	10/18/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL
ZULA PTRL	10/18/2008	10:57:08	0:10	ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
321 PNGNS	10/18/2008	11:26:48	0:20	XNPI252920	PS		AD COUNCIL
321 PNGNS	10/18/2008	11:27:08	0:10	ZNBC7114H	PS	MYK/MORE KNOW	ENVIRONMENT
VEGGIE	10/18/2008	11:44:10	0:30	QPSRIF003	PS		AD COUNCIL
VEGGIE	10/18/2008	11:56:41	0:20	XNPI252920	PS		AD COUNCIL
VEGGIE	10/18/2008	11:57:01	0:10	ZNBC7138H	PS	MYK/MORE KNOW	DIVERSITY
TURBO DOGS	10/18/2008	12:26:48	0:20	XNPI252920	PS		AD COUNCIL
TURBO DOGS	10/18/2008	12:27:08	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
MY FRND RB	10/18/2008	12:44:06	0:30	QPSAKPE001	PS		AD COUNCIL
MY FRND RB	10/18/2008	12:56:18	0:20	XNPI252920	PS		AD COUNCIL
MY FRND RB	10/18/2008	12:56:38	0:10	ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
CHUCK	10/20/2008	20:53:10	0:10	ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
KNIGHT R	10/22/2008	20:50:19	0:10	ZNBC7103H	PS	MYK/MORE KNOW	VIOLENCE PREVENTION
JANE	10/25/2008	10:27:03	0:20	XNPI252920	PS		AD COUNCIL
JANE	10/25/2008	10:27:23	0:10	ZNBC7113H	PS	MYK/MORE KNOW	READING
ZULA PTRL	10/25/2008	10:56:48	0:20	XNPI252920	PS		AD COUNCIL

ZULA PTRL	10/25/2008	10:57:08	0:10 ZNBC7137H	PS	MYK/MORE KNOW	ENVIRONMENT
321 PNGNS	10/25/2008	11:26:48	0:20 XNPI252920	PS		AD COUNCIL
321 PNGNS	10/25/2008	11:27:08	0:10 ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
VEGGIE	10/25/2008	11:44:47	0:30 QPSAKPE001	PS		AD COUNCIL
VEGGIE	10/25/2008	11:56:41	0:20 XNPI252920	PS		AD COUNCIL
VEGGIE	10/25/2008	11:57:01	0:10 ZNBC7108H	PS	MYK/MORE KNOW	ENVIRONMENT
TURBO DOGS	10/25/2008	12:26:48	0:20 XNPI252920	PS		AD COUNCIL
TURBO DOGS	10/25/2008	12:27:08	0:10 ZNBC7124H	PS	MYK/MORE KNOW	INTERNET SAFTEY
MY FRND RB	10/25/2008	12:44:06	0:30 QPSRIF003	PS		AD COUNCIL
MY FRND RB	10/25/2008	12:56:18	0:20 XNPI252920	PS		AD COUNCIL
MY FRND RB	10/25/2008	12:56:38	0:10 ZNBC7133H	PS	MYK/MORE KNOW	ENVIRONMENT
SD SKATING	10/25/2008	16:23:14	0:30 ZNBC7301	PS	MYK/MORE KNOW	DIVERSITY
CHUCK	10/27/2008	20:54:05	0:10 ZNBC7110H	PS	MYK/MORE KNOW	DIVERSITY
WE DOND	10/29/2008	21:53:35	0:10 ZNBC7118	PS	TMYK	NUTRITION & PHYSICAL A

**Network Public Service Schedule November 2008 (PSAs Targeted to Children 16 and Under)**

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	PRODUCT TITLE
JANE	11/1/2008	10:27:03	0:20	XNPI252920	PS	NFL
JANE	11/1/2008	10:27:23	0:10	ZNBC7114H	PS	TMYK ENVIRONMENT/LINDA CARDELLINI
ZULA PTRL	11/1/2008	10:56:48	0:20	XNPI252920	PS	NFL
ZULA PTRL	11/1/2008	10:57:08	0:10	ZNBC7124H	PS	TMYK INTERNET SAFETY/NOAH GRAY-CABEY
321 PNGNS	11/1/2008	11:26:48	0:20	XNPI252920	PS	NFL
321 PNGNS	11/1/2008	11:27:08	0:10	ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
VEGGIE	11/1/2008	11:44:27	0:30	QPSAKPE001	PS	KABOOM
VEGGIE	11/1/2008	11:56:40	0:20	XNPI252920	PS	NFL
VEGGIE	11/1/2008	11:57:00	0:10	ZNBC7137H	PS	TMYK ENVIRONMENT/NOAH GRAY-CABEY
TURBO DOGS	11/1/2008	12:26:48	0:20	XNPI252920	PS	NFL
TURBO DOGS	11/1/2008	12:27:08	0:10	ZNBC7113H	PS	TMYK READING/MASI OKA
MY FRND RB	11/1/2008	12:44:06	0:30	QPSRIF003	PS	PSA
MY FRND RB	11/1/2008	12:56:18	0:20	XNPI252920	PS	NFL
MY FRND RB	11/1/2008	12:56:38	0:10	ZNBC7138H	PS	TMYK DIVERSITY/ANN CURRY
JANE	11/8/2008	10:26:48	0:20	XNPI252920	PS	NFL
JANE	11/8/2008	10:27:08	0:10	ZNBC7133H	PS	TMYK ENVIRONMENT/JAMES LESURE
ZULA PTRL	11/8/2008	10:56:48	0:20	XNPI252920	PS	NFL
ZULA PTRL	11/8/2008	10:57:08	0:10	ZNBC7113H	PS	TMYK READING/MASI OKA
321 PNGNS	11/8/2008	11:26:48	0:20	XNPI252920	PS	NFL
321 PNGNS	11/8/2008	11:27:08	0:10	ZNBC7137H	PS	TMYK ENVIRONMENT/NOAH GRAY-CABEY
VEGGIE	11/8/2008	11:45:13	0:30	QPSAKPE001	PS	KABOOM
VEGGIE	11/8/2008	11:56:49	0:20	XNPI252920	PS	NFL
VEGGIE	11/8/2008	11:57:09	0:10	ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
TURBO DOGS	11/8/2008	12:26:48	0:20	XNPI252920	PS	NFL
TURBO DOGS	11/8/2008	12:27:08	0:10	ZNBC7124H	PS	TMYK INTERNET SAFETY/NOAH GRAY-CABEY
MY FRND RB	11/8/2008	12:44:06	0:30	QPSRIF003	PS	PSA
MY FRND RB	11/8/2008	12:56:18	0:20	XNPI252920	PS	NFL
MY FRND RB	11/8/2008	12:56:38	0:10	ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
JANE	11/15/2008	10:27:05	0:20	XNPI252920	PS	NFL
JANE	11/15/2008	10:27:25	0:10	ZNBC7137H	PS	TMYK ENVIRONMENT/NOAH GRAY-CABEY
ZULA PTRL	11/15/2008	10:56:48	0:20	XNPI252920	PS	NFL
ZULA PTRL	11/15/2008	10:57:08	0:10	ZNBC7138H	PS	TMYK DIVERSITY/ANN CURRY
321 PNGNS	11/15/2008	11:26:48	0:20	XNPI252920	PS	NFL
321 PNGNS	11/15/2008	11:27:08	0:10	ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
VEGGIE	11/15/2008	11:42:58	0:30	QPSAKPE001	PS	KABOOM
VEGGIE	11/15/2008	11:56:48	0:20	XNPI252920	PS	NFL
VEGGIE	11/15/2008	11:57:08	0:10	ZNBC7124H	PS	TMYK INTERNET SAFETY/NOAH GRAY-CABEY
TURBO DOGS	11/15/2008	12:26:48	0:20	XNPI252920	PS	NFL
TURBO DOGS	11/15/2008	12:27:08	0:10	ZNBC7113H	PS	TMYK READING/MASI OKA
MY FRND RB	11/15/2008	12:44:06	0:30	QPSRIF003	PS	PSA
MY FRND RB	11/15/2008	12:56:18	0:20	XNPI252920	PS	NFL
MY FRND RB	11/15/2008	12:56:38	0:10	ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
JANE	11/22/2008	10:27:03	0:20	XNPI252920	PS	NFL
JANE	11/22/2008	10:27:23	0:10	ZNBC7113H	PS	TMYK READING/MASI OKA
ZULA PTRL	11/22/2008	10:56:48	0:20	XNPI252920	PS	NFL
ZULA PTRL	11/22/2008	10:57:08	0:10	ZNBC7114H	PS	TMYK ENVIRONMENT/LINDA CARDELLINI

321 PNGNS	11/22/2008	11:26:48	0:20 XNPI252920	PS	NFL
321 PNGNS	11/22/2008	11:27:08	0:10 ZNBC7124H	PS	TMYK INTERNET SAFETY/NOAH GRAY-CABEY
VEGGIE	11/22/2008	11:43:04	0:30 QPSAKPE001	PS	KABOOM
VEGGIE	11/22/2008	11:56:44	0:20 XNPI252920	PS	NFL
VEGGIE	11/22/2008	11:57:04	0:10 ZNBC7133H	PS	TMYK ENVIRONMENT/JAMES LESURE
TURBO DOGS	11/22/2008	12:26:48	0:20 XNPI252920	PS	NFL
TURBO DOGS	11/22/2008	12:27:08	0:10 ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
MY FRND RB	11/22/2008	12:44:06	0:30 QPSRIF003	PS	PSA
MY FRND RB	11/22/2008	12:56:18	0:20 XNPI252920	PS	NFL
MY FRND RB	11/22/2008	12:56:38	0:10 ZNBC7137H	PS	TMYK ENVIRONMENT/NOAH GRAY-CABEY
FD1 MOVIE: MIRACLE 34TH	11/27/2008	15:53:01	0:10 ZNBC7108	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
INCREDIBLE	11/28/2008	20:34:46	0:10 ZNBC7113H	PS	TMYK READING/MASI OKA
JANE	11/29/2008	10:26:48	0:20 XNPI252920	PS	NFL
JANE	11/29/2008	10:27:08	0:10 ZNBC7134H	PS	TMYK ENVIRONMENT/JEREMY SISTO
ZULA PTRL	11/29/2008	10:56:48	0:20 XNPI252920	PS	NFL
ZULA PTRL	11/29/2008	10:57:08	0:10 ZNBC7113H	PS	TMYK READING/MASI OKA
321 PNGNS	11/29/2008	11:26:48	0:20 XNPI252920	PS	NFL
321 PNGNS	11/29/2008	11:27:08	0:10 ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
VEGGIE	11/29/2008	11:43:07	0:30 QPSAKPE001	PS	KABOOM
VEGGIE	11/29/2008	11:56:57	0:20 XNPI252920	PS	NFL
VEGGIE	11/29/2008	11:57:17	0:10 ZNBC7138H	PS	TMYK DIVERSITY/ANN CURRY
TURBO DOGS	11/29/2008	12:26:48	0:20 XNPI252920	PS	NFL
TURBO DOGS	11/29/2008	12:27:08	0:10 ZNBC7133H	PS	TMYK ENVIRONMENT/JAMES LESURE
MY FRND RB	11/29/2008	12:44:06	0:30 QPSRIF003	PS	PSA
MY FRND RB	11/29/2008	12:56:18	0:20 XNPI252920	PS	NFL
MY FRND RB	11/29/2008	12:56:38	0:10 ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY

**Network Public Service Schedule December 2008 (PSAs Targeted to Children 16 and Under)**

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	PRODUCT TITLE
CHUCK	12/1/2008	20:51:27	0:10	ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
JANE	12/6/2008	10:26:48	0:20	XNPI252920	PS	NFL
JANE	12/6/2008	10:27:08	0:10	ZNBC7133H	PS	TMYK ENVIRONMENT/JAMES LESURE
ZULA PTRL	12/6/2008	10:56:48	0:20	XNPI252920	PS	NFL
ZULA PTRL	12/6/2008	10:57:08	0:10	ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
321 PNGNS	12/6/2008	11:26:48	0:20	XNPI252920	PS	NFL
321 PNGNS	12/6/2008	11:27:08	0:10	ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
VEGGIE	12/6/2008	11:44:39	0:30	QPSAKPE001	PS	KABOOM
VEGGIE	12/6/2008	11:56:33	0:20	XNPI252920	PS	NFL
VEGGIE	12/6/2008	11:56:53	0:10	ZNBC7113H	PS	TMYK READING/MASI OKA
TURBO DOGS	12/6/2008	12:26:48	0:20	XNPI252920	PS	NFL
TURBO DOGS	12/6/2008	12:27:08	0:10	ZNBC7114H	PS	TMYK ENVIRONMENT/LINDA CARDELLINI
MY FRND RB	12/6/2008	12:56:18	0:20	XNPI252920	PS	NFL
MY FRND RB	12/6/2008	12:56:38	0:10	ZNBC7116H	PS	TMYK ANTI-PREJUDICE/ANN CURRY
CRUSOE	12/6/2008	20:53:55	0:10	ZNBC7118H	PS	TMYK NUTRITION AND PHYSICAL ACTIVITY/SI
CHUCK	12/8/2008	20:54:02	0:10	ZNBC7114H	PS	TMYK ENVIRONMENT/LINDA CARDELLINI
MACY'S LITTLE SPIRIT	12/10/2008	20:50:28	0:10	ZNBC7118H	PS	TMYK NUTRITION AND PHYSICAL ACTIVITY/SI
XMAS SONGS	12/12/2008	20:52:55	0:10	ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
JANE	12/13/2008	10:26:48	0:20	XNPI252920	PS	NFL
JANE	12/13/2008	10:27:08	0:10	ZNBC7134H	PS	TMYK ENVIRONMENT/JEREMY SISTO
ZULA PTRL	12/13/2008	10:56:48	0:20	XNPI252920	PS	NFL
ZULA PTRL	12/13/2008	10:57:08	0:10	ZNBC7138H	PS	TMYK DIVERSITY/ANN CURRY
321 PNGNS	12/13/2008	11:26:48	0:20	XNPI252920	PS	NFL
321 PNGNS	12/13/2008	11:27:08	0:10	ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
VEGGIE	12/13/2008	11:45:19	0:30	QPSAKPE001	PS	KABOOM
VEGGIE	12/13/2008	11:56:47	0:20	XNPI252920	PS	NFL
VEGGIE	12/13/2008	11:57:07	0:10	ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
TURBO DOGS	12/13/2008	12:26:48	0:20	XNPI252920	PS	NFL
TURBO DOGS	12/13/2008	12:27:08	0:10	ZNBC7118H	PS	TMYK NUTRITION AND PHYSICAL ACTIVITY/SI
MY FRND RB	12/13/2008	12:56:18	0:20	XNPI252920	PS	NFL
MY FRND RB	12/13/2008	12:56:38	0:10	ZNBC7113H	PS	TMYK READING/MASI OKA
CHUCK	12/15/2008	20:55:54	0:10	ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
MUPPETS	12/17/2008	20:53:46	0:10	ZNBC7113H	PS	TMYK READING/MASI OKA
MOMMAS BOY	12/19/2008	20:51:45	0:10	ZNBC7118H	PS	TMYK NUTRITION AND PHYSICAL ACTIVITY/SI
JANE	12/20/2008	10:26:48	0:20	XNPI252920	PS	NFL
JANE	12/20/2008	10:27:08	0:10	ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
ZULA PTRL	12/20/2008	10:56:48	0:20	XNPI252920	PS	NFL
ZULA PTRL	12/20/2008	10:57:08	0:10	ZNBC7116H	PS	TMYK ANTI-PREJUDICE/ANN CURRY
321 PNGNS	12/20/2008	11:26:48	0:20	XNPI252920	PS	NFL
321 PNGNS	12/20/2008	11:27:08	0:10	ZNBC7114H	PS	TMYK ENVIRONMENT/LINDA CARDELLINI
VEGGIE	12/20/2008	11:56:44	0:20	XNPI252920	PS	NFL
VEGGIE	12/20/2008	11:57:04	0:10	ZNBC7113H	PS	TMYK READING/MASI OKA
TURBO DOGS	12/20/2008	12:14:06	0:30	QPSRIF003	PS	PSA
TURBO DOGS	12/20/2008	12:26:48	0:20	XNPI252920	PS	NFL
TURBO DOGS	12/20/2008	12:27:08	0:10	ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
MY FRND RB	12/20/2008	12:44:06	0:30	QPSAKPE001	PS	KABOOM

MY FRND RB	12/20/2008	12:56:18	0:20 XNPI252920	PS	NFL
MY FRND RB	12/20/2008	12:56:38	0:10 ZNBC7134H	PS	TMYK ENVIRONMENT/JEREMY SISTO
TOP CHEF	12/26/2008	20:56:51	0:10 ZNBC7118H	PS	TMYK NUTRITION AND PHYSICAL ACTIVITY/SI
JANE	12/27/2008	10:26:48	0:20 XNPI252920	PS	NFL
JANE	12/27/2008	10:27:08	0:10 ZNBC7118H	PS	TMYK NUTRITION AND PHYSICAL ACTIVITY/SI
ZULA PTRL	12/27/2008	10:56:48	0:20 XNPI252920	PS	NFL
ZULA PTRL	12/27/2008	10:57:08	0:10 ZNBC7113H	PS	TMYK READING/MASI OKA
321 PNGNS	12/27/2008	11:26:48	0:20 XNPI252920	PS	NFL
321 PNGNS	12/27/2008	11:27:08	0:10 ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY
VEGGIE	12/27/2008	11:56:23	0:20 XNPI252920	PS	NFL
VEGGIE	12/27/2008	11:56:43	0:10 ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
TURBO DOGS	12/27/2008	12:14:06	0:30 QPSRIF003	PS	PSA
TURBO DOGS	12/27/2008	12:26:48	0:20 XNPI252920	PS	NFL
TURBO DOGS	12/27/2008	12:27:08	0:10 ZNBC7134H	PS	TMYK ENVIRONMENT/JEREMY SISTO
MY FRND RB	12/27/2008	12:44:06	0:30 QPSAKPE001	PS	KABOOM
MY FRND RB	12/27/2008	12:56:18	0:20 XNPI252920	PS	NFL
MY FRND RB	12/27/2008	12:56:38	0:10 ZNBC7138H	PS	TMYK DIVERSITY/ANN CURRY
TOP CHEF	12/27/2008	14:41:51	0:10 ZNBC7118H	PS	TMYK NUTRITION AND PHYSICAL ACTIVITY/SI
OLY OPEN CEREMONY	12/27/2008	21:50:31	0:10 ZNBC7108H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI
HOL MOMENT	12/29/2008	20:49:33	0:10 ZNBC7110H	PS	TMYK DIVERSITY/LARTER/RAMAMURTHY

**NBC NETWORK NON-BROADCAST EFFORTS**

**October – December 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.

**Qubo On-Air Schedule 4th Quarter 2008**

Day	Part	Air Date	Time	Network	Show Title	Promo Id	Promo Title	Type	Hit Time
FRI	P	10/03/2008	08:00PM	NBC	AMERICA'S TOUGHEST JOBS	010GD31QUB120	QUBO:PARENTS Promo		08:10PM
FRI	P	10/03/2008	09:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		09:40PM
FRI	P	10/10/2008	08:00PM	NBC	AMERICA'S TOUGHEST JOBS	010GD31QUB120	QUBO:PARENTS Promo		08:42PM
FRI	P	10/10/2008	09:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		09:19PM
FRI	P	10/17/2008	08:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		08:21PM
FRI	P	10/17/2008	08:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		09:58PM
FRI	P	10/24/2008	08:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		08:20PM
FRI	P	10/24/2008	09:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		09:08PM
FRI	P	10/31/2008	08:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		08:11PM
FRI	P	10/31/2008	09:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		09:13PM
FRI	P	11/07/2008	08:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		08:11PM
FRI	P	11/07/2008	09:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		09:04PM
FRI	P	11/14/2008	08:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		08:11PM
FRI	P	11/14/2008	09:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		09:15PM
FRI	P	11/21/2008	08:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		08:21PM
FRI	P	11/21/2008	09:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		09:04PM
FRI	P	11/28/2008	08:00PM	NBC	NBC MOVIE OF THE WEEK	010GD31QUB120	QUBO:PARENTS Promo		08:24PM
FRI	P	11/28/2008	08:00PM	NBC	NBC MOVIE OF THE WEEK	010GD31QUB120	QUBO:PARENTS Promo		09:26PM
FRI	P	12/05/2008	08:00PM	NBC	NBC SPECIALS	010GD31QUB120	QUBO:PARENTS Promo		08:10PM
FRI	P	12/05/2008	09:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		09:10PM
FRI	P	12/12/2008	08:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		08:10PM
FRI	P	12/12/2008	09:00PM	NBC	CRUSOE	010GD31QUB120	QUBO:PARENTS Promo		09:22PM
FRI	P	12/19/2008	08:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		08:16PM
FRI	P	12/19/2008	08:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120	QUBO:PARENTS Promo		10:08PM

FRI	P	12/26/2008	08:00PM	NBC	CRUSOE	010GD31QUB120 QUBO:PARENTS Promo	08:10PM
FRI	P	12/26/2008	09:00PM	NBC	DEAL/ NO DEAL	010GD31QUB120 QUBO:PARENTS Promo	09:13PM

**BROADCAST/NBC Reading is Fundamental PSA**

qubo	10/4/2008	12:14:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	10/11/2008	11:41:32 AM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	10/18/2008	11:44:10 AM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	10/25/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	11/1/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	11/8/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	11/15/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	11/22/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	11/29/2008	12:44:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO
qubo	12/20/2008	12:14:06 PM	RIF-READING IS FUNDAMENTAL	QPSRIF003	:30	QUBO

Totals for: QPSRIF003 10

**BROADCAST/ NBC Kaboom PSA's**

qubo	Kaboom PSA	10/4/2008	12:44:06pm	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	10/11/2008	12:44:06pm	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	10/18/2008	12:44:06pm	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	10/25/2008	11:44:47am	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	11/1/2008	11:44:27pm	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	11/8/2008	11:45:13am	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	11/15/2008	11:42:58am	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	11/22/2008	11:43:04am	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	11/29/2008	11:43:07am	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	12/6/2008	11:44:40am	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	12/13/2008	11:45:19am	Kaboom	QPSAKPE001	:30
qubo	Kaboom PSA	12/20/2008	12:44:06pm	Kaboom	QPSAKPE001	:30

Totals for: QPSAKPE001 :12