

## 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, 2009**

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

**ISSUE:** Economic  
**PERIOD:** 4th Quarter, 2009

**PROGRAM TITLE:** Housing Market  
Various dates – July thru September  
12 News Today, 12 News Evening Edition at 5pm,  
12 News Evening Edition at 6pm, 12 News @ 10pm

**DESCRIPTION:** Continuing coverage of mortgage crisis, it's effects on homebuyers and sellers. Coverage included what caused the problem, what steps people can take to protect themselves and their investment.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Youth and Child Safety  
**PERIOD:** 4th Quarter, 2009

**PROGRAM TITLE:** Arizona's Children

**DESCRIPTION:** KPNX airs a weekly feature, airing every Thursday @ 6pm and Friday @ 6am.. 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/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Health Issues  
**PERIOD:** 4th Quarter, 2009

**PROGRAM TITLE:** Change the Game for Autism (September 2009)  
Friday Night Fever

**DESCRIPTION:** 12 News dedicated one month toward the topic of autism during Friday Night Fever. Raised awareness and promoted kids helping kids at the high school foot ball games. During several newscasts, 12 News discussed the latest science on the affliction, what is being done to help people who are diagnosed with it, what the warning signs and what does treatment do for children and adults with autism.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Youth and Child Safety  
**PERIOD:** 4th Quarter, 2009

**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 on Sundays during *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/Gannet Broadcasting  
**LOCATION:** 1101 N. Central Ave.  
Phoenix, AZ 85004

**ISSUE:** Government  
**PERIOD:** 4th Quarter, 2009

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

**ISSUE:** Social Issues  
**PERIOD:** 4th Quarter, 2009

**PROGRAM TITLE:** Call 12 For Action  
Monday thru Sunday; September 2009 through  
December 2009  
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:** Health Issues  
**PERIOD:** 4th Quarter, 2009

**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 Evening Edition 5pm and 12 News at 10pm.

**TELEVISION QUARTERLY ISSUES**

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

**ISSUE:** Education  
**PERIOD:** 4th Quarter, 2009

**PROGRAM TITLE:** School Solutions  
Wednesday thru Friday, September thru December, 2009

**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:** Crime/Violence  
**PERIOD:** 4th Quarter, 2009

**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.

## Fourth Quarter FCC Report

Prepared 1/06/10

### October 2009

11x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
48x	Buddy Check 12 campaign encourages women do breast-self exams	Health
23x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
51x	Friday Night Fever promotes high school football coverage	Families
100x	Race for the Cure campaign encourages viewers to sign up for the Race which raises money for breast cancer research and awareness	Health
25x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
109x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

## November 2009

4x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
37x	12 News Shred-a-thon is a one day event that encourages people to shred documents, free charge	Safety
26x	Buddy Check 12 campaign encourages women do breast-self exams	Health
9x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
19x	Friday Night Fever spots promotes high school football	Community/ Family
147x	Turkey Tuesday promos soliciting turkeys for St. Vincent de Paul Society food bank	Community
157x	Season for Sharing campaign raises funds for local charities	Community
13x	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 and television viewer discretion	Multi Issue

## December 2009

7x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
30x	Buddy Check 12 campaign encourages women do breast-self exams	Health
2x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
4x	Friday Night Fever spot promotes high school football	Community/ Family
254x	Season for Sharing campaign raises funds for local charities	Community
17x	Weather Plus Channel spot alerts viewers to 24-hour weather coverage for the Phoenix area on digital cable	Safety
184x	Multitude of public service announcements dealing with health, safety drunk driving, drug abuse, children, family and elderly issues	Multi Issue

**Community Relations Quarterly Report  
4<sup>th</sup> Quarter 2009  
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 18, anchor Joe Dana emceed the 20th Anniversary Reunion Celebration of Phoenix Youth at Risk. The mission of Phoenix Youth at Risk's mission is to transform the lives of at-risk youth through mentoring.

On October 24, Arizona Midday Host Destry Jetton emceed the Celebrate Fashion Show benefitting the Arizona Children's Association. The Arizona Children's Association provides foster care, adoption, behavioral health, prevention programs, and child welfare services.

On October 27, consumer reporter Rick DeBruhl emceed the 6th Annual Breaking the Cycle Luncheon benefitting the Phoenix Crisis Nursery. The mission of mission Crisis Nursery is to break the cycle of child abuse and neglect by providing protection, support and opportunities to troubled families and their children.

On November 20, anchor Kim Covington emceed the 12th Annual Shootout for Sunshine benefitting Sunshine Acres Children's Home. The mission of the Sunshine Acres Children's Home is to provide a loving, wholesome, home for children who are separated from their parents and help them establish long-term relationships with stable parental figures, preparing them for success in adult life.

Midday segment with Detective James Holmes of the Phoenix Police Department discusses tips on how to keep our little ghosts and goblins safe during Halloween.

Midday held a phone bank with AASK (Aid to Adoption of Special Kids) where viewers could call in to get information on becoming a foster or adoptive family.

**\* 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

**\* 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 30, weather anchor James 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.

On December 13, anchor Mark Curtis emceed the 13th Annual Hanukkah Celebration at Arizona Mills presented by the Chabad of the East Valley. The celebration included a menorah constructed entirely of cans which were donated to local food banks.

12 News honored Kitchen on the Street 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 Kitchen on the Street.

Midday segment discusses 12 News Turkey Drive; the nation's largest one-day turkey drive. Our tradition of collecting frozen turkeys to benefit St. Vincent de Paul.

12 News honored Advocates for the Disabled, Inc., as part of 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 Advocates for the Disabled, Inc.

\* **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 11, anchors Mark Curtis Lin Sue Cooney, Fay Fredricks, Scott Light, Tram Mai, Sara Walters, James Quiñones participated in the 17th Annual 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. During the two-hour broadcast the station also conducted a phone bank to raise additional funds for the non-profit. Station did a follow up story during 12 News at 10pm.

On November 1, anchor Mark Curtis was the Master of Ceremonies at the 4th 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 by raising funds that TGen efforts to translate genomic discoveries into advances in human health.

On November 2, anchor Fay Fredericks participated in the opening day parade of Banner's Cardon Children's Medical Center. Cardon Children's Medical Center provides comprehensive pediatric care to kids of all ages in the Phoenix Metro area.

On November 7, anchor Joe Dana emceed the 4th Annual Casino Night fighting for Pediatric Cancer benefitting Phoenix Children's Hospital Cancer and Blood Disorder's Clinic. 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.

On November 7, consumer reporter Rick Debruhl was the Master of Ceremony at the St. Peregrine Chapel Expect Miracles Gala. St. Peregrine Chapel is Arizona's first adoration chapel devoted to serving persons of all faiths affected by cancer. The chapel and cancer outreach

programs will serve the thousands of people affected by cancer in Arizona as well as the many that come to the valley for treatment.

On November 14, anchor Lin Sue Cooney was the Keynote speaker at the Shriners of El Zaribah's Night of the Child benefitting Shriners Hospital for Children. Shriners Hospitals for Children is an international health care system dedicated to improving the lives of children by providing specialty pediatric care, innovative research and outstanding teaching programs.

On November 16, anchor Tram Mai emceed the Banner Thunderbird's Children's Golf Classic Luncheon in support of the 24-bed Banner Thunderbird Children's Center. The Banner Thunderbird Children's Center provides pediatric care for children from birth to age 17.

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 4:30pm and 5pm each aired stories talking about the need for blood during the week of the event.

12 News honored Sharing with Down Syndrome Arizona as part of 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 Sharing with Down Syndrome Arizona.

Midday segment with Banner Health discusses heart healthy tips like experimenting with oregano, thyme, and rosemary plus nutmeg, pepper, and paprika. Healthy snacks include whole-wheat crackers, fat-free microwave popcorn, dried fruit and low-fat cereal bars.

Midday segment with Banner Health discusses how regular exercise helps protect the cardiovascular and immune systems from the consequences of stressful events. Whether it's swimming or walking, find time to be physically active on a regular basis.

Midday segment with Banner Health discusses free seminars on Heart-Healthy Eating, part of Banner Health's Heart Healthy Campaign.

Midday segment with Banner Health discusses encourages parents to get active with their kids like daily exercise deters conditions such as obesity, high blood pressure, poor cholesterol levels, and poor lifestyle habits that lead to heart attack and stroke later in life.

Midday segment with Banner Health discusses how eating fatty foods can lead to the buildup of fat deposits in your arteries and may eventually cause a heart attack. To help avoid a buildup of fat in your arteries limit foods that are high in animal fats.

Midday segment with Banner Health discusses ways to stop stressing! Studies suggest that the high levels of cortisol from chronic stress can increase blood cholesterol, triglycerides, and blood pressure. These are traditional risk factors for heart disease. To stop stressing, try taking deep breathes or get a massage.

Midday segment with Banner Health discusses how dancing can be heart healthy. Burns calories, provides cardiovascular conditioning, strengthens bones, reduces stress, increased energy, improve strength.

Midday segment with Banner Health discusses the Arizona Partnership for Immunization and H1N1. Experts answer infrequent questions: Who should get vaccinated? What can I do as a stay home mom to best protect my family? Is the H1N1 vaccine safe?

Midday segment with Banner Health discusses healthy snacks if you are often on the run - bottled water, fresh fruit, or whole-grain nutrition bars so you can get an energy boost without being tempted by fast food.

Midday segment with Banner Health discusses benefits of switching to a low-fat dairy. According to a 2006 study in the journal hypertension, low-fat dairy products were shown to help lower blood pressure.

Midday segment with Banner Health discusses how to set your exercise goals. Exercise gets the heart pumping which helps your body use up oxygen and that makes your heart stronger. It also decreases your blood pressure and the amount of fat in your blood.

Midday segment with Dr. Shawn Matthews of John C Lincoln Hospital discusses the benefits of outpatient surgery due to the advances being made in technology; outpatient surgeries are becoming more common.

Midday held a phone bank with Banner Health to discuss things we can do to prevent heart disease.

Midday segment with Banner Health discusses the benefits of strength training. It can help you lose weight, reduce the symptoms of arthritis, diabetes, osteoporosis, back pain and depression. It may even help you sleep better.

Midday segment discusses the Stop the Spread campaign to educate the public about the H1N1 Flu pandemic, how it differs from seasonal flu, and how these two flu viruses can impact you, your family, and your community.

Midday segment discusses Heartburn - Hidden Danger, with Rick Low, MD of John C. Lincoln North Mountain Hospital. When does it turn into something more, like acid reflux disease.

<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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On November 9, anchors Tram Mai & Fay Fredricks donated handbags to the 6th Annual Old Bag Luncheon benefitting the programs of Homeward Bound. The mission of Homeward Bound is to assist families achieve economic independence, secure long-term, safe, decent, affordable housing and break multi-generational cycles of homelessness and domestic violence.

On November 24 sports anchors Bruce Cooper & Kevin Hunt participated in the 12 News's Turkey Tuesday Drive at Food City. Proceeds from the drive benefit the Society of St. Vincent DePaul whose mission is to serve the homeless and economically disadvantaged populations through home visits, shelter, food assistance, employment services, thrift stores and outreach programs. More than 27,000 turkeys were donated.

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

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 \$ 2.8 million will be raised! 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.

Midday segment discusses Season for Sharing.

Midday segment discusses 5th Annual "All I Want for Christmas Furniture Give-a-way." 12 News will provide 12 families a home filled with new furniture and 10 additional families with a set of bunk beds; families that have suffered from an economic hardship or a life-altering event and may not be able to furnish their home?

\* **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 12, anchor Lin Sue Cooney emceed the Arizona Foundation for Women's 13th Annual Sandra Day O'Connor Awards Luncheon. The Arizona Foundation for Women invests in and promotes innovative solutions to fulfill the unmet needs of Arizona's women and children.

On October 28, anchor Braham Resnick and news manager Mark Phillips participated in the Hispanic Leadership Panel on media.

On December 9, assignment editor Kevin Curran spoke to 8th grade students at Raul Castro Middle School about TV operations and journalistic principles.

On December 17, anchor Syleste Rodriguez was the Mistress 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 principal education and networking resource for expertise and advocacy on leadership issues affecting Latino communities.

Station sponsored 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. Reporter Veronica Sanchez emceed the event.

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 October 28. Mark Phillips (Managing Editor) sat on the panel. Brahm Resnik (Reporter) and Pete Schultz (Photographer) participated in an additional segment of the evening. Station gave panel participants a tour of the station.

Station sponsored the Hispanic Women's Conference on October 1 and 2. This is a national conference that promotes Latino women with networking and career advice. Station had two segments on Arizona Midday. James Quiñones emceed the luncheon.

Station partnered with the Hispanic Chamber of Commerce for their annual Datos breakfast. Event gives an overview o the Hispanic population in the Valley.

**\* 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 8, weather anchor James Quiñones 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.

On November 4, weather anchor Sarah Walters spoke to students at Estrella Mountain Elementary School about a career in broadcast and meteorology.

On November 27, anchor Kim Covington participated as a contestant in the Phoenix Theatre's production of the 25th Annual Putnam County Spelling Bee. Phoenix Theatre breathes life into stories to serve a growing, diverse and increasingly urban community. Through a range of professional theatrical experiences, we articulate messages to our community in vibrant fashion, igniting the imagination of audience and artist and instilling knowledge and skill in students.

On November 27, weather anchor James Quinones participated as a contestant in the Phoenix Theatre's production of the 25th Annual Putnam County Spelling Bee. Phoenix Theatre breathes life into stories to serve a growing, diverse and increasingly urban community. Through a range of professional theatrical experiences, we articulate messages to our community in vibrant fashion, igniting the imagination of audience and artist and instilling knowledge and skill in students.

**Network Public Service Schedule October 2009 (PSAs Targeted to Children 16 and Under)**

<b>SHOW NAME</b>	<b>AIR DATE</b>	<b>HIT TIME</b>	<b>DURATION</b>	<b>MATERIAL ID</b>	<b>TYPE</b>	<b>TITLE</b>	<b>PRODUCT TITLE</b>
ZULAPATROL	10/3/2009	10:26:44	0:20	XNPI252920	PS	BRAVO	
ZULAPATROL	10/3/2009	10:27:04	0:10	ZNBC8132H	PS	TMYK ANTI-PREJUDICE/JOHN KRASINSKI	
MY FND RBT	10/3/2009	10:56:18	0:20	XNPI252920	PS	BRAVO	
MY FND RBT	10/3/2009	10:56:38	0:10	ZNBC8101H	PS	TMYK ENVIRONMENT/JOHN KRASINSKI	
WILLA	10/3/2009	11:26:57	0:20	XNPI252920	PS	BRAVO	
WILLA	10/3/2009	11:27:17	0:10	ZNBC8140H	PS	TMYK NUTRITION AND PHYSICAL ACT/LEVI_GOMEZ	
BABAR	10/3/2009	11:56:28	0:20	XNPI252920	PS	BRAVO	
BABAR	10/3/2009	11:56:48	0:10	ZNBC8147H	PS	TMYK DISABILITY AWARENESS/MEREDITH VIEIRA	
JACOB 2 2	10/3/2009	12:26:34	0:20	XNPI252920	PS	BRAVO	
JACOB 2 2	10/3/2009	12:26:54	0:10	ZNBC8129H	PS	TMYK DIVERSITY/MASI OKA, ZACHARY QUINTO	
JANEDRAGON	10/3/2009	12:56:48	0:20	XNPI252920	PS	BRAVO	
JANEDRAGON	10/3/2009	12:57:08	0:10	ZNBC8112H	PS	TMYK ENVIRONMENT/AL ROKER	
MERCY	10/3/2009	20:52:37	0:10	ZNBC8106H	PS	TMYK ENVIRONMENT/MASI OKA	
TRAUMA	10/5/2009	21:50:39	0:10	ZNBC8106H	PS	TMYK ENVIRONMENT/MASI OKA	
MERCY	10/7/2009	20:54:17	0:10	ZNBC8102H	PS	TMYK ENVIRONMENT/JANE KRAKOWSKI	
WILLA	10/10/2009	8:26:57	0:20	XNPI252920	PS	BRAVO	
WILLA	10/10/2009	8:27:17	0:10	ZNBC8106H	PS	TMYK ENVIRONMENT/MASI OKA	
BABAR	10/10/2009	8:56:31	0:20	XNPI252920	PS	BRAVO	
BABAR	10/10/2009	8:56:51	0:10	ZNBC8130H	PS	TMYK DIVERSITY/JANE KRAKOWSKI	
JACOB 2 2	10/10/2009	9:26:33	0:20	XNPI252920	PS	BRAVO	
JACOB 2 2	10/10/2009	9:26:53	0:10	ZNBC8132H	PS	TMYK ANTI-PREJUDICE/JOHN KRASINSKI	
JANEDRAGON	10/10/2009	9:56:48	0:20	XNPI252920	PS	BRAVO	
JANEDRAGON	10/10/2009	9:57:08	0:10	ZNBC8104H	PS	TMYK ENVIRONMENT/MARISKA HARGITAY	
ZULAPATROL	10/10/2009	10:26:48	0:20	XNPI252920	PS	BRAVO	
ZULAPATROL	10/10/2009	10:27:08	0:10	ZNBC8103H	PS	TMYK ENVIRONMENT/JACK MCBRAYER	
MY FND RBT	10/10/2009	10:56:18	0:20	XNPI252920	PS	BRAVO	
MY FND RBT	10/10/2009	10:56:38	0:10	ZNBC8147H	PS	TMYK DISABILITY AWARENESS/MEREDITH VIEIRA	
ZULAPATROL	10/17/2009	10:26:48	0:20	XNPI252920	PS	BRAVO	
ZULAPATROL	10/17/2009	10:27:08	0:10	ZNBC8132H	PS	TMYK ANTI-PREJUDICE/JOHN KRASINSKI	
MY FND RBT	10/17/2009	10:56:18	0:20	XNPI252920	PS	BRAVO	
MY FND RBT	10/17/2009	10:56:38	0:10	ZNBC8140H	PS	TMYK NUTRITION AND PHYSICAL ACT/LEVI_GOMEZ	
WILLA	10/17/2009	11:26:57	0:20	XNPI252920	PS	BRAVO	
WILLA	10/17/2009	11:27:17	0:10	ZNBC8101H	PS	TMYK ENVIRONMENT/JOHN KRASINSKI	
BABAR	10/17/2009	11:56:30	0:20	XNPI252920	PS	BRAVO	
BABAR	10/17/2009	11:56:50	0:10	ZNBC8106H	PS	TMYK ENVIRONMENT/MASI OKA	
SHELLDON	10/17/2009	12:26:48	0:20	XNPI252920	PS	BRAVO	
SHELLDON	10/17/2009	12:27:08	0:10	ZNBC8147H	PS	TMYK DISABILITY AWARENESS/MEREDITH VIEIRA	
JANEDRAGON	10/17/2009	12:56:48	0:20	XNPI252920	PS	BRAVO	
JANEDRAGON	10/17/2009	12:57:08	0:10	ZNBC8129H	PS	TMYK DIVERSITY/MASI OKA, ZACHARY QUINTO	
MERCY	10/21/2009	20:53:01	0:10	ZNBC8132H	PS	TMYK ANTI-PREJUDICE/JOHN KRASINSKI	
FRD LINE	10/23/2009	21:51:36	0:10	ZNBC8103H	PS	TMYK ENVIRONMENT/JACK MCBRAYER	
ZULAPATROL	10/24/2009	10:26:48	0:20	XNPI252920	PS	BRAVO	
ZULAPATROL	10/24/2009	10:27:08	0:10	ZNBC8130H	PS	TMYK DIVERSITY/JANE KRAKOWSKI	
MY FND RBT	10/24/2009	10:56:18	0:20	XNPI252920	PS	BRAVO	
MY FND RBT	10/24/2009	10:56:38	0:10	ZNBC8101H	PS	TMYK ENVIRONMENT/JOHN KRASINSKI	
WILLA	10/24/2009	11:26:57	0:20	XNPI252920	PS	BRAVO	
WILLA	10/24/2009	11:27:17	0:10	ZNBC8147H	PS	TMYK DISABILITY AWARENESS/MEREDITH VIEIRA	
BABAR	10/24/2009	11:56:29	0:20	XNPI252920	PS	BRAVO	
BABAR	10/24/2009	11:56:49	0:10	ZNBC8112H	PS	TMYK ENVIRONMENT/AL ROKER	
SHELLDON	10/24/2009	12:26:48	0:20	XNPI252920	PS	BRAVO	
SHELLDON	10/24/2009	12:27:08	0:10	ZNBC8129H	PS	TMYK DIVERSITY/MASI OKA, ZACHARY QUINTO	
JANEDRAGON	10/24/2009	12:56:48	0:20	XNPI252920	PS	BRAVO	
JANEDRAGON	10/24/2009	12:57:08	0:10	ZNBC8104	PS	TMYK ENVIRONMENT/MARISKA HARGITAY	

WORLD GYMNAS TIC CHMPS	10/24/2009	13:42:48	0:30	ZNBC8302H	PS	TMYK ENVIRONMENT/Z.LEVI AND J.GOMEZ
TRAUMA	10/26/2009	21:54:21	0:10	ZNBC8104H	PS	TMYK ENVIRONMENT/MARISKA HARGITAY
FRD LINE	10/30/2009	21:55:45	0:10	ZNBC8106H	PS	TMYK ENVIRONMENT/MASI OKA
ZULAPATROL	10/31/2009	10:26:48	0:20	XNPI252920	PS	BRAVO
ZULAPATROL	10/31/2009	10:27:08	0:10	ZNBC8112H	PS	TMYK ENVIRONMENT/AL ROKER
MY FND RBT	10/31/2009	10:56:18	0:20	XNPI252920	PS	BRAVO
MY FND RBT	10/31/2009	10:56:38	0:10	ZNBC8132H	PS	TMYK ANTI-PREJUDICE/JOHN KRASINSKI
WILLA	10/31/2009	11:26:57	0:20	XNPI252920	PS	BRAVO
WILLA	10/31/2009	11:27:17	0:10	ZNBC8157H	PS	TMYK OLYMPICS/APOLO ANTON OHNO
BABAR	10/31/2009	11:56:28	0:20	XNPI252920	PS	BRAVO
BABAR	10/31/2009	11:56:48	0:10	ZNBC8147H	PS	TMYK DISABILITY AWARENESS/MEREDITH VIEIRA
SHELLDON	10/31/2009	12:26:48	0:20	XNPI252920	PS	BRAVO
SHELLDON	10/31/2009	12:27:08	0:10	ZNBC8129H	PS	TMYK DIVERSITY/MASI OKA, ZACHARY QUINTO
JANEDRAGON	10/31/2009	12:57:05	0:20	XNPI252920	PS	BRAVO
JANEDRAGON	10/31/2009	12:57:25	0:10	ZNBC8103H	PS	TMYK ENVIRONMENT/JACK MCBRAYER
JEEP WORLD SPORT	10/31/2009	16:45:58	0:30	ZNBC8302H	PS	TMYK ENVIRONMENT/Z.LEVI AND J.GOMEZ

**Network Public Service Schedule November 2009 (PSAs Targeted to Children 16 and Under)**

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	TITLE	PRODUCT TITLE
ZULAPATROL	11/7/2009	10:26:48	0:20	XNPI252920	PS	BRAVO	
ZULAPATROL	11/7/2009	10:27:08	0:10	ZNBC8140H	PS	TMYK NUTRITION AND PHYSICAL ACT/LEVI_GOMEZ	
MY FND RBT	11/7/2009	10:56:18	0:20	XNPI252920	PS	BRAVO	
MY FND RBT	11/7/2009	10:56:38	0:10	ZNBC8104H	PS	TMYK ENVIRONMENT/MARISKA HARGITAY	
WILLA	11/7/2009	11:26:57	0:20	XNPI252920	PS	BRAVO	
WILLA	11/7/2009	11:27:17	0:10	ZNBC8101H	PS	TMYK ENVIRONMENT/JOHN KRASINSKI	
BABAR	11/7/2009	11:56:29	0:20	XNPI252920	PS	BRAVO	
BABAR	11/7/2009	11:56:49	0:10	ZNBC8130H	PS	TMYK DIVERSITY/JANE KRAKOWSKI	
SHELLDON	11/7/2009	12:26:48	0:20	XNPI252920	PS	BRAVO	
SHELLDON	11/7/2009	12:27:08	0:10	ZNBC8147H	PS	TMYK DISABILITY AWARENESS/MEREDITH VIEIRA	
JANEDRAGON	11/7/2009	12:56:48	0:20	XNPI252920	PS	BRAVO	
JANEDRAGON	11/7/2009	12:57:08	0:10	ZNBC8157H	PS	TMYK OLYMPICS/APOLO ANTON OHNO	
WORLD OF ADVENTURE SPORTS	11/8/2009	13:49:46	0:30	ZNBC8302H	PS	TMYK ENVIRONMENT/Z.LEVI AND J.GOMEZ	
SKATING	11/8/2009	15:34:59	0:30	ZNBC8302H	PS	TMYK ENVIRONMENT/Z.LEVI AND J.GOMEZ	
ZULAPATROL	11/14/2009	10:26:48	0:20	XNPI252920	PS	BRAVO	
ZULAPATROL	11/14/2009	10:27:08	0:10	ZNBC8157H	PS	TMYK OLYMPICS/APOLO ANTON OHNO	
MY FND RBT	11/14/2009	10:56:18	0:20	XNPI252920	PS	BRAVO	
MY FND RBT	11/14/2009	10:56:38	0:10	ZNBC8106H	PS	TMYK ENVIRONMENT/MASI OKA	
WILLA	11/14/2009	11:26:57	0:20	XNPI252920	PS	BRAVO	
WILLA	11/14/2009	11:27:17	0:10	ZNBC8101H	PS	TMYK ENVIRONMENT/JOHN KRASINSKI	
BABAR	11/14/2009	11:56:30	0:20	XNPI252920	PS	BRAVO	
BABAR	11/14/2009	11:56:50	0:10	ZNBC8129H	PS	TMYK DIVERSITY/MASI OKA, ZACHARY QUINTO	
SHELLDON	11/14/2009	12:26:47	0:20	XNPI252920	PS	BRAVO	
SHELLDON	11/14/2009	12:27:07	0:10	ZNBC8130H	PS	TMYK DIVERSITY/JANE KRAKOWSKI	
JANEDRAGON	11/14/2009	12:56:48	0:20	XNPI252920	PS	BRAVO	
JANEDRAGON	11/14/2009	12:57:08	0:10	ZNBC8140H	PS	TMYK NUTRITION AND PHYSICAL ACT/LEVI_GOMEZ	
WORLD OF ADVENTURE SPORT	11/14/2009	14:19:26	0:30	ZNBC8302	PS	TMYK ENVIRONMENT/ZACHARY LEVI, JOSH GOMEZ	
FACE THE ACE	11/14/2009	15:24:44	0:30	ZNBC8302	PS	TMYK ENVIRONMENT/ZACHARY LEVI, JOSH GOMEZ	
ZULAPATROL	11/21/2009	10:26:48	0:20	XNPI252920	PS	BRAVO	
ZULAPATROL	11/21/2009	10:27:08	0:10	ZNBC8106H	PS	TMYK ENVIRONMENT/MASI OKA	
MY FND RBT	11/21/2009	10:56:18	0:20	XNPI252920	PS	BRAVO	
MY FND RBT	11/21/2009	10:56:38	0:10	ZNBC8104H	PS	TMYK ENVIRONMENT/MARISKA HARGITAY	
WILLA	11/21/2009	11:26:57	0:20	XNPI252920	PS	BRAVO	
WILLA	11/21/2009	11:27:17	0:10	ZNBC8101H	PS	TMYK ENVIRONMENT/JOHN KRASINSKI	
BABAR	11/21/2009	11:56:30	0:20	XNPI252920	PS	BRAVO	
BABAR	11/21/2009	11:56:50	0:10	ZNBC8105H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI	
SHELLDON	11/21/2009	12:26:49	0:20	XNPI252920	PS	BRAVO	
SHELLDON	11/21/2009	12:27:09	0:10	ZNBC8112H	PS	TMYK ENVIRONMENT/AL ROKER	
JANEDRAGON	11/21/2009	12:56:48	0:20	XNPI252920	PS	BRAVO	
JANEDRAGON	11/21/2009	12:57:08	0:10	ZNBC8105H	PS	TMYK ENVIRONMENT/CHRISTOPHER MELONI	
FD1 MOVIE:DR DOOLITTLE	11/26/2009	15:49:33	0:10	ZNBC8101H	PS	TMYK ENVIRONMENT/JOHN KRASINSKI	
ZULAPATROL	11/28/2009	10:26:48	0:20	XNPI252920	PS	BRAVO	
ZULAPATROL	11/28/2009	10:27:08	0:10	ZNBC8103H	PS	TMYK ENVIRONMENT/JACK MCBRAYER	
MY FND RBT	11/28/2009	10:56:18	0:20	XNPI252920	PS	BRAVO	
MY FND RBT	11/28/2009	10:56:38	0:10	ZNBC8147H	PS	TMYK DISABILITY AWARENESS/MEREDITH VIEIRA	
WILLA	11/28/2009	11:26:57	0:20	XNPI252920	PS	BRAVO	
WILLA	11/28/2009	11:27:17	0:10	ZNBC8106H	PS	TMYK ENVIRONMENT/MASI OKA	
BABAR	11/28/2009	11:56:29	0:20	XNPI252920	PS	BRAVO	
BABAR	11/28/2009	11:56:49	0:10	ZNBC8157H	PS	TMYK OLYMPICS/APOLO ANTON OHNO	
SHELLDON	11/28/2009	12:26:50	0:20	XNPI252920	PS	BRAVO	
SHELLDON	11/28/2009	12:27:10	0:10	ZNBC8132H	PS	TMYK ANTI-PREJUDICE/JOHN KRASINSKI	
JANEDRAGON	11/28/2009	12:57:07	0:20	XNPI252920	PS	BRAVO	
JANEDRAGON	11/28/2009	12:57:27	0:10	ZNBC8104H	PS	TMYK ENVIRONMENT/MARISKA HARGITAY	



**Network Public Service Schedule December 2009 (PSAs Targeted to Children 16 and Under)**

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	TITLE	PRODUCT TITLE
FRD LINE	12/4/2009	21:54:21	0:10	ZNBC8147H	PS		TMYK DISABILITY AWARENESS/MEREDITH VIEIRA
ZULAPATROL	12/5/2009	10:26:48	0:20	XNPI252920	PS		BRAVO
ZULAPATROL	12/5/2009	10:27:08	0:10	ZNBC8147H	PS		TMYK DISABILITY AWARENESS/MEREDITH VIEIRA
MY FND RBT	12/5/2009	10:56:18	0:20	XNPI252920	PS		BRAVO
MY FND RBT	12/5/2009	10:56:38	0:10	ZNBC8104H	PS		TMYK ENVIRONMENT/MARISKA HARGITAY
WILLA	12/5/2009	11:26:57	0:20	XNPI252920	PS		BRAVO
WILLA	12/5/2009	11:27:17	0:10	ZNBC8157H	PS		TMYK OLYMPICS/APOLO ANTON OHNO
BABAR	12/5/2009	11:56:30	0:20	XNPI252920	PS		BRAVO
BABAR	12/5/2009	11:56:50	0:10	ZNBC8112H	PS		TMYK ENVIRONMENT/AL ROKER
SHELLDON	12/5/2009	12:26:49	0:20	XNPI252920	PS		BRAVO
SHELLDON	12/5/2009	12:27:09	0:10	ZNBC8130H	PS		TMYK DIVERSITY/JANE KRAKOWSKI
JANEDRAGON	12/5/2009	12:57:01	0:20	XNPI252920	PS		BRAVO
JANEDRAGON	12/5/2009	12:57:21	0:10	ZNBC8132H	PS		TMYK ANTI-PREJUDICE/JOHN KRASINSKI
MERCY	12/9/2009	20:49:55	0:10	ZNBC8105H	PS		TMYK ENVIRONMENT/CHRISTOPHER MELONI
FRD LINE	12/11/2009	21:54:09	0:10	ZNBC8101H	PS		TMYK ENVIRONMENT/JOHN KRASINSKI
ZULAPATROL	12/12/2009	10:26:48	0:20	XNPI252920	PS		BRAVO
ZULAPATROL	12/12/2009	10:27:08	0:10	ZNBC8103H	PS		TMYK ENVIRONMENT/JACK MCBRAYER
MY FND RBT	12/12/2009	10:56:18	0:20	XNPI252920	PS		BRAVO
MY FND RBT	12/12/2009	10:56:38	0:10	ZNBC8129H	PS		TMYK DIVERSITY/MASI OKA, ZACHARY QUINTO
WILLA	12/12/2009	11:26:57	0:20	XNPI252920	PS		BRAVO
WILLA	12/12/2009	11:27:17	0:10	ZNBC8147H	PS		TMYK DISABILITY AWARENESS/MEREDITH VIEIRA
BABAR	12/12/2009	11:56:28	0:20	XNPI252920	PS		BRAVO
BABAR	12/12/2009	11:56:48	0:10	ZNBC8132H	PS		TMYK ANTI-PREJUDICE/JOHN KRASINSKI
SHELLDON	12/12/2009	12:26:48	0:20	XNPI252920	PS		BRAVO
SHELLDON	12/12/2009	12:27:08	0:10	ZNBC8157H	PS		TMYK OLYMPICS/APOLO ANTON OHNO
JANEDRAGON	12/12/2009	12:57:04	0:20	XNPI252920	PS		BRAVO
JANEDRAGON	12/12/2009	12:57:24	0:10	ZNBC8106H	PS		TMYK ENVIRONMENT/MASI OKA
SWIMMING	12/12/2009	14:23:08	0:30	ZNBC8302H	PS		TMYK ENVIRONMENT/Z.LEVI AND J.GOMEZ
WONDERFUL	12/12/2009	22:39:50	0:10	ZNBC8132H	PS		TMYK ANTI-PREJUDICE/JOHN KRASINSKI
SING OFF	12/14/2009	21:49:53	0:10	ZNBC8130H	PS		TMYK DIVERSITY/JANE KRAKOWSKI
SING OFF	12/16/2009	21:50:20	0:10	ZNBC8106H	PS		TMYK ENVIRONMENT/MASI OKA
ZULAPATROL	12/19/2009	10:26:48	0:20	XNPI252920	PS		BRAVO
ZULAPATROL	12/19/2009	10:27:08	0:10	ZNBC8140H	PS		TMYK NUTRITION AND PHYSICAL ACT/LEVI_GOMEZ
MY FND RBT	12/19/2009	10:56:18	0:20	XNPI252920	PS		BRAVO
MY FND RBT	12/19/2009	10:56:38	0:10	ZNBC8104H	PS		TMYK ENVIRONMENT/MARISKA HARGITAY
WILLA	12/19/2009	11:26:57	0:20	XNPI252920	PS		BRAVO
WILLA	12/19/2009	11:27:17	0:10	ZNBC8101H	PS		TMYK ENVIRONMENT/JOHN KRASINSKI
BABAR	12/19/2009	11:56:30	0:20	XNPI252920	PS		BRAVO
BABAR	12/19/2009	11:56:50	0:10	ZNBC8130H	PS		TMYK DIVERSITY/JANE KRAKOWSKI
SHELLDON	12/19/2009	12:26:48	0:20	XNPI252920	PS		BRAVO
SHELLDON	12/19/2009	12:27:08	0:10	ZNBC8147H	PS		TMYK DISABILITY AWARENESS/MEREDITH VIEIRA
JANEDRAGON	12/19/2009	12:57:02	0:20	XNPI252920	PS		BRAVO
JANEDRAGON	12/19/2009	12:57:22	0:10	ZNBC8157H	PS		TMYK OLYMPICS/APOLO ANTON OHNO
MUPPETS	12/19/2009	20:53:46	0:10	ZNBC8130H	PS		TMYK DIVERSITY/JANE KRAKOWSKI
SING OFF	12/21/2009	21:51:06	0:10	ZNBC8130H	PS		TMYK DIVERSITY/JANE KRAKOWSKI
8p MERCY	12/23/2009	20:51:51	0:10	ZNBC8140H	PS		TMYK NUTRITION AND PHYSICAL ACT/LEVI_GOMEZ
SNL XMAS	12/25/2009	21:04:54	0:10	ZNBC8103H	PS		TMYK ENVIRONMENT/JACK MCBRAYER
ZULAPATROL	12/26/2009	10:26:48	0:20	XNPI252920	PS		BRAVO
ZULAPATROL	12/26/2009	10:27:08	0:10	ZNBC8147H	PS		TMYK DISABILITY AWARENESS/MEREDITH VIEIRA
MY FND RBT	12/26/2009	10:56:18	0:20	XNPI252920	PS		BRAVO
MY FND RBT	12/26/2009	10:56:38	0:10	ZNBC8104H	PS		TMYK ENVIRONMENT/MARISKA HARGITAY
WILLA	12/26/2009	11:26:58	0:20	XNPI252920	PS		BRAVO
WILLA	12/26/2009	11:27:18	0:10	ZNBC8157H	PS		TMYK OLYMPICS/APOLO ANTON OHNO

BABAR	12/26/2009	11:56:29	0:20 XNPI252920	PS	BRAVO
BABAR	12/26/2009	11:56:49	0:10 ZNBC8112H	PS	TMYK ENVIRONMENT/AL ROKER
SHELLDON	12/26/2009	12:26:48	0:20 XNPI252920	PS	BRAVO
SHELLDON	12/26/2009	12:27:08	0:10 ZNBC8130H	PS	TMYK DIVERSITY/JANE KRAKOWSKI
JANEDRAGON	12/26/2009	12:56:57	0:20 XNPI252920	PS	BRAVO
JANEDRAGON	12/26/2009	12:57:17	0:10 ZNBC8132H	PS	TMYK ANTI-PREJUDICE/JOHN KRASINSKI
MERCY	12/26/2009	20:50:58	0:10 ZNBC8109H	PS	TMYK ENVIRONMENT/JIMMY FALLON
8p COMMUNITY	12/28/2009	20:29:05	0:10 ZNBC8107H	PS	TMYK ENVIRONMENT/ZACHARY QUINTO
9p COMMUNITY	12/28/2009	21:29:36	0:10 ZNBC8104H	PS	TMYK ENVIRONMENT/MARISKA HARGITAY
8p OFFICE	12/30/2009	20:29:06	0:10 ZNBC8101H	PS	TMYK ENVIRONMENT/JOHN KRASINSKI

**For 4th Quarter 2009**

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 2009**

THERE WAS NO OTHER PROGRAMMING FOR 4th QUARTER 2009 THAT CONTRIBUTED, AS PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATION AND INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER.

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

**October – December 2009**

### **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, 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.