

QUARTERLY ISSUES REPORT

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

LOCATION: 1101 N Central Ave
Phoenix, AZ 85004

QUARTER ENDING: June 27th, 2010

Note: The following summaries describe the stations most significant non-entertainment programs. Broadcast in the past calendar quarter dealing with local issues.

TELEVISION QUARTERLY ISSUES

STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
LOCATION: 1101 N Central Ave
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ISSUE: Social Issues
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Call 12 For Action
Monday Thru Friday
12 News Today and 6PM

DESCRIPTION: Consumer reporter Dave Cherry reports on the consumer issues of the day. The report helps viewers get back money they have been wrongly charged. Having businesses make good on failures of services. Warn viewers of scams and internet theft. Once a month Call 12 sponsors a phone bank. Manned by Valley attorneys who answer viewers questions regarding a variety of consumer issues

TELEVISION QUARTERLY ISSUES

STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
LOCATION: 1101 N Central Ave
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ISSUE: Youth and Child Safety
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Wednesday's Child

DESCRIPTION: 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 is 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.

Quarterly, KPNX sponsors a phone bank which is promoted during our newscasts at 1PM, 5PM, and 6PM. The phone banks answer questions from interested viewers on the adoption process.

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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Youth and Child Safety
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Arizona's Children

DESCRIPTION: KPNX airs a weekly feature, airing every Monday @ 5PM.
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-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Social Issues
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Immigration
Various days
12 News Today , 5PM, 6PM and 10PM

DESCRIPTION: The fight over illegal immigration remains an issue in the Phoenix metro area. 12 News continues to cover raids on businesses and crime sweeps of neighborhoods that are suspected of employing or housing illegal immigrants. The coverage also includes developments in a federal civil rights case against the Sheriff's office in connection with the departments' crime suppression sweeps as well border issues (human and drug smuggling) which have Local, State and National implications.

TELEVISION QUARTERLY ISSUES

STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Crime/Violence
PERIOD: 2nd Quarter, 2010

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-TV, a subsidiary of Multimedia Holdings Corporation
LOCATION: 1101 N Central Ave
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ISSUE: Economic
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Jobs 9-11
Monday thru Friday
12 News 10PM

DESCRIPTION With near record unemployment in the Phoenix metro area, KPNX has made a commitment to help those in need of jobs find one. Stories include reports on who is hiring, what people have done to re-invent themselves in a new job market, strategies to get hired and critiques of people who are preparing for a job interview.

TELEVISION QUARTERLY ISSUES

STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Health Issues
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Obama Health Care Plan
January and March – Various Newscasts

DESCRIPTION: Complete both nationally and locally on the healthcare debate. KPNX reported stories on the expected cost and benefits the proposal and finally the bill would mean to Arizona. Interviewed Congressional members on why they were for or against the bill and gauged public reaction leading up to and after passage of the bill.

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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Economic
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Housing Market
Various dates –
12 News Today, 12 News Evening Edition @ 5PM,
12 News Evening Edition @ 6PM, 12 News @ 10PM

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

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PROGRAM TITLE: Arizona's Children

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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.

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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Government
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Arizona State Legislature
Various days
12 News Today, 5PM, 6PM & 10PM

DESCRIPTION: KPNX focused coverage on the passage of Arizona's 2011 budget and its impact on education, state workers and health care. Issues regarding immigration, concealed weapons and texting while driving as well as social issues regarding who can adopt children, whether women can sell their eggs, and increasing the time couples must take before they are allowed to divorce were also covered.

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ISSUE: Health Issues
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Buddy Check 12
12 News: 5PM and 10PM on the 12th day of the month

DESCRIPTION: Buddy Check 12 is the station's commitment to breast health. On the 12th day of the month viewers will receive an email or voice mail to do their breast self exams. This communication is from our Lead anchor Lin Sue Cooney. The station also produces stories highlighting a breast cancer survivor of new scientific strides in the medical field that airs during 12 News Evening Edition @ 5PM and 12 News @ 10PM.

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ISSUE: Government
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Decision 2010
Various days April 2010-June2010
12 News Today, 5PM, 6PM, 10PM, and Sunday Square Off

DESCRIPTION: It's an election year in Arizona 12 News is devotion particular attention to U.S. Senate Race where incumbent John McCain faces a challenge in the primary from former Congressman J. D. Hayworth. Congressional races in Phoenix and it's suburbs are also targeted as well as the Governor's race.

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ISSUE: Government
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: Arizona Immigration Law 1070
Various days April 2010-June2010
12 News Today, 5PM, 6PM & 10PM

DESCRIPTION: KPNX focused coverage on the passage of Arizona's new Immigration law which allows law enforcement to question a person's immigration status if they are suspected of being involved in a crime. As enforcement of the law approaches, it is contributing to a migration of immigrants (legal and illegal) out of Arizona. A boycott of the state opponents, and challenges to its constitutionality (at present 6 lawsuits). The law has put Arizona at the forefront of the nation's immigration debate. 12 News is providing daily coverage of the law. It's impact on people and whether it's legal or a violation of the U.S. Constitution.

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ISSUE: Government
PERIOD: 2nd Quarter, 2010

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 are chosen from a pool of panelists covering the spectrum of political ideals and diversity. Newsmaker interviews including the likes of Senator Jon McCain, Governor Jan Brewer. Veteran anchor and reporter Brahm Resnick mediates the lively and sometimes controversial discussions which cover only issues most relevant to our local viewers.

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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Education
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: School Solutions
Wednesday thru Friday
12 News Today

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

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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Economic
PERIOD: 2nd Quarter, 2010

PROGRAM TITLE: You Paid For It
Monday thru Friday
12 News 10PM

DESCRIPTION: Despite attempts by the Obama administration to help home owners who are upside down on their mortgages. Banks have acted slowly to help. The results often lead to people having their homes foreclosed on before any help arrives. KPNX began looking into what was happening in Phoenix and began focusing on people who are fighting, the often losing battle, to save their homes. Remarkably, many times the only time a bank returns a phone call regarding a person's mortgage is when KPNX reporter Melissa Blasius call s them. Since her reporting started she has been able to help several people who were on the verge of refinancing only to be told they would lose their home, keep their houses.

Thur. April 29th – Paying off Politicians? We take a look at the latest campaign finance reports. Who's the coziest with the big banks? Who's getting the most money from bankers for their reelection campaigns and how does that impact their policy decisions? Are big campaign contributions and big thank you for the big bailout? Whose side are the politicians on anyway?

Fri. April 30th – Friday wrap up

We usually do a wrap up on Fridays – this one will probably concentrate on fall out from our politicians piece. We will also do a big tease forward to Beat the Bank Week.

Mon.-Fri. May 3-7 – Beat the Bank Week We'll show you how to beat the bank to save your home. We'll show you what some homeowners have done to get successful loan mods and how to keep the bank honest.

- **Mon. May 3 - Gather EVIDENCE**

When its little you against the giant bank, you are going to lose the he said - she said argument. (and it seems like their stories are always changing) So how do you PROVE that the bank agreed to a short sale, said you got the final loan mod, or promised to push back your foreclosure? You record your conversations!!! It also doesn't hurt to make copies of everthing, send stuff certified mail, fax confirmations, and take great notes.

Sources: Marge Peck – "I have it on tape" aired 3/22 (file tape 2 – TC 2:18:05) Another interview I still need to shoot.

- **Tue. May 4 - Find POWERFUL PEOPLE**

Write the bank president, call your congressman, or complain to the Comptroller of the Currency. Get someone with some power to listen and you have a better chance of making sure the bank follows the rules and you get what's been promised.

Sources: YPFI Multi Mods (in media manager) 26:27 we voted for Harry Mitchell. Make that man work for me.

- **Wed. May 5 - CHALLENGE loan errors**

A controversial way to change the terms of your loan. Think you got a crummy deal on your mortgage? Why waste a year going round and round trying to get a making home affordable modification? Go straight to the heart of the problem... the original loan. You can hire a law firm to find errors in your original loan docs and pressure the bank to void it and rewrite it.

Source: Did interview today – will ingest as "YPFI Challenge Loan Errors" – no sots picked yet.

- **Thur. May 6 - STAY put**

They say possession is 9/10th of the law... why you should stay in your house while you are fighting to keep it.

Sources: Dog lady update (10 p.m.) 4/15 Cancer guy (10 p.m.) 2/16 Jimenez/Jimenez log (10 p.m.) 4/26

- **Fri. May 7 - Unlock the secret formula**

Know your NPV score. A local business has a computer program to calculate your NPV -- unlocking the banks secret formula used to deny your loan mod. Knowing before you even apply can give you a major leg up.

Source: 2/10 secret formula (file tape 1 - TC 1:32:51) Shooting a second interview about this 4/28.

Mon. May 10 – Homeowner Story TBA (Promo deadline: Wed. May 5)

We'll have a new homeowner story and try to solve. Top candidate: Susan Manning, single mom in east Mesa. She successfully completed trial period with lower payment, but Wells Fargo is sending her house to foreclosure anyway (May 14!) because the bank doesn't think she can afford the payments—even though she has a job and has been making those payments since October.

(Bert producing shot 4/26)... also we will tease ahead to the loan mod-a-thon.

Tue.-Thur. May 11-13 – Loan Mod-A-Thon

Tue. 5/11 – Preview

We'll tell you what you need to know about loan mod-a-thon, what paperwork you'll need to have on hand when you call, and what hours our helpers will be here.

- **Wed. 5/12 – Loan Mod-a-thon phone bank**

We'll have experienced housing counselor volunteers (and perhaps bank reps and lawyers) gathered in the great room (or studio b) on computers ready to receive phone calls from troubled homeowners about loan mod, foreclosure, etc. Tentatively we will have the phone bank in the Great Room **in all newscasts AM and PM** with live shots.

- **Thur. 5/13 – Follow-up**

We can do a big follow-up story at 10 p.m. (with smaller ones at the earlier shows (gfxs with numbers of people helped, etc).

May 17-21 – 5 things you should know

Prelim ideas – tell me what you think.

May 17 – Monday – 5 ways to do a loan mod right

May 18 - Tuesday – 5 ways to appeal a bank's denial

May 19 – Wed – 5 ways to stop a pending foreclosure date

May 20 – Thurs – 5 biggest mistakes homeowners make trying to save their homes

May 21 – Friday – 5 people who should just walk away (strategic foreclosure)

May 26th --- tooting our horn. We'll show you how many people we've helped in the last 4 months.... And point you to new resources for help.

Community Relations Quarterly Report
2nd Quarter 2010
Top Ten Community Issues

<p>* 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</p>

On April 3, Valley Dish host Tram Mai emceed the inaugural Children's March Against Child Abuse benefitting Phoenix Children's Hospital. Phoenix Children's is one of the ten largest children's hospitals in the country and provides specialty and sub-specialty inpatient, outpatient, trauma, and emergency care to patients throughout Arizona and other Southwestern states.

On April 7, Tram emceed the Pets Helping Kids Breakfast benefitting Gabriel's Angels. Gabriel's Angels delivers healing pet therapy to abused, neglected and at-risk children, nurturing their ability to love and trust, thereby freeing them from the cycle of violence. The charity has grown to over 115 certified Pet Therapy Teams serving over 12,000 children annually through 100 partner agencies and facilities in the Phoenix and Tucson metropolitan areas.

On April 24, traffic anchor David Dean emceed the Strike Out Child Abuse Walk benefitting Hope & A Future. The mission of Hope & A Future is to serve abused and neglected children in the Arizona foster care system by helping them reach their potential and achieve their dreams.

Midday segment discusses 11th Annual Baby Diaper drive which has collected 536,195 diapers, 355,120 baby wipes and raised \$359,515 in Emergency Funds.

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.

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. These segments air every Wednesday on 12 News Today.

Raising Arizona's Children: 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. These weekly features, air every Monday on 12 News @ 5PM.

* **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

On May 1, morning anchor Fay Fredericks emceed the A Derby Affair daytime fundraiser benefitting Homeward Bound. Homeward Bound assists homeless and domestic violence families with children achieve economic independence, secure long-term, safe, decent, affordable housing and break multi-generational cycles of homelessness and domestic violence.

On May 14, anchor Kim Covington emceed the Chrysalis Honors the Family Dinner fundraiser benefitting the Chrysalis Shelter for Victims of Domestic Abuse. Chrysalis operates two domestic abuse crisis shelters and a domestic abuse transitional shelter program in addition to offering outpatient counseling, victim advocacy, lay legal advocacy and an offenders program.

Silent Witness: 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. These segments air twice a week on 12 News Today and 12 News Weekend.

* **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.

Midday discusses 40th Anniversary of Earth Day and the products that we can purchase to help us think green and make a positive impact in our environment.

Midday segment with Water Use It Wisely discusses water-saving tips and resources that educate consumers.

Midday segment with City of Phoenix discusses RecycleBank® program that motivates residents to recycle by rewarding them for their curbside recycling.

Midday segment with Debbie Kimberly of SRP discusses tips to save cash and spend less on our utility bills.

Jobs 9-11: With near record unemployment in the Phoenix metro area, KPNX has made a commitment to help those in need of jobs find one. Stories include reports on who is hiring, what people have done to re-invent themselves in a new job market, strategies to get hired and critiques of people who are preparing for a job interview. These segments air Monday-Friday 12News @10PM.

You Paid For It: Despite attempts by the Obama administration to help home owners who are upside down on their mortgages. Banks have acted slowly to help. The results often lead to people having their homes foreclosed on before any help arrives. KPNX began looking into what was happening in Phoenix and began focusing on people who are fighting, the often losing battle, to save their homes. Remarkably, many times the only time a bank returns a phone call regarding a person's mortgage is when KPNX reporter Melissa Blasius calls them. Since her reporting started she has been able to

help several people who were on the verge of refinancing only to be told they would lose their home, keep their houses. These segments air Monday – Friday on 12 News @ 10PM.

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 April 17, anchor Mark Curtis emceed the 2010 C.O.P.S (Citizens Offering Police Support) Volunteer Luncheon. C.O.P.S. is a volunteer organization dedicated to helping the Phoenix Police Department and the Community.

On May 7, morning anchor Scott Light emceed the UMOM Children's Charity Golf Dinner. The mission of UMOM New Day Centers is to provide homeless and low-income families with food, shelter and tools to build a bridge to self-sufficiency.

12 News featured one story per week focusing on how viewers could "Be-a-Hero" in the community. Agencies: Live United Walk United, March of Dimes, March for Babies, Phoenix Children's Hospital and Special Olympics.

12 News honored Arizona Friends of Foster Children Foundation as part of 12 Who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of April promoted volunteer efforts available at Arizona Friends of Foster Children Foundation.

12 News featured one story per week focusing on how viewers could "Be-a-Hero" in the community. Agencies: Stamp Out Hunger (Letter Carriers), All Star Kids Tutoring, UMOM and A New Leaf.

12 News honored The Kyrene Foundation as part of 12 Who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of May promoted volunteer efforts available at The Kyrene Foundation.

12 News honored American Service Animal Society as part of 12 Who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of June promoted volunteer efforts available at American Service Animal Society.

Midday segment with Dogs for Vets – as part of 12 Who Care, the station's volunteer recognition program. The program provides service dogs for amputees from Iraq and Afghanistan. The dogs help the vets with balance and fetching, and are taught to react in emergencies. They also serve as friends.

* **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 April 8, anchor Lin Sue Cooney emceed the Susan G. Komen the Cure® Phoenix Affiliate Annual Promise Luncheon. The Susan G. Komen for the Cure® is the world's largest and most progressive grassroots network fighting to end breast cancer forever.

On April 17, weather anchor James Quiñones emceed the 2010 Phoenix March for Babies, the signature event for the March of Dimes, whose mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality.

On April 22, anchor Mark Curtis emceed the Lou Grubbs Friends Fore Golf Kick-Off Dinner and Auction benefitting St. Joseph's Hospital and Medical Center and Barrow Neurological Institute. St. Joseph's Hospital and Medical Center is a 670-bed, not-for-profit hospital that provides a wide range of health, social and support services, with special advocacy for the poor and underserved.

On April 27, sports anchor Bruce Cooper emceed the Phoenix Children's Hospital Comeback Student Athlete of the Year Banquet recognizing Arizona's comeback student athletes who have returned to sports after receiving treatment for an injury, illness, or physical limitation. Phoenix Children's is one of the ten largest children's hospitals in the country and provides specialty and sub-specialty inpatient, outpatient, trauma, and emergency care to patients throughout Arizona and other Southwestern states.

On April 28, anchors Lin Sue Cooney, Mark Curtis, Jan D'Atri, Fay Fredricks, Kevin Hunt, Syleste Rodriguez, Sara Walters James Quinones and Kim Covington hosted the 12 News Give for Kids one day give-a-thon benefitting Phoenix Children's Hospital. Phoenix Children's is one of the ten largest children's hospitals in the country and provides specialty and sub-specialty inpatient, outpatient, trauma, and emergency care to patients throughout Arizona and other Southwestern states.

On May 8, Valley Dish Host Tram Mai emceed the 2010 Emily Center Fashion Show benefitting the Emily Center at Phoenix Children's Hospital. The Emily Center is located inside Phoenix Children's Hospital and was created so that families of sick children would always have access to pediatric health information that is accurate, easy to understand, and free of charge. Phoenix Children's is one of the ten largest children's hospitals in the country and provides specialty and sub-specialty inpatient, outpatient, trauma, and emergency care to patients throughout Arizona and other Southwestern states.

On May 15, anchor Lin Sue Cooney hosted the 2010 Go Red for Women luncheon benefitting the American Heart Association. The American Heart Association is the nation's oldest and largest voluntary health organization dedicated to reducing disability and death from diseases of the heart and stroke.

On June 6, anchor Syleste Rodriguez emceed the You've Got a Friend Fashion Show and Cabaret benefitting the National Council on Alcoholism and Drug Dependence. The mission of the National Council on Alcoholism and Drug Dependence is to enhance the quality of life in our community by reducing alcohol and other drug related problems through education, advocacy and service programs.

On June 10, morning anchor Scott Light emceed the 2010 Father of the Year Awards Dinner hosted by the Father's Day Council and benefiting the American Diabetes Association. The American Diabetes Association is leading the fight against the deadly consequences of diabetes and fighting for those affected by diabetes.

On June 12, weather anchor James Quiñones emceed the inaugural Phoenix Hispanic Gala, Promesas y Milagros – A Promise to the Children benefitting St. Jude Children's Research Hospital. The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of their founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

Midday segment with registered dietitian, Jeannie Erickson of John C. Lincoln Hospitals discusses tips on healthy snacks that are good for our waist line and our bottom line.

Midday segment with Dr. Suzanna Sorof of Heart and Vascular Center of Arizona discusses simple measures women can make to reduce their risk for heart disease.

Midday segment with Janet McInnes Director of Neurosciences at John C. Lincoln Hospitals discusses National Stroke Awareness month and their free stroke screenings that are available.

Midday segment with Amazing Heart, who's mission is to provide safe and effective cardiac intervention instruction to professional and non professional members of the community. Their goal is to empower the community through life saving education. They uphold this mission by adhering to the American Heart Association Guidelines for cardiac resuscitation and maintaining a long term commitment to clients and the community they serve.

Midday segment with Angela Bringham, Senior Event Marketing Representative for St. Jude Children's Research Hospital discusses how St. Jude shares its research and findings freely, how children here in Arizona benefit from what work St. Jude is doing.

<p>* 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.</p>
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Cardinals MADD: This year NFL has a partnership with Mothers Against Drunk Driving. It is aimed at reducing instances of drunk driving among both players and fans. Drunk driving arrests among players have been an issue the NFL has fought for several years. Christine Lee fronted the story for 12 News Today.

Photo Radar: Hundreds of photo enforcement cameras will keep clicking away after an initiative to abolish them, failed. Cameras on state highways are still set to go dark in just 2 weeks. Critics of the cameras were hoping to shut all of them down. Segments air on 12 News @ 10PM.

Kids left in cars: Every year children die after being left inside hot vehicles. In some cases the parents are to blame for leaving their children in the hot car. In other cases children actually climb inside an unlocked vehicle and then can't get out. Nicole McGregor reports on 12 News Today.

DUI Checkpoints: 4th of July is a night of celebration for many folks. For Law Enforcement agencies it's business as they work hard to keep our roads safe. Rachel Stockman was live in Tempe for the 10PM newscast.

* **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 April 1, morning anchors Scott Light and Fay Fredericks co-emceed the Evening on the Diamond charitable fundraiser benefitting the Arizona Diamondbacks Foundation. Established in 1997, the Arizona Diamondbacks Foundation focuses its efforts on three main areas of need: homelessness, indigent healthcare, and children's programs of all types, including education and youth baseball field development.

12 News kicked off the 3rd Annual 12 News Peanut Butter and Jelly Drive. Proceeds from this year's food drive benefits families served by the Society of St. Vincent de Paul.

Midday segment with Glendale Fire Fighters – they are collecting Heat Relief Items at Glendale Fire Stations to help distribute to the Community during the upcoming summer months.

Midday segment discusses the Salvation Army's Heat Emergency Response Efforts – and how Phoenixians can stay cool this summer.

Call 12 for Action: Consumer reporter Dave Cherry reports on the consumer issues of the day. The report helps viewers get back money they have been wrongly charged. Having businesses make good on failures of services. Warn viewers of scams and internet theft. Once a month Call 12 volunteers sponsor a phone bank. Manned by Valley attorneys who answer viewer's questions regarding a variety of consumer issues. These segments air Monday – Friday on 12 News Today and Arizona Nightly News.

* **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.

Sunday Square Off: 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 are chosen from a pool of panelists covering the spectrum of political ideals and diversity. Newsmaker interviews including the likes of Senator Jon McCain, Governor Jan Brewer. Veteran anchor and reporter Brahm Resnick mediates the lively and sometimes controversial discussions which cover only issues most relevant to our local viewers. These segments air Sunday on 12 News Weekend.

Arizona Immigration Law 1070: KPNX focused coverage on the passage of Arizona's new Immigration law which allows law enforcement to question a person's immigration status if they are suspected of being involved in a crime. As enforcement of the law approaches, it is contributing to a migration of immigrants (legal and illegal) out of Arizona. A boycott of the state opponents, and challenges to its constitutionality (at present 6 lawsuits). The law has put Arizona at the forefront of the nation's immigration debate. 12 News is providing daily coverage of the law. It's impact

on people and whether it's legal or a violation of the U.S. Constitution. These segments air various days on 12 News Today, 5pm, 6pm, and 10pm

Decision 2010: It's an election year in Arizona 12 News is devotion particular attention to U.S. Senate Race where incumbent John McCain faces a challenge in the primary from former Congressman J. D. Hayworth. Congressional races in Phoenix and its suburbs are also targeted as well as the Governor's race. These segments air various days 12 News Today, 6pm, and 10pm.

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 April 16, weather anchor Caribe Devine emceed the APS Center for Culture and Understanding Award Presentation and Peacemaker Breakfast presented by Valle Del Sol. Valle Del Sol's mission is to inspire positive change by investing in human services, strengthening self-sufficiency for families, and building the next generation of Latino leaders.

On April 17, anchors Syleste Rodriguez and James Quiñones Co-emceed the Arizona Hispanic Chamber of Commerce's Black and White Ball and Business Awards. The Black & White Ball is the longest running black-tie event in Arizona, and the evening recognizes excellence within the Hispanic business community.

On May 14, anchor Joe Dana emceed the Profiles of Success Breakfast which announced the recipients of the 2010 Profiles of Success Hispanic Leadership Awards. Valle Del Sol's mission is to inspire positive change by investing in human services, strengthening self-sufficiency for families, and building the next generation of Latino leaders. Profiles of Success is Valle del Sol's major fundraiser to benefit essential community programs and services.

On June 8, anchor Syleste Rodriguez emceed the Valle del Sol's Hispanic Leadership Institute Class of 2010 Graduation Ceremony. The 18-week Valle del Sol's Hispanic Leadership Institute serves as an educational and networking resource for expertise and advocacy on leadership issues affecting Latino communities, as well as promotes the individual development of Hispanics in leadership roles.

On June 16, anchor Brahm Resnik was the Moderator for a panel discussion on Jewish perspectives on SB1070 for the National Convention of the American Jewish Press Association. The mission of the American Jewish Press Association is to ensure a bright future for Jewish journalism and the Jewish community by promoting robust, independent and financially healthy Jewish media.

* **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 April 10, anchor Mark Curtis emceed the Boys and Girls Club Champion's Dinner and Auction benefitting the Boys & Girls Clubs of Metropolitan Phoenix. The Boys & Girls

Clubs of Metropolitan Phoenix enables all young people to reach their full potential as productive, caring, responsible citizens.

On April 21, Assignment Editor Kevin Curran was a guest speaker at Raul Castro Middle School – spoke to students about a career in journalism including TV operations, journalistic standards and career options.

Midday segment with Grand Canyon Boy Scouts of America, whose mission is to prepare young people to make ethical choices over their lifetimes by instilling in them the values of the Scout Oath and Law. This year is the 100th Anniversary of Scouting.

Midday segment with the Ann Betts of the Scottsdale Public Library discusses how the library is more than a place to read books and do research. It's also full of family fun. Ann discusses the latest offerings.

Dr. Angel Ramos, Superintendent of Sequoia School for Deaf and Hard of Hearing discusses their unique bilingual, bi-cultural approach to education K-12 for deaf and hard of hearing students and its success.

Phoenix Police Detective James Holmes discusses tips for parents on how to keep their teens safe while dating.

Midday segment discusses Kid Fitness – summer is here and that means boredom for kids. Instead of letting them veg out have them work out. Linda Larsen, fitness expert here with tips on how to make fitness fun for the whole family.

School Solutions: School Solutions offers parents answers to questions on how to better prepare their children for school. What parents should expect from their teachers and school districts. As well as showcase schools and educators who exceed expectations. Every Monday thru Thursday evening teachers man a phone bank to help children and their parents with questions dealing with school. These segments air Wednesday – Friday on 12 News Today.

Second Quarter FCC Report

Prepared 6/23/10

April 2010

9x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
6x	Black & White Ball celebrates Hispanic Leadership in the community	Community
43x	Buddy Check 12 campaign encourages women do breast-self exams	Health
15x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
58x	Cinco de Mayo spot promoted Hispanic cultural event	Community
79x	Give for Kids spot encouraged viewers to donate to the one day give-a-thon benefitting Phoenix Children's Hospital	Community
43x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
61x	March for Babies spot encourages viewers to participate in the March of Dimes annual walk to raise funds and awareness for birth defects	Health
26x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
133x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

May 2010

11x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
45x	Buddy Check 12 campaign encourages women do breast-self exams	Health
12x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
5x	Cinco de Mayo spot promoted Hispanic cultural event	Community
33x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
45x	Shred-a-thon spot encouraged people to shred documents, free of charge at a one day event to prevent identity theft	Safety
30x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
119x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

June 2010

20x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
44x	Buddy Check 12 campaign encourages women do breast-self exams	Health
24x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
35x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
71x	Peanut Butter & Jelly Drive spot solicits food and monetary donations for St. Vincent DePaul	Community
55x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
174x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

Network Public Service Schedule April 2010 (PSAs Targeted to Children 16 and Under)

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	PRODUCT TITLE
TURBO DOGS	4/3/2010	10:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
TURBO DOGS	4/3/2010	10:27:03	0:15	ZNBC9534H	PS	TMYK MASI OKA/ECO-HEALTH
SHELLDON	4/3/2010	10:56:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
SHELLDON	4/3/2010	10:57:03	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
321PENGUIN	4/3/2010	11:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
321PENGUIN	4/3/2010	11:27:03	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT
BABAR	4/3/2010	11:56:28	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
BABAR	4/3/2010	11:56:43	0:15	ZNBC9538H	PS	TMYK GREG GRUNBERG/ENVIRONMENT
WILLA	4/3/2010	12:26:58	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
WILLA	4/3/2010	12:27:13	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT
JANEDRAGON	4/3/2010	12:57:05	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
JANEDRAGON	4/3/2010	12:57:20	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY
TURBO DOGS	4/10/2010	10:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
TURBO DOGS	4/10/2010	10:27:03	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
SHELLDON	4/10/2010	10:56:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
SHELLDON	4/10/2010	10:57:03	0:15	ZNBC9535H	PS	TMYK CHRISTOPHER MELONI
321PENGUIN	4/10/2010	11:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
321PENGUIN	4/10/2010	11:27:03	0:15	ZNBC9536H	PS	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN
BABAR	4/10/2010	11:56:45	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
BABAR	4/10/2010	11:57:00	0:15	ZNBC9534H	PS	TMYK MASI OKA/ECO-HEALTH
WILLA	4/10/2010	12:26:58	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
WILLA	4/10/2010	12:27:13	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT
JANEDRAGON	4/10/2010	12:56:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
JANEDRAGON	4/10/2010	12:57:03	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY
TRAUMA	4/12/2010	21:51:18	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT
MINUTE2WIN	4/14/2010	20:53:18	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
TURBO DOGS	4/17/2010	10:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
TURBO DOGS	4/17/2010	10:27:03	0:15	ZNBC9503H	PS	TMYK ALI LARTER/PHYSICAL ACTIVITY
SHELLDON	4/17/2010	10:56:47	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
SHELLDON	4/17/2010	10:57:02	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY
321PENGUIN	4/17/2010	11:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
321PENGUIN	4/17/2010	11:27:03	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT
BABAR	4/17/2010	11:56:28	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
BABAR	4/17/2010	11:56:43	0:15	ZNBC9534H	PS	TMYK MASI OKA/ECO-HEALTH
WILLA	4/17/2010	12:26:58	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
WILLA	4/17/2010	12:27:13	0:15	ZNBC9536H	PS	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN
JANEDRAGON	4/17/2010	12:56:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
JANEDRAGON	4/17/2010	12:57:03	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT
TURBO DOGS	4/24/2010	10:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
TURBO DOGS	4/24/2010	10:27:03	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT
SHELLDON	4/24/2010	10:56:49	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
SHELLDON	4/24/2010	10:57:04	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY
321PENGUIN	4/24/2010	11:26:42	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
321PENGUIN	4/24/2010	11:26:57	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
BABAR	4/24/2010	11:56:28	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
BABAR	4/24/2010	11:56:43	0:15	ZNBC9535H	PS	TMYK CHRISTOPHER MELONI
WILLA	4/24/2010	12:26:58	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
WILLA	4/24/2010	12:27:13	0:15	ZNBC9536H	PS	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN
JANEDRAGON	4/24/2010	12:56:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
JANEDRAGON	4/24/2010	12:57:03	0:15	ZNBC9534H	PS	TMYK MASI OKA/ECO-HEALTH
TRAUMA	4/26/2010	21:50:34	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT

Network Public Service Schedule May 2010 (PSAs Targeted to Children 16 and Under)

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	TITLE	PRODUCT TITLE
JANEDRAGON	5/1/2010	9:57:07	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
JANEDRAGON	5/1/2010	9:57:22	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	TMYK JIMMY FALLON/PHYSICAL ACTIVITY
TURBO DOGS	5/1/2010	10:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
TURBO DOGS	5/1/2010	10:27:03	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
SHELLDON	5/1/2010	10:56:50	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
SHELLDON	5/1/2010	10:57:05	0:15	ZNBC9535H	PS	TMYK CHRISTOPHER MELONI	TMYK CHRISTOPHER MELONI
321PENGUIN	5/1/2010	11:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
321PENGUIN	5/1/2010	11:27:03	0:15	ZNBC9536H	PS	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN
BABAR	5/1/2010	11:56:30	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
BABAR	5/1/2010	11:56:45	0:15	ZNBC9534H	PS	TMYK MASI OKA/ECO-HEALTH	TMYK MASI OKA/ECO-HEALTH
WILLA	5/1/2010	12:26:58	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
WILLA	5/1/2010	12:27:13	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT	TMYK AMY POEHLER/ENVIRONMENT
TURBO DOGS	5/8/2010	10:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
TURBO DOGS	5/8/2010	10:27:03	0:15	ZNBC9536H	PS	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN
SHELLDON	5/8/2010	10:56:49	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
SHELLDON	5/8/2010	10:57:04	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT
321PENGUIN	5/8/2010	11:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
321PENGUIN	5/8/2010	11:27:03	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	TMYK JIMMY FALLON/PHYSICAL ACTIVITY
BABAR	5/8/2010	11:56:16	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
BABAR	5/8/2010	11:56:31	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT	TMYK AMY POEHLER/ENVIRONMENT
WILLA	5/8/2010	12:26:56	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
WILLA	5/8/2010	12:27:11	0:15	ZNBC9534H	PS	TMYK MASI OKA/ECO-HEALTH	TMYK MASI OKA/ECO-HEALTH
JANEDRAGON	5/8/2010	12:57:01	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
JANEDRAGON	5/8/2010	12:57:16	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT
TURBO DOGS	5/15/2010	10:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
TURBO DOGS	5/15/2010	10:27:03	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	TMYK JIMMY FALLON/PHYSICAL ACTIVITY
SHELLDON	5/15/2010	10:56:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
SHELLDON	5/15/2010	10:57:03	0:15	ZNBC9534H	PS	TMYK MASI OKA/ECO-HEALTH	TMYK MASI OKA/ECO-HEALTH
321PENGUIN	5/15/2010	11:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
321PENGUIN	5/15/2010	11:27:03	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
BABAR	5/15/2010	11:56:29	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
BABAR	5/15/2010	11:56:44	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT
WILLA	5/15/2010	12:26:58	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
WILLA	5/15/2010	12:27:13	0:15	ZNBC9538H	PS	TMYK GREG GRUNBERG/ENVIRONMENT	TMYK GREG GRUNBERG/ENVIRONMENT
JANEDRAGON	5/15/2010	12:57:04	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
JANEDRAGON	5/15/2010	12:57:19	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT	TMYK AMY POEHLER/ENVIRONMENT
TURBO DOGS	5/22/2010	10:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
TURBO DOGS	5/22/2010	10:27:03	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT
SHELLDON	5/22/2010	10:56:47	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
SHELLDON	5/22/2010	10:57:02	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	TMYK JIMMY FALLON/PHYSICAL ACTIVITY
321PENGUIN	5/22/2010	11:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
321PENGUIN	5/22/2010	11:27:03	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
BABAR	5/22/2010	11:56:27	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
BABAR	5/22/2010	11:56:42	0:15	ZNBC9535H	PS	TMYK CHRISTOPHER MELONI	TMYK CHRISTOPHER MELONI
WILLA	5/22/2010	12:26:58	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
WILLA	5/22/2010	12:27:13	0:15	ZNBC9536H	PS	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN
JANEDRAGON	5/22/2010	12:57:02	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
JANEDRAGON	5/22/2010	12:57:17	0:15	ZNBC9534H	PS	TMYK MASI OKA/ECO-HEALTH	TMYK MASI OKA/ECO-HEALTH
BELLATOR	5/23/2010	2:17:49	0:15	ZNBC9536H	PS	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN	TMYK ANTHONY ANDERSON/JEREMY SISTO/ENVIRONMEN
WILLA	5/29/2010	9:26:58	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
WILLA	5/29/2010	9:27:13	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT	TMYK AMY POEHLER/ENVIRONMENT
JANEDRAGON	5/29/2010	9:56:57	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	AD COUNCIL AD COUNCIL/ENERGY BALANCE
JANEDRAGON	5/29/2010	9:57:12	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	TMYK JIMMY FALLON/PHYSICAL ACTIVITY

TURBO DOGS	5/29/2010	10:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
TURBO DOGS	5/29/2010	10:27:03	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
SHELLDON	5/29/2010	10:56:49	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
SHELLDON	5/29/2010	10:57:04	0:15	ZNBC9535H	PS	TMYK CHRISTOPHER MELONI
321PENGUIN	5/29/2010	11:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDS
321PENGUIN	5/29/2010	11:27:03	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY
BABAR	5/29/2010	11:56:31	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE
BABAR	5/29/2010	11:56:46	0:15	ZNBC9533H	PS	TMYK ZACHARY LEVI/ENVIRONMENT

Network Public Service Schedule June 2010 (PSAs Targeted to Children 16 and Under)

SHOW NAME	AIR DATE	HIT TIME	DURATION	MATERIAL ID	TYPE	TITLE	PRODUCT TITLE
LOSING IT	6/2/2010	20:53:38	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	
TURBO DOGS	6/5/2010	4:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
TURBO DOGS	6/5/2010	4:27:03	0:15	ZNBC9533H	PS	TMYK ZACHARY LEVI/ENVIRONMENT	
SHELLDON	6/5/2010	4:56:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
SHELLDON	6/5/2010	4:57:03	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	
321PENGUIN	6/5/2010	5:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
321PENGUIN	6/5/2010	5:27:03	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT	
BABAR	6/5/2010	5:56:28	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
BABAR	6/5/2010	5:56:43	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	
WILLA	6/5/2010	6:26:58	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
WILLA	6/5/2010	6:27:13	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY	
JANEDRAGON	6/5/2010	6:57:03	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
JANEDRAGON	6/5/2010	6:57:18	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	
8p AGT	6/5/2010	21:52:21	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	
H POTTER	6/6/2010	19:25:26	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	
LAST COMIC STANDING	6/7/2010	21:07:16	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	
TURBO DOGS	6/12/2010	10:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
TURBO DOGS	6/12/2010	10:27:03	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	
SHELLDON	6/12/2010	10:56:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
SHELLDON	6/12/2010	10:57:03	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT	
321PENGUIN	6/12/2010	11:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
321PENGUIN	6/12/2010	11:27:03	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY	
BABAR	6/12/2010	11:56:29	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
BABAR	6/12/2010	11:56:44	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	
WILLA	6/12/2010	12:26:58	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
WILLA	6/12/2010	12:27:13	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	
JANEDRAGON	6/12/2010	12:57:04	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
JANEDRAGON	6/12/2010	12:57:19	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY	
8p AGT	6/16/2010	20:53:10	0:15	ZNBC9533H	PS	TMYK ZACHARY LEVI/ENVIRONMENT	
TURBO DOGS	6/19/2010	10:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
TURBO DOGS	6/19/2010	10:27:03	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	
SHELLDON	6/19/2010	10:56:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
SHELLDON	6/19/2010	10:57:03	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT	
321PENGUIN	6/19/2010	11:26:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
321PENGUIN	6/19/2010	11:27:03	0:15	ZNBC9533H	PS	TMYK ZACHARY LEVI/ENVIRONMENT	
BABAR	6/19/2010	11:56:30	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
BABAR	6/19/2010	11:56:45	0:15	ZNBC9535H	PS	TMYK CHRISTOPHER MELONI	
WILLA	6/19/2010	12:26:58	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
WILLA	6/19/2010	12:27:13	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY	
JANEDRAGON	6/19/2010	12:57:03	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
JANEDRAGON	6/19/2010	12:57:18	0:15	ZNBC9533H	PS	TMYK ZACHARY LEVI/ENVIRONMENT	
8p LAST COMIC STANDING	6/21/2010	20:55:43	0:15	ZNBC9583H	PS	TMYK HEALTHY@/JIMMY FALLON/PHY ACTIVITY	
WILLA	6/26/2010	9:26:58	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
WILLA	6/26/2010	9:27:13	0:15	ZNBC9501H	PS	TMYK ALISON SWEENEY/PHYSICAL ACTIVITY	
JANEDRAGON	6/26/2010	9:57:05	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
JANEDRAGON	6/26/2010	9:57:20	0:15	ZNBC9507H	PS	TMYK ZACHARY LEVI/JOSH GOMEZ/PHYSICAL ACT	
TURBO DOGS	6/26/2010	10:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
TURBO DOGS	6/26/2010	10:27:03	0:15	ZNBC9533H	PS	TMYK ZACHARY LEVI/ENVIRONMENT	
SHELLDON	6/26/2010	10:56:48	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	
SHELLDON	6/26/2010	10:57:03	0:15	ZNBC9505H	PS	TMYK JIMMY FALLON/PHYSICAL ACTIVITY	
321PENGUIN	6/26/2010	11:26:48	0:15	CNHH83151	PS	AD COUNCIL AD COUNCIL/AMOUNT COUNTS/SANYA RICHARDSE	
321PENGUIN	6/26/2010	11:27:03	0:15	ZNBC9537H	PS	TMYK AMY POEHLER/ENVIRONMENT	
BABAR	6/26/2010	11:56:29	0:15	CNHH81151	PS	AD COUNCIL AD COUNCIL/ENERGY BALANCE	



