
TELEVISION QUARTERLY ISSUES

STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
LOCATION: 200 E Van Buren St.
Phoenix, AZ 85004

ISSUE: Health Issues
PERIOD: 1ST QTR 2011

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: Social Issues
PERIOD: 1ST QTR 2011

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

DESCRIPTION: Consumer reporter Dave Cherry & Veronica Sanchez 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

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PROGRAM TITLE: Hero Central
Various Days
12 News Today, 5PM, 6PM, and 10PM

DESCRIPTION: 12 News Anchor Lin Sue Cooney reports on the people in our community who make a difference to other people. Most time the stories focus on people just trying to help the less fortunate. Some stories are about people who just want to do the right thing. They are the unsung heroes who work to make the Valley a better place to live.

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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Economic
PERIOD: 1ST QTR 2011

PROGRAM TITLE: Jobs 9-11
Monday thru Friday
LunchCast

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.

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ISSUE: Economic
PERIOD: 1st QTR 2011

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 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.

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ISSUE: Economic
PERIOD: 1ST QTR

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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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Politics/Government
PERIOD: 1st QTR 2011

PROGRAM TITLE: LunchCast
Monday thru Friday
12 News Noon

DESCRIPTION: LunchCast is a half hour news show which focuses on state, local and national politics. It incorporates live breaking political news. With live interviews and in depth reporting on the issues which face our community everyday.

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ISSUE: Youth and Child Safety
PERIOD: 1ST QTR 2011

PROGRAM TITLE: Raising Arizona's Children

DESCRIPTION: Is a weekly feature which profiles the challenges children face growing up in Arizona. Stories focus on issues like health care, mentoring, abuse and what is being done to help them.

12 News has aired these segments every Monday at 5pm

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ISSUE: Education
PERIOD: 1ST QTR 2011

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.

TELEVISION QUARTERLY ISSUES

STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation
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ISSUE: Crime/Violence
PERIOD: 1ST QTR 2011

PROGRAM TITLE: Silent Witness
12 News Today & 12 News Weekend

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.

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ISSUE: Youth and Child Safety
PERIOD: 1st QTR 2011

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.

First Quarter FCC Report

Prepared 4/1/11

January 2011

45x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
101x	Buddy Check 12 campaign encourages women do breast-self exams	Health
79x	Car Seat Check Up spots encouraged viewers to get their car seats inspected by certified technicians of Safe Kids Maricopa County during the one day event	Safety
1x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
41x	Season for Sharing campaign raises funds for local charities	Community
27x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
164x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

February 2011

57x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
53x	Buddy Check 12 campaign encourages women do breast-self exams	Health
28x	Hero Central spot encourages viewers to “Be a Hero” by volunteering in their community	Community
30x	Pat’s Run spot encourages viewers to participate in Pat’s Run to raise funds for the Pat Tillman Foundation which directly supports the Tillman Military Scholars program.	Health/ Community
45x	Shred-a-thon spot encouraged people to shred documents, free of charge at a one day event to prevent identity theft	Safety
28x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
100x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

March 2011

48x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
81x	Buddy Check 12 campaign encourages women do breast-self exams	Health
85x	Black & White Ball celebrates Hispanic Leadership in the community	Community
35x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
201x	Pat's Run spot encourages viewers to participate in Pat's Run to raise funds for the Pat Tillman Foundation which directly supports the Tillman Military Scholars program.	Health/ Community
82x	Shred-a-thon spot encouraged people to shred documents, free of charge at a one day event to prevent identity theft	Safety
26x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
97x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

2011 FCC 1st Qtr

January

Station sponsored the **12 News Car Seat Check Up** on January 22 in which almost 400 children had their car seats checked and installed correctly by certified experts for free at three locations around the Valley. 12 News Today, Arizona Middy and 12 News Weekend Today had segments on-air on the event.

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

February

12 News honored Sun City on Wheels as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of February promoting volunteer opportunities with Sun City on Wheels.

12 News sponsored the 2010 YWCA Tribute to Women Luncheon on February 17; the event honors local women whose lives and accomplishments exemplify the Y's mission of eliminating discrimination and empowering women.

On February 24, 12 News held yearly phone bank for the American Heart Association. Local cardiologist's staff telephones to answer general viewer questions regarding heart attacks and strokes.

March

12 News honored Ronald McDonald House as part of the **12 Who Care**, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of March promoting volunteer opportunities at Ronald McDonald House.

On March 1, 12 News held monthly phone bank with lawyers from the State Bar of Arizona on divorce and child support. Local lawyers staffed telephones to answer general viewer questions regarding the subject designated for the month.

12 News held quarterly adoption phone bank with AASK as part of our Wednesday's Child franchise on March 16. Adoption and foster care experts received dozens of calls with good interest.

Station partnered with a local recycling company and the Attorney General's Office and offered a free day for people to bring their old important papers that needs to be recycled on March 21. Call 12 for Action talked about the dangers of identity theft. Station broadcasts live from the 12 News Shred-a-thon throughout the day.

Community Relations Quarterly Report 1st Quarter 2011 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 March 12, anchor Syleste Rodriguez emceed the Wine, Women and Horses event benefitting the Child Crisis Center. The Child Crisis Center is dedicated to preventing child abuse and neglect through a wide range of services which include an emergency shelter, adoption and foster care, and a family resource center.

Station sponsored the 12 News Car Seat Check Up on January 22 in which almost 400 children had their car seats checked and installed correctly by certified experts for free at three locations around the Valley. 12 News Today, Arizona Midday and 12 News Weekend Today had segments on-air on the event.

Midday segment with Safe Kids Maricopa County - whose mission is dedicated to the reduction of unintentional childhood deaths and injuries. The coalition conducts training and workshops focusing on various areas of injury prevention. Coalition members sponsor special event such as bike rodeos, health fairs, car seat safety checks and demonstrations to help prevent pediatric deaths.

12 News held quarterly adoption phone bank with AASK as part of our Wednesday's Child franchise on March 16. Adoption and foster care experts received dozens of calls with good interest.

*** 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 March 25, 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.

*** 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.

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

12 News honored Sun City on Wheels as part of the 12 Who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of February promoting volunteer opportunities with Sun City on Wheels.

12 News honored Meals on Wheels – whose mission is to raise funds so that no senior goes hungry as part of 12 Who Care, the station's volunteer recognition program.

12 News honored Ronald McDonald House as part of the 12 Who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of March promoting volunteer opportunities at Ronald McDonald House.

*** 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 February 14, anchors Lin Sue Cooney, Bruce Cooper, David Dean, Fay Fredricks, Scott Light and James Quiñones supported the National Wear Red Day campaign for the American Heart Association. The mission of the American Heart Association is to build healthier lives, free of cardiovascular diseases and stroke. Red is the American Heart Association's color for women and heart disease.

On March 5, anchor Mark Curtis emceed the 18th Annual Beach Ball 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.

Midday held a phone bank for the American Heart Association. Local cardiologist's staff telephones to answer general viewer questions regarding heart attacks and strokes.

Midday segment with Arizona Heart Association discusses ways that women can prevent Heart Disease. Research shows that 80 percent of cardiac events in women could be prevented if women make the right choices for their hearts, involving diet, exercise and avoid smoking.

Midday segment discusses The "Comeback Student Athlete of the Year" contest, a partnership between PCH Sports Medicine for Young Athletes and 12 News rewards outstanding young athletes who have returned to athletic competition after receiving treatment for an injury, illness, or physical limitation.

Midday segment discusses when children need x-rays, CT scans or MRIs, they may not understand what they're being asked to do or why they have to hold still. At John C. Lincoln Deer Valley Hospital, special help for children is available, thanks to Child Life Specialist Danielle Manrique, who explains what she does to help prepare kids, reduce their fear and anxiety, have better outcomes and shorter hospital stays.

*** 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.**

*** 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 March 24, anchor Joe Dana emceed the Moving Life Forward Breakfast benefitting Central Arizona Shelter Services (CASS). The mission of CASS is to: "Empower men, women and children with diverse needs to end their homelessness by providing shelter and supportive services". While emergency shelter is CASS' core function, programs and supportive services provide clients with the resources necessary to permanently end their homelessness.

Midday segment discusses 13th Annual Hike for the Homeless event whose mission is to assist homeless, low-income and other disadvantaged individuals in their efforts to become self-sufficient through permanent, full-time employment.

*** 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 January 5, Multimedia Journalist Christine Lee emceed the 5th Annual National Association of Asian American Professionals (NAAP) Kick-Off benefitting the NAAP Phoenix Scholarship Fund. The National Association of Asian American Professionals is a non-profit organization where Asian American professionals across the country can work together to enhance Asian American leadership in their careers and the communities they live and serve in.

On January 12, anchor Kim Covington was the Mistress of Ceremonies at the 17th Annual Scottsdale Community Dr. Martin Luther King Jr. Dinner Celebration sponsored by the Community Celebrating Diversity. On January 13 emceed An Evening With A King presented by the Northwest Black History Committee (NBHC). The NBHC is committed to educate the community at large about the vast importance of the accomplishments and contributions of African Americans to society and American History.

On February 10, anchor Kim Covington was the Mistress of Ceremonies at the Arizona African American Legislative Conference Town Hall Meeting. The mission of the African American Legislative Conference is to introduce African Americans to Arizona's legislative processes and to engage them in providing new ideas and leadership for the state. On February 18, emceed the 12th Annual Greater Phoenix Black Chamber of Commerce Awards Banquet. The mission of the Greater Phoenix Black Chamber of Commerce is to improve the economic development of our business entrepreneurs and the communities for which we serve.

On February 17, anchor Tram Mai emceed the YWCA of Maricopa County 2011 Tribute to Women which honors women who exemplify the Y's mission to eliminate discrimination and empower women. 12 News was the premiere sponsor.

Midday segment with The Arizona Foundation for Women whose mission is to enhance the lives of women and children by investing in innovative solutions to our society's most critical challenges. In existence for over 15 years, the Foundation is a unique organization that promotes social change through advancing women's philanthropy, funding model programs or new ideas, facilitating community collaboration and working to influence public policy. Through its work, the Foundation strives to create an Arizona where every woman and her family are Safe, Healthy, and economically secure.

*** 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 February 8, multimedia journalist Christine Lee was a guest Reader to the Kindergarten classes at Liberty Traditional School for Love of Reading Week. Love of Reading Week is a national celebration that promotes an appreciation of literature among students and adults. As part of the celebration here, thousands of volunteers read to classrooms full of young, eager children.

On February 9, anchor Scott Light was a Guest Reader at SS. Simon & Jude School for Read Across America Day, a nationwide reading event that commemorates learning, reading and community.

On February 9, anchor Kim Covington was the emcee at the Children's Museum of Phoenix 2011 Gala benefitting the Children's Museum of Phoenix. The mission of the Children's Museum of Phoenix is to engage the minds, muscles and imaginations of children and the grown-ups who care about them.

On February 25, anchor Fay Fredricks was a Guest Reader at Lela Alston Elementary for Read Across America Day, a nationwide reading event that commemorates learning, reading and community.

On February 25, anchor Anchor Kim Covington emceed the iChange Conference Luncheon hosted by the African American Strategic Leadership Group. The iChange conference is the first Professional and Personal Development Symposium of its kind and will look at Economic, Educational, Health, Housing, Environmental and Social barriers for African American's in the State of Arizona. The vision of the African American Strategic Leadership Group (AASLG) is to empower people to develop strategies and find solutions to physical, social, economic, education, health, housing and environmental barriers in the African American community.

On February 29, anchor Brahm Resnik was a Guest Reader at Arroyo Elementary School to two classrooms for Read Across America Day, a nationwide reading event that commemorates learning, reading and community.

On March 7, anchor Syleste Rodriguez was the Keynote speaker at the University Career Women at Arizona State University Spring Luncheon. The mission of University Career Women is to provide opportunities for professional and personal development, advance the status of, and improve the environment for women at Arizona State University.

On March 9, anchor Kim Covington emceed the Celebrating Excellence Awards Banquet honoring exemplary principals and teachers. The Rodel Charitable Foundation of Arizona enables a team of leaders, concerned citizens and key educators, working in partnership with others, to bring about greatness in our public schools. On March 9, emceed the Celebrating Excellence Awards Banquet honoring exemplary principals and teachers. The Rodel Charitable Foundation of Arizona enables a team of leaders, concerned citizens and key educators, working in partnership with others, to bring about greatness in our public schools.

On March 19, anchor Syleste Rodriguez assisted students of the Valley Teen Leadership Program with a broadcast project at the Walter Cronkite School. Founded in 1995, Valley Teen Leadership is the only established inter-district high school program that is non-competitive in nature. Each year approximately 50 high school sophomores and juniors are selected through an application and interview process to participate in a twelve-week, seven-session program.

On March 21, weather anchor James Quiñones was a Guest Reader at University Elementary for Read Across America Day, a nationwide reading event that commemorates learning, reading and community.

On March 24, Weather anchor James Quiñones was the Guest speaker about the importance of College and achieving goals to Tomorrow's Winners. Tomorrow's Winners is a girl empowerment program for middle school students in the Buckeye School District that helps build self-esteem.

Midday segment with Discover Science 4 Kids - because smart is cool. What children learn and experience during their early years can shape their views of themselves and the world and can affect their later success or failure in school, work, and their personal lives.

Midday segment with the Arizona Museum for Youth Friends whose mission is to enhance the quality, expand the capacity, and further the vision of the museum so that it may continue to fulfill its mission of introducing children and families to the arts.

Midday segment with Children's Phoenix Museum whose mission is to engage the minds, muscles and imaginations of children and the grown-ups who care about them. With hands-on, interactive exhibits designed for children ages birth to 10, the Museum focuses on learning through play, with emphasis on early childhood education and school-readiness.