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TELEVISION QUARTERLY ISSUES

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

**ISSUE:** Youth and Child Safety  
**PERIOD:** 2<sup>ND</sup> 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.

## 2011 FCC 2<sup>nd</sup> QTR

### April

12 News sponsored Comeback Student Athlete of the Week banquet in conjunction with Phoenix Children's Hospital. Throughout the school year, station featured students that have overcome athletic injury. Banquet was emceed by top station talent.

12 News "Call 12 for Action" division sponsored monthly Lawyers On-Call phone bank on April 5. **Lawyers volunteer their time to answer viewer questions on the subject of personal injury.**

**12 News sponsored the 7<sup>th</sup> Annual Pat's Run on April 16. Pat Tillman** — the former NFL star/Army Ranger was KIA by friendly fire in Afghanistan. Pat's Run is a major fundraiser for the Tillman Foundation that creates scholarships for veterans and the sons/daughters of veterans.

12 News sponsored the Sandra Day O'Connor luncheon in conjunction with the Arizona Foundation for Women. 12 News Today anchor Scott Light emceed luncheon. *Arizona MIDDAY* did two segments highlighting the luncheon and the great work Arizona Foundation for Women does in the community. 12 News aired story during *12 News at 5pm*.

12 News honored Matthew's Crossing Food Bank 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 Matthew's Crossing Food Bank.

### May

12 News "Call 12 for Action" division sponsored monthly Lawyers On-Call phone bank on May 3. Lawyers volunteer their time to answer viewer questions on the subject of **Foreclosures and Bankruptcy issues.**

12 News sponsored the Go Red for Women luncheon in conjunction with the American Heart Association. 12 News anchor Tram Mai hosted the event. Station aired segments leading up to the event.

12 News honored Lane's Legacy 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 Lane's Legacy.

### June

12 News "Call 12 for Action" division sponsored monthly Lawyers On-Call phone bank on June 7. Lawyers volunteer their time to answer viewer questions on **the subject of landlord/tenant issues.**

12 News kicked off the 3<sup>rd</sup> 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.

12 News honored Arizona Search Dogs 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 Arizona Search Dogs.

**Second Quarter FCC Report****Prepared 7/1/11****April 2011**

25x	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
44x	Cinco de Mayo spot promoted Hispanic cultural event	Community
20x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
32x	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
60x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
63x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

## May 2010

36x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
78x	Buddy Check 12 campaign encourages women do breast-self exams	Health
1x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
8x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
28x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
117x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

## June 2010

33x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
59x	Buddy Check 12 campaign encourages women do breast-self exams	Health
10x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
21x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
96x	Peanut Butter & Jelly Drive spot solicits food and monetary donations for St. Vincent DePaul	Community
74x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
84x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue

Community Relations Quarterly Report  
2<sup>nd</sup> 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**

Midday held a phone bank with AASK (Aid to Adoption of Special Kids) where adoption and foster care experts answered viewer questions 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**

On May 7, anchor Tram Mai emceed the 2011 "A Derby Affair" event benefitting Homeward Bound. Homeward Bound assists homeless and domestic violence families with children to achieve economic independence, secure long-term, safe, decent, affordable housing and break multi-generational cycles of homelessness and domestic violence.

**\* 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 April 5, Call 12 for Action sponsored a Lawyers On-Call phone bank where Lawyers volunteered their time to answer viewer questions on the subject of personal injury.

On June 30, anchor Joe Dana participated in the 12 News Peanut Butter & Jelly Drive Kick-off benefitting St. Vincent De Paul. The 12 News Peanut Butter & Jelly Drive is a month long campaign where 100% of the donations will help support St. Vincent De Paul's mission of serving the homeless and economically disadvantaged populations.

12 News honored Matthew's Crossing Food Bank as part of the 12 who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of April promoting volunteer efforts available at Matthew's Crossing.

12 News honored Lanee's Legacy as part of the 12 who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of May promoting volunteer efforts available at Lanee's Legacy.

12 News honored Arizona Search Dog Team as part of the 12 who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of May promoting volunteer efforts available at Arizona Search Dog.

Midday segment with Water Use It wisely; discusses water conservation campaign and ways to save water.

Midday segment with Debbie Kimberly of SRP discusses activities planned to recognize Earth Month and programs to help customers save energy and water, which can also have a positive impact on the environment.

Midday segment with Tim Philips, Chief Engineer and General Manager of Flood Control District discusses ways to keep you safe during the Monsoon season.

**\* 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 21, anchor Fay Fredricks emceed the Annual Project C.U.R.E First Ladies Luncheon First. Funds raised at the luncheon go to support the delivery of life-saving medical supplies and equipment to the country represented. PROJECT C.U.R.E.'s mission is to identify, solicit, collect, sort and deliver medical supplies and services according to the imperative needs of the world.

On May 7, weather anchor Sarah Walters emceed a Luncheon for the Banner Desert Medical Center Oncology Department. As a nonprofit, Banner Health exists to provide health care services to the communities they serve, rather than generate profits.

On May 10, 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 May 13, anchor Tram Mai hosted the 2011 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 3, anchor Fay Fredericks emceed the Ronald McDonald House Charities (RMHC) Scholarship Breakfast. The RMHC of Phoenix provides a temporary home-away-from-home for families who must travel to the Phoenix area to receive medical treatment for their children and also supports programs that directly benefit children and their families in our community. The RMHC Phoenix Scholarship program is one of the largest high school-to-college scholarship programs of its kind for students in Arizona.

Dr. James Osborne, a Phoenix ear, nose, throat specialist at John C. Lincoln hospital discusses important information about throat cancer and the symptoms of this deadly disease. Midday segment discusses Arizona's first 3-D Mammography with Linda Greer, MD, Medical Director, at John C. Lincoln Breast Health and Research Center and why annual screenings can be a very big deal.

Midday segment with Dr. Emily Zaragoza-Lao, family medicine physician at St. Joseph's Hospital and Medical Center discusses upcoming women's conference "Be Your Best Self" and important health and wellness topics.

Midday segment with Doctor Jamal Mourad of Southwest Women's Care discusses how long menopause lasts and what options do women have?

**\* 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.**

**\* 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.**

On May 7, anchor Joe Dana moderated the Arizona Solutions panel at the Arizona Immigration Solutions Conference. This public conference brought together the best of the best of the country's immigration researchers, policy makers and 200 members of the public to assess the impacts of Arizona's immigration laws and to begin the search for a better solution.

**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 20, anchor Scott Light emceed the Arizona Foundation for Women's 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 May 2, anchors Mark Curtis and Syleste Rodriguez 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 13, anchor Fay Fredericks emceed the 2011 Trends Charitable Fund Celebrity Luncheon. The mission of the Trends Charitable Fund (TCF) is to support programs in need that positively impact women, children and their families where TCF can make a significant difference.

On May 13, anchor Joe Dana emceed the Profiles of Success Breakfast which announced the recipients of the 2011 Profiles of Success Hispanic Leadership Awards. Valley 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.

Midday segment discusses annual Arizona Foundation for Women luncheon. The Foundation promotes philanthropy by and for women, funds model programs, facilitates community collaboration and influences public policy so that women and children can live free from fear in a just society.

**\* 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 13, anchor Kim Covington moderated the Phoenix Forum: Education for All Arizona Students- What will it Take? Presented by the Greater Phoenix Chamber of Commerce.

On May 19, anchors Scott Light & Kim Covington moderated a panel of education experts discussing concerns and positive changes in Arizona education systems during the 12 News Waiting for Superman Town Hall. This town hall was designed to be an advocacy opportunity for the Arizona school system.

Midday segment discusses teen suicide and how big of a problem it is for young adults and what's leading them to feel so alone and desperate.

Midday segment with Austin Thies, an Administrator at Heritage elementary School discusses the AIMS test and how parents can help their child in 3<sup>rd</sup> through 8<sup>th</sup> grade prepare.

Midday segment discusses Water Safety Day and why so important it is to teach our kids how to swim.

Midday segment with Paul Penzone of Not My Kid discusses underage drinking as we head into graduation and summer seasons.

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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation  
LOCATION: 200 E Van Buren St  
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ISSUE: Economic  
PERIOD: 2<sup>nd</sup> 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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TELEVISION QUARTERLY ISSUES

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

ISSUE: Politics/Government  
PERIOD: 2<sup>nd</sup> 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: 2<sup>nd</sup> 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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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation  
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ISSUE: Education  
PERIOD: 2<sup>nd</sup> 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.

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**STATION:** KPNX-TV & KNAZ, a subsidiary of Multimedia Holdings Corporation  
**LOCATION:** 200 E Van Buren St.  
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**ISSUE:** Crime/Violence  
**PERIOD:** 2<sup>nd</sup> 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: Government  
PERIOD: 1<sup>ST</sup> QTR 2011

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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ISSUE: Government  
PERIOD: 2nd QTR 2011

PROGRAM TITLE: Arizona Immigration Law 1070  
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:** 2<sup>nd</sup> QTR 2011

**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: Youth and Child Safety  
PERIOD: 2<sup>nd</sup> QTR 2011

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.

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TELEVISION QUARTERLY ISSUES

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STATION: KPNX-TV & KNAZ, a subsidiary of Multimedia Holdings Corporation  
LOCATION: 200 E Van Buren St.  
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ISSUE: Health Issues  
PERIOD: 2<sup>nd</sup> QTR 2011

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

DESCRIPTION: Buddy Check 12 is the station's commitment to breast health. On the 12<sup>th</sup> 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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STATION: KPNX-TV & KNAZ, a subsidiary of Multimedia Holdings Corporation  
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ISSUE: Social Issues  
PERIOD: 2<sup>nd</sup> 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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ISSUE: Social Issues  
PERIOD: 2<sup>nd</sup> QTR 2011

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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TELEVISION QUARTERLY ISSUES

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

ISSUE: Economic  
PERIOD: 2<sup>nd</sup> 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.