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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:** Government  
**PERIOD:** 3RD 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: 3RD 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 it's 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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**STATION:** KPNX-TV & KNAZ, a subsidiary of Multimedia Holdings Corporation  
**LOCATION:** 200 E Van Buren St.  
Phoenix, AZ 85004

**ISSUE:** Social Issues  
**PERIOD:** 3RD 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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**STATION:** KPNX-TV & KNAZ, a subsidiary of Multimedia Holdings Corporation  
**LOCATION:** 200 E Van Buren St.  
Phoenix, AZ 85004

**ISSUE:** Health Issues  
**PERIOD:** 3RD 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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ISSUE: Government  
PERIOD: 3RD QTR 2011

PROGRAM TITLE: Decision 2010  
Various days  
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. Coverage includes profiling races, fact checking candidate campaign commercials and literature. Focusing on voter issues and what they want. Finally complete coverage of the November election. Who won and what is the impact of the voter's.

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ISSUE: Social Issues  
PERIOD: 3<sup>RD</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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STATION: KPNX-TV & KNAZ, a subsidiary of Multimedia Holdings Corporation  
LOCATION: 200 E Van Buren St.  
Phoenix, AZ 85004

ISSUE: Economic  
PERIOD: 3RD 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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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: Government  
PERIOD: 2<sup>ND</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.

Midday segment discusses the 12 News Peanut Butter and Jelly Drive which benefits St. Vincent DePaul and thousands of families in need.

Midday segment with the Flood Control District of Maricopa Country discusses flood prevention, regulation and remediation to reduce the risk of injury, loss of life and property damage during Monsoon.

12 News honored Dysart Community Center, as part of the 12 Who Care, the station's volunteer recognition program. Dysart Community Center is a non-profit organization serving low-income families in the West Valley communities of Avondale, Buckeye, El Mirage, Glendale, Goodyear, Peoria, Surprise, Waddell, Wickenburg and Youngtown. Since the Center was established nearly a half-century ago to address the challenges faced by disadvantaged residents, our mission has been to promote positive change through structured educational, developmental and recreational programs

\* 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.

Midday segment discusses the Susan G. Komen Race for the Cure® Series - it's the world's largest and most successful education and fundraising event for breast cancer ever created.

Midday segment with The Virginia G Piper Center at Scottsdale Healthcare discusses its full range of treatment options for prostate cancer; its physicians have brought many cancer treatment firsts to the Valley. Not only were they the first in Arizona to offer Novalis Shaped Beam Therapy and prostate surgery using the daVinci Surgical Robot, some of the world's newest cancer drugs are being offered through Virginia G. Piper Cancer Center Clinical Trials. Physician Scientist Dr. Ramesh Ramanathan, a medical director of Clinical Trials discusses a clinical trial available to treat prostate cancer.

\* 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.

**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.

Midday segment discusses Profile of Success Hispanic Leadership Awards Luncheon; presented each September, which recognizes Latino leadership. The luncheon launches National Hispanic Heritage Month in Arizona and is attended by more than 1,500 people. The funds raised from this event will give new hope to the thousands of men, women, children, families and the elderly who continue to need Valle del Sol's help.

\* **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

Midday segment discusses YMCA Kids activities; with kids back in school some parents may be looking for affordable and safe before and after school care as well as preschool for younger kids.

Midday segment discusses how to make safe school lunches! Registered dietitian Michelle Dudash discusses a recent study in the journal Pediatrics showed that even with multiple ice packs, the majority of lunch items registered at unsafe temperatures, above 40 degrees.

Midday segment with notMYkid. notMYkid inspires positive life choices by educating our community about the consequences of destructive youth behaviors. Young adults who have overcome life-controlling addictions and

behaviors share personal stories with middle and high school students; in an effort to promote prevention message The goal is to increase awareness of the challenges kids face, provide information and offer resources to support the success of students, families and educators.

**Third Quarter FCC Report****Prepared 10/01/11****July 2011**

52x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
65x	Buddy Check 12 campaign encourages women do breast-self exams	Health
56x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
6x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
163x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue
139x	Peanut Butter & Jelly Drive spot solicits food and monetary donations for St. Vincent DePaul	Community
26x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
93x	Women's Half Marathon and 5K race campaign encourages viewers to register for the event which raises funds for Susan G. Komen for the Cure	Health/ Community

## August 2011

31x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
36x	Buddy Check 12 campaign encourages women do breast-self exams	Health
36x	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
60x	Friday Night Fever spot promotes high school football	Community/ Family
155x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue
52x	Profiles of Success celebrates Hispanic Leadership in the community	Community
76x	Race for the Cure campaign encourages viewers to register for the annual race which raises funds for breast cancer awareness and research	Health/Family 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
109x	Women's Half Marathon and 5K race campaign encourages viewers to register for the event which raises funds for Susan G. Komen for the Cure	Health/ Community

## September 2011

17x	12 Who Care promo encourages viewers to volunteer and nominate volunteers for the monthly 12 Who Care award	Health
23x	Buddy Check 12 campaign encourages women do breast-self exams	Health
42x	Call 12 for Action solicits viewers to call in with consumers' problems they need help solving	Community
73x	Friday Night Fever spot promotes high school football	Community/ Family
7x	Hero Central spot encourages viewers to "Be a Hero" by volunteering in their community	Community
42x	Multitude of public service announcements dealing with health, safety, drunk driving, drug abuse, children, family and elderly issues	Multi Issue
4x	Profiles of Success celebrates Hispanic Leadership in the community	Community
78x	Race for the Cure campaign encourages viewers to register for the annual race which raises funds for breast cancer awareness and research	Health/Family Community
31x	Weather Plus Channel spots alerts viewers to weather coverage for the Phoenix area on 12 News, digital cable, azcentral.com and KTAR	Safety
55x	Women's Half Marathon and 5K race campaign encourages viewers to register for the event which raises funds for Susan G. Komen for the Cure	Health/ Community

## July 2011 Speakers' Bureau Report

**Allison Reed**

Communication Employees of the ASU College of Liberal Arts and Sciences Tour

Date: 7/20/11

Attendance: 13

## August 2011 Speakers' Bureau Report

### **Lin Sue Cooney**

ASU Cronkite Women in Media Panel

Date: 8/29/11

Attendance: 250

Participated in the ASU Cronkite School of Journalism Women in Media Panel discussing experiences establishing careers, challenges faced being a woman in the news and advice to students following similar career paths.

### **Tram Mai**

EVB Live and The Voice Contest Radio

Date: 8/9/11

Promoted The Voice Contest and EVB Live on KMLE.

James Quiñones

Gourmets for Good

Date: 8/27/11

Attendance: 800

Honorary Chair for the Gourmets for Food Gala benefitting the United Food Bank. The mission of the United Food Bank is to provide access to nutritious food for those who are without, serving as a community bridge between those who want to help and those who are in need.

### **William Pitts**

Barcelona Middle School Speaking Engagement

Date: 8/19/11

Attendance: 10

Spoke to the after school News Crew and the News Crew Special Report elective class at Barcelona Middle School about a career in Media. Barcelona Middle School is a Title I school.

## September 2011 Speakers' Bureau Report

### **Melissa Blasius**

THRIVE Gala and Awards Dinner

Date: 9/22/11

Attendance: 200

Emceed the THRIVE Gala and Awards Dinner benefitting the Arizona Coalition Against Domestic Violence (ACADV). The mission of ACADV is to lead, to advocate, to educate, to collaborate, to end domestic violence in Arizona.

### **Lin Sue Cooney**

Profiles of Success Hispanic Leadership Awards Celebration

Date: 9/9/11

Attendance: 1,500

Co-emceed the 21st Annual Profiles of Success Hispanic Leadership Awards Celebration. Presented each September, the Awards Celebration recognizes Latino leadership and launches National Hispanic Heritage Month in Arizona.

### **Mark Curtis**

Profiles of Success Hispanic Leadership Awards Celebration

Date: 9/9/11

Attendance: 1,500

Co-emceed the 21st Annual Profiles of Success Hispanic Leadership Awards Celebration. Presented each September, the Awards Celebration recognizes Latino leadership and launches National Hispanic Heritage Month in Arizona.

### **Hiring Our Heroes Phoenix**

Date: 9/29/11

Attendance:

Emceed the Hiring our Heroes Phoenix program kicking off the Hiring our Heroes Phoenix hiring fair connecting veterans, transitioning service members, and military spouses to employers who are looking to hire. The Hiring Heroes Phoenix is from the US Chamber of Commerce, in partnership with the Arizona Chamber of Commerce, Dept of Labor Veterans Employment Training Services, Employer Support of the Guard and Reserve, and many others. This is part of a national effort to host 100 veteran and military spouse hiring fairs over a 12 month period that was launched in partnership with First Lady Michelle Obama and Dr. Jill Biden's "Joining Forces" initiative this past spring.

**Fay Fredericks**

Sixth Annual Bassett Ball

Date: 9/24/11

Attendance: 150

Emceed the AZ Basset Hound Rescue's Sixth Annual Basset Ball fundraiser. The AZ Basset Hound Rescue, Inc. provides veterinary care, food, support, and shelter to Basset Hounds, Bloodhounds and Basset Hound mixes needing assistance in Arizona.

Tram Mail

Third Annual Walk for POP

Date: 9/24/11

Attendance: 1,000

Emceed the Third Annual Walk for POP. The Walk for POP is a festive, educational walk to highlight National Prostate Cancer Month. The **Walk for POP** helps raise awareness of the importance of having a simple annual exam done for early detection of prostate cancer, the second-most diagnosed cancer in men.

**Jerome Parra**

ASU Cronkite School Media Career Night

Date: 9/15/11

Attendance: 250+

Hosted a booth at the ASU Cronkite Media Career Night where students have the opportunity to meet industry professionals, learn more about the profession and explore the many exciting career opportunities in mass media.

Goodyear City Council Station Tour

Date: 9/28/11

Attendance: 8

**Allison Reed**

Phoenix Adult Day Health Services Station Tour

Date: 9/2/11

Attendance: 13

Goodyear City Council Station Tour

Date: 9/28/11

Attendance: 8

**Community Relations Quarterly Report  
3rd 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

\* **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 Maryvale YMCA Miracle League as part of the 12 Who Care, the station's volunteer recognition program. Station aired stories, interviews and commercials during the month of July promoting volunteer efforts available at YMCA.

12 News honored Andre House, as part of the 12 Who Care, the station's volunteer recognition program. Andre House is a ministry to the homeless and poor populations of the Phoenix area.

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LOCATION: 200 E Van Buren St  
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ISSUE: Economic  
PERIOD: 3RD 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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STATION: KPNX-TV, a subsidiary of Multimedia Holdings Corporation  
LOCATION: 200 E Van Buren St.  
Phoenix, AZ 85004

ISSUE: Politics/Government  
PERIOD: 3RD 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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TELEVISION QUARTERLY ISSUES

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**STATION:** KPNX-TV, a subsidiary of Multimedia Holdings Corporation  
**LOCATION:** 200 E Van Buren St.  
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**ISSUE:** Youth and Child Safety  
**PERIOD:** 3RD 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 & KNAZ, a subsidiary of Multimedia Holdings Corporation  
**LOCATION:** 200 E Van Buren St.  
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**ISSUE:** Education  
**PERIOD:** 3RD 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.  
Phoenix, AZ 85004

ISSUE: Crime/Violence  
PERIOD: 3rd 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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STATION: KPNX-TV & KNAZ, a subsidiary of Multimedia Holdings Corporation  
LOCATION: 200 E. Van Buren St.  
Phoenix, AZ 85004

ISSUE: Government  
PERIOD: 3rd 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:** Youth and Child Safety  
**PERIOD:** 3rd 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 3rd Qtr

### July

12 News sponsored the 4<sup>th</sup> annual Peanut Butter and Jelly Drive. Through the month of July, the station partnered with Bashas' & Food City grocery stores to collect food and monetary donations for the Society of St. Vincent de Paul.

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

### August

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

12 News "Call 12 for Action" division sponsored monthly Lawyers On-Call phone bank. Lawyers volunteer their time to answer viewer questions on the subject of Immigration issues.

### September

12 News sponsored the Valle del Sol Profiles of Success celebration honoring outstanding Hispanic leaders. Produced several profiles on the honorees that were featured at the official luncheon. Top station talent emceed luncheon. This, combined with our on air coverage, provided tremendous outreach.

12 News "Call 12 for Action" division sponsored monthly Lawyers On-Call phone bank. Lawyers volunteer their time to answer viewer questions on the subject of divorce and child support issues.

12 News held quarterly adoption phone bank with AASK as part of our Wednesday's Child franchise on September 14. Adoption and foster care experts received dozens of calls with good interest.

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