

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: Health Issues

PERIOD: 2<sup>nd</sup> QTR 2012

DAYS AIRED: Once A Week

NEWSCAST: EVB Live

PROGRAM TITLE: Your Health with Dr. Denise  
EVB Live

DESCRIPTION: 12 News Medical expert Dr. Denise Millstine provides on-air expertise on health-related topics, providing tips and dispelling myths

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ISSUE: Social Issues  
PERIOD: 2<sup>nd</sup> QTR 2012

PROGRAM TITLE: Call 12 For Action

DAYS AIRED: Monday thru Friday

NEWSCAST: 12 News Today & 5pm

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:** Health Issues  
**PERIOD:** 2nd QTR 2012

**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: Social Issues  
PERIOD: 2nd QTR 2012

PROGRAM TITLE: Hero Central

DAYS AIRED: Monday, Tuesday, & Wednesday

NEWSCAST: 12 News @, 5PM

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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**ISSUE:** Government  
**PERIOD:** 2<sup>nd</sup> QTR 2012

**PROGRAM TITLE:** Sunday Square-Off  
8AM

**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 Mitt Romney, Senator Jon McCain, Governor Jan Brewer as well as leaders in the state legislature. Talk about the issues of the day. 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 & KNAZ, a subsidiary of Multimedia Holdings Corporation  
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**ISSUE:** Youth and Child Safety  
**PERIOD:** 2<sup>ND</sup> QTR 2012

**PROGRAM TITLE:** Wednesday's Child

**DAYS AIRED:** Every Wednesday

**NEWSCAST:** EVB Live

**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.

Community Relations Quarterly Report  
2<sup>nd</sup> Quarter 2012  
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**

12 News honored Coconino Casa for Kids as part of the 12 Who Care, the station's volunteer recognition program; whose mission is to serve and improve the lives of abused, neglected and abandoned children of Coconino County and to support the work of the CASA Program and CASA Volunteers.

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.**

Midday segment with Joanne Toms, Water Conservation Specialist with the city of Glendale discusses what types of trees are recommend for Valley homeowners to plant that can survive and thrive in our desert region. Heat tolerant trees often have: small leaves, light green or grey leaves, are native to arid climates, and can tolerate intermittent watering.

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

**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.**

Midday segment discusses the 8<sup>th</sup> Annual Pat's Run; the mission of the Pat Tillman Foundation is to invest in military veterans and their spouses through educational scholarships; building a diverse community of leaders committed to service to others.

12 News honored The Central Arizona Blue Star Mothers as part of the 12 Who Care, the station's volunteer recognition program. Central Arizona Blue Star Mother's mission is to provide support for active duty service personnel, promotes patriotism, assists Veterans organizations, and is available to assist in homeland volunteer efforts to help our country remain strong.

**\* 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.**

Dr. Rafah Allsahlaknee – board certified neurologist of John C Lincoln Hospital discusses how to recognize the symptoms of a stroke and what you can do about it.

Midday segment discusses Go Red For Women Luncheon which celebrates the energy, passion and power we have as women to band together to wipe out heart disease and stroke.

Midday segment with Igor Yusupov, MD, a board-certified neurosurgeon at John C. Lincoln's North Mountain Hospital discusses back pain – which is one of the most common medical complaints.

\* **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 the Arizona Hispanic Chamber of Commerce's Black & White Ball which is the longest running black-tie event in Arizona; which recognizes excellence within the Hispanic Business community.

Midday segment discusses Arizona Foundation for Women annual luncheon. (AFW), a 501(c)3 non-profit organization that invests in and promotes innovative solutions to fulfill the unmet needs of Arizona's women and children.

**\* 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 with International Charter School of Arizona (Arizona's first language based middle School), where kids will be bilingual or trilingual in French and/or Spanish and why it's important for a child to be bilingual and have a bilingual education.

## APRIL 2012 TALENT APPEARANCES

On April 14, anchor Lin Sue Cooney emceed the annual Child Crisis Nursery Dinner. Whose mission is to break the cycle of child abuse and neglect by strengthening families and addressing the social, psychological, and developmental needs of each child. Families can turn to us at the beginning of a crisis situation when the opportunity to create lifelong change is greatest. There were over 1000 attendees.

On April 21, anchors Lin Sue Cooney and Mark Curtis emceed the signature fundraising event for the Pat Tillman Foundation - Pat's Run. The Pat Tillman Foundation is a national leader in providing resources and educational scholarship support to veterans, active service members and their spouses. The Tillman Military Scholars program aids all veterans, specifically the ever-growing population of veterans of Post-9/11 conflicts. There were more than 35,000 participants.

On April 21, anchor Lin Sue Cooney emceed the annual fundraising dinner for Maggie's Place. Maggie Place is a community that provides houses of hospitality for expectant women who wish to achieve their goals in a dignified atmosphere. There were over 1200 attendees.

On April 23-25, anchor Lin Sue Cooney was live in Washington, DC to cover U.S. Supreme Court hearings on Arizona immigration law, known as Senate Bill 1070.

On April 30, anchor Lin Sue Cooney 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.

## **MAY 2012 TALENT APPEARANCES**

On May 19, anchor Lin Sue Cooney was honored at the House of Broadcasting Celebrity Salute. HOBİ is dedicated to preserving and celebrating the history, personalities and paraphernalia of radio and television media.

## **JUNE 2012 TALENT APPEARANCE**

On June 6, anchor/reporter Oralia Ortega emceed the Hispanic Chamber of Commerce Breakfast on June 6 showcasing the ways local businesses can target Hispanics through the media and social media to boost their sales. There were over 250 attendees.

On June 16, reporter Melissa Blasius moderated a candidate forum for the Chandler Chamber of Commerce. It was for US Senate and the 5th Congressional District. There were over 250 attendees. It was also streamed live on the web.

On June 16, Wendy Halloran reporter was a guest speaker at the IRE - Investigative Reporters and Editors Conference in Boston. Wendy was selected by the DART Society at Columbia University's Graduate School of Journalism to speak on a panel they sponsored called: Investigating Prison Abuse. Wendy spoke to investigative journalists and others about the roadblocks of investigating prison abuse and showed a power point presentation with tips to assist them. All related to the Arizona Department of Corrections. The panel was videotaped by IRE and placed on its website.