
TELEVISION QUARTERLY ISSUES

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

ISSUE: Politics/Government
PERIOD: 3RD QTR 2012

PROGRAM TITLE: Arizona Primary
Ran: August 28 & 29, 2012
Show: 5pm, 6pm, 10pm, & 12 News Today

DESCRIPTION: Complete coverage of the races for U.s. Senate, Congress, State Legislature and Sheriff. Coverage included analysis by experts on who voted the impact on the general election and the possible changing face of State politics.

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PROGRAM TITLE: Arpaio Investigation
Ran: September 21st
Show: 10pm

DESCRIPTION: After more than 3 years of investigating a laundry list of criminal accusations against Maricopa County Sheriff Joe Arpaio and his agency. The Justice department announced in a late Friday email it was no longer pursuing any criminal complaints against the Sheriff or MCSO. Complete coverage from reaction by the Sheriff, people who accused him of criminal acts and the leaders in the Phoenix legal community who called on the Justice Department to act. Coverage also included reaction from the candidates who are trying to unseat the Sheriff in the November general election

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PROGRAM TITLE: Congressional District 6 Republican Debate
Ran: July 22
Show: Sunday 12 News Today

DESCRIPTION: Debate between incumbent members of congress David Schweikert and Ben Quayle. Shot before a live audience. The debate dramatized the differences between the two men, only one would be returning to congress. The debate was streamed live when it was taped and featured a robust social media conversation during the presentation.

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PROGRAM TITLE: Democratic Presidential Primary
Ran: September 3rd – 6th
Show: 6pm & 10pm

DESCRIPTION: Reports from the Democratic convention focused on Former President Clinton speech and President speech.

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PROGRAM TITLE: Republican Presidential Primary
August 28 & 29, 2012
6pm & 10pm

DESCRIPTION: Live & taped interviews with the Governor, Arizona Secretary of State and Arizona Republic Political reporter Dan Nowicki on the events at the convention and what impact it might have on Arizona voters.

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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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ISSUE: Social Issues
PERIOD: 3rd 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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PROGRAM TITLE: Call 12 For Action Real Estate
Twice a week
10pm

DESCRIPTION: Real Estate Reporter Melissa Blasius serves as an advocate for homeowners who are in danger of losing their homes to foreclosure. The real estate team keeps banks honest, and alerts viewers to latest news on government programs and lending devices that can help them keep their homes and lower their mortgages.

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ISSUE: Social Issues
PERIOD: 3rd 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: Youth and Child Safety
PERIOD: 3rd 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
3rd 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

Midday segment discuss 1 day diaper drive to help out Crisis Nursery. The drive will start during 12 News Today on Friday and continue at least through the early evening shows. Donations will be dropped off in the lobby during business hours.

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

Midday segment discusses shopping event Heels for Healing which Benefits Florence Crittenton the oldest social service agency in the Valley, and has been helping heal the effects of abuse and neglect on young girls and their families for more than 100 years; which they provide a safe environment and support for young women in Phoenix and their families.

* **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 Sunshine Angels as part of the 12 Who Care, the station's volunteer recognition program, whose mission is to bring about greater success in foster children's ability to achieve positive life skills and become wholesome citizens.

* **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 September 1 – anchor Tram Mai hosted cooking demonstrations at Phoenix Cooks at Westin Kierland, an annual event that raises tens of thousands of dollars for Phoenix Children's Hospital. There were over 400 people in attendance.

On September 20 - anchor Kim Covington Emceed the Coalition of Blacks against Breast Cancer reception at ASU that educates African Americans about the importance of monthly breast exams, mammograms. There were over 300 attendees.

On September 22 anchor Tram Mai emceed the Tim Barber POP Walk- prostate on site project- raises awareness of prostate cancer and urges men to get exams at Tempe Kiwanis Park. There were over 100 people.

Paula Miller of John C Lincoln Hospital discusses their Breast Health & research education workshop/program and how it can help someone diagnosed by breast cancer.

Midday segment with Doctor Jeffrey Schriber of the Cancer Transplant Institute at Virginia G. Piper Cancer Center discusses treatment options available to people diagnosed with blood cancer.

Midday segment with Shea Scottsdale Healthcare Emergency Department discusses emergency rooms specially designated for children.

Midday segment with Dr. Anne Borik of Gilbert Hospital – discusses why health screenings are so important.

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.

Midday Segment with Heather Jelonek, Chief Operating Officer for John C. Lincoln's Accountable Care Organization discusses open enrollment (the time where employers offer a chance for their employees to revise their benefits, including their health care resources and what should we be looking for when selecting a new primary care physician.

Midday segment discusses the 20th Anniversary of the Komen Phoenix Race for the Cure which raises millions of dollars for local and national research for breast 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.

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ISSUE: Crime/Violence
PERIOD: 3rd QTR 2012

PROGRAM TITLE: Marin Investigation
Ran: July 26th, 2012
Show: 10pm

DESCRIPTION: A man who lived the high life was convicted of insurance fraud for burning down his multimillion dollar home after he was unable to auction it off. When his conviction was announced in court he took cyanide and died within minutes in the court room. Investigative reporter Wendy Halloran learned more about the man, his scheme and the people who knew. The people never believed he would actually go thru with committing suicide.

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PROGRAM TITLE: Search for Jhessye Sockley
Ran: Multiple dates in July - September
Show: 5pm, 6pm, & 10pm

DESCRIPTION: Glendale police spent months painstakingly sifting thru tons of trash at a dumpsite looking for the remains of a little girl believed to be killed by her mother. After months of looking police finally believed FBI testing of evidence at the child's home were enough to arrest the mother. 12 news reporters kept viewers up to date on the status of the investigation, where it was leading and ultimately reporting the story of the arrest.

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PERIOD: 3rd QTR 2012

PROGRAM TITLE: Silent Witness
Twice a week
12 News Weekend

DESCRIPTION: 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: Health Issues
PERIOD: 3rd QTR 2012

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: Health Issues

PERIOD: 3rd 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

JULY 2012 TALENT APPEARANCES

In July on our Arizona Midday show we honored the July 12 Who Care Honoree, Madison Street Veterans Association. Destry Jetton presented the 12 Who Care trophy to Program Director Terry Araman during our Midday show on July 3rd.

AUGUST 2012 TALENT APPEARANCES

On August 7th we honored our August 12 Who Care Honoree, Cleaning for a Reason, on Arizona Midday. Destry Jetton presented the 12 Who Care trophy to Cleaning for a Reason representative Mari Williams.

On August 19th Brahm Resnik emceed an Arizona Jewish Historical Society and the Jewish News of Greater Phoenix event, "Jewish issues." This was a candidate's forum for Congressional District 9 at the Cutler-Plotkin Jewish Heritage Center.

SEPTEMBER 2012 TALENT APPEARANCES

On September 1st, Tram Mai attended and emceed the Phoenix Cooks event. 3500 were in attendance. There were tons of chef demonstrations and food sampling.

On September 5th, Brahm Resnik emceed the Most Admired Companies (MAC) Awards. There were 450 people in attendance.

On September 7th, Syleste Rodriguez and Veronica Sanchez hosted the Valle de Sol Profiles of Success luncheon. The luncheon was held at the Phoenix Convention Center and 1500 people attended. Both ladies co-emceed the 2 hour luncheon that honored several Hispanic Community Leaders. Our marketing department created videos that were played at the luncheon.

On September 22nd, Tram Mai emceed the 4th Annual Tim Barber Walk for Prostate On-site Project. Arizona Midday promoted the walk on September 21st. Tram spoke to over 100 participates about becoming more aware of prostate cancer and encouraged them to get checked out.

On September 28th, Fay Fredricks attended the Camelback High School Career Expo. Fay spoke to hundreds of students about her experience in the news industry and answered questions from students.