

Station Group consists of ten television stations in the following markets: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Fresno, Raleigh-Durham, Flint, and Toledo. ABC, Inc. is an indirect subsidiary of The Walt Disney Company and owns, directly or through subsidiaries, over seventy commercial radio broadcast stations in the United States (“ABC Radio”). The ABC Television and Radio stations are committed to localism, separate and apart from any FCC regulation. These comments highlight only a few of the ways in which the ABC stations operate in the local interest, and even the extensive attachments to these comments represent only a sampling of the stations’ localism efforts.

In light of ABC’s commitment to localism, ABC strongly believes that any additional regulation to encourage localism is unnecessary. The ABC television and radio stations determine how best to serve their local communities through local management and local decisions. As can be seen by the descriptions below, the stations’ localism efforts are diverse and varied, ranging from weekly programs to specials, focusing on minority groups as well as kids, and providing any number of local groups and non-profit organizations with support and media access. Given the nature and extent of these localism initiatives, there is no need for FCC regulation and, moreover, any additional FCC regulation would only restrict the flexibility stations currently have in serving their local communities.

II. The Disney/ABC Television and Radio Stations Are Committed to Localism Above and Beyond any Regulatory Requirement

A. ABC Owned Television Stations

First and foremost, the ABC Owned Stations are committed to being the leading source for local television news in their communities. The ten ABC Owned Television

Stations provide on average 31.9 hours of local news and local public affairs programming per week. The specific amount of local news and local public affairs programming for each station is listed on a chart attached to these comments as Attachment A. Just by way of example of the commitment of ABC stations to local news, WABC (New York) recently aired FIFTEEN commercial-free hours of the 9-11 Commission hearings held in New York. Again, by way of example, since ABC purchased WTVG (Toledo) in 1995, ABC has underwritten \$19.1 million in technical and news gathering capital investments at this station, including a 350,000 watt live radar and an increase of 12 half-hours per week of live local news. Of course, all the local news and local programming provided on the ABC Owned Television stations is in addition to the substantial news programming provided by The ABC Television Network, including World News Tonight, Good Morning America (including the recent addition of a weekend edition), Nightline, World News Now, 20/20, and Prime Time Live.

In addition to local news, attached to these comments as Attachment B are summaries prepared (locally) by each of the ABC owned television stations of their local initiatives. These summaries describe only a portion of what they do within their local community, and represent a snapshot of approximately the last year. In the Localism NOI, the Commission asked for comment on five categories of local initiatives and these categories are listed below, together with a few examples from Attachment B to give a sense of the variety and depth of how the ABC Owned Television Stations operate in each of these areas.

1. Communication with Communities

- KGO (San Francisco) holds monthly public meetings in different cities within KGO's coverage area at which any member of the public may speak to station management. KGO also has an "ABC7 Listens" on-air campaign through which it uses its on-air time to tell viewers how to reach the station and an "ABC7 Listens" ongoing series of polls to gauge interest in various topics. KGO also has devoted a segment of its website to "Taking Action," which gives viewers information on how to take action on the news stories KGO covers.
- WJRT (Flint) holds regular focus meetings with viewers to help prioritize issues to be covered through news, public affairs, public service, and special programming.
- KTRK (Houston) invites community leaders to dialogue with staff in an effort to remain abreast of certain pressing issues and to respond appropriately.
- KFSN (Fresno) holds Town Hall meetings in the various California Valley communities to gather feedback and stories of interest. KFSN also provides access for air time for non-profit organizations on "Valley Focus," a local weekly series.
- WPVI (Philadelphia) has three regional news bureaus, in Wilmington, Delaware, Trenton, New Jersey, and Margate, New Jersey.

- WTVD (Raleigh-Durham) is building a state of the art street level news room and studio to help revitalization efforts in Raleigh North Carolina.

2. Nature and Amount of Community-Responsive Programming.

- KTRK (Houston) airs the following regularly scheduled local programming: Extra Points, Inside the Game, and Community Close Up Programs (Crossroads, Viva Houston, Visions, and City View). Specials at KTRK include: ABC-13 Women of Distinction, Viva Mexico, Star Holiday Lighting Concert & Fireworks, Rodeo Houston Parade, and 2004 Freedom Over Texas.
- WPVI (Philadelphia) has a staff devoted solely to producing local programming, public service announcements, and regional specials. WPVI produces more than half a dozen regular public affairs shows, including “Perspective Delaware” and “Perspective New Jersey,” as well as “Youth Perspective” (focusing on topics for young people).
- KGO (San Francisco) airs a weekly public affairs program entitled “Beyond the Headlines,” covering issues of interest to the Bay Area.
- WJRT (Flint) airs a weekly program called “Newsmaker,” which examines local issues, concerns, and events.
- Each week, WABC (New York) airs one of three “Viewpoint” programs, focusing on Long Island, New York City, or New Jersey.
- WTVG (Toledo) airs a weekly public affairs program hosted by Toledo’s former mayor.

- WLS (Chicago) airs a variety of weekly public affairs programming, ranging from “190 North” (about the best of Chicago) to “Chicagoing” (covering issues ranging from homelessness and racism to the future of Chicago) and “Sanctuary” (airing once a month, and produced in association with the Chicago Archdiocese, the Jewish Federation, and the Broadcast Ministries of Chicago). WLS also airs its award-winning program “NewsViews” every Sunday, during which candidates, politicians, and community leaders are interviewed (e.g., during this election cycle all the candidates for the U.S. Senate, including the Independent and Libertarian candidates, have been on the program).
- Special Local Events. The ABC Owned Television Stations produce and broadcast any number of special events of local interest as detailed in Attachment B. Examples include: (1) WPVI (Philadelphia) not only airs the Thanksgiving Day parade, but it also owns and produces the parade, which it did to rescue the parade when the long-time sponsor went out of business; (2) WTVG (Toledo) airs several local football games; (3) WABC (New York) airs a series of Central Park Summerstage Events; and (4) WLS (Chicago) airs TEN local parades a year;
- All the ABC Owned Television Stations air local PSAs, submitted by local non-profit organizations and selected locally by the station.

3. Political Programming.

- The ABC Television Group's extensive commitment to political programming is detailed at length in a letter dated June 21, 2004 from Bob Iger to Chairman McCain and Chairman Powell. This letter is attached to these comments as Attachment C, and it summarizes the many local debates sponsored by and aired on the ABC Owned stations, as well as the other innovative political coverage initiatives of the local stations (including candidate profiles, voter education initiatives, and candidate forums). Just to highlight one example, WLS this year aired three U.S. Senatorial debates (two in the primary, and one in the general election); the primary debates were picked up by other television stations in the market and aired multiple times and the general election debates were carried nationally by CNN and ABC News Now in addition to being streamed on WLS' website.

4. Underserved Audiences.

- WPVI (Philadelphia) airs the longest-running Hispanic affairs program in the country (for 34 years), called "Puerto Rican Panorama."
- WTVD (Raleigh-Durham) has an organized minority board that gives the station guidance and advice on issues regarding the minority community.
- KTRK's Community Forums have included "AIDS Act now Media Forum," "Hispanic Community Forum," "African American

Community Forum,” Hispanic Youth Summit with George Lopez, and an Asian American Community Forum.

- KABC (Los Angeles) airs a weekly magazine format show called “Vista L.A.,” which explores the variety and depth of the Latino spirit in Los Angeles. KABC also has donated program-length time to community-based organizations such as the LA Urban League and the Nosotros/Ricardo Montalbon Foundation.
- WJRT (Flint) provides programming uniquely for childrens’ needs, with a weekly news feature, 30 second spots, and half-hour programs on such topics as bullying, drugs, risk-taking behaviors, diversity, gangs, peer pressure and other character-related topics.
- WABC (New York) airs a weekly hour series called “Like It Is,” focusing on current and past events through an African American perspective. WABC also airs a weekly half-hour series called “Tiempo,” devoted to topics affecting and relating to the local Hispanic community.

5. Disaster Warnings.

- Each of the ABC Owned Stations provides extensive local news and weather information on a daily and weekly scheduled basis, and each also provides extensive weather- and disaster-related information as breaking news or as updates during programming. Described below are examples of some of the additional disaster-related services the ABC Owned Stations provide:

- After the California wildfires, KABC (Los Angeles) set up telephone banks for viewers to call in to talk with professionals and experts in the fields of insurance, medicine, mental health, and emergency services.
- For the calendar year 2003 alone, WPVI (Philadelphia) broadcast 61 days of weather alerts (outside of regularly-scheduled news programming) and from January 1, 2004 until September 15, 2004, WPVI had broadcast 49 days of weather alerts.
- Each year KTRK (Houston) publishes a Hurricane Information and Tracking Chart and produces a half-hour special and vignettes to keep viewers alert.

B. ABC Radio.

The ABC Radio stations are programmed in a wide variety of formats, including both News Talk and Music (country, rock, jazz, dance, adult contemporary, adult alternative, and 80s). In addition, some ABC owned radio stations operate as ESPN-formatted stations or as Radio Disney stations. The ESPN stations are sports stations that air both national and local sports programming. Radio Disney is a children's radio network dedicated to programming high quality, wholesome entertainment that is beneficial to children, families, and the local communities. Like the ABC Owned Television Stations, ABC Radio stations fulfill their localism obligations by decisions made by local management and on-air personnel.

While extensive details of the ABC Radio stations' local news efforts are described in Attachment D, it is worth noting that several of the ABC Radio stations

operate in an all-news or news talk format, with significant focus on local issues and local news. Other ABC Radio stations provide local news as part of their news programming or as part of regular cut-ins to their music programming. Some specific examples of the local news on ABC Radio stations are as follows: (1) in addition to WMAL's four-hour morning news program (Monday through Friday), WMAL has provided around-the-clock coverage of major events in Washington, including the September 11 Pentagon attack and the anthrax attacks, and the so-called "Beltway snipers" were caught after a WMAL listener heard the suspects' car and license plate descriptions on the air; (2) WABC (New York) devotes approximately 50% of its morning news talk topics to local issues of importance, airs approximately 10 hours a day of live local talk shows, and airs approximately 128 local newscasts a week; (3) WBAP (Dallas-Ft. Worth) airs a morning local news show from 5 am to 9 am Monday through Friday; (4) KSFO (San Francisco) airs approximately 6 hours of local public affairs programming and 2.4 hours of local news programming Monday through Friday (and 5-6 hours of public affairs programming on Saturdays and Sundays); and (5) WJR (Detroit) airs an hour-long local news block every weekday at 6 pm.

Attached to these comments as Attachment D is a group of summaries prepared (locally) by a number of the ABC owned radio stations describing their local initiatives. As with the television summaries, these summaries describe only a snapshot of how the ABC Radio stations operate within their local community, and they cover only approximately the last year. Again, each of the categories listed in the Localism NOI is listed below, together with a few examples from Attachment D to give a sense of the variety and depth of how the ABC radio stations operate within each of these areas.

1. Communication with Communities
 - WABC (New York) and WMAL (Washington) conduct an annual research study to get feedback from listeners and to determine the issues listeners care about. WABC provides a way for listeners to e-mail suggestions and complaints directly to the program directors and the program hosts.
 - KABC, KLOS, KSPN, and KDIS (the four ABC Los Angeles stations) conduct leadership lunches with local community leaders to ascertain issues of local concern. The Community Affairs Department for the four stations also is in daily communication with community leaders and non-profit organizations and has an open door policy with these leaders.
 - KGO (San Francisco) once a week during the Morning News has its anchors talk with the Mayors of San Francisco, San Jose, and Oakland about local community events, news, and community activities.
 - WDRQ (Detroit) determines issues of local concern through listener surveys, information submitted from listeners by e-mail, and through the “Community Calendar” section of its website.
 - WBAP (Dallas-Ft. Worth) airs “North Texas Perspective”, a weekly 30 minute program concerning community issues with guests from various non-profit organizations.

- WPLJ (New York) broadcasts a feature called “Race Taylor’s Community Calendar,” which was launched post-September 11 and which has evolved to make the community aware of local community services and fund-raising events.
- WDZY (Orlando) airs a weekly public affairs program called “Kids Concerns Show.” The topics for the show are derived by surveying the guests who come to the show each week, as well as by talking to the teachers, principals, and local government leaders who attend the station’s in-school events.
- Radio Disney AM 620 (Dallas Ft. Worth) polls its local audience at local events as to issues of interest.
- KSCS (Dallas Ft. Worth) conducts weekly telephone research to evaluate the music it airs.
- WZZN (Chicago) uses local auditorium testing and call-out research to determine the station’s music library.
- The General Manager of KMIC (Houston), a Radio Disney station, has leadership positions within the Adopt-A-School Bus Program, the Greater Houston YMCA Post Oak Branch, and the Houston City Breakfast Club.
- The General Manager of WBWL (Jacksonville, Radio Disney) sits on leadership committees for the Leukemia/Lymphoma Society, the Smoke-Free Coalition of Duval County Health Department,

and the Duval County Public Schools Character Education Oversight Committee.

2. Nature and Amount of Community-Responsive Programming
 - WJR (Detroit) airs a monthly long-form show in which the Mayor of Detroit answers questions from the public (in addition to WJR's similar shows entitled "Ask the Governor" and "Ask the [Police] Chief").
 - WABC (New York) has a weekly one-hour show hosted by Mayor Bloomberg about local issues of importance. WABC also airs "Religion on the Line," a three-hour weekly show hosted by Rabbi Joe Potasnik and Father Paul Keenan about how religion affects local public life.
 - WBAP (Dallas-Ft. Worth) airs live local news and public affairs programming for 10 hours a day, from Monday through Friday.
 - WGVX/Y/Z (Minneapolis) airs three 30 minute local programs and one 60 minute local program every week to address local issues and concerns, including "Metro Focus", "On Point", "The Health Show", and "The Latest."
 - WMVP (Chicago), an ESPN station, focuses on local issues of interest during its local talk sports talk shows, including fan safety, sportsmanship in amateur sports, ticket scalping, and of course the local sports teams.

- KMIC (Houston, Radio Disney) airs a weekly program, “The Breakfast Club,” a locally-produced 30 minute program featuring different community organizations and leaders being interviewed about issues of concern and interest to children, tweens and parents. Several other Radio Disney stations produce their own local versions of “The Breakfast Club.”
- KIID (Sacramento) airs a weekly 60 minute interview program called “Kid Talk With Dr. Mary” that has focused on ethical dilemmas, educating children about animals, good eating habits and nutrition, having a healthy lifestyle, drugs, social situations and safety, and reading
- ESPN 103.3 (Dallas Ft. Worth) airs eight hours of local sports-related programming Monday through Friday.
- A number of ABC Radio stations also air weekly programs highlighting local music, including by way of example:
 - KLOS (Los Angeles) has the longest running showcase (22 years) of local talent in Southern California, called “Local Licks.”
 - KXXR (Minneapolis) airs a weekly program called “Loud and Local,” providing exposure to local “Active Rock” musicians by broadcasting recent and past recordings and informal interviews.

- KQRS (also in Minneapolis) airs “KQ Homegrown,” a weekly program broadcasting intimate live performances, recent and past recordings and informal interviews (and winner of the 2004 Minnesota Music Award for Best Minnesota-Produced Radio Show).
- KSCS (Dallas-Ft. Worth) airs a program called “Honky Tonk Teens,” a two hour weekly show that features local up-and-coming artists.
- WZZN (Chicago) airs “The Local Zone,” a weekly hour-long program highlighting the station’s local area’s best signed and unsigned talent.

3. Political Programming

- WLS (Chicago) extended offers to each of the U.S. Senate candidates to appear on the WLS morning show. During the 2004 campaign season, WLS aired the U.S. Senatorial debate and during the 2002 campaign season, WLS hosted and broadcast several debates, including the Illinois gubernatorial debate and the primary debates for Illinois attorney general, for both the Republican and Democratic candidates. WLS also sent reporters to both the Democratic and Republican conventions.
- KSFO (San Francisco) aired a Mayoral Debate moderated by a KSFO talk host, has broadcast from the State Capital to discuss

issues of local importance with state politicians, and has conducted major voter registration drives.

- KGO (San Francisco) this year hosted an hour-long debate with the San Francisco Mayoral Candidates. KGO also air a daily feature called the “Daily Debate” 60 days before the Presidential Election, which is a balanced report on the latest developments and comments of the Presidential candidates.
- WGVX/Y/Z (Minneapolis) during this political cycle offered candidates free air time to discuss issues and community concerns as part of the public affairs show “On Point.”
- WMAL (Washington) has a monthly call-in show with Maryland Governor Bob Ehrlich, and frequent appearances on its news shows by Virginia Governor Mark Warner, DC Mayor Anthony Williams, Montgomery County Executive Doug Duncan, and local Members of Congress.
- KQRS (Minneapolis) has been airing voter registration PSAs from the Secretary of State of Minnesota and used its website to promote “Rock the Vote” initiatives.
- ESPN 103.3 (Dallas-Ft. Worth) – an ESPN station – has covered sports-related political issues, including having political leaders for on-air interviews who are both for and against funding for new local stadiums.
- Many ABC Radio stations carried the Presidential Debates live.

4. Underserved Audiences

- Radio Disney AM 550 airs a weekly talk program called “KC’s Corner,” produced by kids for kids, featuring community leaders and students being interviewed about issues of concern to kids and young adults. Other Radio Disney stations produce their own local versions of “KC’s Corner.”
- The Community Affairs Department for the ABC Los Angeles Stations (KABC, KDIS, and KSPN) produces and airs a one-hour weekly program called “Spotlight on the Community,” which spotlights the needs and concerns of the non-profit and underserved communities in LA, and has included guests who have provided guidance to minority communities on first-time home ownership, who have discussed the pressures minority children face, and who have discussed how families deal with the challenge of illnesses affecting senior citizens.
- WLS (Chicago) has a weekly one-hour program, during which specific attention is given to covering topics that affect groups such as women, youth, minorities, and religious and ethnic groups. Some examples include coverage of Italian, Hispanic, and African-American Heritage months, as well as breast cancer awareness, Alzheimer’s disease awareness, the American Heart Association, American Lung Association, the Children’s International Film Festival, back-to-school initiatives, and gay pride month.

- WWMI (Tampa) serves as the mentor organization for the Saint Petersburg Police Department Youth Council.
5. Disaster Warnings
- WABC (New York) works with the Mayor of New York City so that in event of emergency he can go directly on the air (without going through a middle person) and then WABC would provide the feed to other NY stations, either live or taped.
 - KGO (San Francisco) has seven mobile units, and was recently recognized for its coverage of a cargo jet emergency, during which KGO dispatched a helicopter to the scene which was able to diagnose the problem with the jet and help get it landed safely.
 - WJR (Detroit) operates on a 24-hour basis to provide emergency information and during a massive blackout in August 2003 was the only station in the region that remained on the air, providing critical information during that time.
 - WMAL (Washington) provides around the clock traffic and weather coverage, including long-form coverage whenever the situation warrants (e.g., major storms in Washington like Hurricane Isabel).
 - WRQX (Washington) in September 2004 aired live eye witness reports from listeners regarding severe weather and tornadoes that were passing through Washington DC and that were clearly having a direct impact on listeners.

- The General Manager of WMAL (Washington) is co-chair of the Communications Committee of the Potomac Conference “Emergency Task Force”, a group of business leaders who work with the Department of Homeland Security and other official agencies to disseminate information regarding potential emergencies.
- ABC Radio has an emergency plan for each station.

Given the breadth and depth of the localism initiatives of the ABC Radio Stations, ABC submits that there is no need for further regulation to promote localism. Moreover, the NOI raises a number of policy issues relating to radio and questions whether the FCC should regulate in these areas. In ABC’s view, there is no need for regulation or increased regulation in these areas, and any further FCC action thus would be unwarranted. For example, as for payola, ABC submits that there is no such need for regulation or further regulation because the FCC’s current regulations sufficiently address the issue and any violations of those regulations can be handled through enforcement. For its own part, ABC Radio strictly adheres to the FCC’s rules regarding payola.

III. Television Network-Affiliate Rules.

The ABC Television Network has filed numerous filings in response to the Petition (and subsequent pleadings) filed by NASA. ABC has consistently demonstrated that its network-affiliation agreements in no way violate the right to reject rule and that ABC’s affiliates have never been prevented or hindered from preempting network shows in accordance with the right to reject rule.² Indeed, during the entire time that the NASA

² Ex Parte Filings of The Walt Disney Company, DA 01-1264 (dated April 16, 2004); Ex Parte Filing of The Walt Disney Company, DA 01-1264 (dated May 9, 2003); Ex Parte Filing of The Walt Disney

petition has been pending, NASA has been unable to substantiate any violation by ABC of any of the FCC's rules. In order to prove that the ABC's affiliates have ample ability to preempt, ABC has even submitted numerous listings of its affiliate preemptions.³ To remove any possible question, ABC has also submitted to the FCC a letter it sent to its affiliates that contains a binding interpretation of its affiliation agreements and that responds directly to the concerns raised by the ABC affiliates.⁴ Nonetheless, the NOI expresses some concern with the issues raised by NASA.⁵

It is ABC's view that, given the history of the NASA proceeding and ABC's responsive filings, there simply is no basis for the Commission to express any concern over NASA's unsubstantiated and unproven claims. For example, Sinclair Broadcasting was not prevented or hindered from preempting ABC's Nightline when Sinclair did not want its viewers exposed to the names of American soldiers who gave their lives in Iraq. Nor was Sinclair prevented or hindered from preempting ABC primetime shows to present Sinclair's own point of view on Senator Kerry's Vietnam experiences. The truth is that NASA's "localism" arguments are nothing more than business leverage dressed up in a transparent "public interest" veneer.

IV. Conclusion

Disney/ABC respectfully submits that its owned television and radio stations already operate in response to local issues and concerns and that there is no need for further regulation to promote localism.

Company, DA 01-1264 (dated February 13, 2003); Comments of The Walt Disney Company, DA 01-1264 (dated July 23, 2001).

³ Ex Parte Filings of The Walt Disney Company, DA 01-1264, dated June 12, 2002; Ex Parte Filings of The Walt Disney Company, DA 01-1264, dated February 11, 2001.

⁴ Ex Parte Filings of The Walt Disney Company, DA 01-1264, dated June 7, 2004.

⁵ Localism NOI, at para. 32.

Respectfully submitted,

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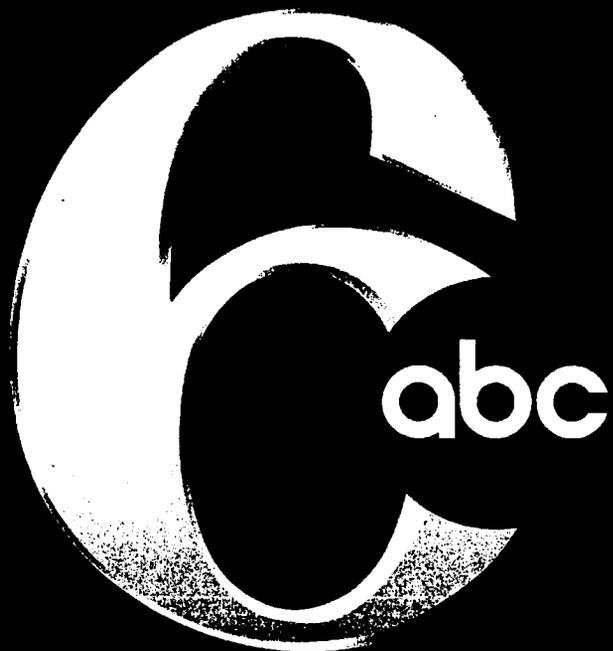
November 1, 2004

ATTACHMENT A

Number of Hours of Local News & Public Affairs Programming

New York/WABC	31.0
Los Angeles/KABC	39.0
Chicago/WLS	33.5
Philadelphia/WPVI	33.5
San Francisco/KGO	28.5
Houston/KTRK	37.5
Raleigh-Durham/WTVD	29.0
Fresno/KFSN	28.0
Flint/WJRT	29.0
Toledo/WTVG	29.0
AVERAGE	31.9

ATTACHMENT B

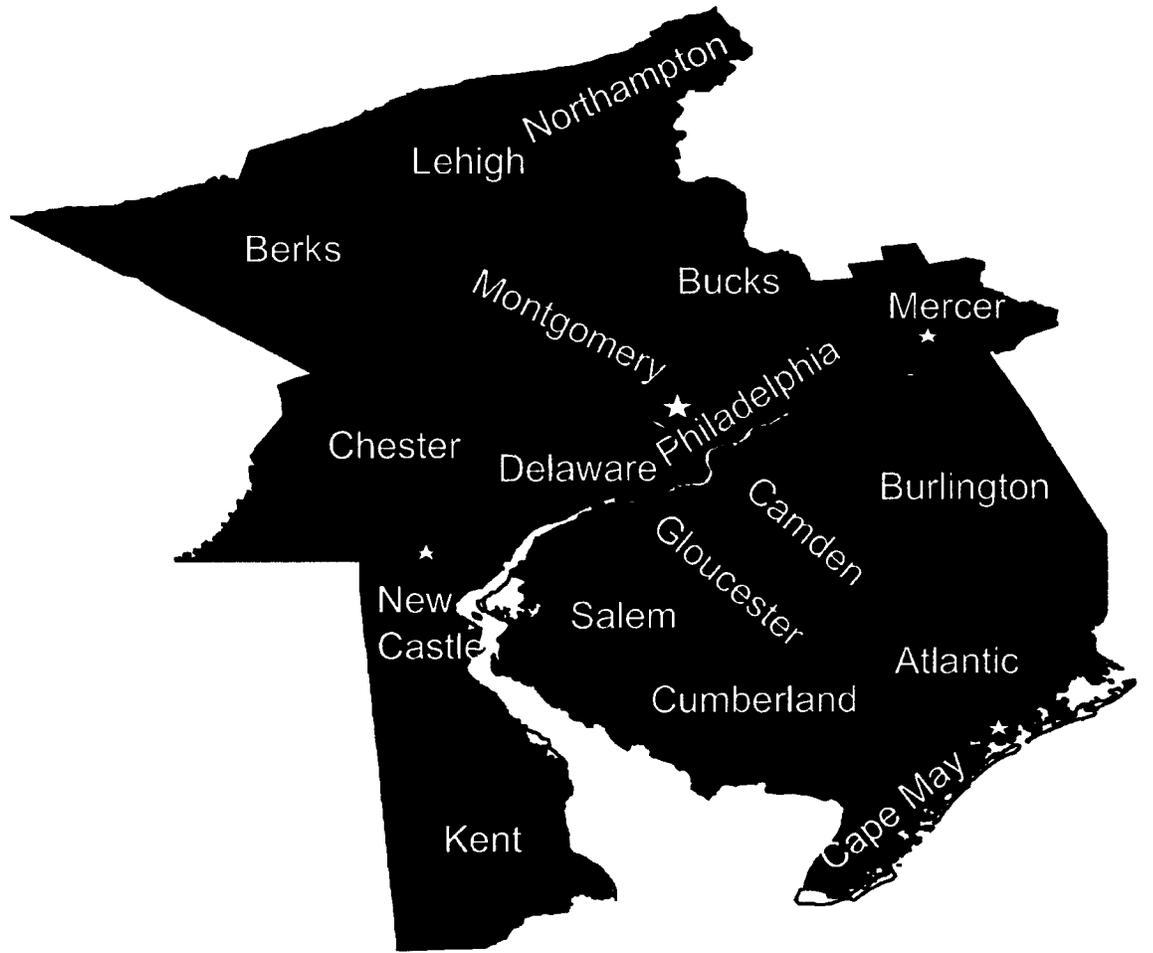


WPVI-TV
PHILADELPHIA
WPVI.COM

Market Rank: 4

Serving the communities of:
Greater Philadelphia,
South Jersey
and Delaware

TV households: 2,830,470



WPVI-TV/Channel 6, an ABC owned station, has been serving the Delaware Valley since 1947. The leading station in the region, Channel 6 continues to build on its long-standing commitment to local viewers, through an emphasis on local news and information, public affairs, community projects and special local programming.

ACTION NEWS

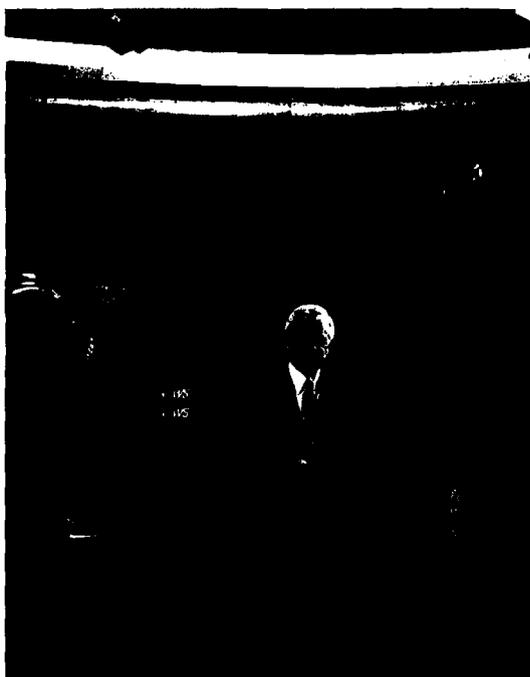
The cornerstone of WPVI-TV's commitment to the community is Action News. Encompassing thirty hours of local news every week, Action News is the leading news program in the Delaware Valley, with its top newscast, Action News at 6pm, reaching an average of 1.4 million households per week.

Along with its Philadelphia-based newsroom, Action News has three regional news bureaus to allow the most complete coverage of the tri-state area. These bureaus, and their studios, also serve as the sites for public service programs and debates relevant to that particular state.

News Bureaus:

Wilmington, Delaware
Trenton, New Jersey
Margate, New Jersey

In addition to local news, WPVI-TV carries 30 hours of ABC network news programming per week.



LOCAL PUBLIC AFFAIRS PROGRAMMING

Channel 6 continues to have one of the most active public affairs departments in the country, with a staff dedicated solely to producing local programming, public service announcements, and regional specials. Along with the greater Philadelphia area, the public affairs programs serve specific communities, such as Delaware, Southern New Jersey, and the tri-states' minority populations.

Channel 6 has an equally strong commitment to public service announcements, airing approximately 100-150 PSA's a week, amounting to an average of 80 minutes of weekly PSA time.

Regular public affairs programming includes:

PERSPECTIVE DELAWARE: Half-hour interview program dealing exclusively with people and issues of Delaware.

PERSPECTIVE NEW JERSEY: Half-hour interview program dealing exclusively with people and issues of New Jersey.

YOUTH PERSPECTIVE: Half-hour program featuring student panel and topics relating to young people.

PRIME TIME WEEKEND: Half-hour magazine-format program addressing the positive aspects of a variety of topics.

VISIONS: Half-hour magazine-format program dealing with minority and urban issues.

PUERTO RICAN PANORAMA: The longest-running Hispanic affairs program in the country, dealing with issues of interest and importance to the Hispanic community and hosted by Diego Castellanos, education specialist, Bureau of Bilingual Education, N.J. State Dept. of Education.

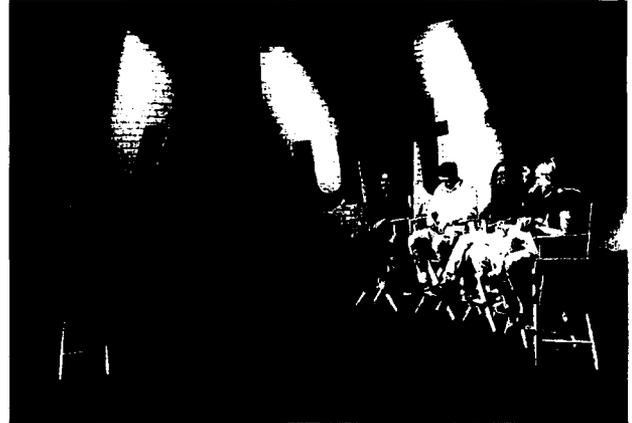
INSIDE STORY: Weekly half-hour program featuring local opinion-leaders commenting on issues and events of the week.

FAST FORWARD 2003 - Monthly half-hour magazine-format program focusing on the news and views of today's teens and highlighting some of their favorite people from the world of entertainment.

SUNDAY LIVE - A live, weekly local talk show featuring the most topical stories of the day. The program features top interviews, viewer phone calls, and *Action News* and weather inserts.

POLITICAL DEBATES

Each year, Channel 6 hosts and broadcasts the major political debates in the region. In the last Philadelphia Mayor's race, Channel 6 aired four debates between the



candidates. All of Channel 6's debates are at least an hour in length, and air in high profile time periods such as prime time access. These debates are most often produced in partnership with such sponsors as the League of Women Voters and the NAACP.

Debates in 2002 included:

- One-hour Pennsylvania Primary Democratic Gubernatorial Debate in prime time access
- One-hour New Jersey Primary Republican Senate Debate
- One-hour Pennsylvania Gubernatorial Debate in prime time access



Channel 6 has already committed to (2) one-hour Philadelphia Mayoral debates for the fall of 2003.

OTHER PUBLIC SERVICE INITIATIVES

Channel 6's commitment to Delaware Valley residents continues throughout the year with a series of community initiatives, ranging from an annual food drive to a fire safety campaign. The initiatives include:

Operation 6ABC: Save A Life

For over a decade, 6ABC has teamed up annually with local fire departments to bring an extensive fire prevention program to the Delaware Valley. Since the campaign's inception, Channel 6 has donated over 100,000 smoke detectors for distribution in high-risk homes.

Children First Campaign

2003 marks the 11th year for the award winning Children First campaign. The goal of Children First is to raise awareness of the challenges facing today's children through positive, action-oriented messages – with the hope of inspiring activism.

Best of the Class

Special WPVI-TV project, begun over twenty years ago, that each year honors top students from almost 300 public, private and parochial high schools in the tri-state area, highlighting each student and school in 30 different one-minute vignettes airing throughout the day during June. The station also produces a special one-hour

program in which the students express their views on the events of today and the promises of tomorrow, as well as explore their plans for their future.

African-American Heritage Month

6ABC salutes Black History Month with a series of on-air vignettes that commemorate the rich heritage of the African-American culture.

Baby Bundles

6ABC partners with the Girl Scouts for an annual 6ABC/Girl Scout Baby Bundles Campaign which includes on-air tips for expectant mothers and a drive to collect new baby items for mothers in need. Over 16,000 Girl Scouts participate in this campaign. Last year's collection drive raised over 40,000 new items for babies in need.

6ABC's Beating the Odds against Breast Cancer Campaign

6ABC runs an annual campaign to raise awareness about breast cancer through a month long multi-media campaign. This year, 6ABC will partner with the American Cancer Society, the Breast Health Institute and Living Beyond Breast Cancer to provide over 100,000 breast self-examination cards as well as free cancer screenings.

Halloween Safety Campaign

This on-air broadcast campaign delivers tips to parents and children about safe trick-or-treating.

6ABC Boy Scouts Holiday Food Drive

The Food Drive is an extensive on-air campaign that encourages viewers to donate canned goods for the needy. Boys Scouts from all over the Delaware Valley team up to collect the donated food. Last year's drive raised over two million cans of food. Food Banks in the tri-state area distribute the food to those in need through the support of more than 900 local charities.

Other community efforts in 2002 included:

National Mentoring Month (January 2002 & 2003)

WPVI-TV partnered with the Greater Philadelphia Mentoring Partnership to promote January as National Mentoring Month with PSAs and segments on mentoring within public affairs programming.



Photo courtesy of Alan Kolc

Anti-Defamation League's No Place for Hate Campaign

In January 2002, the Anti-Defamation League announced the second phase of its hugely successful "No Place for Hate" campaign, which empowers communities to challenge racism, hate and bigotry of all forms. In Phase Two, communities adopt a proclamation affirming their commitment to tolerance and diversity. WPVI's ongoing involvement includes airing public service announcements, program segments and coverage of ADL activities...and continues the station's goal of being a positive part of the community.

Mardi Gras

In February 2002, WPVI produced a special PSA concerning enforcement of the City of Philadelphia's curfew for young people ages 18 and under. The purpose of the PSA was to keep kids out of trouble during Mardi Gras.

Amistad Port Visit, Camden, NJ

The *Amistad* sails around the world as an ambassador for freedom and harmony among the races, and its first port visit to the Greater Philadelphia region was in April 2002 in Camden, NJ. WPVI produced a PSA and aired a segment on the minority affairs program "Visions."

Special Olympics

WPVI promoted the Philadelphia Special Olympics "Celebrity Sports Auction" in May 2002 and 2003 with produced PSAs. Proceeds from the event are used to "Inspire Greatness" in over 3,000 Special Olympics athletes.

Philadelphia Jewish Centennial

WPVI-TV supported "A Day in the Park," the Jewish community's huge Centennial Celebration in May 2002 to commemorate the 100th anniversary of the Jewish Federation of Greater Philadelphia and recognize the past 100 years of Jewish history in Philadelphia. WPVI produced PSAs for the event and included coverage in the station's magazine program *Prime Time Weekend*.

Philadelphia Senior Games

WPVI-TV was a media sponsor of the Philadelphia Senior Games, hosted by the Philadelphia Recreation Department, in May 2002 and 2003. The Games offer exciting events and activities of broad appeal to the area's active senior adult population. PSAs were produced and there was coverage within public affairs programming.

Variety Club Old Newsboys Day

WPVI produced PSAs supporting the Variety Club's Old Newsboys Day fundraising event in September 2002. Proceeds benefit disabled children in the community.

St. Agnes Medical Center Foundation's Vendemmia

WPVI was a media sponsor and produced a PSA for the "Vendemmia Fall Festival" in South Philadelphia in September 2002. The event benefits the St. Agnes Medical

Center Foundation and the renovation of the Surgical Services area of the hospital. A segment about the event also aired in *Prime Time Weekend*.

Philadelphia Terry Fox Run for Cancer Research

WPVI produced a PSA to promote the 2002 Terry Fox Run for Cancer Research held in September. This 5-kilometer run and walk benefits the oncology division of The Children's Hospital of Philadelphia.

Mural Arts Month

WPVI produced a PSA to promote the City of Philadelphia's annual "Mural Arts Month" celebration in October, 2002, featuring tours, workshops and other special events to highlight the artwork that has made Philadelphia the "Mural Capital of the United States."

Campaign for Working Families

WPVI was a media partner of Philadelphia's first-ever campaign to increase the number of residents who file for the federal Earned Income Tax Credit, which benefits low-income working families. The station produced public service announcements which aired from January through March 2003 giving phone numbers in Pennsylvania, New Jersey & Delaware for viewers to call for information about the EITC and free tax preparation sites. Program coverage was also provided in *Visions*.

PAL PSA Roadblock

WPVI helped kick off PAL Month 2003 by participating in a PSA Roadblock, January 27, between 11:00 P.M. and 12:00 A.M. to help give the Police Athletic League its most substantial and effective single night of television coverage.

Oscar Night America

In support of Oscar Night America, a special fundraising gala held in Mt. Laurel, N.J. in March, 2003, WPVI aired PSAs, provided technical support, and provided talent to emcee the event, which benefits Volunteers of America to help children, families, the elderly, and others in need. This year over \$80,000 was raised.

Aid for Friends

In support of Aid for Friends, the Delaware Valley's largest private charity distributing free meals and companionship to the homebound, WPVI produced PSAs for a special fundraiser in May, 2003, showcasing Civil War artifacts. *Prime Time Weekend* provided program coverage.

Philadelphia Dragon Boat Festival

WPVI produced PSAs recruiting teams to participate in the 2003 Philadelphia Dragon Boat Festival held in October to benefit the Fox Chase Cancer Center.

Philadanco

WPVI produced a PSA to promote Philadanco's spring series of dance performances

in Philadelphia in May, 2003. Philadanco, the Philadelphia Dance Company, has grown from a grass roots or community-based performing group into one of America's foremost dance ensembles.

LOCAL PROGRAMMING

Along with its commitment to public service initiatives, WPVI-TV has an equal dedication to broadcasting big events in the Delaware Valley, allowing all residents to have equal access to the shared traditions of the region. The greatest example of this is the annual Thanksgiving Day Parade, the longest-running Thanksgiving Day parade in the nation. On the verge of being lost to the city in 1986, this tradition was rescued by Channel 6, which now produces the parade, as well as broadcasts it, live every Thanksgiving morning. Other local events broadcast annually include:

- **Philadelphia's Welcome America Celebration**

Six hours of live coverage of Philadelphia's annual 4th of July celebration, including a parade, music, fireworks, and the Liberty Medal presentation.

- **Philadelphia's St. Patrick's Day parade**

A 2-hour live celebration of Philadelphia's Irish-American community.

- **The Puerto Rican Day Parade**

A 2-hour live celebration of Philadelphia's Hispanic community.

- **The Pulaski Day Parade**

A 2-hour live celebration of Philadelphia's Polish community.

- **The Columbus Day Parade**

A 2-hour live celebration of Philadelphia's Italian-American community.

- **The Philadelphia Zoo Special**

An annual 1/2 hour program highlighting coming attractions at American's oldest non-profit zoo.



Photo courtesy of Joe Marcus

- **USPRO Championship and Liberty Classic Bike Race in Philadelphia**
Six hours of live, local coverage of the largest one-day bike race in the nation.
- **The Broad Street Run**
Live news coverage of the annual 10-mile race down Philadelphia's Broad Street.
- **The Philadelphia Marathon**
Live news coverage of the annual marathon.
- **The Philadelphia Auto show**
A live preview of the annual auto show at the Pennsylvania Convention Center.
- **The Philadelphia Flower show**
A live preview of the annual world-renowned flower show at the Pennsylvania Convention Center.

Over the last year Channel 6 has also broadcast the following special events

- **The Kimmel Center Opening**
Live prime time coverage of the opening of Philadelphia's newest performing arts center.
- **The National Constitution Center Opening**
A live, local prime time special, as well as live coverage of the opening of Philadelphia's newest museum dedicated to the United States Constitution.

In December of this year, WPVI-TV will broadcast the **Marian Anderson Awards**, an annual awards ceremony in Philadelphia where an artist is honored for his or her humanitarian work. This year's recipient is Oprah Winfrey.



G. Widman for the GPTMC



When The Delaware Valley Needs To Know They Turn To WPVI-TV!

People now more than ever want to be informed of news and events that are happening in their own community as soon as possible. WPVI-TV/6ABC and "Action News" are able to continue to provide this service on a daily basis.

In an average week WPVI-TV/6ABC reaches over 2.5 million adults 18+ in The Delaware Valley. That figure translates into 46.2 % of all adults who live in the Philadelphia region watch WPVI-TV/6ABC daily. In fact, WPVI-TV/6ABC reaches more people in an average day than cable television, radio and print

When bad weather impacts Philadelphia in the form of snow, hurricanes, tornados, thunderstorms and flooding people tune to WPVI-TV. We provide up to date news and information on school closings, business closings, emergency routes, Red Cross aid and evacuation routes and shelters. For the calendar year 2003 WPVI-TV broadcast 61 days of weather alerts and from January 1st through September 15, 2004 WPVI-TV has broadcast 49 days of weather alerts.

When inclement weather occurs an average of more than **1.1 million people tune to WPVI-TV.**

WPVI-TV is able to provide live breaking news with cut-ins whenever vital information needs to be communicated to viewers. Over the past few years WPVI-TV has brought many developing stories to the people of the Delaware Valley. The following are examples:

- A report of Anthrax in Bellmawr, New Jersey.
- A subway fire in Center City Philadelphia.
- A building evacuation in Wilmington, Delaware.
- A construction accident in Atlantic City, New Jersey.
- A train derailment in Maryland and how it is impacting train service in Philadelphia.
- An earthquake in The Lehigh Valley.
- A major fire in an apartment complex in Camden, New Jersey.
- A potential bomb on The Ben Franklin Bridge.
- A school lockdown in New Jersey due to a gunman outside.
- A water rescue in The Delaware River.
- A bomb hoax in Philadelphia International Airport.
- A suspicious truck in South Philadelphia.
- A building explosion in Willingboro, New Jersey.
- A missing school bus from The Lehigh Valley.

- A Center City building collapse.
- A bomb threat on a cargo ship that is in the harbor.
- A resignation of a Governor and a Senator.
- The end of a school strike.
- A gas main break in Philadelphia.
- All Amber alerts.

In all cases WPVI-TV was able to provide information on area closings, airport delays and cancellations, traffic problems, precautions for certain situations, as well as how to contact relief organizations.

WPVI-TV also offers assistance to our viewers with information on highway closures due to accidents. Additional information is passed on to our viewers showing alternative routes and updates on the progress of re-opening of roads that have been impacted.

WTVD ABC 11, the ABC owned television station serving the Raleigh-Durham-Fayetteville market will commemorate its 50th year of broadcasting this September. Our commitment to the twenty two counties we serve in the "Heart of Carolina" is stronger than ever. The dedication of our employees to provide our viewers with comprehensive news coverage, quality entertainment, and a strong public interest commitment is demonstrated each and every day.

OPERATION 11: SAVE A LIFE: Our annual fire safety campaign has already distributed 14,000 smoke detectors to low-income and elderly residents and broadcast hundreds of fire-safety messages to the public.

HEART OF CAROLINA FOOD DRIVE: Our annual food drive supporting the Food Bank of North Carolina and the Second Harvest Food Bank in Fayetteville is in its 18th year. This past year was the largest ever gathering over 400,000 pounds of food.

RACE FOR THE CURE: Our second year of broadcasting live from the "Triangle's" annual effort to raise money and awareness for breast cancer research. Nearly 17,000 people attended the event this year and we broadcast live for two hours featuring important messages about early detection and greater understanding of this terrible disease.

THE V FOUNDATION FOR CANCER RESEARCH: We are entering our second year of supporting the Jimmy V Foundation by sponsoring the Junior Classic and the Celebrity Classic. We created and broadcast public service announcements and broadcast live from the events. Our coverage has elevated awareness of these events and increased donations.

WTVD ABC 11 MINORITY ADVISORY COMMITTEE: We are the only station in the market to have an organized minority board that gives us guidance and advice on issues regarding the minority community.

POLITICAL COVERAGE: WTVD ABC 11 and EYEWITNESS NEWS have been very active in providing opportunities for our elected representatives to communicate with our viewers. For last year's general elections, which were mostly local offices, we hosted debates for Mayor of Cary, Raleigh, and Durham. We sponsored a candidate's forum in Durham in cooperation with the Herald-Sun. We are gearing up for this year's primary and general election by hosting many of the candidates in our studios. We have been visited recently by Congressmen David Price and Robert Etheridge, State Senator Fern Shubert, Gubernatorial candidates: Bill Cobey, George Little, Richard Vinroot, Patrick Ballantine, and Dan Barrett. State Representatives Brad Miller and Frank Ballance have also been our guests. We followed Senator John Edwards during his campaign for the Democratic nomination through Iowa, New Hampshire and South Carolina with two reporters and a crew. We are also cooperating with the North Carolina Association of Broadcasters to broadcast debates for the offices of the Senate and Governor in the fall.

EYEWITNESS NEWS NEW RALEIGH NEWSROOM: WTVD ABC 11 will open a new state of the art, street level studio and newsroom in May of 2005. This facility will be located in downtown Raleigh on the soon to be redeveloped Fayetteville Street Mall. Our facility will give current revitalization efforts a big boost as we give life to the former Belk Department Store building. More importantly, this facility will enable us to much better serve the residents of Raleigh and Wake County. Our location will be ideal to access members of local and State government who will be our close neighbors.



ABC7 Community Initiatives

"Seven On Your Side"

Introduction

ABC7's commitment to excellence is built solidly on a foundation of social responsibility. Station management and staff are dedicated corporate citizens on and off the airwaves supporting charities and reaching out to their communities with public service campaigns, financial support, volunteerism, education and employment opportunities and other vital services. In addition, free air time for public service announcements, news coverage and special programming regularly bring much-needed attention to local nonprofit organizations and worthy causes.

News and public affairs programming keeps a constant focus on local issues and promotes dialogue and understanding within the community. The station provides a vital link throughout our service area, whether celebrating diversity, saluting local role models, covering civic events, or providing urgent information that can be life-saving during emergencies, as well as raising funds for local disaster relief.

ABC7 is making a positive difference in the lives of individuals and families and contributing to improving the quality of life in communities in our broadcast area, encompassing the five counties of Los Angeles, Orange, Riverside, San Bernardino, and Ventura.

The following pages are a sampling of ABC7's outreach activities and community-based programs.



Campaigns

- ABC7 teamed up with the Cure Autism Now Foundation for the 2nd Annual WALK NOW Los Angeles. WALK NOW Los Angeles is a 5K Walk, Community Resource Fair, Family Fun Festival and Concert. Before and after the 5K Walk, families had an opportunity to meet local autism service providers in a kid-friendly, carnival-like atmosphere. Providers included a wide variety of educational resources, therapists, schools and recreational organizations.
- Collaborating with the PADRE Foundation and school districts in Los Angeles, Montebello and Orange County, ABC7 continued its fight against Diabetes with its “Kid Healthy- Steps for Healthy Living Diabetes and Obesity Prevention Campaign.” The campaign was designed to raise awareness of the risks of diabetes and to encourage children to eat healthy and to exercise. 18,000 children received pedometers (step counters) to begin exercising with a walking program in the schools.
- ABC7 also takes an active role in the fight against breast and ovarian cancers, as the media sponsor for the last eight years of the “Revlon Run/Walk for Women.” Founded by the Entertainment Industry Foundation eleven years ago, the Run/Walk helps to raise funds for research, education and support programs for breast and ovarian cancers. In addition to promoting the Run/Walk, ABC7 hosted and worked the 2-Mile Water Station and manned a Walking Team and Booth.
- Working closely with the American Red Cross, county and city park and recreation districts and the Los Angeles Fire Department, ABC7 created the “ABCs of a Safe Summer,” a two month long campaign designed to keep viewers safe over the summer. The Red Cross offers a “Splish, Splash Family Fun Day” weekend to promote water safety at various pools and “Super CPR and First Aid Events.”
- ABC7 and the American Red Cross have partnered for the past fourteen years on the “Kids Care Fair” Campaign. “Kids Care Fair” offers free health screenings and immunizations to thousands of children who do not normally have access to these services. More than 25 “Kids Care Fair” sites are set up throughout Southern California, just in time for the school year to begin.
- Responding to women’s needs for preventive health services, including mammograms and pap tests, ABC7 teams with the American Cancer Society for “Women’s Health Month.” The month long campaign’s goal is to raise awareness of these crucial screenings and to make these services available to all women.
- Beginning the week of Thanksgiving, ABC7 joins forces with Southern California Firefighters for the “Spark of Love” Toy Drive. More than 450 fire stations collect new, unwrapped toys and sports equipment for the less fortunate children in their communities. ABC7 also hosts children from the Los Angeles County Department of Children and Family Services to a movie, lunch and toys on three different days at three movie theater locations.

Community Events

Besides the major Station campaigns, ABC7 supports other events in the community, such as Black History Month, the Asian Lunar New Year Parade & Festival in Hollywood, Foothill Unity Center's "Celebrity Hoop Challenge," the Cesar E. Chavez Foundation's "Walk" and "Dinner," the Hollywood Bowl's "Hall of Fame Opening Night Gala," the KLOS Blood Drive, Latino Heritage Month, the Orange County Children's Bureau's "Mighty Rubber Ducky Derby," California Hospital Medical Center's "Heart of the City Run," the California Governor's Conference for Women and the Salvation Army's "Thanksgiving Holiday Dinner."



Public Service Announcements

In support of these and numerous other causes, ABC7 aired over 4,000 public service announcements last year, with an estimated value of \$2,200,000. These PSAs cover issues ranging from children and women's issues, to education, drug abuse prevention and the environment. Organizations such as the Alzheimer's Association, Children's Hospital of Los Angeles, Dogs for the Deaf, Partnership for a Drug Free America, Hispanic Scholarship Fund, American Indian College Fund, the Los Angeles Urban League, Paralyzed Veterans of American and the Los Angeles Commission on Assaults Against Women benefit from the broadcast of these PSAs. In addition, ABC7 regularly airs the "7-Day Planner," a community calendar highlighting community activities such as festivals and volunteer opportunities. The Station's programming and outreach efforts have been honored locally and nationally by organizations such as the American Red Cross, California Chicano News Media Association, American Diabetes Association and Foothill Unity Center, among many others.



Emergency Response

In the face of emergencies or disasters, ABC7 takes on special efforts to provide vital information and resources for those most affected. In response to deadly wildfires, ABC7 teamed up with the Los Angeles Chapter of the Red Cross to raise over \$1,180,000 to aid the families that were affected by this devastating event.

In addition, in response to the magnitude of the property and human toll, ABC7 Eyewitness News set up telephone banks for viewers to call in to talk with professionals and experts in the fields of insurance, medicine, mental health, and emergency services.

Special Programming

ABC7 produces public affairs programming and specials to bring awareness to issues of importance to the communities that we serve. Programming covers subjects that promote awareness and understanding among the diverse communities of Southern California, educate and inform the public regarding health and safety issues, help raise funds to benefit local Children's Hospitals and bring recognition to local leaders and youth that are making a difference in our community.

Issues of importance to the Latino community are the focus of the weekly magazine format show "Vista L.A." The show explores the variety and depth of the Latino spirit in Los Angeles, the city with the largest Latino population in the nation. Specials highlighting the cultural diversity of Southern California range from African American History Month, Latino/Hispanic Heritage Month, Asian Lunar New Year and Women's Health Month.

ABC7 has donated program-length airtime to community based organizations such as the Los Angeles Urban League and The Nosotros/Ricardo Montalban Foundation for special programs highlighting their achievements and contributions to our community. The commercial spots inside the donated time are sold by the organizations, providing the non-profit with a substantial fundraising opportunity.

Other program specials include the Children's Miracle Network Telethon and specials related to health issues, such as "Spirit of Survival" about cancer in women and an Entertainment Industry Foundation Diabetes Special.

ABC7 Eyewitness News also features a "Cool Kids" segment. Every week a high school student that is beating the odds and making a difference in their community is featured. Twice a year, the station hosts an awards luncheon for the students and their families where they are presented a \$1,000 U.S. Savings Bond and a custom designed trophy.

Volunteerism

ABC7 management and staff volunteer hundreds of hours of personal time in the community, serving on boards or as advisors to groups such as Children's Hospital of Los Angeles, Mexican American Legal Defense and Education Fund, Padres Contra el Cancer, Southern Christian Leadership Conference/Martin Luther King Legacy Foundation, Girls Inc., Women's Care Cottage, Asian Pacific American Legal Center, Entertainment Industry Foundation, PUENTE Learning Center, Los Angeles Coalition on Assaults Against Women, American Cancer Society, Latino Scholastic Achievement Corporation, Women at Work, Good Shepard Center for Homeless Women, among others.

Station employees give generously of their time to community service. Among the many community and volunteer activities in which Station employees participate are serving dinner at the Salvation Army Thanksgiving Eve Dinner, handing out water at the Revlon Run/Walk to Fight Cancer in Women, walking with the ABC7 team to Cure Autism, shopping and wrapping for the station's Holiday Adopt a Family Program and mentoring and counseling youth at risk.

Throughout the year, ABC7 on-air talent are active in the community serving as emcees, speakers and spokespersons for groups such as the Los Angeles Urban League, National Conference for Community and Justice, Asian Pacific American Legal Center, United Friends of the Children, American Heart Association, Cesar Chavez Foundation, Cure Autism Now, and many more.

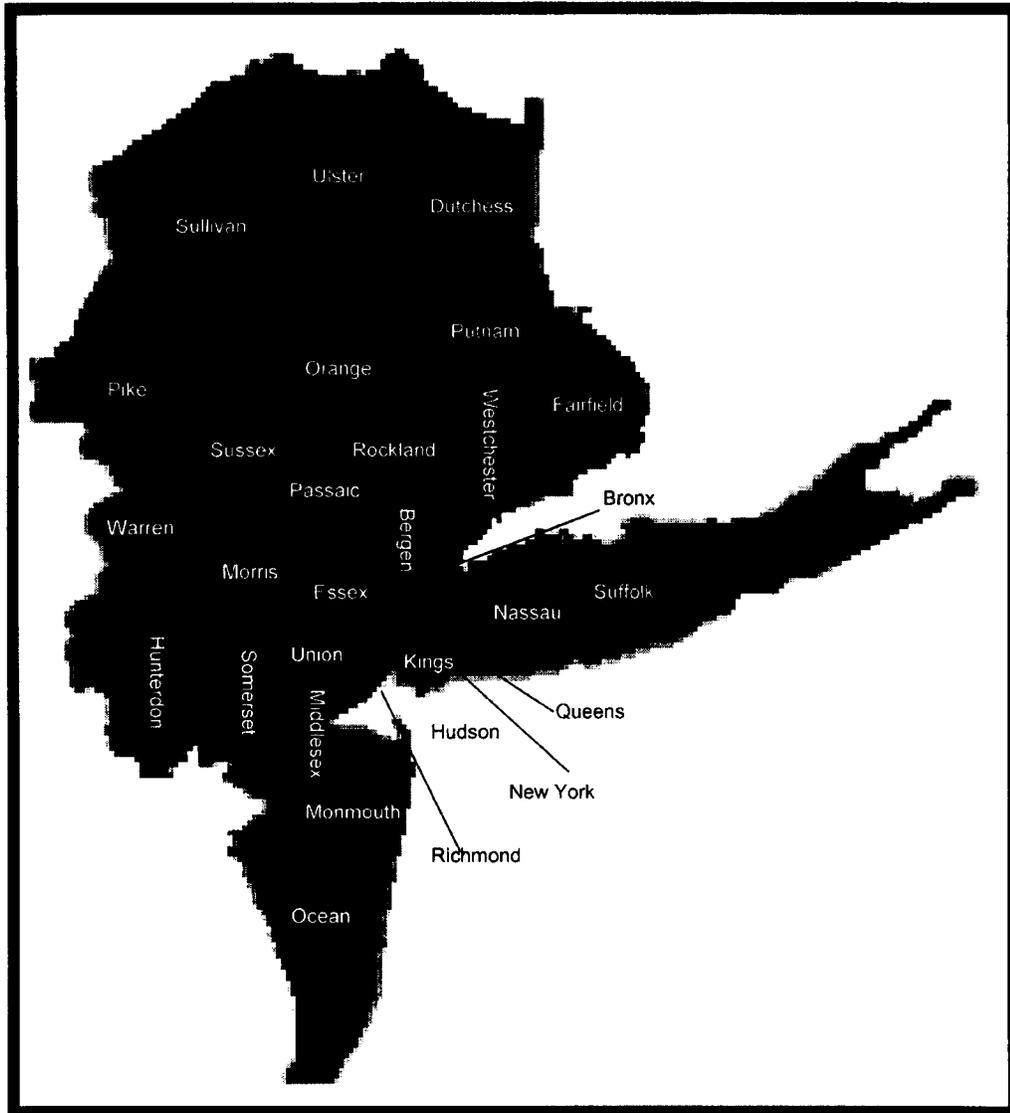
For the past three years, ABC7 Eyewitness News anchors and reporters don basketball jerseys to play in the ABC7 Celebrity Hoop Challenge to benefit the Foothill Unity Center and their food distribution program. When Operation Gratitude asked for help with assembling gift packages for our troops in the Middle East, station talent responded by rolling up their sleeves and working on the assembly line to fill the packages. Talent also regularly attend school career days and serve as celebrity readers to children.



Workforce Diversity

ABC7's strong commitment to diversity is reflected in its employment practices. The Station rigorously recruits qualified minority candidates to fill vacant or new positions. This includes posting all job openings, advertising in culturally diverse local newspapers and mailing our jobs opportunities to over 60 community based organizations to notify their constituents. The Station regularly runs a PSA inviting organizations to contact us to be added to our job mailing list. In addition, Station management attend job fairs and recruiting events that reach out to diverse candidates, such as the California Chicano News Media Association, Asian American Journalists Association, National Black Journalists Association, Gay & Lesbian Center, Urban League One Stop Job Center, Women at Work Conferences and The Imagen Foundation.

The Station also opens opportunities for a diverse workforce through various internship and training programs. Working through universities and colleges the Station frequently attends career days, workshops and networking sessions to recruit students for a variety of internships in News, Programming, Public Affairs and Sales. The station works closely with the Emma Bowen Foundation for Minority Interests in Media. Minority students are hired full-time during summers and part-time from their junior year in high school through college. In addition to paying wages, financial assistance is provided to assist with the student's tuition and college expenses.



WABC-TV

WABC-TV serves 7.3 million television households in 29 counties in New York, New Jersey, Connecticut and Pennsylvania.

Local News on WABC-TV

Eyewitness News: WABC-TV produces thirty hours of local news per week. "Eyewitness News" is the first choice for local news and information for more people in the Tri-State area than any other broadcast or cable outlet. "Eyewitness News" will extend its coverage for any significant local event, including weather emergencies, election coverage, or any situation that dramatically impacts our viewers. Most recently, "Eyewitness News" carried fifteen commercial-free hours of the 9/11 Commission hearings in New York.



Local Programming on WABC-TV 2004/2005

January

Operation 7: Save a Life: For seven years, "Operation 7: Save A Life" has significantly increased public awareness about fire safety, prevention, and ultimately helped to reduce fire-related fatalities in the Tri-State area. This year "Operation 7: Save a Life" will not only focus on the importance of fire safety and the heroes who sacrifice their lives to save others, but also on other safety precautions to take in the home and office.

Broadway Backstage: This one-hour special takes viewers "backstage" to give them a look at what it's like to be a newcomer on Broadway or to be in rehearsals for a show that's just about to open. Hosted by both "Eyewitness News" and Broadway personalities, this program examines the recent trend of Hollywood stars performing on Broadway, and includes performances and interviews with several celebrities.

February

Black History Month Challenge: WABC-TV presents its "Black History Month Challenge." Each week during the month of February, WABC-TV will air a Black History Month vignette focused on an influential African-American. At the end of the vignette, a question will be posed and viewers will be encouraged to go to 7online.com to submit their answers for the chance to win a trip for four to a family destination.

April

Protect Our Children: This half-hour special focuses on the need to protect children from the threat of abduction and the danger of child abuse, using the power of WABC-TV to help find those that are missing or lost.

June

Above and Beyond: Inspiring Students and Teachers: This special acknowledges and celebrates the accomplishments of students from the Tri-State area whose stories will leave viewers feeling good about our youth, our educational system, and our future.

Prostate Cancer Awareness: WABC-TV teams up with WABC Radio, the NY Road Runner's Club and the American Cancer Society to help raise funds for Prostate Cancer research. WABC-TV provides live news coverage of the 5-mile run in Central Park as well as vignettes featuring influential men and women urging viewers to make early detection their best protection.

July

Central Park Summerstage Events: WABC-TV will present a diverse series of concerts and performances from Central Park, featuring artists such as Toni Morrison, Emmylou Harris, Lucinda Williams, Les Ballets Africains, in connection with the Central Park Conservancy. This program airs Saturdays at 11:35pm during the summer.



Local Programming on WABC-TV 2004/2005

August

Reading: Your ABC's to Success: WABC-TV helps Tri-State area families conquer illiteracy. Through the efforts of this special, it is our hope to generate enough awareness and education to begin the process of overcoming this crisis and putting an end to illiteracy.

NYC Cycling Championship: This third annual spectator-friendly race will feature top, professional cyclists. The event will be broadcast live on WABC-TV and will highlight professional cyclists competing in a 62.5-mile race through the streets of Lower Manhattan.

September

Hispanic Heritage Month: WABC-TV is proud to take part in promoting Hispanic Heritage Month, which kicks off with a live event at the South Street Seaport. WABC-TV will produce a series of vignettes showcasing prominent Hispanic ABC talent (George Lopez) describing their reflections on the importance of their Hispanic Heritage.

October

Breast Cancer Awareness: Each year, WABC-TV partners with the American Cancer Society to raise millions of dollars for Breast Cancer research and assistance. A half-hour special hosted by "Eyewitness News" anchors Diana Williams and Stacey Sager addresses the epidemic of Breast Cancer.

Halloween Safety Messages: WABC-TV wants your family to have a safe and happy Halloween. To help keep this Trick or Treat season safe, WABC-TV puts together a series of safety messages.

November

Newsday Marching Band Festival: This year marks our fifth year as a partner to the Newsday Marching Band Festival. WABC-TV will air highlights of the 3-day festival in a half-hour special.

New York Comedy Festival: Five days of the best, live stand-up comedy from venues throughout New York City is what makes up the first-ever New York Comedy Festival, the subject of this hour-long special. Hosted by "Eyewitness News" talent, the program will feature interviews with both newcomers and comedy veterans.

December

Lincoln Center Tree Lighting Ceremony: Join Sam Champion and the "Eyewitness News" team as they kick-off the holiday season with the annual Lincoln Center Tree Lighting Ceremony.



Weekly Local Programs on WABC-TV

EYEWITNESS NEWS UP CLOSE

"Eyewitness News Up Close" is a weekly program that explores the important local stories of the week, whether they're new taxes, failures in local family service agencies, or the unmet needs of minority communities, to name a few. With "Eyewitness News" anchor Diana Williams hosting the program, local newsmakers are questioned at length about their decisions and the resultant impact on area residents. Guests have included the governors, senators and members of Congress from New York, New Jersey and Connecticut, local mayors, and state lawmakers.



Like It Is

This weekly, hour-long public affairs series offers viewers the opportunity to look at current and past events through an African-American perspective. Produced and hosted by seven-time Emmy-winner Gil Noble, "Like It Is" presents thoroughly researched, high-quality programming covering a diverse range of topics. With politicians and Heads of State often appearing as guests, "Like It Is" provides one of the nation's largest bodies of programs and documentaries on African-Americans.



Tiempo

"Tiempo" is a half-hour, weekly round-table discussion show devoted to topics affecting and relating to the local Hispanic community. "Tiempo" is hosted by "Eyewitness News" anchor Joe Torres.

Each week, WABC-TV airs one of its three "Viewpoint" programs:

Long Island Viewpoint

This half-hour program explores issues that affect the lives of Long Island's residents.

New York Viewpoint

This half-hour program focuses on topics and issues of concern to the residents of New York City's five boroughs.

New Jersey Viewpoint

This half-hour program provides in-depth treatment of issues that concern New Jersey residents.



Yearlong Programs on WABC-TV

Connecting With Kids: WABC-TV brings to the Tri-State area the power of television, connecting it with the promise of education. A series of specials will run throughout the year, focusing on issues such as school safety, drugs, diversity, gangs, peer pressure and more.

Weather Specials: Once per quarter, WABC-TV's Sam Champion, Bill Evans and Lee Goldberg, the Tri-State Area's most-trusted weather team, bring you an intriguing half-hour on the latest storms, weather patterns and forecasting technology.

Missing Children: WABC-TV is the only television station in the country to feature a picture and a description of a missing child during every local newscast. This program, operating in conjunction with the National Center for Missing and Exploited Children, is responsible for the recovery of 65% of the missing children whose pictures were featured on WABC-TV.

Political Debates and Public Service Announcements

Political Debates: During the last four years, WABC-TV produced and broadcast four Senatorial, three Gubernatorial and three Mayoral debates, often with members of the "Eyewitness News" team serving as moderators.

Public Service Announcements: In 2004, WABC-TV will air more than 2,000 Public Service Announcements, many in well-viewed time periods. Recently, WABC-TV was awarded the 2004 Silver Bell Award, from the National Advertising Council, for its extraordinary commitment to serving the public.



Committed to the Community

Local Programming



The award-winning **“190 North”** features the best that Chicago has to offer. Whether it is covering culture, theater, food or fun, this local program brings Chicago to life. The program gives viewers the inside scoop on what’s new and happening in the Windy City. **“190 North.”** premiered in October 1999 and is hosted by Janet Davies, Sundays at 10:35pm.



Through its upbeat, fast-paced specials, **“ñ Beat”** showcases Chicago’s dynamic Hispanic community. From topics like the growing Hispanic population, immigration, and Latinos in the Arts, this program touches on a wide variety of subjects. **“ñ Beat”** airs four times a year and features Latinos who are making valuable contributions in Chicago. **“ñ Beat”** is hosted by Theresa Gutierrez and also features ABC 7 Chicago personalities John Garcia and Stacey Baca.



“Chicagoing” keeps alive a Chicago television tradition of “the lively art of conversation.” ABC 7 veteran Bill Campbell hosts this weekly program, which covers everything from homelessness and racism to celebrity interviews. Now in its 15th year, **“Chicagoing”** showcases the city’s rich history, the promise of its future, and the people, places, and possibilities of Chicago today.



“People, Places, & Things” is an enlightening program which focuses on achievements in the African-American communities, along with the best and the brightest they have to offer. Whether contemporary or historic, the topics covered on **“People, Places, & Things”** are always of great significance. Host, award-winning journalist Harry Porterfield, is joined by ABC 7 Chicago anchors Cheryl Burton, Hosea Sanders and others in spreading the word, the **“real deal,”** of this rich American culture.



For more than ten years, ABC 7 co-anchor and health reporter Sylvia Perez has kept viewers informed about the latest breakthroughs in the medical world through her **“HealthBEAT”** reports. Each evening, viewers can tune in to the news to learn useful information for a healthier life and, twice a year, Perez hosts a half-hour **“HealthBEAT”** program.



Included in ABC 7’s lineup of long running public affairs programs is **“Sanctuary.”** The program, produced in association with the television departments of the Chicago Archdiocese, the Jewish Federation, and the Broadcast Ministries of Chicago, runs once a month.



“The Champions of Children’s Memorial,” a one-hour ABC 7 Chicago special, highlights an organization that has been helping area kids for 120 years—Children’s Memorial Hospital. This program introduces viewers to some special children who, after receiving top-notch care and treatment at Children’s Memorial Hospital, can once again focus on just being kids.



“UCP: Partners Who Care,” is a one-hour special featuring children and adults with disabilities whose lives are enriched by local United Cerebral Palsy Programs. The show focuses on **“Heroes,”** people devoted to helping the organization behind-the-scenes, and **“Partners,”** companies whose donations are vital to UCP’s success.



Committed to the Community

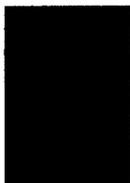
Parade Coverage



ABC 7 Chicago takes pride in being Chicago's parade station (10 local parades):

- St. Patrick's Day Parade
- South Side Irish Parade
- Polish Day Parade
- Memorial Day Parade
- Puerto Rican Day Parade
- Gay Pride Parade
- Bud Billiken Parade
- 26th Street Mexican Independence Parade
- Columbus Day Parade
- Thanksgiving Day Parade

Major Local Events



The summer's annual special, "**Chicago's Top Guns,**" hosted by ABC 7's own Jerry Taft and Tracy Butler, will cover the dynamic air and water show and all the exciting highlights of one of Chicago's best-loved summer spectacles. The annual Air & Water Show takes place along Chicago's lakefront and attracts over 2 million spectators and is the largest two-day event of its kind in the country!



The tradition continues as ABC 7 makes plans to ring in 2005 with a bigger and better celebration than ever before! ABC 7's Janet Davies will host this celebration LIVE from Navy Pier, and at the same time capture the best of Chicagoland's "hottest" and most exciting New Year's Eve gatherings around town. As part of the festivities, ABC 7 will televise the city's annual Grand Fireworks display live from Chicago's Navy Pier.

Other ABC 7 Initiatives

- **Holiday Food Drive** (in conjunction with Greater Chicago Food Depository and Dominick's)
- **GMA's Book Drive America** (in conjunction with Harlem Furniture)
- **Expo For Today's Black Women** (in conjunction with V103 Radio)
- **Power To Read** (in conjunction with Harris Bank)
- **Black History Month** (Feb) and **Breast Cancer Awareness** (Oct) (series of vignettes throughout the month)
- **Operation Save a Life** (in conjunction with Chicago Fire Department, KIDDE, and The Home Depot)
- **Best of the Class**
- **Republican & Democratic Senate Debates** (Mar 04) produced at the station and aired during Primetime with no interruptions (coordinated by The League of Women Voters). Syndicated to all Illinois TV markets.

ABC 7 Chicago Facts

- ABC 7 produces 70 local programs & specials per year.
- ABC 7 produces 37 local news hours per week.
- ABC 7 airs over 3000 PSA's per year, benefiting more than 30 local organizations and charities.



GM 2004 DC VISIT

ABC-13 (KTRK-TV) is the #1 station sign-on to sign off in Households and Adults 18+, reaching over 1.8 million TV households in Houston.

News and Public Programs

ABC-13's long-time commitment to serving the community through its local newscasts and long-standing public affairs programs and year-round public service campaigns goes unmatched by any other local television. A full 38 hours of local television news are broadcast weekly. Behind these efforts is the commitment to reach out to its diverse viewing audience, to better reflect their interests and issues on-air, and to build and maintain strong communication links to the community it serves. The regularly scheduled locally produced programming includes *Sunday Extra*, *Extra Points*, *Inside the Game*, and *Community Close Up Programs* (*Crossroads*, *Viva Houston*, *Visions*, and *City View*.) Additionally, more than 60 hours of local special event programming each year of particular community interest. These specials, ranging in length from 30 minutes to three hours, have included: *ABC-13 Women of Distinction*, *Houston Texans Football 101*, *Rodeo Houston Parade*, *Rodeo Houston School Art Auction*, *Viva Mexico*, *Road to Baghdad*, *Pearls: A Natural History*, and *Star Holiday Lighting Concert & Fireworks*. KTRK-TV has been a leader in hurricane preparedness for Gulf Coast residents. Each year, the station publishes a Hurricane Information and Tracking Chart and produces a half-hour special and vignettes to keep viewers alert. ABC-13 and the City of Houston joined forces to produce the *2004 Freedom Over Texas*, Houston's Official July 4th Salute to America. The festival included a and Fireworks from Walt Disney World, and was broadcast via ABC-13 locally and syndicated in key cities across Texas.

Political Coverage

ABC-13 provided substantial political coverage throughout the year including two prime time mayoral debates. Coverage was evident in our Eyewitness News broadcasts, and in our *Crossroads*, *Viva Houston*, *Visions*, and *City View* magazine-format shows. For 2003-2004, coverage included the Mayoral Race, Metro Transit Plan, Proposition 12 (limits of Liability), Redistricting, City Council Seats, Houston Community College Bond Referendum, Firefighters Collective Bargaining, Runoff elections, 2004 Primary Election, and Congressional District 9 Candidacy.

Station Campaigns

"*Voterthon 2003*" was a partnership with the Harris County Tax Office in an effort to register all eligible citizens in Houston. Throughout daily newscasts, ABC-13 challenged viewers to stop by their local Tax Office or visit the ABC-13 studios to register to vote. The partnership garnered an additional 9,014 registered voters as a direct result of the Voterthon. ABC-13's annual "*Share Your Holidays*" Food Drive, a partnership with the Houston Food Bank, is an annual December event that collects over 500, 000 pounds of nonperishable food, one million pounds of fresh produce and \$50,000 in cash donations. The Annual ABC-13 *Spring Blood Drive*, in partnership with the Gulf Coast Regional Blood Center, provides an opportunity for viewers to donate blood to local health facilities to insure that they maintain sufficient supplies of blood products for surgeries and other medical procedures. Averages of 1,150 whole units of blood are collected over a two day period. "*Caring Cradles*" which helps the March of Dimes and their 20 benefiting agencies, has promoted prenatal care through special programming, promotional announcements and the collection and distribution of baby items for families in need. This campaign collects an average of over \$40,000 in baby item donations. "*Community Spotlight PSA's*," promotes the services and efforts of many charitable organizations and nonprofit institutions through the production and broadcast of fixed weekly public service announcements.

Non On-air Community Outreach

KTRK-TV's commitment to the community includes a college internship program that offers opportunities to an average of 50 students per year. In addition to that, open positions are posted at the station and in professional publications including the NAACP, Houston Asian Chamber of Commerce, Hispanic Chamber of Commerce, Chinese Community Center and American Women in Radio and Television. The station invites community leaders to dialogue with staff in an effort to remain abreast of certain and pressing issues and to respond in a positive manner. Community Forums have included *AIDS Act now Media Forum*, *Hispanic Community Forum*, *African American Community Forum*, *Hispanic Youth Summit with George Lopez*, and an *Asian American Community Forum*. Underlying ABC-13's strong link to the community is the extensive involvement of its professional staff in a wide range of civic, educational and cultural activities. ABC-13 is proud of the leadership role of many of its employees who serve as speakers, emcees, board members, advisors and volunteers of nonprofit organizations and as officers and members of a variety of professional associations.



2004 POLITICAL COVERAGE

KGO-TV/DT, ABC7

SAN FRANCISCO - OAKLAND - SAN JOSE

ONGOING POLITICAL COVERAGE

- **Local Political Beat Reporter** – Mark Matthews (also supplements ABC coverage of national politics.)
- **State Political Reporter** – Nanette Miranda - Sacramento Bureau Reporter, covers state politics on a daily basis. (Files daily stories for KGO-TV/DT, KABC-TV and KFSN-TV.)
- **Weekly Public Affairs Program, “Beyond The Headlines”** – (Formerly “Sunday on Seven”) Sundays at 10 a.m. Covers a wide range of issues facing the Bay Area. Many cover political topics and/or feature political office holders or candidates.

NOVEMBER ELECTION COVERAGE AIRED/PLANNED AS OF SEPT. 24, 2004

- **Four Weekday Primetime Election Specials, 8-9 P.M.**, followed ABC News coverage of the Democratic and the Republican Conventions. The dates and topics were:
 - **“Beyond the Headlines: *The Voting Gap*”** – Who’s going to the polls and who’s not and why. July 28, 2004 (Recorded)
 - **“Beyond the Headlines: *The Bay Area’s Economic Future*”** – what is the state of our economy and how will it impact election decisions? July 29, 2004 (Recorded)
 - **“Beyond the Headlines: *Vote 2004*”** – Terrorism and Iraq, how will they impact election decisions and what do Bay Area voters think? Sept. 2, 2004. (Live)
 - **“Beyond the Headlines: *Vote 2004*”** – an in-depth look at the major propositions and ballot initiatives that voters will face on Election Day. Sept. 1, 2004. (Live)
- **Election Special, “Beyond The Headlines: A Voter’s Guide to Election 2004,” Saturday, October 23, 2004, 7 – 8 p.m.** An examination of the major races, propositions and ballot initiatives facing Bay Area voters on Election Day.
- **Three “Beyond the Headlines: Vote 2004” weekend half-hour programs.**
 - **Propositions and Ballot Issues Analysis (Part I)** October 10, 5 p.m.
 - **The 21st District State Assembly Race & Propositions and Ballot Issues Analysis (Part II)**; October 17, 5 p.m.
 - **Mayoral Interviews on the Area’s Economy** (Featuring discussion with the Mayors of the Bay Area’s largest cities: San Francisco, and Oakland; San Jose’s Mayor was asked, but declined to participate.) October 31, 10 a.m.

- **Air Live 3 Presidential Debates and 1 Vice-Presidential Debate:**

- Presidential debates air 6 – 8 p.m., September 30th, October 8th and 13th.
- Vice-Presidential debate airs live 6 – 8 p.m., 10/5.

Each followed by one-hour newscasts including analysis and voter reaction to the debates.

- **KGO-TV/DT's Second Digital Channel, 7.2 Features:**

- Extensive gavel-to-gavel Democratic and Republican convention coverage offered by ABC News.
- Extensive election coverage offered by ABC News Now leading up to the election.

- **ABC7 News Election Coverage:**

- Ongoing series of reports in association with FactCheck.org. Reports on the accuracy of statements made by the Presidential candidates' ads.
- Reporter Mark Matthews reports live daily from the Democratic and Republican Conventions.
- Throughout October, ABC7 News follows a diverse group of Bay Area voters as they make their election decisions.
- ABC7 News reporters join the two presidential campaigns in the final 2 weeks and report daily.
- ABC7 News airs profiles of each of the Presidential candidates.
- ABC7 News will profile both sides of the most significant propositions and ballot issues; the competitive state and Congressional races; and the Senate race.

- **ABC7News.com, KGO-TV/DT's Website Features:**

(ABC7News.com is heavily promoted in our newscasts and with promotional announcements running in all time periods.).

- A **Vote 2004** general election page featuring polling center resources including polling locations.
- Instructions on how to register to vote with appropriate links.
- Absentee ballot information.
- Candidate profiles (national, state and local races.)
- Information on the state propositions on a California Capitol page
- local ballot measure information.
- Links to Bay Area counties' registrar's websites.
- Breakdown of important races by county.
- Transcripts or streaming video of election stories that run in ABC7 newscasts, including a link to factcheck.org.
- Conduct ABC7 Listens Polls and publish its results on political issues.
- Create a forum (message board) for political issue discussion.
- Provide live, real-time results of all local, state, and national races on election night.
- Stream important acceptance and concession speeches made during election night.

- **KGO-TV/DT Voter Turnout Campaign:** ABC7 News anchors encourage viewers to first register to vote, and then, to vote in a series of public service announcements that air throughout the broadcast day.



ABC7 LISTENS

“REACHING OUT TO OUR VIEWERS”

KGO-TV/DT and ABC7 News make coverage decisions every day based on what we believe our viewers want to know and need to know. So a logical question is “how do we know what our viewers are thinking?” Like other news-based local television stations, we have the Nielsen ratings to show us when interest in news subjects peak or wane. We also conduct annual primary news surveys to find out what subjects and issues are important to our viewers. Along with the other major Bay Area broadcasters, we conduct ascertainment meetings quarterly in different cities in our market. Some markets stopped these meetings once they were no longer required. The San Francisco Bay Area market never stopped them. KGO-TV/DT adds to these resources with **ABC7 Listens**. It is an extensive effort to actively solicit feedback and input from our viewers and potential viewers.

MAJOR ELEMENTS OF ABC7 Listens:

- **ABC7 Listens Public Meetings** are held once a month in a different city in our coverage area. We have held 20 meetings to date. Stakeholders in the community and the general public are invited. The meetings are heavily promoted on air. Anyone attending may sign up to speak on any topic for up to 3 minutes. It is not televised. The station’s news management; a news anchor or reporter; the Community Affairs Director; and often, the President and General Manager of KGO-TV/DT attend. Countless news stories have come from these meetings.
- **ABC7 Listens On-Air Campaign** consists of promotional announcements and mentions in our newscast telling viewers how to reach us through letters, phone calls, emails or by attending our public ABC7 meetings.
- **ABC7 Listens Poll** is an ongoing series of polls conducted through our website, ABC7News.com. Polls are used to gauge interest in topics and garner opinions and reactions. In past elections, we have contacted poll participants and interviewed them for stories and even created a voter’s group that we followed during the California Gubernatorial Recall election.

ADDITIONAL VIEWER OUTREACH EFFORTS:

- **Taking Action** is a segment of our website, promoted on-air, that evolved from ABC7 Listens. The Taking Action pages of our website gives viewers the information needed for them to take action on stories we cover. Local, state and national politicians’ contact information is available on these pages.
- **Focus on Solutions** is an umbrella for a series of stories on organizations, individuals and government agencies that are making a difference in solving problems in our communities. We always end the stories telling viewers how they can help. We also have this information on our website and we develop a public service announcement for the effort, telling people how to contribute.
- **7 On Your Side** is our 10+ year-old consumer unit. Our “On Your Side” staff solves viewers’ consumer complaints. Some problems are featured on the air. We receive 40 – 50 calls a day and about 400 emails and letters per week. Everyone receives a response. To date, we have saved or recovered over \$1,000,000 for Bay Area consumers.



COMMITMENT TO OUR COMMUNITIES

MAJOR INITIATIVES

End Hunger Now is a year-round, multi-year, station-wide commitment to helping the seven Bay Area food banks stay full. ABC7 helps food banks increase food donations, money, and awareness of hunger through news stories, public service announcements, and public affairs programs.

Best of the Class is a series of spots celebrating the top-achieving seniors in Bay Area high schools.

ABC7 Salutes is a news feature, airing every Friday in the 6-7 P.M. news, recognizing outstanding individuals and organizations helping their communities.

Profiles of Excellence are 3 half-hour specials celebrating the Bay Area's rich cultural diversity. For 16 years, these programs have spotlighted the African American, Asian Pacific American, and Hispanic communities.

ABC7 Ethnic Heritage Salutes are :30 announcements celebrating Black History Month, Asian Pacific Islander Heritage Month, and Hispanic Heritage Month.

MAJOR COMMUNITY SERVICE COMMITMENTS

San Francisco Aids Walk; **United Way's Week of Caring** (Raises the importance of volunteerism in the community.); **Buckle Up Around The Bay** (Free child safety seat inspections at 7 Bay Area locations.); **American Cancer Society's Daffodil Days**; and **Leukemia Cure-A-Thon**.

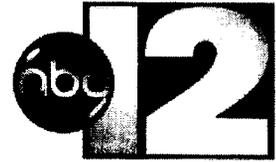
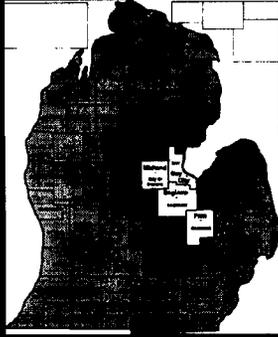
ABC7 DAY PLANNER SPONSORSHIPS

(Community events promoted on a fixed schedule for two weeks, two events per schedule, July 2003-July 2004)

- **Great American Bake Sale: End Child Hunger** (July 2003)
- **Sonoma Salute to the Arts** (July 2003)
- **Vine Village: Helping people with special needs** (July 2003)
- **Peninsula Ctr. for the Blind/Visually Impaired Menlo Charity Horse Show** (July 2003)
- **Abrazos & Books: scholarship program for underprivileged youth** (July 2003)
- **Pistahan Festival: Filipino Cultural Festival** (July 2003)
- **La Clinica de la Raza: Health Fair for Latino Community** (August 2003)
- **Cure Autism Now: Charity Celebrity Trail Ride** (August 2003)
- **World Institute on Disability: Ever Widening Circle Performance** (August 2003)
- **Breast Cancer Fund Peak Hike** (August 2003)
- **San Francisco Conservatory of Flowers Grand Re-Opening** (September 2003)
- **Angel Island Immigration Station Foundation Fundraiser** (September 2003)

- **United Negro College Fund Walkathon** (September 2003)
- **Pier 39 25th Anniversary Celebration** (September 2003)
- **Antioch Rivertown Jamboree** (September 2003)
- **Blessing of the Animals: St. Boniface Church** (September 2003)
- **Sunny Hills Children's Garden Grape Festival** (October 2003)
- **Lupus Foundation Silver Anniversary Gala** (October 2003)
- **Cure Autism Now: Walk NOW SF** (October 2003)
- **Wender Weis Children Foundation: Halloween Heroes** (October 2003)
- **Friends of Animal Services: Black Cat Ball** (October 2003)
- **Día de los Muertos Fruitvale Festival** (October 2003)
- **United Negro College Fund Gala Dinner & Awards** (October 2003)
- **New California Media Expo & Awards** (October 2003)
- **International Diplomacy Council** (November 2003)
- **Ronald McDonald House of SF: Home for the Holidays** (November 2003)
- **San Francisco Education Fund Holiday Lunch** (November 2003)
- **Museum of the African Diaspora: New Exhibit** (November 2003)
- **National Latino Peace Officers Association Scholarship Dinner** (January 2004)
- **San Francisco SPCA: Bark & Whine Ball** (January 2004)
- **V-Day San Jose: Vagina Monologues for Domestic Violence Groups** (January 2004)
- **Academy of Friends: Oscar Night Fundraiser for HIV/AIDS Groups** (February 2004)
- **Napa Valley Mustard Festival** (February 2004)
- **Vallejo Sports Hall of Fame** (February 2004)
- **Comm. on the Status of Women, San Mateo County: Women's Hall of Fame** (Feb. 2004)
- **National Coalition of 100 Black Women: Madam C.J. Walker Luncheon** (February 2004)
- **Women's Foundation of California Event** (March 2004)
- **National Association for the Advancement of Colored People: Job Fair** (March 2004)
- **Blind Babies Foundation: Beeper Easter Egg Hunt** (March 2004)
- **Junior Center of Arts & Sciences** (March 2004)
- **Professional Business Women of California Conference** (March 2004)
- **Social Advocates for Youth: Rivers of Chocolate** (March 2004)
- **March of Dimes: WalkAmerica** (April 2004)
- **American Diabetes Association: Napa Valley Tour de Cure** (April 2004)
- **Stop AIDS Project: Dining Out for Life** (April 2004)
- **Family Service Agency of San Francisco** (April 2004)
- **Friends of Camp Concord: Golf Tournament** (May 2004)
- **San Francisco Black Film Festival** (May 2004)
- **Youth in Arts: Italian Street Painting Festival** (May 2004)
- **Mountain Play Association: Performance** (May 2004)
- **Hiller Aviation Museum: Vertical Challenge Helicopter Air Show** (June 2004)
- **National Multiple Sclerosis Society: Dusk Buster Race** (June 2004)
- **World Arts West: Ethnic Dance Festival** (June 2004)
- **Juneteenth Festival** (June 2004)
- **Alameda County Health Department: Healthy Living for Life!** (July 2004)
- **Susan G. Komen Breast Cancer Foundation 3-Day Walk** (July 2004)
- **San Francisco Theater Festival** (July 2004)
- **Tilden Park Train Rides** (July 2004)

◆ **All commitments noted are in addition to running Public Service Announcements provided to the station by various non-profit groups.**



WJRT-TV FLINT

With a programming schedule that includes 26-1/2 hours of local television news each week, WJRT-TV makes every effort to address areas of concern in the Flint/Saginaw/Bay city market. We hold regular focus meetings with viewers to help abc12 prioritize issues to be covered through news, public affairs, public service and special programming.

WJRT-TV was the first television station in the Flint/Saginaw/Bay City market to offer closed captioning of local newscasts utilizing the technology provided by the in-house newsroom computer system. Although this captioning has been useful to hearing impaired viewers, it has not provided full captioning of all segments of the newscast. Beginning in October, 2004, WJRT-TV will improve the closed captioning services to those viewers with the addition of complete live closed captioning of our morning newscast Monday through Friday plus the 6PM and 11PM newscasts Monday through Sunday. Additionally, all news special reports and weather emergency reports will be live closed captioned as well.

Key among WJRT-TV's public service goals is to improve the lives of mid-Michigan children. WJRT is actively involved in the *Connect With Kids* project. The goal of this unique initiative is to help redefine communities and transform classrooms by facilitating a common conversation between children, parents, educators and the local community. WJRT-TV's local efforts include weekly news features, 30 second spots and half-hour programs on such topics as bullying, drugs, risk-taking behaviors, diversity, gangs, peer pressure and other character-related topics.

Safe and Sound is a child ID program that WJRT-TV introduced into the mid-Michigan area almost 10 years ago. WJRT collaborates with its advertising clients and the Safe and Sound non-profit organization to make credit card sized child identification cards available at no cost to parents in our viewing area. WJRT-TV conducts these campaigns at malls, festivals, women's expos and other venues where each year over 5,000 children are photographed and a personalized identification card of each child is provided free of charge to their parents.

Changing the Face of Hunger helps feed families and children in 22 eastern Michigan counties. It is estimated that children represent over 40% of the 147,000 eastern Michigan residents who don't have enough to eat each day. This fundraising campaign is supported by WJRT-TV, a local radio station and two mid-Michigan newspapers. Every \$1 raised buys \$14 dollars worth of food which is distributed through 370 member agencies throughout the 22 counties.



Coats For Kids solicits donations of coats, hats, mittens, gloves and scarves which are then distributed through The Salvation Army to adults and children in need in four Mid-Michigan counties. WJRT-TV has been collaborating with a local radio station, two dry cleaning businesses and The Salvation Army in each county for almost 20 years. Thousands of people are provided with warm coats each year through the Coats For Kids project.

In addition, abc12 broadcasts more than 800 public service announcements monthly. These PSAs provide an important link between community agencies and people in need of their services. In cooperation with the Michigan Association of Broadcasters, for example, WJRT-TV airs spots dealing with such issues as AIDS, gambling, drugs, brain injuries and Michigan Army National Guard. The station also reaches out through other media. Through local sponsorship of "*Newspapers in Education*," abc12 ensures delivery to elementary school students of *The Flint Journal* and *The Saginaw News*.

WJRT-TV regularly produces public affairs programs to provide in-depth coverage of important community topics. These include *Newsmaker*, a weekly program produced by the abc12 News Department which examines local issues, concerns and events.

WJRT-TV also produces special programs covering events of importance to mid-Michigan residents. Examples are The Holiday Pops Concert which has been produced and broadcast throughout the State of Michigan by WJRT-TV through a collaboration with all of the Public Broadcasting Stations throughout the State for almost 25 years. The Independence Day Concert has been broadcast by WJRT-TV each July for the past twelve years.

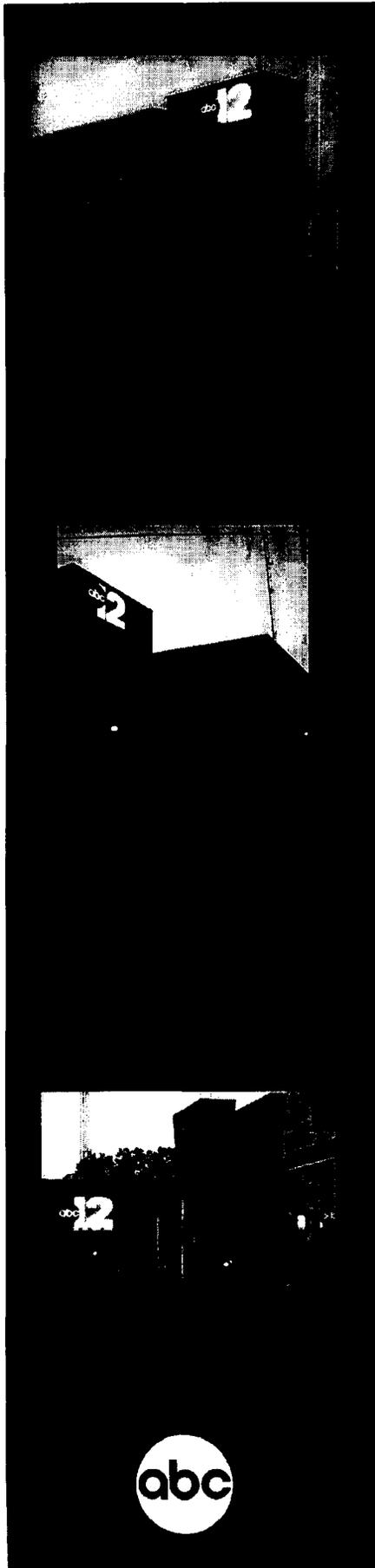
Coverage the PGA golf tournament which is held in Grand Blanc, Michigan, The Buick Open, has been produced and televised by WJRT-TV each year for the past 28 years.

WJRT-TV provides other special programs such as the live town hall meeting with Michigan's Governor Jennifer Granholm to discuss necessary cuts in the State's budget and how those cuts might impact Michigan residents.

abc12 promotes equal employment opportunity through efforts including local job fairs, student internships, job shadowing and day-on-the job programs. WJRT-TV supports the School-to-Work Partnership which strives to help students make the transition from school to work and provides additional career-track training. In the process, businesses benefit from better prepared employees.

WJRT-TV employees are active volunteers in the Flint/Saginaw/Bay City communities. Additionally, abc12 employees serve on the Boards of numerous non-profit organizations such as The American Red Cross, Arthritis Foundation, Big Brother/Big Sisters, Boy Scouts and Girl Scouts of America, Flint Area Convention & Visitors Bureau, The Salvation Army, The Visiting Nurses Association, The Flint Institute of Music, The Urban League, The United Way, Whaley Children's Center, Goodwill Industries and the YWCA.





WJRT-TV FLINT

Management:

Tom Bryson	President & General Manager
Jim Bleicher	News Director
Jayne Hodak	Assistant News Director
Dan Aube	General Sales Manager
Ray Scott	National Sales Manager
Cheri Foss	Local Sales Manager
Diane Parker	Business Manager
Sara Jo Gallock	Program & Marketing Director
Nicole Hendrix	Creative Services Director
Skip Orvis	Engineering Director
Rick Roffman	Production Manager

Flint Phone Number (810) 233-3130
Saginaw Phone Number (989) 792-1990
Toll-Free (800) 341-5881

WJRT-TV
2302 Lapeer Road
Flint, MI 48503



KFSN-TV, ABC-30, is the number one rated television station in Central California. This television station's success is directly tied to its dedicated record of excellence in covering news, political, and community events. ABC-30's news department has more reporters, live crews and combined journalistic experience than any other television station in the San Joaquin Valley.

ABC-30 is committed to providing extensive political coverage to our viewers. In 2004, we have aired live debates between candidates in the 20th U.S. Congressional district and the 29th State Assembly district. Last year, we broadcast two live Town Hall Forums with two of the candidates in the special gubernatorial recall election in California. In addition, we air a quarterly program called "Ask the Mayor". It is a half-hour live call-in program featuring Fresno's Mayor Alan Autry.

Every day, ABC-30 reaches out to the community with public service announcements and programs that increase awareness of issues and concerns that affect valley citizens. We provide access for air time for non-profit organizations on "Valley Focus", a local weekly series, and promote non-profit events through our Action News Community Calendar and our web site, www.ABC30.com. KFSN also finds ways to get feedback directly from our viewers with "ABC-30 Listens". We hold Town Hall meetings in various valley communities designed to gather story ideas and listen to our audience.

ABC-30's commitment to public service can be seen in a special campaign we call Children First. This locally produced community service campaign consists of half-hour specials and Public Service Announcements. The focus of this effort is on the challenges and problems of children in our community, with a concentration on how the average person can help make a difference in a child's life.

One example of this effort was Children First "The Air We All Breathe", an hour-long live broadcast Town Hall Meeting examining air quality issues with local and state politicians, community leaders, and community members.

We also produce and broadcast an hour-long program for our non-profit children's hospital. This broadcast is full of compelling stories about children and how the hospital helps save lives. ABC-30 also produces and airs a one-hour special for United Cerebral Palsy of Central California. This special broadcast highlights individuals who have cerebral palsy and how this organization helps them.

Radio Bilingüe, a non-profit Hispanic public radio station, and ABC-30 sponsor and promote the Viva el Mariachi Festival and produce a one-hour special. Mariachis from around the world perform and celebrate the Valley's multiculturalism and traditions.

ABC-30 sponsors and produces numerous local public service campaigns for major charitable efforts, donating all production, air time, and when appropriate, providing news coverage.

Children's Hospital Central California "Kids Day", a one-day event that raises over \$200,000 annually and has earned to date 1.9 million dollars.

Central California Blood Center and ABC-30's annual Blood Drive brought in 1,182 pints.

The Fresno Historical Society's annual Civil War Reenactment "Living History at Kearney Park" draws over 30,000 children and adults.

Big Brothers Big Sisters – Bowl For Kids Sake

American Red Cross – The Real Heroes Breakfast

Chaffee Zoological Gardens – Visit the Zoo

U.S. Letter Carriers - Food Drive

Exceptional Parents Unlimited – Fiesta de los Niños

San Joaquin River Parkway – Celebrate the River

Central California Women's Conference

Marjaree Mason Center – a Battered Women and Children's shelter

U.S. Marine Corps – Toys for Tots Drive

WTVG
13
abc

Dedicated to Toledo and NW-Ohio





DEDICATED TO Toledo and NW-Ohio

WTVG has long been a community leader because of our commitment to support community organizations, not-for-profit agencies and local events of importance and interest to the people living in Toledo and NW-Ohio.

Since its acquisition by ABC in 1995, WTVG has substantially expanded our service to the area. Since 1995, ABC has underwritten 19.1 million dollars in technical and news gathering capital investments with the most recent being a 350,000 watt live radar to protect residents in Toledo and NW-Ohio.

We have invested 6.6 million in a new digital high definition transmission system (HDTV). WTVG was the first and is still the only television station in NW-Ohio to offer full power HDTV service. And we're the only one that provides local news programming on our second HD channel (13-2) and current weather information on the third channel (13-3) 24 hours a day.

Since 1995, with the support of ABC, WTVG has added eight half-hours of news programming per week. Beginning September 4th, WTVG will add another four half-hours of live local news. WTVG places a high priority on being involved and supportive. We broadcast four and one-half hours of local news daily-Monday through Friday and an additional four hours (soon to be six hours) of local news on the weekends. And we're the only station to provide a weekly public affairs program addressing the needs and concerns of this community.



LOCALLY PRODUCED PUBLIC AFFAIRS & SPECIAL PROGRAMMING



CARTY & COMPANY is a weekly public affairs program produced by 13 Action News and hosted by Toledo's former Mayor.



ABC'S OF BACK TO SCHOOL is an annual half-hour special that prepares families as their children head back to school.



TOLEDO AUTO SHOW is an annual half-hour special live from downtown Toledo featuring the latest cars and local dealers.

JERRY LEWIS MDA TELETHON we are in our 31st year of fundraising and have helped to raise over 4 million dollars over the past decade.



BOWL BATTLE SPECIAL a one-hour special live from Arizona when O.S.U. played in the Fiesta Bowl game on ABC.

BORDER BATTLE is an annual one-hour special broadcast live from Ann Arbor or Columbus before the biggest college football game of the year.



SOUNDS OF THE SEASON over 4,000 students (70 local schools) sing holiday favorites that we present three times per day for an entire month then broadcast several hours of holiday programs.

SENIOR OPEN was a major PGA golf tournament at Inverness County Club in Toledo and 13abc provided live coverage of this event and broadcast a live half-hour kick-off program.



SPECIAL DELIVERY: THE STORY OF BABY LOUIE an annual half-hour special showcasing the Toledo Zoo, one of our premiere attraction sights.

SALUTE TO SENIORS showcasing over 45 local high school valedictorians from across the area who personally share words of encouragement to other students.



SPECIAL FEATURES WITHIN NEWSCASTS

13 Action News regularly produces features that provide important information, recognition of good work and encourages volunteerism.



ASK THE EXERT is a daily feature at noon taking calls and answers concerns that range from health and fitness to economics.

RESTAURANT REPORT CARD is a weekly feature notifying viewers of violations found by the Health Department.



LIVE DOPPLER 13000 the most powerful and accurate radar in the area.



ATHELETE OF THE WEEK highlights a local youth who has made a significant contribution to their school through athletics.



MARKET ACTION a daily live report at 5:30pm from the floor of the NY stock exchange focusing on local stocks of interest and highlighting local companies.



TIME SAVER TRAFFIC every ten minutes, 13 Action News Good Morning provides live updates on commute times alerting viewers to current delays and construction.



WHAT'S GOING AROUND reports on current health concerns in the local area.

CAREER INITIATIVES

WTVG participates in Internship Programs with schools and universities.

WTVG regularly participates in Educational Events relating to career opportunities in broadcasting including job fairs, job shadowing and teacher fellowship.

WTVG organizes an annual Minority Career Day with seniors from Toledo Public Schools. Students have been hired by WTVG after participating in this program.

WTVG employs one high school senior Student Worker annually to provide them with an opportunity to jumpstart their future career path. Several student workers have been promoted to full-time positions after graduation.



13 Action News provides complete comprehensive coverage bringing Toledo and NW-Ohio information to help them cast their ballots on election day.

In late September, WTVG plans to air two live one-hour **DEBATES** for the candidates in the race for Lucas County Commissioner.

Beginning in August, WTVG will provide weekly debates on **CARTY & COMPANY**. We anticipate inviting candidates from approximately 20 races to be questioned by a panel of journalists on the issues. These debates will range between 15 to 20 minutes.

WTVG broadcast over two and one-half hours of continuous coverage as **VICE PRESIDENT CHANNEY** visited Toledo on July 19th.

POLITICAL REALITY is a sixteen week segment during 13 Action News at 6pm that gives an in depth analysis of the upcoming issues and races on the November ballot.

Produce and broadcast **PSA's** that encourage people to register to vote and a second campaign reminding them to "get out and vote."

WTVG provided over twenty minutes of live coverage as **SENATOR JOHN KERRY** addressed the class of 2004 graduating from Bedford High School.

WTVG broadcast over two and one-half hours of continuous coverage as **SENATOR JOHN KERRY** stopped in Maumee, OH to speak about Homeland Security, the economy and tax cuts.

WTVG broadcast over two and one-hour hours of continuous coverage as **PRESIDENT BUSH** visited Owens Community College to address the need for classes to help out-of-work men and women learn new trades.

WTVG broadcast over forty minutes of continuous coverage as **PRESIDENT BUSH** visited the Monroe, MI power plant.

WTVG televised a live one hour debate between Lucas County Commissioner candidates Sandy Isenberg and Maggie Thurber in the highly contested 2002 Commissioners seat.