

ATTACHMENT C



The *WALT DISNEY* Company

Robert A. Iger
President and Chief Operating Officer

The Honorable John McCain
Chairman
U. S. Senate Committee on Commerce,
Science & Transportation
SR-241 Senate Russell Office Building
Washington, DC 20510

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman McCain and Chairman Powell:

Thank you for your letter of June 15, 2004 regarding the coverage of political issues in television news and public affairs programming. I am pleased to be able to report to you that the ABC Owned Television Stations have a long tradition of being leaders in local news coverage in their communities including coverage of political issues.

As a matter of policy, Disney management does not dictate the amount or percentage of news coverage on any issue or topic at the ABC Owned Television Stations. Our directive to local station management is to maintain the highest standards of journalistic integrity and to be leaders in providing local news and public affairs programming to their communities. Decisions regarding what issues to cover and in what amount are left to the discretion of our outstanding local management.

The ABC Owned Television Station news operations are regarded as among the finest in the industry. The viewers that we serve seem to agree since ten of the ten ABC Owned Television Stations rank #1 or #2 in local news ratings. There can be no better measure of whether our local managers have been making the right decisions regarding the community relevance of their local newscasts.

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The Honorable Michael K. Powell

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Because our political coverage decisions are made by local management, the precise nature of each station's coverage varies from market to market. However, many of our stations have made a local judgment that the broadcast of extended length candidate debates and forums is an important supplement to daily news coverage of political issues. Examples of local candidate debates and forums broadcast by one of our smaller stations (KFSN, Fresno, CA) and one of our larger stations (WPVI, Philadelphia, PA) illustrate the superior nature of our coverage of political issues.

In 2000 KFSN, Fresno broadcast separate debates during the Primary campaign season for each of the following local political races:

- Fresno Mayor
- Fresno County Supervisor, District No. 2
- Fresno County Supervisor, District No. 3
- Fresno County Supervisor, District No. 4
- Fresno County Supervisor, District No. 5
- Fresno City Council, District No. 2
- Fresno City Council, District No. 6

These Primary debates were followed by 2000 General Election debates for the following races:

- 20th U.S. Congressional District
- Fresno Mayor
- Fresno County Supervisor, District No. 2
- Fresno County Council, District No. 2
- Fresno County Council, District No. 4

Attached hereto is a letter dated September 26, 2000 from the League of Women Voters of California in which the League references the effort by the League and the "Alliance for Better Campaigns" to secure commitments from all television stations to air five minutes a night of "candidate-centered discourse" in the 30 days preceding elections. The League letter thanks KFSN "for meeting and exceeding this public commitment." In fact, the League's letter to stations throughout California (also attached) cites KFSN as a "good example" for "providing extensive coverage of the elections through spot news and candidate profiles, and also co-sponsoring debates in local and state races."

KFSN's efforts in 2000 were not an isolated incident. In 2002, in January, February, March and October, KFSN broadcast three local debates and five local candidate forums. Although 2003 was not a regular election year, KFSN broadcast three 30 minute special programs entitled "Ask the Mayor" in January, February and September. And, in 2003, KFSN presented two live 30 minute programs featuring candidates in the Special Gubernatorial Recall Election. So far in 2004 KFSN has broadcast debates for the 20th U.S. Congressional District and the 29th State Assembly District.

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As demonstrated in the listing below, ABC Owned Station WPVI, Philadelphia, PA presents an extraordinary history of sponsoring and broadcasting political debates:

WPVI-TV DEBATES 2000-2004

2000 PRIMARY DEBATES:

PA DEMOCRATIC SENATORIAL PRIMARY DEBATE

April 1, 2000 - 7-8 PM (presented by 6ABC & League Women Voters, with Marc Howard, moderator)

NJ REPUBLICAN PRIMARY SENATORIAL DEBATE

May 27, 2000 - 3-4 PM (in partnership with League of NJ - Marc Howard WPVI-TV & Roz Abrams, WABC-TV moderated)

DELAWARE REPUBLICAN PRIMARY GUBERNATORIAL DEBATE

Sat., Sept. 2: 5:30-6 AM & Sun. Sept. 3: 6-6:30 AM (presented by League of Women Voters of Del. & 6ABC in Wilmington Studio with Monica Malpass)

THE 6ABC 2000 VOTE DEBATE SERIES:

PA SENATORIAL DEBATE, Oct. 1: 10-11 AM (in partnership with the Philadelphia NAACP—debate featured the Republican & Democratic candidates & was moderated by Marc Howard)

PA SENATORIAL DEBATE, late night Oct. 19: 12:06 AM-12:36 AM (presented by the League of Women Voters of PA, featuring the lesser-known candidates-- Constitutional Party, Libertarian & Reform Party-- moderated by Monica Malpass.)

DELAWARE DEBATES:

In conjunction with the League of Women Voters of Delaware, WPVI aired (4) separate half-hour debates, taped at the Wilmington studio & moderated by Monica Malpass:

Delaware Gubernatorial Debate – Oct. 22, 2000 – 1-1:30 PM

Delaware Lieutenant Governor's Debate – Oct. 22, 2000 – 2:00-2:30 PM

Delaware Senate Debate – Oct. 22, 2000 – 3:00-3:30 PM

Delaware Congressional Debate – Oct. 22, 2000 – 3:30-4:00 PM

NEW JERSEY SENATORIAL DEBATE: Oct. 22: 10-11 AM (co-sponsored by the League of Women Voters of NJ, WABC-TV, & Citizen Voices of The Philadelphia Inquirer and The Star Ledger of Newark, NJ – moderated by WPVI's Marc Howard and

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WABC-TV's Roz Abrams, along with a Citizen Voices panel who posed questions to the candidates. Taped at the College of New Jersey.)

NEW JERSEY 3RD CONGRESSIONAL DEBATE: Oct. 22, 2:30-3:00 PM (co-sponsored by the League of Women Voters of NJ & moderated by Trenton Bureau reporter Nora Muchanic.)

PENNSYLVANIA 13TH CONGRESSIONAL DEBATE: Oct. 29, 10:30-11 AM (with Republican, Democratic & Libertarian candidates & moderated by WPVI's Sunday Live host Wally Kennedy.)

2001 DEBATES

PHILADELPHIA DEMOCRATIC PRIMARY DISTRICT ATTORNEY DEBATE:
April 29, 2001 – 1:00-2:00 PM (co-sponsored by League of Women Voters of Philadelphia & moderated by Marc Howard.)

NEW JERSEY GOVERNOR'S PRIMARY DEBATE: June 9, 2001 – 1:30-2:30 PM; repeated late night, 2:05-3:05 AM (in partnership with WABC-TV and the NJ League of Women Voters, featuring the New Jersey Republican gubernatorial candidates; moderated by WPVI's Marc Howard & WABC's Roz Abrams.)

NEW JERSEY GOVERNOR'S DEBATE 2001: Oct. 25, 2001 – 7:00-8:00 PM; live from the College of New Jersey; in partnership with the League of Women Voters of NJ and WABC-TV, moderated by Marc Howard/WPVI and Roz Abrams/WABC. An interactive format with reporters from *The Philadelphia Inquirer*, the *Star Ledger* of NJ, and students from Rowan University and the College of NJ.

PENNSYLVANIA SUPREME COURT FORUM: Oct. 28, 2001 – 10:30-11 AM; in partnership with The League of Women Voters of PA Citizen Education Fund; a half-hour discussion with the two candidates on the ballot for the one Supreme Court of Pennsylvania vacancy; moderated by Marc Howard.

2002 DEBATES

PENNSYLVANIA DEMOCRATIC GUBERNATORIAL DEBATE: May 4, 2002, 7:00-8:00 PM (in partnership with League of Women Voters of PA, The Greater Philadelphia Chamber of Commerce & the Philadelphia chapter of the NAACP; a live debate at the Phila. studio, moderated by WPVI's Marc Howard, with reporter Vernon Odom, featuring the Democratic candidates for Governor of PA.)

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NEW JERSEY PRIMARY REPUBLICAN SENATE DEBATE: May 25, 2002, 2:00-3:00 PM. (in partnership with League of Women Voters of NJ & WABC-TV in New York—taped at WPVI's Trenton studio & moderated by Marc Howard/WPVI and Roz Abrams/WABC, with panelists from New Jersey's *Star Ledger* and *The Philadelphia Inquirer*.)

PENNSYLVANIA GUBERNATORIAL DEBATE: Oct. 29, 2002, 7:00-8:00 PM (live debate in partnership with League of Women Voters of PA, the Greater Philadelphia Chamber of Commerce and the Philadelphia NAACP; moderated by Jim Gardner, with reporter Vernon Odom.)

NEW JERSEY SENATE DEBATE: A one-hour debate (to be aired October 27, from 10-11 AM, in partnership with League of Women Voters of NJ and WABC-TV of New York) was offered to the Republican (Douglas Forrester) & Democratic (Frank Lautenberg) candidates. Frank Lautenberg, the Democratic candidate, refused the invitation. The time was offered, but the debate did not happen.

2003 DEBATES

PENNSYLVANIA SUPREME COURT FORUM: Sept. 21, 2003, 10:30-11:00 AM; repeated late night, 2:05-2:35 AM (in partnership with the League of Women Voters of Pennsylvania Citizen Education Fund). A half-hour discussion with the two candidates on the ballot for the one Supreme Court of PA vacancy. Moderated by WPVI's Wally Kennedy.

THE PHILADELPHIA MAYORAL DEBATE: Oct. 21, 2003, 7:00-8:00 PM. (a live debate from the National Constitution Center, in partnership with the League of Women Voters of Philadelphia, the Greater Philadelphia Chamber of Commerce and the Philadelphia NAACP, moderated by Jim Gardner with a panel of print and broadcast journalists.)

2004 PRIMARY DEBATES

PENNSYLVANIA REPUBLICAN SENATORIAL DEBATE: A debate between Senator Arlen Specter and Congressman Pat Toomey, candidates for the Republican nomination for U.S. Senate, was presented by the Pennsylvania Association of Broadcasters Educational Foundation, Pennsylvania Cable Network, The League of Women Voters of Pennsylvania Citizen Education Fund and the Pennsylvania Newspaper Association. The debate was taped at WTAJ-TV, Altoona, and was moderated by John Baer of the Philadelphia Daily News. WPVI-TV recorded the debate via satellite on April 3, 2004, for broadcast on Sunday, April 4, 2004, from 10:00-11:00 A.M.

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CAMPAIGN 2004

"Campaign 2004," a series of four primary debates, aired on WPVI-TV on Sunday, April 18, 2004, as follows. (The 13th Congressional debates were sponsored by the League of Women Voters of Philadelphia; the PA Attorney General debates were sponsored by the League of Women Voters of Pennsylvania Citizen Education Fund.)

The Pennsylvania 13th Congressional Democratic Primary Debate aired 1:00-1:30 P.M., Moderated by Action News Anchor Monica Malpass.

The Pennsylvania 13th Congressional Republican Primary Debate aired 1:30-2:00 P.M. Moderated by Action News Anchor Monica Malpass.

The PA Attorney General Democratic Primary Debate aired 2:00-2:30 P.M. Moderated by Action News Anchor Rick Williams.

The PA Attorney General Republican Primary Debate aired 2:30-3:00 P.M. Moderated by Action News Anchor Rick Williams.

On October 23, 2003, the League of Women Voters of Pennsylvania honored WPVI President and General Manager Dave Davis at the League's Civic Leadership Reception. At the reception the League recognized WPVI as "the station of record for political debates, working closely with the League of Women Voters of Pennsylvania and other organizations."

The other ABC Owned Television Stations also have focused on long form debates as a way to supplement their daily political news coverage. In 2000, WABC, New York, NY broadcast debates for the New Jersey Republican Senatorial Primary Election and the New Jersey Senatorial General Election. In 2001, WABC broadcast debates for the New Jersey Gubernatorial Primary, the New York Mayoral Primary, the New Jersey Gubernatorial General Election and the New York Mayoral General Election. In 2002, WABC broadcast debates for the New Jersey Republican Senatorial Primary and the New York Gubernatorial General Election.

In 2000, WTVD Raleigh-Durham, NC participated in an innovative statewide effort entitled, "Your Voice, Your Vote" with newspapers and other television stations throughout North Carolina. Voters across the state were polled on their views regarding major issues. Statewide candidates were then interviewed regarding their positions on those issues. WTVD broadcast a continuing series of reports highlighting voter and candidate positions on statewide issues. In 2001, WTVD broadcast Mayoral debates for the cities of Raleigh and Durham. In 2002, WTVD broadcast a Senatorial debate and debates for North Carolina's 1st and 13th Congressional Districts. In 2003, WTVD broadcast Mayoral debates for the cities of Raleigh and Cary and a candidate's forum for the Durham City Council.

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In 2002, station KABC, Los Angeles, CA broadcast three Gubernatorial debates. Station KGO, San Francisco, CA broadcast a Gubernatorial debate in 2002 and Mayoral debates in 2001 and 2003. WJRT, Flint, MI, features "candidate profiles" in local newscasts and broadcast Democrat and Republican Gubernatorial Primary debates in 2002. Station WLS, Chicago, IL, works with the Illinois League of Women Voters to present debates including 2002 debates for the U.S. Senate race, the Illinois Gubernatorial race and the Illinois Attorney General race. WTVG, Toledo, OH, presented two issue focused election special broadcasts in November 2000, a Toledo Mayoral debate in 2001 and 2001 candidate forums for Toledo Municipal Court Clerk, Oregon, OH Mayor, and other offices. In 2003, KTRK, Houston broadcast two debates in the Houston Mayoral race. Also in 2003, KTRK worked with Harris County officials on a 12 hour "Voterthon" that resulted in more than 9,000 new voter registrations. Attached is a letter to Chairman Powell from a Harris County official regarding this extraordinary effort.

Significantly, the ABC Owned Television Stations are using the multi-cast capability of our new digital transmissions to give viewers additional opportunities to see our political coverage and to expand that coverage. Each of the ABC Stations has begun to utilize a second digital broadcast stream to provide viewers with time-diverse options to see our local news and public affairs programming. Political debates are included in the local programming that is showcased on this second digital stream. These multi-casts provide viewers with multiple different opportunities to watch a debate between the date of the debate and the date of the election greatly expanding the reach and the impact of the debate.

ABC's digital multi-casts can enhance political coverage in other ways. For example, on the night of the recent California Gubernatorial election, ABC's KFSN, Fresno, Ca. utilized its second digital stream to broadcast continuous real-time election results as a supplement to its regular election coverage. Viewers who wanted to check vote totals throughout the evening (without "spin" or commentary), could simply tune to KFSN's second digital stream.

Of course, in addition to local news coverage, our stations also bring to their viewers the very extensive political and campaign coverage presented by ABC News in the network programs World News Tonight, Nightline, This Week, Good Morning America, World News Now, and newsmagazines PrimeTime Live and 20/20. In news reports, interviews, and in-depth features, these network programs will deliver hours of coverage of the presidential campaign and of notable congressional and state races as well.

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I want to assure you that the ABC Owned Television Stations will continue in their proud tradition as leaders in presenting local news and information, including political coverage, to the viewers in the markets that we serve. We believe that outstanding local community service is both our obligation and the key to operating a successful local television station. We hope that all public policy makers will exercise great care in considering any proposals that would disrupt or inhibit consumer access to the extraordinary political coverage and other local news and public affairs programming provided by the ABC Owned Television Stations and other broadcasters.

We thank you for your letter and we look forward to a continuing dialogue on these issues.

Very truly yours,

A handwritten signature in black ink, appearing to read "Bob Iger", written in a cursive style.

Robert A. Iger
6/21/04

Attachments

cc: The Honorable Ernest F. Hollings
The Honorable Conrad Burns
The Honorable Daniel K. Inouye
The Honorable Kathleen Q. Abernathy
The Honorable Jonathon S. Adelstein
The Honorable Michael J. Copps
The Honorable Kevin J. Martin
The Honorable Joe Barton
The Honorable John D. Dingell
The Honorable Fred Upton
The Honorable Edward J. Markey



**LEAGUE OF WOMEN VOTERS OF CALIFORNIA
EDUCATION FUND**

926 J Street, Suite 515, Sacramento, California 95814
(916) 442-7215 ■ Fax (916) 442-7362
Web site: www.ca.lwv.org ■ E-mail: lwvc@jps.net

September 26, 2000

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Gail Dryden
Carmel

Executive Vice President
Barbara Inatsugu
Santa Monica

Secretary
Janis Hirohama
Manhattan Beach

Treasurer
Deborah Brooks
Browns Valley

DIRECTORS

Membership Development
Carrie Anabo
Santa Rosa

Voter Service
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Development
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Government
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Legislation
Anne Henderson
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Social Policy
Mary Lynne Ishikawa
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Natural Resources
Kim Longworth
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Emily Penfield
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Membership Development
Rosie Stephens
Carlsbad

Citizen Education
Ellen Taylor
Claremont

Community Development
Janet Wells
Palo Alto

Communications
Carol West
Solana Beach

STATE OFFICE

Office Administrator
Peggy Beggs

Program Director
Trudy Schafer

Ms. Valari Dobson-Staab
KFSN General Manager
1777 G Street
Fresno, CA 93706-1688

Dear Ms. Dobson-Staab:

The League of Women Voters of California Education Fund, in cooperation with the Alliance for Better Campaigns, has written to every television station in California making the modest request that they air five minutes a night of "candidate-centered discourse" in the 30 days preceding the November election.

In that letter (a copy is enclosed), we have cited your station's extensive commitment to election coverage. Through spot news pieces, candidate profiles and by cosponsoring debates in local and state races, KFSN-TV is providing local citizens with the information they desperately need to make election decisions.

As part of the licensing agreement to operate the public's airwaves, all broadcasters are pledged to serve the public's interest, and there is no greater public service than providing voters information which is free from the rhetoric and half-truths that flood the airwaves in the form of political ads.

The League of Women Voters of California Education Fund would like thank KFSN-TV for meeting and exceeding this public commitment. With a similar commitment to unbiased and informative election coverage by other television stations, we hope to break the hold that money and ads have on our political campaigns and return political power to the voter.

Sincerely,

Gail D. Dryden
President

RECEIVED

SEP 29 2000

GEN. MGR-KFSNTV



LEAGUE OF WOMEN VOTERS OF CALIFORNIA
EDUCATION FUND

926 J Street, Suite 515, Sacramento, California 95814
(916) 442-7215 ■ Fax (916) 442-7362
Web site: www.ca.lwv.org ■ E-mail: lwvc@jps.net

September 26, 2000

Sample

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Mary Lynne Ishikawa
Woodland

Natural Resources
Kim Longworth
Winters

Voter Service
Emily Penfield
Cambria

Membership Development
Rosie Stephens
Carlsbad

Citizen Education
Ellen Taylor
Claremont

Community Development
Janet Wells
Palo Alto

Communications
Carol West
Solana Beach

STATE OFFICE

Office Administrator
Peggi Beggs

Program Director
Trudy Schafer

Ms. Valari Dobson-Staab
KFSN General Manager
1777 G Street
Fresno, CA 93706-1688

Dear Ms. Dobson-Staab:

As political contributions flood into the 2000 election campaign at unprecedented levels, the League of Women Voters of California Education Fund urges you to open the airwaves to a different kind of campaign communication, one whose currency is ideas, not money.

Together with the Alliance for Better Campaigns, we write to voice our concern – and to make an appeal – about the role of broadcasters in our democracy. Our concern is that campaign contributions will provide TV stations up to \$1 billion for political ads, in what Senator John McCain (R-AZ) has called “one of the greatest scams in American history,” referring to the enormous value of digital TV licenses broadcasters have been given free. It is the public, not the broadcasters, that owns the airwaves. In addition, many citizens find these ads intrusive; they are a substantial factor in the growing public apathy and cynicism about our election process and the money chase that funds it.

We urge you to adopt the practice recommended by the Alliance for Better Campaigns: Air five minutes a night of “candidate-centered discourse” in the 30 days preceding the November election. Such broadcasts could cover candidates for federal, state and local offices, as appropriate. The segments could assume a variety of forms, including interviews, issue statements or mini-debates. A good example is KFSN-TV Fresno, which is providing extensive coverage of the elections through spot news and candidate profiles, and also co-sponsoring debates in local and state races.

Broadcasters have been given licenses valued at many billions of dollars to operate the public’s airwaves. In return, you have pledged to serve the public interest. There is no greater public service than providing citizens with the information they need to choose their representatives, and to help break the hold that money and ads have on our political campaigns. It is not too late to make this election different. Our future depends on it.

Sincerely,

Gail D. Dryden
President



January 27, 2004

The Honorable Michael Powell
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: KTRK-TV ABC Channel 13

Dear Chairman Powell:

We are writing in support of KTRK-TV ABC Channel 13 and the important work they do in the community. We know of this work because we too serve the community as a large organization in the nation's third largest county responsible for a voter registration roll of 1.8 million, 3.7 million automobile transactions, and 1.3 million property tax accounts.

In 2003, the Harris County Tax Office entered into a unique partnership with KTRK-TV to register all eligible citizens to vote as part of the Tax Office's annual Make Your Voice Heard voter registration drive. The endeavor was Voterthon 2003.



Much like a telethon, Voterthon 2003 began at 7 a.m. at the end of the morning newscast, and ended at 7 p.m. at the end of the evening newscast. Instead of the usual solicitation of funds, Voterthon 2003 encouraged eligible citizens to register to vote.

Throughout the daily newscasts, Channel 13 reporter Alissa Rivas challenged viewers to stop by their local Tax Office or visit the Channel 13 studios to register to vote. Meanwhile, anchors in the studio encouraged the public to do the same.

The Tax Office, however, worked most closely with Community Affairs Director Denise Bates who tirelessly coordinated logistics for a smooth production.

For the first time in Tax Office history, an off-site location became an official Tax Office. During the Voterthon, the Channel 13 studios served as a Tax Office processing and issuing voter registration certificates to eligible applicants.

Our partnership garnered an additional 9,014 registered voters as a direct result of the Voterthon! With community support, the Tax Office registered 105,341 new voters in 2003, thanks in no small part to Channel 13.



The Tax Office offers its sincerest thanks to the KTRK-TV ABC Channel 13 family for their public service efforts.

Regards,

A handwritten signature in cursive script, reading "Paul Bettencourt".

Paul Bettencourt
Tax Assessor-Collector and Voter Registrar
Harris County, Texas

cc: Henry Florsheim

Harris County Tax Office

1001 Preston

Houston, Texas 77002

713-368-2000

ATTACHMENT D

LOCALISM INITIATIVES
ABC Radio Los Angeles
KABC-AM • KLOS-FM • KSPN-AM • KDIS-AM

Local News

KABC-AM

- KABC-AM has a full-time news anchor in-studio during morning drive (5:00-9:00am) and from Noon-6:00pm.
- KABC-AM's website (www.kabc.com) has a local news link to KABC-TV Channel 7's website for up-to-date news information.
- KABC-AM provides traffic reports 12 times a day, seven days a week.

KLOS-FM

- During morning news, KLOS-FM covers a variety of local news stories. In addition, the announcers cover various topics of local interest. In times of emergencies, KLOS-FM provides continuous information to the public. Two examples are the L.A. riots of 1992 and the 1994 Northridge earthquake.
- KLOS-FM provides a total of 6 newscasts in the morning (6:00-9:00am)
- KLOS-FM provides traffic reports 12 times a day, Monday-Friday.

KSPN-AM

- KSPN-AM provides a total of 2 newscasts every morning, which include a one-minute California News Report from Skyview Satellite every weekday.
- KSPN-AM provides traffic reports 3-4 times per hour, seven days a week.

Local Public Affairs

- *Spotlight on the Community* is a one-hour local talk radio show that has been on the air for 9 years conducting interviews hosted by Nelkane Benton and Bob Anderson. *Spotlight on the Community* highlights current issues in the community and offers non-profit organizations the opportunity to disseminate information regarding their organizations, increase awareness and discuss issues concerning the Southern California community.
- The following are a few examples of guests and topics covered on *Spotlight on the Community*:
 - o Project Angel Food – A Los Angeles based volunteer driven, not-for-profit organization that provides free, home delivered meals to men, women and children living with AIDS and other serious illnesses.
 - o Emergency Preparedness – Guest Ellis Stanley, General Manager, spoke about what Los Angeles has learned about the importance of emergency management since the 9/11 attacks and the Northridge Earthquake.
 - o City Councilman of the 8th District, Bernard Parks, addressed issues such as public safety, lack of youth services, traffic congestion, crime intervention as well as graffiti in Southern California.

Creating or Selecting Programming

- Our Community Affairs department is in daily communication with community leaders and non-profit organizations. Community Affairs has consistently

maintained an open-door policy in which community leaders may contact us by telephone, email, fax and mail.

- KABC-AM, KLOS-FM, KSPN-AM & KDIS-AM conduct leadership luncheons with community leaders in order to ascertain issues facing their communities. The following are a couple examples of guests who have participated in our leadership luncheons held at the station offices:
 - o Mayor of Los Angeles, Jim Hahn – The Mayor discussed various issues concerning Los Angeles including the Rampart Street police scandal, the high cost of housing and the most pressing issue of the San Fernando Valley/Hollywood planned secession from Los Angeles.
 - o Los Angeles County Supervisor Zed Yaroslavsky – Discussed the major issues facing the County of Los Angeles such as budget cuts that will negatively affect the quality of public school education. Also discussed the major concerns with hospitals, particularly the trauma centers and how the budget cuts will put public safety, health and welfare at risk.
- *Spotlight on the Community* selects its guests based on input received from non-profits that represent issues such as crime, drugs, economy, education, employment, environment, government, disabled, homosexuals, housing/hunger, immigration, minorities, public safety, health/welfare, transportation, veterans and women.

KABC-AM

- KABC-AM presents stories with compelling local interest, such as coverage of local earthquakes, weather related stories, coverage of the California Governor recall and the Southern California wildfires. (KABC won the NABC Crystal Award for outstanding community service in 2002.)

Emergency Programming

KABC-AM

- KABC-AM has made its mark over the years in responding to local emergencies. Most recently KABC-AM raised over a million dollars for families affected by the wildfires and provided help for families of Southern California military families killed in combat in Iraq.
- KABC-AM participates in AMBER alerts. We are not the primary EAS station, but we do monitor and participate in the emergency system.

KLOS-FM

- During the Los Angeles riots, the KLOS-FM morning show took calls from listeners about their concerns and tried to calm their fears. We talked with law enforcement officers and community leaders who came together to try to make some sense of it all. KLOS-FM also took calls from listeners following the Northridge Earthquake, which hit Los Angeles particularly hard because of the proximity and the closure of several freeways.
- Most recently KLOS-FM provided up-to-date coverage and took listener calls on the 9/11 attacks, floods and Southern California wildfires.
- KLOS-FM participates in AMBER alerts.
- KLOS-FM was a finalist for the 2002 NAB Crystal Award for outstanding community service.

Political Programming

KABC-AM

- KABC-AM has aired all current Presidential debates.
- In addition to *Spotlight on the Community*, KABC-AM's local shows at night and in the morning dissect the local political issues that are compelling.
- KABC-AM has been encouraging registration on our talk shows and on *Spotlight on the Community*. Each host has their own on-air campaign encouraging listeners to register to vote.

KLOS-FM

- KLOS-FM runs PSAs and urges the community to register to vote.

Civic, Cultural and Other Community-Responsive Programming

- Our public affairs show, *Spotlight on the Community* cover important issues affecting the local community with guests ranging from the LA Unified School District to the LA City Council. The show airs one hour a week on KABC-AM, KSPN-AM and KDIS-AM.
- KABC-AM airs approximately 75 to 100 PSAs per week.
- KLOS-FM airs approximately 100 to 125 PSAs per week.
- KSPN-AM airs approximately 55 to 65 PSAs per week.
- KDIS-AM airs approximately 50 to 60 PSAs per week.

Music

KLOS-FM

- KLOS-FM has the longest running showcase of undiscovered local talent in Southern California called *Local Licks*. It has been on the air for approximately 22 years and runs Sunday nights from 11:00pm-12:00am. The local artists' music is played, information on their upcoming gigs are given out on-air and there are links to the local artists' websites (if available) on the KLOS-FM website.
- Approximately once a month, KLOS-FM's morning show (Mark & Brian) features an unsigned artist in their *Unsigned Artist Series*.

Station Participation in Community Activities

Collectively – ABC Radio Los Angeles

- Operation Lend-A-Hand YMCA Camp Pendleton (June 20-23, 2003) – The stations conducted a 65-hour Radiothon that raised over \$500,000 for the children of marines stationed at Camp Pendleton who were killed in Iraq. A portion of the proceeds were used to refurbish Camp Pendleton's YMCA. The recreation building was dedicated to ABC Radio Los Angeles.
- Operation Lend-A-Hand Southern California Wildfires (October 28, 2003) – On behalf of the American Red Cross, Los Angeles Chapter, Operation Lend-A-Hand conducted a 12-hour Radiothon raising over \$1,198,000 to help victims of the Southern California wildfires rebuild their lives.

KABC-AM

- The following are a few examples of KABC-AM's support of non-profit and charity initiatives:

- American Heart Association Heart Walk – KABC-AM provided promotional announcements, website exposure and on-site exposure for the American Heart Association Heart Walk which promotes physical activity and heart-healthy living in a fun family environment.
- Cure Autism Now – KABC-AM provided promotional announcements, website exposure and on-site appearances for the Autism Walk, which is a national family fundraising 5k walk, autism community resource fair and fun-filled carnival. Cure Autism Now is an organization of parents, clinicians and scientists dedicated to finding effective biological treatments, the causes and cure of autism and related disorders.
- Revlon/UCLA Women’s Cancer Research Program – KABC-AM provided promotional announcements, website exposure and on-site talent appearance by Kim Serafin for the Revlon/UCLA Women’s Cancer Research Program which has consistently worked towards the control and consequent elimination of breast and ovarian cancer.
- KABC-AM’s website (www.kabc.com) has a Community Affairs page with community links, a community calendar and community announcements.

KLOS-FM

- The following are a few examples of KLOS-FM’s support of non-profit and charity initiatives:
 - KLOS Blood Drive – The 23rd Annual KLOS Blood Drive of 2004, in support of the American Red Cross and San Bernardino Blood Banks, conducted the largest multi-day blood drive in the nation. 6,250 pints of blood were collected setting a new national record.
 - Coastal Clean Up Day - The KLOS Cool Patrol, Joe Reiling and Cynthia Fox made on-site appearances at the Coastal Clean-up Day. Coastal Clean-Up Day is a day community volunteers get together to take care of our fragile marine environment. Volunteers from Los Angeles county joined together to pick-up over 63,000 pounds of trash and recyclables from our beaches and waterways.
 - KLOS-FM’s Mark & Brian Scholarship Fund, established 15 years ago, has donated \$560,000 to the Los Angeles County Department of Children and Family Services Foster Care graduates.
- KLOS-FM’s website (www.955klos.com) has a Community Affairs page with community links, a community calendar and community announcements.

KSPN-AM

- The following are a couple examples of KSPN-AM’s support of non-profit and charity initiatives:
 - ESPN Radio 710 Mason & Ireland Celebrity Poker Tournament – KSPN-AM provided website exposure, appearance by Steve Mason & John Ireland and PSAs for the event which benefits the Children’s Hospital of Los Angeles.
 - AIDS Walk Orange County – KSPN-AM provided PSA’s, website exposure and an on-site appearance by the Road Dawgs for AIDS Walk OC. The 5k-pledge walk is to raise awareness and funds for the fight against AIDS and HIV. The money raised provides food, housing,

transportation, benefits counseling, home care, prevention education, recreation, legal services, mental health, HIV testing, counseling and support groups.

- KSPN-AM's website (www.espnradio710.com) has a Community Affairs page with community links, a community calendar and community announcements.

KDIS-AM

- The following are a couple examples of KDIS-AM's support of non-profit and charity initiatives:
 - Trick or Treat for UNICEF – KDIS-AM provided on-air support and website exposure for Trick or Treat for UNICEF. During the months of September and October, KDIS-AM events are a distribution point for Trick or Treat for UNICEF boxes to raise awareness and funds for UNICEF.
 - Leukemia Society: Pennies for Patients – KDIS-AM will provide on-air support for the Leukemia Society's Pennies for Patients program, which is a school program in which school aged children collect spare change to benefit the Leukemia Society.

KSFO Radio San Francisco Localism Initiatives page 1

Local News

- Sixteen live, local updates each day, two minutes in length; A total of 112 local updates each week excluding traffic reports

Local Public Affairs

- Mon thru Friday AM drive talk show (5AM to 9AM) and the Monday thru Friday PM drive talk show (6PM to 8PM) spend up to 25% of their time discussing local issues (see Issues & Programs reports for KSFO Radio submitted to the Public File each qtr.)
- Local live talk show programming on Saturdays and Sundays (1PM to 7PM) again feature local issues, local politicians, decision makers and advocates 25% to 33% of the time. The remainder of the time focuses on national issues.

Creating Programming

- KSFO Radio has broadcast from the steps of the capital in Sacramento no less than four times in the past eight years, often for up to six hours at a time to discuss with politicians and citizens local issues (i.e. the controversial fuel supplement MTBE, the California emissions testing of cars, the California gubernatorial recall, etc.)
- KSFO Radio talk show host Barbara Simpson was the moderator of a San Francisco Mayoral debate that aired on KSFO and other radio and television stations in the Bay Area.
- KSFO has aired the San Francisco Fleet Week air show five times over the last eight years providing 8 hours each Fleet Week weekend of live local coverage of the air show over the bay as well as conversations with local persons attending the event.

Political Programming

- Mon thru Friday AM drive talk show (5AM to 9AM) and the Monday thru Friday PM drive talk show (6PM to 8PM) often interview local politicians and candidates, discuss the local issues, propositions, initiatives, etc. often spend up to 25% of their time discussing local issues (see Issues Programs reports for KSFO Radio submitted to the Public File each qtr.)
- Local live talk show programming on Saturdays and Sundays (1PM to 7PM) again feature local issues, local politicians, decision makers and advocates up to 25% to 33% of the time. The remainder of the time focuses on national issues.
- KSFO morning co-host Melanie Morgan has attended local conventions to bring back first person reports from those events for discussion on the local morning shows.
- The KSFO Radio web site lists important dates to consider for voter registration as well as various links to assist listeners in registering to vote.
- KSFO has staged voter registration efforts at mass transit stations (BART stations) and at various station appearances. (i.e. distributing voter registration forms at Laguna Seca racetrack, Golden Gate Fields, etc.)

Community responsive programming

- KSFO Radio airs up to twenty (20), 30 second PSA's each week. KSFO Radio solicits, edits and produces locally focused PSA's.
- The KSFO Radio web site has a Community page that accepts and posts various Community events as well as posting supplemental info for all PSA's that are aired on the station.

Station Participation in Community Activities

- KSFO Radio was the only broadcaster involved with the first California Police K9 championships held in March 2004
- For the past three years, KSFO Radio has participated on the air and on the streets of San Francisco with the American Heart Association Heart Walk.

WLS Newstalk 890 AM

Localism Initiatives

Local News

- We have local news broadcasts 24 hours a day 7 days a week specifically targeting our local communities.
- 280 local newscasts are aired per week.
- At least 60% of our daily programming is devoted to local news.
- The station has hourly newscasts throughout the day.
- If there is a major local news story we will post the news story on the website in addition to world news from ABC Network.
- Local issues are regularly included in the local newscasts. Some of the local issues would be Political, Crime, Education, and Economic.

Local Public Affairs

- A weekly one-hour taped public affairs interview program airs on Monday mornings. This program is issue oriented and has weekly guests from the communities. The guests could range from CEO's of non-profit organization, political leaders, medical doctors, to the average person on the street. Discussions include community activities, health, children, animal rights, political, crime, education, and economic issues.
- Public Service Announcements air 7 days a week in non-primetime slots they are :30 and :60 long.
- At least 20% of our regularly scheduled segments on local public affairs are in our daily newscasts. These segments could be :30 and :60 long.

Creating or Selecting Programming

- In determining the types of programming we air, several factors are considered. First, in meeting with community leaders, our public affairs director communicates on regular basis with these leaders to determine their specific problems and needs. These are then communicated to the operations director. In addition, we regularly collect letters, e-mail suggestions sent to us through our

website, and voicemails for the purpose of addressing the issues at large suggested by our listeners. On a regular basis, we conduct on-line surveys of our listeners using our database of listeners. They are asked specific questions about programming.

- During the campaign season, we frequently pre-empt our regularly scheduled programming to cover local political events, such as the debates among the U.S. Senate candidates.

Emergency Programming

- The entire news department of reporters, anchors, and the news director cover every breaking local news story. Reporters cover on-the-scene stories for emergencies, weather, traffic, crime and similar events especially if they impact the local community. Information of severe weather reports and tornado activity breaks into regular programming.
- WLS participates in the AMBER and EAS monitoring programs.

Political Programming

- During the 2004 campaign season, WLS aired a debate between U.S. Senate Candidates Barak Obama and Alan Keyes. 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.
- During the 2004 campaign season, offers to appear on the WLS morning show were made to each of the major candidates for U.S. Senate. Of the five candidates offered interview time, two accepted, one declined, and two did not respond to the offer.
- During our local programming, political/ballot issues are discussed and analyzed on a regular basis as part of our normal programming. This includes regular appearances by local political and community leaders and candidates for the purpose of discussing these local political issues.
- As part of our ongoing political coverage, WLS sent reporters and talk hosts to both the Democratic and Republican National conventions, and included in that coverage, was special coverage of local leaders and candidates.

- The public affairs program featured two segments on local voter registration efforts. This programming included specific information on where to register to vote.
- Throughout the campaign season, the WLS website features news stories covering local election activities. Information about our public affairs program is also available on the WLS website.

Civic, Cultural and other Community-Responsive Programming

- On the weekly one-hour public affairs program, 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.
- Some of the local public service announcements that have aired on WLS include: local tornado relief efforts, blood shortage efforts, housing discrimination awareness, DuSable African-American Heritage Museum, the Urban League, Congressman Danny Davis' local curfew initiative, U.S. Air Force recruitment, Chicago police recruitment, Pets are Worth Saving animal protection organization, City of Chicago Anti-Violence Program, and local men's health awareness. Some especially successful campaigns include the U.S. Marine Corps' Toys for Tots and the United Way.
- WLS airs approximately 300 PSAs per week.
- WLS covers important issues affecting the local community through both PSAs and the weekly public affair program. Examples of some issues covered include drinking and driving, domestic violence, child safety seats, and fire hazards.

Music

- Despite not being a music formatted station, on occasion, the public affairs program covers local musical artists and events.

Station Participation in Community Activities

- WLS supports non-profit and charity initiatives through partnerships with several local groups. This includes soliciting donations from station employees for the United Way, the Make-a-Wish Foundation, and the local holiday adopt-a-family

program. Also, WLS employees volunteered to clean up a local park on Earth Day. WLS also contributes to the efforts of the Y-Me Breast Cancer Walk, the Chicago Firemen's Union Walk, the Terry Fox Run, the Race for the Cure, and the American Heart Foundation Heart Walk through on-air promotion, employee participation, and promotional events. The WLS community affairs director is on the board of the Spanish Coalition for Jobs (Latinos in the Media).

- WLS promotes many causes that are not necessarily tied to particular organizations through the airing of PSAs. Some specific examples include colon cancer screening, bone marrow donation, fire safety, stay in school, and preventing child abuse. Also, during disaster relief efforts, WLS places a link on the webpage to specific groups working to provide relief.
- WLS adopted Kelly High School, a local predominantly Latino school, and donated two scholarships, valued at \$5000 each to students pursuing careers in the media. In addition, WLS collected school supplies for a local Latino grammar school.

WMAL AM, Washington DC – LOCALISM INITIATIVES

Local News

- WMAL airs at least four minutes of local news each hour, 24 hours a day, 7 days a week, along with breaking news.
- Our website, www.630WMAL.com, is updated around the clock, with an emphasis on local news.
- Our morning news program is broadcast from 5am-9am weekdays, 6am-9am Saturday, and 8am-9am Sunday, with a heavy emphasis on local stories. Daily interviews are done with local political leaders, advocacy groups, governmental organizations and charitable institutions, as well as individual newsmakers.
- Daily commentaries, usually focusing on local issues, air during the weekday morning news.
- Our regularly scheduled local talk shows (9am-11:45am and 6pm-9pm weekdays; (Noon to 3pm Sundays) begin daily with an emphasis on area stories and issues.
- WMAL took the lead in the past several years in round-the-clock coverage of such stories as the 9/11 Pentagon attack; the anthrax attacks on Congress; and the so-called "Beltway Sniper" killings (in fact, the killers were caught after a WMAL listener heard the suspects' car and license plate descriptions and alerted the police). WMAL also led in coverage of the effects of Hurricane Isabel and major snowstorms.

Local Public Affairs

- While all of our programming begins and ends with an emphasis and priority on local issues, specifics include regular monthly hour-long call-in shows with Maryland Governor Bob Ehrlich and frequent appearances on our programs by public officials such as Montgomery County Executive Doug Duncan, Washington Mayor Anthony Williams, Virginia Governor Mark Warner, and local members of Congress.

Creating or Selecting Programming

- WMAL has an open-door policy of actively soliciting feedback, criticism and suggestions from our listeners via letters, email, website access and phone calls. We conduct market research annually
- We frequently modify our programming to emphasize major stories of local interest, such as the above-mentioned sniper attacks and anthrax attacks, hurricanes and other weather concerns, and have devoted significant blocks of time to cover sports-related stories such as the return to the Washington Redskins of the legendary coach Joe Gibbs, and the awarding to Washington of the relocated Montreal Expos baseball team.

Emergency Programming

- WMAL is a Local Primary EAS and AMBER alert station. We provide around-the-clock traffic and weather coverage, and break into programming with long-form emergency coverage whenever the situation warrants.

Political Programming

- As previously mentioned, WMAL hosts frequent segments with political leaders, carries election-night coverage, discusses all aspects of political and governmental issues on our news and talk programs, offers the audience the opportunity to call-in with Maryland Governor Bob Ehrlich once-a-month, and polls listeners' opinions daily on our website.

Civic, Cultural and Other Community Responsive Programming

- WMAL broadcast live from the Montgomery County Fair for a week in August 2004, does frequent remote broadcasts, highlights local issues in special news programming, and explores cultural issues on all of our programs.

Station Participation in Community Activities

- WMAL is heavily involved in charitable and non-profit fundraising activities; our current primary project is a major fundraising initiative with Fisher House, a "Ronald MacDonald's"-like program which offers housing and financial support to injured members of our armed forces and their families. We have also supported, through mini-telethons, the local Leukemia Foundation, the Children's Hospital, the "So Others Might Eat" Seniors Summer Camp, and others.

KGO – San Francisco

KGO Radio reaches thousands of people weekly through our 24-hour live and local Newstalk format, on-going community outreach programs, communication with our listeners off the air with quarterly newsletters, bi-monthly e-newsletters, birthday greetings and live appearances from our station talent at local events.

Local News

KGO Radio's news programs take the time to add depth and breadth to the stories which impact the lives of Bay Area listeners. When news breaks, KGO's reporting team and news helicopter are the first on the scene. Since the terror attacks of 9/11, it has become clear that "all news is local news". It is with this attitude that KGO Radio vigorously investigates and reports on Local, National and International stories and brings them home to our listeners. KGO Radio's News Team turned it's focus on going where the news happens. We kicked off 2004 with anchoring, live from Sacramento to give the community a link to Governor Arnold Schwarzenegger's first 100 days in office. KGO developed a new program, Big At 6, dedicated to giving depth and balance to the important issues facing our listening audience. Several times a week KGO takes the Noon News into a community impacted by various events, not just to report the facts but to help provide a link between the community and the newsmakers.

KGO Radio airs 3 news programs per weekday, Morning, Noon and Afternoon. These news programs give our listeners easy access to the leaders making decisions that impact Bay Area lives. Every week the Mayors of San Francisco, San Jose and Oakland join the morning news for an in-depth examination of community issues.

KGO.com's Local News portion updates local news stories from AP everyday and includes audio clips of News program interviews.

Local Public Affairs

A majority of KGO Radio's programming is devoted to local public affairs, local politics and community activities. Below is a description of the daily programs devoted to these issues:

Monday- Friday

<u>5-9am</u>	KGO Morning News
<u>Noon-1pm</u>	KGO Noon News
<u>4-7pm</u>	KGO Afternoon News
	News programs that cover Local, National and International news of the day including weather, traffic, sports, business and health updates.
<u>9-12pm</u>	Ronn Owens Newstalk program
<u>2-4pm</u>	Pete Wilson Newstalk program
<u>7-10pm</u>	Gene Burns Newstalk program.
<u>10-1am</u>	Bernie Ward Newstalk program
<u>1-5am</u>	Ray Taliaferro Newstalk program
	Call-in talk-shows which interview community and political leaders, discusses topical issues and current events.

Saturday

5-8am John Hamilton, On the Go program- Call-in program with interviews and community activities related to travel.

8-10am Joanie Greggains program- Call-in program interviewing health experts and covers community activities related to health and fitness.

4-7pm Len Tillem program- Call-in program focused on legal issues and answering listener questions.

7-10pm Karel Newstalk program
1-5am John Rothman Newstalk program
Call-in talk-show which interviews community and political leaders, discusses topical issues and current events.

Sunday

5-9am God Talk with Bernie Ward - Call-in program related to religion.

10-1pm Consumer Talk, Michael Finney- Call-in program focused on consumer reports, advocacy and resolving consumer complaints.

9-10am Brian Copeland Newstalk program
7-10pm Karel Newstalk program
1-5am John Rothman Newstalk program
Call-in talk show which interviews community and political leaders, discusses topical issues and current events.

KGO Radio features regularly scheduled public affairs segments during the local news:

- Once a week during the KGO Morning News anchors talk with the Mayors of San Francisco, San Jose and Oakland for 5 minutes each about local community events, politics, news and community activities.
- Both the Morning and Afternoon News feature a :60 Consumer Report with Michael Finney, Mon-Fri.
- The Morning and Afternoon News features a :60 Health Minute with Dr. Dean Edell, Mon-Fri.

Creating or Selecting Programming

KGO Radio is always tackling the tough issues of the day. KGO Radio often determines the topics discussed by researching local audiences and by staying on top of current events. KGO Radio also accepts and reviews emailed suggestions and phone comments.

Emergency Programming

Traffic and weather are important to our daily news coverage. We provide constant updates in these areas, particularly during our news blocks (5a-9a, noon-1p, and 4p-7p). We stay on top of the latest developments by dispatching at least 3 airplanes, a helicopter, and a mobile unit around the San Francisco Bay Area.

Recently, we were recognized for our coverage of a cargo jet emergency. We dispatched our helicopter to the scene, and air traffic control enlisted our help to bring the jet down safely. Our traffic reporter was able to get up close and tell air traffic control that one of the landing gears was stuck. Another reporter contacted the cargo company to get information on the contents and passengers. And yet another traffic reporter was able to follow the disabled jet until it landed safely 90 miles away.

We have 7 mobile units. All are equipped with cell phone, two-way, scanner, and cell or flipjack. Four of the vehicles have marti units.

In the newsroom, each workstation is equipped with a computer, with access to the Internet and a news production program called Newsboss. We have a Doppler radar that allows us to check on the latest weather developments.

KGO Radio participates in both AMBER and EAS programs. We run all alerts.

Political Programming

KGO Radio hosted an hour-long debate with the leading San Francisco Mayoral Candidates and has aired all current Presidential debates between President George Bush and Senator John Kerry as well as the Vice Presidential debates.

KGO's Talk show hosts and KGO News on a regular basis analyze important issues of the day, including political ballots, candidates and have covered most local campaigns and National Conventions. For approximately 60 days before the presidential election KGO news produced a daily, three-four minute feature called the Daily Debate. This was a balanced report on the latest developments and comments of the day from the major presidential candidates. Noon News Co-anchor Bret Burkhart reported live from Sacramento on the newly elected Governors first 100 days in office.

All of KGO Radio's programs, Public Service Announcements, News and website, KGO.com, encourage people to vote. KGO.com features a "how to" page for voter registration, lists all political guests as well as program summaries and live audio clips.

Civic, Cultural and Other Community Responsive Programming

KGO Radio covers many local community events to include:

- All 49ers Football Games, home and away- pre, post and game day coverage
- Cal Berkeley football games, home and away- pre, post and game day coverage
- T-Mobile International Bike Race, race day reporters on-scene & traffic coverage
- Bay to Breakers footrace, race day reporters on-scene, race & traffic coverage
- Professional Business Women's Conference, live broadcast, promotional announcements and news coverage

- Re-opening of the Asian Art Museum, news coverage and promotional announcements
- Hiller Aviation Museum, Vertical Challenge- news coverage and promotional announcements
- 4th of July America Festival, live broadcast, news and traffic coverage, promotional announcements
- Sausalito Arts Festival, live broadcast, news coverage and promotional announcements
- Moffett Field Air Show, news coverage and promotional announcements
- Coastal Clean-up Day, live broadcast, news coverage and promotional announcements
- San Francisco Blues Festival, live broadcast, news coverage and promotional announcements
- Pet Pride Day, news coverage, special features on KGO.com and promotional announcements

KGO Radio supports local Bay Area community non-profit organizations by providing a free Public Service Announcement program. KGO Radio is a strong voice for public awareness campaigns and highlights local non-profits messages on KGO.com's Community Corner. PSA's run on KGO Radio 102 times a week. In a single year KGO dedicates over 100 hours of labor to the PSA program.

KGO Radio produces 100% live, local programming featuring 8 hours of extensive news coverage and 16 hours of talk shows on a daily basis. KGO delivers in depth news, Newstalk, traffic, weather, business updates, health reports and sports coverage.

Station Participation in Community Activities

Two of KGO Radio's primary fundraisers are The Thanksgiving Charities Drive and The KGO Radio Cure-A-Thon. The KGO Radio Cure-A-Thon is a 24-hour commercial free broadcast with 100% of the monies raised going directly to research for blood related cancers. Last year alone we raised over \$800,000. The Thanksgiving Charities is a month-long fundraiser spearheaded by KGO's Talk Show Host Bernie Ward. The 2003 Thanksgiving Charities Drive raised over \$296,000 with 100% of all the funds going directly to benefit Bay Area hungry and homeless. The four benefiting Bay Area agencies are: St. Vincent De Paul Free Dining Facility, St. Anthony Foundation, Fresh Start and Sacred Heart Community Services. Additionally, KGO Radio lends sponsorship support to other Bay Area organizations with fund raising efforts. KGO Radio uses it's website KGO.com to also help spread messages for local non-profits. The Community Calendar allows local non-profits to participate in an event calendar and listing, including a link, description and at times a logo.

The following is a list of issues KGO's Public Service Announcements addressed in the past year

Adoption/Foster Parents	Cultural Diversity	Hunger
AIDS	Cultural Affairs	Literacy
Arts/Music	Depression	Mentoring
Blindness	Drug/Alcohol Abuse	Missing Youth
Blood Drives	Education	Parenting
Cancer	Employment	Pet Safety, adoption and neutering
Career Fairs	Environment	Seniors Health & Wellness
Children's Health	Health	Teen Issues
Child Abuse & Neglect	Homelessness/Housing	Women's Health
		Volunteerism

WMVP-AM, ESPN-1000 Localism Initiatives

ESPN-1000 is a Chicago sports radio station covering and addressing local sports teams and the issues surrounding them. We also cover national sports teams and stories as well.

Local News

- ESPN-1000 provides 60-second sportscasts containing local sports news three times an hour between 6am and 7pm Monday through Friday, and Saturday and Sunday mornings 8am to Noon.
- ESPN 1000 also produces 60-second opinion pieces on Chicago sports news and issues three times an hour in morning drive.
- ESPN 1000 covers all local sports teams and issues.
- Our website, espradio1000.com provides schedules of all local sports teams, plus in depth stories of local sports news and stories.

Local Public Affairs

- ESPN 1000 airs a public affairs show every Sunday morning. The show, "Connected to Chicago" is hosted by Carol O' Keefe and focuses on local community leaders, fine arts, and things of interest to people living in the Chicago area, including hard news issues.
- ESPN 1000's local talk shows also address Chicago sports issues such as fan safety at stadiums and arenas, sportsmanship in amateur sports, ticket scalping, etc. Many times these issues involve listener phone calls and can take up an entire hour of programming.

Creating or Selecting Programming

Nearly every day, ESPN 1000's local talk shows cover and examine issues involving the local sports teams as a lead story. Many times these stories cover issues that have nothing to do with who won or lost, but how the local Chicago fan is affected.

- These stories are chosen primarily because of the impact and interest they generate locally, not nationally.
- The local story is always covered on ESPN 1000's talk shows and sportscasts with local reporting, interviews with newsmakers, listener phone calls and listener e-mails.
- Each talk show regularly interviews local team and league officials on issues surrounding the teams including stadium and ticket issues.
- ESPN 1000 has pre-empted network programming for local sports news several times. Recent examples include a Bears coaching change, a Bulls coaching change, and a murder outside Wrigley Field.
- ESPN 1000 is also the flagship station for the following local sports teams:
Chicago White Sox, Chicago Bulls, University of Illinois-Chicago Basketball, Chicago Marathon

Emergency Programming

- ESPN 1000 provides live traffic reports three times an hour in morning and afternoon drive.
- ESPN 1000 has dropped sports programming to simulcast WLS-AM and ABC News in times of local and national emergencies.
- ESPN 1000 regularly broadcasts EAS tests as a “monitoring” station.

Civic, Cultural and other Community-Responsive Programming

- ESPN 1000 covers most local sporting events as news stories and/or issue oriented programming Monday through Sunday on both talk shows and sportscasts.
- We broadcast a local Outdoors (hunting and fishing) program every Saturday Morning and a Chicagoland Golf Show Saturday morning in-season.
- A regular hourly schedule of PSA’s is broadcast on the live streaming portion of espradio1000.com.
- ESPN 1000 does remote broadcasts around Chicago before and after major Chicago sporting events. Listeners are invited to attend at no charge.

Music

- ESPN 1000 has produced “save the music” Saturdays, giving local musicians a chance to play live on the radio, providing exposure for otherwise unknown local bands.

Station Participation in Community Activities

- ESPN 1000 has regularly contributed station memorabilia, autographed pictures and sports tickets to charity auctions, including The Erikson Institute (children) and Children’s Miracle Network
- ESPN 1000 also hosts several golf tournaments that benefit charities in the state of Illinois:
- The annual Walter Payton Golf Tournament. Proceeds benefit the Walter and Connie Payton Foundation, which assists underprivileged children. (May)
- The Dick & Jake Leinenkugel Golf Tournament, proceeds benefit leukemia research. (July)
- Mac, Jurko & Harry Golf Tournament, proceeds go towards finding a cure for autism. (September)
- ESPN 1000 hosted “The Dan Patrick Celebrity Roast” in June 2004. Proceeds benefit the YMCA.

WRQX LOCALISM INITIATIVES

Local News

- **WRQX airs 9 locally produced news casts each morning during the hours of 5am and 9am on the Jack Diamond Morning Show. Each news cast is approximately one and a half minutes in length with focus on community news for the Washington, DC area. These reports also cover national and world issues as well as local news.**
- **During times of local crisis, as we have done in the past with situations like 9/11, the Washington, DC sniper case and in times of hazardous local weather, we will add special news reports in addition to the news reports in mornings.**
- **In addition to adding news reports in morning drive for unusual situations, we will interrupt regular programming with news updates or bulletins should situations warrant such action. For example, in September of 2004, the Washington, DC area experienced severe weather that included tornadoes touching down which immediately prompted WRQX to activate EAS. We not only activated the EAS, we included reports from our sister station, News/Talk WMAL and aired live eye witness reports from listeners who called the station. To our knowledge, we were the only station that covered the tornados that intensely, but we consider airing information on local emergencies our number one obligation to the community. When there is a non emergency, but important information such as school closings, we deliver that information as well, but in the case of school closings, we would not interrupt programming, but do it at a normally dedicated live break.**
- **The WRQX web site includes a Community Announcement page which distributes information regarding local events and charity organizations as well as other various links which is detailed more under the Civic/Cultural section of this report. In the event of assisting the community in a recovery after an emergency, we will place special features on the WRQX web site where listeners will find information on how to contribute to disaster funds with financial donations or goods donations or with information on how to physically participate with recovery assistance. The site also includes links for news from ABC News and WMAL, our local sister station. School closings are also covered on the web site as well as on air.**
- **EAS is a vital part of WRQX programming and is activated at anytime in the event of a local emergency including weather related or natural disaster events. Situations such as dangerous weather related issues or situations like 9/11 would warrant activation. In addition, we do not hesitate to activate**

EAS or forward an activation for a child abduction since we are active participants in the AMBER Alert System.

Public Affairs

- **Each week on the WRQX morning show, we interview various guests, including community leaders, politicians and health care experts, celebrities and local citizens. We may discuss a local issue in the studio with a guest or have them on the phone, including listener response on various. Examples of discussion or interview topics include issues such as breast cancer with an expert for Breast Cancer Awareness Month, local law enforcement warning on the dangers of speeding, a charity golf event hosted by an actor, a local leader discussing their local summer fair and fireworks display, a politician encouraging citizens to get out and vote or a local resident who is recognized for their work in the community.**
- **Each year around the Christmas Season, we promote and host live on air events for Toys For Tots. We've provided the opportunity for local law enforcement and safety personnel to discuss safety issues or to assist them in generating donations for various community projects. One example would include our efforts to provide the opportunity for the Montgomery County Rescue Response Team to discuss their need for donations so that they could purchase a new vehicle. We recently interviewed a guest who was working on cleaning up Washington, DC's Potomac river. These interviews vary in length, but are generally ten minutes and may include follow up interviews on certain issues as was the case with the person working on river clean up.**
- **WRQX airs a weekly Public Affairs programming called "Sundays" which is hosted each week by Chilli Amar who is the traffic and news personality on our weekday morning show. Guests discuss a wide array of local topics and some of the most recent show subjects have included College Savings Plan of Maryland, Commuter Connections, Juvenile Diabetes Research Foundation, DC Employment Justice Center, Mentors Inc., Metro Teen Aids, Maryland Highway Safety Office, Second Chance Employment Services and Montgomery County Hospice.**

Creating or Selecting Programming

- **We attend regular and local ascertainment meetings with local leaders.**
- **Interview opportunities and guests are given first consideration if they have the ability to discuss local issues.**
- **Our music is researched by using local listeners in auditorium tests.**

- **We do yearly perceptual research projects which are conducted with local residents to explore what programming is important to the community.**
- **We address concerns from listeners by responding with return calls and emails.**

Emergency Programming

- **WRQX will immediately interrupt regular programming to deliver important community safety information such as in the case of 9/11, the Washington, DC sniper case, severe weather or in the case of a hazardous transportation situation such as an overturned vehicle on local road or railway which might be carrying hazardous material.**
- **We regularly test and when necessary, activate the EAS including past activation of the AMBER Alert System.**
- **We have been active in the local development and implementation of the AMBER Alert System along with local planning leaders and local law enforcement agencies. We continue to attend planning and enhancement meetings for the AMBER Alert System on a quarterly basis.**
- **WRQX also provides traffic reports daily Monday thru Friday (approximately 37 scheduled reports per day in morning and afternoon drive). If a situation calls for additional reports, for a serious traffic alert to better assist commuters in the local area, we will provide those reports at any time including weekends.**
- **In the event weather conditions move into the local area which would provide for hazardous travel conditions, for example an unexpected snow fall which would force schools to release children early, we will include that in local programming. This has proven to be beneficial to parents who listen to WRQX who would otherwise not be notified of the early closings so that they can prepare for their child's safety.**

Political Programming

- **Although WRQX is a music intensive radio station, we cover the local and national landscape of politics in our local news reports, and on occasion interview some political leaders who may be involved in community initiatives. We encourage voter participation, but endorse no specific candidates or political parties. On our morning show, we have a weekly discussion on topical political issues with ABC's George Stephanopoulos which runs approximately five minutes.**

- **Our web site has at times included links to both political parties for the upcoming elections.**

Civic, Cultural And Community-Responsive Programming

- **“Sundays” is our local and weekly program devoted to discussing issues important the local community, interviewing community leaders and promoting local or non profit agencies and events.**
- **PSA announcements air live each day in every day part and are included on line at www.mix1073fm.com on the ‘Community Announcement’ page. By visiting this section of the WRQX web site, local listeners, community leaders and non profit agencies can perform various functions such as searching events in specific areas such as MD, VA and DC. In addition, we provide a link for submitting PSA information to the station, provide our EEO annual reports and we also provide the opportunity for people to find information on how to locally volunteer in various capacities.**
- **By having one of Washington’s biggest morning shows, we have the unique opportunity to reach hundreds of thousands of listeners with important discussions on local issues. For example, WRQX has often invited representatives from the Maryland State Police to discuss the hazards of drinking and driving. Another example would include an out reach plan which is currently in development with the team members of the WRQX morning show and station managers to stop teen auto drag racing. In recent months, the Washington area has been saddened by the deaths of several young people who have participated in drag racing events on local streets and roads. We are currently developing a plan to take the message of the dangers of youth auto drag racing to the local schools in conjunction with the local law enforcement agencies. We will also be planning to address this issue on our morning show since we know that many parents and their children listen to WRQX together each morning. We plan to have a “no drag racing” pledge card for students to sign and are working on a reward system or an on air honor system for students and school systems who address this locally important issue.**
- **Announcer Marilyn Thompson, is a yearly host of the local portion of the MDA telethon.**
- **WRQX and WJZW Operations Manager Kenny King participated in the Leukemia Societies Man of the Year event and raised donations for research for the Leukemia Society.**
- **WRQX and WJZW partnered with sister station WMAL to collect over \$100,000.00 in one day to benefit various local agencies after 9/11.**

- **WRQX broadcasts live shows over four days in December each year to collect toys and donations for Toys for Tots and promotes and on line auction which generates money for the Toys for Tots organization.**

WABC

Local News:

WABC provides local news at the top and bottom of the hour from 5am to 7:30pm. WABC local reporters are out all day covering local news events, news conferences, and breaking news.

WABC airs approximately 128 local newscasts a week.

WABC devotes approximately 50% of our talk topics in morning drive to local issues of importance.

WABC uses a daily poll of the day, asking our listeners what they think about that days hot news story.

Local Public Affairs:

WABC airs approximately 10 hours a day of live local talk shows, where current and local events are discussed, and listeners are allowed to call in and offer their opinions.

Each Friday Mayor Mike Bloomberg hosts a one hour show with John Gambling dealing with local issues of importance.

The following represents a significant portion of the issues of public concern discussed on WABC during the 3rd quarter:

- Presidential Election - all sides of this important election explored.
- Republican National Convention took over NYC in late August. WABC was the official radio station for information.
- Democratic National Convention - took over topics in July as John Kerry was selected to run for President.
- War in Iraq - Our listeners remain concerned and our hosts talk about the ongoing circumstances in the war.
- Crime - We focused on Mob crimes in July when a Federal grand jury indicted 4 mafia members for trying to kill Curtis Sliwa 12 years ago in New York City.
- Public Safety - The city of New York Firefighters and Police officers still don't have a new contract, and Mayor Bloomberg says there is no more money. Our listeners talked about this with our hosts.

WABC airs -Religion on the Line, 6am to 9am, Sundays: - This program is hosted by Rabbi Joe Potasnik, and Father Paul Keenan, each representing the Jewish, and Catholic, faiths, respectively. They talk about religion and how it affects local public life, and public issues, and take listener calls.

Creating or Selecting Programming:

WABC does research our listeners about once a year on how the station sounds and what listeners care about.

WABC does a daily web poll on the hot news of the day.

WABC allows listeners to e-mail suggestions and/or complaints about the stations programming to the stations program director, and to hosts directly.

WABC pre-empted regularly scheduled programming during this presidential election to air the three presidential debates and the one VP debate.

Emergency Programming:

WABC is the primary broadcast station for the Emergency Alert System for the city of New York. Anytime the Mayor has an emergency and wants on the air, he has the power to do so without going through a middle person. WABC then provides the feed to other stations so they too can carry the announcement, either live or on tape.

WABC is currently teaming up with The America Prepared Campaign, a non-profit, non-partisan campaign that utilizes the expertise and energy of American leaders in emergency preparedness. We will disseminate free family planning information at Grand Central station on disaster preparedness and complimentary emergency kits to listeners. WABC will also post helpful information on our website.

WABC is the primary radio station of the Weather Channel in the tri state area, and will interrupt programming anytime weather threatens our area.

WABC participates in the tri state area Amber Alert program.

Political Programming:

WABC is airing the Presidential debates and the VP debates this year. We also have interviewed a number of candidates for office.

WABC will often discuss local political issues on the air with candidates, or with experts and listeners.

WABC has participated in several "Support the Troop" rallies, passing out placards to listeners.

WJR'S LOCALISM REPORT

The hallmark of WJR's strength and heritage in Detroit and Southeast Michigan is its focus on serving the local community, whether it be through out local "talk" shows, our extensive local news coverage or our commitment to help raises millions of dollars for local charities.

(Local News)

WJR provides local news at the top of the hour, and in drive times at the bottom of the hour, 24-hours a day, 7-days a week. In addition, WJR interrupts programming when necessary for "breaking" news or special weather announcements. As this regions primary EAS station, keeping our audience on top of the latest weather information is critical. WJR also does an hour local news block every weekday from 6pm-till-7pm.

(Special Public Affairs/Community Programming)

In addition to our regular local talk shows and news, WJR also produces and airs special programs designed to serve and education the community. Some of those include:

- Ask The Mayor---A regular monthly long form show in which the Mayor fields questions from the public
- Ask The Governor---A regular long form show in which the Governor of Michigan takes calls from listeners
- Ask The Chief---A regular long form show in which The Chief of Detroit's Police Department takes calls from the public.
- We broadcast the annual State-of-The State address by the Governor
- We broadcast the annual State-of--The County address by the Wayne and Oakland County Executives
- We broadcast the annual State-of-The City address by the Mayor of Detroit
- We broadcast a special town hall meeting entitled " Keeping Our Community Drug Free)
- We broadcast a special town hall meeting entitled "Doing Business with Wayne County", in which people were told how they could attain contracts for projects and work within the county
- We broadcast three-days from the Detroit Chamber Of Commerce Mackinac Policy Conference on Mackinac Island, the only station originating long-form local shows from there. The conference deals with important issues from a business and political standpoint that affect the entire region.
- And we broadcast an array of local "expert shows" in which our listeners can call in and get free advise on everything from finances to home improvement projects to car repairs.

(Political Programming)

- In addition to covering local issues and candidates in our local "talk" shows, WJR also airs important national forums as well, such as all of the 2004 Presidential Debates and the Vice Presidential Debate.

(Emergency Programming)

As outlined somewhat above, WJR's news, engineering, and operations departments are on 24-hour call, in order to provide the most up-to-the-minute emergency programming and announcements, whether it's because of severe weather (using our own meteorologists and The Weather Channel) an Amber Alert or other important events. One prime, recent example was the massive blackout in the Midwest in August of 2003. WJR was the ONLY local station that remained on the air, uninterrupted, providing critical information about the blackout from its consequences to its resolution.

(Emergency Programming-Continued)

WJR maintains complete back-up transmitters and generator systems to make us the most reliable emergency broadcast facility. We also maintain ENG vehicles allowing us to broadcast from anywhere within the region as well as backup communications systems so we can communicate among ourselves to assure the best coverage of the event. We are also tied with special communications equipment to the Michigan State Police and area Emergency Management operations. WJR also has a Bell Jet Ranger helicopter from which we can provide airborne reports on important breaking news.

(Music)

WJR's Mitch Albom Show regularly features local and regional bands, showcasing the talent in this area.

(Charitable Contributions)

Over the past year WJR has helped raise nearly 5-MILLION dollars for local charities and causes. Among those charitable events:

Capuchin Soup Kitchen---to feed the hungry
Detroit Police Athletic League---aids needy children
March Of Dimes----aids babies
Volunteers of America---aids the homeless and needy
Special Olympics----aids the handicapped and physically challenged
Habitat For Humanity---aids the homeless
The Children's Center---aids needy children and families
International Organ Donation Program---provide organ donors
Sparky Anderson CATCH Charity----aids children
United Way---supports a variety of charitable organizations in the community

(Local Talk Show Programs)

The Paul W. Smith Show, Frank Beckmann Show, The Mitch Albom Show and The Warren Pierce Show are local "talk" shows originating from WJR. All of these programs deal with the news and issues of the day whether they are local, national, or international. They frequently utilize local "experts" and "authorities" to help enlighten or clarify major issues affecting the community and region.

LOCALISM INITIATIVES – WGVX/Y/Z

WGVX/Y/Z-FM ascertains issues for its public affairs programming through the Twin Cities Broadcaster's Ascertainment Group. The TC BAG consists of representatives from most of the local radio and television stations. During these half-day, quarterly meetings, TC BAG hosts a variety of guests from for-profit and non-profit organizations to discuss community issues and concerns.

WGVX/Y/Z-FM airs three 30-minute programs and one 60-minute program weekly every Sunday morning to address Minneapolis/St. Paul and statewide community issues and concerns. "Metro Focus" is a production of Radio City News of Minneapolis and is hosted by Curtis Beckmann. This program has an interview format and revolves around local issues, with an emphasis on social services/community improvement. For example, recent broadcasts have focused on the issues of transportation, the upcoming election of judges, and the current political power structure in local government. "On Point," hosted by Clinton Collins, covers issues mainly relating to law, government, and politics. For example, recent broadcasts have included interviews with candidates running for elected office from both political parties. "The Health Show" (which alternates weekly with "On Point") is a thirty-minute program produced by National Productions that is hosted by Dr. Neena Sacks and covers all aspects of healthful living. "The Latest" is a one-hour show hosted locally by Eric Webster. Webster discusses the latest developments in health, science, and technology and conducts interviews with experts in these fields. Webster also directs listeners to web sites that carry more information on the subjects covered. Finally, Webster answers scientific questions from listener mail.

During the current political cycle, WGVX/Y/Z has offered candidates free air time to discuss issues and community concerns on the public affairs program "On Point" with Clinton Collins. Mr. Collins interviewed many candidates running for office as well as the Chair of the DFL party in Minnesota. The Chair of the Republican party was offered the opportunity to appear on the show. The station has been involved in promoting voter registration this year by airing PSAs from the Secretary of State of Minnesota.

WGVX/Y/Z-FM conducts year-round public service campaigns, and promotes ongoing community efforts. During the prior twelve months, WGVX/Y/Z-FM conducted campaigns urging listeners to donate blood, to contribute to local food shelves, and to help in the search for missing Minnesotans. WGVX/Y/Z-FM partnered with more than 20 local charities, including Dining Out for Life for The Aliveness Project, the Humane Society's "Walk for Animals," the Walk for Children to benefit Prevent Child Abuse Minnesota, the Special Olympics Draft Party, and the annual Buttaball concert to benefit the Emergency Foodshelf Network. The station also annually participates in the Adopt-a-Family program through Episcopal Community Services by purchasing gifts and food for families in need during the holiday season. Not only do we promote these events on-air, but WGVX/Y/Z employees also participate in these efforts.

By the time 2004 ends, WGVX/Y/Z-FM will have donated more than \$970,000 in air-time for public service announcements in support of local non-profit organizations. The station website and E-mail list of listeners were also utilized to announce upcoming fundraising events in support of local charitable organizations.

WGVX/Y/Z participates in the AMBER Plan, a voluntary partnership between law-enforcement agencies and broadcasters to activate an urgent bulletin in the most serious child-abduction cases. The Emergency Alert System airs a description of the missing child and suspected abductor. The goal of the AMBER Alert is to instantly galvanize the entire community to assist in the search for and safe return of the child.

Localism Report
KESN – ESPN – Dallas/Fort Worth

PART I – INTRODUCTION

KESN 103.3 FM (“ESPN”) provides a local and national sports-talk station dedicated to providing high quality, entertaining sports coverage to the avid sports fans in the Dallas/Fort Worth, TX market. ESPN 103.3 FM’s studios are located in Arlington, TX. The station’s city of license is Allen, TX. The signal tower is located in Ethel, TX

PART II – LOCAL NEWS

ESPN 103.3 FM’s broadcast day consists of eight hours of local programming and 16 hours of network programming. However, the majority of our programming is local during the most-listened to hours of the broadcast day (6am to 7pm).

Here is our programming lineup on weekdays:

5am – 9am:	Mike & Mike in the Morning	National
9am – 12pm:	The Goodfellas	Local
12pm – 3pm:	The Dan Patrick Show	National
3pm – 6pm:	Galloway & Company	Local
6pm – 8pm:	Sportsnight with Chuck Cooperstein	Local
8pm – 1 am:	Gamenight	National
1am – 5am:	All Night with Todd Wright	National

Our programming lineup on weekends varies, but it always concludes at least three hours of local morning programming, and many play-by-play events including local teams. ESPN 103.3 FM is the flagship radio station for the Dallas Mavericks and Texas Christian University athletics. These football and basketball games often air on weeknights and weekends.

Our local sports-talk shows are able to offer opinions on everything from how the local sports teams are playing to thoughts on public funding for stadiums. The shows are call-in format, and they also provide the public with insightful interviews with guests ranging from the owner of the Dallas Cowboys to the head football coach at TCU to the Mayor of Arlington.

ESPN 103.3 FM also provides local sportscenters every 20 minutes during the broadcast hours of 5 am to 10 pm. These sportscenters range from 2 minutes to 60 seconds depending on the time of day. The content should be mainly local sports news concerning the area sports teams or local athletes. Content ranges from major pro teams to local high school athletes. These sportscenters do not offer opinions, merely the sports news of the day. This sports news can range from game stories to politics involving sports.

PART III – LOCAL PUBLIC AFFAIRS

ESPN 103.3 FM broadcasts **North Texas Perspective**, which airs Sunday morning in two separate weekly thirty-minute interview segments. One segment done by ESPN, the other done by our sister station WBAP. These public interest programs deal with the issues of concern for the community as decided upon by both the ESPN 103.3 FM Sportscenter Director and the WBAP Assistant News Director.

The Station also broadcasts 30-second **Public Service Announcements (“PSAs”)** on a variety of issues that are important in the community. These PSAs are produced locally and nationally. Each quarter ESPN 103.3 FM broadcasts 288 PSAs on 18 different subjects. Approximately 15-percent of the PSAs run are of local origin, and ESPN 103.3 FM tries to increase that percentage every quarter.

PART V – EMERGENCY PROGRAMMING

The station provides local traffic reports in the mornings (5am to 9pm) and the afternoons (4pm to 7pm). ESPN 103.3 FM is also a participant in the AMBER Alert System and the EAS Severe Weather Alert System. ESPN 103.3 FM is a Monitoring Station for both AMBER and EAS, our sister-station WBAP is the Local Primary – they're located on the same floor as ESPN 103.3 FM.

PART VI – POLITICAL PROGRAMMING

As stated earlier, ESPN 103.3 FM is a sports-talk station, so we address local political issues that delve into the sports landscape. A perfect example of this is the coverage we are giving to the city of Arlington's efforts to get their voters to approve funding for a new football stadium for the Dallas Cowboys. ESPN 103.3 FM has had political leaders who are for and against the stadium on our local shows, and we also use that audio in our sportscenters.

PART IX – STATION PARTICIPATION IN COMMUNITY ACTIVITIES

ESPN 103.3 FM also gives ample time on its' local talk shows to promote participation in community activities and charity events. The station also participates in a number of these charity events. For example, in this years 3rd quarter (July-September) ESPN 103.3 FM participated in the following local charity events: **The Dallas Inner-City Youths All-Star Basketball Game** benefiting support programs for the City of Dallas' underprivileged youth; **The Big Brothers, Big Sisters of North Texas Celebrity Golf Classic** benefiting the Big Brothers, Big Sisters of North Texas; Big Brothers, **Big Sisters of North Texas Ranger's Fan Appreciation Day**, benefiting the Big Brothers, Big Sisters of North Texas; **Tarrant County 9-1-1**, helping teach children the how and when to use 9-1-1 emergency response; and **The Dallas All-Sports Association's Awards Banquet**, benefiting the Dallas All-Sports Association.

LOCALISM INITIATIVES

WBAP Dallas, Texas

Local News

WBAP airs a local news cast at the top and bottom of each hour 24 hours a day, seven days a week for a total of 315 local newscasts per week on the station. In addition, the station has added 2 short updates per hour during morning drive (6:00 – 9:00 am) and the station also has one news tease every hour though the day leading up to the top of the hour of all our local and national shows.

Local Public Affairs

WBAP airs a weekly thirty minute public affairs show “North Texas Perspective.” The show deals with local community issues including domestic violence, drug addiction in teens, homelessness and health care issues. The WBAP news staff hosts the show with local community leaders and professionals as guests.

Creating and Selecting Programming

WBAPs talk hosts and producers meet weekly with the program director of the station to discuss issues, trends and ideas. All hosts and producers consider all guest requests separately and decide about local needs and desires for events.

Emergency Programming

WBAP covers all local emergencies live in both the news at the top and bottom of the hour, but the station also will break into all regular programming to cover these events. The stations cover events that range from ice storms, tornados, shootings on a local level, to national emergencies (shuttle explosion) WBAP also participates in both the Amber Alert and EAS system as a local primary for the entire Dallas/Ft. Worth area. The National Weather Service sends out the EAS message for local communities and the station broadcasts the official message. For the Amber Alert, local law enforcement follows a check list before faxing the information to the station and we air both the alert, but also the “stand-down” after the child has been found.

Political Programming

WBAP always will give time to candidates running for major office on our local talk shows. Both Mark Davis and Gary McNamara have interviewed and taken calls from listeners for local candidates. In addition, the WBAP news department has features regarding all major races including both candidates within the news feature. WBAP talk show hosts continually analyze all local races, ballot initiatives and candidates for all major races and events. The station will cover local events/candidates during their shows and the news department will also cover the candidates and issues through issues they will use in features and during news casts. The station, on election night, always covers both the national and local races at the campaign headquarters. WBAP reporters will interview both winners and losers live during the local coverage on the station.

Station Participation In Community Activities

WBAP works closely with the United Way and Feed The Children in various non-profit community events through the year. Food drives, money collection and clothing drives are just a few of the charity initiatives the station supports. WBAP also works with United Blood Services to do blood drives with promotional support and on air support during morning drive and the Mark Davis Show. WBAP also had a drive for the victims of the hurricanes in Florida. It was a local drive for a national crisis. We were able to collect food, water and blankets in addition to over 4000 dollars in donations. WBAP dot-com has a link on the front page for listeners and surfers to get information on community events. In addition, they

can also add their event to the site, after approval from the WBAP IT department, the community event is added to the calendar.

LOCALISM INITIATIVES

Here are some examples of how WDYZ/Radio Disney AM990 in Orlando is serving the Central Florida Community.

LOCAL PUBLIC AFFAIRS

- Radio Disney AM990 airs a weekly public affairs show entitled the “Kids Concerns Show”. Because of the format of the station, the issues covered are mostly for children and young families. Kids age 14 and under devise questions for the guest and an adult moderator fills in the gaps. The show is a half hour long and airs every Saturday morning from 9a-9:30a. A sample of topics covered include children’s health (flu shots, child obesity, pediatric respiratory issues, pediatric cardiovascular issues, etc.), education (literacy, music and its role in education, theater and its role in education, the importance of math, the importance of staying in school, science features, etc.), and how children and young families can be more involved with charitable and civic organizations on a volunteer basis. Guests range from local and state government officials, local doctors, local non-profit organization leaders, and others having a direct impact on local issues.
- Radio Disney AM990 also airs local public service announcements in a heavy rotation daily to keep the local community informed and in touch.

CREATING/SELECTING PROGRAMMING

- Surveying the guests who come to the show each week as well as talking to teachers, principals, and local government leaders who attend our in-school events create the topics for the Kids Concerns Show. Each person is asked what they feel are the three biggest issues facing Central Florida kids. After evaluating their answers, we build a framework on what topics to air and when to air them.

EMERGENCY PROGRAMMING

- Radio Disney AM990 is part of the EAS network which interrupts live programming should any emergency arise.

COMMUNITY-REPONSIVE PROGRAMMING

- Radio Disney AM990 involves itself heavily in any local safety fairs (has been frontline entertainment for Orange County, Seminole County, Osceola County children’s safety fairs), as well as any public school fairs and family fun nights. The local safety fairs include information on vaccinations, emergency response units and how to best utilize them (police, fire, hospital/ambulance service), and

home evacuation plans in case of smoke, fire or natural disasters like hurricanes and flooding. The local police or fire department for that area sponsors the majority of these events and the school fairs are sponsored by that schools PTA. Radio Disney AM990 stays in constant contact with PTA organizations all over Central Florida.

- Radio Disney AM990 also provides support for local theater groups, museums, science centers, and anything that is educational and creative for children and young families to enjoy together.
- Radio Disney AM990 airs over 100 of PSAs per week. Station was particularly successful getting kids and parents prepared for the recent storms by educating people on assembling a specific disaster supply kit for kids.

MUSIC

- Radio Disney AM990 encourages local artists and invites them to perform at large events that we take part in. Crowds at these events range from 3,000-25,000 and give young people just starting out in the music business valuable stage experience and mass audience exposure.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

- Radio Disney AM990 Station Manager Paul Proly is on the board of several community groups including: CHARLEE Foster Care Services, Child Abuse Prevention Task Force, American Cancer Society, All Souls School, Heathrow Development, the Heart Of Florida United Way & Lake Mary Pop Warner.
- Radio Disney AM990 is a major supporter of local non-profit groups. Here are some examples:
 - Hosts the holiday extravaganza at the Give Kids the World Village in Kissimmee. This is a place where terminally ill children go to stay while enjoying the attractions in the Orlando area. It is built like one of the amusement parks and each vacation home families stay in is fully equipped with the latest health technology to care for any child in any situation.
 - Hosts over 40 schools a year in partnership with the local American Heart Association during their Jump Rope for Heart program. Radio Disney AM990 sees over 20,000 local kids during this time promoting heart health and heart education with the AHA.
 - Serve as entertainment for the Wiggle Waggle Walk and Paws in the Park events put on by the SPCA of Central Florida. Families and pets are a natural fit for Radio Disney AM990 to have a prominent role in bringing

them together and educating kids on caring for pets and looking out for animal abuse.

- Serve as entertainment during the American Lung Association's Asthma Walk. Over 5000 children and adults walked for this great cause and Radio Disney AM990 was there to entertain and support their effort.
- Radio Disney AM990 gives toys and prizes to charitable organizations during the holidays to make them a special time for the children in our area. Staff has also served Thanksgiving meals to underprivileged families in the area.

RADIO DISNEY AM 1260 - WSDZ St. Louis

LOCALISM INITIATIVES

Radio Disney WSDZ-AM 1260 St. Louis serves our local community well...

Station's investment in Local News:

WSDZ has a local "Kid-Caster" who does weekly reports on events in the community. Reports vary from local theater, sporting events, movies opening in the market and interviews with local celebrities or national celebrities visiting St. Louis. Reports air 15-30 times per week.

Local Public Affairs:

WSDZ airs a local Public Affairs program every Saturday. This is a 30-minute interview program with a specific topic each week that is relevant to the local community. Past topics have included Missouri College Savings Awareness Month with representatives from the State College Savings plan, Poison prevention with the MO Poison Control Center, Launching a new resource for mom in St. Louis with the publisher of Raising Babies in St. Louis, and many more.

WSDZ also airs :30 and :60 Public Service Announcements. We air 20-30 per week with topics including Healthy Eating, Safety, Physical Fitness, Sunburn/Skin protection, Poison Hotline, among others.

Creating or Selecting Programming:

WSDZ selects local public affairs programming by scheduling meetings with community leaders on an ongoing basis, accepting/reviewing emails/letters, offering an open door policy, and conducting traditional polls/ascertainments of our local audience via phone and on-site surveys/dialogue.

PSA's are either sent to us for approval as a produced spot or script, as well as many created by Radio Disney production. These are usually "Radio Animation" characters created to appeal to the kids in the audience to entertain while educating them on local issues.

Emergency Programming:

WSDZ participates in EAS as a Monitoring Station.

RADIO DISNEY AM 1260 - WSDZ St. Louis

LOCALISM INITIATIVES continued

Civic, Cultural and Other Community-Responsive Programming:

WSDZ programs to children and their families. All regular programming is geared to children (under 14 year olds) and their families, and the Public Affairs programming sometimes targets particular minority groups if relevant to the topic, such as Black History Month, etc.

WSDZ has participated in promoting local charities and has promoted these groups on-air as well as at the events. Some of these include, Children's Miracle Network, DARE, Joe Torry Giving Back the Love Foundation, Hostelling International, Heat up St. Louis, St. Charles Jaycee's and other local children's charities.

Music:

WSDZ has had two national network opportunities to highlight local youth artists in conjunction with two national performance competitions with Walt Disney Records. Local winners have been able to perform the national anthem at local professional sporting events. WSDZ also holds numerous talent competitions at events throughout the year showcasing local talent. We also have been involved in performances by local kids groups at Fair St. Louis and the St. Louis County Fair & Air Show.

Station Participation in Community Activities:

WSDZ supports local charity and community events by doing appearances with local personalities. Some of these events include the following:

DARE Program Appearance in January 2004
YMCA Health Kids Day Appearance in April 2004
Summer Reading Club Event Appearance in June 2004
Health and Safety Family Day June 2004
Fair St. Louis July 2004
River City Summer Fest-Community Festival July 2004

LOCALISM INITIATIVES continued

Joe Torry Giving Back The Love Foundation Family Day in the Park June 2004
Joe Torry Celebrity Basketball Challenge July 2004

RADIO DISNEY AM 1260 - WSDZ St. Louis

St. Clair County Fair-August 2004

Moonlight Ramble to Benefit Hostelling International-August 2004

St. Louis County Fair and Air Show-To Benefit Children's Miracle Network-September 2004

Webster Groves Community Patron Appreciation Day- September 2004

Manchester Community Homecoming-September 2004

Reading Together with Radio Disney to benefit MOST-Missouri Saving for Tuition Program -September 2004

St. Charles Octoberfest-To Benefit St. Charles Jaycees and other children's charities-October 2004

WSDZ also has done in-school assemblies with local grade schools designed to teach them about staying away from drugs in an entertaining and fun way. WSDZ employees also volunteer with various community organizations such as Salvation Army Tree of Lights Board and local community theaters.

WSDZ has also raised money and school supplies for indigent families with an event for KidSmart organization. We have also been heavily involved in the Baby Steps organization by volunteering for their Kids Fashion Show event and serving on committees for their golf outing.

These are just a few of the ways WSDZ serves the local community in the St. Louis area.



10/27/04

Local Community Service

Local Public Affairs Programing

KPHN does a weekly public affairs show called *KCKC* – “Kansas City Kids Concerns”. The show airs on Sunday mornings and is hosted by Mark Ballard. This thirty-minute segment is based on the community needs uncovered in the Station Manager’s quarterly survey of significant community figures. Past guest have included The Kansas City Missouri Fire Marshall, The Mayor of Kansas City, KS, press spokesman from the Kansas Highway Patrol, The Missouri Highway Patrol, The Chairman of The Missing and Exploited Child Network, The Police Chief from Leawood, KS, the founder of The Help Your Neighbor Foundation, Girl Scouts and their leaders, spokesmen for the Harriman Arts Institute, The President of The Stowers Institute, Children’s authors and so on.

We run 3-5 PSA's (:30's & :60's) daily for local Kansas City charities like The Help Your Neighbor Foundation, Boys & Girls Club, Manna House, Sunflower House, Olathe Junior League, The Harry Truman Library, Make A Wish Foundation, The Missing and Exploited Child network and so on.

Emergency Programming

KPHN-AM participates, monitors and transmits and logs both AMBER and EAS.

Civic, Cultural and Community Responsive Programming

See PSA section above.

Music

Our station promotes local talent by holding several contests every year to discover talent and encourage artistic growth. We then showcase that talent by allowing the winners and contestants to perform the National Anthem at local professional sporting events, etc.

Station Participation in Community Activities

We appear at charity events for causes like...Sunflower House at the Zoo, Children's Mercy Hospital's Build a Bear Clinic, Race for the Cure, The AIDS Run for Life, The Hospital Hill 5k Fun Run and so on.

The Station Manager, Mark Ballard, sits on the board of Sunflower House, a Kansas based rescue and recovery facility for exploited and/or abused children. He also does bi-monthly service work at the facility.

Radio Disney AM 990
WMYM /Miami – Fort Lauderdale

Local Public Affairs:

1. Air two 30 minute Public Service Show weekly on Saturdays. 9am in English and 9:30am in Spanish. The topics are chosen by asking businesses and community leaders about issues they think are important and need special attention in our community.
2. Air a minimum of 600 :30 public service announcements each month.

Emergency Programming:

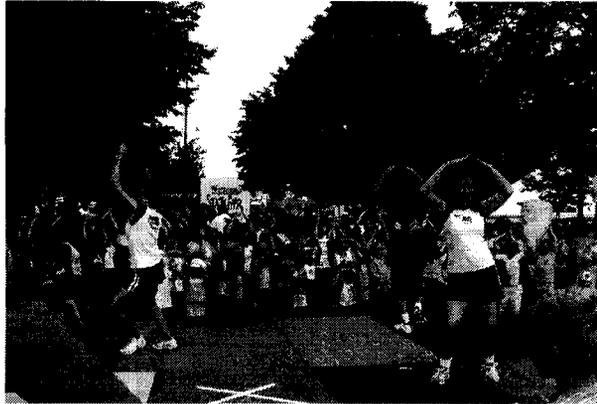
1. We have created four special announcements in case a Hurricane threatens our area. We have :60 and :30 pre-recorded announcements with helpful numbers and information need before a hurricane strikes and also have announcements after South Florida in affected by a hurricane.

Civic, Cultural and Other Community-Responsive Programming:

1. Radio Disney AM 990 is involved with the Florida Marlins and Miami Heat and have on site presence at all weekend games. On site we teach families the importance of physical activity and play games while having fun.
2. Radio Disney AM 990 visits two schools a week conducting the Character Traits Challenge. The program consists of a 45 minute presentation teaching kids about Character Traits like Honesty, Kindness, Tolerance and others.

Station Participation in Community Activities:

1. Radio Disney AM 990 supports non-profit and charity indicatives like the Make A Wish, Miami-Dade County Fair, Miami Children's Hospital among others.
2. We air a monthly :60 features called the Family First Project informing families on different issues during the year. Some of the topics include Back Pack Safety, Stranger Danger, Holiday Safety Tips, Water Safety Tips.
3. locally we produce a :30 school lunch report feature airing four times daily Monday – Friday tagged with a healthy tip of the day. This has helped the families listing to Radio Disney AM 990 making better choices when eating and helping decrease the obesity rate in South Florida.
4. RadioDisney.com is used by Radio Disney AM 990 to promote free community events taking place weekly. We conduct at least four events every weekend and two school visits.



Public Affairs Program:

Radio Disney Milwaukee offers a Public Affairs Program on Sunday mornings each week for 30 minutes dealing with issues and topics of interest to local families like:

- Allergies
- Good eating habits and nutrition
- Train safety
- Discussions about blindness
- Drugs
- Internet safety
- Reading & Education
- Diversity

Public Service Announcements:

Radio Disney Milwaukee airs an average of 200+ public service announcements each month featuring issues and initiatives of interest to families and children. Topics include:

- Bike Safety
- Health Concerns / Healthy Living
- Environmental Issues
- Free Community Programs
- Playground & Bus Safety
- Reading & Education
- Racism

Some of the local organizations that have benefited from public service announcements on WKSH in 2004 include:

- Center for Disease Control
- Waukesha Park N Recreation Department
- Boy Scouts of America
- Youth Golf Challenge
- HeadStart
- Humane Society
- Girl Scouts of America
- Leukemia Lymphoma Society of Wisconsin
- Milwaukee Public Museum
- Epilepsy Foundation of SE Wisconsin

Selecting Public Service Programming and Announcements:

AM 1640 WKSH – Radio Disney consistently interacts with the community through live events and appearances. We maintain an open door policy. All requests for airing of public service announcements are reviewed for relevance and importance to our family audience. WKSH accepts phone calls, emails, mailings and talks one on one with parents, listeners and community leaders to determine issues of importance.

Emergency Programming:

Radio Disney Milwaukee participates with **EAS testing**. This is conducted both on an out going and in coming on a weekly basis.

Radio Disney – WKSH in the Community:

Radio Disney Milwaukee is proud to have participated with and supported the community in the following charitable activities:

- Radio Disney has hosted FREE Days at the Milwaukee County Zoo, featuring free concerts by Radio Disney artists. It's an opportunity for families to experience the Milwaukee County Zoo and meet Radio Disney recording artists at no charge.
- Radio Disney Milwaukee has hosted parties for kids involved in Children's Hospital support programs. Radio Disney supplies plush, books, toys and entertainment for the events.
- Radio Disney Milwaukee is the media partner for the Leukemia Society's Pennies for Patients. WKSH airs psa's encouraging school participation and personally visits top fund raising schools to host a "congratulatory celebration".
- Radio Disney Milwaukee has appeared at various Community and Ethnic Festivals to entertain families. Including: Latin Music Fest, Mexican Fiesta, Waukesha Halloween, Garfield Community Festival and more.
- Radio Disney Milwaukee donated a live appearance package to The Zoological Society's Zoo Ball, which resulted in a \$1,200 donation to benefit Zoo programs and education.
- Radio Disney Milwaukee fulfills merchandise requests from local PTA's, PTO's and other organizations hosting auctions, carnivals or other fundraisers benefiting children an/or educational programs.
- Radio Disney appears in many community parades throughout the year, sharing music, smiles and treats with hundreds of thousands of people in local communities.
- Radio Disney donated craft supplies and staffing to The Sixteenth Street Community Health Center, a health facility assisting low-income families. The crafts were available for families to create at a local community festival for a small donation to the organization.

Radio Disney, Milwaukee officially launched in April 2003. We are committed to providing quality, family programming, entertainment and public service to SE Wisconsin.

Radio Disney AM 1290- Richmond, Virginia

Localism Initiatives

*Local News

- Radio Disney partners with the Richmond Times Dispatch to direct families to the weekly "Mini Page" a local news initiative focused on current newsworthy issues described and interpreted on a "kid" level of comprehension. We also direct families to the RTD Mini Page via our website.
- Five to Ten Minutes of most "Kids Concerns" programs heard on Radio Disney focus on local/current news in an editorial format (open discussion).

*Local Public Affairs

- Weekly Public Affairs Programming on WDZY - "Kids Concerns". Every Saturday at 9:00am for thirty minutes. Live to tape interview sessions with a brief weekly segment of open discussion on current events.

*Creating or Selecting Programming

- Radio Disney regularly polls our audience for their opinions on content or topics to discuss on our Public Affairs Show "Kids Concerns" and Public Service Announcements. Responses are received and documented via handwritten responses or phone conversations with kids, parents, community leaders, teachers, and other adults in the community.

*Emergency Programming

- EAS

*Civic, Cultural, and Other Community-Responsive Programming

- Radio Disney provides numerous Public Services Announcements on a DAILY basis focused and targeted at kids and families. Most PSA's are (:30) each in length and on average WDZY includes 5 PSAs a day - every day.
- Radio Disney supports local community events by placing specific event information on our PSA rotation and our "Family Fun to Be Done" spots (:30) each which run daily. Events which have been featured include: Benefit Soccer Tournaments, local Recycling efforts, Walk-a-thon fundraising events, holiday happenings, girl scout/goodwill fundraising events, local "read aloud" fundraisers, Hispanic Community Events, Hurricane Relief fundraising events, and more.
- On average a local group's PSA will run 3 times daily during a minimum 5 day run on Radio Disney. The longest running campaign to date would be the Girl Scouts/Goodwill Industries "Donation Drive" for local Social Services. This annual campaign is supported on-air, online, and onsite through their partnership with Radio Disney AM 1290.
- Radio Disney covers issues of social importance by way of PSAs and focused content on our weekly "Kids Concerns" show. Topics addressed recently include: Anti-smoking campaigns, School Safety, Nutrition and Body Image, Extreme Weather Conditions, and Literacy.

*Station Participation in Community Activities

- Radio Disney partners with the following non-profits and charity initiatives in the Richmond area; Girl Scouts, Goodwill Industries, University of Richmond's "Trick or Treat Street" program, Youth Theater Programs, Juv. Diabetes Research Foundation, American Cancer Society, Make-A-Wish Foundation, Richmond SPCA, Read Aloud VA, Jaime Hess Fund, YMCA Bright Beginning, Big Brothers Big Sisters, and the Central VA Waste Management Authority just to name a few!
- Radio Disney regularly run safety tips which rotate in themes including; school, bus, or weather. We also have run generic tips on recycling, literacy, nutrition, and volunteering in your community.
- Radio Disney partners with four major school districts in the Richmond area to provide students in grades Pre-K to 3rd grade with an interactive storytime that focuses on the importance of literacy and character values.

-Radio Disney regularly lists on our Richmond Radio Disney.com website family friendly events which focus on community involvement including can food drives, local recycling events, and other events which support the initiatives of the non-profits listed above.



Philadelphia – New Jersey

2004 Localism Initiatives

Public Affairs Program:

WWJZ Radio Disney AM640 broadcasts two different community affairs shows; Kasey's Korner and The Chatterbox. These shows air once a week on Sunday for 30 minutes. The topics address various community issues such as:

- Reading and Education
- Eating and Nutrition
- Safety Practices
- Healthy Activities
- Peer Pressures
- Internet Safety

Public Service Announcements:

Radio Disney has offered public service announcements each week with some of the following topics:

- Sports Safety
- Clean Environment
- Reading
- Racism
- Education

....and various local organizations:

- United Way
- American Heart Association
- PA Special Olympics
- US Department of Education
- PhilaBundance

Civic, Cultural and Community Involvement:

The following organizations receive our support though on-air and onsite appearances:

- ❑ Philadelphia Phillies – Player Profiles and Appearances
- ❑ Philadelphia Phantoms – Player Profiles and Appearances
- ❑ Philadelphia Soul – Player Profiles
- ❑ Philadelphia Kixx – Player Profiles and Appearances
- ❑ Please Touch Museum
- ❑ Academy of Natural Sciences
- ❑ Franklin Institute
- ❑ NJ Aquarium
- ❑ Battleship New Jersey
- ❑ Camden Children Garden

Station Participation in Community Activities:

During the 2004 year, Radio Disney AM640 has been a strong friend to the community. Not only do we participate in local events such as: The Locke Ave Park Community Day (Located in New Jersey) and St.Vincent's Orphanage (Located in Philadelphia) but, we have also worked with educational institutions like the Academy of Natural Sciences (Science Museum) and The Cole Manor Reading Is Fundamental Day (Located in Philadelphia)...where we are there to help entertain and educate the community. In addition, we have been tied to particular organizations such as the American Heart Association and their annual Heart Walk as well as, Philadelphia's own, Operation Warm (Coat Donations for the Homeless). Radio Disney has always held education as on of our strongest initiatives.

We are currently working with the New Jersey School System as well as the Philadelphia School System. These events help promote reading, safety and health through fun and games.

You can find our community events posted on our web page and information and a description as to what we will be doing and where you can get additional information.

**Radio Disney
WQUA-FM
Mobile, Al.**

Local Public Service

- **Kid Concerns-** weekly (Saturdays) 30 minute interview show featuring topics relating to children's health, education, and welfare
- **Smart Kids with Roxy Smart-**Daily 30 second announcements telling kids how they can "be smart kids" and volunteer in the community, find free educational events, and generally get involved in their community. Locally produced with contributions from local kids.
- **Community Calendar-** Daily (every hour) Public Service announcements detailing charity, community, and educational events for that week.
- **Reading With Disney-** ongoing in school program by which our local Radio Disney personalities go into schools and read with the children for an hour. The local public school system knows that we are available anytime.
- **STEP-** Mobile County Board of Health program aimed at fighting obesity in children. We air pre-recorded nutritional and exercise spots every day.
- **Health Days-** Live annual event where we do a three hour remote at Mobile Infirmary Eastern Shore to promote Kids Health Days. Included nutritional lessons, exercise sessions, and the handing out of printed materials to parents and kids.
- **Radio Disney Website-** community calendar section devoted to local public service events. We run spots on air asking people to call us with their public service events. Churches, ballparks, schools, and community service organizations get involved.
- **Say No To Drugs-** 30 minute in school discussions with students about drugs, peer pressure, and the problems associated with drug use. This program is ongoing. Schools call in their requests for one of our DJ's to come and do this discussion.
- We actively solicit public service programs, announcements, and events from schools, public service organizations, and charities. We call them before they have to call us. We are doing the St. Pius X Fiftieth Anniversary Lawn Party this Sunday for example. Our staff and equipment are always available to any non-profit group. We go out in person and get the message out.
- **Kid of the Month-**Kids 12 and under are eligible. It is a feature recognizing a child hero for putting forth the extra effort to be involved with his or her community.
- **We Da Peeps-** Radio Disney answers questions from kids about political issues.
- **Camp Smile-** Radio Disney did a live event for a camp for kids with Cerebral Palsy.

- **YMCA of South Alabama**- our ongoing relationship with the YMCA continues to bring our programs to kids in our community. Drug awareness, nutrition, and safety issues are just a few of the topics covered.
- **DIYAT**-Dauphin Island Young Anglers Tournament. Annual youth fishing tournament in conjunction with the JayCees to raise money for children's hospitals.

We are an EAS monitoring station. Weekly EAS tests. EAS bulletins automatically go out over the air.

RADIO DISNEY WHKT-AM 1650 NORFOLK

LOCALISM INITIATIVES

Radio Disney WHKT-AM 1650 Norfolk serves our local community well...

Station's investment in Local News:

WHKT airs a local Community Calendar once per week every Saturday morning. Within that, the station includes upcoming newsworthy community initiatives and events.

Local Public Affairs:

WHKT airs a variety of 15-second, 30-second, and 60-second public affairs messages daily on a continual rotating basis. The public affairs messages encompass numerous topics of benefit to children and their families in our community.

WHKT airs a 30-minute weekly public affairs program every Saturday morning at 9:00AM EST devoted to local public affairs, community activities, charity benefits, and public resources available to the community; titled Kids' Concerns. Kids' Concerns is a guest(s) interview format, with local subject/community leaders, hosted by a station personality.

Creating or Selecting Programming:

WHKT selects local public affairs programming by scheduling meetings with community leaders on an ongoing basis, accepting/reviewing emails/letters, offering an open door policy, and conducting traditional polls/ascertainments of our local audience via phone and on-site surveys/dialogue.

Emergency Programming:

WHKT participates in EAS as a Monitoring Station.

RADIO DISNEY WHKT-AM 1650 NORFOLK

LOCALISM INITIATIVES continued

Political Programming:

WHKT covers local non-partisan events promoting the general concept of going out to vote. WHKT promotes kids' voter registration drives. Locally, in all 7 major cities we serve, kids can cast their kids' vote at the polls.

Civic, Cultural and Other Community-Responsive Programming:

WHKT programs to children and their families. If WHKT targets public affairs messages to a particular segment of the community, it is in the context of listeners deciding if a topic relates to them or not. As part of continual public affairs programming, WHKT does monthly highlights for Black History Month, Women's History Month, and Military Appreciation.

WHKT airs a local Community Calendar once per week every Saturday morning. Within that, the station includes upcoming community events related to the arts, sports, museum programs, fairs, festivals, community picnics, holidays, charity, outreach events, etcetera. For example, the Foodbank food drive, Youthfest, Asthma Walk, and the Oakmont North Community Walk are indicative of typical Community Calendar events. Selection of events for the Community Calendar is NOT based on whether or not the station will be on-site. The only criteria used by WHKT for inclusion is whether or not the event is of positive benefit to the community we serve. Broadcast calls for submission to the Community Calendar, and how to submit, are aired on an on-going basis.

One of WHKT's local PSA groups is the American Lung Association of Virginia. WHKT assists them with addressing and promoting healthy lungs, healthy air, and the annual Asthma Walk with a combination of

RADIO DISNEY WHKT-AM 1650 NORFOLK

LOCALISM INITIATIVES continued

60 minimum PSAs per week for two months and two topical Kids' Concerns programs. This successful public affairs campaign has assisted the Association in raising over \$105K to date for asthma research. Other local PSA groups that WHKT works with very successfully are the United Way, American Red Cross, Foodbank, Parks and Recreation, Virginia Opera, Virginia Aquarium, Nauticus, the Joy Fund, and Children's Hospital of the Kings' Daughters to name a few.

WHKT covers numerous community-responsive public affairs topics on an ongoing basis to include: reading, positive character, healthy habits, hand washing, healthy air, home safety, school bus safety, school safety, after-school safety, bicycle safety, fire safety, homework helpers, being a good neighbor, and local resources. These topics are aired in a variety of 15-second, 30-second, and 60-second public affairs messages daily on a continual basis. In addition, WHKT's reading initiatives and positive character initiatives are supported by ongoing weekly school/program/daycare School Tour performance visits, titled "Reading Together with Radio Disney Hampton Roads" and the "Character Traits Challenge" respectively. These Tours also meet Virginia state requirements for Standards of Learning.

Music:

WHKT has had two national network opportunities to highlight local youth artists (Madelyn M. from Virginia Beach and Brianna C. from Chesapeake) in conjunction with two national performance competitions with Walt Disney Records, in which these two local artists won the respective national titles. WHKT provides periodic opportunities for numerous local artists through on-site promotions, as well as public affairs interviews if involved with local positive non-profit organizations/initiatives. For example, a very talented youth performer, Maudlin H. from Norfolk, served as the spokesperson for the 2004 Asthma Walk and was one of the guests on that topical Kids' Concerns public affairs program.

RADIO DISNEY WHKT-AM 1650 NORFOLK

LOCALISM INITIATIVES continued

Station Participation in Community Activities:

WHKT supports United Way via the Duck Dive and Youth Art Contest, utilizing on-air PSAs, calendar inclusion, on-site event support, and public distribution.

WHKT supports the American Red Cross via the Heroes Games and blood drives, utilizing on-air PSAs, calendar inclusion, on-site event support, and public distribution.

WHKT supports the Foodbank via food drives and clothing drives, utilizing on-air PSAs and calendar inclusion.

WHKT supports Parks and Recreation departments via community movie nights and community festivals, utilizing on-air PSAs, calendar inclusion, on-site event support, and public distribution.

WHKT supports the Virginia Opera via Kids' Nights, utilizing calendar inclusion, on-site event support, and public distribution.

WHKT supports Virginia Aquarium and Nauticus via special exhibits and non-profit initiatives, utilizing on-air PSAs, calendar inclusion, on-site event support, and public distribution.

WHKT supports the Joy Fund via fundraising announcements, utilizing on-air PSAs, calendar inclusion, and public distribution.

WHKT supports Children's Hospital of the Kings' Daughters via numerous events and fundraisers such as Around My Home Town, Build-a-Scarecrow, and the Holly Festival of Trees, utilizing on-air PSAs, calendar inclusion, on-site event support, and public distribution.

WHKT supports education via weekly School Tours across the seven cities we serve.

These are just a few examples of how WHKT supports the community.

Thank you.