



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

ABC-30 reaches out to the community with public service announcements and programs that increase awareness of issues and concerns that affect valley citizens. We provide access for air time for non-profit organizations on "Valley Focus" and "Latino Life". We promote non-profit events through our Action News Community Calendar and our web site, [www.ABC30.com](http://www.ABC30.com).

ABC-30's commitment to public service can be seen in a special campaign called Children First. Our partners are Children's Hospital Central California, Fresno County Office of Education, and Educational Employees Credit Union. This community service campaign consists of half-hour specials and Public Service Announcements. Its focus is the challenges and problems of children in our community with a concentration on how the average person can help make a difference in a child's life.

We also produce and broadcast a half-hour program for Children's Hospital Central California, telling compelling stories about children and how the hospital helps save lives. We celebrated our 22<sup>nd</sup> annual Kids Day, a one-day newspaper sale that has raised 3.65 million dollars over the years.

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