



February 17, 2009 – For Immediate Release

KTVK AND VIEWERS RAISED MORE THAN \$5 MILLION FOR CHARITY IN 2008

Donated \$1.2 Million in Public Service Announcement Air Time

PHOENIX – In 2008, KTVK-TV joined with its generous viewers to raise more than **\$5.1 million** for various community programs across Arizona. In addition to cash, the station's community initiatives also provided Christmas toys and clothing for more than 45,000 children, and found permanent homes for 11 foster children. KTVK and sister station KASW-TV also aired more than 4,000 Public Service Announcements at a value of **\$1.2 million**. Throughout the year, KTVK news talent shared their time by acting as emcees and participating in more than 160 charitable events in the local community.

KTVK's efforts to benefit children in the community include the *Are You My Family* program which features dozens of Arizona's foster children both on-air and on-line with the goal of finding each child a place to call home. This project is a partnership with Aid to Adoption of Special Kids and the Fore Foundation founded by Arizona PGA golfer Kirk Triplett. Through it, KTVK profiles children available for adoption using on-air segments as well as a dedicated microsite on the station's website, azfamily.com. In 2008, the program profiled 22 children who were available for adoption and found homes for 11 of those children. Since the program's inception in 2006, 87 children have been profiled and 49 of them have found homes. In June 2008, KTVK's *Are You My Family* program received national recognition when the station was awarded the Service to America Television Partnership Award from the National Association of Broadcasters Education Foundation (NABEF).

KTVK's on-going efforts to help valley children continued a 20+ year tradition in 2008 when 3TV and the Salvation Army again teamed up to provide Christmas gifts for the Valley's neediest children. The *22nd annual Arizona's Family Christmas Angel* program collected more than 136,000 toys for 45,556 children. The four-week campaign is considered the largest of its kind in the nation, and KTVK commits more than \$1.25 million in station resources to sustain the program. Since 1986, KTVK viewers have generously donated more than one million toys for 500,000 underprivileged children.

--more--

PAGE 2, KTVK & VIEWERS RAISED MORE THAN \$5 MILLION FOR CHARITY IN 2008

KTVK recognizes that the future of Arizona depends on the quality of education our students are receiving in school today. That's why, in 1991, KTVK started the *Silver Apple* program to recognize outstanding teachers who truly make a difference in the lives of their students. In 2008, KTVK partnered with Sylvan Learning, North America's leading provider of tutoring programs, to award eight Arizona teachers a Silver Apple and \$500 for use in their classrooms.

As the days heated up in the Valley of the Sun, KTVK also partnered with The Salvation Army to hold the second annual *CapWater Drive*, a one-day bottled water and hat drive. The event netted 137,591 bottles of water, 2,886 hats, and \$14,795 for The Salvation Army's Project Hope program, which provides water, clothing and other items to the Valley's homeless population during the summer months.

2008 marked the one-year anniversary of the helicopter crash that took the lives of four Valley journalists, including two KTVK employees. KTVK was instrumental in the creation and dedication of a memorial at site of the crash at Steele Indian School Park in Phoenix in honor of the four journalists. This memorial has become a sanctuary for family, friends, and our community to honor these men and their spirit.

In September, KTVK again teamed up with the Muscular Dystrophy Association (MDA) to present the annual Jerry Lewis MDA Labor Day Telethon. The telethon raised \$1.4 million locally for the MDA to aid in finding the cure for over 42 neuromuscular diseases.

As 2008 drew to a close, local food banks were feeling the effects of a troubled economy. As lines of people requesting emergency food boxes formed at food banks across the Valley, KTVK took up the challenge of ensuring that people didn't have to worry about feeding their families during the holiday season. The station teamed up with The Salvation Army and Fry's Food & Drug Stores for KTVK's 15th *Annual Big Guy Turkey Drive* and the *Arizona's Family Food Drive*.

The one-day *Big Guy Turkey Drive* collected more than 1,637 turkeys and \$69,000 in cash. Over the years it has raised more than \$1 million for The Salvation Army.

The two-month *Arizona's Family Food Drive* raised \$118,000 and 69,690 pounds of food for more than 1,200 food pantries and human service agencies statewide.

Rounding out its charitable efforts during the year, KTVK also worked with several non-profit organizations and raised nearly \$1.3 million for youth mentoring, scholarships, and veteran's programs.

PAGE 3, KTVK & VIEWERS RAISED MORE THAN \$5 MILLION FOR CHARITY IN 2008

About KTVK

KTVK and its Phoenix sister station, KASW (CW6) are part of Belo Corp. KTVK produces 52 hours of local news per week, more local news than most broadcast television stations in the U.S. KTVK's website, azfamily.com is the number one television station website in Arizona. One of the first 40 television stations to convert to high definition, KTVK leads the way in innovation, community involvement and local news and weather coverage delivered by the most popular on-air talent in the market. Its audience credits KTVK as being *the* community-minded station that most reflects the spirit of Arizona and its people.

For more information about KTVK or KASW, contact: Blanca Esparza-Pap, Community Relations Manager, 602.207.3331

About Belo Corp.

Belo Corp. (BLC) is one of the nation's largest pure-play, publicly-traded television companies, with 2008 annual revenue of \$733 million. The Company owns and operates 20 television stations (nine in the top 25 markets) and their associated Web sites. Belo stations, which include affiliations with ABC, CBS, NBC, FOX, CW and MyNetwork TV, reach more than 14 percent of U.S. television households in 15 highly-attractive markets. Nearly all Belo stations rank first or second in their local market. Additional information is available at www.belo.com or by contacting Paul Fry, vice president/Investor Relations & Corporate Communications, at 214-977-6835.

###