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KTVK - PHOENIX

April 20, 2009 – For Immediate Release

KTVK-TV LAUNCHES VOLUNTEERISM INITIATIVE

On-air, on-line program connects viewers with volunteer opportunities

PHOENIX – As the country celebrates National Volunteer Appreciation week KTVK-TV in collaboration with Lifebridge Community Volunteer Center is excited to announce the launch of a new volunteerism initiative called **Arizona's Family Cares: Passion to Action**. The initiative encourages KTVK viewers to turn their passion for a cause into action in our community by becoming a volunteer.

The on-air and on-line initiative includes an interactive volunteer management system, powered by AngelPoints, that allows viewers to search volunteer opportunities in the community as well as allow non-profit and municipal organizations to post volunteer opportunities in the system free-of-charge. Once logged into the system, viewers can search for events by cause, date, location or special skills, sign up for events, keep track of their volunteer hours, manage their volunteer profile and connect with other volunteers in the community.

“No organization is immune to the economy's vicious cycle. Non-profit organizations have been hit especially hard. As jobless numbers increase, donations decrease. We understand and want to help,” said Nick Nicholson, President and General Manager, KTVK. “As we scan the economic landscape we can choose to see this as a problem with no solution or we can look at this as an opportunity to tap in to one of our community's greatest resources – our people.” “Arizona is lucky that it has a community of people who want to get involved, who are not afraid to get their hands dirty, and who have a passion for a cause,” said Blanca Esparza-Pap, Community Relations Manager for KTVK. “When these people come together, positive change can and will take place in our community.”

KTVK partnered with Lifebridge Community Volunteer Center in January of 2008 after learning that the 2007 Corporation for National and Community Service found Phoenix-area residents are less likely to volunteer their time than most people in the country. Phoenix ranked 42 among the nation's 50 largest metro areas for volunteering.

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KTVK-TV Launches Volunteerism Initiative, Take 2

Armed with that information, KTVK and Lifebridge set out to develop a volunteerism initiative that focused on people's passion for a cause, the proximity of volunteer projects in relation to a person's residence or place of employment and a promotional campaign using the full power of KTVK on-air and azfamily.com on-line. Viewers can find more information on azfamily.com keyword: volunteer.

In station-produced PSAs, KTVK talent encourages viewers to turn their passion for a cause into concrete action in their community by becoming a volunteer. The initiative will also be promoted heavily in station newscasts.

The initiative launch will culminate on Saturday, April 25 when KTVK employees celebrate service by cleaning up the Ocotillo Glen neighborhood in Phoenix. KTVK will be live with their *Good Morning Arizona* program as employees and community members work to clean-up a neighborhood that has been severely impacted by the economic downturn.

About KTVK-TV

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.

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.

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