

# Some things are not better left unsaid.



When we run condom commercials, not only do people get an important message about "safe sex": Thousands of dollars go to AIDS research, since we donate our entire commission and require the advertiser to match it. ■ When we listen to the more than 20,000 viewers on our Viewer Advisory Council we don't always hear what we want to. But we learn what might help us do

a better job. When we hold a Town Meeting, Bay Area citizens and community leaders talk over issues they might not otherwise have a chance to discuss. ■ When we broadcast KRON-TV children's programs, we want every minute filled with something a child can grow on. So we run public service announcements in the breaks, instead of commercials. ■ We here at Channel 4 think these are important things for us to talk about. And important for you to hear.

**KRON-TV 4**

RESPONSIBLE ANSWERS TO THE QUESTIONS OF OUR TIMES