



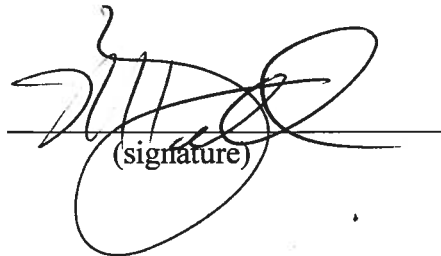
WTVX-TV, UPN 34 (West Palm Beach, FL.)
Quarterly Issues/Programs List


For the Quarter:

For the period of July 1, 2005 through September 30, 2005.

Attached hereto are descriptions of the treatment of local issues addressed by the station through programming during the report period.

Complied by Katy Meagher & Marketing and Public Affairs Coordinator, WBFS
Reviewed by Michael J. Burrell, Vice-President and Station Manager.

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(signature)


(date)



MEMORANDUM

Attached are listings of broadcasts or broadcast segments that, in the Station's judgment, reflect the Station's most significant programming treatment of ascertained issues during the preceding three-month period. All of these programs are part of the Station's plan to address issues of concern to our viewers.



Quarterly Issues/Programs

7/1/05 - 9/30/05

Focus on South Florida

Regularly scheduled public affairs program on Saturdays from 7:00am to 7:30am

HEALTH ISSUES

7/9/2005 rebroadcast 8/13/2005, 9/10/2005 **FOCUS ON SOUTH FLORIDA** Along with our guests Deborah Ally from Care Resource and Kevin Garrity of the South Beach AIDS Project we took a look at the recent negative trends and developments in prevention and education of HIV / AIDS in the region. This is especially important in South Florida where we are ranked 3rd highest in people infected with AIDS. Also addressed is whether the advancement in medical treatments has prolonged the lives of AIDS patients and added a sense of complacency in the community, as compared to the 80's and 90's when the death toll was higher and people were quicker to die after becoming infected.

7/16/2005 rebroadcast 9/24/2005 **FOCUS ON SOUTH FLORIDA** Along with CBS 4 Health Specialist Dr. Sean Kenniff and Dr. Simon Astor of the Illuma Center for Health & Spa take a look at the recent trends and developments of obesity, new federal food and health guidelines, and holistic medicine's impact on health and the dangers of college binge drinking. Also discussed is how new laws are making parents responsible for drinking taking place at their homes.

7/30/2005 **FOCUS ON SOUTH FLORIDA** Along with John Fleming from the Florida Coalition to Prevent Underage Drinking and Diane Holmes from MADD (Mothers Against Drunk Driving, we looked at new initiatives aimed at preventing and reducing the distribution and consumption of alcohol to minors and the dangers of college binge drinking. Also discussed are how new laws are making parents responsible for drinking taking place at their homes.

COMMUNITY

7/2/2005 **FOCUS ON SOUTH FLORIDA** Commander Linda O'Brien and Sgt. Mike Barry from the Miami-Dade Police Department joined us to discuss the new legislative and Gun-Policy controversies concerning meeting "force with force", tasers and some recent deaths caused by these no-lethal weapons. Paul Crespo also joined us to discuss Cuban-American policy trends and the latest exile attitudes years after the Mariel Boat Lift.

7/23/2005 rebroadcast 8/27/2005, 9/3/2005 **FOCUS ON SOUTH FLORIDA** As the President looks to nominate a replacement for the retiring Supreme Court Justice Sandra O'Connor our guests Lida Rodriguez-Taseff, an attorney from the law offices of Duane Morris and Sam Katensmidt from The Center For Reclaiming America look at how influential her replacement will be to the country.

8/6/2005 **FOCUS ON SOUTH FLORIDA** In the past year four girls have been abducted by repeat sex offenders in Florida. Our guests Jose "Pepe" Diaz, Commissioner, Miami-Dade County and Frank Gonzalez U.S. Congressional Candidate, FL Dist. 12 joined to discuss the crisis in our state. This is on the heels of new state and regional legislative and law enforcement

efforts to combat these criminals are being put into action.

8/20/2005 **FOCUS ON SOUTH FLORIDA** Stratton Pollitzer the S.FL Dir. of Equality Florida, Margaret Hostetter a Community Activist and Arthur Teitelbaum of the Anti-Defamation League joined us to debate the pro's and cons, precedents and policy behind Broward County Schools (Diversity Committee) decision to withhold distribution of the proposed We are Family video in the district. We'll discuss the cultural implications of the issue.

9/17/2005 **FOCUS ON SOUTH FLORIDA** Along with Altaf Ali from CAIR of Florida and Maulana Shafayat-Mohamed of the Darul Uloom Inst. & Islamic Training Center we looked at hate-language, diversity and cultural tolerance with Islam in post 9-11 world.



Quarterly Issues/Programs

7/1/05 - 9/30/05

Hispanics Today

Regularly scheduled public affairs program on Saturdays from 6:30am to 7:00am

Episode #443 - Hispanics Today

Liberty Power- Energized for Growth

It's the only minority owned national energy provider in existence, and since it's inception just a few years ago, this Fort Lauderdale, Florida has already grown into a 100 million dollar company. Chairman and CEO David Hernandez founded the retail electric provider that serves more than ten thousand customers from Florida to Texas to New York. Among it's high profile clients: New York Life, the Pentagon, and the Department for Homeland Security.

Chef Amar Santana-The Hottest Item on the Menu

Careers Through Culinary Arts Program (C-CAP)

These days Amar Santana is considered one of the hot new chefs at New York City's trendy Auerole Restaurant; but it didn't start out that way. His parents enrolled him in a high school culinary arts program to keep him out of trouble.

An opportunity with the Careers Through Culinary Arts Program, or C-CAP gave Amar the chance to flourish.

Spoons Across America-Getting Kids Cooking

Some pint-sized chef's from New York City recently hosted a dinner party with the help of some pretty impressive talent; New York Mayor Bloomberg's personal chef at Gracie Mansion, Feliberto Estevez. Spoons Across America, the event sponsor, is a national organization providing food and nutrition education to children and families through classroom, after-school and community based programs.

Drawing From Childhood- Carmen Lomas Garza Taps into Her Youth

Painting in her San Francisco studio a Chicana artist invites you into her South Texas childhood. She draws from her memories and refers to the characters she paints as "monitos," or "little figures." Her work is rich, colorful and above all, accessible to people of all cultures and generations. Garza recently made the leap from artist to author, to add yet another dimension to her work.

Episode #446 - Hispanics Today

Theresa Barrera - From Cashier to VP

Theresa Barrera can sum up success in just one word, Wal-Mart. She started working as a part-time cashier at the world's largest retailer when she was a teenager. When it was time for college, Theresa applied for, and got a Wal-Mart scholarship. Upon graduation she was encouraged to apply for a full time position. She's been at Wal-Mart ever since, climbing the ranks from internal auditor to eventually become Vice President and Divisional Merchandise Manager in the corporation's headquarters.

GALA Theater-Revitalizing an Inner City Neighborhood

Urban developers restored Washington DC's crumbling Tivoli Theater, turning the 1920's era building into a complex of shops, offices and a center for the arts. The GALA Theater, which stands for "Grupo de Artistas Latino Americanos," had been operating just blocks away. Now, it's found a new home in the old Tivoli. Its presence has revitalized the area and provided a source of pride in the Latino community. Audiences now see Spanish language performances in a beautifully restored venue. Equally important, the GALA helps draw people to a part of town that's in transition.

Nilo Cruz- Pulitzer Winning "Anna and the Tropics"

He calls it "his little jewel" and it continues to inspire audiences. The play recounts a bygone era when lecturers read to factory workers rolling cigars to ease their workday monotony. As Tolstoy's "Anna Karenina" is read, it becomes a catalyst awakening the dreams and desires of the workers. Nilo Cruz won the Pulitzer for the play before it made its Broadway debut.

Business Travel Tips, What You Need To Know

Travel represents a major controllable expense for business, so getting a handle on it could have a big impact on a firm's bottom line. It's especially important for Latinos, since Hispanic travelers outpace the rest of the market. Simple tips and a few key websites could help you navigate to better travel deals.

Episode #448 - Hispanics Today

Ford President Jim Padilla- Taking the Driver's Seat

He's the only Latino to head up a major automotive maker, and he did it the hard way, rising up through the ranks of Ford with hard work and determination.

Jim Padilla started with the automotive giant when he was a 19-year old college student, never imagining the success he would achieve. A second generation Mexican-American, Padilla is a Detroit native who has remained an active advocate of Latino based initiatives both in the motor city and throughout the U.S.

Jay Rosario-Revving Up Business in Central Florida

Jay Rosario is breaking ground on his fourth car dealership in central Florida, but that's no surprise to those who have seen his near meteoric rise. Ever since he moved from New York to Florida he's been selling cars and creating his own business empire. He's next big project is a real estate deal that will cater to low-income families. Rosario remains committed to giving back to the community, serving on The Board Of The National Association Of Minority Automobile Dealers, a local hospital board, and donating his time to help encourage students pursue their own dreams of success.

Active, Healthy Lifestyles-Easy Ways to Lower Calories and Stay Fit

As we battle the epidemic of obesity, a few small tips can tip the scales in the right direction. We take you into the kitchen to show you a few quick, low-fat snacks including a low-cal punch with diet drinks to satisfy your hunger when you come home from work or school. And no story on healthy living is complete without tips to work exercise into your life for you and your kids. Team sports is one way -- but an absolute winner is what one dietitian calls "Take Ten." We'll show you how it works.

Episode #450 - Hispanics Today

Milwaukee – A Midwestern Mecca for Latinos

A city once known for sausage, beer and European immigrants is now serving up success for Latinos. Hispanics represent 13 percent of Milwaukee's population and the business community is thriving. Maria Monreal-Cameron, President and CEO of the Hispanic Chamber of Commerce of Wisconsin, is a driving force behind the ongoing Hispanic business boom. She's helps facilitate an incubator for small businesses and champion public projects, including a bridge that provides a geographic link to the city's Latino community. While beer and bratwurst remain Milwaukee staples, margaritas and chorizos are also finding their way onto midwestern tables. Today experts estimate more than one hundred thousand Latinos live in Milwaukee-mainly on the city's south side. They're adding vitality to an area where most people of European descent moved out. If it were not for the Hispanic community, Milwaukee's population would have declined. From the city's beloved Calatrava to the free outdoor concerts along Lake Michigan, Latinos are leaving an indelible impression on Milwaukee and helping to bring economic stability to their Midwestern home.

The Convention Connection: Milwaukee Hosts the USHCC's Big Event

Maria Monreal-Cameron, the president and CEO of the Hispanic Chamber of Commerce of Wisconsin says she was tired of hearing people exclaim "There are Hispanics in Wisconsin?" She wanted to show off Milwaukee's thriving Latino community. Perfecto Rivera, Chairman of the Board for the Hispanic Chamber of Commerce of Wisconsin echoed that sentiment, saying he always dreamed of bringing the national convention to Milwaukee. They raised 2 million dollars in sponsorships and competed against larger metropolitan areas to finally secure the right to host the convention in their town.

Episode #451 - Hispanics Today

Jorge Ramos-National Latino Anchor Pens "Dying To Cross"

20 years ago Jorge Ramos was the youngest person to anchor a national network newscast, and he continues to remain a respected journalist.

His latest project is a book, "Dying To Cross" detailing a tragic illegal border crossing. A stifling trailer packed with people became a death trap when the unbearable heat inside led 19 people to die of asphyxiation. Jorge Ramos hopes telling their story will further the national discussion on immigration.

In Studio Interview: NCLR's Michele Waslin on Immigration

Keeping America's borders secure while allowing entry to those seeking a better life is admittedly a balancing act. Michele Waslin, the director of immigration policy research at the National Council of La Raza, says part of the problem is an

immigration system in need of reform. The current system moves too slowly for those individuals who pose no security risk and fails to acknowledge undocumented workers who have already arrived and are seeking a pathway to citizenship.

Azucar!-Salsa Queen Celia Cruz Honored at The Smithsonian

Singing sensation Celia Cruz performed for more than six decades until her death at age 78. She became the worldwide Queen of Salsa and a personality who sweetened any moment by shouting "azucar." Now this colorful Cubana is back in the spotlight at the Smithsonian Institution's National Museum of American History, a retrospective with displays of her outrageous costumes and treasures. Our two-part segment highlights her musical journey, tells you the story behind "azucar" and takes you to a salsa party with people who loved her.

Episode #440 - Hispanics Today

Latinos in Space- NASA's Superstar Astronauts

Prolific authors and imaginative Hollywood directors have long held us captive with their visions of the final frontier. But nothing has brought us closer than the handful of men and women who have actually soared beyond the sky. In this special report we profile 3 Hispanic astronauts who continue to inspire a whole new generation of aspiring space travelers. Costa Rican born Franklin Chang-Diaz holds the distinction of being the first Latino astronaut. NASA selected him in 1980 and he is currently serving as the director of the advanced space propulsion laboratory at the Johnson Space Center. Carlos Noriega didn't think he had the right stuff to be an astronaut until he spoke to a friend who was in the process of applying to NASA. Carlos soon realized he had the credentials NASA required and decided to fill out his own application. Carlos was accepted into the program in 1994 and later blasted off on the shuttle Atlantis. Women weren't part of the space agency when Ellen Ochoa was a little girl, but 1976 when NASA began allowing women into the program, she set her sights on the sky. NASA rejected her at first, but Ellen Ochoa persevered, obtained additional skills, and in 1990 became the first Latina astronaut. She has since flown 4 missions and has logged nearly one thousand hours in space.

In Studio Interview: Orlando Figueroa, Dep. Assoc. Admin. For Space Programs

He's one of the highest-ranking Latinos at NASA and was the space agency's point man for the 2004 Mars expedition. The Mars rovers, which were expected to last only a few months, surprised the experts and are still functioning. As a little boy growing up in Puerto Rico, Orlando Figueroa says he never dreamed he'd get the opportunity to serve NASA in this capacity and he hopes his position serves to inspire other young Latinos to join the space agency.

Episode #449 - Hispanics Today

Si TV- The First Network Where They Talk English and Live Latin

One year after it's launch, viewers and advertisers are saying "yes" to Si TV.

The English language network targeting young Latinos has already grown from six to ten million viewers. Jeff Valdez, Si TV Co-founder and Chairman, says he was tired of watching typical network fare that didn't reflect American Latino sensibilities. Six years in the making, Valdez now oversees a network empire with 20 original shows in production.

Marketing To Latinos- The New Mainstream

Big business is finally recognizing that there's no silver bullet when it comes to marketing to Latinos. A variety of approaches and tactics are needed to successfully reach the nearly 40 million Latinos living in the U.S.

While Spanish may be the language of the heart for most Latinos, an increasing number of Hispanics living in the U.S. are English language dominant, so a dual language approach is needed to begin tapping into the market. The biggest mistake a company can make is to view the U.S Hispanic population, which draws from 22 different countries, as homogenous.

In Studio Interview-Patricia Gaitan, Association of Hispanic Advertising Agencies

The Association of Hispanic Advertising Agencies is a trade organization that works within the advertising industry to provide guidance and research to companies looking to reach Latino consumers. The organization's latest studies reveal that retailers are beginning to increase spending to reach the Hispanic population, especially for luxury items. AHAA believes that more firms need to reallocate their advertising budgets and be more responsive to Latino consumers.

Episode #441 - Hispanics Today

Latinos of the Lehigh Valley- Taking Over Pennsylvania Dutch Country

As real estate prices in New York City, New Jersey, and Philadelphia soar, thousands of Latino families are saying "adios" to the high cost of living. They're heading west in search of a better life, and many of them are striking gold in the rust belt. Towns along Pennsylvania's eastern border, including Bethlehem, Allentown, Easton, and Reading have seen enormous growth in the Latino population over the past decade. Hispanics, predominantly Puerto Ricans, are buying properties in decaying inner city areas and revitalizing the urban landscape. A significant culture clash remains as towns once dominated by Americans of German decent, the so-called "Pennsylvania Dutch," now find themselves significantly outnumbered.

Learning Curve-Oklahoma responds to Increased Hispanic Enrollment

Eight years ago, teachers in the small town of Ringwood, Oklahoma, began seeing a burst of immigrant enrollment in what had been a relatively homogenous, insulated community. Educators suddenly found themselves facing a learning curve; they didn't speak Spanish and their new neighbors barely spoke English. The school system responded by revamping its approach; offering extensive course work in English as a second language to both students and their parents. All across the country small towns that historically experienced only minor population shifts are now dealing with major assimilation issues. Classrooms in Alabama, Arkansas, Florida, Idaho, Kentucky, Kansas, Oregon, Nebraska and North Carolina saw the nation's biggest jump in Hispanic enrollment in the last ten years.

In Studio Interview: Learning English Online David Wellisch, VP & GM AOL Latino

John Acevedo, Berlitz Language Expert

In a first for any Internet provider, AOL Latino has teamed up with Berlitz Language Inc. to offer free English language courses online. Time, distance and cost--the major barriers to learning a new language--have now been resolved and AOL Latino members can now pick up English skills in the comfort of their own home.

Episode #442 - Hispanics Today

Wannado City- Where Kids Do What They Want To Do

From firefighters to fashion models, kids get a chance to sample future career options thanks to a role playing theme park run by Mexico based CIE Entertainment. Luis Laresgoiti came up with the idea of building an entire city where kids can sample the adult world. The result? A 40-million dollar complex in Fort Lauderdale, Florida that's three times the size of a football field. Initial reaction to the theme park has been so positive that plans are already underway to duplicate the Wannado City concept to other cities.

Fast Food- Guatemalan Fried Chicken Comes North

For years U.S. companies have operated their fast food franchises abroad, now similar franchises from Latin America are entering the U.S market. One prime example is Pollo Campero. Beloved in its native Guatemala, Pollo Campero has already expanded throughout Central America. Though still relatively new to the U.S market, the taste treat is quickly gaining in popularity. Franchises have popped up from California to New York, with hundreds more planned.

Diet Challenge-One Mom Gets Serious About Her Kid's Health (Part One)

Vivian Cook sees her three kids getting overweight and doesn't want them to suffer the same fate as other Latinos. Almost 75-percent of the Hispanic population is overweight. Vivian enlisted the help of a registered dietitian and as an added incentive she and her husband promised the children a trip to Universal Studios if they lost ten pounds.

Eating Healthy (Part Two)

After assessing the family's eating habits registered dietitian Sylvia Melendez Klinger designed a reasonable strategy that the family could stick with and improve on over time. The first step was encouraging them to eat more meals at home so they could have better control of their caloric intake.

Episode #444 - Hispanics Today

Access to Capital! - Making Money More Accessible

It takes money to make money, or so the saying goes, but for Latino entrepreneurs getting access to capital has long been a struggle. Now a new business loan program coordinated through US Bank and the US Hispanic Chamber of Commerce is making it easier for Latino businesses to get access to cash. As an added bonus US Bank will share the revenue stream with the USHCC to help give back to the community.

Austin-Driving The Tex-Mex Mile to Economic Stability

Austin's Tex-Mex mile is home to hundreds of Mexican restaurants. But it's taken decades for many of those establishments to attract the patrons responsible for putting that spicy flavor on the map. Austin's growing Hispanic middle class is changing that dynamic. Armed with more disposable income than ever before many Latinos are now dining at the same Tex-Mex restaurants that used to only be frequented by Anglos. It's a visible indication of the Latino community's growing economic clout.

Winery-The Robledo Family's Great Grapes

California has a reputation for producing fine wine, and while Latinos are often involved in the process, there aren't too many Hispanic owned vineyards. The Robledo family is a notable exception. Reynaldo Robledo came to California from central Mexico in 1968 and after years of hard work turned an unproductive parcel of land into a thriving family winery.

BizFest Detroit-Getting Students in the Motor City Revved Up

A determined group of young Detroit Latinos put their leadership skills to the test by competing in BizFest. The program, administered by the U.S. Hispanics Chamber of Commerce aims to stir interest in entrepreneurship.

Episode #500 - Hispanics Today

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MEMORANDUM

The attached PSA inventory is a list of the spots aired during children's programming blocks in July, August, and September of 2005. These PSA's were programmed as part of our continuing effort to serve the informational needs of West Palm Beach area children.



PSA LIST

7/1/05 - 9/30/05

8364	CC - Publix - Front Line Kids	9/30/2005	:10	Intervention
8458	CC - Publix - After School Fun	9/30/2005	:10	After School Care
8301	CC - Publix - Children's Home Society Tutor	7/31/2005	:10	Tutor Needed
8401	CC - Publix - Food Pantry	7/31/2005	:10	Food for Needy
8442	CC - Publix - Free Parenting Classes	8/31/2005	:10	Parenting
8459	CC - Publix - Keep Palm Beach Beautiful	9/17/2005	:10	Coastal Cleanup
8398	CC - Publix - Mentoring 4 Kids	8/31/2005	:10	Mentoring
8347	CC - Publix - Recording Studio Intern	8/31/2005	:10	Internship
8366	CC - Publix - Vitas Hospice	8/31/2005	:10	Volunteering
8335	Choose To Save - Happy Ending		:10	Financial Security
8369	HIV / AIDS The Know Is Spreading	12/31/2005	:10	HIV/ AIDS
704328	UPN Cares	10/31/2005	:10	Relief
8320	Amer. Acad Ortho - Feet		:15	Fitness
8456	Dept Health - Tony		:15	Drug Rehab
8440	Fnd For Better Life - Rocket		:15	Power of Dreams
8418	Miami Heat - Shaq - Read to Achieve	12/31/2005	:15	Reading
8370	Ntl. Consumers - Phishing		:15	Identity Theft
8352	Protect Yourself		:15	Health
8353	Volunteers of America - Youth		:15	Volunteering
8343	Dept of Business - High Tech		:20	Business
8329	PDFA - Humpty Dumpty		:20	Drugs / Parents
8338	PDFA - Lingo		:20	Drugs / Parents
8410	Poison Hotline - Whose Advice		:20	Poison Control
8332	United Way - Child Care		:20	Services
8435	5 A Day - Backstage		:30	Nutrition / Kids
8385	Adopt US Kids - Band		:30	Adoption
8390	ASPCA - Cruelty Is Not Cool		:30	Animal Cruelty
8411	CASA - Tired		:30	Children
8439	CTIA - Wireless Safety		:30	Cell phone Safety
8322	Defenders of Wildlife - Jeff Corwin		:30	Wildlife
8446	Diabetes Aware		:30	Diabetes
8447	Folic Acid - Everyday		:30	Women's Health
8450	Freedom Center - Lunch		:30	Tolerance
8437	Get Into The Loop		:30	Lupus Awareness
8408	Girl Scouts - See the World		:30	Girls & Education
8413	Healthy Families - Knock on the Door		:30	Family Assistance
8368	HIV / AIDS The Know Is Spreading	12/31/2005	:30	HIV/ AIDS
8382	Hurricane Relief Johnny Cash PSA	10/31/2005	:30	Hurricane Relief
8394	I Am An American Muslim		:30	Tolerance
8365	National Violence Prevention-Every Child	12/31/2005	:30	Anti-Violence
8355	PBCLC Spelling Bee	8/16/2005	:30	Literacy
8444	PDFA - Andy McDonald		:30	Drugs / Kids

8441	PDFA - Joint Man		:30	Drugs / Parents
704327	Salvation Army - Hurricane Katrina	10/31/2005	:30	Relief
8360	Shaquille / Miami Heat / Learn To Swim	12/31/2005	:30	Swim Safety
8313	Starr Commonwealth - Track		:30	Foster Care Help
8412	Urban Initiative	12/31/2005	:30	Little League
8362	USA Freedom Corps - Rivera		:30	Volunteering
8323	Use Credit Wisely		:30	Financial Security
8318	Communities in Schools - ER		:60	Education
8349	Energy Star		:60	Conservation
8431	Fed Citizen Info - Uncle Sams		:60	Gov Info
8436	Girls & Boys Town - Driven Teen		:60	Teen Helpline
8373	Teens Volunteer - Football		:60	Youth