

**QUARTERLY PROGRAMS AND ISSUES REPORT  
FOR 1<sup>st</sup> QUARTER 2008**

**January, February, and March 2008**

Submitted to the files on 4/10/08

The following is a listing of specific program descriptions of public affairs, which WABM-TV produced/aired to serve the community's interest during the period from January 1st through March 31st, 2008. Non-broadcast efforts related to on air programming are also included. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority of significance.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Business	Global Business People	1 <sup>st</sup> Qtr 2008	Sat 4am	30 min

**DESCRIPTION:** This show features an in-depth profile on the most powerful executives who run the corporations around the globe.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Women	Every Woman	1 <sup>st</sup> Qtr 2008	Sat 4:30am	30 min

**DESCRIPTION:** The public affairs show features outstanding women who have excelled in business, education, entertainment, politics, humanities and sports.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Educational	Our World	1 <sup>st</sup> Qtr 2008	Sat 5:30am	30 min

**DESCRIPTION:** This show focuses on different issues around the world affecting the African American community. There is a forum with several guests each week to discuss and give their opinion about these issues.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Charities, Health and Education	Community Billboards, Community Events, and Community Outreach	1 <sup>st</sup> Qtr 2008	Various	30 sec

**DESCRIPTION:** WABM produces public service billboards that provide an opportunity for local non-profit organizations and agencies to encourage community involvement in a variety of fairs, events, seminars and educational programs. The Community billboards can be found on WABM's website, WABM68.com. The list includes The Anniston Museum of Natural History, UAB Gospel Choir, Ruffner Mountain Nature Center, McWayne Center, Birmingham Zoo, Savings Bond Website, TEARS Emergency Animal Rescue Service, Girls & Boys Town National Hotline, etc. See a complete list of all Community Events listed on our website included within this report.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Public Service Announcements	Various	1 <sup>st</sup> Qtr 2008	Various	10-60 sec

**DESCRIPTION:** During the 1<sup>st</sup> quarter of 2008, WABM aired in excess of 2,000 public service announcements. These announcements aired daily. Some of various announcements were for Big Brother Big Sister/Local Mentor Program Recruitment, High School Dropout Prevention, Inspiring Invention (kids), Lazy Bones/Exercise (kids), and Lifelong Literacy (kids). See WABM PSA list included with this report.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
History	Black History Month	February 2008	Various	30 sec

**DESCRIPTION:** Black History vignettes were produced by WABM's staff to raise awareness of the importance of Black History. Children from Princeton Elementary Alternative school hosted these vignettes.

## **SPECIAL PROMOTIONS/ACTIVITIES**

### **SUPER SIX HIGHSCHOOL FOOTBALL**

WABM sponsored and aired the 2008 Alabama High School basketball championship; the Super Six Championship. WABM aired 6 different high school games on March 1<sup>st</sup>, 2008 from 9am to 9pm. All games aired live from the BJCC Arena in Birmingham.