

**QUARTERLY PROGRAMS AND ISSUES REPORT  
FOR 2<sup>nd</sup> QUARTER 2011**

**July, August, and September 2011**

Submitted to the files on 10/10/2011

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 July 1<sup>st</sup> through September 30<sup>th</sup>, 2011. 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	3 <sup>rd</sup> Qtr 2011	Sun 5am	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	3 <sup>rd</sup> Qtr 2011	Sun 5:30am	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	3 <sup>rd</sup> Qtr 2011	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	3 <sup>rd</sup> Qtr 2011	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	3 <sup>rd</sup> Qtr 2011	Various	10-60 sec

**DESCRIPTION:** During the 3<sup>rd</sup> quarter of 2011, WABM aired in excess of 2,000 public service announcements. These announcements aired daily. Some of various announcements were for Boystown Teen Hotline, Big Brothers Big Sisters, Aha Go Red, American Veteran Association, Animal Society, Energy Efficiency, Forest Conservation, High School Dropout Prevention, United Way, Support Minority Coalition, World Wildlife Fund, etc. See WABM PSA list included with this report.

## **SPECIAL PROMOTIONS/ACTIVITIES**

### **Sponsored Events (See Public File for detailed description about each event)**

Hand-In-Paw Mutt Strutt Fundraiser

American Heart Association Go Red For Women 2011 Year long Campaign

Laura Crandall Brown Ovarian Cancer Foundation

Magic Moments Kick'N Chick'N Wing Fest (Raised \$15,000 approx)