

**QUARTERLY PROGRAMS AND ISSUES REPORT  
FOR 4<sup>th</sup> QUARTER 2007**

**October, November and December 2007**

Submitted to the files on 1/10/08

The following is a listing of specific program descriptions of public affairs, which WTTO-TV produced/aired to serve the community's interest during the period from October 1<sup>st</sup> through December 31<sup>st</sup>, 2007. 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>
Public Service Announcements	Various	4 <sup>th</sup> Qtr 2007	Various	30-60 sec

**DESCRIPTION:** During the 4<sup>th</sup> quarter of 2007, WTTO aired in excess of 2,000 public service announcements. These announcements aired daily. Some of various announcements were for Adoption USA Kids, Childhood Obesity Prevention, Cyberbully Prevention, Drug Free America, Nature for Kids, Family Day, March of Dimes, Seat Belt Education, World Wildlife Fund, etc. See WTTO PSA list included with this report.

<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	4 <sup>th</sup> Qtr 2007	Various	30 sec

**DESCRIPTION:** WTTO 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 WTTO's website, WTTO21.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>
Health	Dr.Pepper Welcome Home	4 <sup>th</sup> Qtr 2007	Various	30 sec

**DESCRIPTION:** On air campaign targeted towards youth and parents. Promotes healthy eating and recipes for how to snack and eat light meals.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Educational	Sun Smart	October 2007	Various	30 sec

**DESCRIPTION:** Educational campaign about how to protect your body from the sun, being able to practice early detection skin exams and information about skin cancer.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Community	Stop the Violence	4 <sup>th</sup> Qtr 2007	Various	30 sec

**DESCRIPTION:** WTTO joined forces with a Birmingham-based non-profit organization, Mothers Who Want to Stop the Violence, to create and air PSA's targeted at reducing or ending violence in one of the nation's most deadly cities. Birmingham's crime rate is in the top five of the nation, with 242 murders from January 2005 until Present. The aim is to heighten awareness of just how dangerous life is for much of the viewing audience- and hopefully to redirect young people on the verge of making decisions that could lead them into dangerous activities or groups.

## **SPECIAL PROMOTIONS/ACTIVITIES**

### **ADOPT-A-SCHOOL**

WTTO is involved in the Adopt-a-School partners in education program. WTTO acts as a business partner to Princeton Alternative School. In this program, WTTO does volunteer work at Princeton such as reading to individual classes, teaching through incentives, awarding outstanding students and teachers with awards certificates and gifts, and sponsoring reading and attendance contests for each grading period.

#### **Christmas Special Delivery**

Continuing on with the Adopt-a-School, Partners in Education Program, WTTO stuffed and delivered more than 265 holiday gift bags to students, teachers, and staff at Princeton Alternative School.

### **GRIDIRON GREATS CHARITY SPORTS AUCTION**

WTTO has partnered up with Taco Bell to auction off sports collectibles. The money raised was donated to the Birmingham's Boys and Girls Club of Alabama (\$2,000). WTTO promoted the auction and viewers could log on to the website and link to E-bay to bid. Auction items include autographed footballs, autographed mini helmets, autographed basketballs and other miscellaneous items.

### **GOSPEL IN BLUES**

WTTO is promoting a solo CD "Gospel In Blues" recorded by Annetta Nunn, Birmingham Police Chief; to specifically raise much-needed funds for the YWCA program that helps victims of domestic violence. Chief Nunn is an accomplished soloist who sings with soul and passion for a great cause. CD's sold at all Birmingham Books-A-Million stores.