

# **Public Service Report For 4th Quarter 2007**

**WATC TV/Atlanta, GA**

Compiled by Greg West, Director of Programming and Promotions

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**QUARTERLY LIST OF ISSUES AND PROGRAMS REPRESENTING**  
**STATION WATC TV 57'S**  
**MOST SIGNIFICANT TREATMENT OF THOSE ISSUES**

October 1, 2007 – December 31, 2007

Issue: Health and Lifestyle

During 4th Quarter 2007, WATC featured programming that educated viewers on a wide variety of health related topics to improve both their physical bodies and emotional health. Such programming included the following:

*Friends & Neighbors*

This series was used throughout the programming day at various times as filler programming (weekday mornings at 6 am; various weekday mornings at 11:30 am) in addition to its two regular time slots (Tuesdays at 12 noon and Saturdays at 8:30 am). Hosts Kim Gravel, Sherry Tatum and Donna Ritchie. 30 minutes. WATC TV 57 Production. Episodes this quarter included the following:

Psychiatrist Dr. Timothy Jennings shared about domestic violence in an 18-minute segment with the hosts. Also featured, Hillary Key shared about her story featured in *Chicken Soup for the Soul: Children with Special Needs*. Episode aired three times in November 2007.

Bobbie Kearn appeared on the program to discuss the work of the Pregnancy Resource Center of Gwinnett. Episode aired three times in October 2007.

Dietitian Trulie Ankerberg shared about nutrition needs especially for women in this half hour with the hosts. Episode aired three times in October 2007 and two additional times in December 2007.

Encore presentation of a new weight-loss feature on *Friends & Neighbors* called "Less To Love". Expert guests in the field of weight loss include nutritionist Missey Hall of One on One Nutrition and fitness expert Dawn Rowley of Flexible Fitness Solutions. Aired two times in November 2007.

The hosts talk with Lisa Leathers of The Johnny Foundation about teen depression and suicide and Lisa shares her personal reason for starting the foundation to educate people. Aired two times in November 2007.

Anita Swanson, author of *Slow Hope*, shares her personal story of abuse and how she overcame it. She challenges viewers to break through the pain of abuse and become stronger. Aired two times in November 2007.

Encore presentation with Dr. Greg Iacono and Dr. David Williams about a new spinal therapy to help people with chronic back pain. Also, author Beth McLendon (*Praying for Your Child*) discusses her book and shares on the importance of parents in a child's life. Aired two times in December 2007.

Erik and Michele Helms discussed their marriage ministry, Driven to Encourage Ministries, and their latest book. Episode aired three times in December 2007.

### *About Health*

Various times on weekday morning and Saturday mornings

These half hour special presentations featured host Jeanne Blake and covered the following topics:

#### *"Ovarian Cancer"*

Ovarian cancer has long been called a silent cancer – a woman with the disease usually doesn't learn she has it until the cancer has spread. On this program, Jeanne Blake talked with two women who are living with ovarian cancer and executive director of Ovarians for the Cure, an organization dedicated to raising awareness about the illness and funds to support research. Episode aired in December 2007.

*"Substance Abuse: One Family Making a Difference"*: Peter Bildner died from a heroin overdose at the age of 21 and his family is working now to use this tragedy to save other young people from substance abuse. Episode aired in October 2007.

*"Expression of Addiction"*: Some view addiction as a lack of willpower, but addiction is an illness of the brain. A recent exhibit of original photographic portraits that show people in various stages of addiction was designed to help the public better understand this illness. Its creator is Dr. Howard Shaffer, the Director of the Division on Addictions, Cambridge Health Alliance, Harvard Medical School. Episode aired in November 2007.

#### *"Colon Cancer"*

More than 50,000 men and women will die from colon and rectal cancers this year. But a diagnosis doesn't have to mean death. Paul Stewart served as an NHL referee for 17 years earning the distinction as the first American-born referee to work 1,000 regular season games. In February 1998, 5 years before his retirement, he was diagnosed with stage-three colon cancer and returned to the ice in November of 1998 while still receiving chemotherapy. He shared his story with host Jeanne Blake. Episode aired in December 2007.

### *Time For Hope*

Saturday mornings at 7:00 am

*Time For Hope* is a Christian mental health program that addresses issues of concern to the community. The weekly series is produced by Select Religious Broadcast Service in Spartanburg, South Carolina. Dr. Freda Crews hosts this 30 minute series.

### *You Can Make It*

Wednesdays at 9:30 am; Fridays at 12:00 pm; Saturdays at 10:00 am

Weekly series with host Joanne Thompson and special guests preparing new recipes. Appearing on several episodes during this quarter was Mary Beth Oxendine who demonstrated simple ways to change your eating habits to a healthier diet. 30 minutes. Co-production between WATC TV 57 and Dove Broadcasting, Inc.

### *ATL Insider*

Saturdays at 12:30 pm

Carleen Brown hosts this public affairs program. On November 3, the program presented highlights from a domestic violence conference presented by Hopewell Missionary Baptist Church in Norcross, Georgia. Domestic violence survivor Carolyn Thomas, a young woman who was shot at point blank range in the face, shared her story. On November 10, the topic was "What to Expect When Expecting" and followed a local couple on their journey to parenthood. Two area doctors shared some advice to the expectant couple. 30 minutes.

Health-related topics are also featured on the series *You Can Make It with Tammy Faye and Joanne*, *The Peggy Denny Show*, and *Make Your Day Count with Lindsay and Friends*. Also,

health-related public service announcements (American Red Cross, American Cancer Society, Coalition to Prevent Deep-Vein Thrombosis, etc.) air throughout the programming day. Approximately 20 minutes of public service announcements air weekdays and on Saturdays. A limited number of public service announcements air on Sundays.



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Issue: Armed Forces

Public service announcements:

WATC TV airs public service announcements throughout the broadcast day for the various branches of the Armed Forces (Army, Marines, National Guard). In addition, the station airs announcements for the USO. 15-20 of the station's public service announcement time per week is for spots related to the various branches of the Armed Forces and support organizations.

Military holiday greetings:

The station repackaged video greetings of military personnel and their families stationed away from their loved ones in Georgia and aired them in rotation during the two weeks prior to Christmas. These spots aired in a heavier rotation on Christmas Eve and Christmas Day.

## October 1, 2007 – December 31, 2007

Pastor Benjamin Lockhart

Pleasant Grove Missionary Baptist Church, Marietta, GA  
Robbin Fowler and Joy Walters  
Branches of First Baptist Atlanta, Atlanta, GA  
Dee Dee Williams  
Hosea Feed The Hungry and Homeless, Atlanta, GA  
Pastor John Rodriguez  
Harvest Point United Methodist Church, McDonough, GA  
Pastor Leroy and Mable Rankin  
Christ's Abundant Life Ministries, Mableton, GA  
Mike Maijala and Lewis Meyer  
Friends of Disabled Adults & Children, Stone Mountain, GA  
Pastor Don Breland  
Word of Life Church International, Acworth, GA  
Michael and Arlene Thomas  
Abundant Heart Ministries, Grayson, GA  
John and Pat Perdue  
Genesis Life Ministries, Griffin, GA

First Works Food Drive :30 spots airing throughout the broadcast schedule  
First Works, the outreach program of WATC, collects food to distribute to the needy, such as the Atlanta Women's Shelter. As part of this drive, WATC TV gives participating churches time on the station to announce their service times and invite people to attend their services.

Public service announcements from various non-profit organizations (CARE, National Arbor Day Foundation, USO, American Heart Association, etc.) air throughout the broadcast day. Also airing spots from Georgia Association of Broadcasters such as National Guard.

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Issue: Senior Citizens

WATC TV features programming on a regular basis to inspire seniors and to educate people on the wisdom that can be obtained from senior citizens. Programming during 4th Quarter 2007 included:

*Atlanta Live: Seniors Today*      First Thursday night of the month from 7-9 p.m.  
Encore presentation on the following Friday from 7-9 a.m.

"Seniors Today" hosts Betty Cornett and Pat Mathis talk with guests on topics of interest to the senior community and their caregivers. Presented this quarter:

October 4, 2007:

Bridget Delaney, Georgia Cares Coordinator/Atlanta Regional Commission, shared. The joy of being a grandmother was presented in one segment with host Pat Mathis appearing with her grandchildren. Bill Devlin shared about working with his music group, Singing Four Stars. Also appearing was Marilyn Rushin and Charlotte Hale. 2 hours. WATC TV 57 Production.

November 1, 2007:

Martha Wolfe of Upper Room Ministries shared. Maureen Kelly, Business Liaison, Atlanta Regional Commission Area Agency of Aging shared important news to area seniors. Also featured, an interview with Bill Hargrove and area musician Ann Elser. 2 hours. WATC TV 57 Production.

December 6, 2007:

Betty Cornett hosted this episode with The Blessed Old Men From The Smokies (members of the legendary gospel music group The Inspirations). Featured were Archie Watkins, Ron Hutchins, Jack Laws, Troy Burns, Eddie Dietz, Marlin Shubert, Chris Smith, Matt Dibler and Melton Campbell. 90-year-old gospel music legend Eva Mae LeFevre also appeared. 2 hours. WATC TV 57 Production. (This episode also aired two additional times on December 27-28).

Public service announcements on various health-related topics of interest for seniors are aired throughout the broadcast day.



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Issue: Children's Programming/Teen Programming

During 4th Quarter 2007, WATC TV aired educational children's programming weekday afternoon to teach moral values and to educate on a wide variety of subjects. The programming during this quarter included the following:

*Curiosity Quest*

Thursdays at 4 pm

Upbeat family educational program that explores what viewers are curious about. Host Joel Greene takes the audience on location for an unscripted, hands-on educational exploration. FCC E/I: Ages 5-12.

*Dr. Wonder's Workshop*

Tuesdays at 4:30 pm

Dr. Wonder and his crew share some life-changing truths from a Christian perspective in both sign language and English. This children's series is aimed at both the hearing and the deaf and hard of hearing community. FCC E/I: Ages 5-12.

*Critter Gitters*

Fridays at 4:00 pm

This FCC friendly series contains material and information about animals, science, geography and solutions to ethical dilemmas. The National Parents Television Council says that *Critter Gitters* "offers high quality entertainment that is both educational and exciting for the entire family."

*My Bedbugs*

Wednesday at 4:00 pm

Preschool children's series that previously aired on many PBS stations.

*Gina D's Kids Club*

Mondays at 4:00 pm

FCC friendly syndicated children's series with host Gina D and puppet characters. FCC E/I: Ages 2-6.

*Nanna's Cottage*

Thursdays at 4:30 pm

Weekly half-hour educational children's series.

*Aqua Kids*

Tuesdays at 4:00 pm

This FCC friendly series takes a look at marine life through the adventures of a group of kids. 30 minutes.

Christmas programming for children:

*Christmas Is*

*Red Boots for Christmas*

*The Stableboy's Christmas*

*Michael the Visitor*

*Martin the Cobbler*  
*The City That Forgot Christmas*  
*The Chimes*  
*The First Christmas*  
*Once Upon a Stable*

Also, WATC presented the following programming aimed at educating teens:

*Roc House Café*

Wednesdays at 4:30 p.m. and Saturdays at 1:00 p.m.

Discussion on topics such as self-esteem and peer pressure with host Tamara James. Produced in Augusta, Georgia by Watchman Broadcasting. 30 minutes.

*B.Y.O.B.B.*

Mondays at 4:30 p.m.

Bible study aimed at teens and young adults with hosts Pastor Camy and B.J. Arnett. Produced on location throughout Atlanta, Georgia. 30 minutes.

*Stir It Up*

Saturdays from 2-3 p.m.

Presented by the youth outreach ministry of Divine Faith Church, *Stir It Up* features a discussion of topics that teens deal with on a daily basis intertwined with gospel music videos and live performances. 60 minutes.

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Issue: Educational/Instructional Programming

As a non-commercial educational station, WATC TV offers a mix of programming to educate and inform. Such programming during 4th Quarter 2007 included the following:

Bible teaching:

<i>Shepherd's Chapel</i>	Late night from 12:00 a.m. – 6:00 am and weekdays from 1-2 pm
<i>Crosstalk</i>	Fridays at 11:00 am
<i>Perry Stone</i>	Mondays at 10:30 am
<i>Mike Murdock</i>	Mondays at 11:00 pm and Fridays at 9:30 am
<i>Precepts for Life</i>	Fridays at 10:00 am
<i>Understanding the Endtime</i>	Saturdays at 3:00 pm
<i>American Religious Townhall</i>	Sundays at 4:30 pm

Documentaries:

<i>Word Pictures</i>	Thursdays at 10:00 am
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Community Interest:

<i>The Gravedigger Show</i>	Saturdays at 4:30 pm WATC TV 57 Original Production.
<i>ATL Insider</i>	Saturdays at 12:30 pm
<i>Atlanta Live</i>	Live Monday through Friday at 7 pm and reaired weekdays from 7-9 am WATC TV 57 Original Production.
<i>Friends &amp; Neighbors</i>	Tuesdays at 12 noon and Saturdays at 8:30 am Plus encore presentations weekdays at various times WATC TV 57 Original Production.
<i>Let's Talk with Tracy Wells</i>	Thursdays at 11:30 am and interview vignettes within <i>Gaither Homecoming</i> every Saturday at 6 pm WATC TV 57 Original Production.
<i>The Bobby Hurd Show</i>	Occasional community service guests on program airing Tuesdays at 10 pm and half hour version on Sundays at 6 am WATC TV 57 Original Production.
<i>Reflections</i>	Medical series airing Saturdays at 4:00 pm WATC TV 57 Original Production.

Arts:

<i>Babbie's House</i>	New episodes Mondays at 12 noon; Plus encore presentations various weekday afternoons at 5 pm WATC TV 57 Original Production.
<i>Friends &amp; Neighbors</i>	New episodes Tuesdays at 12 noon and Saturdays at 8:30 am; Plus various encore presentations weekdays at 6:00 am and 11:30 am
<i>Cynthia and Friends</i>	Showcasing hip hop and rap artists every Saturday at 1:30 pm WATC TV 57 Original Production.

*By The Book*

Interviews with authors about latest releases on Tuesdays at 11 am

*Art Insight*

Art instruction series airing Saturdays at 12 noon

*Home & Style*

Interviews, movie reviews, and lifestyle tips presented Saturdays at 11:30 am

Lifestyle Programming:

*You Can Make It*

Instructional cooking series airing Wednesdays at 9:30 am, Fridays at 12 pm and Saturdays at 10 am

*Junk'd*

Gardening series airing Saturdays at 8 am

*P. Allen Smith Gardens*

Gardening series airing Saturdays at 11 am

*Carefree Gardener*

Gardening series airing Saturdays at 10:30 am

*The Peggy Denny Show*

Instructional cooking series airing Wednesdays at 12 noon and Saturdays at 9 am

*At Home With Arlene*

Instructional cooking series airing Thursdays at 12 noon and Saturdays at 9:30 am

*Make Your Day Count*

Daytime series featuring cooking and craft segments airing Weekdays at 9:00 am

*Heart of the Home*

Instructional cooking series airing Thursdays at 9:30 am and 6:30 pm