

WVTV QUARTERLY ISSUES REPORT **July 1, 2011 – September 30, 2011**

In an ongoing effort to service the public interest, WVTV offers programming and public service announcements responsive to the issues of concern to the Milwaukee viewing audience. Below is a list of the station's most significant programming and public service efforts for this quarter.

I. CORE PROGRAMMING

OUR WORLD

Sunday's 6:00am (7/3/11 – 9/25/11)

Our World continues as the longest running nationally syndicated news/interview program that addresses international and domestic issues from the African-American perspective. This weekly series has built a reputation presenting insightful and balanced view of critical issues.

EVERY WOMAN

Saturday's 6:30am (7/2/10 – 9/24/11)

"Every Woman" is a half-hour magazine program featuring outstanding women who have excelled in business, education, entertainment, politics, humanities and sports.

THE RIGHT SIDE WITH ARMSTRONG WILLIAMS

Sunday's 6:30am (7/3/11 – 9/25/11) and Saturday's 1:30am (7/2/11 – 9/24/11)

"The Right Side with Armstrong Williams" is a weekly half-hour political interview program hosted by Armstrong Williams, one of the most recognizable conservative voices in America. During this quarter, the program's guests and topics have included:

July 3, 2011: Cyber Security

July 10, 2011: Solving Our Educational System

July 17, 2011: Opportunity International

July 24, 2011: Impact of Fatherless Homes

July 31, 2011: Conflict in the Middle East/Electronics Today

August 7, 2011: The Hidden Philosophy and Goals of Unions in Bahamas

August 14, 2011: The Labor Movement Part 1

August 21, 2011: Ecumenical Discussion

August 28, 2011: Bahamas Christ Council

September 4, 2011: Family's Overcoming Tragic Deaths

September 11, 2011: Tim Scott

September 18, 2011: Why I Want to be Mayor

September 25, 2011: Center for Urban Families

II. PUBLIC SERVICE ANNOUNCEMENTS

During this quarter, WVTV aired 347 public service announcements covering a variety of topics. (Additional materials enclosed in the station's public file)

“BRAIN BREAK” CHILDREN’S PUBLIC SERVICE ANNOUNCEMENTS

WVTV locally produces educational based public service announcements, entitled “Brain Break,” which air several times a day during children’s educational/informational programming. The “Brain Break” topics covered during this quarter include: reptiles, food, stamps, birds, archeology, sports, science, American history, dinosaurs, astronomy, ocean life, United States Presidents, space, states, Wisconsin, Milwaukee, geography, animals, and weather (Additional materials enclosed in the station’s public file)

AMBER ALERT

WVTV continues to participate in the Wisconsin Amber Alert Plan. At present, the Amber Alert Systems for broadcast distribution is only activated for children abducted in Wisconsin. The bulletin is distributed to us through the Emergency Alert System (EAS) by state law enforcement. The alert follows the following criteria: the child must be 17 years or younger; the child must be in danger of serious bodily harm or death; the initiating law enforcement agency must have enough descriptive information about the child, the suspect(s), and or suspect vehicle(s), to believe an immediate broadcast will help locate the child.

“MKE CARES” ANNOUNCEMENTS

WVTV produces public service announcements entitled “MKE Cares” which air several times a day. Local non-profit organizations utilize this community service project to promote their community programs and activities for families and children. (Additional materials enclosed in the station’s public file)

WISCONSIN BROADCASTERS ASSOCIATION PSAs

Army National Guard-Fire, Flood, Storm

Wisconsin Department of Transportation/Council 40-Construction Zone Safety (Scott’s Story)

Wisconsin Department of Transportation-Transportation Safety (Passenger)

Wisconsin Department of Tourism-The Family, Milwaukee Couple, Empty Nesters

Wisconsin Department of Transportation-Transportation Safety (WI Demonstration Gone Wrong-School Zone)

Wisconsin Department of Justice-RX Drugs

III. BROADCAST/NON-BROADCAST EFFORTS

HISPANIC PROFESSIONALS OF GREATER MILWAUKEE

WVTV donated \$600 of production to the Hispanic Professionals of Greater Milwaukee to promote their annual membership meeting in late August. Hispanic Professionals of Greater Milwaukee gives its members a leg up on their road to success, and to help corporations and other organizations recruit, develop and retain talent from among their membership. HPGM has formed a partnership with the Leadership Center at Cardinal Stritch University so their members can access new leadership development programs, such as seminars, luncheons and six-month certificate courses. These leadership development offerings will be provided to our members at a significant discount due to in-kind contributions and grants. HPGM is also awarding \$30,000 in graduate-degree scholarships in 2011. (Additional materials enclosed in the station's public file.)

RONALD MCDONALD HOUSE CHARITIES OF EASTERN WISCONSIN

WVTV donated four bucks tickets at a \$400 value to the Ronald McDonald House "Homecoming" Black Tie Gala Auction. Since 1984 the Ronald McDonald House has been a home-away-from-home for over 31,000 families. The medical reasons that bring families to the Ronald McDonald House are as unique as each child, but the impact of the child's illness in each family is similar. (Additional materials enclosed in the station's public file.)

BOUCHER AUTO MDA FUNDRAISER

WVTV donated Milwaukee Brewers tickets, Summerfest tickets, Six Flags tickets and Noah's Ark tickets to the Boucher Auto MDA Fundraiser. This donation was worth \$1,145.12. Currently, 1,955 Wisconsin residents are registered with MDA. MDA is a nonprofit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research. The Association also provides comprehensive health care and support services, advocacy and education for affected children, individuals and their families. (Additional materials enclosed in the station's public file.)

DON'T DRINK AND DRIVE – AARON RODGERS AND DAVID GRUBER

WVTV ran 175 "Don't Drink & Drive" public service announcements between July 1, 2011 and September 28, 2011. These messages pertaining particularly to Wisconsin ran in all day parts and featured lawyer David Gruber & Green Bay Packer, Aaron Rodgers. The value of this air time is estimated at \$27,300 (Additional materials enclosed in the station's public file).

III. BROADCAST/NON-BROADCAST EFFORTS CONTINUED

EVERYDAY HEROES

July 3, 2010 (4:30pm)

WVTV aired this inspiring one-hour special which spotlights people in our society who have not gained attention from the media or fame, but have changed and impacted the world in extraordinary ways (Additional materials enclosed in the station's public file).

THE AMERICAN LATINO AWARDS

July 23, 2011 (3:00pm)

This program showcases the best American Latinos in a variety of categories including music, fashion, film, sports and the arts. It pays particular attention to the contribution that American Latinos have made to our culture and society. (Additional materials enclosed in the station's public file)

AMERICA'S INVISIBLE CHILDREN

July 30, 2011 (2:00pm)

This program, hosted by Joan Lunden, features the remarkable stories of homeless children who have decided to pursue an education at any cost. It presents a nameless, faceless side of a national issue and inspires viewers to get involved and appreciate the educational opportunities that are presented to everyone. (Additional materials enclosed in the station's public file)

LIFE BELOW THE LINE: THE WORLD POVERTY CRISIS

July 30, 2011 (3:00pm)

Life Below The Line: The World Poverty Crisis showed the impact of poverty on the people experiencing it, like abandoned babies in the slums of Kenya.....starving children in Honduras...an American family of four forced to live out of their car...and others whose existence has been shattered by this crisis. It showed how charities like "Feed the Children," "UNICEF" and the "World Food Program" are helping with special programs designed to feed and educate people around the world. (Additional materials enclosed in the station's public file)

82nd ANNUAL BUD BILLIKEN BACK TO SCHOOL PARADE

August 27, 2011 (3:00pm)

This annual event features the best in education and is designed to promote how important strong schools are to every community. The parade features numerous musical and entertainment acts and showcases celebrity comments on the value of education. (Additional materials enclosed in the station's public file)

III. BROADCAST/NON-BROADCAST EFFORTS CONTINUED

THE GRACIE AWARDS

September 3, 2011 (3:00pm)

Presented by Alliance for Women in Media, this is an awards show with a difference. Top women from television are honored in every field – from sitcoms to television news. (Additional materials enclosed in the station's public file)

HEROES AT HOME

September 10, 2011 (2:00pm)

This special visits with six military heroes and their families as they share their personal experiences on and off the battlefield. These men and women have made great sacrifices for their country and we give back to them by making their home lives a little easier with some household gifts. (Additional materials enclosed in the station's public file)

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