



WLFL-TV 2nd Quarter Public Service Report

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To Whom It May Concern:

The attached is a compiled list of program descriptions of public affairs shows, which WLFL produced to serve the community's interest during the 2nd quarter (April 1st through June 30th) of the broadcast calendar year.

Community Calendar:

WB 22 Community Calendar

Local non-profit organizations utilize this community service project to promote local community events and activities. The events and activities included support group meetings to talk about important issues, and charity events that help raise money for important causes. The Community Calendar airs daily at 12 noon. It is 60 seconds in length and is comprised of 3 announcements at 20 seconds each.

In the 2nd quarter, WLFL aired approximately 55 announcements for a total of 55 minutes of community announcements.

Public Service Announcements:

In addition to the attached, WLFL aired public service announcements covering a number of topics which include the following subject matter: **Crime, Drugs/Alcohol, Education, Employment/Economy, Environment, Health, Youth/Teens, Volunteering, Fitness, Family and Government.** During the 2nd quarter of 2004, WLFL aired approximately 15 hours of public service announcements. These public service announcements range from 10 seconds to 60 seconds in length. The public service announcements aired daily between sign on to sign off seven days a week (Attached is a complete list of Public Service Announcements aired during 2nd quarter)

Locally produced Public Service Announcements:

We aired 3 locally produced Public Service Announcements during the 2nd quarter. One is called Youthville USA, a spot that is asking for Foster parents for problem children, it also talks about the growing problem in NC with the number of children without homes, another spot was Meals on Wheel featuring WB 22's Anchor Tamara Gibbs. Also we produced a spot about fund raising event for MDA called MDA shamrocks, which helped raise money for MDA summer camps.

Network produced Public Service Announcements:

We aired no Network produced Public Service Announcements during the 2nd quarter.

Public Service Programs:

The following programs were produced by WLFL with the goal of educating all sectors of the community as to the issues that affect them regionally, as well as nationally. These shows highlight

topics of interest and organizations that provide necessary information and/or services for the betterment of those who are in need of mental, emotional or physical assistance in the Triangle and surrounding communities.

Program Title: WB22 News at Ten

Date/Time: Monday-Friday 10-11:00 PM
Saturday-Sunday 10-11:00 PM
Issue: Various
Type: Locally Produced

Program Topic and Description:

There are nine major issues addressed for the public by the WB 22 News at Ten in the 2ndquarter of 2004. This section of the report focuses on March. They include: Health, Policing/Crime, Politics/Military, Religion, Education, Safety, Weather/Weather Safety Community and Ethnic Issues . These issues air on a regular basis between 10 and 11pm nightly on WLFL. During dangerous weather events WLFL will provide need-to-know coverage during regular programming. All times are minutes and seconds unless otherwise noted

Health

4/29 Prescription Drugs 1:30
4/20 Cary Student Dies 1:30
4/19 Clear Skin 1:30
4/16 Women and Lung Cancer 1:30
4/16 Bugs Bite 1:30
4/13 Allergies and Rain 1:20
4/13 Clean Air 1:20
4/7 Obesity Prevention 1:20
4/2 Bread Carb Craze 1:20
African-Americans & Stroke 5/30 1:30
Healthy Schools 5/30 1:30
Lacking Health Care 5/25 1:30
Moms & Mercury 2 5/24 1:30
Low Cost Vaccines 5/24 1:30
Drugging Baseball 5/20 3:00
Moms & Mercury 5/18 3:40
Bed Bugs 5/15 1:30
Teen Pregnancy 5/10 1:30
Blacks & Breast Cancer 5/11 1:30
Latina Breast Cancer 5/11 1:30
Beware of Fish 5/8 1:30
Skin Cancer 5/7 1:30
Dental Bus 5/5 1:30
Product Mis-use 5/5 1:30
Sports Injuries 5/5 1:30
Dealing with HIV 6/17 1:45
Cancer Survivor 6/11 1:45
Alzheimer's Patient 6/6 1:45
Sun Screen Protection 6/6 1:45

Police/Crime

4/22 Boys Sex Crime 1:30
4/21 Cat Shot 1:30
4/21 Amber Alert
4/20 Amber Alert 1:30
4/19 Keeping kids Safe 1:30
4/13 Easy Picking ATM 1:20
Gay Murders 5/30 1:30
Motorcycle Thefts 5/30 1:30
Web Cams 5/26 1:30
Bennett Lawsuit 5/21 1:30
Woman Murdered 5/20 1:30
Drug Bust 5/18 1:30
Jogger Speaks 5/15 1:30

Meg Scott Phipps 5/7 1:30
Teacher Arrested 5/6 1:30
Bank Surveillance 5/6 1:30
Missing Kids 5/2 1:30
I-540 Trial 6/30 1:30
Petersen Trial 6/29 1:30
I-540 Trial 6/28 1:30
Duke Attacks 6/28 1:30
Passaro Hearing 6/25 1:30
Shooting Suspect 6/18 1:45
Detainee Abuse 6/17 1:45
Serial Burglar 6/16 1:45
Mistaken Identity 6/15 1:45
Gun Law Loophole 6/16 1:45
Patriot Act 6/15 1:45
Wendell Strikes Again 6/12 1:45
Video Poker 6/9 1:45
Holly Springs 911 6/8 1:45
Chavis Heights 6/8 1:45
911 Johnston County 6/3 1:45
Sex Offenders 6/2 1:45
911 Bilingual 6/2 1:45

Politics/Military

4/28 82nd in Iraq 1:30
4/22 Iraq Eye Doctor 1:30
4/17 Political Caucus 1:20
4/7 Civil Unions 1:20
4/6 Planned Parenthood 1:20
4/5 Animal Control 1:20
4/5 Bush in NC 1:20
4/2 Blackwater History 1:20
Where's John Edwards 5/30 1:30
High Heel Vote 5/9 1:30
Mudcats Terrorism 5/7 1:30
Military Uproar 5/5 1:30
Web Campaigning 6/30 1:30
Fern Ads 6/28 1:30
Show us the Money 6/27 1:30
Passaro Hearing 6/27 1:30
Jessica Honors Troops 6/20 1:45
Helping NC's Economy 6/20 1:45

Religion

4/25 Kerry's a Catholic 1:30
4/18 Internet Religion 1:30
4/9 Stations of the Cross 1:20
Christian Teen Magazines 5/30 1:30
Gospel Group 5/14 2:00
Divorce Care 5/9 1:45
Love Won Out 6/13 1:45
Reagan & Faith 6/12 1:45
Christian Music Group 6/6 1:45

Education

4/29 Brown Vs Board of Education 2:00
4/28 Gay Poster Follow Up 1:45
4/27 Gay Poster 1:45
4/27 Feeding kids in the summer time 1:30
4/26 Underage Drinking 1:30
4/26 Camp Options 1:30
4/21 Downloading & Education 1:30
What's a Degree Worth? 5/13 1:30
College Graduates 5/8 1:30

Smallest School 5/4 1:30
Blue Books Computers 5/4 1:30
Fayetteville Report 5/4 1:30
NCCU Smoking 6/23 1:45

Safety

4/29 Warm Weather Road Work 1:30
4/29 Buses and Seat Belts 1:30
4/28 Internet Predators 1:45
4/27 Gay Poster 1:45
4/27 DVDs in cars 1:30
4/26 Spring's Critters 1:30
4/25 Driving Mistakes 1:30
4/20 Durham Bike Patrol 1:30
4/5 ATV Safety 1:20
4/2 Rehab Inmates 1:20
4/1 Take Back the Night 1:20
Holiday Drivers 5/30 1:30
Boat Safety 5/30 1:30
Holiday Travel 5/30 1:30
Gay Murders 5/30 1:30
Unpaved Streets 5/20 1:30
Dog Bite Prevention 5/19 1:30
Too Much Disaster? 5/19 1:30
Bicycle Helmets 5/18 1:30
RDU Plane Crash 5/17 1:30
Is RDU Difficult? 5/17 1:30
Helicopter Crash 5/14 1:30
Sunless Tanning 5/13 1:30
Straight Shooters 5/12 1:30
Plane Crash 5/3 1:30
Bus Seat Belts 5/2 1:30
Brown vs Board of Education 1:30
Firework Safety 6/30 1:45
Duke Safety 6/27 1:45
Pool Dangers 6/27 1:45
Taser Guns 6/23 1:45
Parking Pains 6/22 1:45
Teens & Smoking 6/21 1:45
Horse Patrol 6/21 1:45
Wilson Warning 6/17 1:45
Mosquito Alert 6/14 1:45
Yard Sale Dangers 6/13 1:45

Weather/Weather Safety

Complete Forecast 4/1 – 4/30 4:00
Bad Crop Forecast 1:20
Hot Weather Safety 5/30 1:30
Hurricane Safety 5/9 1:30
Tornado Aftermath 5/3 1:30
The Heat is on 6/18 1:45
Mosquito Alert 6/12 1:45

Community

4/28 Summer Concerts 2:00
4/25 Least Stressful City 1:30
4/25 NCSU Softball 1:30
4/24 Veeder Sentenced 1:30
4/22 Earth Day 1:30
4/20 Soccer Team Hurt 1:30
4/19 Food Test Market 1:30
4/18 Cashing in on Pollen 1:30
4/15 Tax Man Cometh 1:30
4/15 What if You Miss? 1:30

4/15 Cell Phone Charges 1:30
4/14 Pedestrian's Struck 1:20
4/14 Boys of Summer 1:20
4/13 Shock TV 1:20
4/13 Talking Trash 1:20
4/13 Lifeguard Shortage 1:30
4/12 It's Easter 1:20
4/10 Fuel Efficient Hybrids 1:20
4/9 Hitting the Road 1:20
4/8 Raleigh Graffiti 1:20
4/7 Civil Unions 1:20
4/6 Yoga 101 1:20
4/5 Bush in NC 1:20
4/4 Game Developer 1:45
4/3 Fox Says Goodbye 1:45
4/2 Alternative Fuel Sources 1:45
4/2 RBC Center Crunch 1:45
Rebekah Revels 5/30 1:30
Goat Soap 5/30 1:30
Rapper vs Gangs 5/30 1:30
In Town? Shop 5/30 1:30
Child Supports Onlines 5/30 1:30
Foster Child Walk 5/26 1:30
AC Calls 5/25 1:30
Chapel Hill Shop 5/24 1:30
Small Businesses 5/22 1:30
Rent or Buy 5/22 1:30
Sole Expression 5/21 1:30
Pricey Jeans 5/20 1:30
Defense of Marriage 5/20 1:30
Cell Phone Directory 5/20 1:30
Dix Cemetery 5/20 1:30
Older Graduate 5/20 1:30
Energy Homes 5/17 1:30
Rape Crisis Center 5/16 1:30
Ocracoke Horses 5/16 2:30
Local Lake Fun 5/16 1:30
Homeless Shelters 5/16 1:30
Community Inn 5/13 1:30
What's a Degree Worth? 5/13 1:30
Junior Allen Meeting 5/13 1:30
Homeless Out 5/13 1:30
Trash to Treasure 5/12 1:45
Under Pressure 5/11 1:30
Cigarette Tax 5/11 1:30
NC Tourism 5/11 1:30
Gas Prices 5/10 1:30
Garner Rescue Divers 5/10 1:30
College Graduates 5/8 1:30
Fabulous Rims 5/8/04 1:30
Hybrid Cars 5/6 1:30
Smallest School 5/4 1:30
Blue Books Computers 5/4 1:30
Fayetteville Report 5/4 1:30
Warm Weather Construction
Hands Free Phones 6/29 1:30
NHL Draft 6/27 1:45
Pillsbury Bakeoff 6/24 1:45
Viagra & NC Government 6/24 1:45
TTA Rail Study 6/22 1:45
Hockey's Last Blast? 6/22 1:45

Durham Neighborhood 6/22 1:45
Annexation Fight 6/19 1:45
Braille Publishing 6/17 1:45
Dead Body Transport 6/15 1:45
Orange MLK Street 6/14 1:45
Oak Ranch House 6/13 1:45
Milked out of a Job 6/13 1:45
Love Won Out 6/13 1:45
Taxi Cab Effects 6/11 1:45
G-8 Protest 6/10 1:45
Dog Shot 6/10 1:45
Car Incentives 6/10 1:45
Cow Problems 6/9 1:45
Video Poker 6/9 1:45
Chavis Heights 6/8 1:45
Raleigh PD Recruits 6/7 1:45
Worker Safety 6/7 1:45
Mall Rats 6/5 1:45
Special Olympics 6/3 1:45
Wake Forest Trucks 6/1 1:45
Click it or Ticket 6/1 1:45

Ethnic Issues

4/9 Mobilizing the Latino Vote 1:20
Gay Murders 5/30 1:30
Dialogo Program 5/11 1:30
Blacks & Breast Cancer 5/11 1:30
Latina Breast Cancer 5/11 1:30
Juneteenth 6/19 1:45
Dealing with HIV 6/17 1:45
Parrish Street 6/14 1:45

Other Station Public Services:

Our anchors through out the year get out of the station and participant in Community Service. Below are some of the things they did during the 2nd quarter.

Bob Vernon

April 14 - Spoke to Hillsborough's Stanford Middle School English & Journalism classes
April 25 - Emceed Talent Contest in Mebane
May 1 - In station hospitality tent at Jaycees Steeplechase
May 8 - Spoke to Methodist Men's group in Fuquay Varina
May 14 - Judged "Raleigh Idol" talk show host contest on Jerry Agar's radio show on WPTF
May 22 - Emceed Relay for Life Cancer Research fund raiser in Cary (morning)
May 22 - Spoke to 1st United Methodist Church in Cary (evening)
May 23 - Preached at two services at Lebanon United Methodist Church
June 13 - Preached at two services at Fuquay Varina United Methodist Church
June 19 - Preached at evening service at Cary First United Methodist Church
June 25 - Spoke to Heart of Carolina Emmaus Group

Tamara Gibbs

March 6th-- Local Celebrity Health Educator Wake County Health Fair/ Susan G. Komen Breast Cancer Awareness Booth
March 13th-- Local Celebrity Health Educator Women's Empowerment Conference/Susan G. Komen Breast Cancer Awareness Booth
March 24th-- Guest Speaker Hunter Elementary School in Raleigh/ Literacy Week
April 29th-- Banquet Emcee YMCA Youth Scholarship Banquet/ Durham, NC
May 15th-- Honorary Chair & Public Service Announcement Save Our Sisters/ Breast Cancer Awareness Program for African American women **with my help, the station is producing a PSA for this group**
June 19th-- Guest Appearance UPN 28 Juneteenth Celebration

The WB Television Network programs

There were no WB Television Network programs that aired during the 2nd quarter

Community Outreach –Schools

WFLA outreaches to schools through job shadowing day, where students from area schools spend the day at the station and learn what employees at a television do day to day.

WFLA conducted several group tours of the station throughout the 2nd quarter to youth groups, cub scouts, and school groups.