



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 1st 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 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 2002, WLFL aired approximately 13 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 1 locally produced Public Service Announcements during the 2nd quarter called Youthville USA, a spot that is asking for Foster parents for problem children.

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:

This news program in addition to reporting the daily events of day related issues, such as crime and safety, government, education, etc, also provides information of a preventive, instructional, and community-oriented nature. Daily segments include "Health" uncovers the latest medical breakthroughs, "Car Doctor," It educates you about how your car runs and gives you tips about how to find the best mechanic for your money, Entertainment, and Commentary called "The Point". These segments are a part of our blended coverage from "News Central" in Baltimore Maryland. There is no set schedule when Health and Entertainment runs, but on average they can be found in the second half hour of our newscast 3-4 times a week. "The Point" runs every night during the second half of the 10pm newscast. Anchored by Bob Vernon, Tamara Gibbs

Other Station Public Services:**Special Events:**

- **Bark around the park**
Bark around the park is a day for you and your dog to spend time participating in contest, games, and relays. Also there are many different booths that you can spend time out that interest you and your dog. Great time for you're dog to meet others of his kind. **April 26th**
- **Artspllosure**
Artspllosure is a 2-day event that brings all types of Art to life. Artists all over bring their work for display and sale. There are three stages at the event that different types of musicians perform through the day. We sponsored kidspllosure, which had a stage where kids performed, also there were several kids station where they could create there on crafts. **May 17th, and 18th.**
- **Spoke at Several Colleges**
WLFL spoke to Several Colleges during this quarter. The colleges were Shaw University, Peace College, and NC State University. We talked about employment opportunities, and how to get in the business of broadcasting.
- **Dewayne Washington Foundation Celebrity Golf Classic (WLFL/WRDC)**
Ran promos at no charge for the Dewayne Washington Foundation Celebrity Golf Classic. Dollars raised at the annual tournament go to the foundation for the purpose of funding community based projects, **April 7th**
- **Torry Holt Celebrity Golf Classic (WLFL/WRDC)**
Ran promos at no charge for the Torry Holt (Holt Foundation) Celebrity Golf Classic. Dollars raised at the annual tournament go to the foundation for the purpose of funding local projects aimed at Cancer Patients and their families. **April 14th**
- **Messages from the Homefront**
Ran PSA's driving viewers to join us at "Messages from the Homefront" events. Set up at Saturn of Fayetteville and allowed viewers to come and record a message to the US troops. Gave out free food and beverages, **April 7th**
- **8th Annual Hoops for Wake Forest 3 on 3 Tournament**
Sponsored the Youthville USA basketball team and had a table set up on site. Gave away free hacky-sacs to the children, **May 3rd**

- **Military Appreciation Weekend/Messages from the Homefront**
Ran PSA's driving viewers to join us at "Military Appreciation Weekend" at Crabtree Valley Mall. Allowed viewers to come and record a message to the US troops. Also gave viewers the opportunity to sponsor care packages being sent to troops overseas, **May 30-31st**
- **Auto Dealers Golf Tournament / Dewayne Washington Foundation (WLFL/WRDC)**
Raised \$860 for the Dewayne Washington Foundation with the sale of Mulligans at the 19th Annual WB22/UPN28 Auto Dealers Golf Challenge. DW Foundation representative was on hand to handle money/receipts, **June 19th**

The WB Television Network programs

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

WB22 News at Ten Anchors in the community

WLFL's news anchors are a vital part of the community. Not only do they deliver the news on a daily basis, but also they have an active role in the community.

Tamara Gibbs

- Triangle Reading Service Served as a volunteer news reader for a broadcast radio service specifically for blind listeners. **May 30,2003**
- Wake County Meals on Wheels-- **April 28, 2003**
- Special guest and volunteer meal deliverer for end-of-year celebration with the local meals on wheels program.
- Coordinated a special shoot for a public service announcement to air on WB22 & UPN28. The PSA will inform viewers about the Meals on Wheels program and the need for volunteers. Meals on Wheels PSA-- **June 30, 2003**
- Communities in Schools Tutor-- every Thursday for the last two years!
- I serve as a student tutoring, assisting disadvantaged youth with their homework and areas of study.

Bob Vernon

- Spoke to St. Augustine University Journalism classes, **April 23^d**
- Meals on Wheels-celebrity delivery guy, **April 28th**
- Eencee Relay for Life(Cancer research) in Cary, **May 17th**
- Celebrity reader at Triangle Reading Service for Blind, **May 30th**
- WLFL Auto Dealers Golf Tournament, **June 19th**

Kristin Emery

- Introduced our sponsored stage act at Artsposure, **May 17th**
- Judged a baking contest for the Wake County Historical Society/Historic Oak Park, **June 7**

Community Outreach –Schools

WLFL 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.

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