



## WLFL-TV 3rd 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 3<sup>rd</sup> quarter (July 1<sup>st</sup> through September 30<sup>th</sup>) 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 3rd 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 3<sup>rd</sup> quarter of 2003, WLFL aired approximately 7 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 3rd quarter)

### Locally produced Public Service Announcements:

We aired 1 locally produced Public Service Announcements during the 3rd quarter 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.

### Network produced Public Service Announcements:

We aired no Network produced Public Service Announcements during the 3rd 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 seven major issues addressed for the public by the WB 22 News at Ten. They include: Health, Policing/Crime, Politics/Military, Religion, Education, Muscular Dystrophy, Weather/Weather Safety. 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** – Issues explored: physical and lifestyles stories which affect people in their everyday lives.

9/30 Healthy and Fast 2:00  
9/29 Teens and Sex 2:00  
9/29 Flu Shots :30  
9/29 Feeling Sneezy :40  
9/29 Big Hospitals Big Mistakes :30  
9/28 Hepatitis Restaurants :40  
9/28 New Zealand & Diabetes 1:45  
9/26 STD Party 2:00  
9/24 Teen Smoking 2:00  
9/23 Peterson Trial 1:45  
9/12 Fall Allergies 1:45  
9/11 Healthy Dining :40  
9/10 Cigarettes and Minors 1:45  
9/6 Kids Losing Weight 1:45  
9/6 Good Health 1:45  
9/5 West Nile Game 1:45  
9/2 Ugly Butts 1:45  
8/28 SPF Makeup  
8/28 Heat Relief for Football Teams 2:00  
8/27 West Nile Case 1:45  
8/26 Code Orange 1:45  
8/24 Search and Rescue 1:30  
8/21 Viagra Competition 1:45  
8/18 Skin Care 1:45  
8/16 Kidney Sisters 1:45  
8/9 Dry Eye Drops 1:45  
7/30 Diabetes Cure 1:30  
7/28 Pool Water Sickness 1:45  
7/20 West Nile Virus 1:30  
7/13 SARS at UNC 1:30  
7/13 Mosquito Repellant 1:30  
7/12 WB 22 Blood Drive 1:30  
7/12 PET/CT Scan 2:00  
7/8 Germ Workplaces 1:30  
7/1 Rock Star Abs 1:30

**Policing/Crime** Issues explored: crimes, accidents, their residual issues, and what's being done to stop crime in the future.

9/30 Citizens Patrol, 2:30  
9/30 Peterson Trial 1:45

9/29 Peterson Trial 1:45  
9/28 Peterson Trial 1:45  
9/26 Peterson Trial 1:45  
9/26 Eric Miller Case 1:00  
9/25 Peterson Trial 1:45  
9/22 Prostitution Dragnet 1:45  
9/22 Peterson Trial 1:45  
9/21 Peterson Trial 1:45  
9/15 Peterson Trial 1:45  
9/14 Peterson Trial 1:45  
9/13 Serial Burglar 1:45  
9/11 Peterson 1:45  
9/10 Downloads vs CDS 1:45  
9/10 Hunt Execution Stay 1:00  
9/10 Peterson Trial 1:45  
9/8 Crime Mapping :40  
9/7 Drumless Shelter Robbed 1:45  
9/5 Peterson 1:45  
9/4 Phipps Indicted Again 1:45  
9/4 Operation Crime Brake 2:00  
9/3 Peterson Trial 1:45  
9/2 Peterson Trial 1:45  
9/2 Red Light Changes :45  
9/2 Scene Vision 3D :45  
8/31 Peterson Trial 1:45  
8/29 Aggressive Drivers :40  
8/28 Labor Driving 2:00  
8/28 Jewellery Heist 1:45  
8/27 Peterson Trial 1:45  
8/26 Peterson Trial 1:45  
8/26 Revels Decision :40  
8/26 Stephanie Bennett 1:30  
8/25 Peterson Trial 1:45  
8/24 911 Problems 1:30  
8/24 Search and Rescue 1:30  
8/23 Mass Killing 2:00  
8/23 Internet Coupon Scam 1:30  
8/22 Peterson Trial 1:45  
8/22 Dorm Fire 1:30  
8/21 Search and Rescue 1:45  
8/21 Peterson Trial 1:45  
8/20 Ex-Inmate Housing Program 1:45  
8/20 Peterson Trial 1:45  
8/19 Peterson Trial 1:45  
8/19 TSA Anniversary RDU 1:45  
8/18 Mudslinging Accident 1:45  
8/18 Peterson Trial 1:45  
8/17 Mudslinging Accident 1:45  
8/16 Jennifer Short Case Progress 1:45  
8/15 Peterson Trial 1:45  
8/15 Inmate Release 1:45  
8/14 Peterson Trial 1:45  
8/12 Peterson Trial 1:45  
8/12 Mobile Home Fire 1:45  
8/12 Ground Radar 1:45  
8/12 Police Center :40  
8/12 Peterson Latest :40  
8/11 School Security 1:45  
8/9 Noise Complaints 1:45  
8/8 Peterson Trial 1:45

8/7 Inmate Shot 1:45  
8/7 Peterson Trial 1:45  
8/7 Distracted Driving 1:45  
8/6 Peterson Trial 1:45  
8/6 Truck Driver In Trouble 1:45  
8/5 National Night Out 1:45  
8/4 Drag Racing Danger 1:45  
8/4 Blanton Pleads 1:45  
8/3 Leesville Accident Follow Up 1:45  
8/3 Durham Rescue Mission 1:45  
8/1 Dog Mauling 1:45  
7/30 Matt West Funeral 1:30  
7/30 Flashing Red Lights 1:45  
7/30 Peterson Trial 1:45  
7/29 Stephanie Bennett Update 1:45  
7/29 Use of Force 1:45  
7/29 Peterson Trial 1:45  
7/28 Rest Home Shooting 1:45  
7/28 Teen Killed 1:45  
7/28 Peterson Trial 1:45  
7/27 Download Dilemma 1:45  
7/27 NACCP Meeting 1:45  
7/27 Cell Phone Photos  
7/25 Tax Free Weekend 1:45  
7/24 Peterson Trial 1:45  
7/23 Peterson Trial 1:45  
7/22 Peterson Trial 1:45  
7/22 Durham Teen Deaths 1:30  
7/21 Red Light Cameras 1:30  
7/21 Peterson Trial 1:30  
7/20 Peterson Trial 1:30  
7/19 Cumberland County Jail 1:30  
7/18 Peterson Trial 1:30  
7/17 Identity Theft 1:30  
7/17 Peterson Trial 1:45  
7/17 NCSHP Trunk Pack 1:30  
7/16 Peterson Trial 1:45  
7/15 Kinston Fire Report 1:45  
7/15 Onslow Memorial 1:45  
7/15 Peterson Trial 1:45  
7/12 Smithfield Memorial 1:45  
7/11 Peterson Trial 1:45  
7/11 Drug Bust 1:45  
7/10 Peterson Trial 1:45  
7/10 RPD Accidents Online  
7/9 Meg Scott Phipps Busted 1:45  
7/9 Peterson Trial 1:45  
7/8 Meg Indicted 1:45  
7/8 Smithfield Family Killed 1:45  
7/8 Peterson Trial 1:45  
7/8 Holiday DWI Record 1:45  
7/7 Food Shuttle Threat 1:45  
7/6 Cumberland Drive-by 1:45  
7/6 Peterson Wrap 1:30  
7/3 Peterson Trial 1:30  
7/3 Durham: City of Crime? 1:30  
7/3 Firework Safety 1:30  
7/2 Peterson Trial Starts 1:30

**Politics/Military** Issues explored: local politics and local military news.

9/29 Immigrant Battle 1:30  
9/28 Troops Return Home 1:50  
9/27 National Guard Troops Leave 1:45  
9/25 Erskine Runs Again  
9/25 Blanton Pleads 2:00  
9/8 Bush Speech Reaction 1:45  
9/6 Ashcroft Protest 1:45  
9/4 Phipps Indicted Again 1:45  
9/3 Troops Deploy 1:45  
8/22 I Have A Dream 1:30  
8/14 Bring Them Home 1:30  
8/2 Young Mayor  
8/2 Uninsured Kids 1:30  
8/1 Tax Free Day 1:30  
7/31 Tax Free Weekend 1:30  
7/31 Farmers Protest 1:30  
7/26 Almost Home 1:45  
7/24 Bragg Deployment 1:45  
7/23 82<sup>nd</sup> Shipping Out :40  
7/22 Troop Rotation 1:30  
7/18 First Lady Visit 1:30  
7/16 Legislature Redistricting 1:30  
7/9 Meg Scott Phipps Busted 1:45  
7/8 Meg Indicted 1:45  
7/4 WWII Vets

**Religion** Issues explored: religion, faith, and how people in our community express themselves in different ways.

9/28 Jewish Make-up Day :40  
9/28 Mormon Missionaries 2:00  
9/27 Painting the House 1:30  
9/26 Jewish Make-up Day :30  
9/21 Dental Missionary 2:00  
9/15 Truck Stop Ministry 2:00  
9/7 Christian Schools 2:00  
8/31 Faith and Divorce 2:00  
8/31 Rescue Mission Hotel 2:00  
8/24 Delivering Dignity 2:00  
8/23 Promise Keepers :40  
8/17 God and the Devil 2:00  
8/10 Wing and a Prayer 2:00  
7/25 Ministry Tool 2:00  
7/18 Radio Network 2:00  
7/13 Holy War On Drugs 1:30  
7/9 Shakur's Gospel 1:45

**Education** Issues explored: education decision making and things that students do outside the classroom which effect their school performance.

9/30 NC Lottery Players  
9/28 Jewish Make-up Day :40  
9/26 Disney Class at University :40  
9/25 Duke Racism? 1:45  
9/23 Nickel and Dined 1:45  
9/10 Mold in NCCU 1:45  
9/8 School Overcrowding 1:30  
9/7 Christian Schools 2:00  
9/3 Greek Life 1:00  
8/25 SAT Scores  
8/24 UNC Pep Rally  
8/20 Mold In NCCU 1:45

8/17 Mold In NCCU 1:45  
8/12 Mold In NCCU 1:45  
8/11 Homeless Kids 2:00  
8/10 Back to School 1:45  
8/4 School Dress Code 1:45  
7/16 NASCAR Class 1:30  
7/15 Nickel and Dimed 1:30  
7/12/ Nickel and Dimed 1:30  
7/5 Student Habitat 1:30

**Weather/Weather Safety:** Issues explored: extreme weather conditions and their aftereffects on people's everyday lives.

7/1- 9/30 Weather 3:00  
9/30 Isabel Aftermath 1:00  
9/28 Hurricane Insurance :40  
9/26 Debris Cleanup :40  
9/26 Hurricane Business 1:30  
9/25 Isabel By the Numbers :30  
9/22 Isabel Aftermath 3:00  
9/21 Isabel Aftermath 4:00  
9/20 Isabel Cleanup 5:30  
9/19 Isabel Aftermath 10:00  
9/18 Hurricane Isabel 60:00  
9/17 Hurricane Isabel is coming 12:00  
9/16 Isabel is Coming 12:00  
9/15 Hurricane Isabel 12:00  
9/5 Hurricane and Rain Update 1:30  
8/12 Flood Clean Up 1:45  
8/11 Moore County Floods 1:30  
8/10 Mud Cats Washed Out 1:30  
8/8 Storm Chasing 1:30  
8/8 Flood Ready? 1:45  
8/6 Bad Weather 3:00  
7/30 Groundwater Plans 1:30  
7/29 Big Mosquitoes 1:30  
7/23 Bad Weather Problems 1:30  
7/16 Bad Weather 3:30  
7/14 Bad Weather 6:00  
7/13 More Bad Weather 2:00  
7/10 Hot Nasy Weather 2:00  
7/9 Water Woes 1:45  
7/8 Hope Mills Disaster Relief 1:45  
7/5 Overcrowded Lakes 1:45  
7/2 Storm Damage 3:00  
7/1 Nasty Weather 5:00

**MDA** Issues explored: stories about the Muscular Dystrophy and the people who suffer from it. Also includes WLFL's 9-hour coverage of the 2003 telethon.

9/1 MDA Telethon 9am - 7pm  
9/30 MD Teacher 1:30

#### **Other Station Public Services:**

##### **WB22 Blood Drive on July 12:**

**Red Cross had stated they had a blood shortage, so we organized a Blood Drive and had great success.**

89:50 promos

4:00 Cut-Ins

\*Approx. 200 pints of blood were collected at Rex Bloodmobile, Red Cross Cary and Red Cross Durham

### **Bobby Houston Training Camp for Life (WB22) Mid Aug-Early**

#### **Sept:**

Bobby Houston's Foundation goes around the country talking to Children about life issues that they will face during there life, and gives them the tools to face the issues.

(45) :30 promos on WB22 and (45) :30 promos on UPN28

\*Approx 3,000 children attended Bobby's events at various Boys and Girls Clubs and YMCA/YWCA's in the Triangle

### **The WB Television Network programs**

There were no WB Television Network programs that aired during the 3rd quarter

### **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 3rd quarter to youth groups, cub scouts, and school groups.