



## WLFL-TV 4th 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 4th quarter (October 1st to December 31, 2001) 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 4th 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 4<sup>th</sup> quarter of 2001, WLFL aired approximately 8 hours and 10 minutes 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 4th quarter)

### **Locally produced Public Service Announcements:**

We aired 1 locally produced Public Service Announcement during the 4<sup>th</sup> quarter, which was the North Carolina State Fair of 2001.

### **Network produced Public Service Announcements:**

No Network produced Public Service Announcements during the 4th 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 10-10:35 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 "22 to Your Health" uncovers the latest medical breakthroughs, "22 it's your Money," it shows you how to keep more money in your pocket. "Business Report" gives the viewers the latest financial information. "How Stuff Works?" Focuses on different questions people might have on how things work. "Car Doctor," It educates you about how your car runs and gives you tips about how to find the best mechanic for your money. Anchored by Bob Vernon, Tamara Gibbs, Rick Sullivan, and Bill Reh.

**Other Station Public Services:**

**The WB Television Network programs**

There were no WB Television Network programs that aired during the 4<sup>th</sup> 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.

**Bob Vernon**

EMCEE at United Way- IMB, **October 1st**

Recorded pubic service announcements for corporate chaplains, **October 8th**

Appearance at Leith Car Auction for September 11<sup>th</sup> Fund, **October 20<sup>th</sup>**

State Fair-EMCEE "Village People" concert, **October 21st**

On broadcasting panel at Meredith College Journalist Class, **November 13<sup>th</sup>**

Speaking at Grace Methodist Church in Raleigh, **November 13th**

In Raleigh Christmas Parade, **November 17<sup>th</sup>**

EMCEE Crabtree Mall charity night, **November 18<sup>th</sup>**

Appearance at benefit for Cary police officer Almond who was shot, **November 25th**

Grand Marshall of Garner Christmas Parade, **December 1st**

**Bill Reh**

Signed Autographs at State Fair, **October 17th**

Signed Autographs at State Fair, **October 18<sup>th</sup>**

Spoke at Central Carolina Comm. College, **October 30<sup>th</sup>**

Talked to 8<sup>th</sup> graders at Immaculata School in Durham, **November 5<sup>th</sup>**

Received air quality award for station at luncheon hosted by the State Division of air quality in Cary, **November 14<sup>th</sup>**

Rode in the Raleigh Xmas parade, **November 17<sup>th</sup>**

Helped EMCEE a fundraiser at Crabtree Valley Mall, **November 18th**

Talked to 4<sup>th</sup> graders at Immaculata School in Durham, **December 3<sup>rd</sup>**

**Tamara Gibbs**

Rode in the Raleigh Xmas parade, **November 17<sup>th</sup>**

Helped EMCEE charity night at Crabtree Valley Mall, **November 18th**

Tutors children at the Heritage Center in Raleigh, **November, December**

**Rick Sullivan**

Wake County Council on physical fitness put on a fitness summit to promote physical fitness in community schools, **October**

Guest speaker at NC Athletics Trainers Association, **December**

Presented a plaque to Basketball coach Morgan Wooten at the Glaxosmithkline Basketball game, **December**

**Kristen Emery**

Worked State Fair Booth, **October**

Spoke at Chatham County Middle School in Chatham County 5<sup>th</sup> Grade Class on weather and journalism, **November**

Rode Xmas parade, **November 17<sup>th</sup>**

Helped Host Crabtree Valley charity night, **November 18<sup>th</sup>**

**Station Events**

**October 12-21** North Carolina State Fair.

**October 20** Leith Charity Auction for the Children of the victims of the "Attack on America." The auction was held in Zebulon. Items auctioned off included a private collection of classic automobiles and more than 100 unique household accessories. The auction resulted in proceeds of 109,147, which will be donated by Leith Families of Freedom Scholarship Fund. The fund has been established to provide long-term educational assistance to the children of the "Attack on America" victims.

**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.

**Public Service Announcements**

Cart #	Title	Sponsor	Seconds
5000	Guide Dog Foundation		30
5001	Guide Dog Foundation		20
5002	Guide Dog Foundation		15
5003	National Guard		30
5004	National Guard Spa		30
5005	National Guard		15
5006	TV Delivery Boy		30
5007	TV Tornado		15
5008	TV Backyard		15
5009	TV Pop & Soda		15
5010	TV Loudspeaker		15
5011	Missing Children		30
5012	Sarah Wish		30
5013	Earth Share		60
5014	Earth Share		30
5015	Wildfire Prevention		30
5016	Wildfire Prevention		15
5017	Smokey Boyz		30
5018	Smokey Boyz		20
5019	Smokey Boyz		15
5020	Smokey Boyz spa		30
5021	Afterschool Pro		30
5022	Afterschool Pro		20
5023	Afterschool Pro		10
5024	Drunk Driving		30
5025	Drunk Driving		30
5026	Drunk Driving		20
5027	Drunk Driving		30
5028	US Army		30
5029	US Army		30
5030	US Army		30
5031	Save Children		30
5032	Save Children		20
5033	Skin Cancer		30
5034	Skin Cancer		10
5035	Garfield ZZZ		30
5036	Garfield ZZZ		15
5037	Gun Safety		30
5038	Sun Protect		30
5039	Bus Safety		30
5040	Coast Guard		30
5041	Coast Guard		10
5042	Travel/Tourism		30
5044	United Way		30
5045	Travel/Tourism		15