

## WLFL-TV 1st Quarter Public Service Report

Prepared by: Kim Rivenbark

Date Prepared: April 10, 2021

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 (January 1st through March 31, 2021) of the broadcast calendar year.

### Community Calendar:

CW 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 10am. It is 60 seconds in length and is comprised of 3 announcements at 20 seconds each.

### 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, and DTV transition.** During the 1st quarter of 2021, WLFL aired approximately 5 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

### Locally produced Public Service Announcements:

**Creature Feature-** each week we feature two animals that need homes with information on the animal and how viewers can adopt the animal. On average will air these spots twice a day.

### Network produced Public Service Announcements:

We aired no Network produced Public Service Announcements during the 1st quarter.

### Public Service Programs:

The following programs air on 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: **ABC 11 eyewitness news on CW 22**

Date/Time: Monday-Friday 10-10:30 PM  
Saturday-Sunday 10-10:30 PM  
Issue: Various  
Type: Locally Produced

Program Topic and Description:

CW 22 and ABC 11 have joined together for a news share, which started on June 26, 2006. This partnership allows CW22 to serve the community by airing a public service Program that we would not be able to run on our own. The newscast is produced by ABC 11 eyewitness news, but it airs on our station. The nightly newscast will cover major issues that and effect and interest the public. See attached report.

**National News Desk**

The National Desk provides breaking news, from nearly 4,000 journalists across the country to bring you America's News, now every weekday morning. This programs air weekday mornings at 7a.

Issue	Segment	Date	Time	Duration	Summary
VARIOUS	The National Desk Headline News	1/18 – 3/31/21	5-8AM	3 HOURS	The National Desk is hosted by anchor Jan Jeffcoat, providing commentary-free news coverage, highlighting important stories occurring in cities and towns across the country.

**Full Measure with Sharyl Attkisson**

Full Measure is a broadcast focusing on investigative, original and accountability reporting. The host is Sharyl Attkisson. The show format includes a major investigative piece each week on topics ranging from immigration issues at home and abroad, government waste, national security concerns and vulnerabilities, whistleblower reports on government abuse and misdeeds. Full Measure is produced by and airs nationally on stations of the Sinclair Broadcast Group. It airs on WFLA on Sundays at 11a. The program also streams live on all Sinclair websites on Sundays at 9:30 a.m. ET. See attached.

**Community Matters Public affairs show:**

Community Matters on WFLA is a program focusing on the issues affecting the Triangle & surrounding areas. Every Sunday at 1130am, WPTF's Bill LuMaye, interviews experts and everyday citizens to identify problems and present resources. See Attached.

**Other events**

**No events this Quarter**

# JANUARY 2021

## **January 1**

10pm:  
COVID - UNC vaccines 2:20  
V&E - Newby SUPCO :20

## **January 2**

10pm:  
COVID - Metrics 2:30

## **January 3**

10pm:  
COVID - Metrics :40  
COVID - Hospitalizations 2:10

## **January 4**

10pm:  
COVID - Vaccine 4:40  
COVID - Testing 2:05  
COVID - Metrics :35  
COVID - Hospitalizations :50  
EDUCATION - Wake schls meeting :25  
11 2G - Meals on Wheels :55

## **January 5**

10pm:  
COVID - Vaccine 6:45  
COVID - Metrics :35  
COVID - Contact tracing 1:00  
EDUCATION - Wake schls meeting :25  
11 2G - Kidney donor needed :45

## **January 6**

10pm:  
V&E - Electoral vote chaos 4:40  
COVID - Metrics :25  
COVID - Vaccine 1:25  
COVID - Cooper 2:10

## **January 7**

10pm:  
COVID - Metrics :20  
EDUCATION - DPS plan :15  
V&E - DC reax 2:20



EDUCATION - UNC spring semester :20  
COVID - Vaccine 4:25

### **January 8**

10pm:  
COVID - Metrics :15  
COVID - Vaccine :40  
COVID - Testing 2:30  
V&E - Cooper inauguration :25

### **January 9**

10pm:  
COVID - Record case 2:15  
V&E - NC capitol protest :15  
V&E - Cooper inauguration 1:45

### **January 10**

10pm:  
COVID - Vaccine 2:45  
COVID - Testing :20

### **January 11**

10pm:  
COVID - Fire depts Covid 3:00  
COVID - Metrics :30  
COVID - Vaccine :55  
COVID - Testing :20  
COVID - Hospitalizations :50

### **January 12**

10pm:  
COVID - Vaccine 3:55  
COVID - Metrics :20  
COVID - Fire depts Covid :25  
EDUCATION - Schools latest :20

### **January 13**

10pm:  
COVID - Vaccine 4:30  
COVID - Metrics :30  
EDUCATION - Schools latest :20  
RACE/EQ - Apple HBCU :50  
11 2G - Blood drive :45

**January 14**

10pm:

COVID - Vaccine 4:00

COVID - Metrics :30

EDUCATION - Schools latest 2:20

COVID - Nurse 2nd shot :55

COVID - Covid survivor :55

**January 15**

10pm:

COVID - Metrics :25

COVID - Vaccine 3:50

COVID - Wastewater :40

V&amp;E - Schewel living wage :25

11 2G - US Vets corp 1:00

**January 16**

10pm:

COVID - Vaccine 1:50

**January 17**

10pm:

COVID - Metrics :55

COVID - Vaccine :25

11 2G - Dream big book drive :30

**January 18**

10pm:

EDUCATION - Colleges return 2:45

COVID - Vaccine 2:05

COVID - Cape Fear nurse 2:15

11 2G - Dream big book drive :40

**January 19**

10pm:

COVID - Ral Covid tribute 2:35

COVID - Metrics :20

COVID - Cooper Cohen :40

COVID - Vaccine 3:30

COVID - Local Pharmacist intw 2:20

COVID - Loss of taste and smell :45

**January 20**

10pm:

COVID - Ral Covid tribute 2:35

COVID - Metrics :20

COVID - Vaccine 2:30  
COVID - Local Pharmacist intw 2:20  
EDUCATION - Wake schl work session :30  
COVID - Loss of taste and smell :45

### **January 21**

10pm:  
COVID - Kids testing 3:00  
COVID - Metrics :20  
COVID - Vaccine 3:45  
EDUCATION - School plans :25

### **January 22**

10pm:  
COVID - Vaccine 4:25  
COVID - Metrics :20  
COVID - Hospital capacity :45  
COVID - UNC Covid :30

### **January 23**

10pm:  
COVID - New variant NC 2:00  
COVID - Metrics :15  
COVID - NCSU cluster :20  
COVID - Vaccine :25

### **January 24**

10pm:  
COVID - Metrics :35  
COVID - Wake parks testing 1:50

### **January 25**

10pm:  
COVID - Vaccine 3:20

### **January 26**

10pm:  
COVID - Metrics :20  
COVID - Vaccine 3:40

### **January 27**

10pm:  
COVID - Metrics :30  
COVID - Task force upd :25  
COVID - Vaccine 3:00  
V&E - Ral lawyer for Trump :25

### **January 28**

10pm:

EDUCATION - Schools 2:20

COVID - Vaccine 4:50

COVID - Pharmacy deserts :45

EDUCATION - Social studies controversy :45

### **January 29**

10pm:

EDUCATION - Lawmakers on reopening school 2:45

COVID - Covid data :35

11 2G - Addy Hamer :45

### **January 30**

10pm:

COVID - Metrics :35

EDUCATION - Lawmakers on reopening school 2:00

### **January 31**

10pm:

COVID - Metrics :30

V&E - Covid relief compromise 2:00

COVID - Vaccine 1:25

EDUCATION - NCAE legislative priorities :30

COVID - Testing :15

## **FEBRUARY 2021**

### **February 1**

10pm:

EDUCATION - Schools 2:45

COVID - Metrics :30

COVID - Hospital numbers :45

COVID - Vaccine :55

V&E - Covid relief compromise :30

COVID - Vaccine 3:00

### **February 2**

10pm:

EDUCATION - Schools 5:05

COVID - Metrics :20

COVID - Vaccine 3:30

COVID - Covid sniffing dog :50

### **February 3**

10pm:

EDUCATION - Schools 2:35  
V&E - Covid relief bill :35  
COVID - Metrics :35  
COVID - Vaccine 2:40  
EDUCATION - School curriculum 2:05  
COVID - Duke new strain mask :45  
BHM - Saltbox :40  
BHM - Durham black artist :25

### **February 4**

10pm:

V&E - Covid budget 3:00  
COVID - Metrics :40  
COVID - Vaccine :25  
EDUCATION - School curriculum :20

### **February 5**

10pm:

COVID - Metrics :25  
COVID - Vaccine 3:20

### **February 6**

10pm:

COVID - Metrics :30  
COVID - Vaccine 1:00

### **February 7**

10pm:

EDUCATION - UNC move in 3:10  
COVID - Covid and childhood obesity 2:40

### **February 8**

10pm:

COVID - Metrics :30  
COVID - Vaccine :30  
COVID - UNC celebration update :35  
COVID - WCPSS safety measures :35

### **February 9**

10pm:

V&E - Schools bill 2:35  
EDUCATION - Joco schools :20  
COVID - Cooper upd :40  
COVID - Vaccine 4:20



COVID - UNC oral drug :55  
COVID - Metrics :30

### **February 10**

10pm:  
COVID - Vaccine 2:15  
V&E - SB 37 vote :25  
EDUCATION - WCPSS b2s :40  
COVID - Metrics :25

### **February 11**

10pm:  
COVID - SA variant :30  
COVID - Fay bus routes suspended :20  
COVID - Vaccine 1:05  
COVID - Metrics :30  
V&E - SB 37 vote :55

### **February 12**

10pm:  
EDUCATION - Schools reopening 2:40  
COVID - Metrics :20  
COVID - Vaccine 4:15  
V&E - NC budget :25

### **February 13**

10pm:  
COVID - Metrics :25  
COVID - Vaccine 1:05

### **February 14**

10pm:  
COVID - Metrics 2:50  
EDUCATION - Schools reopening :25  
COVID - Vaccine 1:00  
COVID - Testing :25

### **February 15**

10pm:  
V&E - Burr censure 1:05  
COVID - Multisystem inflammatory 2:10  
COVID - Metrics :25  
COVID - Vaccine 1:40  
EDUCATION - Schools reopening 1:05

**February 16**

10pm:

COVID - Metrics :25

COVID - Vaccine :45

EDUCATION - Schools reopening 2:20

EDUCATION - Summer learning :35

COVID - Duke probiotics 1:00

**February 17**

10pm:

COVID - Metrics :20

COVID - Vaccine 1:30

V&E - SB 37 vote :20

EDUCATION - Schools reopening :40

**February 18**

10pm:

COVID - Vaccine 3:10

COVID - Metrics :35

V&E - SB 37 vote :50

EDUCATION - Schools reopening 2:25

**February 19**

10pm:

EDUCATION - Summer school 2:50

COVID - Metrics :25

COVID - Vaccine 2:05

**February 20**

10pm:

COVID - Vaccine 4:15

11 2G - Mask giveaway :25

**February 21**

10pm:

COVID - Duke maskless gathering 2:20

COVID - Metrics :25

COVID - Vaccine :35

**February 22**

10pm:

COVID - County alert :20

COVID - Biz restrix 2:40

COVID - 500K deaths reax :50

COVID - Metrics :25

COVID - Vaccine 1:15

BHM - NCCU IBM HBCU quantum ctr :25

**February 23**

10pm:

COVID - Vaccine 4:30

COVID - Metrics :45

V&E - Census elex delay :30

**February 24**

10pm

COVID - Cooper newser 3:25

COVID - Metrics :25

V&E - SB 37 vote :25

EDUCATION - Summer learning :20

COVID - Vaccine 2:45

**February 25**

10pm:

RACE/EQ - Apex PD 2:25

EDUCATION - Back to school :25

COVID - Metrics :20

COVID - Vaccine 3:00

RACE/EQ - Understanding race book :50

**February 26**

10pm:

V&E - SB37 veto :30

COVID - Vaccine 4:40

COVID - Gov restrix 2:30

COVID - Metrics :25

COVID - Testing :25

11 2G - Feeding hc workers :40

**February 27**

10pm:

COVID - Vaccine 2:35

COVID - Metrics :25

**February 28**

10pm:

COVID - Vaccine 3:25

COVID - Food giveaway :20

EDUCATION - Back to school :20

# MARCH 2021

## **March 1**

10pm:

V&E - SB37 veto 3:45

EDUCATION - Back to school :25

COVID - Vaccine 2:40

COVID - Metrics :45

V&E - Pandemic relief 1:20

## **March 2**

10pm:

V&E - SB37 veto :35

EDUCATION - Back to school 5:00

V&E - B2S drama :40

COVID - Vaccine 2:50

COVID - Metrics :25

## **March 3**

10pm:

COVID - School kids quarantine 2:55

V&E - SB37 veto :35

EDUCATION - SBOE mtg :45

COVID - Vaccine 1:45

COVID - Events returning 2:25

COVID - Metrics :20

V&E - Covid relief funding :25

RACE/EQ - Crown act 2:00

11 2G - Triangle tote project :20

## **March 4**

10pm:

COVID - Nursing home 2:50

COVID - Metrics :45

COVID - Vaccine 3:45

EDUCATION - SBOE mtg :55

## **March 5**

10pm:

COVID - Metrics :15

COVID - Vaccine 3:30

EDUCATION - UNC fall semester :20

## **March 6**

10pm:



COVID - Vaccine 2:20  
COVID - Metrics :15  
EDUCATION - UNC fall semester :20  
11 2G - Rescue Mission food giveaway :25

### **March 7**

10pm:  
RACE/EQ - Peace championship forfeit 2:45  
COVID - Vaccine :20

### **March 8**

10pm:  
COVID - Vaccine 4:45  
COVID - Metrics :20  
EDUCATION - Back to school :35  
COVID - Local guidelines 2:35

### **March 9**

10pm:  
EDUCATION - Back to school 3:55  
COVID - Vaccine 2:45

### **March 10**

10pm:  
V&E - Relief plan 2:00  
EDUCATION - Back to school 2:15  
COVID - Vaccine 2:30

### **March 11**

10pm:  
COVID - Pandemic mental health 2:30  
COVID - Testing :15  
COVID - Vaccine 4:05

### **March 12**

10pm:  
COVID - Vaccine 2:05  
COVID - Metrics :30  
COVID - Community health :55  
COVID - Testing :20

### **March 13**

10pm:  
COVID - Duke shelter in place 1:35  
COVID - Metrics :20  
EDUCATION - Reopen rally :20

COVID - Vax scam :20

**March 14**

10pm:

COVID - Duke shelter in place 3:10

EDUCATION - B2S 1:35

**March 15**

10pm:

COVID - Vaccine 4:30

EDUCATION - B2S 1:15

COVID - Duke shelter in place 2:55

COVID - Metrics :20

**March 16**

10pm:

COVID - 3ft vs 6ft 2:35

COVID - Vaccine :35

COVID - Metrics :25

COVID - Cooper EOC :50

COVID - 1yr later 2:00

**March 18**

10pm:

COVID - Metrics :25

COVID - Vaccine 2:25

V&E - State hate crime bill :45

**March 19**

10pm:

COVID - Metrics :25

COVID - Vaccine :45

**March 20**

10pm:

COVID - Metrics :20

COVID - Duke shelter in place :40

COVID - Variants :40

COVID - Vaccine 2:30

**March 21**

10pm:

EDUCATION - B2S 3:10

COVID - Vaccine :15

COVID - Duke shelter in place 2:10

**March 22**

10pm:

EDUCATION - B2S 3:10

COVID - Duke Ral cases :15

COVID - Metrics :15

COVID - Vaccine 1:15

COVID - Testing :20

**March 23**

10pm:

COVID - Cooper EOC 5:30

COVID - Metrics :20

COVID - Vaccine :15

V&E - Gender spx bill :30

EDUCATION - Virtual learning 2:15

**March 24**

10pm:

COVID - Metrics :20

COVID - Vaccine 3:20

V&E - Cooper budget :55

**March 25**

10pm:

COVID - Vaccine 3:40

COVID - Metrics :25

**March 26**

10pm:

**March 27**

10pm

COVID - Vaccine :20

**March 28**

10pm:

COVID - Duke impact :25

COVID - Testing :15

**March 29**

10pm:

COVID - Vaccine 1:35

COVID - Prevent Covid 2:35

COVID - Metrics :20

COVID - Covid vs allergies 2:20

**March 30**

10pm:

COVID - Metrics 1:05

COVID - Cooper orders :20

**March 31**

10pm:

COVID – Reintigation – 2:30

COVID – wake vax clinic – 25

COVID – Pfizer kids – 25

EDU – wcpss virtual deadlihne – 2:30

V&E – XGR absentee ballots – 25





Community Affairs Show Production Notes

**SHOW NUMBER:** 164  
**SHOW TOPIC:** Well-Being  
**PRODUCER:** JOSH POWELL  
**EDITOR:** JOSH POWELL  
**TAPING DATE:** 12/11/2020  
**PRIMARY AIR DATE:** 12/26/2020  
**SECONDARY AIR DATE:** 1/2/2021

**HOST:** Bill LuMaye

**GUEST:** Joey Powell, Certified Personal Trainer, Group Fitness Instructor

Guest appeared in all segments

**RESOURCES:**

Joey Powell, CPT  
Instagram: @gymstagramjoey  
Email: joey.powell21@gmail.com



## Community Affairs Show Production Notes

**SHOW NUMBER:** 156  
**SHOW TOPIC:** Pet Fostering

**PRODUCER:** JOSH POWELL  
**EDITOR:** JOSH POWELL  
**TAPING DATE:** 7/31/2020  
**PRIMARY AIR DATE:** 8/8/2020  
**SECONDARY AIR DATE:** 8/15/2020

**HOST:** Bill LuMaye

**GUEST ONE:** Heather Johnson, Ava Johnson, Lola Johnson, Maya Johnson  
**Title:** Pet Foster Family

**GUEST ONE:** Sharon Gesser, Director of Development, Peak Lab Rescue

Andres Melo, Founder of Cam K9 Rescue  
[andres@campk9training.com](mailto:andres@campk9training.com)

### **RESOURCES:**

Peak Lab Rescue  
[info@peaklabrescue.com](mailto:info@peaklabrescue.com)  
PO Box 2184, Apex, NC 27502  
[www.peaklabrescue.com](http://www.peaklabrescue.com)

Camp K9 Training  
Serving Apex, Raleigh, Durham, Cary, Holly Springs  
[andres@campk9training.com](mailto:andres@campk9training.com)  
[www.campk9trainging.com](http://www.campk9trainging.com)  
(919)443-0966



**Community Affairs Show Production Notes**

**SHOW NUMBER: 127**

**SHOW TOPIC: SUICIDE PREVENTION**

**PRODUCER: PAUL WALZ**

**EDITOR: PAUL WALZ**

**TAPING DATE: 2/12/19**

**PRIMARY AIR DATE: 2/23/19**

**SECONDARY AIR DATE: 2/30/19**

**HOST: Bill LuMaye**

**GUEST ONE: BARRY BRYANT**

**TITLE: BOARD MEMBER, CRISIS LINE ADVOCATE, HOPELINE**

**GUEST TWO: LAUREN FOSTER**

**TITLE: EXECUTIVE DIRECTOR, HOPELINE**

**GUEST THREE: LEAH BERRY LPC, LCAS, CEDS**

**TITLE: BOARD MEMBER, COUNSELOR, HOPELINE**

**COURTESIES:**

**NOTES:**



**Community Affairs Show Production Notes**

**SHOW NUMBER: 163**

**SHOW TOPIC: OPERATION RESOLUTE**

**PRODUCER: PAUL WALZ**

**EDITOR: PAUL WALZ**

**TAPING DATE: 12/3/20**

**PRIMARY AIR DATE: 12/12/20, 12/13/20**

**SECONDARY AIR DATE: 12/19/20, 12/20/20**

**HOST: Bill LuMaye**

**GUEST ONE: JOEL McDANIEL**

**TITLE: EXECUTIVE DIRECTOR, OPERATION RESOLUTE**

**GUEST TWO: KIMBERLY McDANIEL**

**TITLE: COMMUNICATIONS DIRECTOR, OPERATION RESOLUTE**

**GUEST THREE: BEN HEDGEPEETH**

**TITLE: BOARD CHAIR, CO-OWNER, THINK! PROMOTIONAL GROUP**

**GUEST FOUR: MICHAEL ABSHER**

**TITLE: CIO/FOUNDER, ABSHER WEALTH MANAGEMENT**

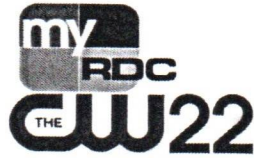
**GUEST FIVE: BILL GREGORY**

**TITLE: CHIEF WARRANT OFFICER 4, US ARMY (RETIRED)**

**COURTESIES:**

**NOTES:**





Community Affairs Show Production Notes

SHOW NUMBER: 165  
SHOW TOPIC: Social Sports and Fundraising

PRODUCER: JOSH POWELL  
EDITOR: JOSH POWELL  
TAPING DATE: 2/4/2021  
PRIMARY AIR DATE: 2/12/2021  
SECONDARY AIR DATE: 2/13/2021

HOST: Bill LuMaye

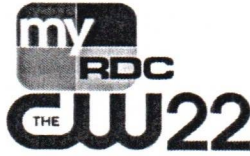
GUEST: Pernell Edwards  
Owner and Operator of Goombay Raleigh-Durham  
Co-founder and CEO of RDU Sports Foundation

Guest appeared in all segments

RESOURCES:

**Goombay Raleigh-Durham:**  
**[www.goombayrd.com](http://www.goombayrd.com)**  
**[gombayrd@gmail.com](mailto:gombayrd@gmail.com)**  
**Facebook @ Goombay Raleigh-Durham**

**RDU Sports Foundation:**  
**[www.rdusports.org](http://www.rdusports.org)**  
**[contact@rdusports.org](mailto:contact@rdusports.org)**  
**Facebook @ RDU Sports Foundation**



Community Affairs Show Production Notes

SHOW NUMBER: 153  
SHOW TOPIC: Adoption  
  
PRODUCER: PAUL WALZ  
EDITOR: PAUL WALZ  
TAPING DATE: 05/26/2020  
PRIMARY AIR DATE: 6/6/2020, 6/7/2020  
SECONDARY AIR DATE: 6/13/2020, 6/14/2020

HOST: Bill LuMaye

GUEST ONE: E. Parker Herring  
TITLE: Founder & Director, A Child's Hope

GUEST TWO: Brandon & Lydia  
TITLE: Adoptive Parents

GUEST THREE: Adam & Katie  
TITLE: Adoptive Parents

GUEST FOUR: Kelly Dunbar  
TITLE: Adoption Counselor Supervisor, A Child's Hope