

WLFL-TV 3rd Quarter Public Service Report

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Date Prepared: October 10, 2002

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 3rd quarter (July 1st through September 30th 2002) 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 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 3rdquarter of 2002, 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 3rd quarter)

Locally produced Public Service Announcements:

We aired no locally produced Public Service Announcements

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	10-10:35 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:

Special Events:

August 17th WB Casting Call

Our station held a WB Casting call for people 12 to 24 at Crabtree Valley Mall and gave two lucky winners a chance to be on a WB show.

August 3rd Susan Komen Foundation, Foothills Race For the Cure

Donated 10 cases of Coke to Susan Komen Foundation, NC Foothills Race for the Cure

August, Que Pasa Newspaper School Supply Drive

Donated 40 Backpacks with school supplies to the Que Pasa newspaper for their School supply drive.

September 21st Kids Fest

Raleigh Parks and Recreation Department and WB 22 sponsored Kids Fest at Spring Forest Rd Park from 12 to 5. There were tons of games and events for Children to enjoy.

September 25th March of Dimes Corporate Cup Challenge Golf Tournament

Some of our staff participated in the Golf Tournament to raise money for charity

September 28th Kindervision, Child Safety Event

Gave away free Child Safety Video tapes to children, and had D.A.R.E and the local P.D. on site.

The WB Television Network programs

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

Bill Reh

-Gave a tour and demonstration to about 10 scientists from the EPA about how we put together and cover Ozone in the area-**September 18th**

Rick Sullivan

-Participated in the Jimmy V Cancer triathlon-July

-Participated in the Jimmy V Cancer Media Golf, August

-Helped solicit for Salvation Army Banquet, September, 19th

-Participated in Duke Cancer Center Triathion, September, 14th

-Participated in Duke Liver Center Triathlon, September, 29th

-Volunteered for project with Wake Fitness Council, September, 12th

Bob Vernon

Spoke at Enwood Baptist Church/Raleigh, July 16th

Station Events

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.

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#7102 PS MAKE A WISH 030 HSE# 7102 FLM#	#7102 PS	MAKE A WISH	030
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#7104 PS MISSING CHILD 030 HSE# 7104 FLM#	#7104 PS HSE# 7104	MISSING CHILD	030
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#7105 PS SARAH WISH 030 HSE# 7105 FLM#			030
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#7107 PS AFTERSCHOOL PRO 030 HSE# 7107 FLM#	HSE# 7107	FLM#	030
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#7108 PS DRUNK DRIVING 030			030

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HSE# 7111	FLM# VC AG# 518	
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#7112 PS HSE# 7112	US ARMY	030
	VC AG# 518	
#7113 PS		030
HSE# 7113		
	VC AG# 518	
#7115 PS HSE# 7115	GARFIELD ZZZ	030
	VC AG# 605	
#7116 DG	CIN CAREWY	030
#7116 PS HSE# 7116	FLM# VC AG# 1314	030
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#7117 PS HSE# 7117	SUN PROTECT	030
	FLM# VC AG# 1315	
#7118 PS HSE# 7118		030
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#7119 PS	COAST GUARD	030
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#7120 PS		030
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#7121 PS HSE# 7121	BLACK ADOPTION FLM#	030
AUD VC VID	VC AG# 570	
#7122 PS	FOOD COME FROM	030
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#7123 PS HSE# 7123	WHEN I GROW UP FIM#	030
AUD VC VID	FLM# VC AG# 605	
#7124 PS HSE# 7124	LUNG ASSOC	030
	FLM# VC AG# 1315	
#7125 PS HSE# 7125	FACTS RADIOLOGY FLM#	030
	VC AG# 1315	
#7126 PS	VOUNTEERS	030
#7126 PS HSE# 7126	FLM# VC AG# 1320	
#7127 PS HSE# 7127	COLON CANCER FLM#	030
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#7123 PS		030
HSE# 7128 AUD VC VID	FLM# VC AG# 1315	
#7129 PS HSE# 7129	CHOLESTEROL FIM#	030
AUD VC VID	VC AG# 1315	
#7130 PS HSE# 71 30	CELL SAFETY FLM#	030
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#7131 PS HSE# 7131	FIGURE THIS MATH FLM#	030
	VC AG# 605	
HSE# 7132		030
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#7133 PS HSE# 7133		030
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#7134 PS HSE# 7134	NEIGHBORHOOD WATCH FLM#	030
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	VC AG# 1314	
#7136 PS HSE# 7136	FREEDOM FEAR FLM#	030
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#7137 PS HSE# 7137		030
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	VC AG# 394	
#7205 PR HSE# 7205	WB VOTE ABOUT U FLM#	020
AUD VC VID	VC AG# 394	

HSE#- 7206	WB VOTE GILMORE FLM# VC AG# 375	020
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#7310 PS HSE# 7310		015
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