



WLFL-TV 3rd Quarter Public Service Report

Prepared by: Kim Rivenbark

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 3rd quarter 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 Triathlon, **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.

REC#	TYPE/PRT	NAME	LGH
#7000	PS	COMM CALENDAR MON	060
HSE#	7000	FLM#	
AUD	VC VID	VC AG# 570	
#7001	PS	COMM CALENDAR TUE	060
HSE#	7001	FLM#	
AUD	VC VID	VC AG# 570	
#7002	PS	COMM CALENDAR WED	060
HSE#	7002	FLM#	
AUD	VC VID	VC AG# 570	
#7003	PS	COMM CALENDAR THR	060
HSE#	7003	FLM#	
AUD	VC VID	VC AG# 570	
#7004	PS	COMM CALENDAR FRI	060
HSE#	7004	FLM#	
AUD	VC VID	VC AG# 570	
#7005	PS	NEIGHBORHOOD WATCH	060
HSE#	7005	FLM#	
AUD	VC VID	VC AG# 570	
#7006	PS	FREEDOM FEAR	060
HSE#	7006	FLM#	
AUD	VC VID	VC AG# 570	
#7007	PS	KIDS CLUB	060
HSE#	7007	FLM#	
AUD	VC VID	VC AG# 605	
#7008	PS	KIDS CLUB	060
HSE#	7008	FLM#	
AUD	VC VID	VC AG# 605	
#7009	PS	NATURE SAVE	060
HSE#	7009	FLM#	
AUD	VC VID	VC AG# 1317	
#7100	PS	GUIDE DOG FOUND	030
HSE#	7100	FLM#	
AUD	VC VID	VC AG# 601	
#7101	PS	NAT GUARD	030
HSE#	7101	FLM#	
AUD	VC VID	VC AG# 521	
#7102	PS	MAKE A WISH	030
HSE#	7102	FLM#	
AUD	VC VID	VC AG# 1315	
#7103	PS	AD COUNCIL KIDS	030
HSE#	7103	FLM#	
AUD	VC VID	VC AG# 1322	
#7104	PS	MISSING CHILD	030
HSE#	7104	FLM#	
AUD	VC VID	VC AG# 569	
#7105	PS	SARAH WISH	030
HSE#	7105	FLM#	
AUD	VC VID	VC AG# 1315	
#7107	PS	AFTERSCHOOL PRO	030
HSE#	7107	FLM#	
AUD	VC VID	VC AG# 1314	
BDATE	00/00/00	EDATE 10/15/02	
#7108	PS	DRUNK DRIVING	030

HSE#	7108	FLM#			
AUD	VC	VID	VC	AG#	1314
#7109	PS	DRUNK DRIVING			030
HSE#	7109	FLM#			
AUD	VC	VID	VC	AG#	1314
#7110	PS	DRUNK DRIVING			030
HSE#	7110	FLM#			
AUD	VC	VID	VC	AG#	1314
#7111	PS	US ARMY			030
HSE#	7111	FLM#			
AUD	VC	VID	VC	AG#	518
#7112	PS	US ARMY			030
HSE#	7112	FLM#			
AUD	VC	VID	VC	AG#	518
#7113	PS	US ARMY			030
HSE#	7113	FLM#			
AUD	VC	VID	VC	AG#	518
#7115	PS	GARFIELD ZZZ			030
HSE#	7115	FLM#			
AUD	VC	VID	VC	AG#	605
#7116	PS	GUN SAFETY			030
HSE#	7116	FLM#			
AUD	VC	VID	VC	AG#	1314
#7117	PS	SUN PROTECT			030
HSE#	7117	FLM#			
AUD	VC	VID	VC	AG#	1315
#7118	PS	BUS SAFETY			030
HSE#	7118	FLM#			
AUD	VC	VID	VC	AG#	605
#7119	PS	COAST GUARD			030
HSE#	7119	FLM#			
AUD	VC	VID	VC	AG#	565
#7120	PS	UNITED WAY			030
HSE#	7120	FLM#			
AUD	VC	VID	VC	AG#	1315
#7121	PS	BLACK ADOPTION			030
HSE#	7121	FLM#			
AUD	VC	VID	VC	AG#	570
#7122	PS	FOOD COME FROM			030
HSE#	7122	FLM#			
AUD	VC	VID	VC	AG#	605
#7123	PS	WHEN I GROW UP			030
HSE#	7123	FLM#			
AUD	VC	VID	VC	AG#	605
#7124	PS	LUNG ASSOC			030
HSE#	7124	FLM#			
AUD	VC	VID	VC	AG#	1315
#7125	PS	FACTS RADIOLOGY			030
HSE#	7125	FLM#			
AUD	VC	VID	VC	AG#	1315
#7126	PS	VOUNTEERS			030
HSE#	7126	FLM#			
AUD	VC	VID	VC	AG#	1320
#7127	PS	COLON CANCER			030
HSE#	7127	FLM#			
AUD	VC	VID	VC	AG#	1315

#7128	PS	RX FOR LIFE	030
HSE#	7128	FLM#	
AUD	VC	VID VC AG# 1315	
#7129	PS	CHOLESTEROL	030
HSE#	7129	FLM#	
AUD	VC	VID VC AG# 1315	
#7130	PS	CELL SAFETY	030
HSE#	7130	FLM#	
AUD	VC	VID VC AG# 1314	
#7131	PS	FIGURE THIS MATH	030
HSE#	7131	FLM#	
AUD	VC	VID VC AG# 605	
#7132	PS	AMERICAN ARTS	030
HSE#	7132	FLM#	
AUD	VC	VID VC AG# 1314	
#7133	PS	NATURE SAVE	030
HSE#	7133	FLM#	
AUD	VC	VID VC AG# 1317	
#7134	PS	NEIGHBORHOOD WATCH	030
HSE#	7134	FLM#	
AUD	VC	VID VC AG# 570	
#7135	PS	TOY GUN	030
HSE#	7135	FLM#	
AUD	VC	VID VC AG# 1314	
#7136	PS	FREEDOM FEAR	030
HSE#	7136	FLM#	
AUD	VC	VID VC AG# 570	
#7137	PS	KIDS CLUB	030
HSE#	7137	FLM#	
AUD	VC	VID VC AG# 605	
#7138	PS	KIDS CLUB	030
HSE#	7138	FLM#	
AUD	VC	VID VC AG# 605	
#7139	PS	WLFL REDCROSS	030
HSE#	7139	FLM#	
AUD	VC	VID VC AG#	
#7200	PS	GUIDE DOG FOUND	020
HSE#	7200	FLM#	
AUD	VC	VID VC AG# 601	
#7201	PS	AFTERSCHOOL PRO	020
HSE#	7201	FLM#	
AUD	VC	VID VC AG# 1314	
BDATE	00/00/00	EDATE	10/15/02
#7202	PS	DRUNK DRIVING	020
HSE#	7202	FLM#	
AUD	VC	VID VC AG# 1314	
#7203	PR	WB VOTE SMALL	020
HSE#	7203	FLM#	
AUD	VC	VID VC AG# 375	
#7204	PR	WB VOTE ABOUT U	020
HSE#	7204	FLM#	
AUD	VC	VID VC AG# 394	
#7205	PR	WB VOTE ABOUT U	020
HSE#	7205	FLM#	
AUD	VC	VID VC AG# 394	

#7206	PR	WB VOTE GILMORE	020
HSE#	7206	FLM#	
AUD	VC	VID VC AG# 375	
#7207	PR	WB VOTE GROUP	020
HSE#	7207	FLM#	
AUD	VC	VID VC AG# 375	
#7208	PR	WB VOTE GROUP	020
HSE#	7208	FLM#	
AUD	VC	VID VC AG# 375	
#7209	PR	WB VOTE GROUP	020
HSE#	7209	FLM#	
AUD	VC	VID VC AG# 375	
#7257	PR	9/11	030
HSE#	7257	FLM#	
AUD	VC	VID VC AG#	
#7258	PR	9/11	030
HSE#	7258	FLM#	
AUD	VC	VID VC AG#	
#7259	PR	9/11	030
HSE#	7259	FLM#	
AUD	VC	VID VC AG#	
#7260	PR	9/11	030
HSE#	7260	FLM#	
AUD	VC	VID VC AG#	
#7261	PR	9/11	030
HSE#	7261	FLM#	
AUD	VC	VID VC AG#	
#7262	PR	9/11	030
HSE#	7262	FLM#	
AUD	VC	VID VC AG#	
#7300	PS	GUIDE DOG FOUND	015
HSE#	7300	FLM#	
AUD	VC	VID VC AG# 601	
#7301	PS	NAT GUARD	015
HSE#	7301	FLM#	
AUD	VC	VID VC AG# 521	
#7302	PS	AD COUNCIL KIDS	015
HSE#	7302	FLM#	
AUD	VC	VID VC AG# 1322	
#7303	PS	AD COUNCIL KIDS	015
HSE#	7303	FLM#	
AUD	VC	VID VC AG# 1322	
#7304	PS	AD COUNCIL KIDS	015
HSE#	7304	FLM#	
AUD	VC	VID VC AG# 1322	
#7305	PS	AD COUNCIL KIDS	015
HSE#	7305	FLM#	
AUD	VC	VID VC AG# 1322	
#7306	PS	TEAM TRAINING	015
HSE#	7306	FLM#	
AUD	VC	VID VC AG# 1315	
#7307	PS	GARFIELD ZZZ	015
HSE#	7307	FLM#	
AUD	VC	VID VC AG# 605	
#7308	PS	RAYMOND PSA	015
HSE#	7308	FLM#	

AUD VC VID VC AG# 605

#7309 PS RAYMOND PSA 015
HSE# 7309 FLM#
AUD VC VID VC AG# 605

#7310 PS RAYMOND PSA 015
HSE# 7310 FLM#
AUD VC VID VC AG# 605

#7311 PS AMERICAN ARTS 015
HSE# 7311 FLM#
AUD VC VID VC AG# 1314

#7400 PS AFTERSCHOOL PRO 010
HSE# 7400 FLM#
AUD VC VID VC AG# 1314
BDATE 00/00/00 EDATE 10/15/02

#7401 PS COAST GUARD 010
HSE# 7401 FLM#
AUD VC VID VC AG# 565

END 0372 0113 10/10/02 16:38:39 026595