



WLFL-TV 1st 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 1st quarter (January 1st - March 31st 2006) 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 10am. It is 60 seconds in length and is comprised of 3 announcements at 20 seconds each.

In the 1st quarter, WLFL aired approximately 55 announcements for a total of 55 minutes of community announcements. The community calendar also runs nightly in our 10pm newscast.

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 1st quarter of 2006, 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 1st quarter)

Locally produced Public Service Announcements:

We aired 3 locally produced Public Service Announcements during the 1st quarter. One is 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, another spot was Meals on Wheel featuring WB 22's Anchor Tamara Gibbs. Also we produced a spot about an anti-drug event called teenfest, which teens send in a tape of a talent, with an anti-drug theme.

Network produced Public Service Announcements:

We aired no Network produced Public Service Announcements during the 1st 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 10-10:30 PM
Saturday-Sunday 10-10:30 PM
Issue: Various
Type: Locally Produced

Program Topic and Description:

There are nine major issues addressed for the public by the WB 22 News at Ten in the 1st quarter of 2006. This section of the report focuses on March. They include: Health, Policing/Crime, Politics/Military, Religion, Education, Safety, Weather/Weather Safety Community and Ethnic Issues. These issues air on a regular basis between 10pm and 10:30pm 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. See Attached for List.

Nuestro Barrio is a Hispanic soap opera that focuses on real issues for Spanish speaking citizens. Nuestro Barrio airs on Saturday at 1pm.

Summary of Educational Themes

Episode 1

Miguel and Maria, two different first-time home-buyers, learn information that dispels several myths surrounding home ownership. Maria meets with a banker to go through the steps of getting approved for a mortgage loan.

Episode 2

After careless use of his first credit card, Manuel explains responsible credit card use, interest rates, and importance of paying the balance each month. Miguel prepares a monthly budget for his meeting at the bank. The banker explains credit reports and how to rebuild his credit history in order to qualify for a good loan. Ramon talks to Javier about opening a bank account to keep his money safe and to build a credit history.

Episode 3

After showing Manuel an ad from the newspaper, Miguel makes an informed decision not to fall for predatory loan scams and gets a referral for a legitimate housing counselor. Mr. and Mrs. Lopez have been trapped in a bad loan and decide to seek help from a housing counselor. Ramon warns Javier to shop around for a good interest rate and good price instead of settling on the first car he finds. Ramon also tells him not to feel pressured to buy a car from a dealer.

Episode 4

Mr. and Mrs. Lopez learn exactly what predatory characteristics are in their refinance loan and how to protect themselves in the future. Miguel discovers that he can attend a first-time-homebuyers' workshop to find out what steps to take in buying a home. Javier learns to resist the car dealer's pressure and take his time shopping for the best deal.

Episode 5

In the first-time homebuyers' workshop, participants learn about credit reports, personal budgets, information privacy, and avoiding foreclosure. Ramon tries to tell Javier that to build his financial future he should stop going to check cashers and establish a relationship with a full-service bank.

Episode 6

Manuel convinces a small-business owner that he should buy insurance for his business. The insurance agent explains how premiums and deductibles work. Gabi, 19, learns that going to university is within her reach. Homebuyer workshop participants learn that they should choose a real estate agent carefully. Javier gets a hard lesson in why a banking account is important: he loses all his savings when his apartment is burglarized.

Episode 7

Fedi receives his credit card statement and sees firsthand the consequences of using his credit card irresponsibly and is informed that he should pay off his debt before it grows larger. Javier opens a checking account and a savings

account. Miguel's real estate agent declines to show him a house in a neighborhood he prefers, and he learns that he can protect his rights by alerting the local Fair Housing agency. A reputable real estate agent explains how a former restaurant owner went bankrupt after failing to use good accounting practices.

Episode 8

The Fair Housing agency conducts a test and determines that Miguel's real estate agent discriminated against him for being Mexican, and that by law the real estate agent should show clients any house they like and can afford. Gabi decides to prepare for college by taking ESL classes.

Better Life- twice a quarter (each show as a different theme)

Better Life is a locally produced show that airs at least twice a quarter. Better Life takes you on a journey of many of the Triangle's own businesses that can help you achieve your goals. Whether it's a treatment to help you look or feel better, a new career, a fitness program that REALLY works, or making a spiritual comeback, we'll give you the information you need to make "A Better Life".

Other Station Public Services:

Our anchors through out the year get out of the station and participant in Community Service. Below are some of the things they did during the 1st quarter.

Bob Vernon

February 12 - spoke at Sunday services at New Hope Presbyterian Church in Willow Springs
February 19 - spoke at Sunday services at Concord United Methodist Church in Orange county
March 3 - spoke at Cary High School Career Fair
March 5 - judged at "News Kids" station promotion at Cary Town Mall

The WB Television Network programs

There were no WB Television Network programs that aired during the 1st 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.

TV Issues/Program List
1st Quarter 2006
WLFL, Raleigh

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Health

1.04 Teens and Tobacco Ads -- CRITICS SAY CIGARETTE MAKERS ARE CROSSING THE LINE IN THEIR ATTEMPTS TO GET TEENS TO LIGHT UP. WB 22'S SIMONE PARKER EXPLAINS HOW TOBACCO COMPANIES ARE PROMOTING PRODUCTS,,, AND SPARKING CONTROVERSY.

1.04 Cheer Injuries -- WITH BACKFLIPS AND BASKET TOSSES,,, THEY GET THE CROWD INTO THE GAME... AND IN RECENT YEARS CHEERLEADERS HAVE TAKEN SCHOOL SPIRIT TO NEW LEVELS...WITH HIGH FLYING STUNTS AND TUMBLING. BUT AS WB22'S KAMI CARMANN REPORTS... CHEERLEADING INJURIES ARE AT AN ALL TIME HIGH.

1.06 Spanish Pharmacy -- THE LANGUAGE BARRIER FOR MANY SPANISH SPEAKING RESIDENTS CAN BE DIFFICULT.... ESPECIALLY WHEN IT COMES TO THEIR HEALTH. WB22'S KAMI CARMANN TELLS US HOW ONE LOCAL PHARMACY IS MAKING SURE MISCOMMUNICATION DOESN'T LEAD TO A POTENTIALLY DANGEROUS PROBLEM...

1.11 Wake Med and YMCA -- TWO MAJOR LOCAL ORGANIZATIONS HAVE JOINED FORCES TO TRY TO MAKE THE TRIANGLE A HEALTHIER PLACE.

1.17 Diet Specific Meals -- IF YOU LEAD AN ON-THE-GO LIFESTYLE.. YOU MAY FIND IT HARD TO PREPARE MEALS EVERY DAY. A LOCAL COUPLE IS NOT ONLY MEETING THE NEED.. BUT THEY'RE ALSO PROVIDING HEALTHY FOOD. RIC SWINER HAS THAT STORY.

1.20 Kids Mental Illness -- ABOUT ONE IN FIVE ADULTS SUFFERS FROM A MENTAL ILLNESS... AND DUKE PSYCHIATRISTS SAY THE SAME SYMPTOMS CAN BE SEEN IN TODDLERS AS YOUNG AS TWO-YEARS-OLD.
WB22'S KAMI CARMANN EXPLAINS HOW THIS NEW INFORMATION COULD IMPACT PARENTS...

1.25 More Stolen Parts -- THE CASE OF STOLEN HUMAN TISSUE CONTINUES. AT LEAST FIVE MORE PATIENTS IN NORTH CAROLINA HAVE BEEN TOLD THEY MAY HAVE RECEIVED STOLEN TISSUE TAKEN FROM A NEW YORK FUNERAL

HOME. THE PATIENTS AT HAYWOOD REGIONAL MEDICAL CENTER WERE ALL TESTED FOR INFECTIOUS DISEASES. JUST YESTERDAY... A HOSPITAL IN NEBRASKA WAS NOTIFIED IT HAD RECEIVED STOLEN PARTS...

Police/Crime

1.02 Officer Shot -- TONIGHT... BREAKING NEWS....FAYETTEVILLE POLICE HAVE ARRESTED A SUSPECT IN CONNECTION WITH THE SHOOTING OF AN OFFICER. WB 22's SIMONE PARKER IS FOLLOWING THE INVESTIGATION AND HAS THIS REPORT.

1.03 Planten Attorney -- WE'RE LEARNING MORE DETAILS TONIGHT ABOUT BOTH THE DEATH OF DREW PLANTEN --- AS WELL AS THE 'CASE' OFFICIALS WERE BUILDING AGAINST HIM...

AND, TONIGHT, HIS ATTORNEY MAINTAINS PLANTEN WAS NOT SUICIDAL, AND WANTS TO KNOW HOW PLANTEN GOT HOLD OF THE MATERIAL USED TO KILL HIMSELF..

1.03 Carrboro Fire Chief Busted -- A CARRBORO TOWN LEADER'S FUTURE MAY BE IN JEOPARDY TONIGHT.. AFTER HE WAS BUSTED TWICE OVER THE HOLIDAYS. AS WB 22'S SIMONE PARKER TELLS US... SOME FOLKS SAY THE LEADER IS SETTING A BAD EXAMPLE AND WONDER IF HIS CAREER IS ON THE LINE.

1.05 Cary Purse Thieves -- CARY POLICE ARE LOOKING FOR TWO MEN THEY BELIEVE HAVE BEEN STEALING PURSES AND WALLETS FROM EMPLOYEES AT A NUMBER OF STORES IN CROSSROADS PLAZA.

AS WB22'S KAMI CARMANN REPORTS... POLICE HOPE THE PUBLIC CAN HELP THEM SOLVE THE CASE.

1.08 Durham Bus Shooting -- A DURHAM TEENAGER IS ON THE RUN TONIGHT... AFTER POLICE SAY HE SHOT ANOTHER TEEN ON A CITY BUS.. KENNETH PATTERSON IS CHARGED WITH ASSAULT WITH A DEADLY WEAPON WITH THE INTENT TO KILL.. INVESTIGATORS SAY HE WAS INVOLVED IN A FIGHT THAT BROKE OUT IN THE BACK OF THE BUS. SHOTS WERE FIRED... AND 17 YEAR OLD DANTE MCMILLIAN WAS WOUNDED.

1.10 Gang Violence Hike -- GANGS ARE BECOMING A GROWING FORCE IN NORTH CAROLINA.. AND HERE IN THE TRIANGLE.

AS EVIDENCED BY TWO WEEKEND SHOOTINGS.

AS WB 22'S SIMONE PARKER REPORTS... THERE IS SOMETHING THAT WE ALL CAN DO TO TAKE BACK OUR COMMUNITIES.

1.11 Little Black Book -- THERE ARE ALLEGATIONS TONIGHT -- THAT A FORMER GREENSBORO POLICE CHIEF KEPT A "LITTLE BLACK BOOK" TARGETING AFRICAN AMERICAN OFFICERS FOR AN UNFAIR INTERNAL INVESTIGATION.

1.11 Bus Arrests -- DURHAM POLICE ARRESTED 2 MEN IN CONNECTION WITH A WEEKEND BUS SHOOTING -- WITH A LITTLE HELP FROM THE PUBLIC.

1.11 Punishing Teens -- SHOULD TEENS WHO DO ADULT CRIMES, DO ADULT TIME? NORTH CAROLINA IS ONE OF THREE STATES THAT TREATS 16-YEAR-OLDS AS ADULTS IN CRIMINAL COURT. AS WB 22'S SIMONE PARKER TELLS US... ONE GROUP IS TAKING A CLOSER LOOK AT THE ISSUE... AND SO ARE TEENS.

1.11 Trooper Honored -- AFTER SURVIVING FIVE GUNSHOT WOUNDS DURING A TRAFFIC STOP LAST NOVEMBER.. A STATE TROOPER WAS HONORED BY THE STATE TODAY FOR HIS SERVICE. IT WAS ALSO A TIME TO CATCH UP WITH THE OTHER TROOPERS AND GOOD SAMARITANS WHO HELPED SAVE HIS LIFE.

1.13 Failing Justice -- MORE LOCAL NEWS... AN ANGRY FATHER SAYS THE DURHAM COUNTY D-A'S OFFICE LET HIS DAUGHTER'S ALLEGED RAPIST GO FREE. AS WB 22'S SIMONE PARKER TELLS US... HE'S STILL WAITING FOR JUSTICE.

1.14 Bullard Search -- WHERE IS 23 YEAR OLD MICHELLE BULLARD? IT'S AN AGONIZING QUESTION HER FAMILY AND FRIENDS HAVE BEEN ASKING FOR WEEKS. THE LEE COUNTY WOMAN WAS ALLEGEDLY KIDNAPPED DURING A HOME INVASION. WITH FEW LEADS...WB22'S KAMI CARMANN TELLS US HOW THE SMALL TOWN OF BROADWAY IS DETERMINED TO FIND HER.

1.15 Cold Medicine Law -- NORTH CAROLINA HAS DECLARED WAR ON METH... AND THE LATEST STEP TOOK EFFECT TODAY... CHANGING THE WAY WE BUY COLD MEDICINES. AS W-B 22'S RIC SWINER TELLS US... METH MAKERS ARE GOING TO HAVE A TOUGHER TIME GETTING INGREDIENTS FOR THE DRUG.

1.16 Business Break-ins -- DUNN POLICE ARE INVESTIGATING A RASH OF BREAK-INS, SEVERAL WITHIN THE LAST TWO WEEKS. SHOP OWNERS HAVE REPORTED BROKEN WINDOWS AND STOLEN PROPERTY. TONIGHT.... WB 22'S SIMONE PARKER TELLS US HOW ONE BUSINESS OWNER IS TAKING ACTION.

1.18 Municipal Fines -- THINK YOU'RE GETTING AWAY WITH NOT PAYING SPEEDING TICKETS OR OVERDUE BOOK FEES?...THINK AGAIN. WB 22'S SIMONE PARKER EXPLAINS WHY THESE DEBTS...NO MATTER HOW SMALL... CAN BE A THREAT TO YOUR FINANCIAL FUTURE.

1.19 Execution Vigil -- IN JUST FOUR HOURS... PERRIE SIMPSON WILL BE EXECUTED AT NORTH CAROLINA'S CENTRAL PRISON. JUST MOMENTS AGO... THE GOVERNOR DENIED HIS REQUEST FOR CLEMENCY.

1.19 Drug Czar -- DURHAM COUNTY OFFICIALS ARE LOOKING AT WAYS TO MAKE THE FIGHT AGAINST GANGS MORE EFFECTIVE. THEY'RE THINKING OF CREATING A SORT-OF GANG UNIT "OVERSEER."