



WLFL-TV 3rd 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 3rd quarter (July 1st through September 30th) 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 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 2004, WLFL aired approximately 10 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 3 locally produced Public Service Announcements during the 3rd 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 fund raising event for MDA called MDA shamrocks, which helped raise money for MDA summer camps.

Network produced Public Service Announcements:

We aired 2 Network produced Public Service Announcements during the 3rd quarter.
:30 WB Rock the Vote
:30 WB Rock the Vote

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 10-11:00 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 3rd quarter of 2004. 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 10 and 11pm 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

Health

- 7.01 Health News – Liposuction 2:06
- 7.04 Low Carb Lifestyle 1:45
- 7.06 Kids and Heat 1:30
- 7.07 Burn Victim 1:45
- 7.08 On the Down Low 1:45
- 7.09 Salmonella Outbreak 1:30
- 7.09 Kids in Hot Cars 1:30
- 7.09 Rattlesnake Vaccine 1:30
- 7.10 Locks of Love 1:30
- 7.11 Medical Malpractice 1:45
- 7.11 Stroller Robotics
- 7.12 Diabetes Discrimination 1:45
- 7.14 Anti-Smoking Shot 1:30
- 7.15 Gastric Bypass 1:30
- 7.17 Teens and Tobacco 1:30
- 7.17 Transplant Games 1:30
- 7.17 Lyme Disease 1:30
- 7.19 Walking Again 1:45
- 7.22 Dirty Pools 1:30
- 7.23 Code Orange 1:15
- 7.25 Kids Botox 2:15
- 7.30 Restaurant Ratings 1:30
- 7.30 Tanning Pill 1:45
- 7.31 Summer Colds 1:45
- Intensive Care Support 8/29 1:55
- Intensive Care Support 8/27 1:55
- Organ Donor Ads 8/27 1:55
- Viagra Misuse 8/25 1:33
- Inhaling Alcohol 8/24 1:53
- Nursing Shortage 8/24 1:33
- Stem Cell Research 8/22 2:10
- Collagen Replacement 8/21 1:49
- Depression 8/08 1:40
- Ultrasound Danger 8/05 1:43
- Lead Candy Folo 8/05 1:42
- Tobacco Use Report 8/04 1:19
- Childhood Obesity 8/04 1:21
- Sick Water Bottles 8/03 1:41
- 9.01 Cholesterol Risk 1:30
- 9.02 White Bean Diet 1:45

9.06 Real Labor Day 1:30
9.08 Canadian Drugs 1:30
9.11 Artificial Blood 1:30
9.14 Dog Drug Dangers 1:30
9.15 Infertility Counseling 1:45
9.15 Artificial Blood 1:30
9.19 Teens, Sex and TV 1:45
9.22 High School Wellness 1:30
9.22 Healthcare Ministry 1:40
9.22 Mouthguards 1:30
9.24 Sympathy Pains 1:30
9.29 Early Flu Shots 1:15
9.29 Cupping 1:45
9.30 Lunchtime Heart Scan 1:40

Police/Crime

7.02 Suspects Arrested 1:45
7.11 Home Scamming 1:30
7.13 Pevia Latest 2:00
7.13 Lee County Boy 1:30
7.15 Lee County Arrest 1:30
7.16 Private Alarms 1:30
7.20 Death Penalty 2:00
7.21 I-40 Troopers 1:30
7.21 Red Light Runners 1:30
7.22 Cell Phone Bandit 1:45
7.23 Johnston Co. Speed 1:15
7.25 Meth Lab Legislation 1:30
7.29 Durham PD Fatal 1:30
7.29 K-9 Costs 1:20
7.30 Baby in Hot Car 1:20
7.31 Hispanic Drug Problem 1:30
Dog Drowns 8/31 1:26
Pipe Bomb Kid 8/31 1:27
RNC Protests 8/29 1:48
Fighting Gang Violence 8/29 1:50
School Lockdown 8/26 1:20
Car Break-ins 8/24 1:27
Cary Murder Arrest 8/23 1:24
Cary Homicide 8/22 1:39
Good Neighbors 8/22 1:43
Teen Curfew 8/21 1:08
Pastor Arrested 8/20 1:32
DWI Numbers 8/09 1:22
Preacher's Wife 8/08 1:22
Coach Arrested 8/07 1:28
Police Complaint 8/05 1:36
Internet Lure 8/01 2:07
9.01 Pipe Bomb Teen 1:30
9.01 Community Police 1:45
9.02 Pastor Arrested 1:00
9.02 Abuse Pictures 1:30
9.04 Underage Drinking 1:30
9.05 Game Shooting 1:30
9.07 Their Trial 1:00
9.07 Game Shooting Folo 1:40
9.07 Mental Patient Escape 1:20
9.11 Click it or Ticket 1:30
9.13 Pedestrian Killed 1:30
9.15 DWI Failure 2:00
9.19 Airport Security 1:30
9.21 Hispanic Robberies 1:30

9.23 School Bus Security 1:30
9.24 Teen Confession 1:30
9.27 Miller Indictment 1:45
9.27 Durham Crimestoppers 1:30
9.28 Ann Miller in Court 1:30
9.28 Shelter Robbery 1:15
9.29 Mission Robbery Folo 1:30
9.30 Face Recognition 1:50

Politics/Military

7.06 Make a Difference 1:30
7.06 NC Primary Impact 1:30
7.07 Bush Visit Costs 1:30
7.09 John-John Rally Preps 1:30
7.10 Kerry Edwards Rally 1:30
7.11 Edwards Wrap 1:30
7.11 Gay Rights Struggle 1:45
7.12 Campaign Goodies 1:30
7.13 Election Preview 1:10
7.15 Conservative or Not 1:30
7.18 Assembly Adjourns 1:30
7.19 Hispanics and Edwards 2:00
7.20 Did you Vote? 1:30
7.21 Election Wrap 1:00
7.23 Ballantine vs. Easley 1:30
7.25 Edwards Returns 1:30
7.26 Edwards in Town 1:45
7.26 Election Holiday 1:45
7.27 Edwards in Action 1:30
7.28 Edwards Tours 1:30
Democrats Kids 8/31 1:47
Lynndie England Latest 8/30 1:30
Voting Double 8/30 1:53
John's In NC 8/30 1:27
RNC Protests 8/29 :48
Veterans Rally 8/28 1:32
Passaro Latest 8/27 1:15
Lynndie England Hearing 8/06 1:15
Lynndie England Thursday 8/05 :52
Lynndie England 8/04 1:07
David Passaro Freed 8/03 1:33
Lynndie England Reacts 8/03 1:28
England Today 8/03 1:04
Hasan Akbar 8/02 1:15
England Preview 8/02 1:16
9.06 Kerry Edwards Visit Preps 1:30
9.10 Voter Registration 1:30
9.13 Troop Deployment 1:30
9.12 Campaign Supporters 1:30
9.16 Elizabeth Edwards 1:30
9.20 Edwards in Town 1:35
9.22 Video Poster 1:30
9.25 Cate Edwards in NC 1:30
9.27 College Voter Drive 1:30
9.30 Young Voters 1:30
9.30 A Soldier's Life 1:30

Religion

7.02 Divorce Care for Kids 1:30
7.09 Gospel Playwright 1:45
7.16 Faith for Candidates 2:00
7.18 Church and Politics 1:30
7.23 Internet Faith 1:20

7.30 Faith at Work 1:30
Intensive Care Support 8/29 1:55
Intensive Care Support 8/27 1:55
Carolina Covenant 8/26 1:24
Prison Chaplain 8/22 1:39
Prison Chaplain 8/20 1:39
With Love From Jesus 8/08 1:19
With Love From Jesus 8/06 1:19
Faith At Work 8/01 2:04
9.03 Teen Magazines 1:15
9.10 Preacher Money 1:10
9.17 Second Career 2:00
9.24 Shortage of Pastors 1:50

Education

7.12 School Calendar Bill 2:00
7.14 UNC in Spanish 1:45
7.16 Latinos and Education 1:30
7.17 Who's Reading 1:30
7.18 Bessemer Techies 1:30
7.20 School Funds Fight 1:45
7.29 Education Money 1:45
Latina Minor 8/31 1:33
Late Night Munchies (Duke University) 8/30 1:20
UNC Frat Lawsuit 8/30 1:38
School Scandal 8/25 1:17
UNC Summer Reading 8/23 1:30
Good Neighbors 8/22 1:43
NC State Media Day 8/22 1:00
Duke I-Pod Distribution 8/19 1:46
Cell Phone Ban 8/19 1:26
9.11 SAT Challenge 1:30
9.24 Cheaters Never Win 1:30
9.25 Teachers Packing Heat 1:30

Safety

7.01 Protecting Students 1:40
7.01 Red Light Camera Plates 2:00
7.02 Interstate signs 1:30
7.03 Aggressive Drivers 1:30
7.03 Pet Tigers 1:30
7.03 Fireworks Safety 1:20
7.08 Traffic Safety 1:30
7.09 Pharmacists/Guns 1:30
7.12 Move Over Law 2:00
7.14 Taser Defense 1:30
7.14 Road Widening 1:30
7.18 Internet Filters 1:30
7.22 Local Defense 1:30
7.24 Family Awareness 1:30
7.24 Power Windows 1:45
7.25 Cyber Threats 1:30
7.27 Bad Candy 2:00
7.29 Black Boxes in Cars 1:30
Highway Information 8/27 1:22
AWOL Dangers 8/26 1:37
Viagra Misuse 8/25 1:33
Bounce Houses 8/22 1:22
Girls and Cars 8/17 1:26
Rape Survivor 8/08 1:23
Car Seat Accident 8/08 1:23
Brier Creek Lights 8/06 1:09
Back Pack Danger 8/06 1:40

ATV Accidents 8/01 1:34
9.09 Toddler Missing/Hospital Security 1:30
9.09 New Tailgate Rules 1:30
9.18 New Tailgate Rules 1:30
9.21 UNC Suicides 1:30

Weather/Weather Safety

7.10 Cooling off Costs 1:30
7.31 Emergency Training 1:45
More Rain 8/30 1:22
Highway Information 8/27 1:22
Alex Wrap 8/04 :48
Hurricane Run-thru 8/03 1:27
Tropical Storm Alex 8/02 1:25
9.01 Frances on the Way 1:30
9.01 Frances Effect 1:30
9.02 Staying Put 1:45
9.03 NC Frances Ready? 1:30
9.03 Hurricane Insurance 1:30
9.03 Fleeing Frances 1:15
9.04 Hurricane Frances 1:30
9.04 Florida Horses 1:45
9.05 Florida Damage 1:30
9.05 Flying back to Florida 1:30
9.06 RDU Cancellations 1:30
9.06 Red Cross Assistance 1:30
9.07 Rain Impact 1:30
9.07 Landlord Dispute 1:30
9.07 Mudslide Preps 1:30
9.08 Triangle Water 2:00
9.08 Robeson Flooding 1:15
9.09 Ivan Destruction 1:20
9.09 Too Many Hurricanes 1:30
9.10 Lumberton Flooding 1:15
9.11 Hurricane recap 1:30
9.14 Salvation Army 1:30
9.15 Ag Losses 1:30
9.17 Robeson Flooding 1:30
9.18 Macon Mudslides 1:50
9.18 Airport Cleanup 1:30
9.18 Hurricane Fatigue 1:15
9.19 Bunc FEMA Biz 1:30
9.20 FEMA Trailers 1:30
9.26 RDU Flight Delays 1:30
9.27 Should We Care 1:30
9.28 Jeanne Damage 1:30

Community

7.01 Duke vs. Lakers 1:40
7.01 Offender Jobs 1:33
7.02 Billboard Complaints 2:00
7.04 Fourth of July 1:25
7.04 Wilson Storefronts 1:30
7.04 Coming to America 1:45
7.05 Coach K Stays 1:30
7.05 Top Model 1:30
7.06 Adult Dodgeball 1:30
7.07 Rollerderby Returns 1:30
7.07 Harnett County EMS 1:30
7.10 Resale Cents 1:30
7.15 Gang Funeral 1:30
7.16 Little League Support 1:30
7.18 BubbaOlympics 1:30

7.19 Dump Truck Diner 1:45
7.19 Homebuyers Market 1:15
7.20 Durham Graffiti 1:30
7.22 Dean Dome Ads 1:15
7.23 Female Boxer 1:45
7.24 Restaurant Tragedy 1:30
7.25 Teen Talk Show 1:45
7.26 Duke I-Pods 1:30
7.26 Cary Sport Mecca 1:30
7.27 Vendor Fight 1:30
7.27 Action Teens 1:45
7.28 Transit Authority 1:40
7.30 Road Closures 1:30
7.31 No Parking Signs 1:15
7.31 Student Farm 1:45
Jimmy "V" Classic 8/29 :54
Festival Business 8/28 1:28
Kinston Plant Opens 8/26 1:28
Women Business 8/25 1:36
Soccer Fight 8/24 1:39
Pittsboro Water 8/23 1:37
Paralympics 8/20 1:41
Nascar Day 8/20 1:39
Durham Music Festival 8/20 1:37
Wendell Water Woes 8/19 1:33
MDA Lockup 8/19 1:36
Bouncing Bulldogs 8/07 1:33
Olympic Goal 8/07 2:05
Tax Free Weekend 8/05 1:41
Tax Free Preview 8/05 1:41
Puppy Scooter 8/04 1:27
Enrichment Center 8/04 1:27
Last Summer Blast 8/02 :56
Student Farm 8/02 1:40
Cemetery Rules 8/01 1:46
9.03 Downtown Carnival 1:30
9.04 Pack is Back 1:15
9.04 Chavis Heights 1:30
9.05 Aggie Eagle Rivalry 1:30
9.06 ESC Answers Calls 1:30
9.08 Downtown Raleigh 1:30
9.09 Chapel Hill Drinks 1:30
9.11 9/11 Remembered 1:45
9.11 9/11 Survivor 1:30
9.12 Burping Girl 1:15
9.13 I-40 Reopens 1:30
9.14 Welfare Check Policy 1:30
9.15 NHL Lockout 1:30
9.16 Business Closures 1:30
9.16 Canes Fanes Out 1:45
9.19 Battle of the Bands 1:20
9.20 Park Hill Estates 2:00
9.20 Exploris Problems 1:30
9.23 West Pharm Update 1:30
9.23 NCCU Dorms 1:30
9.24 Carolina's Child 1:45
9.25 Tobacco in NC 1:45
9.25 Mayberry and Andy 1:45
9.25 Dog Olympics 1:30
9.26 HBCU Bands 1:20
9.26 Wendy's Traffic 1:30

9.27 Troop Deployment 1:30

9.29 Playboy Professor 1:45

Ethnic Issues

7.16 Latinos and Education 1:30

7.19 Hispanics and Edwards 2:00

7.28 Summer Program 1:45

Rape Survivor 8/08 1:23

9.01DOT Report 1:45

9.14 Fingerprint INS 1:45

9.21 Pro-Palestinian Rally 1:30

9.23 Hip Hop Clothing 1:30

Economy

Women Business 8/25 1:36

Tax Free Weekend 8/05 1:41

Tax Free Preview 8/05 1:41

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 3rd quarter.

Bob Vernon

UMC = United Methodist Church

July 18 - Preached at West End UMC in Siler City

July 18 - Preached at Meroney UMC in Bear Creek

August 22 - Spoke at White Plains UMC in Cary

August 29 - Preached at Conetoe UMC in Conetoe

August 29 - Preached at Hobgood UMC in Hobgood

Sept. 6 - hosted MDA Telethon

Sept. 12 - Preached at West End UMC in Siler City

Sept. 12 - Preached at Meroney UMC in Bear Creek

The WB Television Network programs

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

WLFL conducted several group tours of the station throughout the 3rd quarter to youth groups, cub scouts, and school groups.