



WLFL-TV 4th Quarter Public Service Report

Prepared by: Kim Rivenbark

Date Prepared: January 10, 2003

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 4th quarter (October 1st through December 31st 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 4th 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 4th quarter of 2002, WLFL aired approximately 23 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 4th quarter)

Locally produced Public Service Announcements:

We aired no locally produced Public Service Announcements

Network produced Public Service Announcements:

We aired 5 Network produced Public Service Announcements during the 4th quarter that talked about getting out 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 10-10:35 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:

State Fair

WLFL had a strong presence at the North Carolina State Fair. While manning our booth, we were handing out Boo Bags to all children that attended. The Boo Bags were a Trick-or-Treat bag with valuable information on how children were to stay safe for Halloween.

- **Halloween Safe Night**
Free night of Trick-or-Treating at Exploris Museum in downtown Raleigh on October 31st. Gave away free candy and other prizes to over 3,000 children.
- **Kindervision**
Held a "Kindervision" child safety event at the North Carolina Children's Hospital in Chapel Hill on October 5th. Gave away free child safety videos, food, and prizes. Local law enforcement and fire department also attended and gave out promotional items to families.
- **Bells for Kids**
Ran promotional announcements driving viewers to Taco Bell locations to purchase "bells" for charity. All proceeds went to the Boys and Girls Club of America (local affiliates). Promotional announcements ran between November 18th and December 15th.
- **WB22 Holiday Blood Drive**
Held a blood drive for the American Red Cross and Rex Blood Services on December 10th. Blood drive was held at Red Cross Raleigh, Red Cross Cary, Red Cross Duke, Rex Blood Services Raleigh, and Rex Bloodmobile in Raleigh. Promotional announcements ran between November 26th and December 10th.

The WB Television Network programs

There were no WB Television Network programs that aired during the 4th 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

-Presented NC Teacher of the year award in Raleigh-**December 0th**

-Attended Wake Fitness Council meetings, **4th quarter**

Tamara Gibbs

October 15, 18, 21 & 23rd-- NC State Fair/ WB22 Booth

November 23rd-- Raleigh Christmas Parade/ WB22 Float

November 24th-- Crabtree Valley Mall Charity Night/ Guest Host

December 10th-- Holiday Blood Drive/ WLFL & WRDC Live Remotes

Bob Vernon

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 4th quarter to youth groups, cub scouts, and school groups.