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## WLFL-TV 4th 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 4th quarter ( October 1st through December 31, 2009) of the broadcast calendar year.

### Community Calendar:

CW 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 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, and DTV transition.** During the 4th quarter of 2009, WLFL aired approximately 5 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

### Locally produced Public Service Announcements:

None aired this quarter.

### Network produced Public Service Announcements:

We aired no Network produced Public Service Announcements during the 4th quarter.

### Public Service Programs:

The following programs air on 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: ABC 11 eyewitness news on CW 22

Date/Time: Monday-Friday 10-10:30 PM  
Saturday-Sunday 10-10:30 PM

Issue: Various

Type: Locally Produced

## Program Topic and Description:

CW 22 and ABC 11 have joined together for a news share, which started on June 26, 2006. This partnership allows CW22 to serve the community by airing a public service Program that we would not be able to run on our own. The newscast is produced by ABC 11 eyewitness news, but it airs on our station. The nightly newscast will cover major issues that and effect and interest the public. See attached report.

### **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".

#### ***Air times this quarter:***

None aired this quarter

#### ***Topics discussed were:***

### **MDTV- Twice a quarter**

MDTV is a locally produced show that airs at least twice a quarter. MDTV takes you on a journey of many of the Triangle's medical services that can help you achieve a long healthy life. Whether it's a new medical treatment, or a new machine, that helps scan for cancer, we'll give you the information you need to find the cure for you or information that will point you in the right direction.

#### ***Air times this quarter: None this quarter***

#### ***Topics discussed were:***

**The Right Side with Armstrong Williams** is a dynamic television show that goes beyond the news. It is provocative and refreshing commentary on the issues Americans care about most: morals, family values, God and politics.

Armstrong airs on WLFL on Sundays at 12pm.

## Other events

### **The CW Television Network programs**

There were no CW Television Network programs that aired during the 4th 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 does station tours for schools and scout troops.



**WTVD**

**ISSUE / PROGRAM  
REPORT**

**LOCAL PROGRAM  
INFORMATION**

**FOURTH QUARTER  
2009**

## INTRODUCTION

**"ABC 11 EYEWITNESS NEWS AT 10 O'CLOCK ON WB 22" PREMIERED ON MONDAY, JUNE 26, 2006.**

FROM OCTOBER 1, 2009 THROUGH DECEMBER 31, 2009 WTVD (RALEIGH/DURHAM/FAYETTEVILLE) AIRED AN AVERAGE OF 7 HOURS OF LOCAL NEWS PROGRAMS WEEKLY ON WB22. ALSO, ON OUR DTV CHANNEL 212, THE STATION RE-AIRS A LARGE AMOUNT OF LOCAL PROGRAMMING (LOCAL NEWS) AND A SUBSTANTIAL AMOUNT OF LOCAL WEATHER INFORMATION FROM OUR FIRST ALERT DOPPLER RADAR.

WTVD'S PROGRAM PROVIDED SIGNIFICANT TREATMENT OF THE FOLLOWING ISSUES THAT WERE IMPORTANT TO THE STATION'S 22-COUNTY VIEWING AREA IN THE SECOND QUARTER OF 2009:

GROWTH  
EDUCATION  
HEALTH  
CRIME  
POVERTY

THE FOLLOWING PAGES DESCRIBE SOME OF WTVD'S MOST SIGNIFICANT TREATMENT OF THESE ISSUES OF CONCERN.

GROWTH

EDUCATION

HEALTH

CRIME

POVERTY/JOBS/ECONOMY

III. COVERAGE OF ADDITIONAL ISSUES

GROWTH

## EDUCATION

Category: education

Date: 11/16/09

Show: .10pm

Tape Duration: :30

Story Summary: IN FAYETTEVILLE -- THE 'TERRY SANFORD HIGH SCHOOL' FOOTBALL TEAM IS STILL IN THE 'PLAY- OFFS' FOR NOW. BUT IN COURT TODAY -- IT WAS ONE 'EMBARRASSING BLOW' AFTER ANOTHER -- IN WHAT AMOUNTS TO ALLEGATIONS OF 'ACADEMIC FRAUD'. THE TEAM WAS TOLD '2- WEEKS AGO' TO FORFEIT ALL GAMES -- BECAUSE ONE PLAYER WAS 'INELIGIBLE'. BUT THE 'BOOSTER CLUB' HIRED LAWYERS TO FIGHT WHAT THEY THOUGHT WAS CONFUSION OVER THE PLAYER'S ATTENDANCE RECORD. TODAY -- ATTORNEYS FOR THE 'HIGH SCHOOL ATHLETIC ASSOCIATION' ROLLED OUT EVIDENCE OF 'GRADE TAMPERING' AND SAID ONE 'TERRY SANFORD PLAYER' GOT CREDIT FOR '2- CLASSES' HE NEVER EVEN ATTENDED. THEY READ STATEMENTS FROM AN ENGLISH TEACHER WHO SAID THE PLAYER DESERVED AN "F".

## CRIME

Category: Crime

Date: 10/07/2009

Show: 10pm

Tape Duration: 1:30

Story Summary:

THREE WAKE COUNTY CHILDREN ARE MOURNING THEIR MOTHER.

Category: Crime

Date: 10/07/2009

Show: 10pm

Tape Duration: 1:30

Story Summary:

FEDERAL, STATE AND LOCAL HEALTH OFFICIALS ARE URGING PEOPLE TO GET THE FLU MIST OR SHOT.

Category: Crime

Date: 11/16/09

Show: 10pm

Tape Duration: 7:00

Story Summary: EVERYONE 'HOPED' POLICE WOULD FIND SHANIYA 'ALIVE'.

NOW -- IT APPEARS THOSE HOPES ARE 'DASHED'.

HUNDREDS TURNED OUT TO REMEMBER SHANIYA TONIGHT.

IN FAYETTEVILLE -- HE FATHER AND HUNDREDS OF OTHERS PRAYED..

WHILE VOLUNTEERS WHO HELPED SEARCH FOR THE LITTLE GIRL GATHERED IN HARNETT COUNTY.

WE WILL TAKE YOU 'LIVE' TO BOTH PLACES IN JUST A MOMENT..

BUT FIRST -- REBECCA HALL HAS THE LATEST ABOUT THE INVESTIGATION.

SHE'S LIVE OUTSIDE THE FAYETTEVILLE POLICE DEPARTMENT ON 'HAY STREET'.

REBECCA?

Category: Crime

Date: 11/16/09

Show: 10pm

Tape Duration: :30

Story Summary: WE HAVE 'NEW DETAILS' TONIGHT -- ABOUT THE 'MURDER' - OF 'FIVE' - 'WAKE COUNTY MEN'.

'SAM COOPER' - IS CHARGED IN 'ALL FIVE' MURDERS - MOST COMMITTED DURING

'ROBBERIES' - IN 2006 AND 2007. TODAY HE WAS 'IN COURT' - ASKING A 'JUDGE' - TO 'THROW OUT' THE

'CONFESSIONS' - INVESTIGATORS SAY - HE MADE. 'ONE DETECTIVE' TESTIFIED - 'COOPER' SAID HE --

'LIKED' TO KILL HIS VICTIMS WITH 'SHOTS' TO THE HEAD - TO ENSURE THEY WOULDN'T 'IDENTIFY HIM'.

THE 'HEARING' WILL CONTINUE TOMORROW.