



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 first quarter (January 1 to March 31, 2001) of the broadcast calendar year.

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.** These public service announcements range from 10 seconds to 60 seconds in length. (Attached is a complete list of Public Service Announcements aired during first quarter)

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 is aired daily at 12 noon. It is 60 seconds in length and is comprised of 3 announcements at 20 seconds each.

In the first quarter, WLFL aired approximately 65 announcements for a total of 65 minutes of community announcements.

Public Service Announcements:

During the first quarter of 2001, WLFL aired approximately 8 hours and 40 minutes of public service announcements. These announcements aired daily between sign on to sign off seven days a week. These announcements range from 10 seconds to 60 seconds in length, each.

Locally produced Public Service Announcements:

During Black History Month we aired 8 PSA's which honored people, places, and events around the Raleigh area that are apart of black history. (CIAA, St Paul AME, Shaw, Princeville, Shirley Caesar, MLK Committee, Marion Jones, and St. Augustine)

Network produced Public Service Announcements:

During Black History Month we aired 6 PSA's that WB produced which featured black actors from the WB talking about dreams, not giving up, and doing the right thing. (BH S Harvey, BH Vaughn, BH Charmed, BH J Foxx, BH T. Miller, BH Felicity)

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. Anchored by Bob Vernon, Tracy West, Steve Swienkowski, Rick Sullivan, Mike Solarte, Tamara Gibbs, David Leval and Bill Reh.

Program Title: "The Final Turn," A Tribute to Dale Earnhardt

Date/Time: Saturday, February 24th 7:30-8:00pm
Issue: Dale Earnhardt's Life
Type: Locally Produced

Program Topic and Description

The 30-minute special was on the Life and legacy of NASCAR driver Dale Earnhardt. It featured a look back at the North Carolinian's career and a look ahead to the next NASCAR race, which was taking place in Rockingham, North Carolina the weekend following Earnhardt's death.

Other Station Public Services:

The WB Television Network programs

On February 9th at 9pm, the WB aired the program "Teen People's 20 Teens Who Will Change the World". This was a program hosted by Lisa Ling, that profiles 20 inspiring teenagers from all over the country who have taken it upon themselves to change the world we live in, shaping everything from sports, politics, entertainment, the media and even the future of our planet. This program showed the positive side of teen life in America today.

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.

Bob Vernon

Hosted high school students who were job shadowing, **February 2nd**
Read at Northwoods Elementary Read-a-thon, **February 7th**
Hosted Ringling Brothers Barnum & Bailey Circus opening, **February 8th**
Moderated media panel at AWRT, **February 21st**
Narrated public service information for "Corporate Chaplains", **February 22nd**

Tracy West

Guest speaker at a county conference on Children & Birth Defects, **January 9th**
Read at Northwoods Elementary School Read-a-thon, **February 14th**
Host for the Make-A-Wish Annual Dance/Auction at the Northridge Country Club in Raleigh, **February 24th**
Host for the evening at the races for St. Mary Magdalene Catholic Church, **March 3rd**

Steve Swienckowski

Red Cross Blood Drive, Raleigh, **January 2nd**
American Cancer Society Fundraiser, Wake Forest, **February 17th**
Aversboro Elementary Science Fair, Garner, **February 22nd**

Bill Rey

Guest speaker at the Sky Warn Conference (Sever Storm Spotters) **February 17th**

Tamara Gibbs

Guest speaker at Black Women Luncheon in Raleigh, **March**
Guest speaker at Church of Jesus Christ and Latter Day Saints Genealogy Press Conference, **February**

Station Events

On March 21st, WLFL went to NCSU Student Athlete Career Fair from 11am to 2pm at the Student Union on the campus of NCSU. WLFL set up tables and talked to students about a career in television and talked with them about current job.

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 sponsored a job shadow day on Friday February 2nd where 22 students from area high schools shadowed various departments at the station depending on their interests. Some of the departments that were shadowed were programming, production, promotions, and news.

Dan Squire a student from Apex High School shadowed some employees at WLFL on March 2nd and he wrote his experiences in the Apex High School newspaper. He said he learn a lot from being able to see behind the scene, and actually see how the television business works.

Public Service Announcements

Cart #	Title	Sponsor	Seconds
5125	Martha Stewart Literacy		15
5126	MS Drunk Driving		15
5127	Crime Prevent	TVB	30
5128	Forest Fire	TVB	20
5129	Forest Fire Spa	TVB	30
5130	Wake Fitness	TVB	30
5131	Save Energy	TVB	30
5137	Video Boy	Ad Council	15
5138	Computer Science Corp	Computer Science Corp	10
5139	Gopher Cakes	Ad Council	15
5140	Planet Earth Foundation	YMCA	15
5147	Girl Scouts	Girl Scouts	30
5148	Girl Scouts Spa	Girl Scouts	30
5151	School Meals		30
5152	School Meals		20
5153	School Meals		10
5154	School Meals LAT		30
5155	School Meals LAT		20
5156	School Meals LAT		10
5169	Drunk Driving		30
5170	Drunk Driving		30
5171	Coast Guard	Coast Guard	10
5172	Coast Guard	Coast Guard	60
5173	Coast Guard Spa	Coast Guard	60
5174	Coast Guard Spa	Coast Guard	10
5176	National Guard Spa	National Guard	30
5177	National Guard	National Guard	30
5178	Coast Guard		30
5179	Coast Guard Spa		30
5187	Petproject Den.		30
5188	Petproject Den.		10
5189	Safe Handguns		30
5191	Safe Handguns		10
5192	National Fatherhood		30
5193	Youth of Wilson		30
5196	IBS	Frasier	30
5197	Easter Seals		30
5198	Big Brothers/Sisters		20
5199	Big Brothers/Sisters		20
5200	Big Brothers/Sisters		30
5201	Big Brothers/Sisters		10
5203	Big Brothers/Sisters		30
5204	Lawnmower		30
5205	Lawnmower		15
5206	Lawnmower		10
5207	Peace Corps		60
5208	Peace Corps		30
5209	Peace Corps		20
5210	Peace Corps		15