



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 2nd quarter (April 1st through June 30th 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 2nd 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 2nd quarter of 2002, WLFL aired approximately 12 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 2nd quarter)

Locally produced Public Service Announcements:

We aired no locally produced Public Service Announcements

Network produced Public Service Announcements:

We aired no Network produced Public Service Announcements during the 2nd 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 10-11:00 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:

April 6th Dwayne Washington Foundation Celebrity Golf Classic

Ran PSA's at no charge for the Dwayne Washington Foundation Celebrity Golf Classic. Dollars raised at the annual tournament go to the foundation for the purpose of funding community-based projects.

June 5th Auto Dealers Golf Tournament / Food Bank of NC

Raised \$1,040 for the Food Bank of NC with the sale of Mulligans at the 4th Annual WB22/UPN28 Auto Dealers Golf Challenge. Food Bank representative was on hand to handle money/receipts.

June 27th 2nd Annual WB22 Blood Drive

Summer Blood Drive held on one day at 4 locations: Red Cross Cary, Red Cross Durham, Rex Blood Services in Raleigh and Rex Bloodmobile at Adventure landing in Raleigh. Red Cross/Rex collected over 200 pints of blood during the drive. WLFL sponsors donated food, beverages, concert tickets, movie passes and Carolina Cobras tickets to give to donors.

The WB Television Network programs

There were no WB Television Network programs that aired during the 2nd 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

Appeared as a guest on The Bob & Madison Showgram on G-105FM

Spent about 2 hours there. **April 8, 2002**

Spoke to about 35 Rotary Club Members at the Roxboro Rotary Club. **April 18, 2002**

Participated and represented WB22 in a celebratory waiters dinner in Durham.

It was a fundraiser to raise money for the homeless shelter. **April 27, 2002**

Gave a tour of the TV station and talked about weather to about 20

Cub Scouts, who came to the station to earn merit badge. **April 30, 2002**

Spoke from 10:30 to noon to a total of 60 students at Weatherstone

Elementary's Career Day in Cary **May 21, 2002**

Spoke to about 30 children at St. Philip's vacation bible school in Durham. **June 11, 2002**

Tamara Gibbs

Junior league/Heritage Center Groundbreaking Ceremony, **April 23rd**

Artsposure/Downtown Raleigh--- Gust Mistress of Ceremony, **May 18th**

WB 22 Blood Drive--- **June 26th**

Rick Sullivan

-Wake Fitness Council Meetings- every second Thursday of the month I attend as a member of our WB staff

-Jimmy V Junior Golf Classic- attended weekend events and Monday golf with children. Raised money for juvenile cancer **-June**

-Moton basketall camp- Speaker to youth at camp--- **June**

Station Events

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 2nd quarter to youth groups, cub scouts, and school groups.