



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 1st quarter (January 1st through March 31st 2003) 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 1st 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 1st quarter of 2002, WLFL aired approximately 20 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 1st 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 1st quarter that talked about Black History Month. They are as followed:

- :30 Steve Harvey Black History
- :30 Angel Black History
- :30 Charmed Black History
- :30 Jamie Foxx Black History

Public Service Programs:

The following programs were produced by WFLA 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:

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 "Health" uncovers the latest medical breakthroughs, "Car Doctor," It educates you about how your car runs and gives you tips about how to find the best mechanic for your money, Entertainment, and Commentary called "The Point". These segments are a part of our blended coverage from "News Central" in Baltimore Maryland. There is no set schedule when Health and Entertainment runs, but on average they can be found in the second half hour of our newscast 3-4 times a week. "The Point" runs every night during the second half of the 10pm newscast. Anchored by Bob Vernon, Tamara Gibbs

Other Station Public Services:

Special Events:

- **ACC Campus Tour**
Gave students free food, beverages, and other giveaways; talked about internships; ran promotional announcements.
- **Martin Luther King Jr. Day Parade in Durham**
Had a vehicle and a float in parade, with Anchors riding in the parade.
- **Charity Golf Tournaments**
Hosted several Charity Golf Tournaments, Polar Challenge benefiting the American Cancer Society; Dwayne Washington Foundation Celebrity Golf Tournament; Torry Holt Golf Challenge benefiting the Holt Foundation.
- **Spoke at Peace College**
Spoke to a class of seniors in a Communication class at Peace College about the business of Television, and getting out in the real world.

The WB Television Network programs

There were no WB Television Network programs that aired during the 1st 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.

Tamara Gibbs

Martin Luther King Parade in Durham, **February 1st**

Third Annual Sister to Sister Luncheon Co-host in conjunction with Raleigh Radio One & K-97.5 FM, **March 1st**

Gave inspirational talk to 100 plus African American women in the triangle, **1st quarter**

Every Thursday mentors disadvantage youth in the Wake County Public School system, **1st quarter**

Bob Vernon

Martin Luther King Parade in Durham, **February 1st**

Appearance at WUNC Festival, **March 2nd**

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 1st quarter to youth groups, cub scouts, and school groups.