



WLFL-TV ^{4th} 3rd 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 31st) 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 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 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 2003, WLFL aired approximately 11 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 2 locally produced Public Service Announcements during the 4th quarter. One is called Youthville USA, a spot that is asking for Foster parents for problem children, it also talks about the growing problem in NC with the number of children without homes, the other spot was Meals on Wheel featuring WB 22's Anchor Tamara Gibbs.

Network produced Public Service Announcements:

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

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:

There are eight major issues addressed for the public by the WB 22 News at Ten during the 4th quarter. They include: Health, Policing/Crime, Politics/Military, Religion, Education, Safety, Weather/Weather Safety and Hispanic Issues. These issues air on a regular basis between 10 and 11pm nightly on WFLA. During dangerous weather events WFLA will provide need-to-know coverage during regular programming. All times are minutes and seconds unless otherwise noted

Health

Homework Load 10/2/03 2:00
Race for Kids 10/3/03 1:45
Breast Cancer Awareness Teacher 10/4/03 2:15
Pedal Crime 10/5/03 1:45
Acupuncture 10/6/03 2:00
Work-Out Queen 10/7/03 2:00
Male Contraception 10/07/03 1:45
Breast Cancer Issues for African-American Women 10/09/03 1:45
Monkey Arms Help People Who Are Paralyzed 10/13/03 1:45
Minority Donors 10/14/03 1:45
Sickness is Here 10/14/03 1:45
Jessica's House 10/14/03 1:45
Prescription on the Net 10/21/03 1:45
Lasik Health 10/23/03 1:45
Teen Pregnancy 10/27/03 2:00
Prader Syndrome 11/1/03 1:45
To Go? 11/2/03 2:00
Caffeine Wars 11/5/03 2:00
Pre-Holiday Diet 11/11/03 1:45
Roofie Danger 11/11/03 1:45
Tanning Teens 11/13/03 1:45
Warm Clothing 11/13/03 1:45
Acne Test 11/15/03 2:00
Low Carb Beer 11/26/03 1:45
Pumpkin Peel 11/26/03 1:45
Sushi Diet 11/28/03 1:45
Holidays Workouts 11/28/03 1:45
AIDS and Women 12/1/03 1:30
Flu Hits Hard 12/1/03 1:45
Doggie Braces 12/3/03 1:45
Hospital Bed Shortage 12/21/03 1:45
Mad Cow Disease 12/28/03 1:45
Blood Donations 12/31/03 1:45

Police/Crime

Peterson Closing Arguments 10/2/03 2:00
Deputy Killed 10/2/03 2:00
Peterson Trial Closing Arguments 10/3/03
Missing Kids 10/3/03 1:30

Peterson Waiting for Verdict 10/5/03 1:00
Officer Laid to Rest 10/5/03 1:30
Peterson Jurors Released 10/6/03 2:00
Peterson Waiting 10/07/03 1:30
Peterson Letter 10/9/03 1:30
Peterson Legal Expert 10/9/03 1:30
Peterson Timeline 10/10/03 3:00
Peterson Guilty 10/10/03 1:30
Peterson Appeal Issues 10/10/03 1:30
Peterson In Prison 10/12/03 1:30
Peterson Jurors 10/14/03 2:00
Domestic Violence Awareness 10/15/03 1:45
Peterson In Jail 10/17/03 1:45
Missing Woman Found 10/18/03 1:30
Student Questioned 10/19/03 1:30
Fair Security 10/19/03 1:45
Phipps on Trial 10/21/03 1:45
Road Rage 10/22/03 1:45
Safe Haunted House 10/23/03 1:45
Meg Scott Phipps 10/24/03 2:00
Phipps Verdict 11/1/03 2:00
YMCA Charges Dropped 11/1/03 2:00
Drunk Driving Accident 11/2/03 2:00
Gang Awareness 11/2/03 1:00
Online Predators 11/3/03 3:15
Deadly Accident Follow Up 11/3/03 1:45
DUI Fundrasier 11/4/03 1:45
Peterson Sale 11/3/03 1:45
Durham Gangs 11/5/03 1:45
Internet Hoax Story 11/5/03 1:45
DUI Fatal 911 tapes 11/6/03 1:45
Stalker Kills 11/7/03 2:00
Roofie Danger 11/11/03 1:45
Laptop Thefts 11/12/03 1:45
Teen Missing 11/12/03 1:45
Phipps Sentence 11/12/03 1:45
No More Red Light Cameras 11/16/03 1:45
Aggressive Driving 11/17/03 1:45
Sex Bracelets 11/17/03 1:45
Solicitors ID 11/18/03 1:45
Payday Lending 11/18/03 1:45
TV Burglar 11/19/03 2:00
Prison Parents 11/20/03 1:45
Durham Gangs 11/25/03 1:45
Larger DNA Database 12/1/03 1:30
Parole Hearing 12/2/03 2:00
Duke Robberies 12/3/03 1:30
Durham Police Officers Back on the Streets 12/4/03 1:30
Top Cop Suspended 12/4/03 1:45
Four Killed in Nash 12/7/03 1:45
Nash County 12/8/03 1:45
Quadruple Murders 12/8/03 1:30
DPD Allegations 12/8/03 1:30
Moore County Murders 12/20/03 1:30
Illegal Dumping 12/25/03 1:30
Seven Teens Killed 12/31/03 1:30

Politics/Military

Election Preview 10/5/03 1:45
Hispanic Voters 10/5/03 1:45

Mayoral Race 10/5/03 1:45
Arnold Wins 10/8/03 1:45
Dealing with Deployment 10/09/03 1:45
UNC Protestors 10/27/03
Phipps Verdict 11/1/03 2:00
Operation Hero Drive 11/6/03 2:15
Internet Game 11/10/03 2:15
Nazi Hunter 11/11/03 3:00
Veteran's Parade 11/11/03 1:10
Phipps Sentence 11/12/03 2:00
Base Closings 11/13/03 2:00
National Guard Returns 12/19/03 1:45

Religion

House of Worship 10/3/03 1:45
Unemployment Group 10/5/03 1:45
Coffee House 10/10/03 2:00
Faith at the Fair 10/17/03 2:00
Duke Chapel 10/24/03 2:00
Christian Halloween 11/1/03 2:00
Muslim Treatment 11/3/03 2:00
Gay Convert 11/3/03 2:00
Purpose Driven Life 11/3/03 2:00
Storytelling 11/14/03 2:00
God on TV and Radio 11/16/03 2:00
Transworld Radio 11/28/03 1:45
Rescue Mission 12/19/03 1:30

Education

School Bonds Issue 10/7/03 1:30
School Bond Passes 10/8/03 1:30
Save the Carnivores 10/11/03 1:30
Confederate Ban 10/11/03 1:30
Duke Soccer Player 10/15/03 1:30
Rate My Teachers 10/22/03 1:45
Wake County School Schedule 11/5/03 2:00
Disfunctional Families 11/29/03 2:00
Habitat for Humanity 12/1/03 1:30
Homeless Solutions 12/2/02 1:30
Garfield Donation 12/3/03 1:30
Hotel Ranking 12/3/03 1:30
Certified Teachers 12/3/03 1:30
Planning for the Future 12/4/03 1:45
Gay Parenting 12/4/03 1:45
Day Care Subsidies 12/4/03 1:45
Goodwill Donations 12/4/03 1:45
I-85 Community 12/5/03 1:45
Shopping Late 12/18/03 1:45
Last Minute Shopping 12/21/03 1:45
Durham Rescue Mission Christmas 12/23/03 1:45
Volunteerism 12/24/03 1:45
Special Christmas 12/24/03 1:45
Food Delivery 12/25/03 1:45
First Night Preview 12/26/03 1:45
First Day of Kwanzaa 12/26/03 1:45
First Night Raleigh 12/31/03 1:45

Safety

G105 Stunt 10/2/03 2:00
Red Light Camaras 10/3/03 1:45

I-40 Construction 10/4/03 1:30
Fair Safety 10/16/03 1:45
Halloween Safety 10/26/03 1:45
Cheerleader Hurt 11/5/03 1:45
Cheer Competition 11/8/03 2:00
Teen Killed in Hunting accident 11/14/03 2:00
Alternate Dog Housing 11/17/03 2:00
I-85 Sign Confusion 11/18/03 2:00
Toy Hazards 11/19/03 1:30
Plumber Calls 11/26/03 1:30
Holiday Preparations 11/26/03 1:30
Tree Safety 11/29/03 1:30
Pyrotechnics Laws 12/6/03 1:45
Boarding Passes 12/18/03 1:45
Motorized Scooters 12/22/03 1:45
Holiday Travel 12/23/03 1:45
Candle Fires 12/23/03 1:45
Well Contamination 12/23/03 1:45
Sleepy Drivers 12/26/03 1:45
Holiday Travel 12/28/03
Courthouse Security 12/29/03 1:45
Food Safety 12/30/03 1:45
Mad Cow Disease 12/29/03
New Year's Pet Tips 12/30/03 1:45
Ephedra Ban 12/30/03 1:45

Weather/Weather Safety

Nightly Weather Cast 10/1/03 -12/31/03 4:30
Nightly Weather Forecast 11/1/03 -11/30/03 4:00
Cold Weather Preparations 12/4/03 1:45
Too Cold for Sports? 12/5/03 1:45
Winterize Yourself 12/20/03

Hispanic Issues

Hispanic Voting 10/5/03 :40
Immigration Status 10/20/03 1:45
Latino Health 11/1/03 2:00
Hispanic Initiatives 11/7/03 2:00
Bilingual Hospital 11/14/03 2:00
Tortilla vs Bread 12/2/03 1:30
 Latino Drinking 12/24/03 :45

Other Station Public Services:

Halloween Safe Night, October 31st, to give a safe place for parents to take their children trick or treat.

Toys for Tots, December- Help collect thousands of toys for needy children.

The WB Television Network programs

There were no WB 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 conducted several group tours of the station throughout the 4th quarter to youth groups, cub scouts, and school groups.