



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) 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 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 2004, 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 1st quarter)

Locally produced Public Service Announcements:

We aired 3 locally produced Public Service Announcements during the 1st 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, another spot was Meals on Wheel featuring WB 22's Anchor Tamara Gibbs. Also we produced a spot about fund raising event for MDA called MDA shamrocks, which helped raise money for MDA summer camps.

Network produced Public Service Announcements:

We aired no Network produced Public Service Announcements during the 1st 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 10-11:00 PM
Issue: Various
Type: Locally Produced

Program Topic and Description:

There are nine major issues addressed for the public by the WB 22 News at Ten in the first quarter of 2004. This section of the report focuses on March. They include: Health, Policing/Crime, Politics/Military, Religion, Education, Safety, Weather/Weather Safety Community and Ethnic Issues. These issues air on a regular basis between 10 and 11pm nightly on WLFL. During dangerous weather events WLFL will provide need-to-know coverage during regular programming. All times are minutes and seconds unless otherwise noted

Health

- 1.2 Healthy Moms 1:30
- 1.5 Massage Therapy
- 1.6 Flu Returns 1:45
- 1.7 Losing Weight 1:45
- 1.10 Eating Right 1:45
- 1.12 Botox Migraines 1:30
- 1.12 Blood Shortage 1:45
- 1.13 Alcohol Pill 1:45
- 1.20 Dry Skin Itch 1:45
- 1.21 Open Access 1:45
- 1.22 Eye Procedure 1:45
- 1.23 Atkins Bakery Issues 1:45
- 1.23 E-coli Water 1:45
- 1.23 Hand Sanitizers 1:45
- 1.24 Breast Cancer Technology 1:30
- 1.23 Health Insurance 1:30
- 1.23 Mystery Illness 1:30
- 1.25 Team in Training 1:30
- 1.26 Men and Waxing 1:30
- 1.29 Noro-virus 1:30
- 2.2 Vitamin Store 1:30
- 2.2 Cary Smoking Ban 2:00
- 2.3 Food Safety 1:45
- 2.6 Women's Health 1:45
- 2.6 Seasonal Skin 1:45
- 2.7 Fitness Resolutions 1:45
- 2.8 NCCU Mold 1:45
- 2.9 Teen Pregnancy 1:45
- 2.10 Healthy Fast Food 1:45
- 2.11 Condom Awareness 1:45
- 2.13 Norovirus 1:45
- 2.17 Hypno-Weight Loss 1:45
- 2.17 Where's the Flu 1:45
- 2.18 Student Blackouts 1:45
- 2.21 Teens and Smoking 1:45
- 2.23 Underage Drinking 1:45
- 2.24 Overweight Kids 1:45
- 2.24 CIAA Tickets
- 2.24 High Heel Hell 1:45
- 3.1 UNC Smoking Ban 1:45
- 3.1 White Smiles 1:45
- 3.3 Poultry Problems 1:45

3.5 Organ Transplant 1:45
3.15 Avoiding Allergies
3.17 Living with AIDS 1:30
3.26 Obesity Levels 1:30
3.29 Sleep Levels 1:30
3.29 Health Works 1:30

Police/Crime

1.7 Garner Teen Dies 1.7
1.12 Former Klan Leader 1:45
1.13 Paint Ball Attack 1:30
1.15 Child Mauled by Dog 1:30
1.15 DUI Convictions 1:45
1.17 Cell Phone Ban 1:45
1.21 Garner Burglaries 1:45
1.22 Red Light Cameras 1:45
2.3 False Alarms 2:00
2.5 Duke PD and Raleigh PD 1:45
2.6 JamesOn Curry Arrest 1:45
2.7 Man Killed Follow-Up 1:45
2.9 Car Thefts 1:45
2.11 Junior Allen locked up 1:45
2.11 Welcome to Durham Documentary 1:45
2.12 Deputy Killed 1:45
2.14 Teens Arrested 1:45
2.15 Junior Allen Arrested 1:45
2.17 Carrboro Rapist 1:45
2.19 Hispanic Vote 1:30
2.19 Troops Coming Home 1:30
2.19 Garner Exposed 1:30
2.23 Internet Insiders 1:30
2.25 Resource Officers 1:30
3.2 Phipps Sentenced 1:45
3.4 Joshua Davis Break 1:45
3.6 Buddy Myers Mother Dies 1:45
3.9 Day Panhandling 1:30
3.24 Duke Assaults 1:45
3.27 Save Summit 1:45

Politics/Military

1.1 Better New Year 2:00
1.1 New Laws 1:30
1.1 New Dog Ordinance 1:30
1.5 Border Security 1:30
1.10 Fallen Soldier 1:30
1.12 John Edwards Now 1:30
1.16 MLK's Daughter Talks 1:30
1.19 Edwards and the Caucuses 1:45
1.20 Edwards here at Home 1:45
1.27 Edwards in New Hampshire 1:45
1.27 NH Primary Wrap 1:45
1.28 Edwards as VP? 1:45
2.3 Edwards wins S. Carolina Primary 2:00
2.3 Edwards Last Gasp? 2:00
2.8 Gay Marriage 1:45
2.12 National Guard Leaves 1:45
2.15 Soldiers Return 1:45
2.18 Edwards \$\$ Trail 1:45
2.24 NC Gay Laws 1:45
3.1 Black Vote '04 1:45
3.2 Edwards Quits 1:45
3.2 Phipps Sentenced 1:45
3.3 Edwards Background 1:45

- 3.3 Edwards bows out 1:45
- 3.4 Battle of the Ads 1:45
- 3.12 Black Vote for Kerry 1:30
- 3.20 Peace Protestors 1:30
- 3.30 Iraq Soldiers Return 1:30

Religion

- 1.4 Pray for Peace 1:30
- 1.5 After School Church 2:00
- 1.16 One Pastor Church 2:00
- 1.23 Start up Churches 2:00
- 2.6 Organist Shortage 1:45
- 2.13 Motorcycle Missionaries 1:45
- 2.20 Passion of the Christ 1:45
- 2.25 Passion and the Church 2:30
- 3.2 Emerging Churches 1:45
- 3.5 Medical Ministry 1:45
- 3.14 Youth In Church 1:45
- 3.20 Purpose Book 1:45
- 3.26 Catalyst Churches 1:45

Education

- 1.2 Drag Queen Bingo (AIDS education) 2:00
- 1.6 Wake County Sex Education 1:45
- 1.8 UNC Tuition Hike 1:45
- 2.18 Student Blackouts 1:45
- 2.18 Missed School Days 1:45
- 2.21 Teens and Smoking 1:45
- 2.25 School Safety 1:45
- 2.26 CIAA Students
- 3.18 Gay Children's Book 1:30
- 3.19 UNC Tuition Hike 1:30
- 3.30 Wake Reassignment 1:30

Safety

- 1.2 Garner Burglar 1:30
- 1.4 Trucker Safety 1:30
- 1.11 Heating Repairs 1:30
- 1.13 School Bus Crash 1:45
- 1.13 Paint Ball Attack 1:30
- 1.14 Carbon Monoxide 1:30
- 1.15 Child Mauled by Dog 1:30
- 1.15 DUI Convictions 1:45
- 1.17 Kids and Pets 1:45
- 1.17 Cell Phone Ban 1:45
- 1.21 Garner Burglaries 1:45
- 1.22 Red Light Cameras 1:45
- 1.23 E-coli Water 1:45
- 1.28 NC DOT Report Card 1:45
- 2.10 Helmet Safety 1:45
- 2.10 Sexual Assaults 1:45
- 2.18 Doggie Rehab 1:45
- 2.25 School Safety 1:45
- 2.26 Road Conditions 1:45
- 3.18 Water Safety 1:30
- 3.18 Safety at the NCAA 1:30
- 3.18 Traffic Safety Crackdown 1:30
- 3.23 Worker Death Follow-up 1:30

Weather/Weather Safety

- 1.1 -3.31 Complete Weather Forecast 4:00
- 1.4 Outdoor Activities 1:30
- 1.9 Cold Weather Gear 1:30
- 1.9 Watch out for Ice 1:30
- 1.9 Cold Weather Wrap 1:30

1.10 Panthers and Rams Fans 1:30
1.11 Heating Repairs 1:30
1.16 Space Heaters 1:45
1.25 Icy Roads 1:45
1.26 Have to Work 1:45
1.27 Weather and Roads 1:45
2/1/04- 2/29/04 Weather Forecast 4:00
2.1 Another Winter Mix 1:30
2.10 Snow Wrap 1:30
2.14 Winter Blast 1:30
2:16 Winter Blast 1:30
3.8 Weather and Colds 1:45
3.8 Water Trouble 1:45
Community
1.3 Housing Market 1:30
1.4 Panthers Fans 1:30
1.6 Digital Photography 1:45
1.6 Graffiti Bridge 1:45
1.6 Wake County Sex Education 1:45
1.8 Court House Auction 1:45
1.8 Chicken Coop Issues 1:45
1.8 UNC Tuition Hike 1:45
1.8 Ice Storm Reward 1:45
1.13 Mouse Attack 1:45
1.14 Pimp Juice 1:45
1.14 Space Jam 1:45
1.15 Gas Prices Soar 1:45
1.15 DUI Convictions 1:45
1.16 Village Store 1:45
1.16 Marriage Debate 1:45
1.17 Astronomy Days 1:45
1.17 Cell Phone Ban 1:45
1.18 Animal Attacks 1:45
1.18 Panther Prowess 1:45
1.19 MLK & Flag 1:30
1.20 Civil Rights Museum 1:30
1.20 Dueling #1s 1:45
1.21 24 Hour Day Care 1:45
1.21 Wake Reassignment 1:45
1.22 Red Light Cameras 1:45
1.22 E-coli Water 1:45
1.22 Warehouse Fire 1:45
1.23 Hand Sanitizers 1:45
1.26 Play Day 1:45
1.28 UNC vs NCSU fans 1:45
1.29 Homelessness and Children 1:45
1.29 Kinston Anniversary 1:45
1.30 Theatre Outreach 1:45
1.31 Super Bowl Parties 1:45
2.1 Super Bowl Mania 2:00
2.2 Baseball Museum 2:00
2.3 Food Safety 1:45
2.3 Mystery Letter 1:45
2.4 CIAA Preview 1:45
2.4 Code Enforcement 1:45
2.4 Signing Day 1:45
2.5 North Hills Mall 1:45
2.5 Ticket Scalping 1:45
2.8 The Circus is Here 1:45
2.8 Gay Marriage 1:45
2.9 Pampered Teens 1:45

2.9 Teen Pregnancy 1:45
2.10 What a Guy Wants 1:45
2.10 Sexual Assaults 1:45
2.13 What a Girl Wants 1:45
2.13 Norovirus 1:45
2.14 Making Love Last 1:45
2.16 Top Secret Homeland Security 6:00
2.17 Improving Durham 1:45
2.18 NCCU Renovations 1:30
2.18 Doggie Rehab 1:45
2.19 Hispanic Vote 1:30
2.20 Auto Show 1:45
2.21 Jessica One Year Later 1:45
2.20 Enjoy the Outdoors 1:45
2.21 Teens and Smoking 1:45
2.23 CIAA Overview 1:45
2.23 Underage Drinking 1:45
2.24 High Heel Hell 1:45
2.24 NC Gay Laws 1:45
2.25 Ringtones 1:45
2.29 Rivals Match Up
3.1 Clay and Kelly 1:45
3.2 RBC Center 1:45
3.3 Violin Maker 2:30
3.3 Habitat Problems 1:30
3.4 Bump in your Hump 1:30
3.4 Tobacco Road is Smokin' 1:45
3.5 Pumped Up Prices 1:30
3.6 ACC Rivalry 1:30
3.8 Durham Growth 1:30
3.9 Pink is In 1:30
3.9 Day Panhandling 1:30
3.12 Pumped Up 1:30
3.12 WMD Civil Defense 1:30
3.13 Teen Jobs 1:30
3.13 Local AC Teams 1:30
3.14 Restaurant Drunks 1:30
3.14 Duke Heartbreaker 1:20
3.16 Mr. Shoe Leaves 1:20
3.16 Gas Prices
3.17 NCAA Tournament Money 1:30
3.17 Living with AIDS 1:30
3.18 March Madness Fans 1:30
3.18 Job Market 1:30
3.21 Road to the Sweet 16 1:30
3.22 Cary Stinks 1:30
3.22 Meth Issues
3.22 Construction Accident 1:30
3.23 Local vs Nat'l Cells
3.23 Garner Pet Issues
3.24 Gas Prices 1:30
3.24 Gar Marriage 1:30
3.24 Duke Assaults 1:45
3.25 Brewing up Trouble 1:45
3.25 Jump at the Pump 1:45
3.25 Universoul Circus 1:45
3.26 F-18 Crash 1:45
3.28 Stop Killing Pets 1:45
3.29 Gas Prices 1:45
3.29 Final Four Travel 1:45
3.30 Duke Women Final Four 1:45

Ethnic Issues

- 1.7 Operation Stop Fraud 1:45
- 1.11 Civil Rights Museum 1:45
- 1.12 Former Klan Leader 1:45
- 1.19 MLK & Flag 1:30
- 1.20 Civil Rights Museum 1:30
- 1.29 DMV Lawsuit 1:30
- 1.30 DMV Lawsuit 1:30
- 2.19 Hispanic Vote 1:30
- 2.21 Nazi Rally 1:45
- 2.22 Jesica Memorial Service 1:45
- 2.24 CIAA Tickets
- 2.25 CIAA behind the Scenes 1:45
- 2.26 CIAA Step Show 1:45
- 2.28 Super Saturday 1:45
- 3.1 Black Vote '04 1:45
- 3.8 Durham Growth 1:30
- 3.12 Latino Immigration
- 3.14 Women's Empowerment 1:30
- 3.20 Black Men Step Out 1:30
- 3.28 Pan Afrikan Festival 1:30

Other Station Public Services:

Our anchors through out the year get out of the station and participant in Community Service. Below are some of the things they did during the 1st quarter.

Martha Guzman made an appearance at Davis Drive Middle School on April 2nd for their career day. I spoke to three different classes of 7th graders.

Bob Vernon

Jan-March '04?

Jan 17 - MLK Parade in Durham

Jan 23 - Career Day, Cary High School

Jan 31 - spoke to Heart of Carolina Emmaus Community

Feb 23 - Juried "Wilbur Awards" for Christian Journalism Society

March 6 - spoke to United Methodist Men of Millbrook United Methodist Church -Raleigh

March 21 - preached at Hollands United Methodist Church - Raleigh

Tamara Gibbs

Toys for Tots Drive -- December 2003

Martin Luther King Junior Parade in Durham -- February 2004

Susan G. Komen Foundation Breast Cancer Awareness Booth @ Women's Empowerment Conference -- March 2004

Susan G. Komen Foundation Breast Cancer Awareness Booth @Wake County

Health Fair at the Triangle Town Center Mall-- March 2004

Hunter Elementary School Guest Speaker for "Meet the Author" Day --March 2004

The WB Television Network programs

There were no WB Television Network programs that aired during the 1st 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 1st quarter to youth groups, cub scouts, and school groups.