



WLFL-TV 4th Quarter Public Service Report

Prepared by: Kim Rivenbark

Date Prepared: January 10th, 2004

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 2004) 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 2004, WLFL aired approximately 10 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 3 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, 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 2 Network produced Public Service Announcements during the 4th quarter.

- :30 WB Rock the Vote
- :30 WB Rock the Vote

Public Service Programs:

10.13 Yard Sign Wars 1:30
10.14 Duke Rally Security 1:30
10.16 Fair Security 1:30
10.16 Fayetteville Racers 2:00
10.19 Driving Instructor 1:30
10.20 Stolen Campaign Signs 1:20
10.22 Roache Execution 1:30
10.27 Towing Troubles 1:30
11.03 Hostage Crisis Folo 1:30
11.04 Grant Trial Begins 1:30
11.05 Sex Assault Lie 2 1:30
11.05 Matthew Grant Trial 1:30
11.06 GOP Vandalism 1:30
11.06 Sex Assault Lie 1 1:30
11.07 Stop Sexual Violence 1:30
11.09 Domestic Violence 2:30
11.09 Barefoot Found 1:30
11.09 Hit and Run Trial 1:30
11.10 Dark Planet 1:30
11.11 Carmike Predator 1:30
11.12 UNC Stun Gun Injury 1:50
11.13 Lacy and Conner Law 1:45
11.14 Mistaken Identity 1:45
11.15 Grant Trial 1:30
11.16 Ann Miller Hearing 1:30
11.16 Grant Trial 1:30
11.17 Grant Verdict 1:30
11.18 Fraternity Hazing 1:30
11.19 DWI Checkpoint 1:30
11.23 Protect your Home 1:30
11.24 Luigi's Shooting 1 3:00
11.24 Luigi's Shooting 2 3:00
11.24 Toy Thefts 1:30
11.25 Repeat Offenders 1:30
11.27 DWI Arrests 1:30
11.29 Grant Case 1:30
11.30 Grant Case 1:30
11.30 Domestic Violence Laws 1:30
12.03 Panhandling Laws 1:30
12.03 Donation Security 1:30
12.05 Morrisville Murder 1:30
12.05 Stolen Goods 1:30
12.06 Peace Toys 1:30
12.07 Bull City Crime Down 1:30
12.08 DWI Final Report 1:30
12.09 Package Security 1:30
12.10 After Identity Theft 1:30
12.10 Ann Miller Hearing 1:30
12.11 Mall Security 1:30
12.12 Councilman Released 1:30
12.13 Johnston Co. Moonshine 1:30
12.17 Johnston County Fights 1:30
12.18 Shopper Assaults 1:30
12.19 Christmas Grinch 1:30
12.28 Cold Car Thieves 1:30
Politics/Military
10.01 Ex-Felon Voting 1:30
10.03 Voter Registration 1:30

10.04 VP Debate Importance 1:20
10.05 Edwards Watching 1:30
10.05 New Fire/Police Station 1:20
10.06 Voting Crunch 1:30
10.07 Hip Hop Registration 1:15
10.08 Music and Politics 2:00
10.09 One Million Doors 1:30
10.14 One Stop Voting 1:15
10.19 Campaign Money 1:45
10.19 Deployment Preps 1:30
10.20 Voting Early 1:30
10.21 Wake Co. Bonds 1:30
10.21 Flood Elections 1:00
10.24 Early Voting 1:30
10.25 Early Voter Ballots 1:30
10.27 Record Voters 1:20
10.28 Internet Voting 1:30
10.28 Amendment One 1:30
10.28 Edwards Visit Preps 1:15
10.29 Bring it Home Rally 1:15
10.30 Edwards Rally Wrap 1:15
10.31 Tuesday Voting 1:30
10.31 Amendment One 1:30
11.01 Election Preps 1:30
11.01 Small Biz 2:00
11.02 Governors Race/Ballantine 2:00
11.02 Senate Race 2:00
11.02 Polling Fraud 1:30
11.02 Military Opinions 1:30
11.02 Minority Votes 1:30
11.03 Robbins Reflects 1:30
11.04 Electoral College 1:30
11.07 Campaign Signs 1:30
11.07 Wings Over Wayne 1:30
11.09 Ballot Counting 1:30
11.11 DWI Tax Reform 1:30
11.11 Veterans Day Wrap 1:30
11.12 Bragg Deployment 1:30
11.16 Small Biz Part Deux 1:30
11.17 Security Money 3:30
11.17 Are we Ready? 3:00
11.20 Free Speech Rally 1:45
11.22 Bragg Scanners 1:30
11.23 Moms Vs. Mercury 1:45
11.24 Council Member Site 1:30
11.28 Back to Iraq 1:30
11.29 Guard Shortage 1:30
11.30 Edwards What's Next? 1:30
12.01 Troop Return Biz Impact 1:40
12.01 Grant Verdict 1:30
12.07 Troop Imagery 1:15
12.17 Auction Profits 1:45
12.20 Guard Help Center 1:30
12.22 Civilian Jobs 1:30
12.25 Soldier Family 1:30

Religion
10.01 School Chaplain 1:30
10.08 Faith Disciple Prison 1:30
10.15 Faith Gospel 1:30
10.22 Jacob's Journey 2:00

10.29 Intensive Care Support 1:50
11.05 St. Therese Faith 1:40
11.12 Prison Chaplain 1:45
11.19 Recharging Faith 2:00
11.28 Holiday Controversy 1:45
12.03 Hospital Chaplains 1:30
12.06 Downtown Holiday 1:30
12.10 Gospel Jubilee 1:30
12.15 Ministry in Need 2:00
12.17 Aids Mission 2:00
12.23 Inclusive Christmas? 1:45
12.23 Old Salem Christmas 2:30
12.24 Christ in Christmas 2:00
12.24 Holiday Chaplains 1:45

Education

10.07 Safe T Net Schools 1:45
10.12 Higher Achievement 1:45
10.15 Home School Craze 2:00
10.20 Modular Schools 1:30
11.08 Lessons in Vietnam 1:30
11.10 School Science Grant 1:30
12.02 Teacher Bonuses 1:40
12.02 NC Certified Teachers 1:30

Safety

10.13 Deer Crashes 1:45
10.22 Halloween Costumes 1:30
10.22 Ride Safety 1:30
10.26 Halloween Safety 1:30
10.30 Halloween Predators 1:45
11.06 Flight Instruction 1:30
11.22 Aggressive Drivers 1:30
11.23 Air Traffic Control 1:30
11.29 Sharing the Road 2:00
12.11 Teens and Speed 1:20
12.12 Teen Arrive Alive 1:30
12.13 TSA Changes at RDU 1:30
12.15 Campus Security 1:30
12.15 Hospital Prepared 2:00

Weather/Weather Safety

10.03 Flood Prevention 1:30
11.27 After the Storm 1:30
12.05 Winterize your Home 1:20
12.08 Winter Ready? 1:30
12.20 Energy Bills 1:45
12.26 DOT Ready 1:30

Community

10.02 Skate Park 1:30
10.04 Bad Barbie 1:30
10.05 Cary Bill Help 1:30
10.06 Dog Killed 1:30
10.09 UNC-State Rivalry
10.09 Corn Maze 1:30
10.11 Shelter Changes 1:30
10.11 Reeve Reax 1:30
10.13 Holiday Jobs 1:30
10.15 State Fair Opening
10.17 Gas Prices Creeping 1:20
10.17 Canes Fans Stuck 1:30

10.17 Cell Phone Collections 1:30
10.18 Oak Ranch Program 1:45
10.18 Clay Aiken at Fair 1:20
10.19 Towing Hearing 1:30
10.21 Hunger Relief 1:30
10.23 Miami vs. NCSU 1:30
10.23 Hillside Homecoming 1:30
10.24 Halloween Services 1:20
10.24 Record Fair Attendance 1:20
10.25 Durham Skate Park 1:40
10.25 Fair Clean Up 1:20
10.26 Parking Fees 1:25
10.26 One Tree Hill 1:40
10.28 Halloween Costs 1:50
10.29 Franklin Sr. Party 1:30
10.31 UNC Victory 1:30
11.05 RDU Travel 1:30
11.06 Shaw in the CIAA 1:30
11.08 Air Force Captain 2:00
11.13 Chavis League 1:30
11.15 I-40 Construction 1:30
11.15 CIAA Attraction 1:30
11.17 Textbooks for Africa 1:40
11.18 Blood Center 1:30
11.18 Billion Dollar Rail 1:45
11.19 Inmate Performance 1:30
11.20 North Hills Business 1:30
11.20 Blood Drive 1:30
11.21 Downtown Parking 1:30
11.21 Jimmy V. Classic 1:30
11.23 Debutant 2004
11.25 Hope IV New House 1:30
11.26 Disabled Shoppers 1:40
11.26 Wayne Co. Cultural Melting Pot 1:30
11.28 Affordable Housing 1:30
11.29 24 Hour Daycare 1:30
12.02 House Flooded 1:15
12.02 Kay Yow Record 1:30
12.03 Internet Sales Tax 1:30
12.04 Hogs for Dogs 1:30
12.04 Justice on the Job 1:45
12.05 Chapel Hill Image 1:15
12.06 Bus Fee Hike 1:30
12.09 Chapel Hill Buses 1:30
12.09 St. Aug's Restored 1:45
12.12 Softball Tourney Moved 1:30
12.13 CIAA Tournament 1:30
12.14 CIAA Leaves Raleigh 1:30
12.14 Mobile Home Cleanup 1:40
12.15 Water Supply 1:30
12.16 Parking Tickets 1:30
12.16 Homeless Plan 1:30
12.18 C Tran Service 1:30
12.19 Firefighter Shortage 1:45
12.20 Landfill Stinks 1:45
12.21 Apartment Fires 1:30
12.21 Wake Forest Changes 1:45
12.21 Puppy Holidays 1:30

12.22 New Year's Deals 1:30
12.23 Mission Dinners 1:30
12.24 Holiday Trash 1:30
12.27 Asia Quakes 1:45
12.27 Air Frustrations 1:30
12.28 First Night Preps 1:15
12.28 Holiday Invitational 1:15
12.29 Parking Ticket Folo 1:30
12.30 Holiday Travel 1:30
12.31 First Night Festivities 1:15

Ethnic Issues

10.12 Bombed Bus 1:50
10.12 Higher Achievement 1:45
10.21 Duke Controversy 2:00
11.02 Minority Votes 1:30
11.24 Decoration Debacle 1:30
12.07 Road Name Change 1:30
12.10 Slavery Booklet 2:00
12.13 Hispanic Discrimination 1:45
12.16 Illegal Slaughter 1:40

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 4th quarter.

Tamara Gibbs

- October 26, 2004-- Served as moderator for a political candidates forum in Wake County. The event was sponsored by the Urban League, NAACP and several black greek letter organizations.
- Currently, I'm working with the Triangle chapter of the Susan G. Komen Foundation to bring breast cancer awareness programs to incarcerated women. The program is called I W.I.L.L. I'm a member of the planning committee.
- As always, I am still working with my student and delivering Meals on Wheels!

Upcoming events/honors...

- I've been nominated for the Gus A. Witherspoon Community Leader Award sponsored by the Raleigh Wake Pan Hellenic Council (RWPHC). That event takes place in February.
- I'll be at the Susan G. Komen Breast Cancer Awareness booth at the Women's Empowerment Conference in March.

Bob Vernon

October 1st - gave blood at Red Cross
October 9th - represented station at Cross & Key Award Banquet - Disciple Bible Outreach Program for NC
October 21st - took part in on air fund-raiser at listener-supported WCPE classical music station
November 6th - Emceed Randall Acheson Concert Fund Raiser at Peace College in Raleigh
November 7th - speech at Hayes Barton United Methodist Church in Raleigh
November 14th - speech at Friendship Chapel Baptist Church in Wake Forest
November 20th - participated in Raleigh Christmas Parade
November 26th - gave blood at Red Cross

The WB Television Network programs

There were no WB Television Network programs that aired during the 4thquarter

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 4thquarter to youth groups, cub scouts, and school groups.