



WLFL-TV 1st Quarter Public Service Report

Prepared by: Kim Rivenbark

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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 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 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 9 hours and 30 minutes 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.

- WB Black History Steve Harvey 30 second
- WB Black History Jamie Foxx 30 second
- WB Black History Kids 30 second
- WB Black History Chamed 30 second
- WB Black History Angel 30 second

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:

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.

Bob Vernon

Organized Cub Scout tour of station, **January 9th**

Had three students from Cary High School shadowing me on Career Day, **February 1st**

Spoke at Chapel Hill Bible Church, **February 17th**

Represented WB 22 at the Black Journalist Society Dinner, **23rd**

Took part in the WUNC-TV (Public TV) annual fundraiser, **February 24th**

Spoke at White Plains United Methodist Church in Cary, **March 10th**

Represented WB22 at Exploris Imax preview in Raleigh, **March 11th**

Spoke at Apex Methodist Church in Apex, **March 17th**

Took part in WCPE radio fund raiser (listener funded classical music station), **March 18th**

Grand Marshall of Garner Christmas Parade, **December 1st**

Bill Reh

Provided Job shadowing for a Cary High School student, **February 1st**

Spoke to about 40 second graders at Immaculata School in Durham, **February 28th**

Spoke to around 45 first graders at Durham Academy in Durham, **March 14th**

Participated and represented WB22 in the Durham Academy in Durham, **March 24th**

Spoke to about 60 Kindergartners at Efland Cheeks Elementary in Efland, NC, **March 26th**

Supervised and helped teach about 35 fourth graders from ICS at a field trip in the House of Wonder at West Point on the Eno River in Durham, **March 27th**

Tamara Gibbs

A weekly tutor at Farmington Woods Elementary, **January-March**

Had students from Cary High School shadowing me on Career Day, **February 1st**

Represented WB22 at Exploris Imax preview in Raleigh, **March 11th**

Guest Speaker at area community Schools, **April 18th**

Station Events

Community Outreach –Schools

WFLA 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.

WFLA conducted several group tours of the station throughout the 1st quarter to youth groups, cub scouts, and school groups.