



WLFL-TV 2nd 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 2nd quarter (April 1st through June 30th 2006) 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 10am. It is 60 seconds in length and is comprised of 3 announcements at 20 seconds each.

In the 2nd 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 2nd quarter of 2006, WLFL aired approximately 7 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 2nd quarter)

Locally produced Public Service Announcements:

We aired 1 locally produced Public Service Announcements during the 2nd quarter 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.

Network produced Public Service Announcements:

We aired no Network produced Public Service Announcements during the 2nd quarter.

Public Service Programs:

The following programs air on 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: ABC 11 eyewitness news on WB 22

Date/Time: Monday-Friday 10-10:30 PM
Saturday-Sunday 10-10:30 PM

Issue: Various
Type: Locally Produced

Program Topic and Description:

WB 22 and ABC 11 have join together for a news share, which started on June 26th. This partnership allows WB 22 to serve the community by airing a public service Program that we would not be able to run on our own. The newscast is produced by ABC 11 eyewitness news, but it airs on our station. The nightly newscast will cover major issues that and effect and interest the public This section of the report focuses on the 2nd quarter.

Nuestro Barrio is a Hispanic soap opera that focuses on real issues for Spanish speaking citizens. Nuestro Barrio airs on Saturday at 1pm.

Summary of Educational Themes

Episode 1

Miguel and Maria, two different first-time home-buyers, learn information that dispels several myths surrounding home ownership. Maria meets with a banker to go through the steps of getting approved for a mortgage loan.

Episode 2

After careless use of his first credit card, Manuel explains responsible credit card use, interest rates, and importance of paying the balance each month. Miguel prepares a monthly budget for his meeting at the bank. The banker explains credit reports and how to rebuild his credit history in order to qualify for a good loan. Ramon talks to Javier about opening a bank account to keep his money safe and to build a credit history.

Episode 3

After showing Manuel an ad from the newspaper, Miguel makes an informed decision not to fall for predatory loan scams and gets a referral for a legitimate housing counselor. Mr. and Mrs. Lopez have been trapped in a bad loan and decide to seek help from a housing counselor. Ramon warns Javier to shop around for a good interest rate and good price instead of settling on the first car he finds. Ramon also tells him not to feel pressured to buy a car from a dealer.

Episode 4

Mr. and Mrs. Lopez learn exactly what predatory characteristics are in their refinance loan and how to protect themselves in the future. Miguel discovers that he can attend a first-time-homebuyers' workshop to find out what steps to take in buying a home. Javier learns to resist the car dealer's pressure and take his time shopping for the best deal.

Episode 5

In the first-time homebuyers' workshop, participants learn about credit reports, personal budgets, information privacy, and avoiding foreclosure. Ramon tries to tell Javier that to build his financial future he should stop going to check cashers and establish a relationship with a full-service bank.

Episode 6

Manuel convinces a small-business owner that he should buy insurance for his business. The insurance agent explains how premiums and deductibles work. Gabi, 19, learns that going to university is within her reach. Homebuyer workshop participants learn that they should choose a real estate agent carefully. Javier gets a hard lesson in why a banking account is important: he loses all his savings when his apartment is burglarized.

Episode 7

Fedi receives his credit card statement and sees firsthand the consequences of using his credit card irresponsibly and is informed that he should pay off his debt before it grows larger. Javier opens a checking account and a savings account. Miguel's real estate agent declines to show him a house in a neighborhood he prefers, and he learns that he can protect his rights by alerting the local Fair Housing agency. A reputable real estate agent explains how a former restaurant owner went bankrupt after failing to use good accounting practices.