

Public Service & Community Outreach Summary for 4th Quarter 2012 (Oct., Nov., Dec. 2012)

Prepared 17 December, 2012 by Marcia O. Jones, Senior Producer WABM-WTTO-WDBB TV

Note: Additional pages relating to other public service attached, including copies of all listings on the wtto21.com and wabm68.com Community Calendar web site pages, submitted via email, fax and the web site solicitation pages, as available to me. Also positive viewer email, Community Billboard (on air calendar) scripts, multiple campaign summaries and other related Public Service information attached.

Taped Public Service Announcements include an average minimum of 3,000 per month per station

Non-Profit Public Service On-Air Clients Included on Announcements Library. Print out attached. Copies of orders specifying air dates and other relevant information provided.

Copies of events on the www.wtto21.com and www.wabm68.com community calendars, submitted by viewers, organizations and Marcia O. Jones, via Public Service notices received through mail and e-mail, are attached, along with summaries of events and benefits provided to non-profit organizations by WABM and WTTO TV, in order listed below.

SPECIAL WEB SITE PUBLIC SERVICE TILES

DESCRIPTION AND HYPERLINKED WEB TILES ON WABM AND WTTO WEB SITE HOME & COMMUNITY PAGES

- *LET'S MOVE.ORG
- *THAT'S NOT COOL.COM
- *4 STEPS TO COLLEGE (KNOWHOWTOGO.ORG)
- *EMERGENCY PREPARDNESS - FEMA (READY.GOV)

SPECIAL COMMUNITY EFFORTS ON BEHALF OF WABM – WTTO AND WDBB INCLUDE:

(ATTACHMENTS OR REPORTS FOR SOME OF THESE AND OTHER EFFORTS INCLUDED FOLLOWING COVER PAGE)

TAPED PSA LIST

RELATED TAPED PSA PAPERWORK, SOURCE MATERIALS

ON-LINE COMMUNITY CALENDAR LISTED ITEMS, SUBMITTED BY MYSELF OR VIA THE ORGANIZATION

NEW MEDIA – FACEBOOK COMMENTS, RETWEETS AND POSTS (which all automatically repost to Twitter)

ON AIR COMMUNITY BILLBOARD PAPERWORK WITH AIR DATES AND SOURCE MATERIAL

THANK YOU LETTERS AND EMAILS (these are in this summary with their related announcements or event reports)

REPORTS FOR:

2012 ALABAMA WALK NOW FOR AUTISM SPEAKS (10/13/12)

ARTHRITIS FOUNDATION 2012 JINGLE BELL RUN BIRMINGHAM (12-8-12)