

Public Service & Community Outreach Summary for 3rd Quarter 2010 (July, Aug., & Sept. 2010)

Prepared 5 Oct., 2010 by Marcia O. Jones, Senior Producer WABM-WTTO TV

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. Also positive viewer email, Community Billboard (on air calendar) scripts, multiple campaign summaries and other red Public Service information attached.

Ted 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 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

BIG BROTHERS/BIG SISTERS HYPERLINKED CALL-TO-ACTION WEB TILE ON BOTH SITES

UNICEF CALL-TO-ACTION/HYPERLINKED WEB TILE ON WABM AND WTTO WEB SITES

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)

NEW MEDIA - FACEBOOK AND TWITTER COMMENTS, RETWEETS AND POSTS (EFF. 25AUG2010)

TAPED PSA LIST

RELATED TAPED PSA PAPERWORK, SOURCE MATERIALS

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

ON AIR COMMUNITY BILLBOARD PAPERWORK WITH AIR DATES AND SOURCE MATERIAL

THANK YOU LETTERS AND EMAILS

REPORTS FOR:

AMERICAN HEART ASSOCIATION GO RED FOR WOMEN EVENTS AND PUBLIC SERVICE
NAMI (NATIONAL ALLIANCE ON MENTAL ILLNESS) EVENT
LIFE SOUTH COMMUNITY BLOOD CENTER
RED MOUNTAIN THEATRE COMPANY
AUTISM SOCIETY 'FROG AFFAIR' FUNDRAISER
MAGIC MOMENTS 'KICK'N CHICK'N WING FEST' FUNDRAISER
BOMBSHELL EVENT FUNDRAISER
ADDITIONAL STROKE AWARENESS PAPERWORK
BIRMINGHAM BUSINESS ALLIANCE