

**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 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 events on the [www.wtto21.com](http://www.wtto21.com) and [www.wabm68.com](http://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**

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

UNIVERSITY 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