

Issues and Program Report – 3rd Quarter of 2008

During the 3rd quarter of 2008, the following community issues were addressed by Mega TV WSBS-TV, Channel 22 & WSBS-DTV Channel 3 Key West FL.

Health
Crime
Foreign Affairs
Immigration
Terrorism
Education
Local and National Politics
Relations with Cuba/Latin America

The following report details content information regarding issues listed above, and how WSBS Mega TV Channel 22 & WSBS-DTV Channel 3 addressed these topics in the community.

WSBS-TV Channle 22 & WSBS-DTV Channel 3
Public Affairs Quarterly Report
July 1, 2008 – September 30, 2008

Section 1

Community Oriented Programming

Title: Maria Elvira Live
Scheduled to air: Monday thru Friday

Length: 1 Hour
Time: 8pm-9pm

Date: July 1 – September 30, 2008

Looking to reach a wider and more diverse target audience, Salazar continues moving on MEGA TV. Using the most sophisticated television technology and cutting edge graphics and visuals, the new format will highlight Salazar's energetic and animated personality. These effects will add even more to her sparkling talent and on-air presence, which has earned a significant amount of recognition and awards, namely an Emmy Award.

In addition to these technological enhancements, MEGA TV's exciting new show will also provide viewers with a show filled with diverse, interesting and controversial stories. Among the segments highlighted in "María Elvira Live" are:

- The leading news stories of the day.
- In-studio discussions among guests with differing and contrasting opinions.
- "Fuente Confidencial," a segment that discusses the latest and hottest news that has yet to be confirmed by official sources.
- "Sin Anestesia," Salazar's one-minute editorial opinions on breaking news.
- "Fuera de Foco," Salazar's opinions on politically incorrect comments from on-air personalities.
- "Tiro al Blanco con Urdaneta," a bi-weekly, political satire presented by renowned humorist and actor, Orlando Urdaneta.
- "In Fraganti," a segment in which the audience is invited to be reporters for "María Elvira Live" by sending in their own photos, videos, complaints and opinions..

Overall the show targets community issues and current affairs. The majority of the guests are community leaders and public figures.

Title: Cayo Hueso Ahora
Scheduled to air: Saturday

Length: ½ hour
Time: 6:00-6:30pm

Cayo Hueso Ahora is a weekly community magazine dedicated to current affairs and cultural events in Key West.

July 2008

- 05 – Ecology Project for clean energy in Key West
- 12 – History of Club San Carlos in Key West
- 19 – Interview with Alejandro Pascual local stamp collector
- 26 – Part 2: Interview with Alejandro Pascual

August 2008

- 02 – Local Social Activities at Club San Carlos
- 09 – Interview with Arturo Cobo community activist in Key West
- 16 – Part 2 of interview with Arturo Cobo
- 23 – Fisher Museum in Key West
- 30 – Part 2 of Fisher Museum

September 2008

- 06 – Pirate Museum in Key West
- 13 – Part 2 of Pirate Museum
- 20 – Cuban heritage festival plus interview with founder Fred Salinero
- 27 – The world of butterfly in Key West

Section 2

Public Service Announcements

The following traffic report details all the PSA spots that aired on
WSBS-TV Channel 22 & WSBS-DTV Channel 3
July 1, 2008 – September 30, 2008