

Issues and Program Report – 1st. Quarter of 2008

During the 1st. 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 Channel 22 & WSBS-DTV Channel 3
Public Affairs Quarterly Report
Jan. 1 – Mar. 31, 2008

Section 1

Community Oriented Programming

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

Length: 1 Hour
Time: 8pm-9pm

Date: Jan 1 – Mar. 31, 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.

January 2008

- 05 -- Continuation of Diver Museum in Islamorada
- 12 -- Last Episode of the Divers Museum in Islamorada
- 19 -- Interview with Ms. Virginia Panico from the Key West chamber of commerce
- 26 -- Reporting about Club San Carlos in Key West

February 2008

- 02 -- Fisher museum in Key West
- 09 -- Part 2 Fisher museum in Key West
- 16 -- Pirates Museum Key West
- 23 -- Part 2 Pirates Museum Key West

March 2008

- 01 -- History about Cuban in Key West
- 08 -- Exhibition Gallery on the Green in Key West
- 15 -- Gallery on the Green Part 2
- 22 -- Community service announcements by the Sheriff of Key West
- 29 -- Miniature train collectors of Key West

Section 2 Public Service Announcements

“Crime Prevention”

Title: Drunk Driving Prevention

Version Title: (MS35032) Soccer

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	221

“Health Care”

Title: American Hearth Association

Version Title: (MS35021) Mom

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	57

Version Title: (MS35022) Right Arm

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:15	6am-6am	Jan 1-Mar 31	407

Version Title: (MS35023) Waiting

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	101

Version Title: (MS35024) Dry-clean

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	61

Title: Departamento de Salud Y Servicios Humanos

Version Title: (MS35026) Laberinto

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	2

Version Title: (MS35027) Mañana Nueva

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	1

Version Title: (MS35046) College Access Airplanes

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	52

Version Title: (MS35105) Shriners Hospitals for Children

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	21

“Education”

Title: US Department of Transportation

Version Title: (MS35032) Soccer (Drunk Driving)

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	221

Version Title: (MS35036) Casi soy Grande

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	1

Title: The Advertising council of Children Obesity

Version Title: (MS35052) Be a Player

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	3

Version Title: (MS35053) Be a Player Part 2

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	6

Version Title: (MS35054) Education Part of your life

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	10

Version Title: (MS35055) Education under the Sea

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	18

Version Title: (MS35062) Be a Player

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	2

Version Title: (MS35066) Part of your world

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	2

Version Title: (MS35107) get up and play

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	3

Version Title: (MS35109) get up and play

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	46

Title: Advertising Council for Autism and Aids Awareness

Version Title: (MS35070) Car Seat

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:15	6am-6am	Jan 1-Mar 31	2

Title: Advertising Council Inc.

Version Title: (MS35090) High School dropout prevention

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	29

Version Title: (MS35091) High School dropout prevention

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:15	6am-6am	Jan 1-Mar 31	30

Version Title: (MS35101) Diabetes faces A

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	38

Version Title: (MS35102) Diabetes faces B

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	37

Version Title: (MS35106) Dollhouse

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	28

Version Title: (MS35111) Play Sixty

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	45

Version Title: (MS35112) Jungle Gym

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	16

Title: Women's Voices

Version Title: (MS35103) Women Vote

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	31

Version Title: (MS35104) Women Vote

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
1:00	6am-6am	Jan 1-Mar 31	41

“Environment”

Title: US Department of Transportation

Version Title: (MS35001) Intelligent use of Water

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	117

Version Title: (MS35003) Intelligent use of Water

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	156

“Community Groups”

Title: La Fundacion Para Una Vida Mejor

Version Title: (MS35000) Cortesia

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:10	6am-6am	Jan 1-Mar 31	592

Version Title: (MS35004) Cortesia 2

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:45	6am-6am	Jan 1-Mar 31	14

Version Title: (MS35005) Cortesia 2 (:20)

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:20	6am-6am	Jan 1-Mar 31	22

Version Title: (MS35006) Boletos

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
1:00	6am-6am	Jan 1-Mar 31	165

Version Title: (MS35007) El Pan

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:15	6am-6am	Jan 1-Mar 31	33

Version Title: (MS35018) Enseña Haciendo

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
1:00	6am-6am	Jan 1-Mar 31	193

Version Title: (MS35009) Arbitro

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
1:00	6am-6am	Jan 1-Mar 31	221

Version Title: (MS35010) Arbitro

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	152

Version Title: (MS35012) La Amista Baseball

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:20	6am-6am	Jan 1-Mar 31	76

Version Title: (MS35013) En Interes Por

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
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1:00 6am-6am Jan 1-Mar 31 148

Version Title: (MS35014) La Amistad Baseball

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:10	6am-6am	Jan 1-Mar 31	502

Version Title: (MS35015) En Interes Por

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:10	6am-6am	Jan 1-Mar 31	237

Version Title: (MS35016) Trabajo Duro

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
1:00	6am-6am	Jan 1-Mar 31	201

Version Title: (MS35020) El Futbol

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:10	6am-6am	Jan 1-Mar 31	542

Title: Cuban Classical Ballet of Miami

Version Title: (MS35108) El Lago de los Cisnes

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	18

“Digital Conversion 2009”

Version Title: (MS35116) Digital Conversion

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	5

Version Title: (MS35122) Just a Box

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	1

Version Title: (MS35119) the future is here

<u>Length</u>	<u>Time</u>	<u>Date</u>	<u>Events aired</u>
:30	6am-6am	Jan 1-Mar 31	1