



TELEVISION STATION WFTV
LICENSED TO WFTV, LLC, ORLANDO, FLORIDA
QUARTERLY LISTING OF LOCAL PROGRAMS REFLECTING CONCERNS AND/OR NEEDS
OF THE COMMUNITY
JANUARY-MARCH 2024

TELEVISION STATION WFTV-ORLANDO QUARTERLY LISTING OF EVENTS, PSA'S AND/OR NEEDS OF THE COMMUNITY JANUARY-MARCH 2024 ALL EVENTS/NEWS STORIES LISTED BELOW ARE PUBLIC AFFAIRS UNLESS OTHERWISE INDICATED, AND ARE LOCALLY PRODUCED. WE ALSO CARRY ABC NETWORK AND SYNDICATED PUBLIC AFFAIRS PROGRAMS THAT ADDRESS THESE ISSUES. OUR CAMPAIGNS FALL INTO THE FOLLOWING ISSUE CATEGORIES: HEALTH & HUMAN SERVICES, EDUCATION & LITERACY, DIVERSITY & INCLUSION, HOMELESSNESS.

HEALTH & HUMAN SERVICES

FOREVER FAMILY (Non-Profit: Forever Family)

Each week during Eyewitness News at 4pm on Thursday, we profile a child available for adoption. These children are currently in the foster care system and we introduce viewers to a child so they can learn how amazing these kids and how you can learn more about adoption or fostering a child. We produced a :30 PSA and we aired 18 PSA's to support the weekly story during first quarter.

FAMILY FEST

This second annual Family Fest at Dezerland took place on January 27th and it was a full day of fun for local families to access parenting resources and family fun. Parents could find local non-profit resources to help them if needed. More than 6,000 people came through the event that day. We produced a :30 PSA and we aired 24 PSA's to support the event.

MORE THAN PINK WALK (Non-profit: SUSAN G KOMEN)

On Saturday, March 2nd, we joined in the More Than Pink Walk with Susan G. Komen to walk for the people who can't, for those too weakened by treatment to join, for those who are suffering and for those we have lost. The event raised nearly \$140,000 to help continue the fight against breast cancer. Karla Ray was the emcee. We produced a :30 PSA and aired 31 spots to support the event.

WALK FOR WISHES (Non-profit: Make-A-Wish Foundation)

The 17th Annual Walk For Wishes took place Saturday, March 28th at Lake Eola. It's a nationwide Make-A-Wish fundraiser that supports granting life-changing wishes for children with critical illnesses. It's a family-friendly event powered by wish families, volunteers, companies, donors and friends. The event raised nearly \$400,000 to help grant wishes. We produced a :30 PSA and aired 29 spots to support the event.

DIVERSITY & INCLUSION

BLACK HISTORY MONTH (Non-profit: various including The My Village Project, Heart of Florida United Way)

To celebrate Black History Month, we profiled several local black business owners who are using their time, talents and treasures through philanthropy to give back to students and others in our community through their professions such as finance, health and community service. We produced a half-hour special and :30 PSA's several vignettes to showcase this important work being done in Central Florida. We aired 22 PSA's during the month.

UPTOWN ART EXPO (Non-profit: AdventHealth Foundation of Central Florida for Hospice Care)

The 10th annual Art Expo was a success with thousands of people enjoying spectacular art the weekend of March 22nd-24th. It was a busy weekend showcasing multiple types of artists and raising money for local art programs in the schools. We produced a :15 PSA and aired 26 spots to promote the event.

HOMELESSNESS

PAWS IN THE PARK (Non-profit: Pet Alliance of Greater Orlando)

Florida's Largest Pet Festival, Paws in the Park Presented was held on February 10th at Lake Eola Park in Downtown Orlando. The community truly made a difference raising \$202,000 to ensure that Pet Alliance of Greater Orlando can continue its vital work, saving lives and finding homes for over 4,000 dogs and cats this year alone. It was most successful Paws in the Park event in it's 30-year history!