

**QUARTERLY PROGRAMS AND ISSUES REPORT
FOR 1st QUARTER 2010**

January, February and March 2010

Submitted to the files on 4/10/2010

The following is a listing of specific program descriptions of public affairs, which WTTO-TV produced/aired to serve the community's interest during the period from January 1st through March 31st, 2010. Non-broadcast efforts related to on air programming are also included. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority of significance.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Public Service Announcements	Various	1 st Qtr 2010	Various	30-60 sec

DESCRIPTION: During the 1st quarter of 2010, WTTO aired in excess of 2,000 public service announcements. These announcements aired daily. Some of various announcements were for Boystown Teen Hotline, Trees are terrific/Arbor Day, Juvenile diabetes foundation, Call To Recycle, US Youth Soccer, Youth Reckless Driving, etc. See WTTO PSA list included with this report.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Charities, Health and Education	Community Billboards, Community Events, and Community Outreach	1 st Qtr 2010	Various	30 sec

DESCRIPTION: WTTO produces public service billboards that provide an opportunity for local non-profit organizations and agencies to encourage community involvement in a variety of fairs, events, seminars and educational programs. The Community billboards can be found on WTTO's website, WTTO21.com. The list includes The Anniston Museum of Natural History, UAB Gospel Choir, Ruffner Mountain Nature Center, McWayne Center, Birmingham Zoo, Savings Bond Website, TEARS Emergency Animal Rescue Service, Girls & Boys Town National Hotline, etc. See a complete list of all Community Events listed on our website included within this report.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Community Outreach	Moments w/ a Mission	1 st Qtr 2010	Various	30 sec

DESCRIPTION: On air campaign targeted towards Homeless men. Information on how the Jimmy Hale Mission provides shelter and meals for homeless men, women and children in Birmingham, Alabama.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
Family	Family Builders	1 st Qtr 2010	Various	30 sec

DESCRIPTION: On air campaign targeted towards youth and parents. Inspirational messages to parents with tips on raising children from noted children’s advocate John David Croyle.

<u>ISSUE</u>	<u>TITLE</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
History	Black History Month	February 2010	Various	30 sec

DESCRIPTION: Black History vignettes were produced by WTTO’s staff to raise awareness of the importance of Black History. Children from Princeton Elementary Alternative School hosted these vignettes.

SPECIAL PROMOTIONS/ACTIVITIES

ADOPT-A-SCHOOL

WTTO is involved in the Adopt-a-School partners in education program. WTTO acts as a business partner to Princeton Alternative School. In this program, WTTO does volunteer work at Princeton such as reading to individual classes, teaching through incentives, awarding outstanding students and teachers with awards certificates and gifts, and sponsoring reading and attendance contests for each grading period.

Black History Essay Contest

WTTO sponsored an essay contest for the month of February. The children at the school wrote essays celebrating Black History Month. WTTO chose one winner from each grade who received a Savings Bond certificate for \$25.00 from the station. Also, the winners came to the studio and read their essays on air. WTTO's staff produced Black history vignettes with the children's reading to run during the entire month of February.

Additional Sponsored Events

Exceptional Foundation Chili Cook Off – Raised over \$170,000

Junior League Rhinestones & Wranglers Fundraiser – Raised over \$47,000

Croonin' For Critters Fundraiser – Raised over \$20,000