

**QUARTERLY PROGRAMS AND ISSUES REPORT  
FOR 2<sup>nd</sup> QUARTER 2009  
April, May, and June 2009**

Submitted to the files on 7/10/2009

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 April 1<sup>st</sup> through June 30<sup>th</sup>, 2009. 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	2 <sup>nd</sup> Qtr 2009	Various	30-60 sec

**DESCRIPTION:** During the 2<sup>nd</sup> quarter of 2009, WTTO aired in excess of 2,000 public service announcements. These announcements aired daily. Some of various announcements were for Childhood Obesity Prevention, Boystown Teen Hotline, Drug Free America, Trees are terrific/Arbor Day, Juvenile diabetes foundation, 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	2 <sup>nd</sup> Qtr 2009	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	2 <sup>nd</sup> Qtr 2009	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	2 <sup>nd</sup> Qtr 2009	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>
Educational	Sun Smart	2 <sup>nd</sup> Qtr 2009	Various	30 sec

**DESCRIPTION:** Educational campaign about the basics of sun protection, risk factors for skin damage, as well as the effects of UV exposure to your skin. The information allows the viewers to find out how to protect them from the sun; by doing such things as using sunscreen, practicing early detection skin exams and being educated about skin cancer.

## **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.

### **5<sup>th</sup> Grade Graduation**

WTTO attended and presented two trophies for "All Year around Best Boy and Girl" at Princeton's 5<sup>th</sup> grade graduation.

### **FREE FRIDAY FLICKS**

Free Friday Flicks is a wonderful event for the entire family. Each Friday night people can bring their family out to Homewood Park and enjoy a free movie underwritten by WTTO. This is the 16<sup>th</sup> year for the event and it will last until the end of July. There are food and fun activities for the entire family. This year, Domino's Pizza and Dr.Pepper are available for nominal fees. WTTO hosts giveaways of various prize packs every week. And there are approximately 800 attendees each week.

### **HOMEWOOD LIBRARY TEEN SUMMER READING PROGRAM**

The library's annual Teen Reading event encourages year-round reading, positive events to aid in socialization, keeping youth busy during the summer and teaches other skills to Homewood teens. Teens (rising 6<sup>th</sup> – 12<sup>th</sup> graders) encouraged to register for summer reading program (3 books per week) and register to win prizes (provided by the library). Homewood kids were recruited for the on-camera talent for on air and web promos. In addition, production was also provided to the Library to include on their Teen My Space Page.

### **HOMEWOOD ROTARY MENTOR DAY**

Homewood High school students receive first hand guidance concerning their career aspirations from area business leaders. Mentors share career information including educational requirements, qualifications, job details, future outlook of their career, tour of the facilities, hands-on activities, salary and benefit opportunities, etc. WTTO staff accepted responsibility to mentor two students for a day; Carter Wilson (general television and broadcast interest), and Carl Robinson (broadcast engineering interest). This was held on April 23<sup>rd</sup>, 2009 from 8am-12:30pm at the station.