

WITN-TV

Greenville, New Bern, Washington

QUARTERLY LISTING OF COMMUNITY ISSUES AND PROGRAMS

April 1, 2021 – June 30, 2021

Community Action/Social Concerns

“Eastern NC Cares”

Each month on WITN.com & social media

Each month WITN partners with Ricci Law Firm as they donate \$1,000 to a local organization. We help to promote the organization being recognized for that specific month.

“NC Army National Guard - ‘I Will – NC Campaign’ PSA”

April 1, 2021 – June 30, 2021

NC Army National Guard recruitment campaign aired on WITN. The campaign was geared toward helping your neighbors.

“United We Can”

May 21, 2021 – June 5, 2021

WITN promoted the United We Can event ahead of time. Then we organized a team to take part in the can sculpture competition. We purchased nearly 200 cans to use and donate for the event. The event collected 3,984 items that were then donated to the local food bank.

“Kinston leaders dedicated bench to recognize Child Abuse Prevention Month”

April 7, 2021 – WITN First at Four – 45 seconds

Social workers, first responders, and child welfare advocates gathered in Kinston to dedicate a new park bench to highlight Child Abuse Prevention Month.

“Visitations and marches held a day ahead of Andrew Brown, Jr. funeral”

May 2, 2021 – WITN News at 5:30 – 2.5 minutes

On April 21, Andrew Brown, Jr. was shot and killed by a Pasquotank County sheriff's deputy. WITN followed this story closely, sending reporters to Elizabeth City for press conferences, protests, funeral and more for months. This story gained national attention following other police-involved shootings in the country.

“Loves ones remember Pitt County plane crash victims”

May 23, 2021 – WITN News at 6 – 2.5 minutes

A small plane crashed in Pitt County, killing two people. WITN spoke to locals who knew the couple and helped to tell the story of the tragic loss.

“Washington barn to be converted to center for at risk veterans”

June 10, 2021 – WITN News at 5 – 30 seconds

The USDA says it is investing \$99,000 to renovate a barn in the city of Washington for a community event center for at-risk Veterans. The proposed project will also provide space to house workshops including woodworking, visual arts and yoga.

“ECU researcher uncovers 400 graves in abandoned African American cemetery”

June 15, 2021 – WITN News at 5 – 2.5 minutes

What began as a Boy Scout wanting to clean up the area as part of an Eagle Scout project, turned into a discovery of 400 graves at the site. An East Carolina University professor, alongside his class, found hundreds of mismatched gravestones, some just depressions in the earth, revealing the lost graveyard dating back to 1908.

Crime & Public Safety

“ENC police chief weighs in on training and de-escalation skills during arrests”

April 14, 2021 – WITN News at 5 – 45 seconds

After an officer-involved shooting in Minnesota, WITN spoke to a local police chief about the importance of training for officers. This story also addressed the impacts smaller agencies face when handling the cost of equipment and weapons, but still stressed the importance of the training.

“Onslow County deputies seek answers in 2015 ‘cold case’ murder”

April 15, 2021 – WITN First at Four – 30 seconds

WITN helped share information from local officials as they continued their investigation into a murder from more than five years ago.

“Rush for gas affects Greene County EMS workers”

May 13, 2021 – WITN News at 6 – 3 minutes

Due to the Colonia Pipeline shutdown, many drivers in Eastern Carolina rushed to the pumps panic buying and hoarding gas. This not only led to some drivers not finding gas, but also local EMS workers. WITN spoke with local officials about how the gas shortage was impacting their work.

“FBI, Jacksonville police offering rewards in Jenna Franks murder”

May 17, 2021 – WITN News at 11 – 2.5 minutes

WITN had followed the investigation of murder of a transgender woman who was killed in March. The FBI joined the investigation and determined it was a possible hate crime.

“Man arrested after shots fired near girls’ softball game in Ayden”

May 25, 2021 – WITN News at 11 – 30 seconds

WITN reported on a shooting that took place near a girls’ softball game in a local town. We then followed up on coverage once a suspect was arrested.

“Greenville PD remembers Sgt. Tim “Mac” McInerney”

June 17, 2021 – WITN News at 6 – 3 minutes

A local police sergeant died in a house fire that WITN reported on. We followed up with community members after learning the identity of the man who died. St. McInerney was a 26-year veteran of the Greenville Police Department.

“Injury prevention specialists remind you to keep safety a priority this summer”

June 18, 2021 – WITN News at 5:30 – 45 seconds

Local health experts provide tips to stay safe while enjoying summer activities.

“New Bern police chief holds roundtable discussion with community”

June 24, 2021 – WITN News at 11 – 2.5 minutes

A local police chief, who had recently taken on the position, held a roundtable discussion with the community to talk about how they felt policing should look like in their community.

Education

“Teacher of the Week”

Each week on WITN News at Sunrise – about 2 - 5 minutes

Each week WITN acknowledges one teacher in Eastern Carolina for their work in and out of the classroom. These are determined based on nominations from members of the community, whether that be students, parents and/or staff at local schools.

“Class of 2021”

May 7, 2021 – June 30, 2021

Schools from across Eastern Carolina nominated one senior to represent their school. WITN created articles for each student, as well as promotions to air on our station. All 26 counties WITN reached out to had at least one school participate with 91 students recognized.

“Craven Partners in Education”

May 20, 2021 – June 26, 2021

WITN sponsors many of the Craven Partners in Education events. This includes sharing details of fundraising events ahead of time on witn.com, social media and on air. The money raised from these events works to help teachers fund programs in the classroom.

“Pitt Community College auction to benefit student scholarships”

April 12, 2021 – WITN News at Sunrise – 2.5 minutes

Our morning show brought on the organizer for an auction set to benefit student scholarships. The live interview gave viewers details about the event, while the web article and social media posts helped to raise awareness of the event as well.

“N.C. lawmakers discuss House bill on student athletes’ gender identity”

April 14, 2021 – WITN News at 5:30 – 2.5 minutes

State lawmakers and members of the transgender community discussed a House bill that would require student-athletes in middle and high school, and the collegiate level to compete based on the gender listed on their birth certificate.

“ECU grad says it’s never too late to go back to school”

May 19, 2021 – WITN First at Four – 2.5 minutes

A local woman shares her story of going back to school after raising her family.

“Pitt County students create useful app, win 3rd place in statewide competition”

May 21, 2021 – WITN News at 11 – 2.5 minutes

A group of students in Pitt County won third place in the statewide, “Ready, Set, App!” competition after creating a useful app. The app lets drivers know which students will be riding the bus that day and students know where the bus is and what time it will be arriving.

“New program to offer free tuition, fees at BCCC through 2023”

June 7, 2021 – WITN News at 5:30 – 30 seconds

Beaufort County Community College has announced a new program that will cover the cost of tuition and fees for students for two years.

Environment & Weather

“First Alert Weather Blog”**April 2021 - present**

The WITN Weather Authority team began a weather blog to engage with viewers and add fun information that may not make it into typical forecasts.

“First Alert Weather Day”**May 2021 – present**

From severe thunderstorms and flooding to hurricanes and tropical storms, WITN works to prepare the residents of Eastern Carolina for every potential weather condition. We have begun utilizing “First Alert Weather Days” to help viewers prepare and stay informed regarding the weather conditions across Eastern Carolina.

“Storms across east knock trees down”**May 4, 2021 – WITN News at 5 & 6 – 30 seconds**

Storms rolled through Eastern Carolina and the WITN news team used a video shot by our team, but also incorporated viewer photos of damage across the area.

“Thousands of dollars available for those still suffering from hurricane damage”**May 4, 2021 – WITN News at 6 – 2.5 minutes**

After three years since Hurricane Florence, many members of the community are still left with the emotional toll left behind along with some damage. A local organization offered funds for those still trying to recover from damages.

“NOAA predicts above average hurricane season in the Atlantic”**May 24, 2021 – WITN First at Four – 30 seconds**

The National Oceanic and Atmospheric Administration recently released their annual tropical outlook for the Atlantic Basin. This year they are calling for 13 to 20 named storms, 6 to 10 hurricanes and 3 to 5 major hurricanes.

“UNC Marine Sciences professor: Climate change could cause more severe weather patterns”

June 16, 2021 – WITN News at 6 – 3.5 minutes

The pandemic caused a significant decrease in fossil fuel emissions, but with a gradual return to normalcy, experts are concerned that the resurgence in global temperatures will cause sea levels to continue to rise and for water quality to continue to suffer.

“Pitt County mosquito expert talks ways to avoid getting bit”

June 21, 2021 – WITN News at 6 – 2.5 minutes

Warm weather and hurricane season may mean more mosquitoes to avoid. WITN spoke to a local expert about how to avoid those pesky bites.

“Researchers work to improve flooding issues related to Hurricanes”

June 24, 2021 – WITN News at 5 – 1.5 minutes

In recent years hurricanes have wreaked havoc on North Carolina, including storms like Florence, Matthew, and Dorian. A \$2 million grant has been used to help experts create a plan to help reduce flooding in Eastern Carolina.

Health/Medical

“NC COVID Mask Up ‘You Can Count On ME NC’ Campaign”

April 1, 2021 – June 30, 2021

The NC Campaign was used to help spread awareness to ways those in the community could help combat the spread of COVID-19.

Autism Awareness PSA

April 2, 2021 – April 30, 2021

April marks Autism Awareness Month. Along with the PSA ran on WITN, we also created and shared graphics on social media to help educate viewers on autism.

Children’s Miracle Network Telethon & Promotions

May 2, 2021 – June 5, 2021

On June 6, WITN held its annual Children’s Miracle Network Telethon to help raise money for the local non-profit organization dedicated to helping children and their families. We ran stories

about the children and families, along with the technology the donations help fund at the James and Connie Maynard Children's Hospital, and more throughout the month of May. Then on June 6, each story was played on air, while anchors and reporters worked to encourage viewers to donate.

"State now offers vaccine to all groups"

April 6, 2021 – WITN News at 5 - 2 minutes

After months of vaccine roll-out, North Carolina opened up eligibility to all groups, making anyone 16 years or older eligible.

"FIRST ON WITN: Mold covered vents and other issues detailed in Pines Elementary report"

April 14, 2021 – WITN News at 6 – 1.5 minutes

An air quality report documenting testing of an elementary school that is closed indefinitely revealed high levels of mold and other problems.

"Mental Health Matters: Vidant Health launching virtual series for month of May"

May 3, 2021 – WITN News at Sunrise – 3 minutes

May is Mental Health Awareness Month and Vidant Health is working to reduce the stigma. Our morning conducted a live interview with a local health expert to raise awareness of a series being held throughout the month.

"Sound Rivers to alert the public about waterways with excessive amounts of bacteria ahead of summer"

May 26, 2021 – WITN First at Four – 2 minutes

A program was created to collect water samples from Sound Rivers in Eastern Carolina to help detect high levels of bacteria. WITN spoke to a local riverkeeper to learn details about the process.

"ENC experts discuss hope, controversy of new FDA-approved Alzheimer's drug"

June 8, 2021 – WITN News at 6 – 2.5 minutes

The FDA approved a new drug that could slow the progression of Alzheimer's disease for people with early onset. WITN spoke with a local Alzheimer's experts and shared details of the new approval from the view of Eastern Carolina.

Local Economy/Jobs

“NCDOT continues projects as Biden’s \$2 trillion infrastructure plan faces Congress”

April 1, 2021 – WITN News at 6 – 3 minutes

The North Carolina Department of Transportation has already laid out its ten-year plan that includes thousands of projects and said they’ll follow Biden’s proposal as it makes its way through Congress.

“State grants could help bring big business to Eastern Carolina”

April 16, 2021 – WITN News at 5:30 – 2 minutes

Governor Roy Cooper and the North Carolina Rural Infrastructure Authority have approved several funding grants that will provide more than \$32 million in private investments. The grants were created with the goal of helping local governments speed up economic recovery across the state.

“Summer camp helps feed food insecure seniors”

April 20, 2021 – WITN News at 5 – 1.5 minutes

A local summer camp worked to cook and deliver meals to senior citizens across their county who were dealing with food insecurities. The camp director said the efforts were also directed at helping to stimulate the local economy as well.

“Coastal businesses opening fewer days a week due to low employment”

May 4, 2021 – WITN News at 6 – 3 minutes

As many employers struggled to fill job openings, many businesses were forced to close their doors several days throughout the week. WITN spoke with local business owners about this struggle.

“NC Works has job fair during tough job market”

May 5, 2021 – WITN News at 6 – 2.5 minutes

Experts say there is a tone of pent-up job demand in the workforce right now, and it’s only a matter of time before it booms. WITN used a local job fair as an opportunity to address the tough job market nationwide.

“Carteret County needs 911 telecommunicators immediately”

May 10, 2021 – WITN News at 6 – 2.5 minutes

Carteret County has a hard time hiring employees in various businesses and is concerned about having enough workers to service the influx of people expected during the upcoming summer season.

“Western drought could impact price you pay at the store”

June 15, 2021 – WITN First at Four – 1 minute

As wildfires and drought conditions consumed many places on the west coast, farmers faced a lack of goods to export to states in the east. WITN spoke to a local agriculture instructor and provided tips for residents in Eastern Carolina who may be seeing increased prices in grocery stores.

“Craven County Small Business Center offering workshops for businesses”

June 17, 2021 – WITN News at 5 – 1 minute

The Small Business Center in Craven County will be hosting a three-part series of webinars focusing on crucial aspects of business and how entrepreneurs can pivot their plans to take advantage of the changing economy.