

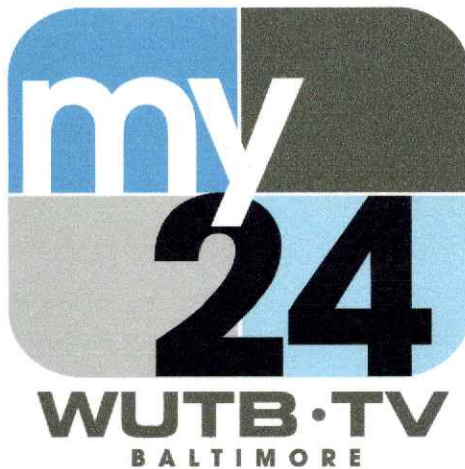
# TBD.

## **Deerfield Media (Baltimore) Licensee, LLC**

2000 West 41<sup>st</sup> Street, Baltimore, Maryland 21211  
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This Report was filed in a timely manner by prior Licensee.

Current Licensee is replacing missing copies in the Public Inspection File, based on a routine inspection of the file conducted on April 18, 2024.



Call letters: WUTB

Quarterly Issues/Program Report

3rd Quarter 2012

Time Period: July 1, 2012 – September 30, 2012

Date Placed in Public File: October 9, 2012

By:

Bonnie McCausey  
Creative Services Director

Signature: Bonnie McCausey

My24 WUTB-TV 24  
Fox Television Station, Inc.

**3<sup>rd</sup> Quarter 2012**  
Issues/Programs Quarterly

WUTB has a strong commitment to the viewing audience through station efforts to serve the needs and interests of the community. A combination of on-air, website and social media utilizes every WUTB resource to bring information to the Baltimore TV Market area. This Issues/ Programs Quarterly reflects 24.1, a My Network O & O and 24.2, Bounce TV.

This quarter continued the assertive effort with affording access to our station. Established rapport exists between the station and directors of agencies, non-profit organizations, elected officials and community leaders. Additionally the station strives to address viewer inquiries and concerns in an efficient manner with compliance protocol being followed as mandated by the FCC.

Annually WUTB participates in 1 formal ascertainment day: The Baltimore Broadcasters Coalition's Community Ascertainment Day. The 2012 Ascertainment Day was held on September 12, 2012. Organizations, community leaders and non-profits received an off the record half hour audience before participating Broadcasters to voice their opinion about how local broadcasters can better serve the community. WUTB remains accessible to those groups and others in the community it serves.

My24 WUTB-TV 24

**3rd Quarter 2012**  
Issues/Programs Quarterly

Ascertained Issues

Community  
Concerns of Children  
Environment  
Energy  
Health  
Diet  
Exercise  
Military  
Mentoring  
Volunteerism

My 24 WUTB Issues/ Programs Quarterly – 3rd Quarter

Long format programming:

The first Sunday of each month is reserved for public affairs programming to serve the needs and interests of the community.

Profiles with Craig Thompson which was previously produced presents encore presentations that have topics and guests that are still relevant to the needs and interests of the community. This public affairs slot airs on 24.1.

My 24 WUTB Issues/ Programs Quarterly – 3<sup>rd</sup> Quarter

Long Format Programming- July, August, September

Duration: 30 minutes

Date & Time Aired:

Sunday, July 1, 2012

5:30 am

Profiles with Craig Thompson

An encore presentation with Mo’Nique, who was raised in Baltimore. This candid one-on-one conversation talked about her journey and how she never gave up her dream. It imparts advice and inspiration to our viewing audience about how hard work and determination can help you achieve your goals.

Date & Time Aired:

Sunday, August 5, 2012

5:30 am

Profiles with Craig Thompson

An encore presentation with the late Mary Carter Smith, Maryland Griot and Bill Grimmette, Storyteller. They give the history of the tradition and also demonstrate their storytelling techniques. This program also encourages viewers to learn more about this tradition and to support the local efforts to preserve it.

Date & Time Aired:

Sunday, July 1, 2012

5:30 am

Profiles with Craig Thompson

An encore presentation with Mo’Nique, who was raised in Baltimore. This candid one-on-one conversation talked about her journey and how she never gave up her dream. It imparts advice and inspiration to our viewing audience about how hard work and determination can help you achieve your goals.

My 24 WUTB Issues/ Programs Quarterly – 3<sup>rd</sup> Quarter

Long Format Programming- July, August, September  
Duration: 30 minutes

WUTB complies with the Children's Television requirements with the Children's Programming offered on 24.1 on Saturday mornings between 7am and 10am, and on 24.2, Saturdays between 10am and 1pm. All of the program series are 30 minutes in length and target teens 13 and up. FCC Form 398 is filed with the FCC each quarter.

## My 24 WUTB Issues/ Programs Quarterly – 3rd Quarter

### Public Service Announcements

Our commitment to the community continues with an assertive effort to provide our viewers with information about a wide array of topics, issues and outreach to help them with particular problems and to offer solutions.

Our Public Service Agenda includes not only nationally recognized issues and organizations, but also the grass roots local initiatives that are so important to bring about positive change and solutions.

During this quarter time was donated to public service in various lengths of PSA's which aired numerous times throughout the quarter.

Additionally this quarter, WUTB started posting special project productions on the station's facebook page to increase outreach to a wider audience utilizing the social media platform.

The following pages highlight the issues of this quarter's public service campaign efforts.



## My 24 WUTB Issues/ Programs Quarterly – 3<sup>rd</sup> Quarter

### Public Service Announcements

#### Concerns of Children

In addition to at least the three hours per week of long form programs specifically designed for the education and information of children, (as outlined in the FCC398), some of the public service announcements in rotation are suitable for viewing by children and cover an array of topics that educate and inform children about important topics in a way they can comprehend.

Some of the other PSA's in rotation also fall in children's programming which do not specifically target children, but present messages that are suitable for children to view.

## My 24 WUTB Issues/ Programs Quarterly – 3<sup>rd</sup> Quarter

### Public Service Announcements

#### Community

My24/WUTB continues to support the community with several PSA's produced by the station and aired as a public service to organizations that might not otherwise get any pre-event publicity or on-air coverage.

WUTB airs a :20 Children's Miracle Network PSA which informs viewers about the local hospital, Johns Hopkins Children's Center which continues to help critically ill children. Newscorp across the US supports the efforts at the other Owned and Operated TV stations.

WUTB continues to air the FCC mandated announcement that the children's programming reports are available in the public file and on our website. This announcement is 30 seconds.

"The Race", a 1 minute announcement from the Foundation for a Better Life demonstrates a vignette about including person's with disabilities in fun activities to improve the quality of their life and how it help one be a good person.

"Oliver with a Twist", a 1 minute PSA from the Foundation for a Better Life demonstrates how kindness for your fellow human is so important.

Partnership For A Drug Free America brings 2, 30 second messages to the community to help awareness of substance abuse and what to do about it.

"Emotional Drugs Denial and Emotional Drugs Enabling".

Unicef :30 PSA to urge viewers to help locally and globally for a better life for all.

"Dogfest 2012" is a :15 PSA produced by WUTB to continue supporting the Baltimore Humane Society which advocates responsible pet ownership.

## My 24 WUTB Issues/ Programs Quarterly – 3<sup>rd</sup> Quarter

### Public Service Announcements

#### Environment/ Energy Initiative

These public service announcements addressed the issue of how vital it is to preserve and protect our environment, not only “in our own back yard”, but throughout the world. Fox/ Newscorp is also committed to an Energy Initiative to reduce our own carbon footprint, so the following PSA’s helped in public awareness of environmental and energy initiative tips.

WUTB continues it’s support of the Arbor Day Foundation with airing the :60 and :10 version of the PSAs, “Good Clean Water”.

WUTB joined the corporate initiative by localizing the :20 PSA series: “Make Everyday Earth Day” to educate viewers about ways to save energy and money.

## My 24 WUTB Issues/ Programs Quarterly – 3<sup>rd</sup> Quarter

### Public Service Announcements

#### Healthy Lifestyle/ diet and exercise

Both the Exercise and Nutrition PSA's work to bring obesity awareness and prevention to viewers and their families, a series of PSA's ran which focused on lifestyle habits which include healthy eating tips and ways to increase activity and exercise.

WUTB was proud to be a media partner for the "Sowebo Landmark 5K" in Baltimore. The :15 PSA urged viewers to run or walk in the race and to check out the health screenings at the health fair.

The Ad Council "Action Hero Alliance" is an effort to fight childhood obesity. This 1 minute PSA urges viewers, especially in their youth to get up and move each day.

The Ad Council presents this 30 second PSA "Aarron/CJ", is about what you can do locally to fight hunger.

"Many Symptoms" is an outreach :15 PSA to help those with eating disorders brought to viewers by Overeaters Anonymous

"Cereal Bowl" from the Ad Council gave information about prevention and treatment of childhood lead poisoning. This PSA is 30 seconds in length.

The Living Legacy Foundation is a 30 second PSA that urges viewers to help cancer patients through one of their programs such as hair donation.

WUTB each year supports the efforts of local area Hyundai dealers for their dedication to fight childhood cancer. This 30 second PSA was shot and edited by WUTB to inspire viewers to help in the cause.

## My 24 WUTB Issues/ Programs Quarterly – 3<sup>rd</sup> Quarter

### Public Service Announcements

#### Military

WUTB supports our troops by bringing awareness to viewers that what military personnel do is protecting our way of life.

Through a partnership with the Maryland/DC/Delaware Broadcasters Association, WUTB airs NSCA as requested by the association. This quarter the Army National Guard :15 NSCA aired to help viewers know about how they serve and the advantages of joining up.

Through the partnership Fox Television stations has with the USO, WUTB continues to air the most current USO PSA's. This quarter: "Portraits", the :30 & :60 versions and "Good to Be Back", the 1 minute and :10 versions, let's viewers know how much the USO does for troops and their families even after the tour of duty is over.

John Huertas is featured in this 1 minute PSA that imparts information how each of us can help a hospitalized veteran.

Veterans Aid :15 seconds in length gives information to the viewing audience about how Veterans receive Aid after they have served their country.

## My 24 WUTB Issues/ Programs Quarterly – 3<sup>rd</sup> Quarter

### Public Service Announcements

#### Volunteerism

WUTB made a concerted effort this quarter to closely target volunteerism and to let viewers know about the many ways each person can make a difference by volunteering.

PSA's targeting volunteerism included:

National Community Service:

"My American Story with Timm Lovitt", 1 minute

"Get Involved", 30 seconds

"Maryland Mentoring Partnership" – locally tagged by WUTB, with The Maryland Mentoring contact information. 30 second PSA.

"What will you Build?" – Habitat for Humanity. 30 second PSA.

"Life is Calling" – PeaceCorps, 30 second PSA.

Americacorps:

"Be the Change", 30 second PSA

"Heroes Wanted", 10 second PSA.

"You Can" – Rotary International, 30 second PSA.