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Call letters: WUTB

Quarterly Issues/Program Report

1st Quarter 2013

Time Period: January 1, 2013 thru March 31, 2013

Date Placed in Public File: April 3, 2013

By:

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Creative Services Director

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My24 WUTB-TV 24
Fox Television Station, Inc.

1st Quarter 2013
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 2013 Ascertainment Day will be held on September 18, 2013. 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

1st Quarter 2013
Issues/Programs Quarterly

Ascertained Issues

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

My 24 WUTB Issues/ Programs Quarterly – 1st Quarter 2013

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 – 1st Quarter 2013

Long Format Programming

Duration: 30 minutes

Date & Time Aired:
Sunday, January 6, 2013
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, February 3, 2013
5:30 am

Profiles with Craig Thompson

An encore presentation with world famous Dr. Ben Carson. This interview is a candid recap of his upbringing and he imparts advice for viewers of how to live a productive life, including being a mentor to young people.

Date & Time Aired:
Sunday, March 3, 2013
5:30 am

Profiles with Craig Thompson

An encore presentation with Civil Rights writer, Taylor Branch. He takes us through his years of involvement in the Civil Rights movement and how he writes about it. His experiences and insight gives viewers historical background and vision for the future of equal rights for all.

My 24 WUTB Issues/ Programs Quarterly – 1st Quarter 2013

Long Format Programming

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 – 1st Quarter 2013

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, WUTB posts 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 – 1st Quarter 2013

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 joins the corporate initiative for 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.

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

"Emotional Drugs Denial and Emotional Drugs Enabling".

"Running & Rehab" are 2 PSA's that have an interesting twist- you think the subjects are on drugs, then find out they are in recovery or helping others in recovery.

"Best in Me" is a modern take on the new Girl Scouts which focuses on achievement for girls.

"Chairs" & "Cinderella" informs viewers about the proper use of child safety seats.

My 24 WUTB Issues/ Programs Quarterly – 1st Quarter 2013

Public Service Announcements

Community

“Changes” is an outreach PSA for the Boys/Girls Town which offers a crisis line for both teens and parents.

“Go Direct” gives viewers information about how to enroll in electronic payments for federal benefits.

“Cheers” is a PSA that encourages fathers to be involved with their daughters.

“The Barron Foundation/ Hero in your Community” urges viewers to recognize the contributions of people in your own neighborhood.

The Ad Council presents “Bully” which gives info. and support to those who are suffering from bullying.

The strength of our communities and our futures rely on the power of education. “Proud Sponsor” gives information about the Federal Student Aid Program.

Foundation for a Better Life presents 2 PSA’s about ways to be a better citizen. “The Race” and “Oliver with a Twist”.

“Frozen” is a PSA that urges viewers to seek help and not ignore if they are behind on their mortgage. There is help for folks.

“Keep Your Cool”, “Power of Change” and “Let It Out” are messages from Boys Town which offers a toll free number for not only troubled youth, but for parents dealing with teenagers.

“Little Bit” is a message to encourage everyone to support or get involved as a Big Brother/ Big Sister to mentor our youth.

“Manacure” is a message encouraging fathers to get and stay involved with their children.

My 24 WUTB Issues/ Programs Quarterly – 1st Quarter 2013

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 “Good Clean Water” to inform viewers that trees help with the quality of our water supplies and “Your Nature” to encourage viewers and their families to get out and explore nature.

WUTB joined the corporate initiative by localizing the PSA series: “Make Everyday Earth Day” to educate viewers about ways to save energy and money. And “Sustain” informs viewers of ways to live a more green lifestyle.

“Cliff” is a series of PSA’s about how to live a more energy efficient lifestyle, saving energy and money.

“Our Forests” urge viewers to explore and protect our forests.

“Oven” deals with ways to conserve energy.

“Sustainable Food” is a station group wide initiative to encourage living more green.

My 24 WUTB Issues/ Programs Quarterly – 1st Quarter 2013

Public Service Announcements

Healthy Lifestyle/ diet and exercise

“Cereal Bowl” gives viewers information about Lead Poisoning Prevention.

The importance of Oral Health comes from the Ad Council with this series of PSA’s: “ Drawing on Brother”, “Octolaunch”, “Party” and “Gerbals” and “Toothfairies”.

“Laura” gives information about getting help if you are living with an alcoholic, through the Al-anon program.

“Juice” is a message to help with Childhood obesity.

“Sandbags” from the NIH gives viewers information about how important maintaining a healthy weight is for your health.

“Silent Scream” imparts hope for those who are caregivers.

“Speechless” is a powerful PSA in support of and encouraging viewers to support the Special Olympics.

My 24 WUTB Issues/ Programs Quarterly – 1st Quarter 2013

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, and the Coast Guard 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. "Good to Be Back", and "Portraits" let's viewers know how much the USO does for troops and their families even after the tour of duty is over.

"Help Soldiers" with Gary Sinise gives information to the viewing audience about how Veterans receive Aid after they have served their country.

"Help Heroes Work" is a company wide effort to urge business owners and the community to give veterans a chance to work after they have served their country.

John Huertas brings the message that each of us can "Help Hospitalized Veterans"

"Journey" is a PSA that offers outreach for veterans in crisis.

Our veterans often need the support and help from the community and organizations after they have served our country. These PSA's address that need and outreach for help.

"Side by Side" from the Dept. of Veteran Affairs.

"Success" – aid for Homeless Veterans

My 24 WUTB Issues/ Programs Quarterly – 1st Quarter 2013

Public Service Announcements

Military

“Veterans Aid”- support for returning veterans

“Volunteer at your VA hospital” featuring Lou Gossett Jr.

“Wounded Warrior” aid for those veterans coming home and seeking work.

My 24 WUTB Issues/ Programs Quarterly – 1st Quarter 2013

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"

"Get Involved".

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

"What will you Build?" – Habitat for Humanity

"Life is Calling" – PeaceCorps

Americacorps:

"Be the Change"

"Heroes Wanted"

"You Can" – Rotary International

"Mentor" urges viewers to actively mentor young people and offers suggestions thru the National Community Service.

"My SCORE Mentor" gives viewers a way to mentor youth.