



Call letters: WUTB

Quarterly Issues/Program Report

2<sup>st</sup> Quarter 2014

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**My24 WUTB-TV 24**  
**Fox Television Station, Inc.**

**2<sup>st</sup> Quarter 2014**  
**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, My Network 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 formal ascertainment day: The Baltimore Broadcasters Coalition's Community Ascertainment Day. The 2014 ascertainment Day will be held September 24<sup>th</sup>. 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.

**ISSUE:****FAMILY MATTERS**

*Program:* Straight Talk

*Broadcast Date:* April 06, 2014 at 2:00 p.m.

April 20, 2014 at 2:30 p.m.

*Description:* This episode discusses Services and support for families, mental health, and foster care. Joseph Jones, Center for Urban Families gives a brief history of his organization, its outreach to people and discusses workforce development. They offer help to fathers and families like helping fathers connect with their children. They help couples build relationships and get into the workforce. All their services are free. In the second segment, David H. Thompson, JR. LCPC, Interim Director for the Baltimore City Dept. of Social Services discusses foster care. They place kids in loving family homes from infants to close to 21 years of age. In some cases, they may keep the child in their homes and offer support to the family. There is a need for more foster families. Rebecca Henry, Maryland Coalition of Families for Children's Mental Health offers peer and crises support to children and parents. One in five kids need help, especially from mid-teens to their 20's. Lea Ann Browning McNee, Chief Program Officer, Mental Health Association of Maryland adds that the sooner you get help, the better.

*Program:* Straight Talk

*Broadcast Date:* May 31, 2014 at 2:30 p.m.

June 15, 2014 at 2:30 p.m.

June 29, 2014 at 2:30 p.m.

*Description:* This show discusses keeping youth engaged and safe this summer. Bob Wall, Chief of Recreation Bureau, Baltimore City Rec & Parks, says that each of his rec centers have their own camp with different themes like sports, environmental and rec tech. This is for kids ages 5 – 13. Scholarship programs are available. Pools are now open and the staff is stressing that kids learn to swim. Terrance Wheeler and Tionne Scribner, Coaches for Shutdown Academy, say



they have all year programs to keeps the kids engaged. They are big with football and cheerleader camps. They also offer tutoring and mentoring for kids. They work close with parents and if kids are acting up in school or at home and they don't keep their grades up, they don't participate in the programs. In the last segment, Ellen Riordan, Chief of Planning, Programs and Partnerships at the Enoch Pratt Free Library stresses that summer is a great time to read. They offer many programs and families are encouraged to participate. Reading should be built into a routine at home, like bedtime.

**ISSUE:** **Health**

*Program:* Straight Talk

*Broadcast Date:* April 13, 2014 at 2:00 p.m.

April 27, 2014 at 2:30 p.m.

*Description:* This show features Daniel Abzug, LGSW – Maryland Addiction Recovery Center who talks about teen drug abuse. Heroin is a big problem in America. A person starts out as a prescription drug abuser and then may go to Heroin. Sometimes they mix both. Kids will steal to get money for the fix. Most addicts are kids walking around the community looking normal. Not homeless or sleeping on the street. It's affecting middle class families and in the suburbs. Heroin is more potent and cheaper than other drugs. Dealers control the potency. Many times, there are overdoses when the heroin is laced with other chemicals like fentanyl. In segment two, Daniel talks about Molly, an electronic dance music concert drug. It's like LSD, Ecstasy, and its MDMA pure, like Cocaine and just as addictive. Kids use this when they want to party really hard. It's popular and accepted. Many have died from it. In segment three, Daniel talks about what to look for and what to do if your child has a problem. Look for inconsistent stories, lying, not telling parents where they are, breaking curfew, passing out when they get home, completely out of it and not

following conversations. Use your gut feeling, you know your kids. If you suspect something, seek help. Addiction affects everyone, it will not go away.

*Program:* Straight Talk

*Broadcast Date:* June 08, 2014 at 2:30 p.m.

June 22, 2014 at 2:30 p.m.

*Description:* Michelle Goodman, Acupuncturist, talks about how we deal with pain. People are looking for alternative ways to deal with pain. Acupuncture has been around for over 5000 years starting in China during the Shang Dynasty. This is working with the body's energy, Chi. There's harmony in the body and you need to open the channels/meridians of energy. People come looking for help with chronic pain or help with addictions. On the cellular level, the body releases endorphins. Acupuncture will speed up the healing process. Some insurance companies will pay for this. There is training to become an acupuncturist. The requirements vary from state to state but look for a license or Master of Acupuncture. Acupuncture is used in jails to deal with cravings from addictions and withdrawals. Needles are used; they're stainless steel, very thin and flexible. The needle doesn't go in very far and doesn't hurt. They are not used on small children. Some use lasers instead of needles. Most acupuncturists will work with doctors.



**ISSUE:****SMALL BUSINESS**

*Program:* Straight Talk

*Broadcast Date:* May 04, 2014 at 2:30 p.m.

May 18, 2014 at 2:30 p.m.

*Description:* Steve Umberger, District Director, Baltimore District Office, US Small Business Administration says that small businesses are the backbone and drive the country. The Government has resources available to tell you how to start, operate, maintain and support a small business. They cover the state of Maryland with the exception of two counties, Prince George and Montgomery. They provide three core services: access to capital, counsel and training at their small business development center and how to get Government contracts. Harold Rappoport, Maryland State Director of SCORE, which is a private national non-profit organization, provides guidance to folks who want to start a small business. They have six chapters across the state that offer about 25 workshops a year beside counseling and community events. They have a group of successful business people who volunteer to help others. People need to have a business plan, know the essentials to their business; know how to market their product; know how the money flows and can read a balance sheet. In the last segment, Charlie Ramos, President/CEO of CR Dynamics, is a small business owner who started in his kitchen. There are a lot of trial and errors, you learn from mistakes. He says you start with a dream, and then move forward. Put a business plan together on paper and have 6 months to a year of funds set aside. Don't be afraid to ask questions.

**ISSUE:****Political**

*Program:* Straight Talk

*Broadcast Date:* May 11, 2014 at 2:30 p.m.

May 25, 2014 at 2:30 p.m.

*Description:* James Brochin, Maryland State Senator, talks about how to run for political office. You need to have fire in your belly and it helps to not like the current person in office. Talk to people who are in office. Start three years out from the election. The Board of Elections has a list of every registered voter. Get the list and start knocking on doors; talking to people and follow up with a personalized note to them. Money is very important in running a campaign. You need to be a Venture Capitalist, sell yourself. Take business people out to lunch to discuss what you're running for and hope they will donate to your campaign. You need to have an idea or belief that will be your selling point, have an angle they haven't heard. While knocking on doors, find people with the same beliefs, interests and passions. These might volunteer to help with your campaign. It's like cold calling; doors will be slammed in your face. It helps to have a starting base; people you know from participating in your local rec council, PTA, Church, etc. You need to have a treasurer and a chairman. You will need to report how you got your money and how it was spent. You need to follow all the laws and requirements. You must be organized and have good people around you.