

# **TBD.**

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

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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

4<sup>th</sup> Quarter 2012

Time Period: October 1, 2012 thru December 31, 2012

Date Placed in Public File: January 7, 2013

By:

Bonnie McCausey  
Creative Services Director

Signature: Bonnie McCausey

My24 WUTB-TV 24  
Fox Television Station, Inc.

**4th 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

**4th 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 – 4th 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 – 4th Quarter

Long Format Programming- July, August, September

Duration: 30 minutes

Date & Time Aired:  
Sunday, October 7, 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, November 4, 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, December 2, 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.

My 24 WUTB Issues/ Programs Quarterly – 4th Quarter

Long Format Programming- October, November, December

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 – 4th 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 – 4th 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 – 4th 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 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".

"Dogfest 2012" produced by WUTB to continue supporting the Baltimore Humane Society which advocates responsible pet ownership.

SOWEBO 5K produced by WUTB to encourage healthy lifestyles for families in a west side neighborhood thru the 5k walk/run and health fair.

"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 – 4th Quarter

### 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.

WUTB participated in the “Roadblock” program during the holidays to bring awareness that buzzed driving is drunk driving.

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

## My 24 WUTB Issues/ Programs Quarterly – 4th 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 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 PSA urges viewers, especially in their youth to get up and move each day.

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

"Many Symptoms" is an outreach 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.

The Living Legacy Foundation is a 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.

"Fitness" with Dominique Dawes urges families to get active together.

"Headsup" gives important information about how to prevent concussions when playing sports.

## My 24 WUTB Issues/ Programs Quarterly – 4th Quarter

### Public Service Announcements

#### Healthy Lifestyle/ diet and exercise

“Air collector” from the American Lung Association informs viewers about the organization and how they help those with pulmonary health issues.

“Autism” featuring Toni Braxton brings awareness to this condition and gives outreach information for detection and treatment for children.