



WLFL | WRDC
3012 Highwoods Boulevard, Suite 101, Raleigh, NC 27604

T 919.872.9535 F 919.878.3758 raleighcw.com T 919.872.2854 myrdctv.com

WRDC-TV 4th Quarter Public Service Report

Prepared by: Kim Rivenbark

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To Whom It May Concern:

The attached is a compiled list of program descriptions of public affairs shows, which WRDC produced to serve the community's interest during the 4th quarter (October 1st through December 31st, 2006) of the broadcast calendar year.

WRDC Community Calendar Update:

Local non-profit organizations utilize this community service project to promote local community events and activities. Most of the announcements including support groups that discuss important issues, or charitable events that help raise money for important causes. The Community Calendar airs daily at 10am. It is 60 seconds in length and is comprised of 3 announcements at 20 seconds each.

In the 4th quarter, WRDC aired approximately 55 announcements for a total of 55 minutes of community announcements.

Public Service Announcements:

In addition to the attached, WRDC aired public service announcements covering a number of topics which include the following subject matter: **Crime, Drugs/Alcohol, Education, Employment/Economy, Environment, Health, Youth/Teens, Volunteering, Fitness, Family and Government.** During the 4th quarter of 2006, WRDC aired approximately 7 hours of public service announcements. These public service announcements range from 10 seconds to 60 seconds in length. The public service announcements aired daily between sign on to sign off seven days a week.

Locally produced Public Service Announcements:

We aired 1 locally produced Public Service Announcements during the 4th quarter called Youthville USA. The spot talks about how the viewer can be a foster parent for problem children, and discusses the problem of too many children without homes in the area.

Network produced Public Service Announcements:

None this quarter

Better Life- (each show as a different theme)

Better Life is a locally produced show that airs at least once a quarter. Better Life takes you on a journey of many of the Triangle's own businesses that can help you achieve your goals. Whether it's a treatment to help you look or feel better, a new career, a fitness program that REALLY works, or making a spiritual comeback, we'll give you the information you need to make "A Better Life".

Better Life 12/10/06 at 5pm – Holiday Show (30 minutes)

1. Devine Salon and Spa talked about beauty and wellness. In the segment they show you ways to stay stress free during the Holiday season, because stress can add to many Health problems. For example take a minute in the morning, mid-day and evening to sit down in a quite place and take a couple of deep breaths.
2. Doctors Weight Solutions talked about the importance of Weight loss. Over 60 percent of Americans have struggled with unhealthy weight. They show how changing your diet a lowering your weight can allow you to stop some medication for high blood pressure and high cholesterol.
3. Simply Radiant talks about how to protect your skin from pollution and the sun. Simply ways like Exfoliation to get off surface dirt and dead skin, and using a moisturizer at night and a sun screen during the day, and some of the best products to use.
4. Murray Tire talked about checking your vehicle for safety before hitting the road for the holiday. Air pressure as a lot to do with your gas mileage, and make sure your tires do not have any wear, so you do not have to worry about a tire blow out.

News Updates

Donna Maria Harris our Marketing Director, everyday does news updates that lets people know about important issues that the community needs to know about. It airs daily Monday through Thursday 6:28pm and 6:58pm. Some of the issues she discusses are Health, crime, and new laws that people need to be aware of.

December 14th

1. A new cardiovascular drug screening has identified existing anti-hypertensive agents capable of preventing cognitive decline and amyloid neuropathology associated with Alzheimer's disease.
2. During last school year, North Carolina public schools reported 10,959 acts of crime and violence among the state's almost 1.4 million students, according to the 2005-06 Report on School Crime and Violence presented to State Board of Education members this morning. This total correlates an increase from 2004-05. Most of the increases were reported in categories of "possession" rather than acts of violence: possession of a controlled substance in violation of law, possession of a weapon excluding firearms and powerful explosives and possession of an alcoholic beverage.

December 20th

1. A second study on the diabetes drug Rimonabant confirms that it significantly controls blood sugar and body weight in patients with type 2 diabetes who have not been treated for diabetes before.
2. The North Carolina State Highway Patrol is urging thousands of motorists who will be traveling this holiday season to slow down and work with the patrol to ensure everyone has a safe holiday season. Last year the Christmas and New Year holiday week 32 people killed and 1300 people were injured in traffic collisions.
3. Attorney General Roy Cooper is asking Legislators to adopt tougher penalties for child predators. North Carolina needs stronger laws and new investigative tools to stop sex offenders who prey on children.
4. A new research study shows that natural remedies based on a number of popular herbal and food ingredients are no more effective than a placebo at relieving unpleasant symptoms of menopause such as hot flashes and night sweats. It confirms that hormone replacement therapy remains a significantly effective treatment.
5. An FDA advisory panel voted in favor of updating black box warnings on antidepressants, to state that there is an increased suicide risk for young adults up to age 25.
6. The modern treatment era of triple-combination AIDS therapies is making it possible for HIV+ patients to safely have surgeries they may not have risked a decade ago, according to new study. The study the largest to date on the topic, appears in the December 18th issue of Archives of Surgery.

Other events

- **State Fair-** 10/13/06-10/22/06
- **Halloween Safe Night-** 10/31/06

Other Station Public Service:**Community Outreach –Schools**

WRDC outreaches to schools through job shadowing day, where students from area schools spend the day at the station and learn what employees at a television do day to day.

WRDC give station tours to schools and scout troops.

News Kids

Each week we have a kid come into our studios and shoot a community service spot focusing on area kid's events and activities.