

WRDC-TV 1st Quarter Public Service Report

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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 1st quarter (January 1st through March 31, 2013) 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 1st 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, and DTV transition.** During the 1st quarter of 2013, WRDC aired approximately 5 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:

Creature Feature- each week we feature two animals that need homes with information on the animal and how viewers can adopt the animal. On average will air these spots twice a day.

No Text Zone- A educational campaign to spread awareness on the dangers of texting while driving

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".

Air times this quarter:

Did not run this quarter

Topics discussed were:

MDTV- Twice a quarter

MDTV is a locally produced show that airs at least twice a quarter. MDTV takes you on a journey of many of the Triangle's medical services that can help you achieve a long healthy life. Whether it's a new medical treatment, or a new machine, that helps scan for cancer, we'll give you the information you need to find the cure for you or information that will point you in the right direction.

Air times this quarter

Topics discussed were: Did not run this quarter

News Updates

Rhonda Keith, everyday does news updates that lets people know about important issues that the community needs to know about. It airs daily Monday through Friday from 6p-620p and Thursday and Friday 930p-945p. Some of the issues she discusses are Health, crime, and new laws that people need to be aware of. See attached.

Other events

No station event

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 gives station tours to schools and scout troops.

2013 NEWS UPDATES 1ST QTR REPORT

December 31st - January 4th

NEWS & NOTES - A beauty queen who claimed that this year's Miss USA contest was fixed has been ordered to pay the pageant organization 5 million dollars for defamation.

NEWS & NOTES - Sheena Monnin resigned her state title after the pageant.

NEWS & NOTES - Everyone is making their normal New Years resolutions, such as to stop smoking, lose weight, be a better person, or land that promotion.

NEWS & NOTES - The greatest abilities are availability, dependability, and responsibility.

LOCAL - The Hibernian, a popular Glenwood South pub burned to the ground last week.

LOCAL - The 11,000 square foot building was not required to have sprinklers because it was built in the 1920s, when sprinklers were not mandated as part of the fire code.

NEWS & NOTES - Russian President Vladimir Putin had signed a law banning Americans from adopting Russian children.

NEWS & NOTES - Some North Carolina families are among the 46 thought to be in the final stages of adopting Russian children.

HEALTH - Research findings published in Europe show that sitting for long periods of time can be associated with higher risks of coronary artery disease and type-2 diabetes.

HEALTH - When you sit, you also burn fewer calories and years of sitting at work and at home can account for substantial extra pounds over time.

January 7th - 11th

NEWS & NOTES - The New Years Day deal averting the "fiscal cliff" lays the groundwork for potentially more struggles in Washington over taxes, spending and debt in the next few months.

NEWS & NOTES - The measured pass extends unemployment benefits for the long-term jobless for a year and stops a 27% cut in Medicare fees paid to doctors.

LOCAL - Ben Chavis learned last Monday that Governor Beverly Perdue had pardoned him and 9 others who became known as the Wilmington 10.

LOCAL - The pardon of innocence means that the state no longer considers that any of the 10 committed a crime.

HEALTH - A group of American Pediatricians is telling school districts that children need recess and free time during the school day.

HEALTH - A 2011 survey of 1800 elementary schools found about a third were not offering recess to their 3rd grade classes.

LOCAL - Pat McCrory was officially installed as North Carolina's 74th governor last Saturday.

LOCAL - Gov. McCrory has surprised some, by naming former Wake County Schools superintendent Tony Tata as transportation secretary and Art Pope as his budget director.

NEWS & NOTES - The NHL and the NHL Player's Association announced that they have come to an agreement which will end the players' lockout and finally start the season.

NEWS & NOTES - The league had cancelled games through January 14th, including the Winter Classic on New Year's Day.

January 14th - 18th

LOCAL - Pat McCrory was officially installed as North Carolina's 74th governor last Saturday.

LOCAL - Gov. McCrory has surprised some, by naming former Wake County Schools superintendent Tony Tata as transportation secretary and Art Pope as his budget director.

LOCAL - The manager at a Red Robin in Apex gave a mom-to-be dining with her husband and 2-year old son an \$11.50 deduction on their bill with a note "MOM 2 BEE GOOD LUCK!"

LOCAL - Red Robin has a section on their website titled "Unbridled Acts" devoted to the thousands of emails, phone calls, letters and comments they get from customers telling of their personal encounter with a Red Robin random act of kindness.

NEWS & NOTES - Ron Francis, former Carolina Hurricanes' captain was named to

the North Carolina Sports Hall of Fame, becoming the first hockey player named to the hall.

NEWS & NOTES - Ron Francis spent 16 of his 23 seasons with the Hartford Whalers - until his relocation to Raleigh in 1997.

NEWS & NOTES - The first payroll check of 2013 contained a surprise for many workers: a tax increase that shrank take-home earnings by 2% or more.

NEWS & NOTES - Queen Elizabeth has made it official, if William and Kate have a baby girl, she will be called "Her Royal Highness" and "Princess".

NEWS & NOTES - St. James Palace also announced this week that third in line to the British throne is due to arrive in July.

January 21st - 25th

NEWS & NOTES - President Barack Obama took the oath of office today on the national holiday celebrating Martin Luther King, Jr.'s life and vision.

NEWS & NOTES - Barack Obama has long encouraged the ties between Martin Luther King, Jr., and himself; including a speech at MLK's church in Atlanta in 2008.

LOCAL - Will Privette, the NC State student who stormed the court in his wheelchair after the Wolfpack's win over Duke last week, insists that it is the "dumbest" thing he's ever done.

LOCAL - CJ Leslie said during a TV interview, "I was originally just going to put him back in his wheelchair, but when he got in my arms, he started cheering, so I just kept cheering with him."

NC NEWS - 100 lucky Special Olympians from across the state ranging from age 8 to adult, participated in the annual clinic hosted by the UNC men's basketball team last week.

NC NEWS - Roy Williams conducted Special Olympics clinics throughout his 15 seasons of coaching the University of Kansas Jahawks, and initiated the Special Olympics clinics during his first season.

LOCAL - A new program at NC State University aims to ease students into healthier lifestyles one habit at a time.

LOCAL - "One Change" organizers have developed some strategies they hope will coax more students into participating in the "One Challenge" program, to

encourage children to exercise.

LOCAL - UNC School of the Arts graduate Mark Freiburger is one of five finalists with a chance to win a million dollars and get his Doritos commercial shown during this year's Super Bowl.

LOCAL - For being chosen as a finalist, Freiburger and his team received \$25,000 and will be in a special skybox at the Super Bowl game with the other four commercial teams.

January 28th - February 1st

NEWS & NOTES - There is question as to whether Beyonce's rendition of the National Anthem at the inauguration was live or lip-synced.

NEWS & NOTES - Marine Corps spokesman Captain Gregory Wolf said that because there was no opportunity for her to rehearse with the Marine Band, it was determined that a live performance was ill advised.

NEWS & NOTES - A middle school math teacher in Ohio is fighting to keep her job after a photo of her students with duct tape across their mouths was posted on her Facebook page.

NEWS & NOTES - Melissa Cairns gave duct tape to a student to fix their binder, the student placed the tape over their mouth and laughed; the other students joined in.

NEWS & NOTES - The Pentagon is lifting its ban on women serving in combat.

NEWS & NOTES - The move to allow women to serve in combat positions overturns a 1994 rule prohibiting women from being assigned to ground combat units.

NEWS & NOTES - A "legal notice of settlement of class action" email may have turned up in your Facebook inbox.

NEWS & NOTES - The suit is only offering up-to-\$10 share.

NEWS & NOTES - John Harbaugh's Baltimore Ravens will face Jim Harbaugh's San Francisco 49ers in Super Bowl History.

NEWS & NOTES - As for the hoopla over two brothers facing each other for the Super Bowl, John said "Let's cut that out right now".

February 4th - 8th

NEWS & NOTES - Brendan Marrocco was wounded by a roadside bomb in 2009, and said he can get by without his legs, but he hated living without arms.

NEWS & NOTES - Marrocco's determination to regain independence was one of the chief reasons he was chosen to receive the surgery for transplanted arms.

LOCAL - A few dozen street poles in downtown Cary have become victims of a "yarnbombing", one of the tidiest forms of street art ever.

LOCAL - The last installation of the yarn-bombing project happened in mid-January when about 25 people stormed downtown Cary to stitch together the multicolored pieces, which are set to clothe the poles for about 4 months.

NEWS & NOTES - 105 year old Edythe Kirchmaier made headlines last week when she passed her driving test - continuing 86 years of driving without a blemish on her record, and as the state's oldest living driver.

NEWS & NOTES - Kirchmaier is also the University of Chicago's oldest living former student.

NEWS & NOTES - Authorities stormed an underground bunker on Monday in Alabama, freeing a 5-year old boy and leaving his captor dead after a week of negotiations.

NEWS & NOTES - Late Monday, officers were sweeping Dyke's property to make sure he had not set up any bombs that could detonate.

NEWS & NOTES - According to one study, about 6% of Super Bowl watchers call in sick on the Monday after.

NEWS & NOTES - A group called 4for4.com Fantasy Football has posted a petition calling for the Obama administration to declare the Monday after Super Bowl a national holiday.

February 11th - 15th

NEWS & NOTES - The Postal Service plans to drop Saturday delivery of first-class mail by August in its latest effort to cut costs after losing nearly 16 billion dollars last fiscal year.

NEWS & NOTES - Postal officials have said for years that the agency needed to cut back on delivery days, as well as close under-used facilities and reduce its

workforce.

NEWS & NOTES - Fans voted in an online contest to add a CAT token to the Monopoly game, replacing the iron, according to toymaker Hasbro, Incorporated.

NEWS & NOTES - The cat token beat out the robot, diamond ring, helicopter, and guitar, getting 31% of votes for new tokens.

LOCAL - The Texan Transportation Institute's annual "Urban Mobility Report" finds that the average driver in the Raleigh-Durham metro area, wastes 23 hours in traffic jams and delays each year.

LOCAL - According to the report, the Raleigh-Durham area has the least rush-hour congestion of all of the 47 metro areas that have at least one million residents.

NEWS & NOTES - Saint Valentines Day began as a liturgical celebration of early Christian saints named Valentinus.

NEWS & NOTES - Valentine's Day was first associated with romantic love in the circle of Geoffrey Chaucer in the High Middle Ages, when the tradition of courtly love flourished.

NC NEWS - The Fayetteville State University Choir is scheduled to perform at Carnegie Hall on April 15th.

NC NEWS - The FSU Choir raised \$10,000 for their trip to New York by putting on concerts for alumni and others in the community.

February 18th - 22nd

NEWS & NOTES - President's Day is celebrated on the third Monday of February and honors the birthdays of George Washington and Abraham Lincoln.

NEWS & NOTES - Abraham Lincoln, was our 16th President and is known as "The Great Emancipator".

NEWS & NOTES - Pope Benedict's surprise resignation is the first in the papacy since 1415.

NEWS & NOTES - When Pope Benedict resigns on February 28th, he will be taken to Castel Gandolfo, the traditional summer retreat of popes.

NEWS & NOTES - A little affenpinscher with a monkey face won "best in show" last week at the 137th Westminster Kennel Club Dog Show.

NEWS & NOTES - Banana Joe gets a silver bowl and a lifetime of prestige, plus lucrative fees for his owners for winning the show.

NEWS & NOTES - On February 15th, a 10-ton rock moving 33,000 miles per hour, exploded in the skies over Russia, producing a blast that damaged at least 270 buildings.

NEWS & NOTES - In 1995, Congress charged NASA with the job of keeping a constant watch on the skies and cataloguing all of the so-called near-Earth-objects.

NC NEWS - The "Wings over Wayne" air show held in Wayne County since 1957, has been cancelled this year due to uncertainty over the federal budget.

NC NEWS - The show features military and commercial pilots performing loops, spins, and drops and showcases more than two dozen types of aircraft.

February 25th - March 1st

NC NEWS - Governor Pat McCrory signed into law last week a measure that will cut benefits for jobless workers by about 1/3 and reduce how long they can collect any aid.

NC NEWS - The new law to cut unemployment benefits takes effect on July 1st and cuts weekly benefits to \$350 from \$535 and caps benefits at 12 to 20 weeks, instead of the current 26 weeks.

LOCAL - The Raleigh City Council approved rules that would cap the number of marathons, races and parades that force street closings at 100 events per year.

LOCAL - Some leaders plan to steer small races to city parks, where they will establish several certified 5K courses that don't use streets.

HEALTH - According to a new study you don't have to sacrifice a good night's sleep in order to get a cheap airline ticket.

HEALTH - Steven Puller, Texas A & M University economist said the tickets purchased are for locations that are not considered prime vacation destinations.

NEWS & NOTES - Nielsen said that it would start considering Americans who do not have cable, but who do have a TV set hooked up to the internet as "television households".

NEWS & NOTES - Their sense of urgency has increased as new Web services

have allowed people to watch TV channels, ads and all, without a cable subscription or antenna.

NEWS & NOTES - Kyle Larson was caught in a final-lap 12 car accident that launched his car into the catch fence and sheared off its front end at the conclusion of the NASCAR Nationwide Series season-opening race.

NEWS & NOTES - NASCAR officials will study Larson's car to determine why it broke apart the way it did and how the tire came off despite being tethered to the vehicle.

March 4th - 8th

LOCAL - Three local bands will compete in front of a crowd of more than 500 at the 2nd Annual Courage Rocks Be Bold Festival on Sunday, April 14th, from 1 to 5pm at Central Park in Durham.

LOCAL - The 2nd Annual Courage Rocks Be Bold Festival is hosted by the North Carolina Psychoanalytic Foundation's Peaceful Schools Initiative.

LOCAL - The Rock n Roll Marathon Series event scheduled for Raleigh in April 2014 will likely generate at least one million dollars for local and national charities.

LOCAL - Rock n Roll donates a portion of event proceeds to charities such as The Leukemia and Lymphoma Society and the V Foundation for Cancer research, which honors former North Carolina State coach Jim Valvano.

NC NEWS - Governor Pat McCrory asked his transportation secretary, Tony Tata to "please fix the highway lights throughout North Carolina."

NC NEWS - DOT has begun hoisting thousand-watt bulbs on hundred-foot poles over major Triangle freeway interchanges.

NEWS & NOTES - Queen Elizabeth was hospitalized for the first time in more than a decade, after suffering from a stomach infection that forced her to cancel or postpone a week's worth of engagements.

NEWS & NOTES - The last time the queen visited the hospital was December 2003, when doctors operated on her knee to remove torn cartilage.

NEWS & NOTES - Lauren Silberman made the cut at a regional combine at the New York Jets' practice field in Florham Park, New Jersey last week.

NEWS & NOTES - Silberman first gained notoriety on a national scale when she

told the NFL Network that she could boot 60-yard field goals and was ready to take on that combine.

March 11th - 15th

NEWS & NOTES - The TSA announced passengers will be able to carry small knives, souvenir baseball bats, golf clubs, and other sports equipment onto planes beginning next month.

NEWS & NOTES - The announcement by TSA drew an immediate outcry from unions representing flight attendants and other airline workers, who said the items are still dangerous in the hands of the wrong passengers.

TECHNOLOGY - The rumor mill is speculating what the next iPhone will look like.

TECHNOLOGY - Previous versions of the iPhone were typically unveiled in the fall, but rumors are that Apple could be looking to unwrap the 5S in July.

NEWS & NOTES - Some may wonder why March is such a windy month compared to the other months of the year.

NEWS & NOTES - One of the reasons why is the increased atmospheric instability caused by the increasingly strong sunshine that heats the earth's surface.

NEWS & NOTES - The ACC Men's basketball tournament starts today and runs through Sunday and the first round of NCAA tournament play is coming March 19th.

NEWS & NOTES - For the purist, the place to be again this year, is Greensboro Coliseum, where your team is playing.

LOCAL - Last summer, a Raleigh Eagle Scout got the chance to compete on a new National Geographic Channel program, "Are You Tougher Than a Boy Scout?".

LOCAL - Everyone on the show has a nickname, Will is called "Big South" - he's from the south and he's also six foot six.

March 18th - 22nd

NEWS & NOTES - The new leader of the Catholic Church is the Argentine Cardinal Jorge Mario Bergoglio, and he has taken the name of Pope Francis.

NEWS & NOTES - The election came quickly, on the second day of the conclave.

NEWS & NOTES - A citywide ban on the sale of super sized drinks in NYC was blocked and called arbitrary and capricious by the state Supreme Court.

NEWS & NOTES - The law would have exempted a variety of retailers, including 7-Eleven, seller of the iconic "Big Gulp" drinks, because it is regulated by the state, not the city.

NEWS & NOTES - Twinkies will return after buyout firms Apollo Global Management and Metropoulos & Company have agreed to purchase the Hostess and Dolly Madison cake brands.

NEWS & NOTES - Hostess stopped making its cakes and breads in late November after it announced it was going out of business and closing its plants.

HEALTH - Spring has sprung but don't be surprised to see winter weather - and viruses-linger just a bit longer.

HEALTH - Cold symptoms can be low-grade fever, sore throat and a cough, whereas allergies usually don't have those things.

NEWS & NOTES - A woman from a local Oregon company bought 6,000 boxes of cookies, or \$24,000 worth, scamming two Oregon Girl Scout troops.

NEWS & NOTES - The company didn't know about the purchase so the girls held an emergency sale at the Portland Girl Scout headquarters and hundreds of supporters lined up to buy the cookies.

March 25th - 29th

NC NEWS - The widow of actor Andy Griffith has received a permit to tear down the house where he lived for many years on the North Carolina waterfront upsetting friends who had hoped it would be preserved as a museum.

NC NEWS - Griffith wanted to preserve the museum and include items from his TV shows, along with memorabilia from his music career.

LOCAL - Karen Cheng and Dipali Aphale, co-presidents of the Apex High School DECA Club worked tirelessly to make the "Beyond the Ribbon" Ball a success.

LOCAL - The "Beyond the Ribbon" Ball was held at the American Institute of Architect in downtown Raleigh.

NEWS & NOTES - Congress foiled the US Postal Service's plan to end Saturday delivery of first-class mail when it passed legislation last week requiring six-day

delivery.

NEWS & NOTES - The USPS said that they would still continue to deliver packages and pharmaceutical drugs on Saturdays.

NEWS & NOTES - The Florida Gulf Coast celebrated becoming the first number 15 seed ever to reach the "Sweet 16" in the NCAA Basketball Tournament.

NEWS & NOTES - Sherwood Brown said "When teams celebrate like that I always stay on the court and watch because at the end of the day that's motivation for me."

NEWS & NOTES - Billy Ray Harris, the homeless man who returned an engagement ring put in his change cup accidentally, now has a home, a part-time job and his long lost family.

NEWS & NOTES - Sarah and Bill Darling who own the ring, set up a fund for Harris which now has more than \$186,000.

