



WLFL | WRDC

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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 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 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.** During the 1st quarter of 2007, 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 2 locally produced Public Service Announcements during the 1st about black history month.

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

2/24 7:30pm WRDC

Topics discussed were:

Exercise- How it is good not only for the body, but also your mind. Research has show that regular exercise delivers a mental and emotional boost. It improves your mood; bolster your self-esteem, as well as pumping up your self-confidence.

Pediatrics and Adolescent Care- The importance of finding good pediatrics and Adolescent health care for your children. Childhood is the greatest period of growth and development of various organ systems within the human body. Any sign of anything strange or wrong you should seek advice for immediately.

Weight Solutions- Over 60 percent of Americans have struggled with unhealthy weight. The segment talks about ways to deal with food issues. If you start eating right most patients lose 10 pounds and drop most of their blood pressure, diabetic, and asthma medications.

Acne problems- a new product that was developed locally to clear up acne. It helps reduce redness and the pain. It is not a cure, but it keeps the acne problems under control.

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

3/19 10pm WRDC

3/25 8pm WRDC

3/27 10pm WRDC

Topics discussed were:

Diabetes- Diabetes is a disease where the individuals lose the feeling in their feet which leads to foot problems. So it's a very important thing for a diabetic to visit a Podiatrist frequently so they can avoid development of problems.

Dental- If you have lost a tooth dental implants is the way to go. Your body grows around the tooth and it becomes a part of you for a very natural looking tooth. They can be done in a day, and the healing process is the same as taking out a tooth.

Prostate Cancer- Prostate Cancer is the most common malignancy affecting men but fortunately it is very curable. The American Cancer Society suggests that men begin screening at the age of 50. The earlier you receive treatment the better your chances are of a cure.

News Updates

Donna Maria Harris our Marketing Director, everyday does news updates that let 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. See attached.

Other events

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.

MyRDC News Updates in :28

January Topics

Week of January 4th

- ❖ **Sex offenders** – Under new North Carolina law sex offenders will be monitored by satellite.
- ❖ **Environ OPW** – Environ OPW is expanding and creating new jobs and investing money into Smithfield, NC.
- ❖ **Heart Disease** – Belly size is a better predictor for risk of heart disease.
- ❖ **Marriage** – A good marriage can help with stress relief.
- ❖ **Hip Hop Music Summit** – North Carolina Central University hosts a Hip Hop Summit exploring all facets of the Music Industry
- ❖ **State Highway Patrol** – Report safety hazards by dialing *HP on your cell.
- ❖ **Genetic Engineering** – Brains of genetically engineered calves may wipe out mad cow disease.
- ❖ **Safer Sports** – New study finds surfing safer than competitive sports.
- ❖ **Public Schools** – North Carolina inmates weatherize NC's Public Schools.
- ❖ **Booze It & Loose It** – More than 3,523 DWI arrests during the holiday campaign.

Week of January 11th

- ❖ **Kiplinger's Best Values** – NC colleges rank high on the Kiplinger's report. UNC- Chapel Hill ranks #1 with NC State, Appalachian State, UNC Wilmington, UNC Asheville and UNC Greensboro all ranking in top 100.
- ❖ **Teachers** – NC accounts for 1/5th of the Nation's Certified Teachers
- ❖ **Cardiovascular Disease and Girls** – Overweight Girls as young as 9 are at risk for cardiovascular disease either short or long-term.
- ❖ **Fast Food Families** -- Families who eat fast food dinners more than 3 times a week are at greater risk of obesity.
- ❖ **Heart News** – Tea without milk may be better for your heart.
- ❖ **Gangs** – 19 communities will need financial assistance to combat gang activity. \$1.5 Million to help rural gang activity.
- ❖ **Tobacco** – ALE agents cite clerks for selling tobacco to minors.
- ❖ **Radon** – Radon-Awareness Month free kits available
- ❖ **Flu Shots** – Flu season and CDC Urges everyone to get flu shots

Week of January 17th

- ❖ **Taxes** – Gov. Easley warns taxpayers to be wary of Tax Refund loans.
- ❖ **Pets** – North Carolinians urged to get pets vaccinated.

- ❖ **Unemployment Checks** – New Debit cards for unemployed
- ❖ **Heart Disease** – Heart Disease #1 Killer of Women
- ❖ **ID theft** – NC Department of Revenue laptop stolen, placing 26 thousand consumers and 77 hundred businesses at risk for ID theft.
- ❖ **Health** – Chicken soup really can help cure a cold.
- ❖ **HIV/AIDS** – US prisons fall short of prevention and reduction of transmission of HIV/AIDS.

Week of January 24th

- ❖ **Hip Hop Music Summit** – North Carolina Central University hosts a Hip Hop Summit exploring all facets of the Music Industry
- ❖ **Pets** – Pet can help improve physical and mental well being of their owners.
 - Spay event in Wake County is February 26th – 28th.
- ❖ **Smoking** – nicotine levels up 11% in American cigarettes favored by Teens.
- ❖ **Asthma** – higher likelihood of asthma related deaths in women over men and African Americans over Whites.
- ❖ **Flu Shots** – Flu season and CDC Urges everyone to get flu shots
- ❖ **Alzheimer's disease** – keeping your mind active may delay the development of Alzheimer's disease.
- ❖ **Work Safety** – work-related fatalities in NC continue to drop, making NC among the 10 safest states to work.

Week of January 31st

- ❖ **Heart Health Week**
 - **Smoking** – smoking increasing risk of heart attacks and heart failure.
 - **Fast Food** – Moderation is key when dealing with Fast Food and Fried Food.
 - **Cholesterol** – get your cholesterol checked regularly even children.
 - **Dieting** – Maintain a healthy weight, a good diet and exercise is the best way to do it... and make it a family affair.
 - **Blood Pressure** – get your blood pressure checked regularly.
 - **Kids and Heart Disease** – Parents make sure your kids see their pediatrician regularly to monitor any heart issues.

February Topics

Week of February 7th

- ❖ **Schools** – drop out rate has increased
- ❖ **Exercise** – exercise can make a difference in academic achievements.
 - Children who spend a lot of time in front of the television can develop high blood pressure despite their weight.

- ❖ **Health** – check furnace and make sure you have working detectors to avoid carbon monoxide poisoning.
- ❖ **Consumers** – Top complaints of 2006: Health Care Costs, Telemarketing Calls, fees and interest rates of lending agencies and identity theft.
- ❖ **Taxes** – deadline changed because of holiday.

Week of February 21st

- ❖ **Farming** – NC tied Florida and Tennessee for the nations loss of Farms
- ❖ **Health** – Increase in flu activity this year... and continuing outbreaks of the stomach flu.
 - **Chocolate** – eating chocolate could help sharpen the mind and make you more alert
 - **Sleep** – Kids who sleep less may have lower grades, and adults have poorer work performance.

Week of February 28th

- ❖ **Taxes** – NCCU's law students have been trained to do your taxes
 - Deadline changed due to holiday
- ❖ **Jobs** – NC job growth is expected to add nearly 700,000 jobs over the next 10 years.
- ❖ **Health** – US scientists have developed and tested a breathalyzer to detect lung cancer
 - New study shows garlic retains more health benefits if its crushed or chopped
 - Young people who use methamphetamine more than triples their risk of developing cardiomyopathy.

March Topics

Week of March 6th

- ❖ **Health** – 1 in 4 women ages 14-59 may have HPV and it is linked to cervical cancer
 - American Heart Associated finds that drinking just a little alcohol may be associated with longer life expectancy in men.
- ❖ **Schools** – Schools may actually help prevent obesity... a nationwide study says that kindergarteners and first graders BMI grew twice as fast during the summer months.

Week of March 14th

- ❖ **Health** – Tykerb, approved for treatment of patients with advanced or metastatic breast cancer.
 - **Teens** -- moon swings may be explained by biological changes in the brain.

- ❖ **Tobacco** – African American kids with asthma, who are exposed to second hand smoke, have higher levels of toxins than Caucasian kids.

Week of March 21st

- ❖ **Jobs** – Aludisc is opening a new facility creating 70 jobs in Sampson County
- ❖ **Farming** – farmers who donated to hunger relief remember you get a tax deduction
- ❖ **Fire Ants** – expanded quarantine.
- ❖ **Mosquitoes** – genetically engineering mosquitoes that do not carry malaria.
- ❖ **Health** -- a new study finds large companies' health care costs increased by 8% last year- nearly double the inflation rate and 9% of employers will offer only a high-deductible health plan next year.
 - Tuberculosis is a leading cause of death from infectious diseases worldwide, second only to HIV/AIDS.
 - Belly fat close to major organs may play a key role in inflammation in diabetes, heart disease and other disorders.