



WRDC-TV 4th 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 4th quarter (October 1st through December 31st 2004) of the broadcast calendar year.

UPN 28 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 2004, WRDC aired approximately 6 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 (Attached is a complete list of Public Service Announcements aired during 4th quarter)

Locally produced Public Service Announcements:

We aired 2 locally produced Public Service Announcements during the 4th quarter One is 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, and the other one is Meals on Wheels featuring WB22's anchor Tamara Gibbs.

Network produced Public Service Announcements:

We aired 6 Network produced Public Service Announcements during the 4th quarter that talked about HIV. The following PSA discussing the real problem about HIV and how the public can help. They were the following:

- :30 UPN HIV/Aids PSA
- :30 UPN HIV/Aids PSA

:30 UPN HIV Protection
:30 UPN HIV/Protection
:30 UPN Vote
:30 UPN Vote

Program Title: WB22 News at Ten update on UPN 28

Date/Time: Monday-Friday 1st update is at 6:30pm
2nd update is at 7pm

Issue: Various
Type: Locally Produced
Length: 20 seconds

Program Topic and Description:

WB22 News at Ten air updates on our sister station that lets people know about important issues they need to know about, while letting them know if they would like more information about this issues to watch the news at ten for more in-depth information. There are seven major issues addressed for the public by the WB 22 News at Ten. They include: Health, Policing/Crime, Politics/Military, Religion, Education, Muscular Dystrophy, Weather/Weather Safety. These issues air on a regular basis between 10 and 11pm nightly on WLFL. During dangerous weather events WLFL will provide need-to-know coverage during regular programming. All times are minutes and seconds unless otherwise noted.

Health

10.06 Flu Shot Supply 1:30
10.07 Flu Alternatives 1:30
10.14 Flu Mist Pkg 1:30
10.20 State Fair Food 1:30
10.22 School Carpet 1:30
10.29 Meningitis Scare 1:45
11.01 Flu Vaccines 2:00
11.03 E. Coli Outbreak 1:45
11.04 Breast Cancer 1:30
11.04 Diabetes Prevention 1:30
11.13 Free Flu Shots 1:40
11.14 Organ Donation 1:30
11.17 Dangerous Water 1:30
11.19 Hispanic Pregnancy 1:40
11.22 Breastfeeding Today 3:00
12.01 AIDS Drug Funding 1:45
12.08 School Health 1:30
12.29 Tsunami Health 1:30
12.30 Holiday Depression 1:30

Police/Crime

10.01 Domestic Violence 1:30
10.04 Courthouse Security 1:30
10.06 Knightdale Shooting 1:30
10.08 EMS Wants More 1:30
10.11 Hard Drive Thefts 1:30
10.11 Matthew Grant Trial 1:45
10.12 Double Homicide 1:30
10.13 DWI Task Force 1:15
10.13 Yard Sign Wars 1:30
10.19 Driving Instructor 1:30
10.20 Stolen Campaign Signs 1:20
10.27 Towing Troubles 1:30
11.04 Grant Trial Begins 1:30
11.05 Matthew Grant Trial 1:30
11.07 Stop Sexual Violence 1:30
11.09 Domestic Violence 2:30
11.09 Hit and Run Trial 1:30

11.10 Dark Planet 1:30
11.14 Mistaken Identity 1:45
11.15 Grant Trial 1:30
11.16 Ann Miller Hearing 1:30
11.16 Grant Trial 1:30
11.17 Grant Verdict 1:30
11.19 DWI Checkpoint 1:30
11.23 Protect your Home 1:30
11.24 Luigi's Shooting 1 3:00
11.24 Luigi's Shooting 2 3:00
11.27 DWI Arrests 1:30
11.29 Grant Case 1:30
11.30 Grant Case 1:30
11.30 Domestic Violence Laws 1:30
12.03 Panhandling Laws 1:30
12.03 Donation Security 1:30
12.05 Stolen Goods 1:30
12.06 Peace Toys 1:30
12.07 Bull City Crime Down 1:30
12.08 DWI Final Report 1:30
12.10 Ann Miller Hearing 1:30
12.13 Johnston Co. Moonshine 1:30
12.19 Christmas Grinch 1:30
12.28 Cold Car Thieves 1:30

Politics/Military

10.04 VP Debate Importance 1:20
10.05 Edwards Watching 1:30
10.06 Voting Crunch 1:30
10.07 Hip Hop Registration 1:15
10.08 Music and Politics 2:00
10.14 One Stop Voting 1:15
10.19 Campaign Money 1:45
10.19 Deployment Preps 1:30
10.20 Voting Early 1:30
10.21 Flood Elections 1:00
10.24 Early Voting 1:30
10.25 Early Voter Ballots 1:30
10.27 Record Voters 1:20
10.28 Internet Voting 1:30
10.28 Amendment One 1:30
10.28 Edwards Visit Preps 1:15
10.29 Bring it Home Rally 1:15
11.01 Election Preps 1:30
11.01 Small Biz 2:00
11.02 Senate Race 2:00
11.02 Polling Fraud 1:30
11.02 Military Opinions 1:30
11.02 Minority Votes 1:30
11.07 Campaign Signs 1:30
11.09 Ballot Counting 1:30
11.11 DWI Tax Reform 1:30
11.12 Bragg Deployment 1:30
11.16 Small Biz Part Deux 1:30
11.17 Security Money 3:30
11.17 Are we Ready? 3:00
11.22 Bragg Scanners 1:30
11.23 Moms Vs. Mercury 1:45
11.28 Back to Iraq 1:30
11.29 Guard Shortage 1:30

11.30 Edwards What's Next? 1:30
12.01 Troop Return Biz Impact 1:40
12.01 Grant Verdict 1:30
12.20 Guard Help Center 1:30

Religion

10.01 School Chaplain 1:30
10.08 Faith Disciple Prison 1:30
10.15 Faith Gospel 1:30
10.22 Jacob's Journey 2:00
10.29 Intensive Care Support 1:50
11.05 St. Therese Faith 1:40
11.12 Prison Chaplain 1:45
11.28 Holiday Controversy 1:45
12.03 Hospital Chaplains 1:30
12.06 Downtown Holiday 1:30
12.23 Inclusive Christmas? 1:45

Education

10.07 Safe T Net Schools 1:45
10.12 Higher Achievement 1:45
10.15 Home School Craze 2:00
10.20 Modular Schools 1:30
11.08 Lessons in Vietnam 1:30
12.02 Teacher Bonuses 1:40
12.02 NC Certified Teachers 1:30

Safety

10.22 Halloween Costumes 1:30
10.22 Ride Safety 1:30
10.26 Halloween Safety 1:30
11.22 Aggressive Drivers 1:30
11.29 Sharing the Road 2:00
12.13 TSA Changes at RDU 1:30
12.15 Hospital Prepared 2:00

Weather/Weather Safety

12.05 Winterize your Home 1:20
12.08 Winter Ready? 1:30
12.20 Energy Bills 1:45

Community

10.02 Skate Park 1:30
10.04 Bad Barbie 1:30
10.06 Dog Killed 1:30
10.11 Shelter Changes 1:30
10.13 Holiday Jobs 1:30
10.15 State Fair Opening
10.17 Canes Fans Stuck 1:30
10.18 Oak Ranch Program 1:45
10.18 Clay Aiken at Fair 1:20
10.21 Hunger Relief 1:30
10.25 Durham Skate Park 1:40
10.25 Fair Clean Up 1:20
11.05 RDU Travel 1:30
11.08 Air Force Captain 2:00
11.15 I-40 Construction 1:30
11.17 Textbooks for Africa 1:40
11.18 Blood Center 1:30
11.18 Billion Dollar Rail 1:45
11.20 North Hills Business 1:30
11.20 Blood Drive 1:30
11.21 Downtown Parking 1:30
11.23 Debutant 2004

11.29 24 Hour Daycare 1:30
12.02 Kay Yow Record 1:30
12.03 Internet Sales Tax 1:30
12.06 Bus Fee Hike 1:30
12.13 CIAA Tournament 1:30
12.14 CIAA Leaves Raleigh 1:30
12.14 Mobile Home Cleanup 1:40
12.15 Water Supply 1:30
12.16 Parking Tickets 1:30
12.20 Landfill Stinks 1:45
12.21 Apartment Fires 1:30
12.21 Puppy Holidays 1:30
12.22 New Year's Deals 1:30
12.27 Asia Quakes 1:45
12.27 Air Frustrations 1:30
12.28 First Night Preps 1:15
12.28 Holiday Invitational 1:15
12.29 Parking Ticket Folo 1:30
12.30 Holiday Travel 1:30

Ethnic Issues

10.12 Bombed Bus 1:50
10.12 Higher Achievement 1:45
11.02 Minority Votes 1:30
11.24 Decoration Debacle 1:30
12.07 Road Name Change 1:30
12.10 Slavery Booklet 2:00

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 conducted several group tours of the station throughout the 4th quarter to youth groups, cub scouts, and school groups.