

WNUV (TV) 54
BALTIMORE, MARYLAND

QUARTERLY ISSUES/PUBLIC SERVICE REPORT

PREPARED BY: Belinda Johnson

DATE PREPARED: January 10, 2012

To Whom it May Concern:

Attached is a compiled list of program descriptions of public affairs shows which WNUV, Baltimore, Maryland, aired to serve the community's interest during the fourth quarter period, October 1, 2011–December 31, 2011, of the broadcast calendar year. Also attached is other public service information, such as public service campaigns and announcements.

Community Calendar and Family Adventures

In addition to the attached information, local non-profit organizations utilize the “Community Calendar and Family Adventures” community service project to promote local community events and activities. Announcements may range from 0:15 to 0:30 seconds in length, and air at random several times a day over the full 24 hour period, seven days a week.

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PREPARED BY: Belinda Johnson
SUBJECT: PUBLIC SERVICE ANNOUNCEMENTS/
SPONSORED CAMPAIGNS/EVENTS
DATE PREPARED: January 10, 2012

The following is a listing of community service campaigns and events sponsored by station WNUV, Baltimore, Maryland, during the fourth quarter period October 1, 2011–December 31, 2011, of the broadcast calendar year.

Public Service Announcements/Campaigns
OCTOBER/NOVEMBER/DECEMBER

CHAMPIONS OF COURAGE: Champions of Courage is WNUV-TV's commemoration of Black History Month, saluting positive role models for youth. We began broadcasting Public Service Announcements during November, calling for entries for the annual student essay competition. Students, grades 6 thru 12, are challenged to write a brief essay saluting a person in their life who has shared with them the teaching of Dr. Martin Luther King. The deadline falls just before the holiday that honors Dr. King. A total of 20 winners will be selected, and their salutes to their "Champions of Courage" will air on WNUV-TV throughout the month of February 2011.

FRIDAYS AFTER FIVE: There's something fishy going on at Baltimore's premiere attraction. The CW is the proud media sponsor of this "reel-ly" unique event. Prices take a dive...Fridays After Five...at the National Aquarium in Baltimore. Admission plunges to just \$5 Fridays After Five, September through March. Committed to serving a diverse constituency, the National Aquarium in Baltimore seeks to stimulate interest in, develop knowledge about, and inspire stewardship of aquatic environments. WNUV 54's sponsorship of this event promotes our commitment to aquatics. A 30 second PSA airs on WNUV 54. We also added a hotlink our website to NAIB's website to add another dimension to our sponsorship.

SYMPHONY OF LIGHTS: What better holiday present than the gift of healthy, happy lives for children and their families! Symphony of Lights benefits Howard County General Hospital; A Member of John Hopkins Medicine and its maternal-child health programs. Symphony of Lights is one of the largest holiday light extravaganzas on the East Coast. It's a scenic drive through of a dazzling light show in beautiful woods featuring more than 60 larger-than-life animated and stationary holiday light creations and attracting more than a quarter-million visitors. WNUV 54 is proud to support such a worthy cause. PSAs airs on WNUV 54. A hotlink was also added to their website from ours.

DOLLAR DAYS: It's a holiday gift to the community! Visit the wonderful world of water and explore life both below and above seas for just \$1.00! From the tropical rainforest, coral reef, the deep home of the sharks, to the high-flying fun of dolphins and their babies. The National Aquarium is Baltimore's premiere attraction and delivers fun for all ages! WNUV 54 airs 30 second PSA's to promote the event during December.

TOYS FOR TOTS: CW Baltimore joined with the few, the proud, The Marines for TOYS FOR TOTS! The Marines provide new Christmas toys for 60,000 children in the metro area. A Toys for Tots collection box was located in our lobby for our employees to donate new unwrapped toys. The collection was ongoing throughout. One Friday in December, The Marines participated with sister station WBFF's morning news with a "Toys for Tots Roll Call" on our parking lot....encouraging our viewers to visit and drop of Toys for Tots from 6A to 9A. A 7 ton military vehicle was stationed on the parking lot and the goal was to fill it with new toys.

WARM HOLIDAY WISHES: WNUV/The CW Baltimore partners with St Vincent de Paul of Baltimore to collect new and gently used winter clothing for Baltimore's homeless and families in shelters. Donations of new and gently used winter coats, hats, gloves, scarves, boots, blankets and sleeping bags were distributed to those in need by St. Vincent de Paul of Baltimore's Mobile Clothing Bank. Donations were dropped off at the station live on WBFF's (sister station) morning news (6a-9a) on a Friday in December. WNUV employees were also encouraged to donate. A donation box was placed in our lobby.

FUEL FUND OF MARYLAND: An employee of WNUV-TV serves on the Board of Directors for the Fuel Fund of Maryland, a Maryland nonprofit that helps low-income families pay their utility bills. Over half the people the Fuel Fund helps are children. The Fuel Fund of Maryland helps keep children safe and warm. During the winter months, WNUV supports the Fuel Fund of MD's winter envelope donor campaign in which donation envelopes are inserted into our viewers' gas & electric bills. WNUV produces and airs PSA supporting the campaign.

Programming

OCTOBER/NOVEMBER/DECEMBER

Our World

This ongoing program is a nationally syndicated news/interview program that addresses international and domestic issues from the African American perspective. The program is a weekly half hour series that has built its reputation presenting insightful and balanced views of critical issues for over twenty years. The show features guests from all sides of the political and social spectrum, and is designed to keep black viewers informed about national, and international issues that directly, or indirectly, affect the black community. The show will air 1st Quarter 2011 on Sundays at 6:30am.

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The attached is a listing of the public service announcements that aired during the fourth quarter period, October 1, 2011–December 31, 2011, of the broadcast calendar year.

Station WNUV (TV), Baltimore, Maryland, has aired over 1200 public service announcements during this quarter, covering a number of topics that range from education to health care and public safety. These public service announcements air at various times and may run anywhere from: 01 second to: 60 seconds in length.