

**WNUV (TV) 54
BALTIMORE, MARYLAND**

QUARTERLY ISSUES/PUBLIC SERVICE REPORT

PREPARED BY: Belinda Johnson

DATE PREPARED: October 10, 2005

To Whom it May Concern:

Attached is a compiled list of descriptions of public affairs shows, announcements, campaigns and events which WNUV, Baltimore, Maryland, produced to serve the community's interest during the third quarter period, July 1, 2005–September 30, 2005, of the broadcast calendar year. Also attached is other public service information.

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: October 10, 2005

The following is a listing of community service campaigns and events sponsored by station WNUV, Baltimore, Maryland, during the third quarter period July, 1 2005–September 30, 2005, of the broadcast calendar year.

Public Service Announcements/Campaigns
JULY/AUGUST /SEPTEMBER

FREEDOM FROM HUNGER – July

It's a celebration of the American spirit and a guarantee for a basic American right...freedom from hunger! WB54 has created a local campaign to ease the hurt from hunger in Maryland by inviting the community to donate for independence from hunger. During a three-week promotional campaign prior to the Fourth of July holiday (from Flag Day, June 14th to Independence Day), viewers will be directed to Shoppers Food & Pharmacy to make donations.

MD ARTS FESTIVAL – July

Broadway's back on stage at Towson University during the Maryland Arts Festival. Performances of "Cabaret", an Artie Shaw Tribute, The Capitol Steps, and the Footworks Dance Company.

PARTNERS IN EDUCATION - July through September

A commitment to our children and our community, **Partners in Education** is a broadcast community service campaign with a mission to make education everyone's business! It's a total station commitment involving spot announcements, news features, community affairs and children's programming, special events, and community outreach showcasing what individuals and groups can do to help children meet with school success. **Partners in Education** is a high profile, high energy and high frequency campaign! Some examples of the different community

organizations we have partnered with throughout this campaign are South Baltimore Learning Center, Collegebound, Dyslexia Tutoring Program, Maryland Bankers Association, and Maryland Libraries (Summer Reading Program).

FREE FRIDAY FLICKS/CHARM CITY CINEMA - July through August

The silver screen comes to the community when premieres are featured in local parks in the city and counties. A mini-carnival followed by the screening of a family film under the stars. The mini-carnival provides an outlet for community groups, organizations and sponsors to showcase their services and products to an audience not ordinarily reached. Children and their families are afforded the opportunity to share in safe, friendly fun in an atmosphere conducive to families.

MD LIBRARIES SUMMER READING PROGRAM - July through August

Children are encouraged to continue reading throughout summer. Studies show children who read over the summer do better in school. A series of PSA's was developed to promote reading among infants, toddlers, and deaf children. WB54 News Anchor, Jennifer Gilbert served as spokesperson for the PSA's.

BALTIMORE BOOK FESTIVAL - September

A celebration of the written word and those who write them! Baltimore writes the book with an upscale festival entertaining 65,000 families. Featuring internet demonstrations, poetry readings, author signings, cookbook demonstrations, home remodeling and gardening projects, literary walking tours, coffee and wine cafes, storytelling and so much more. Special activities for children include the Storybook Parade, The Children's Bookstore Stage, and the Children's Park. Held in the heart of Baltimore's cultural district, you just can't put down the Baltimore Book Festival. As media sponsor, WB54 produced a 30, 10 and 5 second PSA to promote the event. WBFF (sister station) Morning News Anchor, Patrice Harris served as the Mistress of Ceremonies at the 10th Annual Book Festival Birthday Celebration.

FRIDAYS AFTER FIVE – September

Baltimore's premiere cultural attraction plunges into fun when prices take a dive every Friday after five pm at the National Aquarium in Baltimore. WB54 partners with the National Aquarium in Baltimore to promote this community attraction which runs from September through March.

FELLS POINT FUN FESTIVAL – September

It's Baltimore's hippest, hottest neighborhood with a long history of fun! Fells Point National Historic District hosts a weekend of street fun, music, arts, international bazaar, flea markets, and five state of live music attracting 700,000+ party-loving folks! WB54 served as media sponsor of this event.

PROGRAMMING:

America's Black Forum: 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. America's Black Forum is scheduled to air every Sunday @ 7a.

Play After Every Storm: Remembering Mattie Stepanek: On Friday, September 2nd, WNUV-TV aired a 30 minute special paying tribute to the late child poet Mattie Stepanek. The show was hosted by Jann Carl, a longtime MDA Board Member and National Telethon co-host. Mattie's mother, Jeni Stepanek, appeared in the interview segments.

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The attached is a listing of the public service announcements that aired during the third quarter period, July 1, 2005–September 30, 2005, of the broadcast calendar year.

Station WNUV (TV), Baltimore, Maryland, has aired a total of 2,846 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 :05 seconds to :60 seconds in length.