

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

**QUARTERLY ISSUES/PUBLIC SERVICE REPORT**

**PREPARED BY:** Belinda Johnson

**DATE PREPARED:** January 10, 2005

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, 2004–December 31, 2004, 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, 2005

The following is a listing of community service campaigns and events sponsored by station WNUV, Baltimore, Maryland, during the fourth quarter period October 1, 2004–December 31, 2004, of the broadcast calendar year.

**Public Service Announcements/Campaigns**  
**OCTOBER/NOVEMBER/DECEMBER**

**PARTNERS IN EDUCATION:**

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 Foundation, Dyslexia Tutoring Program, Maryland Bankers Association, and Maryland Libraries (Summer Reading Program).

**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 17<sup>th</sup> 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 28 winners will be selected, and their salutes to their "Champions of Courage" will air on WNUV-TV throughout the month of February 2005.

**FRIDAYS AFTER FIVE:** There's something fishy going on at Baltimore's premiere attraction. WB54 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. WB54's sponsorship of this event promotes our commitment to aquatics. A 30 second PSA airs on WB54. We also 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. WB54 is proud to support such a worthy cause. A 30, 10, and 5 second PSA airs on WB54. A hotlink was also added to their website from ours.

**FIRST NIGHT ANNAPOLIS:** Welcome in the New Year with Maryland's premiere winter showcase of the arts! Maryland's capital city is the stage for more than 400 performances in 56 simultaneous venues: The US Naval Academy, The State House, The City Dock, museums, storefronts, churches, courtrooms, schools, and more! 30,000 people celebrate the arts and the New Year with a fantastic finale multi-media presentation of fireworks, lasers, and music. WB54 is a proud sponsor.

**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! WB54 airs 30 second PSA's to promote the event during December.

**PAWS ON PARADE:** A walkathon to raise money for the animals at the Baltimore County Humane Society. The BCHS is the leading organization working to end dog fighting in the Baltimore area. This fundraiser raised \$37, 000, the most successful year ever. The tremendous increase in participants and funds raised is partly due to the support of WNUV-TV. This was WNUV-TV's first year to serve as media sponsor for such a worthy cause. Meteorologist, Steve Fertig served as spokesperson for the PSA. We also provided news interviews and news coverage.

**Programming**  
**OCTOBER/NOVEMBER/DECEMBER**

**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.

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The attached is a listing of the public service announcements that aired during the fourth quarter period, October 1, 2004–December 31, 2004, of the broadcast calendar year.

Station WNUV (TV), Baltimore, Maryland, has aired 1, 408 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.