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

**QUARTERLY ISSUES/PUBLIC SERVICE REPORT**

**PREPARED BY: Belinda Johnson**

**DATE PREPARED: October 10, 2010**

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, 2010–September 30, 2010, 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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**QUARTERLY ISSUES/PUBLIC SERVICE REPORT**

**PREPARED BY:** Belinda Johnson  
**SUBJECT:** PUBLIC SERVICE ANNOUNCEMENTS/  
SPONSORED CAMPAIGNS/EVENTS  
**DATE PREPARED:** October 10, 2010

The following is a listing of community service campaigns and events sponsored by station WNUV, Baltimore, Maryland, during the third quarter period July, 1 2010–September 30, 2010, of the broadcast calendar year.

**Public Service Announcements/Campaigns**  
**JULY/AUGUST /SEPTEMBER**

**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.

**CARES SAFETY CENTER - August**

WNUV produced a series of public service announcements to promote awareness about children and water safety and families and carbon monoxide poisoning. The PSA’s also promoted the mobile CARES safety center which is available to neighborhood events to educate and inform the community about best safety practices and measures in the home.

**WATT WATCHERS OF MARYLAND – August**

WNUV produced public services announcements for Watt Watchers of MD, an energy conservation and financial education initiative of the Fuel Fund of Maryland. The PSA’s provided tips on how to save energy and save money by ultimately lowering utility bills.

**MARYLAND STATE FAIR – August/September**

WNUV served as media sponsor for the state’s annual fair. WNUV promoted network programming, news programs (WBFF) , Mobideals, Hey It's Half Off!, and invited fair-goers to enter to win a new big Screen TV and gift certificates for Gymboree and other great prizes!

**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, The CW produced a 30, 10 and 5 second PSA to promote the event.

**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. The CW partners with the National Aquarium in Baltimore to promote this community attraction which runs from September through March.

**PROGRAMMING:**

**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.

Program: MDA Telethon

Broadcast: September

Source: Local/National

Description: A MDA and CW Baltimore effort with national and local segments featuring news talent from WBFF, MDA client, donors, and supporters. The MDA telethon is an annual fundraiser that raises money for children who suffer with MDA.



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**PREPARED BY:** Belinda Johnson  
**SUBJECT:** PUBLIC SERVICE ANNOUNCEMENTS  
**DATE PREPARED:** October 10, 2010

Station WNUV (TV), Baltimore, Maryland, has aired over 2,000 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.