

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

**QUARTERLY ISSUES/PUBLIC SERVICE REPORT**

**PREPARED BY:** Belinda Johnson

**DATE PREPARED:** April 6, 2007

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 first quarter period, January 1, 2007–March 31, 2007, 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:** April 6, 2007

The following is a listing of community service campaigns and events sponsored by station WNUV, Baltimore, Maryland, during the first quarter period January 1, 2007–March 31, 2007, of the broadcast calendar year.

**Public Service Announcements/Campaigns  
JANUARY/FEBRUARY/MARCH**

**Partners In Education:** This public service campaign is a continuation of last year's Public Service Announcements, which focuses on what parents can do to help their children meet scholastic success. In addition to the public service announcements, Partners in Education (PIE) will conduct a series of community outreach events to put the tools for success into the hands of children. Throughout the school year, PIE, will continue to share success stories through specials, news features, and public service announcements.

**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 last November, with the airing of a call for entries for the 20<sup>th</sup> annual student essay competition. Students, grades 6 thru 12 wrote brief essays saluting a person in their life who has shared with them the teachings of Dr. Martin Luther King. A total of twenty-eight winners were selected, and presented their salutes to their "Champions of Courage" on WNUV-TV throughout the month of February. The campaign ended with an Awards Luncheon in downtown Baltimore, in which the student essay finalist were honored, and given savings bonds. Additionally, cash awards were presented to the schools of the top three finalists.

**Black History @ The National Aquarium in Baltimore:** WNUV-TV 54 partnered with the NAIB to promote their Black History Month program which centers on making the connection between the natural underwater world and the African American culture. A 30 second PSA was produced.

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**Fridays After Five:** There's something fishing going on at Baltimore's premiere attraction. CW54 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, during 1<sup>st</sup> Quarter. 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. CW54's sponsorship of this event promotes our commitment to aquatics. A 30 second PSA airs on CW54.

**CollegeBound Scholar of the Week:** A weekly salute to a Baltimore City neighborhood high school scholar who is collegebound. A CW54 campaign saluting students for their academic, community service, and leadership accomplishments.

**Enoch Pratt Free Library:** CW54 is a media partner for the libraries Borrowers Bash, an event that raises friends and funds to benefit the library programs. The Borrowers' Bash features author signings, auctions, aspiring artists, astonishing food and drink, and awesome entertainment making it a Baltimore best-seller.

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**PROGRAMMING:**

**Our World: Sundays @ 6:30am**

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 first quarter period, January 1, 2007–March 31, 2007, of the broadcast calendar year.

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