

WDVZ / WJMY

WVUA/WUOA  
ISSUES REPORT  
October, November, December 2012

On-Air Activities

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**Issue:** Health and Wellness

**Program Title:** First at Four News

**Description:** Dr. Milady Murphy, from Shelton State Community College presents various informative segments regarding health issues in this region.

**Air Date:** Wednesdays at (4pm) Oct., Nov., Dec., 2012

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**Issue:** Stray and Unwanted Animals in the Community

**Program Title:** First at Four News

**Description:** Pet Adoption Programs: "T-Town Paws" & Tuscaloosa Metro Animal Shelter/  
  
Tuscaloosa County has one of the highest rates of euthanizing animals in the entire state of Alabama. WVUA/WUOA works with two animal shelters and animal adoption services to present adoptable pets on the air twice per week.

**Air Date:** Every Thursday and Friday at (4pm) Oct., Nov., Dec., 2012

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**Issue:** Early Education

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**Program Title:** WVUA "Kids Count"

**Description:** As part of an effort to educate the public on activities for West Alabama children, WVUA provides a weekly segment on First At Four. Each week, a representative from Childrens Hands On Museum demonstrates an activity that promotes age appropriate learning. Guests also provide ideas for family events that are low cost, considering the down economy.

**Air Date:** Each Wednesday (4pm) Oct., Nov., Dec., 2012

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**Issue:** Assistance for Struggling Schools

**Program Title:** "Adopt A School"

**Description:** As part of WVUA's ongoing effort to create awareness of progress in local education, the station has partnered with an organization that builds relationships between the business community and local schools. The Adopt-A-School organization is invited to join us each month to educate the public on the needs of various schools in the West Alabama area. For example, some schools need volunteers. Others need supplies. Part of the segment is devoted to sharing these needs, and part of the segment is dedicated to praising current efforts that are underway.

**Air Date:** Monthly during Oct., Nov., Dec., 2012 Newscasts: 4pm

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**Issue:** Education

**Program Title:** "Inside Tuscaloosa City Schools"

**Description:** Weekly television program produced by the Tuscaloosa City Schools Administration highlighting the events and educational opportunities in the local school system. 30 minutes.

**Air Dates:** Weekly in Oct., Nov., Dec., 2012

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**Issue:** Crime

**Program Title:** "Tuscaloosa County's Most Wanted"

**Description:** This program, which is unique to WVUA, has resulted in the capture of more than two hundred suspects! Each week, suspects wanted in a variety of cases are featured, with the Tuscaloosa County Sheriff providing a detailed description of the suspect, and information about the alleged crime. Charges range from burglary, to assault, to attempted murder. Average run time for each segment is approximately sixty seconds.

**Air Dates:** Every Wednesday at 5pm & 10pm: Oct., Nov., Dec., 2012

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**Issue:** Crime

**Program Title:** "Crimestoppers"

**Description:** On going public service campaign designed to alert the community about the "Crimestoppers" program operated by the Tuscaloosa City and Northport City police. These 30 second spots encourage citizens to report crimes and the whereabouts of possible criminals to the local authorities.

**Air Dates:** PSA's -- :30 second spots ROS M-Su: Oct., Nov., Dec., 2012

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**Issue:** Legal Education for the Layman

**Program Title:** "LawCall"

**Description:** WVUA/WUOA produces this underwritten weekly call-in 30 minute program featuring area lawyers, judges, and law enforcement officials answering legal questions from the viewers regarding everything from divorce to landlord tenant disputes.

**Air Dates:** 30 min. program Thurs, 6:30 PM: Oct., Nov., Dec. 2012

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**Issue:** Legal Education for the Layman

**Program Title:** "The People's Law School"

**Description:** WVUA/WUOA presents this program that is financially supported by the legal community in an effort to better

educate the community on many various topics of the law from automobile accidents to legal rights in employment issues and much more.

**Air Dates:** 60 minute program every weekday Monday through Friday at 1:00 PM

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**Issue:** Environment Issues in Alabama

**Program Title:** "Discovering Alabama"

**Description:** A production of The University of Alabama's Museum of Natural History, which brings the state's natural diversity into homes via television. This program often points out the need for conservation and preservation of our unique natural wonders and is commercial free. 30 min.

**Air Dates:** Mondays and Wednesdays at 8:00 AM: Oct., Nov., Dec., 2012

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**Issue:** Alabama Culture and History

**Program Title:** "Alabama Experience"

**Description:** This series of documentaries produced by the University of Alabama's Center for Public Television details lifestyles, issues, and profiles of interesting people from across the states. It provides viewers with a glimpse into both the interesting and pleasing things in our state and also raises awareness about the many needs in some parts of the state as well as the struggles and achievements of our residents.

**Air Dates:** Tuesdays at 8:00 AM: Oct., Nov., Dec., 2012

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## Off-Air Activities

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**Issue:** Aging

**Program Title:** Focus On Senior Citizens

**Description:** Assistant News Director/Anchor Terri Brewer serves on a board of directors whose focus is addressing the issue of aging. Topics range from economic issues to health problems.

**Dates:** Throughout the months of Oct., Nov., Dec., 2012

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**Issue:** Severe Weather Education

**Activity:** "Encore"

**Description:** The WVUA weather team presented severe weather education programs that were tailored to fit the needs of West Alabama. During this quarter, our team presented five, one to two hour programs to local church groups, civic groups, and even Tuscaloosa County School Bus Drivers.

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**Issue:** Education

**Activity:** Literacy Education

**Description:** WVUA News Director, Lynn Brooks and WVUA Anchor Philip Coleman volunteered in several schools during this quarter. They spoke to elementary students about the importance of literacy, and why reading skills are essential in career success.

**Dates:** Oct., Nov., Dec., 2012

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**Issue:** Health

**Activity:** "DCH Foundation"

**Description:** General Manager, Roy Clem serves on the Board of Directors for the Druid City Hospital Foundation.

**Dates:** Oct., Nov., Dec., 2012

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**Issue:** Business / Economy / Local Quality of Life

**Activity:** "West Alabama Chamber of Commerce"

**Description:** General Manager, Roy Clem serves on the Executive Board of the Chamber of Commerce.

**Dates:** Oct., Nov., Dec., 2012

**This report represents examples of WVUA/WUOAs commitment to community service and responding to the needs of the community. It is not exhaustive of all the efforts the station takes to respond to the community's needs. Our First at Four news program features members of the community every day talking about events, charities, issues, and concerns. This constant stream of viewers coming into the television station is one way we are able to ascertain the needs of the community. We also ascertain those needs through regular contact with civic and government leaders and participation by our staff in numerous community organizations and events and with the school systems in the area. In addition, the station runs a full complement of public service spots designed to assist civic or charitable organizations in need or to share their important messages to our viewers.**

WJMY / WDUZ

WVUA/WUOA  
ISSUES REPORT

July, August, September 2012

**On-Air Activities**

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**Issue:** Health and Wellness

**Program Title:** First at Four News

**Description:** Dr. Milady Murphy, from Shelton State Community College presents various informative segments regarding health issues in this region.

**Air Date:** Wednesdays at (4pm) July, Aug., Sept. 2012

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**Issue:** Stray and Unwanted Animals in the Community

**Program Title:** First at Four News

**Description:** Pet Adoption Programs: "T-Town Paws" & Tuscaloosa Metro Animal Shelter/  
  
Tuscaloosa County has one of the highest rates of euthanizing animals in the entire state of Alabama. WVUA/WUOA works with two animal shelters and animal adoption services to present adoptable pets on the air twice per week.

**Air Date:** Every Thursday and Friday at (4pm) July, Aug., Sept. 2012

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**Issue:** Early Education

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**Program Title:** WVUA "Kids Count"

**Description:** As part of an effort to educate the public on activities for West Alabama children, WVUA provides a weekly segment on First At Four. Each week, a representative from Childrens Hands On Museum demonstrates an activity that promotes age appropriate learning. Guests also provide ideas for family events that are low cost, considering the down economy.

**Air Date:** Each Wednesday (4pm) July, Aug., Sept. 2012

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**Issue:** Assistance for Struggling Schools

**Program Title:** "Adopt A School"

**Description:** As part of WVUA's ongoing effort to create awareness of progress in local education, the station has partnered with an organization that builds relationships between the business community and local schools. The Adopt-A-School organization is invited to join us each month to educate the public on the needs of various schools in the West Alabama area. For example, some schools need volunteers. Others need supplies. Part of the segment is devoted to sharing these needs, and part of the segment is dedicated to praising current efforts that are underway.

**Air Date:** Monthly during July, Aug., Sept. 2012

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**Newscasts:** 4pm

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**Issue:** Education

**Program Title:** "Inside Tuscaloosa City Schools"

**Description:** Weekly television program produced by the Tuscaloosa City Schools Administration highlighting the events and educational opportunities in the local school system. 30 minutes.

**Air Dates:** Weekly in July, Aug., Sept. 2012

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**Issue:** Crime

**Program Title:** "Tuscaloosa County's Most Wanted"

**Description:** This program, which is unique to WVUA, has resulted in the capture of more than two hundred suspects! Each week, suspects wanted in a variety of cases are featured, with the Tuscaloosa County Sheriff providing a detailed description of the suspect, and information about the alleged crime. Charges range from burglary, to assault, to attempted murder. Average run time for each segment is approximately sixty seconds.

**Air Dates:** Every Wednesday at 5pm & 10pm: July, Aug., Sept. 2012

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**Issue:** Crime

**Program Title:** "Crimestoppers"

**Description:** On going public service campaign designed to alert the community about the "Crimestoppers" program operated by the Tuscaloosa City and Northport City police. These 30 second spots encourage citizens to report crimes and the whereabouts of possible criminals to the local authorities.

**Air Dates:** PSA's -- :30 second spots ROS M-Su: July, Aug., Sept. 2012

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**Issue:** Legal Education for the Layman

**Program Title:** "LawCall"

**Description:** WVUA/WUOA produces this underwritten weekly call-in 30 minute program featuring area lawyers, judges, and law enforcement officials answering legal questions from the viewers regarding everything from divorce to landlord tenant disputes.

**Air Dates:** 30 minute program every Thursday at 6:30 PM: July, Aug., Sept. 2012

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**Issue:** Legal Education for the Layman

**Program Title:** "The People's Law School"

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**Description:** WVUA/WUOA presents this program that is financially supported by the legal community in an effort to better educate the community on many various topics of the law from automobile accidents to legal rights in employment issues and much more.

**Air Dates:** 60 minute program every weekday Monday through Friday at 1:00 PM

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**Issue:** Environment Issues in Alabama

**Program Title:** "Discovering Alabama"

**Description:** A production of The University of Alabama's Museum of Natural History, which brings the state's natural diversity into homes via television. This program often points out the need for conservation and preservation of our unique natural wonders and is commercial free. 30 min.

**Air Dates:** Mondays and Wednesdays at 8:00 AM: July, Aug., Sept. 2012

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**Issue:** Alabama Culture and History

**Program Title:** "Alabama Experience"

**Description:** This series of documentaries produced by the University of Alabama's Center for Public Television details lifestyles, issues, and profiles of interesting people from across the states. It provides viewers with a glimpse into both the interesting and pleasing things in our state and also raises awareness about the many needs in some parts of the state as well as the struggles and achievements of our residents.

**Air Dates:** Tuesdays at 8:00 AM: July, Aug., Sept. 2012

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## Off-Air Activities

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**Issue:** Aging

**Program Title:** Focus On Senior Citizens

**Description:** Assistant News Director/Anchor Terri Brewer serves on a board of directors whose focus is addressing the issue of aging. Topics range from economic issues to health problems.

**Dates:** Throughout the months of July, Aug., Sept. 2012

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**Issue:** Severe Weather Education

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**Activity:** "Encore"

**Description:** The WVUA weather team presented severe weather education programs that were tailored to fit the needs of West Alabama. During this quarter, our team presented five, one to two hour programs to local church groups, civic groups, and even Tuscaloosa County School Bus Drivers.

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**Issue:** Education

**Activity:** Literacy Education

**Description:** WVUA News Director, Lynn Brooks and WVUA Anchor Philip Coleman volunteered in two schools during the month of September. They spoke to elementary students about the importance of literacy, and why reading skills are essential in career success.

**Dates:** September, 2012

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**Issue:** Health

**Activity:** "DCH Foundation"

**Description:** General Manager, Roy Clem serves on the Board of Directors for the Druid City Hospital Foundation.

**Dates:** July, August 2012

**Issue:** Business / Economy / Local Quality of Life

**Activity:** "West Alabama Chamber of Commerce"

**Description:** General Manager, Roy Clem serves on the Executive Board of the Chamber of Commerce.

**Dates:** July, August 2012

**This report represents examples of WVUA/WUOAs commitment to community service and responding to the needs of the community. It is not exhaustive of all the efforts the station takes to respond to the community's needs. Our First at Four news program features members of the community every day talking about events, charities, issues, and concerns. This constant stream of viewers coming into the television station is one way we are able to ascertain the needs of the community. We also ascertain those needs through regular contact with civic and government leaders and participation by our staff in numerous community organizations and events and with the school systems in the area. In addition, the station runs a full complement of public service spots designed to assist civic or charitable organizations in need or to share their important messages to our viewers.**

WJMY / WDVZ

~~WVUA/WUOA~~  
**ISSUES REPORT**  
April, May, June 2012

**On-Air Activities**

**Issue:** Tornado Recovery Reports

**Program Title:** WVUA News 4pm, 5pm, 6pm, 10pm

**Description:** WVUA continued to provide reports providing viewers with information regarding the effects of the tornado. Many of the reports offered during this period talked about new zoning for the disaster recovery area and new building codes and the effects of those codes.

**Air Dates:** April, May, June

**Issue:** Public Safety

**Program Title:** WVUA TV News 4pm, 5pm, 6pm, and 10pm

**Description:** The WVUA TV news team continued to provide regular reports from Tuscaloosa, giving the latest information on environmental hazards, roadway blockages, and business recovery efforts.

**Air Date:** Numerous newscasts in April, May, June

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**Issue:** Stray and Unwanted Animals in the Community

**Program Title:** First at Four News

**Description:** Pet Adoption Programs: "Metro Animal Shelter" & "Tuscaloosa Humane Society"

Tuscaloosa County has one of the highest rates of euthanizing animals in the entire state of Alabama. WVUA/WUOA works with two animal shelters and animal adoption services to present adoptable pets on the air twice per week.

**Air Date:** Every Thursday and Friday at (4pm) April, May, June

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**Issue:** Assistance for Struggling Schools

**Program Title:** First at Four News "Adopt A School"

**Description:** As part of WVUA's ongoing effort to create awareness of progress in local education, the station has partnered with an organization that builds relationships between the business community and local schools. The Adopt-A-School organization is invited to join us each month to educate the public on the needs of various schools in the West Alabama area. For example, some schools need volunteers. Others need supplies. Part of the segment is devoted to sharing these needs, and part of the segment is dedicated to praising current efforts that are underway.

**Air Date:** Monthly during April, May, June. Newscast: 4pm  
Health and Wellness and Community Activities

**Program Title:** First at Four News "PARA"

**Description:** On the first and third Thursdays of each month during this period WVUA TV's First at Four newscast interviewed representatives from the Parks and Recreation Authority to inform viewers about health related activities in the parks and events of community interest.

**Air Date:** First and Third Thursdays at 4pm: April, May, June

**Issue:** Health and Wellness

**Program Title:** First at Four News "Medical Monday"

**Description:** Each Monday during this period WVUA TV's First at Four newscast interviewed local doctors and health experts to discuss health issues facing the community.

**Air Date:** Mondays at 4pm: April, May, June.

**Issue:** Health and Wellness – Self Help

**Program Title:** First at Four News "Roadmap to Destiny"

**Description:** Every other Tuesday during this period WVUA TV's First at Four newscast interviewed Scott Wimberly, a self-help expert, to discuss how viewers can take control of their lives, especially those affected by the tornado.

**Air Date:** Every other Tuesday at 4pm: April, May, June.

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**Issue:** Health and Wellness

**Program Title:** First at Four News

**Description:** Dr. Milady Murphy, from Shelton State Community College presents various informative segments regarding health issues in this region.

**Air Date:** Wednesdays at (4pm) April, May, June.

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**Issue:** Health and Wellness

**Program Title:** First at Four News "YMCA"

**Description:** Every other Monday during this period on our First at Four program representatives from the YMCA presented tips on exercise and healthy lifestyles to our viewers.

**Air Date:** Every other Monday of each month during April, May, June.

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**Issue:** Health and Wellness

**Program Title:** First at Four News "United Way"

**Description:** Every Monday during this period on our First at Four program representatives from individual United Way Agencies presented information about their programs and services that support the health and wellness and welfare of the viewers

**Air Date:** Every Monday at (4pm) April, May, June.

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**Issue:** Personal Finance: Taxes

**Program Title:** First at Four News "Tax Tips"

**Description:** On the second and fourth Tuesdays of each month during this period WVUA TV's First at Four newscast interviewed experts from Jackson Hewitt to provide tax help and guidance to viewers

**Air Date:** Second and Fourth Tuesdays of each month during April, May, June.

**Issue:** Crime

**Program Title:** "Tuscaloosa County's Most Wanted"

**Description:** This program, which is unique to WVUA, has resulted in the capture of more than two hundred suspects! Each week, suspects wanted in a variety of cases are featured, with the Tuscaloosa County Sheriff providing a detailed description of the suspect, and information about the alleged crime. Charges range from burglary, to assault, to attempted murder. Average run time for each segment is approximately sixty seconds.

**Air Dates:** Every Wednesday at 5pm & 10pm: April, May, June.

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**Issue:** Crime

**Program Title:** "Crimestoppers"

**Description:** On going public service campaign designed to alert the community about the "Crimestoppers" program operated by the Tuscaloosa City and Northport City police. These 30 second spots encourage citizens to report crimes and the whereabouts of possible criminals to the local authorities.

**Air Dates:** PSA's -- :30 second spots ROS M-Su: April, May, June.

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**Issue:** Legal Education for the Layman

**Program Title:** "Law Call"



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**Description:** WVUA/WUOA produces this underwritten weekly call-in 30 minute program featuring area lawyers, judges, and law enforcement officials answering legal questions from the viewers regarding everything from divorce to landlord tenant disputes.

**Air Dates:** 30 minute program every Thursday at 6:30 PM and 10:35 PM : April, May, June.

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**Issue:** Legal Education for the layman

**Program Title:** "The People's Law School"

**Description:** WVUA/WUOA presents this program that is financially supported by the legal community in an effort to better educate the community on many various topics of the law from automobile accidents to legal rights in employment issues and much more.

**Air Dates:** 60 minute program every weekday Monday through Friday at 1:00 PM in April, May, June.

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**Issue:** Environment Issues in Alabama

**Program Title:** "Discovering Alabama"

**Description:** A production of The University of Alabama's Museum of Natural History, which brings the state's natural diversity into homes via television. This program often points out the need for conservation and preservation of our unique natural wonders and is commercial free. 30 min.

**Air Dates:**

4/1	4:30p
4/5	9:00a
4/8	4:30p
4/15	4:30p
4/22	4:30p
4/25	10:30a
4/27	9:30p
4/29	4:30p
5/6	1:30p
5/6	3:30p
5/6	5:30p
5/6	7:30p

5/6	9:30p
5/9	10:30a
5/10	1:05a
5/20	4:30p
5/27	4:30p
5/29	10:30a
5/30	10:30a
6/3	1:30p
6/7	10:30a
6/9	12:00a
6/14	10:30a
6/14	8:30p
6/15	10:30a
6/16	12:00a
6/17	1:30p
6/24	1:30p
6/27	10:30a
6/27	8:30p

**Issue:** Alabama Culture and History

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**Program Title:** "Alabama Experience"

**Description:** This series of 30 minute commercial free documentaries produced by the University of Alabama's Center for Public Television details lifestyles, issues, and profiles of interesting people from across the states. It provides viewers with a glimpse into both the interesting and pleasing things in our state and also raises awareness about the many needs in some parts of the state as well as the struggles and achievements of our residents.

**Air Dates:**

5/5	3:30p
5/12	3:30p
5/19	3:30p
5/27	3:30p
6/16	3:30p
6/23	3:30p
6/30	3:30p

## Off-Air Activities

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**Issue:** Aging

**Program Title:** Focus On Senior Citizens

**Description:** Assistant News Director/Anchor Terri Brewer serves on a board of directors whose focus is addressing the issue of aging. Topics range from economic issues to health problems.

**Dates:** Throughout the months of April, May, June.

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**Issue:** Severe Weather Education

**Ongoing Activity:** "Encore"

**Description:** The WVUA weather team presented severe weather education programs that were tailored to fit the needs of West Alabama. During this quarter, two hour programs to local church groups, civic groups, and even Tuscaloosa County School Bus Drivers.

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**Dates:** April, May, June

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**Activity:** "DCH Foundation"

**Description:** General Manager, Roy Clem serves on the Board of Directors for the Druid City Hospital Foundation.

**Dates:** April, May, June

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**Issue:** Business / Economy / Local Quality of Life

**Activity:** "West Alabama Chamber of Commerce"

**Description:** General Manager, Roy Clem serves as the Chair Elect/Elect of the Chamber of Commerce and works to bring the business community closer to government administrators and elected officials.

**Dates:** April, May, June

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WDVZ / WJMY  
WVUA/WUOA  
ISSUES REPORT  
January, February, March 2012

**On-Air Activities**

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**Program Title:** First at Four News

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**Program Title:** First at Four News "Adopt A School"

**Description:** As part of WVUA's ongoing effort to create awareness of progress in local education, the station has partnered with an organization that builds relationships between the business community and local schools. The Adopt-A-School organization is invited to join us each month to educate the public on the needs of various schools in the West Alabama area. For example, some schools need volunteers. Others need supplies. Part of the segment is devoted to sharing these needs, and part of the segment is dedicated to praising current efforts that are underway.

**Air Date:** Monthly during January, February, March. Newscasts: 4pm

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**Description:** Every other Tuesday during this period WVUA TV’s First at Four newscast interviewed Scott Wimberly, a self-help expert, to discuss how viewers can take control of their lives, especially those affected by the tornado.  
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**Program Title:** First at Four News “YMCA”  
**Description:** Every other Monday during this period on our First at Four program representatives from the YMCA presented tips on exercise and healthy lifestyles to our viewers.  
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**Issue:** Crime

**Program Title:** "Tuscaloosa County's Most Wanted"

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1/9	10:00p
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1/12	10:30a
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1/15	4:30p

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 1/22 4:30p  
 1/29 4:00p  
 1/29 4:30p  
 2/5 4:00p  
 2/5 4:30p  
 2/12 4:30p  
 2/19 4:30p  
 2/26 4:30p  
 3/4 4:30p  
 3/10 12:30p  
 3/11 4:30p  
 3/17 1:30p  
 3/17 5:08p  
 3/17 5:30p  
 3/18 3:00p  
 3/18 3:30p  
 3/25 4:30p

**Issue:** Alabama Culture and History

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**Program Title:** "Alabama Experience"

**Description:** This series of 30 minute commercial free documentaries produced by the University of Alabama's Center for Public Television details lifestyles, issues, and profiles of interesting people from across the states. It provides viewers with a glimpse into both the interesting and pleasing things in our state and also raises awareness about the many needs in some parts of the state as well as the struggles and achievements of our residents.

**Air Dates:**

1/7 3:30p  
 1/14 3:30p  
 1/21 3:30p  
 1/28 3:30p  
 2/4 3:30p  
 3/28 6:30p

## Off-Air Activities

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**Issue:** Aging

**Program Title:** Focus On Senior Citizens

**Description:** Assistant News Director/Anchor Terri Brewer serves on a board of directors whose focus is addressing the issue of aging. Topics range from economic issues to health problems.

**Dates:** Throughout the months of January, February, March

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**Issue:** Severe Weather Education

**Ongoing Activity:** "Encore"

**Description:** The WVUA weather team presented severe weather education programs that were tailored to fit the needs of West Alabama. During this quarter, two hour programs to local church groups, civic groups, and even Tuscaloosa County School Bus Drivers.

**Dates:** January, February, March

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**Issue:** Education

**Ongoing Activity:** Literacy Education

**Description:** WVUA News Director, Lynn Brooks volunteers with the local school system during the summer, speaking about the importance of literacy, and why reading skills are essential in career success.

**Dates:** January, February, March

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**Issue:** Health

**Activity:** "DCH Foundation"

**Description:** General Manager, Roy Clem serves on the Board of Directors for the Druid City Hospital Foundation.

**Dates:** January, February, March

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**Issue:** Business / Economy / Local Quality of Life

**Activity:** "West Alabama Chamber of Commerce"

**Description:** General Manager, Roy Clem serves on the Executive Board of the Chamber of Commerce and works to bring the business community closer to government officials and elected officials as the Chair Elect/Elect of the Chamber.

**Dates:** January, February, March

This report represents examples of WVUA/WUOAs commitment to community service and responding to the needs of the community. It is not exhaustive of all the efforts the station takes to respond to the community's needs. Our First at Four news program features members of the community every day talking about events, charities, issues, and concerns. This constant stream of viewers coming into the television station is one way we are able to ascertain the needs of the community. We also ascertain those needs through regular contact with civic and government leaders and participation by our staff in numerous community organizations and events and with the school systems in the area. In addition, the station runs a full complement of public service spots designed to assist civic or charitable organizations in need or to share their important messages to our viewers.