

WSWG-TV
2ND QUARTER ASCERTAINMENT REPORT
APR. 1, 2013 - JUN. 30, 2013

WSWG IDENTIFIED FOUR AREAS OF INTEREST TO OUR VIEWERS. MANY OF THESE AREAS REMAIN CONSTANT FROM QUARTER TO QUARTER.

ALONG WITH THIS MEMO ARE SUMMARIES OF THE STORIES ON THE ISSUES IDENTIFIED.

- POLITICAL
- EDUCATION
- CRIME
- HEALTH

WSWG WEEKDAY NEWSCASTS:

DAYBREAK (5 AM- 6 AM)

GOOD MORNING SHOW (6 AM-7 AM)

EYEWITNESS NEWS AT NOON (12 PM-12:30 PM)

EYEWITNESS NEWS AT 6 (6 PM-6:30 PM)

EYEWITNESS NEWS AT 11 (11PM-11:35 PM)

WSWG WEEKEND NEWSCASTS:

GOOD MORNING SHOW (8 AM-9 AM)

EYEWITNESS NEWS AT 6 (6 PM-6:30 PM)

EYEWITNESS NEWS AT 11 (11PM- 11:35 PM)

STORY VERSIONS AND LENGTHS:

VO- GENERALLY BETWEEN :20 AND :35

VO/SV- GENERALLY BETWEEN :40 AND :55

PKG- GENERALLY BETWEEN 1:10 AND 2:00

SUBMITTED FOR REVIEW,

WSWG ASSERTATION SECOND QUARTER 2013

HEALTH APRIL 2013

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 4/30/13

SEGMENT LENGTH: 1:05

SUMMARY: There's another reason for young men to lose weight...And which diet may help your memory. Shonda has today's top health stories.

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 4/29/13

SEGMENT LENGTH: 1:35

SUMMARY: More women than ever are going under the knife to fix their arms...And scientists are working to put fat out in the cold in order to "burn" it away. Shonda has today's top health stories.

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 4/26/13

SEGMENT LENGTH: 1:20

SUMMARY: There's a new development in the H-7-N-9 flu virus in China... and a new study sheds light on the negative consequences of being an overprotective parent. Shonda has today's top health stories.

POLITICS/GOVERNMENT APRIL 2013

PROGRAM: Eyewitness News at 6 p.m.

DATE: 4/2/13

SEGMENT LENGTH: :50

SUMMARY: A well-known name in politics could possibly be back in the nation's capitol. Gwen Graham has announced that she has filed to run for Congress in Florida's Second Congressional District.

PROGRAM: Eyewitness News at 6 p.m.

DATE: 4/25/13

SEGMENT LENGTH: 1:40

SUMMARY: A Government Watchdog group is promising big savings for Florida if it adopts an electronic attendance plan for state workers. But the Union representing those workers isn't so sure the plan is all it's cracked up to be. Eyewitness news reporter Mike Springer explains.

HEALTH MAY 2013

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 5/30/13

SEGMENT LENGTH: 1:05

SUMMARY: A new study shows the health care reform law means big savings for young adults. Shonda has today's top health stories.

POLITICS/GOVERNMENT MAY 2013

PROGRAM: Eyewitness News at 6 p.m.

DATE: 5/10/13

SEGMENT LENGTH: 1:30

SUMMARY: Federal budget cuts also known as the sequestration could impact the number of forecasters and meteorologists tracking hurricanes this season.

CRIME MAY 2013

PROGRAM: Eyewitness News at 6 p.m.

DATE: 5/22/13

SEGMENT LENGTH: :25

SUMMARY: Crime Stoppers needs your help catching a clean-shaven thief.

PROGRAM: Eyewitness News at 6 p.m.

DATE: 5/20/13

SEGMENT LENGTH: 1:45

SUMMARY: A man is behind bars tonight after police say he stole merchandise from a local Wal Mart, then chased employees with a knife!

CRIME JUNE 2013

PROGAM: Eyewitness News at 6 p.m.

DATE: 6/4/13

SEGMENT LENGTH: 1:40

SUMMARY: A Tallahassee man was found dead in the middle of the street. Police say he had been shot.

PROGRAM: Eyewitness News at 6 p.m.
DATE: 6/3/13
SEGMENT LENGTH: :30
SUMMARY: Police say two women robbed a local gas station.

PROGRAM: Eyewitness News at 6 p.m.
DATE: 6/12/13
SEGMENT LENGTH: :30
SUMMARY: Tallahassee Police say a robber with a gun held up tellers at the Gulf Winds Federal Credit Union

PROGRAM: Eyewitness News at 6 p.m.
DATE: 6/20/13
SEGMENT LENGTH: 1:35
SUMMARY: One person is dead and neighbors say they heard screams in one Tallahassee neighborhood.

HEALTH JUNE 2013

PROGRAM: The Good Morning Show
TIME: 6 a.m.
DATE: 6/17/13
SEGMENT LENGTH: :25
SUMMARY: Diabetics who use meters to monitor their glucose levels have better control over the disease. That's according to researchers at the Mount Sinai Medical Center who looked at data from 500 diabetes patients.

PROGRAM: The Good Morning Show
TIME: 6 a.m.
DATE: 6/28/13
SEGMENT LENGTH: 1:30
SUMMARY: SUNSCREEN IS PROBABLY ON YOUR SHOPPING LIST THIS SUMMER BUT IF THOSE LABELS LEAVE YOUR HEAD SPINNING, LISTEN UP. THE FDA HAS CHANGED THE REQUIREMENTS ON LABELS- SO THAT YOU CAN MAKE A TRULY INFORMED DECISION.

PROGRAM: The Good Morning Show
TIME: 6 a.m.
DATE: 6/27/13
SEGMENT LENGTH: 1:30
SSUMMARY: A new government report looks at c-section rates in the U-S. PLUS HOW STRESS AFFECTS YOUR HEALTH.

PROGRAM: The Good Morning Show
TIME: 6 a.m.
DATE: 6/26/13
SEGMENT LENGTH: 1:00
SUMMARY: New evidence shows obesity can cause heart problems.

ECONOMY JUNE 2013

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 6/20/13

SEGMENT LENGTH: 2:10

SUMMARY: WHEN IT COMES TO INVESTING YOUR HARD EARNED DOLLARS, BE CAREFUL WHO YOU TRUST. eyewitness news reporter A.J. hilton tell us how ONE FAMILY LEARNED THAT LESSON THE HARD WAY in TODAY'S CONSUMER ALERT.

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 6/18/13

SEGMENT LENGTH: 1:35

SUMMARY: A HIKE IN PROPERTY TAXES...DOZENS OF NEW JOBS, AND A NEW TROLLEY SERVICE COULD ALL BE ROLLING INTO TALLAHASSEE. THESE ARE ALL PROPOSALS THE CITY MANAGER RECOMMENDS TO BE INCLUDED IN THE 2014 BUDGET. EYEWITNESS NEWS REPORTER GARIN FLOWERS HAS MORE ON THE NUMBERS.

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 6/4/13

SEGMENT LENGTH: 1:25

SUMMARY: Getting kids up and out of the house during the summer may not be easy. But, StarMetro hopes a summer deal will spark an interest in kids getting active around the city.