

● Metropolitan/State Concerns

79. During the third quarter, WMAR-TV continued its reports addressing the ascertained issue of metropolitan/state concerns through weekly five-part series during the regular news broadcasts throughout July and August. Each series focused on a different county in Maryland and discussed issues affecting that county, its relationship to the State, its economic contributions, and the opportunities offered to its residents. In addition to these series, on July 2, 1991, the noon, 5 p.m., and 6 p.m. newscasts contained reports about a lawsuit brought by state employees challenging the governor's imposition of a 40-hour work week on approximately 80,000 state workers.

80. PSA's also were responsive to the ascertained issue of metropolitan/state concerns. Those broadcast in the third quarter of 1991 include announcements sponsored by the City of Baltimore, Baltimore Neighborhoods, Baltimore County Public Schools, and an announcement co-sponsored by the Urban League and the Governor's Commission Against Drugs.

81. Finally, on August 10, "Postcards from Western Maryland," was re-broadcast. "Postcards from Western Maryland" was a half-hour news special following Governor Schaefer on his tour of Western Maryland. The governor spoke with residents about their concerns and needs, and the report discussed the economic impact of the region on the State. The program also served those viewers who were planning or considering a visit

to the area by showing points of interest and special events in Western Maryland.

● Health and Safety

82. WMAR-TV addressed ascertained concerns about health and safety issues through a wide variety of programming during the third quarter of 1991. Three different editorials aired twelve times over six days in July and August addressing health and safety issues. The editorials addressed efforts to curb smoking by children, an American Red Cross blood shortage, and infant mortality.

83. In addition, three "Front Page" episodes airing during the third quarter addressed health and safety issues. The July 27 and 28 edition focused on the controversy over mandatory AIDS testing for health care workers; the August 3 and 4 edition focused on recent problems faced by Health Maintenance Organizations and their efforts to solve those problems; and the September 14 and 15 edition, planned prior to September 3, focused on the shortage in the Red Cross blood supply.

84. Health issues also were the focus of reports during the news. The 5 p.m. news on July 1, 1991 included a report examining the social problems that contribute to the rising infant mortality rate in Baltimore City. On August 15 and 16, a two-part series was broadcast during the 5 p.m. news examining what happens in a Baltimore City hospital emergency room.

85. Several special programs during the third quarter also dealt with health issues. A WMAR-TV "Beat the Pro" special

highlighting a closest-to-the-pin golf contest to benefit the Johns Hopkins Children's Center was broadcast twice, on August 24 and 25. On August 31 and again on September 1, WMAR-TV broadcast a half-hour special on the making of the Jerry Lewis Labor Day Muscular Dystrophy Telethon. Then, from 11:25 p.m. on September 1 through 6:30 p.m. on September 2, WMAR-TV broadcast the telethon, which raises money for the Muscular Dystrophy Association. After the telethon, on September 2, 1991, reports showing the need for the funds raised by the telethon were included in the 6:30 p.m. and 11 p.m. news programs.

86. Finally, WMAR-TV broadcast a broad range of health and safety related PSA's during the third quarter, including two announcements highlighting children's health and safety issues that were broadcast over thirty times. See Attachment F; and Attachment I.

● Crime and the Criminal Justice System

87. The ascertained issue of crime and the criminal justice system was addressed by WMAR-TV in a variety of different types of programs. On July 1, 1991, a report during the 5 p.m. newscast discussed the success of Maryland's penal boot camp, a program designed to prevent young men from becoming career criminals. The news coverage of these issues continued on July 17, with a report on the problems facing the Maryland Penitentiary.

88. On August 22 and 23, a WMAR-TV editorial discussing mismanagement at the Baltimore Detention Center was broadcast four times.

89. Responsive programming about crime and the criminal justice system also included the July 6 and 7, 1991 edition of "Front Page," which featured former and current Baltimore City police officers discussing a variety of subjects.

90. Then, on September 24, 1991, WMAR-TV broadcast a "Town Meeting" live from its studios featuring the State's Attorney, crime victims, law enforcement personnel, and citizens discussing how to reduce crime in local neighborhoods. Both the 6 p.m. and 11 p.m. newscasts on September 24 contained reports about the "Town Meeting," and an editorial discussing the "Town Meeting" and ways to prevent crime through activism and advocacy was broadcast on September 26 and 27, 1991. Significant planning for the "Town Meeting" and related programming occurred prior to September 3.

91. Finally, several PSA's addressing this issue were broadcast during the third quarter of 1991, including a Baltimore City Schools PSA designed to curb violence in the schools.

● Supreme Court

92. WMAR-TV's efforts to address ascertained community concerns ^{was} ~~is~~ not limited to local issues. During the Renewal ✓
Period, the nomination of Clarence Thomas to the United States Supreme Court prompted substantial interest in WMAR-TV's local

community. The August 25 edition of the locally produced public affairs program "2 The Point" included a discussion with then NAACP Executive Director and Baltimore resident, Dr. Benjamin Hooks about the Thomas nomination. The September 7 and 8 edition of "Front Page", which was planned prior to September 3, also focused on the Thomas nomination and featured a discussion with local experts on the upcoming nomination hearings. In addition, on September 12 and 13, an editorial was broadcast that urged Marylanders to convey their opinions on the Thomas nomination to their Senators. The editorial was discussed prior to September 3.

● Cultural Development

93. During the Renewal Period, WMAR-TV broadcast two special, multi-part series during its regular newscasts addressing cultural issues. The week of July 22, the 11 p.m. news included a five-part series following the visit of the Pride of Baltimore II to the then-communist Soviet Union. In August, the 5 p.m. news broadcast included a three-part series profiling volunteers who offered their services to meeting community needs.

94. In addition, PSA's relating to cultural events were ^{presented} ~~prevalent~~ during the third quarter of 1991. For example, ✓ announcements informing the public about the African American Festival in Baltimore were broadcast regularly, as were announcements regarding the Columbia Festival for the Arts. See Attachment I.

● Youth Concerns

95. WMAR-TV offered ~~significant~~ programming directed towards youth concerns during the Renewal Period. On July 1, 1991, the 5 p.m. news broadcast included a report profiling a summer camp that provided a place to go and activities for inner city kids during the summer. In addition, thirteen different PSA's directed at youth issues were broadcast over 200 times. The concerns addressed include teenage depression, gangs, and cultural events for children. See Attachment K; and Attachment I. WMAR-TV also offered the regularly scheduled program K-TV, an audience participation program addressing issues of particular interest to children aged 7-12. ✓

● Drug/Alcohol Abuse

96. WMAR-TV responded to community concerns about drug and alcohol abuse with a series of PSA's during the Renewal Period. Four different anti-drug PSA's directed at children sixteen and under were broadcast fifty times during the Renewal Period. In addition, a PSA produced by the National Coalition for Children of Alcoholics was broadcast seventeen times during the third quarter of 1991. Other responsive PSA's, not necessarily directed at children, also were broadcast consistently throughout the Renewal Period. See Attachment F; and Attachment I.

● Performing Arts/Entertainment/Recreation

97. WMAR-TV's local public affairs programming often focused on cultural and recreational matters. The July 14

edition of "2 The Point" featured an interview with nationally known talk show host, performer, and businesswoman Oprah Winfrey, who was in Baltimore taping an episode of her talk show. The July 28 and September 1 edition of "2 The Point" centered around entering the entertainment business, including a report on a local star who became successful on a network television series and a female musician's success in New York. And the August 9 edition of "2 The Point" featured the World Champion Karate Team, and a discussion of beginning karate. "Front Page" also dealt with these ascertained issues during the Renewal Period. The August 17 edition featured an interview with talk show host Montel Williams, and the September 21 edition featured an interview with local author Tom Clancy, who discussed, among other things, his efforts to bring a professional football team to Baltimore.

98. PSA's also addressed these issues often. During the third quarter of 1991, PSA's informing the public about entertainment, recreational activities, and performances were broadcast daily on WMAR-TV. See Attachment I. In addition, Community Notebook was broadcast during each edition of the evening news. This "PSA" informed the public about recreational and entertainment events that were not the subject of individual PSA's. See id.

2. Second Quarter, 1991

99. During the second quarter of 1991, which runs through June 30, 1991 and therefore includes a portion of the Renewal

Period, WMAR-TV ascertained a broad base of issues of concern to the community, and broadcast a wide variety of responsive programming. As discussed previously, ascertainment is an ongoing process. Therefore, the second quarter ascertainment process took place, in part, during the Renewal Period. The ascertained issues were:

- Education
- Unemployment
- Race Relations/Minority Concerns
- Metropolitan/State Concerns
- Crime and the Criminal Justice System
- The Media
- Environmental Concerns
- Social Welfare/Societal Concerns
- Child Abuse
- Health and Safety
- Drug/Alcohol Abuse
- Government Affairs/Legislation
- Performing Arts/Entertainment/Recreation

See Attachment F.

100. Each of these issues was addressed with specific programming. In many cases, responsive programming was broadcast during the last third of the second quarter, the portion of that quarter that is included in the Renewal Period.

● Education

101. During the second quarter, WMAR-TV took a three-pronged approach to addressing the issue of education. In the last month of the quarter, there were three distinct types of programming directed towards this issue. First, the June 15 and 16 edition of the public affairs program "Front Page" focused on students who are at high risk of dropping out of school. Project Raise, a program that matches these students with

mentors, was the central topic of the broadcast. Interviews and discussions with both the mentors and the students who benefit were featured. Second, on June 27 and 28, a WMAR-TV editorial urged the Mayor and the School Board to consider community input during the search for a new school superintendent. Third, multiple PSA's relating to educational issues were broadcast daily, including announcements sponsored by the national Parent/Teachers Association, Head Start, "Baltimore: The City That Reads," and the United Negro College Fund. See Attachment I.

● Unemployment

102. In addition to the responsive programming in the portion of the second quarter not contained in the Renewal Period, in June 1991 WMAR-TV broadcast a PSA addressing this issue entitled "Recruiting Nurses." See id. See also the news reports on this topic from the second quarter described in Attachment J.

● Race Relations/Minority Concerns

103. In addition to the responsive programming in the portion of the second quarter not contained in the Renewal Period, in June 1991 WMAR-TV broadcast numerous PSA's on a regular basis dealing with race relations/minority concerns. Examples of responsive PSA's include those produced by the National Black MBA Association, the United Negro College Fund, and the Association of Black Charities. See Attachment I. See

also the news reports on this topic from the second quarter described in Attachment J.

● Metropolitan/State Concerns

104. WMAR-TV responded to community interest in metropolitan/state concerns with special programming. On June 16, 1991, WMAR-TV broadcast "Postcards from Western Maryland," described supra at ¶ 81.

105. Also in June 1991, WMAR-TV broadcast a five-part series profiling Howard County. The news stories focused on the unique aspects of Howard County, its problems, places of interest, and people. The Howard County series was the first of a group of special reports profiling many of Maryland's counties.

● Crime and the Criminal Justice System

106. In addition to the responsive programming during the portion of the second quarter not contained in the Renewal Period, WMAR-TV broadcast multiple PSA's addressing this issue in June 1991. Sponsors of these PSA's included Maryland Against Handguns, The Sexual Assault Recovery Center, I & R Juvenile Crime and Crimestoppers. See Attachment I. See also the news reports on this topic from the second quarter described in Attachment J.

● The Media

107. In addition to the responsive programming during the portion of the second quarter not contained in the Renewal Period, in June 1991, WMAR-TV broadcast a PSA promoting the free

press. See also the news reports on this topic from the second quarter described in Attachment J.

● Environmental Concerns

108. WMAR-TV also demonstrated its support for and responsiveness to community concerns through editorials. Responding to questions and concerns about the environment, WMAR-TV broadcast an editorial regarding a Chesapeake Bay Foundation study about previous and future efforts to "Save the Bay" four times on June 20 and 21, 1991. See Attachment H. WMAR-TV broadcast numerous PSA's dealing with environmental issues, as well. See Attachment I. See also the news reports on this topic from the second quarter described in Attachment J.

● Social Welfare/Societal Concerns

109. In addition to the responsive programming during the portion of the second quarter not contained in the Renewal Period, WMAR-TV broadcast several PSA's relating to these concerns. On May 31, 1991, for example, PSA's sponsored by Action for the Homeless and the Maryland Child Care Resource Network were broadcast. See Attachment I. See also the news reports on this topic from the second quarter described in Attachment J.

● Child Abuse

110. On June 22 and 23, 1991, the public affairs program "Front Page" profiled the Child Advocacy Network, a local organization that assists individual city agencies in sharing

information between offices responsible for investigating child abuse in order to minimize the stress on the victim.

● Health and Safety

111. WMAR-TV's commitment to programming responsive to ascertained community needs also is shown by its June 1, 1991 programming relating to health and safety. First, WMAR-TV broadcast a special edition of the public affairs program "Front Page" previewing the upcoming Children's Miracle Network Telethon, which raises money for the Johns Hopkins Children's Center. The special took a behind-the-scenes look at the Children's Center and the individuals who work there. Then, from 9:00 p.m. on June 1 through 6:00 p.m. on June 2, WMAR-TV broadcast the Children's Miracle Network Telethon. WMAR-TV chose to remain with the Telethon benefitting the Baltimore community until its conclusion, even though the network with which WMAR-TV is affiliated (NBC) was broadcasting a National Basketball Association playoff game at the same time. After some viewers were unhappy with the decision, WMAR-TV broadcast an editorial explaining its programming priorities and announcing that, if the issue arose again, it would make the same decision to support the community organization. See Attachment H.

● Drug/Alcohol Abuse

112. In addition to the responsive programming broadcast in the portion of the second quarter not contained in the Renewal Period, WMAR-TV broadcast numerous PSA's addressing this

issue in June 1991, including announcements sponsored by Mothers Against Drunk Driving, Students Against Drunk Driving, and D.A.R.E. See Attachment I. See also the news reports on this topic from the second quarter described in Attachment J.

● Government Affairs/Legislation

In addition to responsive programming broadcast during the portion of the second quarter not contained in the Renewal Period, in June 1991 WMAR-TV broadcast responsive PSA's on this issue, including announcements sponsored by the Governor's Drug Commission and announcements encouraging the public to demand accountability from legislators. See Attachment I. See also the news reports on this topic from the second quarter described in Attachment J.

● Performing Arts/Entertainment/Recreation

113. This issue also was addressed by an editorial and PSA's. On June 13 and 14, 1991, an editorial focused on the Baltimore City Department of Parks and Recreation's efforts to obtain donations of sports equipment and craft items to make up for a shortage at city recreation centers. In addition, multiple PSA's promoting local cultural, recreational, and entertainment events and organizations were broadcast throughout June 1991. See Attachment I. See also the news reports on this topic from the second quarter described in Attachment J.

3. Baltimore Orioles

114. The Baltimore Orioles ^{were} ~~are~~ an integral part of the Baltimore community ^{during the License Term} ~~is~~ The professional baseball team ^{was} ~~is~~ a source ✓

of civic pride to Baltimoreans, as well as a positive economic and social influence on Baltimore.

115. Each year, hundreds of thousands of people come to Baltimore from elsewhere, principally Washington, D.C. and its suburbs, to watch the Orioles, and while in Baltimore they infuse money into the local economy. In addition, during the Renewal Period, a new baseball stadium financed by the State of Maryland was under construction in Baltimore, resulting in a large number of additional jobs for local citizens.

116. During the Renewal Period, and through the 1993 season, WMAR-TV was the flagship television station of the Baltimore Orioles, and the only over-the-air, "free" television station to broadcast their games in Baltimore. During the 1991 season, WMAR-TV broadcast 50 Baltimore Orioles games, including 35 during the Renewal Period.¹²

117. Furthermore, WMAR-TV creatively and consistently tied its relationship with the Orioles and its broadcast of Orioles games into community service. The Orioles broadcasts allowed participants in the Reading, Runs and Ripken Program to monitor the amount of money raised for Baltimore Reads, because it is based on the number of home runs hit by Oriole shortstop Cal Ripken during the baseball season. See infra ¶ 127. Furthermore, during the Renewal Period, an entire Orioles game

¹² Attachment K is the schedule of Baltimore Orioles baseball games broadcast on WMAR-TV during 1991. This schedule is a document prepared in the ordinary course of business.

was the backdrop for a fundraiser to benefit Action for the Homeless. See supra ¶ 77.

118. The benefit of the relationship between WMAR-TV and the Orioles to the community during the Renewal Period transcended broadcast of the games themselves. Oriole Cal Ripken was featured in "Milo's Secret," the WMAR-TV program promoting literacy. See supra ¶ 66. WMAR-TV also sponsored the Jim Palmer Celebrity Golf Classic to benefit Cystic Fibrosis. Palmer, of course, is a former Orioles pitcher. See infra ¶ 132. Finally, Scott Garceau, the Newschannel 2 sports director, is a member of the advisory board for Orioles Wives to Benefit Children's Charities.

V. CONTACT 2 ^{was throughout the License Term}

119. Contact 2 ^{is} a consumer affairs service conducted by WMAR-TV. Consumers who ~~have~~ encountered a problem either with a product they ~~have~~ purchased or a service they ~~have~~ received or attempted to receive from a private business or a government agency ^{could} turn to Contact 2 for assistance in solving their problem. Three times a week, selected Contact 2 cases ^{were} aired as part of WMAR-TV's evening news program. Whether a Contact 2 case forms ^{ed} the subject of a news story ^{does} not determine whether the Contact 2 staff ^{ed} assists the individual seeking assistance.

120. Contact 2 ^{was} ~~is~~ staffed by volunteers from the National Council of Jewish Women each business day from 10 a.m. to 2 p.m.; phone lines are open from 11 a.m. to 1 p.m. When the volunteers first begin working with Contact 2, they are given an orientation that lasts approximately two days. During the orientation, the volunteers are given information about WMAR-TV, its general operations, how the Contact 2 office is operated and what their duties will be. The volunteers are also given information on how to work with individuals who are seeking help from Contact 2.

121. A producer ^{was} ~~is~~ assigned full-time to work on Contact 2. The Contact 2 producer ^{was} ~~is~~ assisted part-time by another station staff member. The Contact 2 producer during the License Term was Cindy Scott-Hilbert and the staff member was Brigid McKew. In addition, news anchor Beverly Burke has been the

anchor for Contact 2 since its inception. During the Renewal Period, the Contact 2 staff was under the supervision of the News Director, Bob Feldman, who was in turn under Arnie Kleiner's supervision.

122. During the time that the volunteers ^{were} ~~are~~ on duty, they ^{took} ~~take~~ calls from members of the public regarding problems they ~~have~~ encountered in dealing with private businesses or individuals or government agencies. The volunteers open^{ed} ~~a~~ file on the consumer's complaint and either work^{ed} ~~ed~~ with the consumer and the object of the complaint to resolve the problem or refer^{ed} the consumer to the appropriate authorities. For example, during the Renewal Period, Contact 2's volunteers persuaded the Social Security Administration to expedite the appeal of a disabled man who had been denied benefits, resulting in the man receiving his benefits plus thousands of dollars in back benefits. See Attachment L.¹³ During the same period, Contact

¹³ Attachment L is a summary of documented Contact 2 cases that aired on WMAR-TV during the Renewal Period and a log of all of the Contact 2 cases pending in some capacity during the Renewal Period. The summary was originally prepared by Cindy Scott-Hilbert, an employee of WMAR-TV who is responsible for running Contact 2 and overseeing all Contact 2 pieces that are written and produced for broadcast. The log was originally prepared by T.J. Brightman, an intern at WMAR-TV. Ms. Scott-Hilbert's and Mr. Brightman's summaries relied on the Contact 2 work files, kept in the ordinary course of business. Mr. Brightman's summary also relied on the Contact 2 card files, also kept in the ordinary course of business. Both Ms. Scott-Hilbert and Mr. Brightman worked under my supervision in summarizing the Contact 2 material. In preparing Attachment L for this hearing, the original documents were checked and minor corrections made to the summaries.

2 also assisted a woman in restoring her credit after a bank had mistakenly sent her new credit card to the wrong person who incurred substantial unpaid bills. See id.

123. In addition to helping consumers resolve problems with specific government agencies or private businesses, Contact 2 ^{ed}warns viewers about fraudulent practices. For example, on September 6, 1991, WMAR-TV aired a Contact 2 segment which reported on a scheme under which a Florida company entered into contracts with Maryland residents for \$4,000 loans in exchange for advance fees of several hundred dollars. The Contact 2 staff worked with Florida authorities to identify people who had been victims of this scheme and warned viewers of these types of scams.

124. During the Renewal Period, 139 documented Contact 2 cases were pending. Forty-four cases were the subjects of on-air stories during the Renewal Period.

VI. VIDEO DOCUMENTATION AND DESCRIPTION OF EQUIPMENT INVESTMENT

125. Station WMAR-TV in the ordinary course of business retains tapes of certain public affairs programs, news stories, and other programs. Attachment M is principally a compilation of excerpts from these tapes created to offer a sampling of the locally produced video programming that WMAR-TV offered during the License Term to serve community needs and interests. The tape also includes charts and photographs showing Scripps Howard's financial commitment to invest in needed news gathering and programming equipment during the License Term and the results of that commitment. A transcript of my narration of this tape is contained in Attachment N. Attachment O is a collection of materials regarding the request, approval, and purchase of this new equipment which permitted the station to improve its operations and news gathering capability.

VII. COMMUNITY SERVICE

126. During the Renewal Period, WMAR-TV participated in the following community service activities.¹⁴

● Reading, Runs and Ripken

127. During 1991, WMAR-TV sponsored a program called "Reading, Runs and Ripken" to benefit Baltimore Reads, Inc. Participants in the program pledged \$10, \$25 or \$100 for each home run that Baltimore Oriole's player Cal Ripken, Jr. hit during the season. The program began before the Renewal Period, but ran through October, 1991. In support of the program, WMAR-TV ran 46 PSA's during the Renewal Period. In 1991, "Reading, Runs and Ripken" raised \$90,000 to expand literacy programs in Baltimore City. The funds raised went to the Ripken Learning Center, a literacy training center, for direct client services, materials, and books.

● Humanitarian Dinner

128. On June 6, 1991, WMAR-TV sponsored the Humanitarian Awards Dinner to benefit the Fuel Fund of Central Maryland, an organization that assists low income people in paying their utility bills. WMAR-TV provided coverage of the dinner on its 11 p.m. newscast and ran 15 PSA's promoting the dinner during the Renewal Period. WMAR-TV also provided an on-air personality to serve as Master of Ceremonies at the dinner. Janet

¹⁴ Promotional materials for these community service activities are included in Attachment P. Attachment Q is a document kept in the ordinary course of business which lists the amounts raised during various events sponsored or supported by WMAR-TV during 1991.

Covington, the station's Public Affairs Director during the Renewal Period, was President of the Fuel Fund of Central Maryland's Board and assisted in preparing the script used by the awards presenters at the dinner. WMAR-TV also provided the Fuel Fund with meeting facilities, and WMAR-TV earmarked \$10,000 for Fuel Fund promotion expenses (used for this and for "Paddle for People") and produced in-house a street banner for this event. The dinner raised \$35,000 to benefit the Fuel Fund of Central Maryland.

- Zoomerang

129. WMAR-TV was a sponsor of Zoomerang '91 held on June 15, 1991. WMAR-TV ran 57 PSA's during the Renewal Period to promote this fundraiser which benefited the Baltimore Zoo's African Watering Hole. WMAR-TV provided a personality to serve as Master of Ceremonies for this event, Mary Beth Marsden, and covered the event live on the 11:00 p.m. news. WMAR-TV also produced a street banner. Zoomerang '91 raised \$100,000 to benefit the Baltimore Zoo.

- Columbia Festival of the Arts

130. WMAR-TV was a sponsor of the Columbia Festival of the Arts, held from June 27 to July 7, 1991 in Columbia, Maryland. WMAR-TV supported this 11-day event by airing 167 PSA's during the Renewal Period. WMAR-TV also produced and aired a series of live news reports from the Festival site, and provided a taped compilation of these reports for the organization.

- AFRAM Expo Luncheon

131. On August 8, 1991, WMAR-TV sponsored the annual AFRAM Expo luncheon. The AFRAM luncheon provides a forum for recognizing the accomplishments of African-Americans involved in various businesses, professions and charitable activities. In addition to sponsoring the luncheon, WMAR-TV ran PSA'S promoting the luncheon during July and August. WMAR-TV also gave \$3,000 cash for the event, produced a street banner, did a series of news reports before the luncheon profiling the honorees and provided Masters of Ceremonies for the luncheon, Beverly Burke and Stan Stovall.

- Celebrity Golf Classic

132. WMAR-TV was the media sponsor of the Jockey International Jim Palmer Celebrity Golf Classic to benefit Cystic Fibrosis held on September 21, 1991 at the Turf Valley Hotel & Country Club in Ellicott City, Maryland. In support of the Golf Classic, WMAR-TV ran 77 PSA's during the Renewal Period. The Golf Classic raised money for Cystic Fibrosis.

- Lifesongs

133. On September 28, 1991, WMAR-TV sponsored a concert entitled "Lifesongs," which benefited HERO (Health, Education Resource Organization), an AIDS awareness organization. In 1991, "Lifesongs" raised \$175,000 for HERO. In addition to sponsoring the concert, WMAR-TV ran 103 PSA's to promote the concert during the Renewal Period. WMAR-TV also provided Sally Thorner as Master of Ceremonies and produced a street banner.

● Paddle for People

134. WMAR-TV was a sponsor of "Paddle for People" on October 5, 1991 to benefit the Fuel Fund of Central Maryland. Although "Paddle for People" took place just after the Renewal Period, WMAR-TV was heavily involved in planning and promoting the event during the Renewal Period. The station ran 236 PSA's for the event during the License Term. WMAR-TV designed and produced entry forms and provided two Masters of Ceremonies, Ken Philips and Norm Lewis. WMAR-TV also provided a street banner and provided the staging used in the event. I and approximately 10 other station personnel participated in the event. "Paddle for People" is a beach ball gathering paddle boat race held in Baltimore's Inner Harbor in which teams from Baltimore businesses, government agencies, schools and other organizations compete. Each team signs up individuals to pledge money for each beach ball that team captures. In 1991, "Paddle for People" raised \$55,000 for the Fuel Fund of Central Maryland.

● March of Dimes

135. In September, 1991, WMAR-TV began running PSA's to benefit "Walk Again," which was held on October 20, 1991 as part of the 1991 March of Dimes fundraising effort. "Walk Again," was designed to help the March of Dimes make up for the shortfall of funds from its April walk-a-thon and WMAR-TV was a co-sponsor. WMAR-TV also covered the event on the weekend news.

● Tenth Annual Drama Competition

136. During the Renewal Period, WMAR-TV was the co-sponsor, with Arena Players, of the Tenth Annual Drama Competition for Black Writers in the Celebration of Black History Month. This competition was targeted to aspiring African-American playwrights and was open to any resident of Maryland or the District of Columbia or any full-time area college student resident in those areas. The deadline for entering the competition was September 6, 1991. The judges were selected by Arena Players. The winning play was produced at the studios of WMAR-TV and aired in the last week of February, 1992 in observance of Black History month.

● Personnel Involvement in Community Service¹⁵

137. The following WMAR-TV personnel were involved in the following community-related organizations and events between June 1, 1991 and September 30, 1991:

Arnold Kleiner, Vice President & General Manager

Baltimore Council on Foreign Affairs - Member, Board of Trustees

College of Notre Dame of Maryland - Member, Board of Trustees

Baltimore Museum of Art - Member, Board of Trustees

National Conference of Christians & Jews - Senior Co-Chairman,
Maryland Chapter, Board of Directors

Johns Hopkins Children's Center - Member, Steering Committee

¹⁵ I obtained this information from the named individuals. I asked each person the names of all community service organizations in which they were involved during the Renewal Period and the positions they held in those organizations during that time.

Maryland Alliance for a Drug-Free Youth - Member

Maryland Food Committee - Member, Steering Committee

Baltimore Reads, Inc. - Member, Board of Directors

Mayor's Office of International Programs - Chairman, Advisory
Committee

William Donald Schaefer Center for Public Policy - Member,
Advisory Board

Alvin Ailey Dance Theatre Foundation of Maryland - Member, Board
of Directors

Greater Baltimore Committee - President, Chamber Division and
Chairman Education Committee; Member, Board of Directors

Temple Oheb Shalom - Member

Committee of Lifesongs for Aids - Member

Emily Barr, Director of Broadcast Operations

The Children's Guild, Inc. - Member, Board of Trustees

Magic Me, Inc. - Member, Board of Directors

Johns Hopkins School of Continuing Studies, Downtown Campus -
Member, Advisory Board & Marketing Committee

Partners for Giving - Member, Marketing Committee

Greater Baltimore Committee - Chairman, Ambassador Subcommittee;
Member, Outreach Committee

United Way of Central Maryland - Deputy Chairman, Commercial
Division

Carleton College - Alumni Admissions Coordinator, Central
Maryland

Baltimore Reading Aides - Volunteer Tutor