

proposed editorial will be given that week. During the Renewal Period, WMAR-TV's regular schedule included an editorial that was broadcast four times each week.⁹

51. If we determined that an issue would be appropriate for a news program, I contacted the news department or set up a meeting between the community members with relevant information and the news department. Although I did not supervise that department during the Renewal Period, I was in regular and frequent contact with the members of the news department about issues of interest and concern to the community and, as Director of Operations, I was familiar with the content of the programming that was broadcast on WMAR-TV, including the news.

52. I also maintained an ongoing informal dialogue with other WMAR-TV personnel regarding issues that appeared to be at the forefront of public concern throughout each quarter. During my time at the station, WMAR-TV employees always have been encouraged to participate in public service and charitable events, whether station-sponsored or not, to help increase their awareness and sensitivity to community issues. This process helped WMAR-TV respond to community concerns arising in a particular quarter.

53. PSA's are an integral part of WMAR-TV's responsive programming. WMAR-TV placed a minimum of eighteen PSA's on its

⁹ Transcripts of the editorials broadcast during the License Term are contained in Attachment H.

daily schedule, and during the Renewal Period WMAR-TV consistently exceeded this minimum number of PSA's per day.

54. When an organization contacts WMAR-TV about a PSA, the first issue considered by WMAR-TV is whether the organization that will benefit qualifies as a § 501(c)(3) charitable organization under the Internal Revenue Service's definition. If not, WMAR-TV will not broadcast the proposed PSA.

55. Next, the Public Affairs Director assesses the relevance to the Baltimore community of the proposed announcement. We ensure that the PSA relates to a topic that is of interest to the community or that is likely to affect a significant portion of WMAR-TV's viewing community. If the Public Affairs Director has any questions or doubts about the potential relevance of the PSA to the local community, she discusses those questions with me.

56. Finally, the timeliness, quality, and content of the proposed announcement are examined. Many organizations request that WMAR-TV broadcast a PSA relating to a particular event. Often, the request will not be made with enough time prior to the event for it to be broadcast. With respect to quality, the PSA's produced by some organizations are of inferior quality, and do not meet the station's standards to be broadcast. In these cases, WMAR-TV will work with the organization to improve the quality of the PSA, if possible. Finally, the content of the proposed PSA is compared to other proposed PSA's. We

attempt to broadcast PSA's on a wide variety of subjects rather than repeating the same messages.

57. In addition, during the ascertainment process, WMAR-TV often suggests to representatives of charitable organizations that a specific organization develop a PSA. In particular, if we determine that an ascertained issue would best be addressed by a PSA, we request that an appropriate organization develop one. WMAR-TV may assist the organization in developing its PSA.

58. During the License Term, WMAR-TV broadcast PSA's for over 200 different organizations in response to a wide variety of ascertained needs. See Attachment I.¹⁰ The vast majority of these PSA's were broadcast more than once.

59. The Baltimore community organizations whose PSA's were broadcast span the gamut of social, political, and cultural viewpoints. See Attachment I. Examples of organizations which sponsored PSA's that were broadcast are House of Ruth (a Baltimore home for battered women), the Baltimore Zoo, the Maryland Poison Center, the Baltimore Museum of Art, and the Chesapeake Bay Foundation.

¹⁰ Attachment I, which was prepared under my supervision and summarizes the PSA's broadcast by WMAR-TV, only contains information about PSA's that WMAR-TV independently placed on its schedule. The log does not include PSA's that were broadcast by WMAR-TV as part of a network "feed." In other words, any PSA's that were shown on WMAR-TV simply as part of network-originated programming are not included in Attachment I, and all the PSA's that are listed in Attachment I as nationally produced nevertheless were independently selected for broadcast by WMAR-TV.

60. Most of these organizations' PSA's were chosen because they relate to an issue previously ascertained to be of interest and concern in the community. For example, education was identified as an issue of concern on the issues/programs list for both the second and third quarters of 1991. See Attachment F. During the first week of July 1991, WMAR-TV broadcast local PSA's on behalf of Baltimore City Public Schools seeking to curb violence in the schools, the Maryland State Teachers Association, the University of Maryland, Towson State University, the Upton School, which provides home instruction tutoring, and "Baltimore: The City That Reads." See Attachment I.

B. Specific Programming

61. Consistent with the general practice described above, WMAR-TV broadcast during the Renewal Period a wide variety of programs addressing many different ascertained community needs. The third quarter of 1991 was the first full quarter in which Scripps Howard was the licensee of WMAR-TV. Therefore, the programming for that quarter is listed first, and the programming for the second quarter of 1991, when Scripps Howard was the licensee for one month and two days, is listed second.

62. The information presented below is drawn principally from WMAR-TV's issues/programs lists, Attachment F. A substantial amount of additional issue responsive programming was presented during the station's news programming. An exhibit

listing such programming from the License Term is attached as Exhibit J.¹¹

1. Third Quarter, 1991

63. WMAR-TV offered programming responsive to ascertained public needs throughout the License Term. In the third quarter of 1991, WMAR-TV ascertained community interest and concern in the following areas:

- Education
- Literacy
- Economic Development
- Environmental Concerns
- Race Relations/Minority Concerns
- Homelessness
- Government Affairs/Legislation
- Redistricting
- Metropolitan/State Concerns
- Health and Safety
- Crime and the Criminal Justice System
- Supreme Court
- Cultural Development
- Youth Concerns
- Drug/Alcohol Abuse
- Performing Arts/Entertainment/Recreation

See Attachment F.

64. Each of these ascertained concerns was directly addressed with responsive programming in the third quarter.

¹¹ Attachment J was prepared under my supervision. It groups the local and network news stories aired by WMAR-TV on the identified date during the License Term according to ascertained issues set out in the issues/programs lists. The source materials for this summary are a printout from WMAR-TV's "Sportsfile," a compilation kept on WMAR-TV's computer in the ordinary course of business that lists the topics of the local news stories broadcast on WMAR-TV; network news story summaries provided by NBC, which are hard copies of documents kept on the network's computers in the ordinary course of business; and the issues/programs lists (Attachment F).

● Education and Literacy

65. WMAR-TV took a broad based approach to the closely related community concerns about education and literacy. The August 10 and 11 edition of the public affairs program "Front Page" featured a one-on-one interview with the new superintendent of the Baltimore City Schools. The weekly public affairs program "2 The Point," which addresses issues of concern to the African-American community, focused on education and literacy twice during the Renewal Period. On August 9, 1991, the program featured members of the literacy organization Baltimore Reads, who discussed the Ripken Reading Program that raises money for the organization throughout the Baltimore Orioles baseball season. The September 8 edition of "2 The Point" was devoted entirely to illiteracy, discussing Baltimore's commitment to solving the problem and programs available to assist those who are illiterate.

66. The education/literacy issue also was addressed by an encore presentation of a half-hour, WMAR-TV produced, prime-time special entitled "Milo's Secret." This presentation was scheduled for its September 13, 1991 air date prior to September 3, 1991. The story focused on a young puppet, Milo, who takes a part-time job and then attempts to hide the fact that he cannot read. With the help of his friends, Milo faces his problem and learns to read. Baltimore Orioles shortstop Cal Ripken appeared as Milo's neighbor and friend.

67. A fourth way in which educational issues were addressed is editorials and PSA's. On September 5 and 6, an editorial that was broadcast four times focused on the beginning of the new school year and encouraged members of the community to become involved in educational initiatives. This editorial was discussed and selected by the Editorial Board on September 3, 1991. Further, throughout the quarter, a large number of PSA's advocating education and literacy and supporting educators were broadcast on a regular basis. See Attachment F; and Attachment I.

68. Other programming broadcast, but not produced, by WMAR-TV was responsive to children's educational needs as well. "Romper Room" (an educational program for preschool children) and "K-TV" (an issues-oriented studio participation program directed at children of elementary school age) were regular weekly series.

69. Finally, education was addressed during WMAR-TV's regular news broadcasts. On September 3, the noon, 5 p.m. and 6 p.m. newscasts all carried reports about the upcoming school year. And September 16 marked the inaugural report of a new weekly series reporting on education during the noon and 5 p.m. newscasts. This series was planned prior to September 3, 1991. The first report examined a school for expectant teenage mothers and latch-key children. See Attachment J.

● Economic Development

70. A second example of WMAR-TV's responsiveness to ascertained issues relates to the community's concern about economic development. This issue was addressed primarily through special reports within regular WMAR-TV local news broadcasts. On August 8 and 9, 1991, a two-part series profiling the National Aquarium in Baltimore was broadcast during four of WMAR-TV's five daily newscasts. The series examined a number of issues related to the Aquarium on its tenth anniversary, including its economic impact on Baltimore. From August 22, 1991 through September 2, 1991, the regular news broadcasts contained reports about the Maryland State Fair, including profiles of the participants and an examination of the economic impact of the Fair on the State's economy. From September 19 through September 22, 1991, WMAR-TV broadcast a three-part series during the 5 p.m., 6 p.m., and 11 p.m. newscasts reporting on the Baltimore City Fair, including complete coverage of the Fair, profiles of the participants and the neighborhood organizations sponsoring booths at the fair, and the economic impact of the Fair on the City. This fair is an annual event that has received news coverage each year. In July, WMAR-TV also broadcast an editorial about a report by the Greater Baltimore Committee that advocates building a stronger regional economy through revising the public school curriculum to teach the skills needed in today's marketplace.

● Environmental Concerns

71. WMAR-TV responded to ascertained concerns about environmental issues in a number of ways. First, environmental issues were addressed during the daily newscasts. On July 1, 1991, for example, the 5 p.m. news program contained a special report on Baltimore's expansion of its recycling program.

72. Environmental concerns also were addressed in programs directed at children under age sixteen. The cartoon program "Captain Planet," which teaches children the importance of recycling, energy conservation, and responsible consumerism, was broadcast weekly on WMAR-TV during the Renewal Period. "Earth Journal," a documentary-style program that is accompanied by a written activities guide available to middle and high school classes, was broadcast twice on WMAR-TV during the Renewal Period.

● Race Relations/Minority Concerns

73. WMAR-TV's broad-based programming response to issues of community interest also is evidenced by its approach to race relations/minority concerns. First, both of WMAR-TV's regular public affairs programs dealt with this issue. The July 27 and 28 edition of "Front Page" featured organizers of an upcoming African-American ("AFRAM") Festival and previewed the event. The August 3 and 4 edition of "Front Page" featured representatives from Alpha Phi Alpha, one of the largest African-American fraternities in the United States, who discussed moving the fraternity's headquarters to Baltimore.

The August 11 edition of "2 The Point" profiled an effort to restore the first African-American cemetery in Baltimore. And the September 14 and 15, 1991 edition of "Front Page" featured coverage of a conference on African-American business, coverage that was planned prior to September 3.

74. The second way in which this issue was addressed was in a five-part series during the 5 p.m., 6 p.m., and 11 p.m. editions of the news from July 31 through August 4. The series profiled the different groups being honored at the 1991 AFRAM Festival.

75. Third, race relations/minority concerns continued to be the subject of regular PSA's, including announcements sponsored by The National Conference of Christians and Jews, BLEWS, and The National Institute Against Violence and Prejudice.

76. Finally, on September 19 and 20, 1991, WMAR-TV broadcast an editorial urging the Baltimore County Council to amend Title 19 of the Court Code to include protection from discrimination based on sexual orientation. See Attachment H.

● Homelessness

77. WMAR-TV's response to the ascertained issue of concern about homelessness shows its flexibility in finding the best type of programming to address the ascertained issue. To address concerns about homelessness, WMAR-TV incorporated this community issue into its broadcast coverage of a popular sporting event. On July 20, 1991, as part of its broadcast of

a Baltimore Orioles baseball game, WMAR-TV broadcast "Hits for the Homeless," an event sponsored by the station and the Orioles Wives to raise money for Action for the Homeless, a non-profit organization dedicated to informing the public about the issue of homelessness. Before the broadcast, on July 18 and 19, a WMAR-TV editorial highlighting "Hits for the Homeless" aired four times.

● Government Affairs/Legislation and Redistricting

78. Throughout the summer and fall of 1991, WMAR-TV broadcast a series of programs designed to address community concerns over government affairs, and the related issue of redistricting. On July 2, 1991, during the 5 p.m. news program, WMAR-TV broadcast a report on congressional redistricting in Maryland and the developing controversy over the proposed redistricting. On July 3 and 4 and August 8 and 9, WMAR-TV broadcast two different editorials a total of eight times encouraging voter registration. On August 28 and 29, 1991, an editorial criticizing the proposed redistricting plan was broadcast four times. Finally, the September 14 and 15, 1991 edition of "Front Page" focused on several of the proposed redistricting plans for Maryland. Ordinary business practice was to plan this program several weeks in advance, so that this topic normally would have been selected prior to September 3. This was particularly likely here because, as noted above, redistricting was not a new issue.

● 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 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 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 are an integral part of the Baltimore community. The professional baseball team 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.