

ORIGINAL

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July 8, 1997

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

VIA HAND DELIVERY

Mr. William F. Caton, Acting Secretary  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

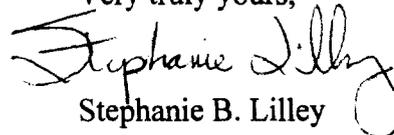
Re: **WNUV(TV), Baltimore, Maryland**  
**WBFF(TV), Baltimore, Maryland**  
**WVTV(TV), Milwaukee, Wisconsin**  
**WCGV(TV), Milwaukee, Wisconsin**  
**WABM(TV), Birmingham, Alabama**  
**WTTO(TV), Birmingham, Alabama**  
**WRDC(TV), Durham, North Carolina**  
**WLFL(TV), Raleigh, North Carolina**  
**MM Docket Nos. 91-221, 87-8, 94-150, 92-51, and 87-154**

Dear Mr. Caton:

On behalf of Glencairn, Limited and Sinclair Broadcast Group, Inc., transmitted herewith is an original and four copies of the requested local marketing agreement information involving the above-referenced stations.

If you have any further questions concerning this filing, please contact the undersigned.

Very truly yours,

  
Stephanie B. Lilley

Enclosure

1997-07-08  
10:00 AM

024

### LMA REPLY FORM

MARKET: Baltimore, Maryland

DMA #: 23

Station	Channel No. & Call Sign	Network Affiliation	Licensed Community	Licensee	Degree of Overlap (%)			Nielsen (all day) Audience Share			
					City Grade	Grade A	Grade B	(9am - midnight)		(6am - 2am)	
Brokered Station	WNUV	UPN	Baltimore	Baltimore Licensee, Inc.	75	78	81	<u>11/96</u> 7	<u>2/97</u> 6.7	<u>5/97</u> 6.7	<u>Date of LMA</u> 7
Brokering Station	WBFF	FOX	Baltimore	Chesapeake Television Licensee, Inc.	97	96	99	10	8.6	8.2	8

LMA SPECIFICS:	Date of LMA Signing	Length of Initial Term	Initial Term Start Date	Initial Term End Date	Renewal Provisions/Terms	% Time brokered per week
		7/23/95	5 years	07/24/95	07/24/2000	Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised.  1 & 2) Renewal for one additional 5-year term at the option of Programmer.  3 & 4) Programmer shall give written notice to Owner of the exercise of said option at least 6 months prior to the end of said initial term.

Public Interest Benefits: See Exhibit A

## EXHIBIT A

### Public Interest Benefits

#### WBFF-TV, Baltimore, Maryland

#### WNUV-TV 54, Baltimore, Maryland

### BACKGROUND

With the advent of the LMA, WNUV has developed much stronger recognition as a TV station committed to community. Resources have been made available to local non-profits and service organizations, including local governments, to produce and air PSAs promoting their programs and services. Programming has been developed discussing the priorities needs, concerns and interests of the community. These programming venues include community affairs, news, telethons, community service campaigns, and sponsorships. Prior to the LMA, WNUV had little, if any, community identity.

### COMMUNITY PROGRAMMING

The LMA has provided opportunity for WBFF and WNUV to target their respective audiences with relevant community affairs programs. WNUV's urban audience has been served with such programming a "The Mayor's Show", "Proud and Positive", "Body and Soul", and "Wellness Works for Women". WBFF's young audience has been served with quality locally-produced children's programs and family programs such as "Straight Talk", "Baby Talk", and "What Every Parent Should Know About Their Child's Mental Health".

Perhaps the biggest benefit to the community that has taken place as a result of the LMA is the launch of the 6:30 PM News on WNUV, the LMA Station. WNUV is the only Paramount affiliate in the country that does an early Newscast. By being able to utilize the news staff of WBFF-TV News at 10, we were financially able to provide another local News telecast to the Market Place. Six years ago when the News at 10 launched, the start up cost to launch approached \$5,000,000. To maintain the broadcast each and every year, the News at 10 budgets 3 million dollars towards the operation of the product. However, our April launch of WNUV cost less than \$650,000 to Launch -- \$200,000 of which will be one time start up costs. We expect the operation to function with a \$400,000 - \$500,000 yearly budget.

Based on WNUV-TV 54's past history, if WNUV had not enjoyed the benefit of being an LMA station this venture surely would have never taken place. The fact that it is presently the only Paramount Station in the country that does an early Local News Broadcast speaks volumes in supporting that position.

The 6:30 News after being on the air for less than seven weeks handily beat the markets

**WBFF-TV, Baltimore, Maryland**  
**WNUV-TV 54, Baltimore, Maryland**  
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ABC affiliate in all key demographics. It came as no surprise since WBFF News at 10 has been awarded Baltimore's Best News Operation five times in the last six years, by the Associated Press.

### COMMUNITY BENEFITS

The LMA has provided greater resources to the community because two TV stations are now accessible and available. Under the LMA, non-profits have access to station sponsorships of awareness and fundraising programs. These benefits include: presence on two TV stations, reserved PSA broadcast time, encore presentations of community affairs programs using both WNUV and WBFF, and the ability to reach two diverse audiences. The LMA also provides a great deal of flexibility in allocating station resources to serve the community interest. WBFF and WNUV create opportunity for the community. Organizations find that the door to broadcast exposure is open. The LMA provides opportunity to use two TV stations to support community projects. When one station's resources are committed, resources are more often available at the other station. Rather than being turned down, community organizations find opportunity to work with a local TV station to fulfill needs and help solve problems of neighbors in need.

### CHILDREN'S PROGRAMMING

Children's programs developed by one station find a broadcast home on two stations under the LMA. Both WBFF and WNUV have been recognized for their outstanding performance in children's programming. The Maryland Campaign for Children's TV has ranked WNUV and WBFF 2nd and 3rd among Maryland's 15 commercial TV stations for their commitment to quality children's programming. Locally produced PSAs, programs, specials, and outreach activities reach a broader audience when two stations work together. The impact is tremendous.

### CHARITABLE ACTIVITIES

In 1997, because of the LMA, WBFF and WNUV will have sponsored 39 fundraisers for community organizations ranging from Maryland Homeless Veterans to the Ronald McDonald House, The Baltimore Zoo to Santa Claus Anonymous. In addition, five community service campaigns have been developed and broadcast between the two stations covering community concerns ranging from role models for minority youth to women's health, from legal rights to the Baltimore Bicentennial. Also, resources have been made available to produce generic PSAs for many non-profits (such as Associated Black Charities, The Salvation Army, and Baltimore Area Gleaning Network) to distribute among all the Baltimore TV stations with primary exposure on WBFF and WNUV.

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**WNUV-TV 54, Baltimore, Maryland**  
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PUBLIC SERVICE

The Stations have begun running more local PSA's as opposed to the canned national PSA's that come in. The Stations have actively gone out and encouraged more local groups to send us any PSA additional material they may have.

## LMA REPLY FORM

MARKET: Milwaukee, Wisconsin

DMA #: 31

Station	Channel No. & Call Sign	Network Affiliation	Licensed Community	Licensee	Degree of Overlap (%)			Nielsen (all day) Audience Share			
					City Grade	Grade A	Grade B	(9am - midnight)		(6am - 2am)	
<b>Brokered Station</b>	WVTV	WB	Milwaukee	WVTV Licensee, Inc.	90	91	91	<u>11/96</u> 6	<u>2/97</u> 6	<u>5/97</u> 6	<u>Date of LMA</u> 8
<b>Brokering Station</b>	WCGV	UPN	Milwaukee	WCGV Licensee, Inc.	100	100	100	9	8	8	7

	<u>Date of LMA Signing</u>	<u>Length of Initial Term</u>	<u>Initial Term Start Date</u>	<u>Initial Term End Date</u>	<u>Renewal Provisions/Terms</u>	<u>% Time brokered per week</u>
<b>LMA SPECIFICS:</b>	07/24/95	5 years	7/24/95	7/24/2000	<p>Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised.</p> <p>1 &amp; 2) Renewal for one additional 5-year term at the option of Programmer.</p> <p>3 &amp; 4) Programmer shall give written notice to Owner of the exercise of said option at least six months prior to the end of said initial term.</p>	82%

**Public Interest Benefits: See Exhibit A**

## EXHIBIT A

### Public Interest Benefits

#### WCGV(TV), Milwaukee, Wisconsin

#### WVTV(TV), Milwaukee, Wisconsin

The LMA between WCGV-TV and WVTV has made the following public interest benefits possible:

#### PROGRAMMING

WCGV-TV and WVTV broadcast live the following sporting events of Milwaukee's professional and State college and high school teams:

- 68 Milwaukee Brewers Baseball Games
- 35 Milwaukee Bucks Baseball Games
- 9 University of Wisconsin Basketball Games
- 10 Marquette University Basketball Games
- 6 USA Conference Basketball Games
- 16 WIAA State Boys & Girls Basketball Championship Games

In 1994 WVTV aired 1.5 hours of children's educational programming. In 1996 the amount of children's educational programming increased to 5.0 hours, and in 1997 it increased to 7 hours.

KIDS ZONE is an outreach program, which is aired on WCGV and soon will be aired on WVTV, to inform family viewers about the Stations' free community events and other public service messages. The two hosts of the Kids Zone attend various family community events and participate in public service campaign messages throughout the year.

FOX Kids Club Totally Kids Magazine -- is a children's quarterly publication featuring games, interviews, stories and interesting articles about children nationwide. The magazine has 25,000 readers.

#### STATIONS PUBLIC SERVICE PROGRAMMING

The Stations each air a weekly, half hour public service program locally produced on community issues.

- Inside/Outside Milwaukee (WVTV)
- 24 on Milwaukee (WCGV)

Department Heads and Managers attend Greater Milwaukee Broadcasters Community Ascertainment two day meetings in the Spring and Fall where community issues are discussed. After each meeting reports are then completed outlining subject matter to cover in the Stations' public service programs.

**WCGV(TV), Milwaukee, Wisconsin**  
**WVTV(TV), Milwaukee, Wisconsin**  
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Stations provide available airtime to associations dependent on telethon broadcasts to showcase raise funds and educate society on their causes. The following telethons aired on the stations:

Arthritis Foundation  
Leukemia Telethon  
Wisconsin Human Society  
Easter Seal  
Lou Rawls Parade of Stars

The Stations air weekly syndicated public service programming, America's Black Forum, and an Emmy award-winning weekend morning news program, It's Your Business, which is a weekly debate program on current issues.

Fox Children's Network public service PSA's air weekly covering subjects affecting kids on a regular basis. Topics include: children's perception of divorce, dealing with step-siblings, self-image, violence, and numerous other subjects.

Community Happenings -- 60 second spots produced each week featuring various events around the city for kids and families.

#### CHILDREN'S PROGRAMMING

Take One, a production of the Sinclair Communications Group, airs on WCGV weekly. The half hour show is educational programming for children 16 years and under.

An hour of Scouting airs weekly on WVTV. The two half-hour programs are produced by Glencairn, Ltd. and qualify as educational programming for children 16 years and younger.

Hang Tough, a City of Milwaukee initiated drug and educational community program developed for preteens, invites 4-6th grade classes to participate in creating video anti-drug messages which are entered in local, state and national competition. The winners are featured in a half hour program aired annually on both stations.

#### STATIONS PRODUCE PUBLIC SERVICE CAMPAIGNS SPECIFICALLY FOR CHILDREN:

- Safe Trick or Treating Tips Program
- Fire Safety Tips Program
- Havenwoods Awareness to Nature (Received award from the State of Wisconsin Department of Natural Resources.)
- What's Going On (Seasonal vignettes, i.e. dressing for winter, daylight savings time, Christmas parades, community volunteering.)

**WCGV(TV), Milwaukee, Wisconsin**

**WVTV(TV), Milwaukee, Wisconsin**

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- Doing Stuff (How to's i.e., making bookmarks, frozen tropical pop and studying tips for back to school.)

### COMMUNITY EVENTS

#### •WINTERFEST

Stations sponsor Free Family Skating Night every Wednesday for six weeks at Winterfest Skating Rink in downtown Milwaukee.

#### •SUMMERFEST

Stations sponsor various staging areas for the eleven day event, i.e., sports area demonstrating exercising can be fun; characters from children's shows participate in daily parade and autograph sessions; guest appearances by stars of WB and UPN Network shows. Stations produce promotional spots that air during the eleven days promoting events for this non-profit City of Milwaukee "Big Gig." A 30th anniversary half hour show was produced by the Stations this year. The half hour show aired four times before the start of Summerfest.

#### •WISCONSIN STATE FAIR

Stations sponsor Activity Dome at eleven day event. Kids Zone hosts involve families in various games and activities. Star and cartoon characters appear at the event, and Stations produce daily calendar spots featuring each day's activities.

### STATIONS PRODUCE, HOST AND STAFF THE FOLLOWING FREE ANNUAL COMMUNITY EVENTS:

#### •FREE FRIDAY FLICKS

A free family event, held on four Friday nights during the summer at different Milwaukee County Parks. The flicks are free and an estimated 10,000 people take part in the activities. The proceeds raised from the sale of food is donated to charity.

#### •FAMILYFEST

A free, interactive family event held at Wisconsin's largest mall, Southridge, on a Saturday and Sunday in February. Stage events include cartoon characters, celebrity appearances and autograph sessions, local entertainment and family trip giveaways. Over 100,000 people participate in the free event.

**STATIONS ARE MEDIA SPONSORS FOR ANNUAL COMMUNITY  
PUBLIC SERVICE CAMPAIGNS:**

As media sponsors for the following campaigns Stations produce and air spots as well as some POP:

Easter Seal Haunted Holler House  
Tour de Cure American Diabetes Association Cycling Event  
Leukemia Society's Scenic Shore 150 Bike Tour  
Hatch'N Egg for Easter Seal  
Milwaukee County Parks Summer & Fall Activity Guide  
Milwaukee Public Library Summer Reading Club (3 months)  
Southeast Wisconsin Waste Reduction Coalition for Youth  
Read Around Milwaukee (3 months)  
Volunteer Program (Nov/Dec)

**STATIONS PRODUCE YEARLY ADULT COMMUNITY  
OUTREACH PROGRAMS:**

- Teacher's Are Tops -- Community Outreach Campaign to recognize teachers nominated by students' essays. Teachers are featured on-air.
- Coach of the Week -- Specific coach's honored for their contribution to the students and their schools on the field and off. Coaches are featured on-air.
- Milwaukee Sesquicentennial -- Each month of 1996 two vignettes were produced and aired informing viewers of Milwaukee's founders, heritage and history.

**STATIONS PARTICIPATION IN COMMUNITY OUTREACH PROGRAMS:**

- Victory Over Violence (Career Youth Development and the Milwaukee School of Excellence) -  
- An inner city plan to develop part of a vacant lot into a "Victory Over Violence" park. A commemorative wall will list the names of children under the age of 16 who have died due to violence. Stations support the effort with PSA's, material solicitation, news conferences, and saluting businesses that have come forward to help.
- Milwaukee Public Schools first annual Careers on Wheels featuring career vehicles. Stations engineers demonstrated satellite remote truck at event.
- WBA Job Fair and Student Seminar -- General Sales Managers attended one day seminar providing information to students and job-seekers on careers available in the broadcasting industry.

**WCGV(TV), Milwaukee, Wisconsin**  
**WVTV(TV), Milwaukee, Wisconsin**  
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- Stations have supported the following holiday dinners for the needy:

1994 4th Annual Christmas Family Feast serving 4,200 people.

1996 Milwaukee Outreach Center Thanksgiving Day Dinner PSA drive to find volunteers to serve 5,000 people. Numerous Station personnel volunteered and worked at this event.

## LMA REPLY FORM

MARKET: Birmingham, Alabama

DMA #: 51

Station	Channel No. & Call Sign	Network Affiliation	Licensed Community	Licensee	Degree of Overlap (%)			Nielsen (all day) Audience Share			
					City Grade	Grade A	Grade B	(9am - midnight)		(6am - 2am)	
<b>Brokered Station</b>	WABM	UPN	Birmingham	Birmingham Licensee, Inc.	98	99	100	<u>11/96</u>	<u>2/97</u>	<u>5/97</u>	<u>Date of LMA</u>
<b>Brokering Station</b>	WTTO	WB	Birmingham	WTTO Licensee, Inc.	88	88	87	4	3	3	0
								6	6	5	8

	Date of LMA Signing	Length of Initial Term	Initial Term Start Date	Initial Term End Date	Renewal Provisions/Terms	% Time brokered per week
<b>LMA SPECIFICS:</b>	07/25/95	5 years	7/25/95	7/25/2000	<p>Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised.</p> <p>1) Renewal for one additional 5-year term at option of the Programmer.</p> <p>2) Programmer shall have the option to extend said initial term for an additional term.</p> <p>3&amp;4) Programmer shall give written notice to Owner of the exercise of said option at least six months prior to the end of said initial term.</p>	83%

**Public Interest Benefits: See Exhibit A**

## **EXHIBIT A**

### **Public Interest Benefits**

#### **WTTO(TV), Birmingham, Alabama**

#### **WABM(TV), Birmingham, Alabama**

Since the LMA agreement, many benefits have been offered to the Birmingham market. They are:

#### **BACKGROUND**

Prior to the LMA, WABM was in bankruptcy. Glencairn, Ltd. purchased WABM out of bankruptcy and enabled it to become a viable station. Since the LMA, the Station has been elevated from a bankrupt property with no ratings to speak of to a thriving business serving the community with competitive ratings rivaling those of established network television stations. It is clear that the true benefactor resulting from the LMA agreement is the viewing public. This is proven in the way the public has embraced WABM since the LMA agreement in July of 1995.

#### **PROGRAMMING**

##### **•CHILDREN'S PROGRAMMING**

The LMA allows the opportunity for children's programs and services. Some of the children's related programs expanded by the LMA in Birmingham are:

Book Talks -- a summer reading program  
Supershot Saturday -- free immunizations  
Student Body -- educational programming  
Tag Team -- a safety identification program.

##### **•THE A.G. GASTON SPECIAL**

WABM was the only station in the market to produce and to air a prime time special on the life and accomplishments of A.G. Gaston, a community leader who died in 1996.

##### **•UAB ATHLETICS**

WABM has made it possible for UAB sports to have a home in Birmingham. WABM will feature football and basketball of the University of Alabama in Birmingham, the city's largest employer -- otherwise Birmingham residents would not have access to their local team.

##### **•UNITED PARAMOUNT NETWORK**

Because WABM is now a viable network Birmingham residents have a source to view

programming provided by the United Paramount Network.

### EFFICIENCIES

- Prior to the LMA, WABM was in bankruptcy, offering little or in some cases nothing to the community. The LMA made it possible for WABM to be reinvented into a viable station, serving Birmingham's viewing audience as well as the advertising community.
- The LMA made it possible for 28 jobs to be saved. Employees of WABM were unsure of their job security, not knowing if each day would be their last. Following the agreement, these employees' jobs were secured, their benefits improved, their job quality was improved and morale was significantly raised.
- Non-profits and community related affairs benefit because their message is now conveyed on two stations rather than one. The LMA provides the opportunity to reach two diverse audiences through WABM and WTTO.

### COMMUNITY EVENTS

The LMA made it possible for Birmingham and the surrounding areas to have yet another voice to convey community interests and public service. The LMA has offered more choices and resources to the community. WABM devotes time to community services and has sponsored many events/programs which directly serve the community. Some are:

#### •BLUES IN THE SCHOOLS

WABM is the proud sponsor of this educational program which offers city school children the opportunity to be exposed to music and the art of performance. Never before have Birmingham children benefitted from such a program.

#### •THE BRUNO'S MEMORIAL CLASSIC

WABM produced and aired for two consecutive years a special focusing on one of Birmingham's world class sporting events, The Bruno's Memorial Classic. Each year this event donates over \$250,000.00 to Alabama charities.

#### •DO DAH DAY, INC.

WABM supports this annual event which benefits local animal shelters. Since WABM's involvement in 1996, Do Dah Day has raised and donated over \$90,000.00 for these local animal shelters.

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•**COBB THEATER CANNED FOOD DRIVE**

Each November WABM, in conjunction with The United Way, sponsors this event which collects food for those in need.

•**COBB SUMMERTIME FUN SHOWS**

WABM sponsors this summer-long film series which provides families with two free children's feature films per week.

•**BLACK HISTORY MOMENTS**

WABM sponsors this series of 30 second spots each February, celebrating the accomplishments and lives of Black American leaders.

A:\WABM.EXH

## LMA REPLY FORM

MARKET: Raleigh-Durham, North Carolina

DMA #: 29

Station	Channel No. & Call Sign	Network Affiliation	Licensed Community	Licensee	Degree of Overlap (%)			Nielsen (all day) Audience Share			
					City Grade	Grade A	Grade B	(9am - midnight)		(6am - 2am)	
<b>Brokered Station</b>	WRDC	UPN	Durham	Raleigh Licensee, Inc.	68	71	75	<u>11/96</u>	<u>2/97</u>	<u>5/97</u>	<u>Date of LMA</u>
								4	4	4	6
<b>Brokering Station</b>	WLFL	FOX	Raleigh	WLFL Licensee, Inc.	81	85	91	7	6	5	8

	Date of LMA Signing	Length of Initial Term	Initial Term Start Date	Initial Term End Date	Renewal Provisions/Terms	% Time brokered per week
<b>LMA SPECIFICS:</b>	03/27/95	5 years	03/28/95	03/28/2000	<p>Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised.</p> <p>1 &amp; 2) Renewal for one additional 5-year term at the option of Programmer.</p> <p>3 &amp; 4) Programmer shall give Owner written notice of the exercise of said option at least 6 months prior to the end of said initial term.</p>	83%

**Public Interest Benefits: See Exhibit A**

## EXHIBIT A

### Public Interest Benefits

WLFL(TV), Raleigh, North Carolina

WRDC(TV), Durham, North Carolina

### PUBLIC SERVICE

Prior to current ownership and LMA status, WRDC was an NBC affiliate that ran no local public service announcements other than those that were included within NBC network programming. NBC terminated that affiliation soon after Glencairn, Ltd. acquired WRDC. Currently WRDC runs between 8-10 hours of PSA time each quarter. WRDC also rebroadcasts Local Edition, a public affairs program produced by WLFL.

WRDC did not participate in local community ascertainment meetings prior to the LMA. WRDC hired a public affairs director after entering into the LMA agreement. Currently, both WLFL and WRDC public affairs directors participate monthly in community ascertainment meetings.

The following are examples of Public Service Announcements that WRDC has produced and aired for various local non-profit organizations:

- Hurricane Fran Informational PSA
- First Night Raleigh - PSA
- Angel Tree - PSA
- Arthritis Foundation Jingle Bell Run PSA
- Prevent Child Abuse PSA
- EEO Jobline PSA
- Moore County Literacy Council PSA
- Alice Aycock Poe Center - Antique Auction PSA

### CHARITABLE ACTIVITIES

For 1996, both stations participated in the charitable activities described below and in the more exhaustive list on the following page compiled by WRDC. A similar calendar of events has been implemented for completion in 1997.

A major event in 1996 was Foxfest 96. This two day dual station event was held at Durham's South Square Mall and featured interactive booths of local vendors and non-profit organizations for the public. This event was targeted toward children/families and featured entertainment, give-aways, information and fun.

**WLFL(TV), Raleigh, North Carolina**  
**WRDC(TV), Durham, North Carolina**  
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Over the past two years another important charity in which the Stations have participated is the Marine Corps Reserve Toys for Tots Campaign, which collects toys for disadvantaged youngsters. The stations and their sponsors collected more than 8,000 toys per year.

WRDC sponsored the Whitney M. Young, Jr. Services Awards Dinner which was held as a fundraiser for the local boy scout chapters. A cash contribution was donated to the cause.

In August 1997 both stations will sponsor and participate in the JIMMY V CELEBRITY GOLF CLASSIC. The proceeds from this event are donated to the V Foundation for cancer research and awareness. This event will be broadcast worldwide by ESPN.

#### TOURS

Educational tours of WRDC and WLFL are given weekly to community and school groups.

#### INTERNSHIPS

As of January 1997 both stations implemented internships in which ten area schools are represented. An emphasis has been placed on recruitment of minorities in an effort to create a hiring pool for trainee and entry level positions.

**PUBLIC AFFAIRS PROMOTIONS -1996**  
**COMPILED BY WRDC-TV**

This is a more detailed list of public service campaigns where the Stations either produced or created Public Service Announcements, Calendar Announcements, or produced segments for Local Edition, the station's public service program/voice, or direct employee participation in events and production of local spots or use within the market.

**FIRST QUARTER 1996**

•AN AFTERNOON WITH MAYA ANGELOU & FRIENDS

On February 4, 1996, this promotion kicked off Black History Month with a gala diner honoring Dr. Maya Angelou - through poetry, music & dance. WRDC produced a PSA that began promotion of the event in December. Proceeds raised from this event benefited the North Carolina Educational Foundation - a foundation for 3 local colleges that would enable college students to travel to Africa. The event featured Dr. Maya Angelou, national jazz recording star, Nneena Freelon, & Chuck Davis & the African Dance Ensemble.

•SCOUTING FOR FOOD

From January 10 through February 1996 this UPN 28 exclusive helped the Boy Scouts raise over 80,000 pounds of food for the North Carolina Food Bank. The promotion entailed local Boy Scouts dropping off bags in area territories all over WRDC's ADI to be filled with food and picked up on February 10th. WRDC produced a 30 second PSA that was tagged with the local Boy Scouting offices phone numbers.

•EVERY HEROES

This promotion served as the WRDC's salute to Black History Month. The promotion began in January and continued through until February 29th. With a series of 30 second Public Service Announcements -- one per week -- that spotlighted local "community heroes". These heroes were chosen through a local radio station FOXY 107/104 and were chosen because of their service, self-sacrifice & achievement.

•FOXY CONCERT SERIES

WRDC & FOXY 107/104 radio station share sponsorship of this year long promotion that features a concert every month in Raleigh or Durham whose proceeds benefit the

United Negro College Fund.

•**FOXFEST**

This 2 day event was held at Durham's South Square Mall and featured Interactive booths of local vendors and non-profits for the public.

•**ENLOE HIGH SCHOOL BUSINESS EDUCATION ALLIANCE**

Teacher in the Workplace Day - Teachers from a local high school shadow Station's employees in an effort to take teachers out of the classroom so they can better prepare their students for the real world.

Freshman Career Expo - An event which gave freshman in high school ideas about career and different types of vocational & elective classes to take. WRDC's Local Sales Manager and Marketing Research Director participated.

Students In the Workplace - An all day event for eight "at risk" youngsters from a local high school. The Station provided an intensive tour featuring hands on demonstrations, speakers from different departments, and a question & answer period.

**SECOND QUARTER -1996**

•**FOXY CONCERT SERIES (see above for explanation)**

•**MS WALK**

The fundraiser for the Multiple Sclerosis Society took place in April 13, Sponsorship included on-air Public Service Announcements and signage at the event.

•**WALKAMERICA**

This fundraiser for the March of Dimes took place on April 27. Sponsorship included on-air PSAs and signage at the event. UPN organized a team that helped raise over \$105,000 in Raleigh. Close to 1,000 people walked with UPN & FOX.

•**SAFE'N SOBER PROM NIGHT**

The Station promoted a non-alcohol prom night by providing signs at proms and an on-

air campaign.

•PROM PROMISE

A project which also promotes a non-alcohol and drug free prom by airing public service announcements and providing signs.

•TOURNAMENT OF HOPE

This golf tournament promoted by the Station with public service announcements featured an event on May 10 benefiting the local chapter of the American Diabetes Association.

•ARTSPLOURE

On May 18, the Station supported this arts festival with an area dedicated to kids. There was food, fun, games & giveaways as well as an on-air campaign. This festival of course supports the local arts community.

•US WOMEN'S OPEN

Wrapping up the month of May, this event began on the 27th and ended on June 2 with a golf tournament that was heavily supported by PSAs & calendar announcements. Monies raised from the tournament benefited breast cancer research in North Carolina.

**THIRD QUARTER -1996**

• JIMMY V GOLF CLASSIC

The Station greatly supports this annual fundraiser golf tournament with on-air PSAs. The Jimmy V Foundation supports cancer research.

• CHILDREN'S FLIGHT OF HOPE

•MAKE-A-WISH GOLF TOURNAMENT

This tournament was also supported heavily with PSAs and served as a fundraiser for the

Make-A-Wish Foundation of North Carolina which grants the wishes of terminally ill children.

•HEALTH & RECREATION EXPO

This was a mall event held at Triangle Factory Shoppes in Cary. It provided the public with the opportunity to be informed about different health organizations and non-profit organizations as well as hear talks from doctors on several popular subjects from pre-natal care to plastic surgery. Several health clubs were featured as well as aerobic demos.

**FOURTH QUARTER- 1996**

• FOXY CONCERT SERIES

• HOT HOOPS

This promotion was a station sponsored basketball tournament in the month of October.

• HOLIDAY INVITATIONAL

This promotion involved the top high school basketball teams in the country in a play-off game held this year at North Carolina State University's Reynolds Coliseum.

• TOYS FOR TOTS

This two-event promotion encompassed most of the quarter. Five spots were produced and aired beginning in November and ending December 31, 1996. The Station, area business, organizations and the community came together in Durham at Northgate Mall and in Raleigh at Cary Towne Center for the Toys for Tots Holiday Mall Tour. At each four hour event the station raised more than 4,000 toys for an estimated 8-10,000 toys.