

(MARINE CORP CONT.)

If we could shoot a local marine speaking on camera the tag line with local phone and address keyed. WIVE shot and edited the local tag we had various meetings with the marine corp rep (Corpal Thomas) The PSA Heartbeat states to be a Marine You must have the mind and body.

READING AREA COMMUNITY COLLEGE

(Produced by WIVE-TV51)

This 30 second PSA entitled "Generations Together" was produced in the previous quarter by WIVE at Reading Area Community College. This PSA stresses their program called Generations Together which involves older individuals working together with preschool children in a class room situation.

READING MUSICAL FOUNDATION

(Produced by WIVE-TV51)

This 30 second PSA produced in the previous quarter by WIVE focuses on the importance of bringing music into Berks County. It promotes their local free community calendar which includes such events as music in the schools, senior citizens concerts, public concerts, scholarships and the Reading Symphony Orchestra.

BERKS COUNTY CENTER FOR INDEPENDENT LIVING

(Produced by WIVE-TV51)

The B.C.C.I.L. is a 30 second PSA which WIVE produced in October is funded by the Vocational Rehabilitation of Department of Labor and Industry of the Commonwealth of Pennsylvania. The objective of the PSA is to reach disabled people at home and to get them to come to the center to learn how to work and live with their disability. This program also supplies activities for the members to participate in.

GREETINGS FROM AMERICAN SOLDIERS AWAY FROM HOME.

(Partially Produced by WIVE-TV51)

WIVE produced two two minute greeting PSA tapes from American soldiers who can not be at home for the holidays. The American military sends us a couple of tapes of raw footage that has different soldiers saying Hello. It gets edited together into a two minute segment using soldiers in our viewing area. This year we had four minutes of greetings which ran during Christmas.

1991 EASTER SEALS

To further the benefits of Easter Seals, this 30 PSA shows what the Americans with The Disabilities Act has done to assist individuals in the field of transportation, making buses and ramps available as a means to access entry,

UNITED NEGRO COLLEGE FUND CAMPAIGN

"A Mind Is A Terrible Thing To Waste" is the continuing saying for the United Negro College Fund and they use it at the end tag with their new campaign add using a high school graduation class. A young man who was very smart in his class can't go to college because of lack of money.

PEACE CORP

This PSA is looking for well educated volunteers to join the Peace Corp. The Ad Council is prompting this and they are supplying a 1-800 number. They are also showing that the Peace Corp can also be a learning as well as a unforgettable experience.

COMBATting NUISANCE BARS

This PSA features Pennsylvania's speaker of the house Robert W. O'Donnell, he is telling the residents of PA. how to get rid of bars that cause problems to neighborhoods or surrounding areas. It is produced by the Common Wealth Media Services.

RECRUITING NEW TEACHERS

This PSA entitled "Heroes" is directed towards teachers or people who may want to be teachers. It's showing how important it is to young minds to shape them, mold them correctly to have the educated teachers that they need. The Ad Council provides a 1-800 45 TEACH for up coming teachers to call.

SHRINERS HOSPITAL FOR CRIPPLED CHILDREN

This PSA features "Rich" who even though he has lost both of his feet to an accident he still plays football, waterskis, bikes and bowls. He has done all of this with the help of The Shriners Hospital. The PSA also asks the Audience if they know any children who may need help they are to call the Shriners Hospital.

DEPARTMENT OF TRANSPORTATION

"Hall Of Fame" features everyones favorite, "The Crash Dummies Vince and Larry" This time they are visiting a museum of famous people who were seat belt wearers. once again the point they push is Wear your seat belt.

NATIONAL INSTITUTE ON DRUG ABUSE AND THE US DEPARTMENT OF HEALTH AND HUMAN SERVICES

This PSA entitled "Car" starts off looking like a drunk driving PSA. The car is off the road with it's hazard lights on. What it ends up being is a couple kissing in the back seat of the car. The voice over is stating "this is another way that drugs can kill AIDs" They are trying to focus on young teens that when drugs are involved you don't always know what you are doing.

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ISSUES AND PROGRAMS REPORT

FIRST QUARTER

1992

WIVE-TV 51

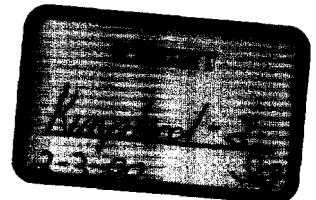
1729 NORTH ELEVENTH STREET

READING, PENNSYLVANIA 19604

COMPILED BY:

KIMBERLEY G. BRADLEY

APRIL 1992



- * Reading Area Community College Cultural Series featuring Aesop's Fables.
- * Berks-Mont Police Association benefit basketball game, all proceeds benefitted the William Hoffman Memorial Foundation.
- * The National Multiple Sclerosis Super Cities 15K. walk.
- * The Wyomissing Institute Of Fine Arts open house which allowed the public to visit the school and see the school and students in action.
- * The Woman's Alliance for Job Equity and their Bad Boss Contest
- * The People's Light and Theatre Company promoting the show Talley's Folly.
- * A silent auction at the King of Prussia Mall which donated all proceeds to the Burn Prevention Foundation.
- * North American Wildlife Park eighth annual Community Weekend. Zoo America opened up it's doors free to the public during this two day event.
- * Winterfest at Doe Mountain
- * A Midsummer's Night Dream performed by the Great Valley High School.
- * The Reading Public Museum and Art Gallery's "Winter Holiday Exhibition" showing winter and religious theme paintings.
- * The Lehigh Valley's Kennel Club's annual Canine Learning Experience Seminar.
- * The Seventh Annual Valley Forge RV and Camping Show at the valley Forge Convention Center.
- * The Reading High Schools lecture series on the Rivers Of France.
- * Daniel Boones Homestead's "Hell or High Water Flint Lock Shoot"
- * Reading Planetarium "Life Beyond The Earth"
- * Reading-Berks County Historical Society "old Tyme Movies"
- * Albright College Playhouse series "Colored Museum"
- * WRFY-Y102 Easter Seals Radiothon at the Berkshire Mall.
- * Reading Area Community College Illustrated Lecture Series: Portugal
- * Daniel Boone Homestead Charter Day
- * Hopewell Furnace National Historic Site "Black History Program"
- * Kutztown University Presents " Carmen"
- * St. Patty's Day Run, Kutztown

ISSUES AND PROGRAMS REPORT

SECOND QUARTER

1992

WTVE-TV51

1729 NORTH ELEVENTH STREET

READING, PENNSYLVANIA 19604

COMPILED BY:

KIMBERLEY G. BRADLEY

JULY 1992

BERKS COUNTY MUSEUM COUNCIL

(Produced in Full by WTVE)

WTVE produced two 30 second PSA's for the Berks County Museum Council. This PSA highlighted the different Museums and historical sites in the Berks County area.. They are trying to show the diversity of the Museums in the Berks County and trying to get the public involved in visiting them.

MISSING READING CHILD

(Produced in Full by WTVE)

We were contacted by a mother in our local area about her son that was missing for a couple of days. She asked if we could help her in any way.. We explained about the missing children's report that we do and gave her information on how to contact the national headquarters. We then asked her for a picture of her son and information about him. Our station produced a 30 second PSA using Terry Lightcaps picture and any information that could be important in finding him. He was located two days later.

1992 VASSAR SHOW HOUSE

This local event takes place every year to help raise money for Delaware Valley Students to use as scholarships. This PSA invites the public to visit historic houses in the Devon area. The houses show history architecture, landscaping and interdecorating by famous people in the area.

THE MORRIS ANIMAL FOUNDATION

This PSA features Gregory Peck as the spokesperson for this organization. The Morris Foundation works at raising money for the research of animal diseases and health related problems. They are asking for donations from the audience.

KEYSTONE STATE GAMES OF 1992

This PSA is directed at High School age kids in Pennsylvania. WE run this spot every year in order to peak interest in athlets to compete for the gold. The event is held in our local viewing area, Allentown, Bethlehem and Easton.

CONSUMER INFORMATION CENTER AND THE U.S. GENERAL SERVICES ADMINISTRATION

This PSA entitled "Mustard" promotes people writting for a free Consumer Information Catalog which includes everything from Health, Jobs to Weight Loss and Child Care. This cute spot shows a man waiting for the spot to come on TV so that he can call them up. It finally comes on and his pen dies, he ends up writing it on the kitchen table in mustard.

ISSUES AND PROGRAMS REPORT

THIRD QUARTER

1992

WTVE-TV51

1729 NORTH 11TH STREET

READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER

SEAT OF POWER

The Thurgood Marshall Scholarship fund sponsors this 30 second PSA. It features actress Jackee, singer Nancy Wilson and Actor/Director Bill Drake. The point of the spot is to stress education. They take the viewer on a tour of the inner city, then move to a college campus. From there, it's on to a courthouse. The PSA explains that the Thurgood Marshall Scholarship Fund is the only scholarship of its kind awarded to African-American student who attend a Black public college for the entire course of their four-year attendance.

MSA

The PSA presented by the Multiple Sclerosis Association of American, promotes ways that families can call with questions or problems arising from MS. It also urges viewers to find out more about the disease. The spot explains how the organizations provides free use of wheelchairs and counseling at its various branches across the country.

CAVEMAN

The National Cholesterol Education Program, in conjunction with the National Heart, Lung and Blood Institute, sponsor this 30 second PSA which urges everyone to lead healthy life. In the spot, a caveman talks about taking it easier, and to watch his cholesterol intake so the same thing that happened to the dinosaurs won't happen to his family.

AMERICAN LIVER FOUNDATION

This 30 second PSA, presented by the American Liver Foundation, features the Surgeon General, Denver Broncos Coach Dan Reeves and singer Naomi Judd talking about the importance of taking care of one's liver by avoiding drugs and alcohol, and the need to take precautions against contacting hepatitis.

DUDLEY'S QUIZ

The American Dental Association sponsors this 30 second PSA aimed at educating youngsters about the need for proper tooth care. In the spot, Dudley the Dinosaur is asked by a teacher what keeps his teeth and gums healthy. He urges children to brush twice a day to stamp out germs and disease.

WTVE-TV 51
Reading, Pennsylvania

FOURTH QUARTER 1992

17). ISSUE: MUNICIPAL/CIVIC CONCERNS

"Switchback Gravity Railroad".....AFFIDAVIT "72"

WTVE aired the half-hour program free of charge for the Switchback Gravity Railroad Foundation, a non-profit organization from Jim Thorpe, Pennsylvania. WTVE produced the program in 1992 for the Foundation at cost, adding a four-minute open and a four-minute close in-studio at no-charge. The purpose of the show is to promote awareness on the part of our viewership that efforts are underway to restore the historic Switchback Gravity Railroad, America's second-oldest railway and the longest route ever to run exclusively on gravity. In the opening and closing segments, Fred Windbeck, President of the Foundation, gives an update as to fundraising activities and talks about what will be required to rebuild Phase-One of the tracks. The train primarily delivered coal from the extensive mines in Carbon County, the primary source of coal for the Industrial Age.

"Working for a Greater Reading".....AFFIDAVIT "73"

WTVE produced this award-winning 30-second P.S.A. to boost city pride. The City of Reading is shown at work, with quick cuts of factories and offices. Mayor Warren Haggarty delivers the message that everyone must continually strive and work together to make Reading

"Fire Fighters".....AFFIDAVIT "74"

The Volunteer Fire Fighters of Pennsylvania sponsor this 30-second P.S.A. in which Lieutenant Governor Mark Singel urges citizens to become volunteer fire fighters. Mr. Singel states that people are needed not only to fight fires, but to perform essential duties in backup roles.

18). ISSUE: RELIGION

Dr. Eugene Scott.....AFFIDAVIT "75"

WTVE airs Dr. Scott's Bible teachings on Sunday mornings. Running times are varied.

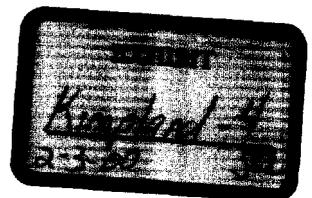
Dr. Scott, a Bible scholar and Doctor of Theology from Stanford University, teaches scripture as it relates to modern-day society through interpretations of the Old and New Testaments in their original languages.

A philosopher, social critic, theologian and historian, Dr. Scott's teachings encompass translations of the Old Testament (Hebrew) and the New Testament (Greek) through history lessons as they pertain to the Bible.

Dr. Scott delivers discourse on such topics as:

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WTVE-TV 51
READING, PENNSYLVANIA
ISSUES/ PROGRAMS REPORT
FIRST QUARTER, 1993
(Through March 18, 1993)



"Baby Tooth Decay".....AFFIDAVIT "88"

This 30-second P.S.A., sponsored by the American Dental Association, advises parents not to give their child juice, formula or bottles of milk before nap or bedtime, as the sweet liquids stay in the infants mouth and cause tooth decay.

17). ISSUE: HUNGER

"Children Crying".....AFFIDAVIT "89"

This half-hour program is sponsored by the Babtist Haiti Mission and is hosted by Robert Guilleame of the "Benson" television series. The program shows the problem of starvation and poverty facing the children from the impoverished county of Haiti.

"Make it Happen".....AFFIDAVIT "90"

Sponsored by World Vision's "Planned Vision", this 30-second P.S.A. promotes a thirty-hour famine planned by citizens of the U.S. and Canada to raise funds to assist Somalia and other needy countries. The famine will take place on Friday, February 19th and Saturday, February 20th.

"Refugees".....AFFIDAVIT "91"

Patrick Stewart from "Star Trek - The Next Generation" hosts this 30-second P.S.A. that asks the audience to become aware of the problems faced by refugees in the Balkans and Somolia. This spot is sponsored by the United Nations High Commissioners for Refugees, a nonprofit organization.

18). ISSUE: MUNICIPAL/CIVIC CONCERNS

"Switchback Gravity Railroad".....AFFIDAVIT "92"

WTVE aired the half-hour program free of charge for the Switchback Gravity Railroad Foundation, a non-profit organization from Jim Thorpe, Pennsylvania. WTVE produced the program in 1992 for the Foundation at cost, adding a four-minute open and a four-minute close in-studio at no-charge. The purpose of the show is to promote awareness on the part of our viewership that efforts are underway to restore the historic Switchback Gravity Railroad, America's second-oldest railway and the longest route ever to run exclusively on gravity. In the opening and closing segments, Fred Windbeck, President of the Foundation, gives an update as to fundraising activities and talks about what will be required to rebuild Phase-One of the tracks. The train primarily delivered coal from the extensive mines in Carbon County, the primary source of coal for the Industrial Age.

"Working for a Greater Reading".....AFFIDAVIT "93"

WTVE produced this award-winning 30-second P.S.A. to boost city pride. The City of Reading is shown at work, with quick cuts of factories and offices. Mayor Warren Haggarty delivers the message that everyone must continually strive and work together to make Reading. Produced in a previous quarter.

ISSUES AND PROGRAMS REPORT

SECOND QUARTER

1993

WTVE-TV51

1729 NORTH ELEVENTH STREET

READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER

"Our Own"

This Youth for Understanding is trying to encourage students to become exchange students and for families to take students in from other countries.

"Small Colleges"

This PSA is telling students that you don't have to pick a big college to get somewhere. A lot of famous people reached big goals and attended a small college. People like Ronald Reagan, Julia Child, Alice Walker, Al Jarreau, Paul Newman and John Glen.

"Sunners"

This thirty second PSA was created for the Rising Sun Athletic Association to help gain public interest and donations. The "Sunners" organization enrolls city children in a football team or cheerleading squad designed to eventually compete in a national competition in Florida. The Reading Chapter was invited to compete, so WTVE-TV created this commercial as a good-will effort.

10). ISSUE: CONSUMERISM

Community Outreach - #12 "Summer Meal"

The U.S. Rice Council furnished spokeswoman Joanne Leathe, Home Economist to come to WTVE-TV51's studios for healthy, nutritious cooking tips. The 3 1/2-minute segment provides viewers with tips on how to prepare quick summer meals inexpensively. The meals are good for families on the run, for picnics and money-savers. A free booklet is also offered by the U.S. rice council entitled "Cooking for Two or A Few".

Community Outreach - #13 "Seasonal Inspirations"

This is a continuation of the Public Service series featuring Joanne Leathe, Home Economist from the U.S. Rice Council. Ms. Leathe visited the studios of WTVE-TV51 to offer tips on cooking quick meals inexpensively. The meals are healthy and nutritious, and can be enjoyed by families on the run, for picnics and money-savers. This installment offers the free booklet "Seasonal Inspirations".

"Berks County Museum Council" - #2

Another thirty-second Public Service Announcement, produced by WTVE-TV51 in conjunction with the local museum foundation, promotes the following additional historic area attractions:

Hopewell Village
*Berks County Heritage Center
*Old Dry Road Farm
*Historic Preservation Trust of Berks County
*Daniel Boone Homestead

"Kutztown Folk Festival"

This thirty-second Public Service Announcement, sponsored by nearby Ursinus College, features the upcoming Kutztown Folk Festival with the sights and sounds that greet visitors to the fair - a blacksmith, weaving, quilts and an Amish wedding.

13). ISSUE: EDUCATION

"Berks County Literacy Coalition" - #1

WTVE-TV51 produced this thirty second Public Service Announcement which focuses on the rewards of teaching someone else to read. It urges viewers to contact the Berkss County Literacy Coalition to find out more about ways they can help.

"Berks County Literacy Coalition" - #2

Based on the success of the first Public Service Announcement, the Berks County Literacy Coalition asked WTVE-TV51 to produce a companion spot. The thirty-second PSA. shows people trying to read foreign languages. Then it shows Americans for whom English seems like a foreign language. The PSA. urges viewers to contact the Berks County Literacy Coalition to find out more about how they can help.

Reading Public Museum - #1 ("Interactivity")

WTVE-TV51 produced this thirty-second Public Service Announcement that urges children to become interested in geography through an interactive learning environment. Children can watch the world change before their very eyes, journey to the floor of the ocean and experience a lava flow. The spot says "Adventure is only a fingertip away". There are only 20 such interactive video displays of this nature in the world.

Reading Public Museum - #2 ("American Heritage")

WFVE-TV51 produced this award-winning thirty-second Public Service Announcement focusing on the "American Heritage" exhibit at the Reading Public Museum. In the PSA., it is said that "American heritage comes alive at the Reading Public Museum".

"Keep The Promise"

The target of this PSA is that of parents, teachers, business and community leaders. This PSA starts in Midland, Texas with Baby Jessica receiving the help and prayers of a nation. It then cuts over to how the world is changing and how many children are lost in today's education system. Keep the Promise that every child in America gets the best education possible.

Take 3 - #3 "Wendy's"

Obtained from a satellite feed, Dave Thomas, founder of the Wendy's Fast Food Chain, received his GED. The importance of a high school diploma of GED was stressed in this segment.

Take 3 - "Project 2000"

The guests explained what Project 2000 Plus is. Project 2000 is an attempt to give students a more individualized education based specializing in a certain field early on in high school (prior to 11th grade). The acronym PLUS stands for Pupils Learning Useful Skills.

14). ISSUE: ETHNIC CONCERNS

"Ida Daniel Dark"

Noel Hankin hosts this 30 second PSA about Ida Daniel Dark, an African-American high school music teacher.

"Generations"

The United Negro College Fund sponsors this 30 second PSA. In it, an African-American father is holding his infant son, telling him that he will someday go to college. A subsequent shot shows the young man grown up with a baby of his own. He tells his baby that someday he'll go to college, unlike himself. The PSA points up the fact that generations of people wanted to go to college, but couldn't.

4). ISSUE: COMMUNITY AWARENESS

Community Calendar

These sixty-second inserts, produced and edited by WTVE-TV 51, promote activities, fund-raisers and events of local nonprofit agencies and organizations. Examples include:

*Applications are now being accepted for the "Pennsylvania Miss Teen" scholarship program. The program is open to teenage girls 13-18 who have been Pennsylvania residents for at least six months. The deadline is August 15th. Call for more information.

*New claimants enrolling after June 20th in the Federal Emergency Unemployment compensation will qualify for 20 weeks of additional benefits. For more information, contact the Department of Labor and Industry.

*Handicraft Unlimited presents the Summer Craft Show of Strasburg - Friday, July 2nd-3rd at the historic Strasburg Inn. Call for more information.

*Become a foster parent. The Whiley House Treatment Center is seeking families in Berks County to provide temporary homes for school-age children. Call for more information.

*The final production of the Pennsylvania Stage Theater in Allentown will be presenting the final performances of the Off-Broadway comedy "Beau Jest", June 18th-20th. Call for more information.

*Hopewell Furnace's "Living History" programs start the weekend of June 20th and continue through September 6th. Come see the workings of an iron-making community of the 1830's.

*The Twenty-First Annual Spring Designer Art and Craft Market will be held on June 22nd-23rd. Call for more information.

*The Volunteer Department of Community General Hospital is sponsoring a trip to Baltimore's Inner Harbor on Saturday, June 6th. The trip starts at 7:00 AM from the Hospital and leaves the Harbor at 6:00 PM. Call Community General Hospital for more information.

*Chit-Chat Farms will be holding a reunion on Saturday, June 19th from 9:00 AM-6:00 PM. Fun for the whole family. Call for more information.

*The Central Berks Fire Company will be serving breakfast on June 19th from 8:00-11:00 AM in Centerport.

*Come out and run for children. The Miracle Run for Kids will take place August 8th in Pendera Park. Registration is \$8.00 before and \$10.00 the day of the race. Proceeds go to the Children's Miracle Network at the Hershey Medical Center.

*The Reading Area Singles Club will host a dance at the Riveredge with music provided by Holiday Sounds. The dance starts at 9:00 PM.

*The Allentown Art Museum is showing the exhibit "Ansel Adams: The American Wilderness", now through September 26th.

*The Wiley Treatment Centers is seeking families in Berks County to provide temporary homes for school-age children. Call for more information.

*A public dance will be held at the Wilson Southern Junior High School with music provided by Duplex.

*On August 14th, approximately 120 trainable wild horses rounded up by the Bureau of Land Management will be available for adoption at the Horse Park of New Jersey in Allentown.

*A Train Meet will be held at the Gilbertsville Firehouse on August 14th from 9:00 AM-2:00 PM.

*Join the Humane Society on Sunday, August 15th from 10:00 AM-2:00 PM for Kauffman's Chicken Bar-B-Que dinners for just \$6.00. All proceeds will benefit the Humane Society.

*The Animal Rescue League will hold a pet show at the Poplar Neck Park, Route 724. Registration starts at Noon. Show begins at 1:00 PM.

*The next regular meeting of the Coast Guard Auxiliary Flotilla will be August 16th at 6:00 PM. The meeting will be held at Blue Marsh State Hill Boat Ramp. Bring a supper.

*Why spend another year fighting through test-taking? Prove you understand the information now. Register for study skills/test-taking seminars at Chestnut Hill College beginning August 25th.

*Make your reservations for the next Christian Businessmen's Committee Meeting on Tuesday, August 24th at 6:45 PM. Call for more information.

*Fairmont Park hosts the Festival of Arts and Crafts August 28th and 29th from 10:00 AM-6:00 PM on Saturday and 10:00 AM-4:00 PM Sunday. Call for more information.

*Lancaster Bible College will sponsor a soccer clinic on Friday, August 27th from 9:00 AM-Noon for children seven to twelve. Refreshment will be provided. Call for more information.

*The Pennsylvania German tradition comes alive at the Heemet Fescht on August 28th and 29th at Kutztown University's North Campus. Over 25 craftsmen plus a free Pops Concert on Sunday highlight the festivities. Hours are 9:00 AM-5:00 PM both days. Call for more information.

9). ISSUE: CONCERNS OF YOUTH

Take 3 - #6 ("Instrumental Music")

Jeff Seidel, Co-Founder and Vice President of the Oley Valley Alumni Band Association is the featured guest on this three-minute Public Service segment produced by WTVE-TV 51. This installment provides an overview of musical instruments and their placement in today's high school band setting. Explanations of the instrument families were discussed, as well as performance opportunities open to the high school musician. Also discussed was the commitment, dedication and time that is needed to be put in as one learns how to play an instrument.

Take 3 - #7 ("Odyssey of the Mind")

Bill Fehr and Jaralynn Ott host this three-minute Public Service segment produced by WTVE-TV 51 that focuses on the international scholastic contest known as "Odyssey of the Mind". Similar to a large science fair, "Odyssey of the Mind" allows students to experiment with new technologies and test them out.

Take 3 - #8 ("Selecting A College")

WTVE-TV 51 produced this three-minute Public Service segment that features guest Mike Torchia, Senior at Kutztown University. The thrust of this segment is to highlight the important aspects of selecting a college. Glenn Grim and Eric Troop are hosts.

Take 3 - #10 ("Dorney Park")

Host Glenn Grim and Jeremy Posey go on location to Dorney Park in Allentown, Pennsylvania, and ask the question "What's your favorite ride and why?". Also included is additional footage from the award-winning Switchback Gravity Railroad documentary which WTVE-TV 51 produced for the non-profit Switchback Gravity Railroad Foundation, to showcase the inception of the roller coaster and the important part it played in the history of amusement park rides.

Take 3 - #11 ("Camping Food Care")

WTVE-TV 51 produced this three-minute Public Service segment in order to instruct teens on how to safely and carefully prepare food when going camping.

12). ISSUE: CULTURE

Reading Musical Foundation

This thirty-second Public Service Announcement, produced by WTVE-TV 51, promotes the importance of bringing musical events to Berks County. The spot tells the viewership how to get a free Calendar of Events, which includes information on music for schools, Seniors' concerts, public concerts, scholarship funds and activities of the Reading Symphony Orchestra.

✓ Berks County Museum Council - #1

This thirty-second Public Service Announcement, produced by WTVE-TV 51 in conjunction with the local museum foundation, promotes the following historical attractions:

- *Conrad Weiser homestead
- *Mid-Atlantic Air Museum
- *Boyertown Museum of Historic Vehicles
- *Reading Company Technical & Historical Society
- *Reading Public Museum

✓ Berks County Museum Council - #2

Another thirty-second Public Service Announcement, produced by WTVE-TV 51 in conjunction with the local museum foundation, promotes the following additional historic area attractions:

- *Hopewell Village
- *Berks County Heritage Center
- *Old Dry Road Farm
- *Historic Preservation Trust of Berks County
- *Daniel Boone Homestead

Kutztown Folk Festival

This thirty-second Public Service Announcement, sponsored by nearby Ursinus College, features the upcoming Kutztown Folk Festival with the sights and sounds that greet visitors to the fair - a blacksmith, weaving, quilts and an Amish wedding.

Take 3 - "National Geography Bee"

WTVE-TV 51 produced this three-minute Public Service segment aimed at children to promote the importance of learning geography as a subject in school. The segment featured Michael Parker, a seventh grade student at Schuylkill Valley Middle School, who was the Pennsylvania State finalist in the National Geography Bee sponsored by the National Geographic Society. He speaks about his accomplishment and the worlds that can open up when one has an extensive command of geography.

American Legion

The American Legion sponsors this thirty-second Public Service Announcement in conjunction with the National High School Oratorical Contest. Entitled "School Contest", the PSA. shows a girl explaining how a college scholarship search can wear one out. She then goes on to explain how a high school student can qualify to receive a scholarship from the American Legion by competing in a contest.

Education Excellence Partnership

The Education Excellence Partnership, in conjunction with the U.S. Department of Education, sponsor this thirty-second Public Service Announcement aimed at parents, business and community leaders. Entitled "Keep the Promise", this PSA. starts in Midland, Texas with Baby Jessica receive the help and well-wishes of a nation. It then cuts to how the world is changing and how many children are lost in today's education system. "Keep the Promise" is a goal that every child in America get a high quality education.

14). ISSUE: ETHNIC CONCERNS

United States Holocaust Memorial Museum

WTVE-TV 51 aired this thirty-second Public Service Announcement to announce the opening of the Holocaust Memorial Museum in Washington, D.C. Entitled "Headlines", the PSA. informs viewers of this important installation that will serve to educate about the horrors and issues of the Holocaust.

ISSUES AND PROGRAMS REPORT

FOURTH QUARTER

1993

WTVE-TV 51

1729 NORTH ELEVENTH STREET

READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER

OCTOBER, 1993

RP Foundation for Fighting Blindness - "Ushers"

WTVE-TV 51 aired this thirty-second Public Service Announcement sponsored by the RP Foundation for Fighting Blindness. Entitled "Ushers", the PSA delivers an educational message about the Foundation's unprecedented groundwork into fighting Usher's Syndrome. Children with Usher's Syndrome are born with little or no hearing and slowly go blind from RP. The RP Foundation for Fighting Blindness is involved in combating the disease through research and technology.

Berks County Center For Independent Living (BCCIL)

WTVE produced this thirty second PSA featuring the BCCIL, in which disabled individuals can seek help and training to become self-sufficient.

8). ISSUE: CONCERNS OF YOUTH

YMCA Health Fair

The YMCA's "Health Fair" on October 6, 1993 is promoted. Through Chyron information, brief exercise B-roll video and a voice over, the time place and services provided are given. Services, such as blood pressure and cholesterol monitoring, body fat assessment and aerobics, exercise equipment demonstrations are listed and many, it is indicated, are free of charge. Finally, the address and phone of the YMCA is given in voice over and Chyron for further follow-up by the viewer.

Take 3 - #13 "College Food Safety"

Hosts Jeremy Posey & Eric Troop speak with guest Susan Conley, USDA Meat & Poultry Hotline. They discuss the do's and don't's of food safety especially in the dorm setting.

Take 3 - #14 "Space Camp"

Hosts Jeremy Posey & Eric Troop speak with guest Terre Zerman about the overview of the Space Camp program for students gifted in science.

Leadership For Learning & American Association of School Administrators

This 30 second PSA is about a young hearing-impaired youth, Kimberly Williams, who overcome her disability to become one of the nine national rodeo queen winners and winner of the Discover Card Tribute Award. She credits much of her success to the active support of her family.

12). ISSUE: EDUCATION

Berks County Literacy Coalition - #1

WTVE-TV 51 produced this thirty second Public Service Announcement which focuses on the rewards of teaching someone else to read. It urges viewers to contact the Berks County Literacy Coalition to find out more about ways they can help.

Berks County Literacy Coalition - #2

Based on the success of the first Public Service Announcement, the Berks County Literacy Coalition asked WTVE-TV 51 to produce a companion spot. The thirty-second PSA. shows people trying to read foreign languages. Then it shows Americans for whom English seems like a foreign language. The PSA. urges viewers to contact the Berks County Literacy Coalition to find out more about how they can help.

Reading Public Museum - #1 "Interactivity"

WTVE-TV 51 produced this thirty-second Public Service Announcement that urges children to become interested in geography through an interactive learning environment. Children can watch the world change before their very eyes, journey to the floor of the ocean and experience a lava flow. The spot says "Adventure is only a fingertip away". There are only 20 such interactive video displays of this nature in the world.

Reading Public Museum - #2 "American Heritage"

WTVE-TV 51 produced this award-winning thirty-second Public Service Announcement focusing on the "American Heritage" exhibit at the Reading Public Museum. In the PSA., it is said that "American heritage comes alive at the Reading Public Museum".

American Legion - "School Contest"

The American Legion sponsors this thirty-second Public Service Announcement in conjunction with the National High School Oratorical Contest. Entitled "School Contest", the PSA. shows a girl explaining how a college scholarship search can wear one out. She then goes on to explain how a high school student can qualify to receive a scholarship from the American Legion by competing in a contest.

RECEIVED

APR - 6 2000

FCC MAIL ROOM

ISSUES AND PROGRAMS REPORT

FIRST QUARTER

1994

WTVE-TV51-TV 51

1729 NORTH ELEVENTH STREET
READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER



7). ISSUE: CONCERNS OF THE HANDICAPPED

"T.E.C. Network"

WTVE-TV51-TV 51 produced this thirty-second Public Service Announcement for the T.E.C. Mental Health Association of Southeastern Pennsylvania. The PSA. talks about the organization's efforts in conducting a study on mental patient families in Philadelphia in order to find out specific needs.

"Berks County Center For Independent Living (BCCIL)"

WTVE-TV51 produced this thirty second in which disabled individuals can seek help and training to become self-sufficient.

8). ISSUE: CONCERNS OF YOUTH

Take 3 - #13 "College Food Safety"

Hosts Jeremy Posey & Eric Troop speak with guest Susan Conley, USDA Meat & Poultry Hotline. They discuss the do's and don't's of food safety especially in the dorm setting.

"Better Hearing"

This PSA from the Better Hearing Institute, is made to inspire young hard of hearing viewers to go get their hearing tested. They use Shelly Beatte who is hard of hearing showing kids it's okay to wear hearing aids.

"Youth Corp (PAB)"

This PSA entitled "Youth Corp" was sent from the Pennsylvania Association of Broadcasters and is aimed at youths ages 14-25. This PSA is asking the youth to call the Youth Corp for work that is fun and challenging and you get to know yourself better.

"Flashback"

"Flashback" from Boystown International focuses on a young girl's anguish over her relationships with boyfriend, parents and friends at school. It shows how any child through young adulthood can get help through this toll free number.

"Cops"

This PSA entitled "Cops" is reminding America that the Boy Scouts are important by offering youth today personal growth, traditional values and strong adult supervision. This PSA is showing kids that Boy Scouts is the best gang to be in.

Take 3 - #6 "Instrumental Music"

A brief overview of musical instruments and their placement in today's high school setting. Descriptions of the instrument families were covered as well as performance opportunities open to the high school musician. Also covered was the commitment, dedication and time put into learning how to play an instrument.

Take 3 - #8 "Selecting A College"

This segment highlighted the important aspects of selecting a college with hosts Glenn Grim and Eric Troop.

Take 3 - #14 "Space Camp"

This segment is an overview of the Space Camp program for students gifted in science with hosts Jeremy Posey and Eric Troop.

Take 3 - #15 "Planetarium"

This segment covers the inner workings of the Reading Planetarium and its shows with Jeremy Posey as it's hosts, Henry Hunsicker and Mark Mazurkowitz, operators of the Planetarium.

"Outstanding Youth"

Sponsored by Discover Card and the American Association of School Administrators, this PSA features Kimberly Williams, rodeo queen and a national winner of the Discover Card Tribute Award. Students compete in their junior year to win scholarships. Criteria are special talents, leadership, community service, unique endeavors, and obstacles overcome. Kimberly is hearing-impaired and has been involved in many school activities and corresponds with hearing-impaired children.

American Legion - "School Contest"

The American Legion sponsors this thirty-second Public Service Announcement in conjunction with the National High School Oratorical Contest. Entitled "School Contest", the PSA shows a girl explaining how a college scholarship search can wear one out. She then goes on to explain how a high school student can qualify to receive a scholarship from the American Legion by competing in a contest.

National Culture Alliance - "Something"

This PSA is promoting Arts & Humanities. They want to expand the audience's interest and involvement in the Arts & Humanities through increasing their perception of the scope of Arts & Humanities and building a sense of personal awareness.

Take 3 - #5 "Geography Bee"

This segment covered the purpose and importance of the National Geography Bee sponsored by the National Geography Society. Michael Parker, a seventh grader at Schuylkill Valley Middle School, was a finalist in the Bee.

Take 3 - #2 "Project 2000"

Jeff Zackon, Oley High School Principal, Diane Lotz, 9th & 10th grade guidance counselor at Oley High, & Ronald Wolfe, math teacher at Oley High explained what Project 2000 Plus is. Project 2000 is an attempt to give students a more individual education based on specializing in a certain field early on in high school (prior to 11th grade). The acronym PLUS stands for pupils learning useful skills.

"Heroes"

The campaign objective of the PSA Heroes is to motivate potential teachers to call the 1-800-45TEACH hotline for additional information on careers in teaching and to build self esteem for teaching professionals among potential teachers and their career advisors and general public.

"Mr. Fields"

This PSA is designed to generate volunteers to call the program and to volunteer. This program encouraged children to stay in school and to show them the importance of their education and how it relates to the achievement of their long term goals.

ISSUES AND PROGRAMS REPORT

SECOND QUARTER

1994

WTVE-TV 51

1729 NORTH ELEVENTH STREET

READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER

"Kutztown Folk Festival"

This PSA promotes the Kutztown Folk Festival that runs July 2 to July 10, 1994 in Kutztown, PA. The proceeds from this benefit Ursinus College.

Nation's Update

WTVE-TV51 airs a news insert entitled "Nation's Update". The telecast focuses on the latest news of the day from around the world. The three inserts are as follows:

Nation's Update #1 airs at 5:20PM and is 4 minutes in length.

Nation's Update #2 airs at 7:20PM and is 90 seconds in length.

Nation's Update #3 airs at 10:20PM and is also 90 seconds in length.

Times are approximate to within 15 minutes.

"Nation's Update" keeps our viewers informed and educated with a capsulation of the day's events of worldwide importance of special significance. Newscasts contain subtitles for the hearing impaired viewers.

Community Outreach - #81 "Fireworks"

Mark Wallace of the Reading Phillies discusses John Kruk's visit in April to play with the Reading Phillies. Mark discusses his involvement with all the media present for Kruk's press conference. Fireworks on July 1st, 2nd and 3rd and also discussed.

For The People #1

This program features City Councilman Frank McCracken and Dante Santoni, State Representative. They are talking about CHIPS which is a state program which helps families get health insurance for their children. This program helps the lower income people who do not receive health insurance with their jobs.

For The People #2

This program deals with a new program called PAVE. It fights crime and promotes anti-violence in our communities and schools. Frank McCracken hosts this show with State Representative Dante Santoni as his guest.

Take 3 - #18 "BASH-TV"

A program designed to show television technology in high schools today. Boyertown Area Senior High School recently finished renovations to their TV production facility.

Take 3 - #19 "Cheers #1"

Introduced the "Cheers" program for teens. "Cheers" is a campaign against the consumption of alcohol by offering creative ways for party drinks utilizing dairy products as opposed to alcohol.

"Vassar Show House 1994"

This PSA is promoting the 28th Annual Show House which promoted scholarships funding for local area students. All proceeds go towards this fund. A different house is picked every year and redone by area designers.

"Butts (PAB)"

This PSA shows the hind end of many animals. The animals in some cases turn to look at the audience. The spot ends with someone putting out a cigarette and saying "this is the worse type of butt". This is aimed at children.

Take 3 - #20 "Canoe"

The Berks County Canoe & Kayak Club held a 13 mile race along the Schuylkill River. This show introduces the sport of canoeing.

Take 3 - #21 "Muhlenberg H.S. Blind Girl"

Laura Phearson has been blind since December 1993. She lost her eye sight due to a tumor in her brain. Twenty-three student volunteers come to her aid to help "lead" her around school so that she would not have to be homebound. This story contains an interview with Laura and some of her sight aids.

Take 3 - #24 "Respectateen #1"

Host Evan Swartly and guest Jessica Wasilewski, an 8th grade Minersville Area High School student, discussed Jessica's contest subject which was why high school coaches should be nationally recognized for their team excellence and committment.

ISSUES AND PROGRAMS REPORT

THIRD QUARTER

1994

WTVE-TV 51

1729 NORTH ELEVENTH STREET
READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER

Mark Herndon

This PSA puts the beat into your day with a message from Mark Herndon, Alabama's drummer. He drums in the message about how loud music can ruin your hearing. This PSA is aimed at kids/teens.

Americorps

This PSA is aimed at college entering teens. It is asking them to take a year off and help others and they will get a hand paying off college.

10). ISSUE: CONSUMERISM

Community Outreach - #12 "Summer Meal"

The U.S. Rice Council furnished spokeswoman Joanne Leathe, Home Economist to come to WTVE-TV51's studios for healthy, nutritious cooking tips. The 3 1/2 minute segment provides viewers with tips on how to prepare quick summer meals inexpensively. The meals are good for families on the run, for picnics and money-savers. A free booklet is also offered by the U.S. Rice Council entitled "Cooking For Two Or A Few".

News To You - #47 "Smart Selections"

This segment introduces and explains the new food labels that are required to be used since May 1994. Talks about the differences between the old and new labels. David Kessler, Food and Drug Administration, Mark Epstein, Public Voice for Food and Health Policy, Faye Berger Mitchell, R.D., American Dietetic Association are all guests.

News To You - #49 "A Lawn Restored"

This news package-style piece focuses on an experiment done by the Scotts Turf Company in which a lawn was burned up with propane torches and then restored to its original lush state in only about eight weeks, all in order to prove the inherent restorative properties of lawns. The lawn is shown being burned, then Scott's Turf Builder is being applied and with watering/ran, restored in about eight weeks. The piece employs visuals of the whole process, including seeding and includes talking head of Scott's expert and reporter with voice-over and narration.