

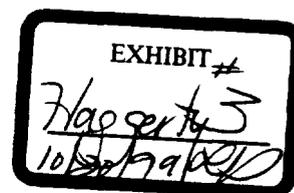
October 20, 1999

PROGRAMS/ISSUES REPORTS

3RD QUARTER 1989 - 3RD QUARTER 1994

WTVE-51
READING, PA

WARREN HAGERTY



Warren Hogearty

ISSUES AND PROGRAMS REPORT
SECOND QUARTER
1992

WTVE-TV51
1729 NORTH ELEVENTH STREET
READING, PENNSYLVANIA 19604

COMPILED BY:

KIMBERLEY G. BRADLEY

JULY 1992



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

06/06/92	06/18/92
04:21:35A	12:24:40P
12:26:07P	07:21:38P
08:25:05P	
	06/19/92
06/07/92	03:24:53A
04:21:30A	04:24:58P
12:23:40P	
08:21:30P	06/20/92
	05:26:05A
06/08/92	05:24:30P
07:25:35A	
06:25:45P	06/21/92
	05:26:30A
06/09/92	05:26:30P
01:26:00A	
06:29:10A	06/22/92
08:24:00P	12:23:38P
	07:25:26P
06/11/92	
02:25:49A	06/25/92
08:21:40A	10:25:45P
06/12/92	06/27/92
02:24:30A	10:23:56P
02:25:49P	
	06/29/92
06/13/92	09:25:55A
00:25:20A	02:25:40P
	06:25:25P
06/14/92	10:25:56P
00:26:02A	
	06/30/92
06/15/92	05:26:20P
02:21:51A	
01:26:19P	
02:26:20P	

Notary Signature _____

Date _____

READING EXHIBIT 25
PAGE 25

Warren Hagerly

ISSUES AND PROGRAMS REPORT
THIRD QUARTER
1992

WTVE-TV51
1729 NORTH 11TH STREET
READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER

CHILDREN'S RIGHTS OF PENNSYLVANIA, INC.
(Produced by WTVE-TV51 Weekly)

WTVE continues it's on going effort with the Children Rights of PA with the airing and producing of "In Search of Missing Children" "Have You Seen Me?". We receive pictures from Allentown weekly with the information about each child included. The pictures include children from around the United States, the ages range from infants to children up to 19 years of age.

READING MUSICAL FOUNDATION
(Produced by WTVE-TV51)

This 30 second PSA produced by WTVE promotes the importance of bringing music to Berks County. This PSA tells the audience how to get a free Calendar of Events which includes music in the schools, senior citizens concerts, public concerts, scholarships and the Reading Symphony Orchestra.

BERKS COUNTY CENTER FOR INDEPENDENT LIVING
(Produced by WTVE-TV51)

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

BERKS COUNTY MUSEUM COUNCIL
(Produced in full during this quarter 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 Berks County and get the public involved in visiting them.

WORKING FOR A GREATER READING
(Produced by WTVE-TV51)

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



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

07/02/92	07/11/92	07/22/92
01:26:36P	06:25:58A	09:24:35A
08:22:50P	02:23:53P	
		07/23/92
07/03/92	07/12/92	
		05:26:30A
06:29:10A	09:26:00A	11:25:47P
07:23:24A	02:24:20P	
09:21:19P		07/24/92
	07/13/92	
07/04/92		10:24:10A
	07:24:17A	08:24:56P
00:25:25A	06:25:55P	
03:23:27P	09:25:52P	07/25/92
07/05/92	07/14/92	00:26:08A
		08:25:02A
00:24:15A	04:23:10A	04:26:27P
08:22:00A	10:26:00A	
09:29:20A	07:24:19P	07/26/92
03:22:07P	11:22:54P	
		00:25:14A
07/06/92	07/15/92	09:29:21A
		04:28:30P
06:29:10A	06:24:40A	
07:26:00A	02:25:33P	07/27/92
09:25:58P		
	07/16/92	10:20:09A
07/07/92		08:26:08P
	05:22:51A	
06:29:10A	04:24:45P	07/28/92
07:25:37A		
09:25:49P	07/17/92	02:26:15A
		01:25:58P
	05:26:07A	
07/08/92	04:23:00P	07/29/92
06:25:32A		
08:21:38P	07/18/92	09:22:10A
		05:22:42P
	08:19:28A	
07/09/92		07/30/92
	07/21/92	
01:25:32P		09:25:53A
	02:26:40P	
07/10/92	07:23:26P	07/31/92
07:24:45A		
06:22:44P		03:55:24P
09:25:51P		06:24:48P

Notary Signature _____

Date _____



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

08/01/92	08/11/92	08/27/92
03:26:32P	03:26:28A	11:24:10A
	03:23:15P	
08/02/92	06:25:16P	08/28/92
09:29:20A		07:24:01P
03:22:30P	08/13/92	
	04:25:47A	08/29/92
08/03/92	05:25:32P	
		11:26:00P
06:25:57P	08/14/92	
		08/30/92
08/04/92	09:25:50A	
		11:29:40P
03:25:52A	08/15/92	
08:22:21A		08/31/92
03:26:00P	04:54:45A	
		07:26:56A
08/05/92	08/17/92	
		10:23:52P
		07:23:21P
11:25:14A	04:26:00A	10:25:26P
08/06/92	08/19/92	
01:24:50P	01:25:16A	
	09:26:10A	
08/07/92	02:25:58P	
02:23:03A	08/20/92	
01:17:15P		
10:22:15P	05:26:30A	
08/08/92	08/21/92	
10:24:22A	02:26:30A	
09:23:53P	08:24:00P	
08/09/92	08/24/92	
09:24:27P	02:21:40A	
	08:25:55P	
08/10/92		
02:22:10A	08/25/92	
09:24:27A	01:25:52A	
01:21:55P	01:25:55P	
10:22:54P		

Notary Signature _____

Date _____

READING EXHIBIT 25
PAGE 29

• FAX 2



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

09/01/92 09/13/92 09/30/92
02:26:45A 02:25:00A 11:58:56P
08:21:57A

09/02/92 09/14/92
07:23:10A
02:24:42A 06:24:50P
06:21:59A
03:25:25P 09/15/92

09/03/92 04:24:27A
02:25:00A 09/16/92

09/04/92 04:22:27A
02:26:27A 09/17/92
07:21:58A
03:22:28P 07:23:57A

09/05/92 09/19/92
08:21:54A 06:23:09A
04:22:32P 11:24:08P

09/06/92 09/20/92
04:26:27P 06:21:34A
11:22:51P

09/07/92 09/24/92
02:26:25A 09:23:55A
07:20:55A
08:21:56P 09/25/92

09/08/92 10:51:27P
02:26:32A
03:26:32P 09/26/92

06:25:55A

09/11/92
07:24:04A 09/28/92
10:55:00P

09/12/92
02:25:30A 09/29/92
09:28:30A 10:50:05P

Notary Signature _____

Date _____

Warren Hagerly

**WTVE-TV 51
READING, PENNSYLVANIA
FOURTH QUARTER 1992**

SECTION I

Non-Broadcast Public Service Efforts

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:



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

- 10/01/92 05:25:45P
- 11:55:56P 10/22/92
- 10/02/92 07:24:28A
- 05:21:54P 10/23/92
- 10/05/92 03:52:15A
- 05:23:12P 10/26/92
- 10/07/92 03:52:54A
- 12:54:59P 10/30/92
- 10/09/92 08:22:50A
- 09:52:00P 10/31/92
- 10/10/92 07:23:32A
- 07:25:25A
- 10/12/92
- 09:54:53P
- 10/13/92
- 10:24:00A
- 10/16/92
- 06:51:34OP
- 10/17/92
- 05:26:04A
- 10/18/92
- 05:22:04A
- 10/19/92
- 06:49:58A
- 10/20/92
- 01:22:07A

AFFIDAVIT 73

**READING EXHIBIT 25
PAGE 33**



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

11/02/92	11/14/92
08:21:01A	08:25:29A
11/03/92	11/17/92
04:25:35A	08:25:31A
01:25:55P	08:24:24P
11/04/92	11/18/92
01:25:28A	07:25:26A
05:24:20A	
01:25:00P	11/19/92
	09:21:19A
11/05/92	
03:25:45A	11/20/92
12:24:26P	06:55:04P
11/06/92	11/23/92
03:26:00A	06:53:17P
11/07/92	11/24/92
04:24:00A	08:23:03A
	01:54:00P
11/08/92	
04:22:00A	11/25/92
	09:23:44A
11/09/92	
03:25:40A	11/26/92
	08:23:08A
11/10/92	01:55:05P
07:25:14A	
	11/27/92
11/11/92	09:24:28A
10:21:45A	
	11/30/92
11/12/92	09:23:40A
11:20:40P	

READING EXHIBIT 25
PAGE 34



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

12/01/92	12/20/92
07:23:37A	02:24:00A
12/02/92	12/21/92
07:25:13A	07:25:16A
12/03/92	12/24/92
12:23:30P	10:34:00P
12/04/92	12/26/92
12:25:25P	06:22:41A
12/10/92	12/27/92
02:24:58A	06:25:29A
12/11/92	12/29/92
02:21:30A	08:24:40A
12/12/92	12/30/92
02:54:00A	08:22:15A
12/13/92	12/31/92
02:54:00A	12:25:02P
12/14/92	
02:21:19A	
12/17/92	
07:22:52A	
12/18/92	
07:23:58A	
12/19/92	
02:22:30A	

3 H
M

**WTVE-TV 51
READING, PENNSYLVANIA**

FIRST QUARTER 1993

(January 1-March 18, 1993)

SECTION I

Non-Broadcast Public Service Efforts

"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.



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

1/1/93	1/14/93	1/26/93
04:23:30A	03:23:46A	07:24:24A
	11:58:56P	11:58:56P
1/2/93	1/15/93	1/27/93
06:23:10A	07:24:00A	07:20:21A
1/3/93	1/16/93	11:58:55P
03:22:00A	02:24:00A	1/28/93
06:23:00A		02:54:01A
1/4/93	1/17/93	10:21:41P
04:25:37A	02:24:00A	1/29/93
1/5/93	1/18/93	02:54:02A
07:20:54A	07:21:42A	10:20:55P
1/7/93	1/19/93	
02:24:51A	07:22:52A	
1/8/93	1/20/93	
02:25:59A	07:25:28A	
1/9/93	1/21/93	
02:25:38A	07:25:30A	
1/10/93	1/22/93	
02:21:29A	07:23:58A	
	11:59:56P	
1/11/93	1/23/93	
02:20:59A	02:23:37A	
1/12/93	1/24/93	
02:25:13A	02:25:54A	
1/13/93	1/25/93	
03:24:44A	07:24:00A	
11:58:56P	11:58:56P	

AFFIDAVIT "93"

READING EXHIBIT 25
PAGE 38

TV51

WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

2/1/93	2/14/93	2/27/93
02:54:01A	06:23:30A	04:22:30A
10:22:49P		
	3/15/93	2/28/93
2/2/93	05:24:14A	04:22:30A
02:54:05A		
10:22:22P	2/16/93	
	07:23:23A	
2/3/93		
01:21:18P	2/17/93	
11:58:56P	07:24:05A	
2/4/93	2/18/93	
01:21:29P	05:19:49A	
2/5/93	2/19/93	
03:22:56A	05:23:09A	
2/8/93	2/20/93	
03:23:30A	02:22:08A	
2/9/93	2/21/93	
00:23:30A	02:20:34A	
11:23:40P		
2/10/93	2/22/93	
00:22:48A	05:23:09A	
11:21:40P		
2/11/93	2/23/93	
00:25:05A	05:20:29A	
11:25:53P	2/24/93	
2/12/93	04:23:40A	
05:24:18A	2/26/93	
2/13/93	01:23:37A	
	09:18:04P	
06:23:30A		

READING EXHIBIT 25
PAGE 39

TV51

WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

3/1/93 10:19:27P

01:20:06A
09:20:56P 3/16/93

02:23:56A
3/2/93 06:21:57A

10:22:55P
01:17:32A
09:17:43P 3/17/93

3/5/93 00:22:44A

01:25:37A
03:24:40P 3/18/93

00:20:30A
3/6/93 11:24:24P

05:23:01A

3/7/93

05:23:07A

3/8/93

01:25:37A
03:25:41P

3/9/93

03:26:10P

3/10/93

04:21:33A

3/11/93

04:21:58A

3/12/93

02:24:25A
06:25:25A
10:19:10P

3/15/93

02:21:47A
06:24:34A

ISSUES AND PROGRAMS REPORT
SECOND QUARTER
1993

WTVE-TV51
1729 NORTH ELEVENTH STREET
READING, PENNSYLVANIA 19604

COMPILED BY:
GEORGE MATTMILLER

18). ISSUE: MUNICIPAL/CIVIC CONCERNS

City of Reading - "Working For A Greater Reading"

WTVE-TV51 produced this award-winning thirty-second Public Service Announcement for the City of Reading. Entitled "Working for a Greater Reading", the thrust of the PSA. was to boost city pride. The City of Reading is shown at work, with cuts of factories and offices. Mayor Warren Haggarty delivered the message that everyone is working together for a greater Reading.

Philadelphia Convention Center - "Philadelphia Welcomes"

WTVE-TV51 aired this thirty-second Public Service Announcement to alert viewers regarding the opening celebrations of the Philadelphia Convention Center. Entitled "Philadelphia Welcomes", the PSA. includes footage of a Mummer's Parade, presentations of the Liberty Medals and visits by President Clinton and Vice President Gore.



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

04/01/93	04/12/93	04/25/93
01:23:00A	04:22:57P	03:20:30A
06:25:50A		
	04/13/93	04/26/93
04/02/93	08:23:58P	01:56:21A
01:22:59A		
06:25:50A	04/15/93	04/27/93
	04:21:00A	03:21:12A
04/03/93	11:17:30P	
		04/28/93
02:22:26A	04/16/93	
07:25:38A		03:59:25A
	03:34:22A	11:22:51P
04/05/93		
	04/17/93	04/29/93
01:19:35A		
06:26:51A	02:24:31A	03:23:40A
04/06/93	04/18/93	
03:24:24A	02:23:44A	
10:24:14P		
	04/19/93	
04/07/93		
	03:54:22A	
03:23:18A		
10:21:00P	04/20/93	
04/08/93	02:50:21P	
00:54:25A	04/21/93	
04/09/93	03:24:43A	
03:24:27A	04/22/93	
04/10/93	03:24:04A	
	05:25:34A	
01:21:30A		
03:23:30P	04/23/93	
04/11/93	01:51:25A	
01:21:30A	04/24/93	
05:23:30A		
	03:20:30A	

Notary Signature _____

Date _____



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: :30

05/01/93	05/15/93	05/28/93
04:27:52A	03:54:25A	03:55:24A 10:53:50P
05/02/93	05/16/93	05/29/93
04:23:24A	03:54:27A	02:56:23A 09:25:44P
05/06/93	05/17/93	05/30/93
00:22:50A	01:23:28A	02:54:36A 09:23:20P
05:22:10A	05/19/93	03:54:27A
09:25:57P	03:54:27A	05/31/93
05/07/93	05/20/93	03:54:28A 10:54:47P
02:20:12A	03:54:27A	
03:47:45P		
05/08/93	05/21/93	
00:21:30A	03:54:28A	
05:21:30A		
	05/22/93	
05/09/93	02:22:00A	
00:21:30A		
05:21:30A	05/23/93	
	02:23:10A	
05/10/93		
02:24:57A	05/24/93	
07:54:30P	03:54:26A	
05/11/93	05/25/93	
04:24:13A	02:23:47A	
05/12/93	05/26/93	
02:56:25A	02:24:32A	
	11:25:54P	
05/13/93		
04:21:45A	05/27/93	
05/14/93	02:55:49A	
	11:23:53P	
01:21:00A		

Notary Signature _____

Date _____

READING EXHIBIT 25
PAGE 44



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: WORKING FOR A GREATER READING Length: 30

06/01/93	06/11/93	06/21/93	06/30/93
03:54:27A	04:23:54A	03:54:32A	04:25:54A
10:48:26P	04:22:30P		
		06/22/93	
06/02/93	06/12/93	03:54:29A	
04:19:32A	01:23:45A		
10:25:19P	08:56:20P	06/23/93	
	11:26:30P	01:19:13A	
06/03/93		07:49:14A	
05:22:20A	06/13/93		
	00:26:00A	06/24/93	
06/04/93	08:46:44P	01:20:28A	
02:49:36A	11:26:24P	05:47:40P	
06/05/93	06/14/93	06/25/93	
02:54:00A	04:21:42A	03:54:28A	
09:23:10P	04:26:15P	05:49:00P	
		11:56:30P	
06/06/93	06/15/93		
02:54:00A	04:21:58A	06/26/93	
09:23:00P	04:25:16P	02:52:33A	
		11:56:27P	
06/07/93	06/16/93		
02:56:21A	04:20:51A	06/27/93	
	11:49:23P	02:56:26A	
		11:56:27P	
06/08/93	06/17/93		
02:50:07A		06/28/93	
09:54:25P	04:20:46A	03:54:28A	
	10:23:47P	05:56:08P	
06/09/93	06/18/93	11:56:28P	
04:23:33A	03:54:28A		
02:26:22P		06/29/93	
		00:24:22A	
06/10/93	06/19/93	05:54:26A	
05:22:54A	03:26:00A	11:25:49P	
	06/20/93		
	03:26:00A		

Notary Signature _____

Date _____

READING EXHIBIT 25
PAGE 45

24

ISSUES AND PROGRAMS REPORT
THIRD QUARTER
1993

WTVE-TV 51
1729 NORTH ELEVENTH STREET
READING, PENNSYLVANIA 19604

COMPILED BY:
GEORGE MATTMILLER
OCTOBER, 1993

18). ISSUE: HUNGER

Russ Reid Company for World Vision

This one-hour program, entitled "Africa's Famine", discusses the starvation in Africa and shows the relief work taking place to alleviate the problem. Viewers are also urged to send donations so the battle against starvation can be continued.

19). ISSUE: MUNICIPAL/CIVIC CONCERNS

City of Reading

WTVE-TV 51 produced this award-winning thirty-second Public Service Announcement for the City of Reading. Entitled "Working for a Greater Reading", the thrust of the P.S.A. was to boost city pride. The City of Reading is shown at work, with cuts of factories and offices. Mayor Warren Haggarty delivered the message that everyone is working together for a greater Reading.

Philadelphia Convention Center

WTVE-TV 51 aired this thirty-second Public Service Announcement to alert viewers regarding the opening celebrations of the Philadelphia Convention Center. Entitled "Philadelphia Welcomes", the P.S.A. includes footage of a Mummer's Parade, presentations of the Liberty Medals and visits by President Clinton and Vice President Gore.

Public Safety in Reading #1

This thirty-second Public Service Announcement was produced by WTVE-TV 51 in conjunction with the City of Reading and Metropolitan Edison Company. Entitled "Power Station", the P.S.A. is introduced by Reading Councilman Frank D. McCracken. Aimed at children, it says that if children lose a ball over a fence into a sub-station, that they are not to climb the fence to go in after it. Instead, a phone number is provided for them to call for assistance.

Public Safety in Reading #2

WTVE-TV 51 produced this thirty-second Public Service Announcement for the City of Reading. Councilman Frank D. McCracken introduces this P.S.A. entitled "Recycling". Jane Meek, Recycling Coordinator of Reading, states that recycling begins in the supermarket. She says to stop and consider the biodegradable properties of the packaging before buying the product.