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ISSUES AND PROGRAMS REPORT
THIRD QUARTER
1991

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

COMPILED BY:
GEORGE MATTMILLER
OCTOBER, 1991

POINTS OF LIGHT FOUNDATION

Aired :30 P.S.A. centering on efforts to decrease illiteracy and what can be done to help. This P.S.A. is sanctioned by the POINTS OF LIGHT FOUNDATION.

AMERICAN RED CROSS

This :30 P.S.A. advises that some kids take to swimming like a fish to water, but that some don't. The AMERICAN RED CROSS urges that little swimmers need a little help.

HUMANE SOCIETY

(Partial production by WTVE-TV 51)

This :30 P.S.A. discusses how to adopt a cat. WTVE-TV 51 inserted the telephone number of the local HUMANE SOCIETY, so that viewers wishing to adopt a cat can go directly to the area agency.

READING PUBLIC MUSEUM--#1

(Produced by WTVE-TV 51)

This :30 P.S.A., produced by WTVE-TV 51 in a previous quarter, focuses on an exhibit of American heritage. It states that American heritage comes alive at the READING PUBLIC MUSEUM.

READING PUBLIC MUSEUM--#2

This :30 P.S.A. promoted the Continental Puzzle and the fact that there are only 20 other interactive puzzles like it in the world, one of which is at the READING PUBLIC MUSEUM.

Sandy Kissinger

ISSUES AND PROGRAMS REPORT
SECOND QUARTER
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WTVE-TV51
1729 NORTH ELEVENTH STREET
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COMPILED BY:

KIMBERLEY G. BRADLEY

JULY 1992

NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE INC.

This PSA entitled "Little Girl" shows a young teen with a drinking problem she has no control over what she is doing. The spot is trying to show that there is a place that she can call for help and ends with a 1-800 number. The Ad Council is also a sponsor for this PSA.

NATIONAL SCIENCE FOUNDATION AND OFFICE OF LEGISLATIVE AND PUBLIC AFFAIRS

This PSA encourages children either rich or poor to reach for their dreams and that they can be anything that they want to be. The spokesperson for this PSA entitled "Old Chemistry Set" is Bill Cosby, he tells how he had an old Chemistry set when he was growing up and how it encouraged him to be something besides a chemist.

SALVATION ARMY

This PSA produced by Bonneville Communications for the Salvation Army shows the different camps that are run by the Salvation Army and informs the audience how they can attend or donate money to the camps.

THE AMERICAN RED CROSS AND THE AD COUNCIL

This PSA shows a boy starting to drown, when another boy jumps in and saves him. It shows the boy as a hero because he gives the boy mouth to mouth and people around him cheer. The PSA is promoting the Red Cross, but also its programs that can make you a hero.

AMERICAN CANCER RESEARCH

This PSA encourages women to give themselves regular Breast Examinations and to visit their Doctor regularly. This PSA also makes an appointment to talk about fatty foods and to stress not to eat them.

PENNSYLVANIA DEPARTMENT OF HEALTH AND THE AD COUNCIL

This PSA is an educational spot talking about AIDS. It explains how 40 thousand Americans are expected to get AIDS. It stresses that education must start at school, church, workplace and community. AIDS is not just an innercity problem any longer but it's hitting the small towns. The PSA ends with a local PA. number for people to call.

THE NATIONAL CENTER FOR KIDS IN CRISIS

"The Only Thing Worse" is a PSA that is designed to inform and to help parents know what to look for if they suspect abuse of any kind. They use a gold fish as a spokesperson he explains how the worse thing is knowing your child has been abused and that you could have prevented it. One out of five children are abused before the age of 18. This PSA also offers a free pamphlet entitled "24 Ways You Can Prevent Abuse" with a toll free number for the audience to call.



WTVE • Reading Broadcasting, Inc.

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

Title: RED CROSS Length: :30

05/06/92	05/17/92	05/27/92
07:23:50A	06:23:18A 04:26:00P	06:24:36A
05/07/92	05/18/92	05/28/92
05:23:48A	02:25:02P	02:25:42A 09:24:00A
09:22:14P		
05/08/92	05/19/92	05/29/92
07:24:57A	07:23:50A	08:23:58A
08:23:37P	11:59:10P	11:24:48P
05/09/92	05/20/92	05/30/92
06:21:30A	07:26:30A	06:24:25A
05/10/92	05/21/92	05/31/92
06:24:10A	04:24:55A	06:23:58A
06:54:15P	11:22:02P	
05/11/92	05/22/92	
07:22:14A	04:55:00A	
08:24:58P	04:21:10P 09:50:46P	
05/12/92	05/23/92	
11:59:00P	02:23:24P	
05/13/92	05/24/92	
02:50:00P	06:21:00A	
11:59:00P	02:23:30P	
05/14/92	05/25/92	
06:21:30P	04:52:00A	
05/15/92	04:25:30P	
02:21:21P	09:54:50P	
	05/26/92	
05/16/92	04:26:15A	
04:25:09P	04:21:25P	

Notary Signature _____

Date _____

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WTVE • Reading Broadcasting, Inc.

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

Title: RED CROSS Length: :30

06/01/92

08:23:35A

11:21:07P

06/02/92

01:24:07A

07:24:52A

04:23:35P

06/03/92

01:21:56A

10:22:24A

08:24:28P

06/04/92

06:20:50A

06:53:23P

06/05/92

05:24:56A

06/06/92

06:22:25A

06/07/92

06:23:55A

06/08/92

05:22:15A

02:25:10P

Notary Signature

Date

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PAGE 48**

Sandy Kissinger ✓

ISSUES AND PROGRAMS REPORT

THIRD QUARTER

1992

WTVE-TV51

1729 NORTH 11TH STREET

READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER

- * Animal Rescue League in Morgantown--low cost rabies clinic.
- * Mid Eastern Water Ski Championships at Felix Dam on Schuylkill River.
- * Lupus Support Group Meeting at American Red Cross Berks County Chapter House.
- * Fine Arts Festival at Gring's Mill.
- * Ephrata Community Hospital Foundation's annual benefit golf tournament at Foxchase Golf Club.
- * U.G.L.Y. Bartender Contest. Proceeds benefit Multiple Sclerosis.
- * Genesius Theatre presents "Little Shop of Horrors.
- * Annual Celebrate Festival at Teen Challenge Training Center in Rehrersburg.
- * Annual Super Chevy Weekend at Maple Grove Raceway.
- * Autograph party and sports memorabilia auction at Veteran's Stadium. Proceeds benefit Lou Gehrig's Disease.
- * Epler's United Church of Christ in Leesport Old Fashioned Picnic.
- * Rock Around the Prop Weekend at Reading Regional Airport.
- * Camp Adahi's 4th Annual Car Show and Silent Auction to benefit Camp Adahi Camp Fire Boys and Girls.

BERKS COUNTY LITERACY COALITION (ONE)
(Produced by WTVE-TV51)

Aired 30 second PSA produced by TV51 which focused on the rewards of teaching someone else to read like everyone else. It urges callers to call the Berks County Literacy Coalition to find out how they could help.

BERKS COUNTY LITERACY COALITION (TWO)
(Produced by WTVE-TV51)

Berks County Literacy Coalition asked us to make another 30 second PSA to rotate with the previous PSA. This PSA shows print from various countries and explains how someone who can't read all writing looks like a foreign language. It also urges people to call their local chapter.

Sandy Kissinger

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

SECTION I

Non-Broadcast Public Service Efforts

BERKS AIDS NETWORK
429 Walnut Street
Reading, Pennsylvania 19601

12/1/92 Kim Bradley spoke with Amy Ortiz, representative from the Berks Aids Network about doing a three-minute interview segment for "News to You". Ms. Ortiz travels to local schools to talk to young students about what AIDS is and how it's transmitted. Ms. Ortiz and Kim agreed to produced a segment in early 1993. It was also decided to get footage of Ms. Ortiz lecturing in the classroom, to complement the in-studio interview.

PENNSYLVANIA YOUNG WOMAN OF THE YEAR
C.C.I. Communications
1440 Phoenixville Pike
West Chester, Pennsylvania 19382

11/9/92 Dan Bendetti met with a representative of the "Pennsylvania Young Woman of the Year" pageant to discuss production of a three-minute P.S.A. segment promoting the upcoming event. Virginia L. Frederick, Coordinating Director for the pageant, decided that there was not adequate time before the event. She opted for the station to take existing footage from the pageant and localize it. She and Dan agreed to air the spot on WTVE one week in advance of the event.

AMERICAN RED CROSS
701 Centre Avenue
Reading, Pennsylvania 19601

11/30/92 Kim Bradley contacted Mary Young by telephone to let her know of the opportunities at the end of "Healthbeat" for local non-profit agencies to promote upcoming events, fundraisers and activities. Ms. Young stated that she would gladly followup.

12/8/92 Kim Bradley began receiving information from the Red Cross of Reading. This is Chyroned at the end of post-produced three-minute health reports, giving information about upcoming events, fundraisers and activities from local organizations.

HOSPITALS

Kim Bradley called various local hospitals and talked to members of their Public Relations Departments. The purpose for her calls was to inform area hospitals about WTVE's health segment, and asked that they send any information regarding free classes or events that would be open to the public regarding health issues. The hospitals contacted were:

- *St. Joseph Hospital (12th & Walnut Streets, Reading, PA 19601)
- *Community General Hospital (145 N. 6th St., Reading, PA 19601)
- *Reading Hospital (6th & Spruce Streets, Reading, PA 19602)

"American Liver Foundation".....AFFIDAVIT "67"

This 30-second P.S.A., 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.

16). ISSUE: HUNGER

"Africa's Famine".....AFFIDAVIT "68"

Alex Trebek and Sarah Purcell host this one-hour program sponsored by Worldvision, a nonprofit organization raising money for Somalia, Zimbabwe and 15 other countries in Africa. The program features interviews with volunteers, with information on how the money is distributed and who it helps.

"Children Crying".....AFFIDAVIT "69"

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.

"Disaster Relief Fund".....AFFIDAVIT "70"

The American Red Cross requested the airing of this 30-second P.S.A. following the destruction of Hurricane Andrew in Homestead, Florida and other parts of southern Florida. The spots gives information about the funds needed for Red Cross volunteers to continue helping the families who were suddenly left homeless.

"Salvation Army".....AFFIDAVIT "71"

This 30-second P.S.A. is sponsored by the Salvation Army and urges viewers to donate money when they see bell-ringers during holiday shopping. The non-profit organization is urging people to think of the needy during the holidays.

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WTVE-TV51
1729 NORTH ELEVENTH STREET
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COMPILED BY:
GEORGE MATTMILLER

News To You - "March Of Dimes"

This PSA on the March of Dimes promotes their April 25th Walk America campaign which raises money for Healthy Babies. We had the local chairman, Doug Smith on as the spokesperson for the event. He told the audience about the event and what the money is used for.

Community Outreach - #1 "The Volunteer Centers of Reading and Berks County"

This segment dealt with what the volunteer center is all about with host Monica Ruano-Wenrich of the United Way of Berks County and guest Sandra Post.

Community Outreach - #2 "Youth Volunteerism"

This segment dealt with the important of youth volunteerism, Volunteerism teaches the youth many important lessons they will use within their own lifetimes. Host-- Monica Ruano-Wenrich, United Way of Berks County and guests-- Artise Morrison and Charles Fisher.

Community Outreach - #3 "Volunteer Centers of PA"

This segment dealt with the various volunteer centers available around the Berks County area. Host-- Monica Ruano-Wenrich and guest-- Sally Alison.

Community Outreach - #4 "Volunteerism for Continuing Education of Students"

This segment dealt with the importance of volunteering within your chosen field of specialization prior to your college graduation. Host-- Monica Ruano-Wenrich and guest-- Dana Dehoff.

Community Outreach - #5 "American Red Cross Volunteerism"

This segment dealt with the importance of a volunteer for the Red Cross. Disaster examples were cited. Host-- Monica Ruano-Wenrich and guest Gail Seeley, Executive Director of Berks County Chapter of the American Red Cross.

Community Outreach - #6 "Volunteerism for Continuing Education of Students 2"

This segment dealt with volunteerism supplying the experience to start a new career, such as office work (secretarial). Host-- Monica Ruano-Wenrich and guests Nilsa Barbosa and Rena Perez.



WTVE • Reading Broadcasting, Inc.

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

Title: COMMUNITY OUTREACH #5 Length: 3:00

"AMERICAN RED CROSS"

04/16/93

10:23:14A
07:22:25P

04/17/93

01:18:44P
09:21:26P

04/18/93

01:21:12P
09:22:40P

04/19/93

10:22:18A

04/20/93

09:20:08A
03:21:40P
04:21:38P

04/21/93

08:19:53A
06:18:13P

04/22/93

08:20:28A
06:22:14P

04/23/93

01:21:16P
07:18:50P

Notary Signature

Date

**READING EXHIBIT 26
PAGE 56**

1729 North Eleventh Street • Reading, PA 19604 • (215)921-9181 • FAX (215)921-9139



DATE: October 4, 1993
TO: Public File
FROM: George Mattmiller
RE: Non-Broadcast Public Service Efforts

WTVE-TV 51 performed the following non-broadcast public service efforts during the Third Quarter of 1993:

1). July, August, September 1993 - WTVE-TV 51 supplies free space in its transmitter building to a local emergency ham radio group, Reading React. Reading React is a volunteer club that monitors emergency CB radio band Channel 9. They relay messages between the State Police and other agencies between the Pennsylvania Turnpike and Interstate 76. The transmitter site atop Mt. Penn gives them good coverage throughout Southeastern Pennsylvania. In addition, WTVE-TV 51 donates electrical power and antenna space on the tower 24 hours per hour, 365 days per year. This relationship is ongoing.

2). July, August, September 1993 - WTVE-TV 51 supplies space in the transmitter building to a volunteer ham radio club, Dauberville Ham Club, whose primary duty is to supply emergency relay communications to the Red Cross. In addition to free building space, WTVE-TV 51 donates power and an antenna mount on the tower, all free of charge, 24 hours per day, 365 days per year. This relationship is ongoing.

3). July, August, September 1993 - WTVE-TV 51 donates building space for WITF's transmitter. WITF is the PBS station out of Harrisburg. In addition to providing free space in the transmitter building, WTVE-TV 51 donates free AC power, 24 hours per day, 365 days per year. This relationship is ongoing.

4). July, August, September 1993 - Kim Bradley, WTVE-TV 51 Public Affairs Director, spoke with Sarah Jarvis, Media Relations Director from the Children's Hospital of Philadelphia to discuss future upcoming "Community Outreach" segments.

5). July, August, September 1993 - Kim Bradley worked with Phyllis Watts, Administrator of Children's Rights of Pennsylvania, Inc. WTVE-TV 51 produces these weekly updates in conjunction with the National Center for Missing and Exploited Children by airing photographs on a continuing basis.

READING EXHIBIT 26

6). July, 1993 - Kim Bradley worked with the PAGE 57 - Children's Rights of Pennsylvania, Inc. to produce a special
1729 North Eleventh Street • Reading, PA 19604 • (215)921-9181 • FAX (215)921-9139

thirty-second Public Service Announcement aimed at alerting the viewership to be on the lookout for a local girl, Tammi Lynn Kelly, assumed to be in the Reading area.

7). July, August, September 1993 - Kim Bradley, WTVE-TV 51 Public Affairs Director, worked through the office of Harry Brown, Executive Director of the Animal Rescue League to monitor and updated Animal Rescue League Public Service Announcements.

8). July 8, 1993 - Dan Bendetti, WTVE-TV 51 Production Manager, led a group of youths from the Berks Scholars organization on a guided tour through the studio facility from 1:00-2:00 PM.

9). July 23, 1993 - Dan Bendetti produced and directed on-location shoots with Councilman Frank D. McCracken featuring public safety aspects.

10). August 24, 1993 - Dan Bendetti, WTVE-TV 51 Production Manager, led a tour comprised of students of the Pennsylvania Broadcast Institute through the studio facilities in order to provide them with a first-hand look at a television station in operation.

11). August, September, 1993 - Kim Bradley coordinated "Community Outreach" segments with Dr. Barbara Levines of the Calcium Information Center. Discussions centered around finalizing schedules, securing studio time and deciding on the topics and the order they would be discussed.

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ISSUES AND PROGRAMS REPORT
FIRST QUARTER
1994

WTVE-TV51-TV 51
1729 NORTH ELEVENTH STREET
READING, PENNSYLVANIA 19604

COMPILED BY:
GEORGE MATTMILLER



WTVE • Reading Broadcasting, Inc.

DATE: April 7, 1994
TO: Public File
FROM: George Mattmiller 
RE: Non-Broadcast Public Service Efforts

WTVE-TV 51 performed the following non-broadcast public service efforts during the First Quarter of 1994:

1). January, February, March 1994 - WTVE-TV 51 supplies free space in its transmitter building to a local emergency ham radio group, Reading React. Reading React is a volunteer club that monitors emergency CB radio band Channel 9. They relay messages between the State Police and other agencies between the Pennsylvania Turnpike and Interstate 76. The transmitter site atop Mt. Penn gives them good coverage throughout Southeastern Pennsylvania. In addition, WTVE-TV 51 donates electrical power and antenna space on the tower 24 hours per hour, 365 days per year. This relationship is ongoing.

2). January, February, March 1994 - WTVE-TV 51 supplies space in the transmitter building to a volunteer ham radio club, Dauberville Ham Club, whose primary duty is to supply emergency relay communications to the Red Cross. In addition to free building space, WTVE-TV 51 donates power and an antenna mount on the tower, all free of charge, 24 hours per day, 365 days per year. This relationship is ongoing.

3). January, February, March 1994 - WTVE-TV 51 donates building space for WITF's transmitter. WITF is the PBS station out of Harrisburg. In addition to providing free space in the transmitter building, WTVE-TV 51 donates free AC power, 24 hours per day, 365 days per year. This relationship is ongoing.

4). January, February, March 1994 - Kim Bradley, WTVE-TV 51 Public Affairs Director, continued speaking with Sarah Jarvis, Media Relations Director from the Children's Hospital of Philadelphia to discuss future upcoming "Community Outreach" segments.

5). January, February, March 1994 - Kim Bradley worked with Phyllis Watts, Administrator of Children's Rights of Pennsylvania, Inc. WTVE-TV 51 produces these weekly updates in conjunction with the National Center for Missing and Exploited Children by airing photographs on a continuing basis.

6). January, February, March 1994 - Kim Bradley worked with Phyllis Watts, Administrator of Children's Rights of Pennsylvania, Inc., to localize Public Service Announcements

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ISSUES AND PROGRAMS REPORT

SECOND QUARTER

1994

WTVE-TV 51

1729 NORTH ELEVENTH STREET

READING, PENNSYLVANIA 19604

COMPILED BY:

GEORGE MATTMILLER

For The People #3

This program highlights different information on the new State Budget which will be voted into existence on June 30, 1994. Frank McCracken and Dante Santoni speak about the different cuts and expenditures of the State Budget.

For The People #4

This show features Frank McCracken and Dante Santoni speaking about the regionalization of city government and what it means. This is a means of combining police, fire and other departments so that the small towns will not take on the cost of each city themselves.

"Community Calendar"

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

- * The South Mountain Rod & Kustom Show will be held June 19th, Father's Day at the Leesport Auction. Proceeds benefit "Make A Wish Foundation".
- * The American Red Cross Flea Market will be held on Saturday, June 18th at Center Park & Red Cross Center Avenue.
- * There will be a Fish Rodeo on Saturday, June 18th from 6AM to 2PM. Sponsored by the Third & Spruce Recreation Center.
- * The Pagoda Atop Mt. Penn is now open to the public and restored. Attractions include exhibits from local artist.
- * The Funnyman will entertain your children Friday & Saturday, June 17th & 18th at Zern's Market in Gilbertsville.
- * A hiking trail for the blind will be dedicated on Saturday, June 18th at 12 noon at the Daniel Boone Homestead.
- * An Annual Father's Day Concert will be held on Sunday, June 19th at 3PM by the Reading Pops Orchestra at the Reading Public Museum.
- * The Reading Community Players present "The Actors Nightmare" and "Sister Mary Ignatius Explains It All For You" on Saturday and Sunday, June 18th and 19th at 8PM.
- * The 5th Annual Burn Prevention Foundation Concours d'Elegance of the Eastern United States will be held on Saturday, May 21st from 10AM to 4PM at Penn State Berks Campus in Reading.
- * The 48th Annual Berks County Armed Forces Day Parade & Luncheon will be held Saturday, May 21st at 10AM on 13th Street to Walnut Street. Lunch at The Inn At Reading.

6). April, May, June 1994 - Dan Bendetti, WTVE-TV 51 Station Manager, worked with Reading City Councilman Frank D. McCracken to line up a series of interviews with city and county officials. The interviews were incorporated into three-minute Public Service segments entitled "For the People". The series is ongoing.

7). April, May, June 1994 - Kim Bradley met with Bob Daily from the U.S. Department of Savings Bonds to promote Savings Bonds to WTVE-TV 51's viewership.

8). April, May, June 1994 - Kim Bradley spoke with Ms. Sandi Kissinger of the American Red Cross in regards to three upcoming events:

- a). American Red Cross Open House, April 10, 1994
- b). Sixth Annual American Red Cross Golf Classic, May 2, 1994
- c). American Red Cross Flea Market, June 18, 1994

9). April, 1994 - Kim Bradley contacted the Department of Health to attempt to get some P.S.A.'s and information for National Men's Health Week promoting free programs for men. It was determined that there wouldn't be enough time this year to air the spots, but next year a schedule would be implemented.

10). April 20, 1994 - Kim Bradley contacted the Maritime Relief Medical & Supply Hospital ship that travels around the world. Kim spoke with Ms. Claudia Quinton about setting up interviews with several doctors and nurses from the hospital to come to the studio to tell about their experiences. A subsequent conversation was held on May 18th. At that point, it was determined that the guests couldn't leave the ship to come to the studio. Correspondence will resume the next time the mercy ship is scheduled to visit the Philadelphia area.

11). May, June 1994 - In conjunction with the CHEERS Non-Alcoholic Dairy Beverage Program, WTVE-TV 51 distributed fliers that explained the campaign. The fliers explained about the rationale behind the non-alcoholic beverages and provided recipes for non-alcoholic pina-coladas and shakes that could be served at parties and social functions. The campaign is especially directed at youths, particularly for the prom season. The flier also provided nutritional information about vitamin content per serving.

Sandy Kissinger

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COMPILED BY:
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Community Outreach - #86 "Red Cross S.E. Flood"

This segment features Adrian Grieve & Sandy Kissinger from the Berks County Red Cross discussing the function of Red Cross in Berks County, community involvement, future plans, and how to make contributions.

Community Outreach #82 "Make A Wish #1"

Host Sue Dengler discusses the Make A Wish Foundation and how they grant wishes to children ages two to eighteen years of age who have life threatening illnesses. It's a non-profit organization.

Community Outreach - #83 "Make A Wish #2"

This segment discusses the members that are made up of volunteers. Sue Dengler discussed the different kinds of things the children like and the most was a trip to Magic Kingdom/Disney World.

Community Outreach - #84 "Make A Wish #3"

This segment discusses that they make wishes come true for children who may not live long and have something special that they would like to see come true before they become too sick to do it.

Community Outreach - #88 "Ambucs #1"

A civic organization that uses volunteers for most of their work. The group helps area residents, those who need help in the community. Rud Van Horn-American Business Club.

Community Outreach - #89 "Ambucs #2"

This local organizations members are volunteers who help area residents that need help. Ambucs holds meetings every month and holds fund drives.

Community Outreach - #87 "Special Olympics Van"

This piece is an in-studio interview with some cutaways of the Special Olympics van. The work of the Reading Ambucs Club is focused on an organization which at the national level generates scholarship money for therapists' education and at the local level raises money and physically assists the physically and mentally disabled. This show looks at

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This is to certify that WTVE-TV51 aired the following announcements at the dates and times shown below (times accurate within 15 minutes):

Title: COMMUNITY OUTREACH #86 Length: 3:00 Type: PSA
"Red Cross S.E. Flood 2"

08/10/94
06:18:00

08/11/94
11:17:30

08/12/94
06:18:00

08/13/94
06:18:00

08/15/94
11:17:30

08/17/94
10:17:30

08/18/94
11:17:30

08/19/94
06:18:00

08/20/94
06:18:00
08:18:00

08/21/94
17:17:00
21:17:30

08/22/94
06:18:00

08/23/94
20:17:30

08/25/94
20:19:00

08/27/94
20:19:00

08/28/94
20:18:30

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the event. Kim and Ms. Fetter also spoke about doing a possible coverage of the event for future "Community Outreach" segments.

12). September 14, 1994 - Kim Bradley spoke with Ms. Terri O'Neill of Harris, Baio & McCullough in regards to the Emissions Testing Center located in Telford, Pennsylvania. Kim spoke with Ms. O'Neill about securing footage of the new emissions testing that will be required starting in 1995. It is felt that Pennsylvania will reduce its air pollution by 30 percent by using the E-Check on all Pennsylvania automobiles starting in 1995. Ms. O'Neill stated that her department has raw footage showing the process of emissions standards testing that Kim will incorporate into a 3-minute community service feature.

13). August 2, 1994 - Kim Bradley spoke with representatives of Hopewell Furnace about doing a possible "Community Outreach" segment focusing on the organization's efforts to preserve history through authentic recreations. The Hopewell Furnace is regularly featured on WTVE's Community Calendar lineup in terms of promoting upcoming events and exhibits. It was decided to wait until next summer to send cameras to the Hopewell Furnace to produce a more comprehensive piece focusing on what the organization offers. Events planned to be promoted include:

- a). Establishment Day - August 7, 1994
- b). National Parks Day - August 25, 1994
- c). Apple Sales - September 3-October 31, 1994

14). July 30, 1994 - Mr. and Mrs. William Yocum spoke with Kim Bradley in regards to a fundrasing event for the Berks County Chapter of the American Red Cross. The event was a non-profit play, "Splendor in the Garden". WTVE produced a 3-minute "Community Outreach" public service segment to promote the event. All proceeds go to benefit the Red Cross and its relief efforts in Rwonda, among other locations.

15). July 8, 1994 - Sandi Kissinger of the Berks County Chapter of the American Red Cross spoke with Kim Bradley about producing a series of Public Service Announcements dealing with heat stroke, what to do and how to prevent it:

- a). Stay indoors as much as possible; if air conditioning is not available, stay on the lowest floor, out of the sunshine
- b). Slow down; avoid strenuous activity
- c). Wear lightweight, light-colored clothing
- d). Drink plenty of fluids, even when you don't feel thirsty