

ISSUES AND PROGRAMS REPORT  
THIRD QUARTER  
1992

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

COMPILED BY:

GEORGE MATTMILLER



WTVE • Reading Broadcasting, Inc.

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

Title: BERKS COUNTY LITERACY COALITION Length: :30

07/01/92 07/14/92  
02:25:54A 07:25:57A

07/02/92 07/15/92  
09:22:34A 08:24:40A  
02:26:24P

07/03/92 07/21/92  
01:21:40A 11:25:20P  
12:23:35P 07/24/92

07/04/92 01:22:20P  
03:24:30A 07/25/92

07/05/92 09:24:10P  
03:26:30P 07/26/92

07/06/92 09:28:00P  
01:22:45A 07/28/92  
06:58:50A 04:26:21A  
07:22:00A 12:22:37P  
07/30/92

07/07/92 11:22:45A  
01:22:35A  
12:24:27P

07/08/92  
09:24:40A

07/09/92  
02:26:20P

07/10/92  
07:22:44P

07/13/92  
07:25:24P

\_\_\_\_\_  
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: BERKS COUNTY LITERACY COALITION Length: :30

08/06/92 08/31/92  
11:25:26A 06:27:00A

08/08/92  
12:26:40P  
10:20:07P

08/09/92  
10:26:25P

08/10/92  
03:26:24A

08/11/92  
05:22:12P

08/13/92  
08:24:17P

08/19/92  
11:25:25A

08/20/92  
06:23:18A

08/24/92  
05:22:18A

08/25/92  
02:20:58A  
06:26:10P  
07:23:08P

08/28/92  
06:25:00A

\_\_\_\_\_  
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: BERKS COUNTY LITERACY COALITION #1 Length: :30

09/01/92	09/15/92	09/27/92
07:26:00A	09:25:56P	02:26:28P
		10:25:45P
09/02/92	09/16/92	
03:23:55A	08:23:47A	09/28/92
08:21:31A	09:25:51P	01:23:40A
		08:23:54A
09/03/92	09/17/92	
07:25:55A	08:25:49A	09/30/92
		09:26:10A
09/04/92	09/18/92	
03:23:05A	03:23:45A	
09/05/92	09/19/92	
02:24:46A	03:26:30A	
	01:26:20P	
09/06/92	10:26:01P	
02:26:31A	09/20/92	
09/07/92	03:26:37A	
	01:24:54P	
07:24:55A	10:21:14P	
09/08/92	09/21/92	
03:24:02A	03:26:20A	
09/09/92	09/22/92	
04:23:54A	03:25:41A	
07:23:32P		
10:21:05P	09/24/92	
09/11/92	04:25:00P	
03:26:33A	09/25/92	
09/14/92	02:53:52A	
03:24:08A	09/26/92	
	05:23:30P	
	10:21:55P	

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: BERKS COUNTY LITERACY COALITION #2 Length: :30

07/01/92 07/25/92

07:26:00A 09:17:18A

07/03/92 07/27/92

02:20:10A 11:25:28P

06:25:47P

10:21:10P

07/04/92

11:25:59P

07/05/92

11:25:40P

07/06/92

02:22:25A

06:25:02P

10:25:58P

07/07/92

02:22:48A

06:25:34P

10:25:58P

07/08/92

10:25:57A

07/09/92

04:24:45P

07/18/92

09:21:56A

07/24/92

11:25:48P

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: BERKS COUNTY LITERACY COALITION #2 Length: :30

08/04/92 08/28/92

05:26:30A 09:24:30P

08/06/92 08/31/92

10:25:46P 09:23:02P

08/07/92

06:21:11P

08/08/92

08:20:30P

08/09/92

08:20:39P

08/10/92

06:22:19P

08/11/92

08:21:35P

08/14/92

11:23:08P

08/17/92

11:23:00P

08/18/92

10:25:10A

08/19/92

08:24:57A

08/20/92

08:25:40A

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: BERKS COUNTY LITERACY COALITION #2 Length: :30

09/01/92 09/21/92  
06:24:00A 07:24:25A  
11:24:57A  
09/03/92 09/22/92  
07:21:10A  
11:22:38A  
09/04/92 09/23/92  
07:22:49A  
09:17:50A  
09/05/92 09/24/92  
06:24:16A  
06:22:57A  
08:17:54A 09/27/92  
12:21:39P 06:24:25A  
09/06/92 05:26:30P  
12:23:14P 09/30/92  
09/07/92 05:55:06A  
11:25:16A  
09/08/92  
08:21:14A  
09/17/92  
03:26:23P  
09/18/92  
07:23:14A  
09/19/92  
06:24:09A  
09/20/92  
06:23:04A  
03:26:30P

Notary Signature \_\_\_\_\_

Date \_\_\_\_\_

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PAGE 61

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

**SECTION I**

**Non-Broadcast Public Service Efforts**

"Berks County Museum Council" (II).....AFFIDAVIT "44"

Another 30-second P.S.A., produced by WTVE in conjunction with the local museum foundation, promotes these additional historic area attractions:

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

"Reading Musical Foundation".....AFFIDAVIT "45"

This 30-second P.S.A., produced by WTVE, 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.

**12). ISSUE: EDUCATION**

"Berks County Literacy Coalition" (I).....AFFIDAVIT "46"

WTVE produced this 30-second P.S.A. 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" (II).....AFFIDAVIT "47"

Based on the success of the first P.S.A., the Berks County Literacy Coalition asked WTVE to produce a companion spot. The 30-second message shows people trying to read foreign languages. Then it shows Americans for whom English seems like a foreign language. The P.S.A. urges our viewership to contact their local chapter.

**13). ISSUE: ETHNIC CONCERNS**

"Seat of Power".....AFFIDAVIT "48"

The Thurgood Marshall Scholarship fund sponsors this 30-second P.S.A. 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 P.S.A. explains that the Thurgood Marshall Scholarship Fund is the only scholarship of its kind awarded to African-American students who attend a Black public college for the entire course of their four-year attendance.



WTVE • Reading Broadcasting, Inc.

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

Title: BERKS COUNTY LITERACY COALITION #1 Length: :30

10/01/92	10/12/92	10/23/92
09:23:46A	03:25:38A	06:58:30A
08:21:09P	02:19:46P	
	09:25:58P	10/24/92
12/03/92		
	10/13/92	02:26:30A
05:26:37A		
06:25:57P	01:26:32P	10/25/92
12/04/92	10/14/92	02:23:40A
08:26:20A	01:25:13A	10/26/92
12:21:45P	06:58:30A	
06:26:12P	07:21:47P	06:59:33A
10/05/92	10/15/92	10/27/92
08:21:30P	05:26:33A	00:20:26A
	06:58:30A	
10/06/92	02:21:17P	10/29/92
03:26:02A		02:26:29A
05:26:17P	10/16/92	04:20:37A
		09:22:20P
	05:26:49A	
10/08/92	06:58:30A	10/30/92
04:25:42A	10/19/92	01:26:24P
05:25:53P		
	05:25:50A	
10/09/92	06:59:30A	10/31/92
03:26:20A		11:25:21A
09:25:47P	10/20/92	07:22:11P
	06:58:30A	
10/10/92		
	10/21/92	
01:26:40A		
09:24:57P	06:58:30A	
10/11/92	10/22/92	
01:23:00A	04:22:12A	
09:24:00P	06:58:30A	

..

AFFIDAVIT 46

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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: BERKS COUNTY LITERACY COALITION #1 Length: :30

11/01/92	11/13/92	11/29/92
07:25:50P	07:24:53P	03:26:28A
11/02/92	11/14/92	
11:17:20A	04:25:30P	
11:21:58P		
	11/16/92	
11/03/92	07:25:45P	
06:55:19A		
11:25:54A	11/18/92	
11/04/92	01:22:22A	
	07:24:03P	
04:23:28P		
	11/19/92	
11/05/92	10:25:55A	
07:55:19A		
	11/20/92	
11/07/92	04:23:48A	
07:25:49P		
	11/23/92	
11/08/92	04:26:32A	
07:25:00P		
	11/24/92	
11/09/92	04:26:00P	
03:21:40A		
07:53:12A	11/25/92	
11:17:16A		
10:21:00P	05:24:20P	
11/10/92	11/26/92	
08:54:30A	04:21:20P	
02:26:30P		
	11/27/92	
11/11/92	05:25:40P	
05:25:03P		
	11/28/92	
11/12/92	03:26:21A	
03:25:17P		

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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: BERKS COUNTY LITERACY COALITION #1 Length: :30

12/01/92 12/16/92

06:25:03A 02:22:52A

12/02/92 12/17/92

06:24:56A 03:26:32P

12/03/92 12/18/92

04:24:18A 03:25:37P

08:25:17P

12/26/92

12/04/92

00:24:58A

04:27:04A

12/27/92

12/05/92

00:25:43A

04:26:20A

12/31/92

12/06/92

00:25:58A

04:26:30A

12/07/92

04:26:23A

12/08/92

01:24:07A

12/09/92

01:25:58A

12/12/92

05:26:27A

12/13/92

05:26:27A

READING EXHIBIT 38  
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**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:** BERKS COUNTY LITERACY COALITION #2      **Length:**       :30

10/01/92	10/14/92	10/28/92
05:53:30A	02:26:23A	02:26:28A
	07:24:11P	06:22:11A
10/02/92		05:19:49P
	10/15/92	
08:25:25A	06:25:30A	10/29/92
		07:24:51P
10/03/92	10/16/92	
08:23:20A	06:24:18A	10/30/92
		10:22:50A
10/04/92	10/17/92	07:24:28P
08:21:31A	05:54:33A	
	12:25:20P	10/31/92
10/05/92		04:24:16P
08:26:10A	10/18/92	
		12:25:40P
10/06/92	10/19/92	
04:25:48A	06:25:06A	
09:25:18P		
	10/20/92	
10/08/92	09:45:59P	
05:22:39A		
09:24:48P		
	10/23/92	
10/09/92	04:26:34A	
04:26:27A		
10:25:47P	10/24/92	
10/10/92	01:23:45A	
02:25:40A	10/25/92	
10/11/92	01:22:35A	
02:24:50A	05:24:30A	
10/12/92	10/26/92	
04:24:02A	04:27:00A	
07:22:40P	11:20:17A	
10:21:32P	11:24:28P	

**AFFIDAVIT 47**

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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: BERKS COUNTY LITERACY COALITION #2 Length: :30

11/01/92 11/19/92  
04:23:30P 07:25:57A

11/02/92 11/20/92  
10:22:55A 05:26:32A  
07:25:54P

11/23/92  
11/03/92 05:26:32A  
07:55:40A  
05:25:17P

11/09/92  
04:21:58A  
06:22:35P  
07:52:51P

11/10/92  
09:25:05A

11/11/92  
01:25:30P

11/12/92  
04:24:49A

11/13/92  
04:31:46P

11/14/92  
01:26:00P

11/15/92  
01:26:26P  
03:18:06P

11/18/92  
04:54:18A

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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: BERKS COUNTY LITERACY COALITION #2 Length: :30

12/05/92 12/27/92  
05:26:30A 04:22:28A  
  
12/06/92 12/28/92  
05:24:30A 05:26:24A  
01:25:38P  
12/07/92  
03:54:06A 12/29/92  
01:26:30P  
12/08/92  
02:21:12A 12/30/92  
01:25:50P  
12/16/92  
06:21:38A 12/31/92  
01:22:34A  
12/17/92  
07:25:58P  
  
12/18/92  
07:22:36P  
  
12/19/92  
00:24:30A  
  
12/20/92  
00:24:30A  
  
12/22/92  
05:22:13A  
  
12/24/92  
09:02:30P  
  
12/26/92  
04:26:34A

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**WTVE-TV 51  
READING, PENNSYLVANIA**

**FIRST QUARTER 1993**

**(January 1-March 18, 1993)**

**SECTION I**

**Non-Broadcast Public Service Efforts**

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

"Berks County Museum Council" (II).....AFFIDAVIT "58"

Another 30-second P.S.A., produced by WTVE in conjunction with the local museum foundation, promotes these additional historic area attractions:

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

"Reading Musical Foundation".....AFFIDAVIT "59"

This 30-second P.S.A., produced by WTVE, 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.

"Death of the Dinosaur".....AFFIDAVIT "60"

This 30-second P.S.A. promotes an exhibit at the Reading Public Museum that shows the history of dinosaurs. The exhibit travels around the country, made possible by funds which are donated at each of the stops along the way.

**13). ISSUE: EDUCATION**

"Berks County Literacy Coalition" (I).....AFFIDAVIT "61"

WTVE produced this 30-second P.S.A. 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" (II).....AFFIDAVIT "62"

Based on the success of the first P.S.A., the Berks County Literacy Coalition asked WTVE to produce a companion spot. The 30-second message shows people trying to read foreign languages. Then it shows Americans for whom English seems like a foreign language. The P.S.A. urges our viewership to contact their local chapter.



WTVE • Reading Broadcasting, Inc.

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

Title: BERKS COUNTY LITERACY COALITION #1 Length: :30

1/1/93	1/14/93
10:55:30P	05:21:44P
1/2/93	1/16/93
10:51:04P	04:24:30A
	02:26:24P
1/3/93	1/17/93
10:52:05P	04:24:30A
	02:22:59P
1/4/93	
10:56:17P	1/18/93
1/5/93	00:26:24A
10:22:08P	1/19/93
1/7/93	01:25:10A
12:26:05P	1/20/93
1/8/93	01:22:20A
12:25:45P	1/21/93
1/9/93	01:25:51A
04:26:01A	1/23/93
02:26:23P	
	04:26:27A
1/10/93	02:27:21P
04:25:59A	1/24/93
02:22:25P	
	04:24:57A
1/11/93	02:25:10P
12:21:15P	1/25/93
1/12/93	07:22:00A
12:23:45P	1/28/93
1/13/93	05:22:06A
12:27:45P	1/30/93
05:23:32P	
	08:25:50A

AFFIDAVIT "61"

READING EXHIBIT 38  
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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: BERKS COUNTY LITERACY COALITION #1 Length: :30

2/1/93	2/14/93	2/28/93
06:22:00A	05:54:30P	05:24:30A 10:51:30P
2/5/93	2/15/93	
01:23:49A	00:54:08A 10:47:12P	
2/6/93		
06:25:31A	2/16/93	
09:26:35A	02:25:58A	
2/7/93	2/19/93	
06:26:28A	02:54:39A	
2/8/93	2/20/93	
01:26:30A	00:55:11A 02:25:10P	
2/9/93		
02:54:03A	2/21/93	
03:26:35P	00:55:45A	
2/10/93	2/22/93	
02:54:05A	02:54:42A	
03:23:20P		
	2/23/93	
2/11/93	02:54:41A	
02:53:05A		
03:26:00P	2/24/93	
2/12/93	00:55:31A 06:26:09A	
00:46:48A		
10:51:00P	2/25/93	
2/13/93	00:55:38A 06:25:59A	
01:24:30A		
07:23:30A	2/27/93	
05:54:18P	05:24:30A 10:45:51P	

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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: BERKS COUNTY LITERACY COALITION #1 Length: :30

03/03/93 3/12/93  
02:22:52A 05:54:04A  
02:54:30P 04:24:30P  
08:25:55P

3/4/93 3/13/93  
04:24:30A  
02:26:01A  
09:25:30A 3/14/93  
08:25:25P 04:24:30A

3/5/93 3/15/93  
03:26:08A 05:54:25A

3/6/93 3/16/93  
03:56:14A 05:54:27A  
09:25:58A 04:26:30P  
10:53:56A

3/7/93 3/17/93  
03:55:12A 03:24:34A  
09:25:20A 09:21:40P  
05:54:30P

3/8/93 3/18/93  
09:47:00P 03:23:27A  
3/9/93 09:23:40A  
05:54:25P  
03:25:56A  
09:47:58P

3/10/93  
05:54:32A  
01:25:08P

3/11/93  
05:54:35A  
01:25:36A

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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: BERKS COUNTY LITERACY COALITION #2 Length: :30

1/2/93

10:23:36P

1/3/93

10:24:30P

1/13/93

11:26:57P

1/12/93

06:26:35P

AFFIDAVIT "62"

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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: BERKS COUNTY LITERACY COALITION #2 Length: :30

2/5/93 2/21/93  
02:25:30A 06:22:26A  
03:26:05P 04:56:40P

2/8/93 2/22/93  
02:22:17A 04:26:28A  
03:26:50P 10:59:33P

2/9/93 2/23/93  
04:53:30P 04:25:51A  
10:49:00P

2/11/93 2/24/93  
04:56:29P 01:54:03A

2/12/93 2/25/93  
04:26:13A 01:51:45A  
2/15/93 11:23:01A

04:25:42A 2/26/93  
2/16/93 04:26:30A  
11:25:01P  
05:54:14A

2/17/93 2/27/93  
05:54:30A 06:51:30A  
03:21:40P

2/18/93 2/28/93  
06:25:43A 06:51:30A  
03:25:21P

2/19/93  
04:24:20A  
10:49:00P

2/20/93  
06:27:19A  
04:56:40P

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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: BERKS COUTNY LITERACY COALITION #2 Length: :30

3/1/93 3/12/93  
04:26:39A 07:50:23A  
11:24:48P 09:51:30P

3/2/93 3/13/93  
04:26:09A 07:56:12A  
11:26:08P 03:24:32P

3/3/93 3/14/93  
00:23:13A 03:24:14A  
09:24:10A  
11:54:41A 3/15/93

3/4/93 07:51:35A  
09:56:25P  
00:22:55A  
11:54:40A 3/16/93

3/5/93 07:54:34A  
09:54:17P  
06:53:31A

3/6/93 3/17/93  
05:23:40A  
05:26:01A

3/7/93 3/18/93  
05:25:54A  
05:26:07A

3/8/93  
06:55:28A

3/10/93  
06:55:30A  
02:54:30P  
09:50:15P

3/11/93  
06:54:49A  
02:54:30P  
11:56:03P

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ISSUES AND PROGRAMS REPORT  
SECOND QUARTER  
1993

WTVE-TV51  
1729 NORTH ELEVENTH STREET  
READING, PENNSYLVANIA 19604

COMPILED BY:  
GEORGE MATTMILLER

"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 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-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.



WTVE • Reading Broadcasting, Inc.

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

Title: BERKS COUNTY LITERACY COALITION #1 Length: :30

04/09/93 04/24/93  
01:26:25A 03:20:00A  
  
04/10/93 04/25/93  
06:20:30A 03:20:00A  
07:24:30A  
  
04/11/93 04/28/93  
06:20:30A 11:26:51P  
  
04/12/93 04/30/93  
01:24:30A 05:26:23A  
  
04/15/93  
10:21:51P  
  
04/16/93  
04:25:17A  
  
04/17/93  
07:26:25P  
  
04/18/93  
07:26:42P  
  
04/19/93  
04:26:30A  
  
04/21/93  
08:22:53A  
  
04/22/93  
08:23:28A  
  
04/23/93  
04:27:02A

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Notary Signature

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Date

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