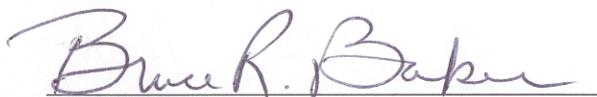


Declaration of Bruce Baker

1. My name is Bruce Baker. I am Executive Vice President, Television Stations, of Cox Television, a position I have held since May, 2000. Prior to May, 2000, I was vice president and general manager of Cox-owned WSOC-TV and WAXN-TV in Charlotte, North Carolina. I have employed by Cox for over 18 years, and have been in the broadcasting industry for over 34 years.
2. My responsibilities include general oversight of all of the Cox television stations. In my current position, the managers of Cox's ABC, CBS and NBC affiliates and their associated operations report to me.
3. I also am the chairman of the ABC Network Affiliate Board of Governors. Prior to becoming the chairman, I was the vice chairman of the ABC Network Affiliate Board of Governors, and also was past chairman of the ABC Affiliate Sales Committee.
4. Because of my positions at Cox and the ABC Network Board, I am very familiar with network-affiliate relations and have personal knowledge about disagreements the Cox stations have had with the networks on issues such as preemption practices, affiliate compensation, program content, and affiliation transfer provisions.
5. I have read and helped prepare the foregoing "Comments of Cox Enterprises, Inc." (the "Cox Comments") filed in the FCC's docket on the 2002 biennial review of the broadcast rules. The factual statements made therein in Section III.B and Section IV concerning the Cox television stations are true and correct to the best of my knowledge and belief.
6. In connection with the preparation of the Cox Comments, I distributed a survey to the Cox television stations. The survey asked the stations to report their experiences with their respective networks on issues such as preemption opportunities; whether the networks were increasing their programming hours; network cross promotions with network-owned non-broadcast outlets; and conflicts between network programming and local tastes. Stations also were requested to provide a representative list of their community outreach programming and events. In markets with network owned and operated competitors, the stations also were asked to list community involvement by their network owned and operated competitors. The station responses were used in the preparation of the Cox Comments and also in the preparation of Attachments C-1 and C-2 to this Declaration. These attachments correctly reflect the responses of the Cox stations to the survey and, to the best of my knowledge and belief, are accurate descriptions of the experiences of the Cox stations.

I declare under penalty of perjury that the foregoing is true and correct.



Bruce Baker

Executive Vice President, Television Stations
Cox Television

Executed on December 20, 2002

Appendix C-1

Selected Network - Affiliate Preemption Issues

KFOX-TV, El Paso/Las Cruces, Texas, Fox Affiliate

- Until recent years, the Station was able to preempt what it considered “lower standard programming” during sweeps and replace it with quality programming of interest to local viewers.
- Station also, until recently, was able to reschedule sports of little interest to the Texas market (such as ice skating and skiing) and run programs to which the station had previous commitments before Fox decided to expand its sports programming.
- Station has declined commitments to local college sports because carrying the games would cause the station to exceed its allocated preemptions.
- Station has wanted to air programs of local interest, such as specials during prime time on issues such as Y2k border security, but was denied permission for the preemptions by the network.

KIRO-TV, Seattle, Washington, CBS Affiliate

- Station reports that the network has become much less flexible regarding make-goods for prime time preemptions. Through 2000, when KIRO-TV preempted any network prime program for a Mariners game or a local news special, KIRO had the option of making those preempted network shows good either in late night or sometime the following weekend. For example on Thursday, June 22, 2000, KIRO aired a 7-10 p.m. Mariners game and made good the two preempted episodes of *Diagnosis Murder* the following Saturday at 3-4 p.m. and Sunday at 4-5 p.m.. As of 2001, the Station no longer has this extended delay option. When network prime time is preempted locally, the network pressures the Station for make goods the same day in late night.
- The heavy CBS sports schedule means that KIRO can carry only one weekend daytime local news program – 7-9 a.m. on Saturday. There is no opportunity for local noon newscasts or a Sunday morning local newscast. The heavy weekend sports schedule also makes it harder for KIRO to meet its FCC children’s programming requirement. CBS sports, especially in the 1st, 3rd and 4th quarters, provides very few time periods during which children’s programming can air consistently over 13 weeks. In September, 2002, KIRO was forced to cancel a locally produced Sunday sports show to make room for children’s programming 2nd home make goods (caused by frequent sports over-runs on Saturday afternoons).
- In May 2001, KIRO intended to air a special on retiring weathercaster, Harry Wappler. Because of network pressure, the special aired on May 24 instead of earlier in May when Harry actually retired.
- KIRO’s commitment to community service includes quarterly news documentaries about local issues and/or events. The 2002 fall special *War of the Woods* concerning a controversy between environmentalists and the timber industry was completed in mid-September. Because of network pressure, the special’s original air date was schedule outside of prime time (7-8 p.m. Saturday). So that additional viewers could see it, the Station scheduled a repeat of the program on Friday, December 20, 10-11 p.m., preempting the low rated

Robbery Homicide Division. The network then pressured KIRO to move the news documentary to 8-9 p.m. on the 20th, preempting *48 Hours Investigates* instead.

- A Mariners baseball game was scheduled to air on September 7 at 4:05 p.m. Pacific time, well before CBS prime time. On the same day, CBS aired the U.S. Open Women's Tennis Final at 9 p.m. Eastern time (6 p.m. Pacific time). Although KIRO offered to carry the final after the Mariners game, CBS Sports would not allow it. Instead, the final aired on the Viacom owned UPN station in Seattle, KSTW. KIRO had to fill the time following Mariners Baseball with local specials.
- KIRO needed to preempt the Saturday, November 24, 2002 Franklin Templeton shoot-out to meet FCC children's programming requirements. The network requested a late night makegood, which was impossible due to other commitments. The network continued to pressure the Station until KIRO agreed to air the golf tournament after children's programming.

KRXI-TV, Reno, Nevada, Fox Affiliate

- On Saturday September 7, 2002, Fox scheduled a Fox Celebrity Golf Program, which was scheduled to air from 10:30 a.m. – 12:30 p.m. Pacific standard time. The program would preempt 1-1/2 hours of FCC children's programming on the Station. Usually in these instances, the Station's FCC programs are moved from 11:00 a.m. – 12:30 p.m. to 7:00 a.m. – 8:30 a.m. on Saturday, a block of time that Fox uses for its Fox kids programming. When the Station informed Fox about the preemptions to meet FCC children's programming requirements, Fox requested a program grid showing where their Fox kids would air.

A program grid was sent to Fox with an explanation of why three of their children's shows would not air. Fox was informed that KRXI has an agreement with the FCC to air no less than four hours of children's programming per week. If these programs were to be preempted, the Station must find a permanent second home for the programs to air. Due to baseball on that Saturday and an NFL doubleheader on Sunday, the Station did not have any time periods to make good the preempted Fox kids shows. Fox told us that they would look over everything and get back to the Station.

The reply the Station received from its Fox Rep was that they would not approve the Station's programming changes, and any preemptions of any of their programs without their consent would be a violation of the Station's contract with them. Fox stated that they would put this program under the category of not authorized. The Station was also told that Fox will review this program preemption and that the Station may be penalized if it goes over its preemption allocation for the year.

WHIO-TV, Dayton, Ohio, CBS Affiliate

- CBS did not allow WHIO to carry the University of Dayton("UD")/Louisville away game on Saturday, December 23, 2000. Initially this game was on the Station's schedule, but when the time changed to 2 p.m. it conflicted with CBS's NFL game (Jacksonville @ NY). The

Station believed the UD game had more local interest since it involved a local team; however, when it notified CBS about its intention to carry the UD game, CBS threatened its ability to carry the Super Bowl if it preempted the CBS game. This response forced WHIO to drop the UD/Louisville game from its schedule and move it to UPN44, a local UPN-affiliated cable channel in which Cox has an ownership interest.

- CBS asked WHIO to eliminate a UD game from its schedule because the game occurred during sweeps (Saturday, February 10, 2001 from 9-11 p.m.). The game would preempt *Walker Texas Ranger* and *The District*. The game was moved to 8-10 p.m. that same day (CBS preferred preempting *That's Life* instead of *The District*).
- UD requested that WHIO carry the UD/Villanova game on Sunday, November 25, 2001. WHIO was unable to do so because it conflicted with a CBS doubleheader (Cincinnati @ Cleveland and Oakland @ NY Giants). WHIO did not approach CBS with this request given the network's strong negative response in the previous season.
- WHIO was unable to carry the UD/Marquette game on Wednesday, December 5, 2001 at 9 p.m. because CBS extended *The Amazing Race* schedule by 2 weeks and pressured the station not to preempt their show.
- WHIO had to cancel its coverage of the UD/Richmond game on January 19, 2002 at 7 p.m. because CBS scheduled the AFC Divisional Playoff game at 8 p.m.
- CBS "requested" that WHIO move its UD/LaSalle game to 4-6 p.m. instead of the preferred University start time of 3 p.m. in order to keep their NCAA game (N. Carolina State/Wake Forest) intact.
- Ohio State Football Spring Game (April 27, 2002): CBS pressured WHIO not to carry the game, despite high local interest (4.1 rtg/9 share).
- CBS forced WHIO to preempt a regular, local paid customer (Passport to New Homes) and local news on Sunday, December 31, 2000 and Sunday, January 7, 2001 to accommodate an early start time (11:30 a.m.) for their AFC Wildcard and AFC Playoff coverage.
- Increasingly, CBS is scheduling Sports Spectacular shows that infringe on local time. For example, CBS wants the following in 1st quarter 2003 shows cleared:
 - Sunday Jan. 26: Noon-1 p.m. Xterra World Championship (infringes on WHIO's local news & syndicated commitments)
 - Sunday Feb 9: Noon-1 p.m. Hallmark Figure Skating (infringes on WHIO's local news & Connecting with Kids)
 - Saturday Mar 29: 11a.m.-1 p.m. NASDAQ 100 Open Women's Tennis Final (infringes on WHIO's local news & syndicated commitments)
 - Sunday Mar 30: 12 p.m.-2 p.m. NASDAQ 100 Open Men's Tennis Final (infringes on WHIO's local news, local Paid (regular client: Passport to New Homes), and syndicated commitments)
 - Sunday Apr 6: 12 p.m.-2:30 p.m. TBA (infringes on WHIO's local news and local Paid (Passport to New Homes))
- For the past 6 months, when WHIO attempts to preempt any of CBS's weekend sports programming, the network has placed a great deal of pressure on the Station to move the shows to UPN44. This has become an increasing problem for the UPN affiliate because it carries a number of local sports packages including: Ohio State basketball, Indiana basketball

and Big Ten Football. For example, CBS is pushing to clear the following Sports Spectacular shows:

- Sunday Dec 1 2002: TBD (infringes on syndicated commitments on UPN44)
- Sunday Dec 15 2002: Skiing (infringes on local WHIO Reports & syndicated commitments on UPN44)
- Sunday Dec 29 2002: Skiing (infringes on local WHIO Reports & syndicated commitments on UPN44)

If the pressure continues, the Station may be forced to eliminate the local sports packages from the UPN schedule.

- Prior to the year 2000, WHIO was not required to make good CBS prime preemptions. For the past several years, the network requires these make good immediately following Craig Kilborn. This causes local paid and syndicated commitments to be preempted.

WPXI(TV), Pittsburgh, Pennsylvania, NBC Affiliate

- Station reports that it pursued negotiations with the Pittsburgh Pirates to carry additional local games. Because of pressure from the network, and the heavy financial penalties the station could possibly face if it carried the games and preempted network programming, WPXI broke off the negotiations.
- Station reports that local programming specials are now more likely to be scheduled during weekends and “off-hours” because of the financial penalties the station would suffer if it aired them in prime time programming hours.

WSB-TV, Atlanta, Georgia, ABC Affiliate

- Station reports that it would have produced more local coverage during Y2k if the network had provided stations with opportunities for local insertion.
- Station reports that it used to carry a regional sports package of live, regional football and basketball games. The Station was forced to give it up when the network started carrying doubleheaders and would not allow the Station to carry one game without carrying the other game. Station also gave up carrying the Atlanta Falcons preseason package because to clear the games involved, in addition to other established preemption practices, would put the station over its network-imposed preemption limits.
- Station reports that as a result of the increase in network programming (particularly sports) in recent years, it has decreased other programming (local and syndicated) that it would otherwise air.

WSOC-TV, Charlotte, North Carolina, ABC Affiliate

- Station reports that it is pressured to clear sports that are not of local interest, such as ice hockey, IRL Races, and soccer. For the past two years, network booking orders for certain sporting events require that the Station clear the entire season’s offering.

Appendix C-2

Selected Community Service and Local Programming Endeavors

KFOX-TV, El Paso, Texas, Fox Affiliate

- 9/11 Remembrance
- Toys for Tots
- Millennial Mark
- Thanksgiving Parade
- Red Cross Telethon
- Job Recruitment/Law Enforcement
- Connect with Kids
- Amber Alert (Missing Child Network)
- Las Cruces Homebuilders/United Way
- Success By Six
- March of Dimes
- Las Cruces Enchilada Parade
- Oklahoma Tornado Relief
- Humane Society Telethon

KIRO-TV, Seattle, Washington, CBS Affiliate

- Warm Coats for Warm Kids – January. KIRO 7 and WARM 106.9 FM team for this winter project. Throughout the month of January, KIRO 7 viewers and WARM 106.9 listeners are encouraged to drop off coats, hats, gloves and scarves at participating sponsor locations. Donations are distributed to local charities including non-profit agencies such as The Salvation Army, Child Haven, YWCA, Multi Service Center of North and East King County, and Eastside Domestic Violence. KIRO 7 will serve as a drop-off location. KIRO 7 will create and air a 30-second spot. (2002: *Collected more than 15,000 coats*)
- WalkAmerica – April. March of Dimes and KIRO 7 team for this annual event. WalkAmerica is the biggest walking event in the nation with more than 1-million walkers and volunteer participants raising funds to help babies be born healthy. More than 10,000 residents in Washington State participate in this event. As the exclusive television sponsor, KIRO 7 will create and air a 30-second public service announcement promoting WalkAmerica. KIRO 7 will have a walk team and a booth at the event. (2002: *Raised more than \$450,000 in Washington State and hosted more than 4,000 at Safeco Field. Raised 1.4 million nationally*)
- Children's Ride 8 – June. KIRO 7 teams with Children's Hospital and Harley-Davidson for this 48-mile charity motorcycle ride. Proceeds raised from this event benefit the uncompensated care program at Children's Hospital, which assures care to all kids in the Northwest regardless of their ability to pay. As the exclusive television sponsor, KIRO 7 will create and air a 30-second spot promoting this fundraiser. The station will participate in the Media Day Ride. (2002: *Raised \$203,000 and hosted 1,800 participants*)
- Bite of Seattle – July. One of Seattle's largest festivals, the Bite of Seattle features dozens of the city's finest restaurants and food vendors. The opportunity to sample good food and

listen to free entertainment will draw crowds upwards of 400,000 to the Seattle Center. As exclusive television sponsor, KIRO 7 will create and air a 30-second spot, staff a booth to give away promotional items, and schedule anchor and reporter appearances. (2002: 450,000 attended over 3-day period)

- Puyallup Fair – September. The largest event in the state of Washington and one of the top ten fairs in the United States, this event will draw more than 1.2 million people. KIRO 7 will give away promotional items each Saturday during Fair dates in September.
- KIRO 7 Kid's Classic Golf Tournament – September. KIRO 7 Eyewitness News and Washington Children's Home Society host this annual event. Money raised benefits the Washington Children's Home Society, an organization that provides support to children through parent education, foster care, adoption and advocacy. As the exclusive television sponsor, KIRO 7 will air a public service announcement for Children's Home Society leading up to the event. KIRO 7 will have two foursomes in the tournament. (2002: Raised \$65,000)
- Memory Walk – September. KIRO 7 is the exclusive television sponsor for the Memory Walk, the only national fundraiser for Alzheimer's disease. A KIRO 7 Eyewitness News anchor serves as celebrity chair and emcee for this event. KIRO 7 will produce and air a public service announcement and a KIRO 7 walk team will participate in the event. Memory Walk funds will benefit programs, services and research in Seattle for individuals, families and caregivers who are affected by Alzheimer's disease. (2002: Raised \$276,000 and hosted 1,680 walkers)
- Making Strides Against Breast Cancer Walk – September. KIRO 7 is the exclusive television sponsor of Making Strides Against Breast Cancer benefiting the Northwest Chapter of The American Cancer Society. A KIRO 7 News Anchor serves as celebrity chair and emcee for this event. KIRO 7 will produce and air two public service announcements promoting the walk and a KIRO 7 walk team will participate in the event. Making Strides Against Breast Cancer funds will benefit programs, promote early detection, fund research into a cure, and advocate for access to quality health care and screening for all women. (2002: Raised \$175,000 and hosted 4,000 walkers)
- Take A Walk In The Park For Lupus – October. KIRO 7 and the Pacific Northwest Chapter of the Lupus Foundation of America team for this annual event. Funds raised from this 2.5 walk support Lupus education and research. KIRO 7 will create and air a public service announcement promoting the walk. (2002: Raised \$40,000 and hosted 450 walkers)
- Toys for Tots – December. In partnership with the U.S Marine Corps, Toys for Tots is a project that matches needy kids with new toys. New, unwrapped toys are collected at KIRO 7 and distributed to children through non-profit agencies in the Seattle area. As the exclusive television sponsor, KIRO 7 will create and air a PSA, hold an internal employee toy drive, and serve as a drop off location for toy donations. (2001: Collected 100,000 toys)
- KIRO Listens – Quarterly. KIRO 7 Eyewitness News Anchors visit Western Washington communities and host four community meetings a year. Its mission is to develop a relationship with viewers by being the most accessible, interactive and community-minded station in the region. With this goal in mind, town meetings will be held in various cities to discuss neighborhood issues that interest and affect residents.

Select Local Programming/News Specials: September 2001 – December 2002

- KIRO News Special: KIRO 7 Listens: A Time for Recovery
- KIRO News Special: In the Name of Islam
- KIRO News Special: Green River Killer Found
- KIRO Special: Holiday Spirit of the Northwest
- KIRO News Special: Why the Orcas of Puget Sound are Dying
- KIRO News Special: Making a Difference
- KIRO News Special: In the Line of Duty
- KIRO InColor
- KIRO News Special: A Frank Discussion with Seattle's Archbishop
- KIRO News Special: Farewell Harry!
- KIRO News Special: KIRO 7 Profiles
- Southwest Airlines Seafair Torchlight Parade (KIRO exclusive station since 1986)
- General Motors Cup @ Seafair Unlimited Hydroplane Races (KIRO exclusive station since 1986)
- KIRO News Special: The War of the Woods: The Last Stand
- KIRO 7 Special: Candidates for Congress
- KIRO News Special: Springer: An Orca's Journey Home

KRXI-TV, Reno, Nevada, Fox Affiliate

- One By One/Public Affairs
- Cinco De Mayo
- Pops on the River
- Hot August Nights Parade
- MDA Telethon
- Candidate Forum/Debate
- Reno Film Festival
- Meet the Candidate

KTVU(TV), San Francisco, California, Fox Affiliate

- MDA Telethon
- Chinese NY Parade
- Bay Area People (weekly)
- Family 2 Family vignettes

WFTV(TV), Orlando, Florida, ABC Affiliate

- WFTV'S 9 Family Connection products a minimum of four prime time specials per year addressing community issues. Topics have included: Teen Driving, Foster Care, Crisis in

Community Assistance Programs, Literacy, Voting Issues, Credit Card Abuse, Quality of Life, Hurricane Safety, Caring for Elderly Parents. Through 9 Family Connection, WFTV supports an average of 40 major community events per year such as Toys for Tots, Taste of the Nations-Homeless Benefit, Great Gift Exchange Blood Drives, United Arts Campaign, Zora Neal Hurston Festival, NCCJ Harmony 2002, Relay For Life, CrossWinds Youth Services Duck Race, United Way Days of Caring, Juvenile Diabetes Walk to Cure, United Arts Campaign, Leukemia Society Pasta For Pennies, Super Grad Celebration, Arnold Palmer Children's Hospital Miracle Miles, Junior Achievement Hall of Fame event.

- WFTV also produces 3-4 additional prime time news specials each year, often investigative reports and weather specials.
- WFTV produces and airs the four-hour broadcast for the United Negro College Fund ("UNCF") that runs on a weekend afternoon.

WHIO-TV, Dayton, Ohio, CBS Affiliate

- 2001: A Year that Changed the World Forever"
- UNCF Telethon
- Troy Strawberry Festival Parade
- Xenia Old Fashioned Days Parade
- Children's Miracle Network Specials
- Children's Miracle Network Telethon
- Tee Time
- Best of the Class
- University of Dayton: Brother Fitz Special
- United States International Air Show
- Dayton Children's Parade
- WHIO Reports
- High Q
- UD Coaches Shows/Basketball

WJAC-TV, Johnstown, Pennsylvania, NBC Affiliate

- Greater Johnstown Halloween Parade
- All American Amateur Baseball Tournament Opening Game
- MDA Telethon
- Johnstown Folk Fest
- Great American 4th of July Fireworks
- September 11th Memorial Coverage
- PA Special Olympics
- Presents For Patients Campaign
- Connecting With Kids Campaign
- WJAC Blood Donor Day

WPXI(TV), Pittsburgh, Pennsylvania, NBC Affiliate

- Celebrate the Season Parade
- WPXI Carol Sing
- Star Spangled Salute
- Talking Pittsburgh
- Impact
- MDA Telethon
- Presents for Patients
- Take a Taxi
- Top of the Class
- 11 Listens
- African American History Special
- NAACP Human Rights Dinner
- Pittsburgh Marathon
- Three Rivers Regatta Festival
- Volunteer Connection

WSB-TV, Atlanta, Georgia, ABC Affiliate

- Channel 2Hi-Q. An educational quiz bowl challenge created by the Station for high school students throughout north Georgia, including scholarship prizes for the winners.
- People 2 People. A 30-minute weekly public affairs program focusing on charitable organizations and events within the state of Georgia.
- Sex & Violence Town Hall Meeting. A one-hour discussion program on rape prevention facilitators and video scenarios to discuss “when no means no” among middle and high school students across the metro-Atlanta area.
- Ask the Media – February 7, 2002. A one-hour “Live” town meeting hosted by ABC News’ Peter Jennings with a panel of journalists. Discussion with audience members included a critique on how the media covers.
- 9-11, One Year Later (Town Hall Meeting). A follow-up to the town hall meeting aired in September 2001 that included expert guests and studio audience.
- Living Legends of the Civil Rights Movement. A one-hour prime time special featuring the retelling of key civil rights events in the South by those who were involved. This was produced in partnership with The League of Women Voters as part of an on-going educational “Chat” series.
- Connect 2 Kids. 4 half-hour specials have aired, as part of the Station’s partnership with a group who’s purpose is to provide teaching programs for parents and children.
- Jimmy Carter: Peacemaker. A prime time special focusing on former President Jimmy Carter’s peacekeeping efforts and the Nobel Peace Prize ceremony.
- The Family 2 Family Project (Station Public Service Project). Won a Presidential Citation and includes five corporate underwriters to produce prime time specials, high profile PSAS and promotional spots.

Includes Sponsorship of Major Events:

- Walkamerica (to benefit North Georgia March of Dimes) Race for the Cure (The Susan G. Komen Breast Cancer Foundation)
- Aidswalk (Benefiting Aid Atlanta and 11 other organizations)
- American Cancer Society Relay for Life
- Hosea's Feed the Hungry (feeding 40,000 homeless/Thanksgiving and Christmas)
- Empty Stocking Fund (serving 50,000 kids on welfare)
- Festival of Trees (raising money for Children's Healthcare of Atlanta)
- Southeast Flower Show (to benefit the Botanical Garden and Conservation Education)
- Hands-On Atlanta Day (Serva-Thon with more than 10,000 participants)

The Family 2 Family Project also spearheads disaster relief efforts, and is currently conducting a major United Way Campaign Drive.

- Salute 2 America Independence Day Parade – July 4, 1958-Present. Created and produced annually by WSB-TV, it's the largest Independence Day parade in the nation.
- Children's Healthcare of Atlanta Christmas Parade. A 90-minute locally produced Christmas parade sponsored by Children's Healthcare of Atlanta.
- Festival of Trees Preview. A 30-minute program highlighting a major fundraising event for Children's Healthcare of Atlanta. The Station also produce a companion Festival of Trees PSA Campaign promoting the event that features the Station's on-air talent.
- The Lighting of Rich's Great Tree. The 55-year Thanksgiving night traditional lighting of a giant tree "Live" presented by Rich's Department Stores and includes performances by local and national celebrities.

WSOC-TV, Charlotte, North Carolina, ABC Affiliate

- Family Focus. Now in its 12th year, Family Focus is a Channel 9 project serving the community through special programs, projects and events.
- Real-Time Closed Captioning. Real-time Closed Captioning on weekday editions of Eyewitness News at 6:00 and 11:00p.m.
- Southern Spring Show. On March 1st, the Station has Family Focus Night at Southern Spring Show where all kids 18 and under get in free to this event after 5p.m.
- Leadership Cabarrus. On Thursday, March 14, a luncheon was held in the studios at the station for Leadership Cabarrus. Suzanne Stevens was the emcee at the luncheon. News spoke on what makes news, news and how to handle news crisis.
- Coca Cola 600 parade. During the May NASCAR Race season, anchors were on a float throughout Uptown area greeting visitors. Chopper 9 was also on the float.
- News Anchors/Staff. They regularly visit organizations/schools in the viewing area to give speeches on various topics:
 - Number of schools visited – 32
 - Number of charity events visited – 12
 - Number of fund raisers visited – 9

- Family focus related visits – 16 (8 radio visits for School Tools)
- 19 school visits were Weather-related and our staff saw at least 2685 students plus staff and parents
- Charity events include (but not limited to):
 - 1/24: MDA Awards Banquet
 - 2/20: Charlotte Chamber of Commerce
 - 4/6 JDF Walk
 - 9/14: CCFA Gala
 - 10/28 Habitat for Humanity/Charlotte Women Build
- Fund Raising events include (but not limited to):
 - 4/19: MDA Golf Tournament
 - 5/31: Chester County Relay for Life
 - 10/26: Making Strides against Breast Cancer
 - 11/26: UCP Stroll in the park
 - 11/14 JDRF Dinner
- Live Weather Network. A program used by WSOC-TV, which places weather instruments, equipment and computers in school classrooms throughout the Channel 9 viewing area to teach students about weather. The weather information is gathered by students, transmitted to WSOC-TV and weather.
- Carolinas Outstanding Graduate. Channel 9’s Family Focus invites each private, parochial and public high school in its viewing area to select one graduating senior to receive recognition as one of Carolinas’ Outstanding Graduates. These students, selected by their high school principals, counselors and in some cases their peers, enjoyed a special day as guests of Family Focus at Discovery Place in Charlotte. The students will view the many hands-on exhibits at the museum, enjoy a buffet lunch and have the opportunity to see “Amazing Caves” at the Omnimax Theater. Channel 9 shot videos of the students having fun on their special day. From these videos, Family Focus public service announcements are produced. In addition to the Family Focus schedule, a special schedule is placed to air these Family focus PSA’s on Channel 9.
- Family Focus Job Exchange. Event held at WSOC-TV Studios on Tuesday, April 9 through Thursday, April 11, from 12 noon until 7:00 p.m. A phone bank was set up which helps both teens and adults find jobs and job training which is coordinated through the City of Charlotte Employment and Business Services. Live cut-ins on Channel 9 aired throughout the three-day period. Over 1700 calls were placed by interested viewers trying to obtain jobs.
- School Tools. From August 1-31, WSOC-TV conducted their sixth annual “School Tools” campaign. Over the past six years, the School Tools campaign has helped over 156,000 children receive the necessary supplies to successfully learn in school. WSOC-TV utilized its news programs, public service and on-air promotions throughout August, to ask viewers and businesses to contribute new pens, pencils, paper, notebooks, book bags and other school supplies. Donations were made at 150 collection sites in 22 counties. Wednesday, August 7 was School Tools Media Day for the “School Tools” campaign. The Channel 9 Eyewitness News team broadcast live from selected collection sites in Charlotte, Salisbury, and Rock Hill. Special guests at the collection sites included the North and South Carolina National Guard and *Communities In Schools* representatives.

- Nine Who Care Awards. WSOC-TV in conjunction with the United Way Volunteer Center recognizes outstanding volunteers from its ADI. These volunteers were honored at a luncheon on Wednesday, September 4, 2002 at the Adam's Mark Hotel where nine awards were presented. The winners were videotaped and featured in station ID's for the following month. The guest speaker was M. L. Carr, president of the Charlotte Sting.
- MDA Telethon. On Monday, September 2, the Annual MDA Telethon was hosted by Anchor Suzanne Stevens at WSOC-TV Channel 9 studios. The MDA Telethon aired on WSOC-TV's sister station, WAXN-TV, starting on Sunday, September 1 at 11:00p.m. until 7:00 a.m. Monday, September 2. During the day on Monday, September 2, there were WASN-TV local cut-ins from 7:00 a.m. through 6:30 p.m.
- Room in the Inn. This is the fifth year that WSOC-TV and its Family Focus sponsors are asking for donations of new hats, gloves, socks and back-packs to be given as gifts to those attending the Urban Ministries holiday dinner for the homeless. The Room in the Inn project is held from November 1 through November 30. On Wednesday, December 4th viewers were asked to come to the WSOC-TV Studios between 10 a.m. and 7 p.m. and donate these items. The campaign was a huge success.
- Southern Christmas Show. Family Focus night at Southern Christmas Show. Channel 9 sponsored "Celebrity Corners" in Liberty Hall. Anchors were there to meet and greet visitors.
- Interactive Weather Station. Refurbishing is in progress at Discovery Place Children's Museum where WSOC-TV will have an interactive weather station at the museum for guests to participate in.

WTOV-TV, Steubenville, Ohio, NBC Affiliate

- High School Football (19 local games)
- College Football (WSPN Plus/7 games)
- High School Cross Country (1 match)
- S. Kershaw Concert-Fundraiser
- High School Volleyball Tourney
- Weirton, WV Christmas Parade
- Steubenville, OH Christmas Parade
- St. Clairsville, OH Christmas Parade
- High School Basketball (2 games)
- High School Wrestling (3 matches)
- High School Swim Meet (1 meet)
- Professional Soccer Exhibition match
- Congressional Political Forum
- Children's Miracle Network Telethon (2 days/10 hours)
- Dean Martin Festival (2 hours PT)
- Jamboree in the Hills Preview Shows (4 shows)
- Live 4th of July Fireworks Show
- Jamboree in the Hills Music Festival (33.5 hours/4 days)

- High School Football All Star Game (OH vs. WV)
- Queen of Queen Pageant
- Catholic Bishop Installation
- WV Derby (Horse Race)
- Punt, Pass and Pig Out/HS football pep rally
- High School Football Preview Show (3 hours)
- High School Football (3 games)