

Local News:WALB airs five hours of local news each week day and one hour each weekend day.

We have continued to add to our emergency weather equipment. three years ago, we added eight pinpoint weather sites at area area cities at middle schools to deliver more localized weather. Last year we added another doppler site to our weather presentation. It is located at our sister station in Montgomery, giving our area more advanced warning of severe weather moving west to east.

In 2004 we added streaming video to our extensive internet site. Viewers, or those out of town can view in real time, our news programs on their computers. We have received numerous comments from troupes serving overseas who can now keep up with their home towns.

Local Affairs:

We air each weekday in our noon news @ 12 noon a variety of local community leaders and charities discussing their upcoming events. We average two to four guests each day and the interviews are usually two to five minutes each. We also have call-in segments with area doctors, and elected officials to answer questions from the public.

Each Sunday morning, we air: "Dialogue" a half-hour public service program aimed at concerns in the black community. We have have guests ranging from nationally know guests to the area such as Jessie Jackson, to our own local elected officials and charity groups.

Selecting Programming:

We use Nielsen viewing data to gage the popularity of our existing programming. We also accept calls, e-mails, and community feedback from our charities for suggested special programs. We have ongoing meeting with community leaders. as our executives are on key board of directors.

Some primetime examples pre-empting NBC programs are: a monthly live call-in program, "Healthline Live", where doctors answer the public's questions. Billy Graham, St. Judes Hospital quarterly specials, and The annual "Peppermint Pops" a free family concert with the local symphony. We also air live Christmas parades from three area cities.

We broadcast the only two telethons in our market: Children's Miracle network and Easter Seals.

Emergency Broadcasting:

We have two live news trucks and one satellite mobile newsroom to report news of the day, as well as any emergency situations. We have a live doppler radar located on the roof of our local airport. We gave a live feed to the airport, and the cities emergency management service. We participate in all EAS and Amber alerts.

We have gone "wall to wall", with round the clock coverage of four hurricanes in 2004. We have three, AMS seal meterologists on staff 24 / 7.

Political Programming:

WALB has rich heritage of special programming each political season. Each year we have had at least two hour debates, many originating from our studios and fed via satellite statewide. They range from Governors, Lt. Governors, US Senate, US House, State Senate, State House, and local races. In 2004 we have aired three debates for our US Senate race. In addition to our regular news coverage, we have hosted free interview segments during our noon news with every Federal, State, and local candidate running for office. The total on this service is one hour per week, for the three months leading up to the election.

Public Service Announcements:

We have a set weekly schedule of public service announcements helping at least 50 different organizations in our area each year. We serve 44 counties, To expand our news gathering ability two years ago, we opened a news bureaus in the next two largest cities near Albany, in our service area. Valdosta is 60 miles to the south and east, Thomasville is 45 miles south and west. Both bureaus can now transmit live news via a fiber link. We also send to those two cities to cable homes, local public service announcements and programs of local interest. We serve about 20,000 homes in each city area with this expanded local service.

Submitted by:

Jim Wilcox

V.P. General Manager