

In response to your inquiry, here are some answers to specific questions raised by the NAB about how are station serves the community:

Newscasts:

--News investment: Operating Budget of nearly \$1.7 million annually. Capital spending just in 2004---\$170,000 on new WSI weather forecast and graphic system. \$85,000 new set. Almost \$500,000 in December for new non-linear editing system.

--Local newscasts from 5 to 7 a.m., 6 to 6:30 p.m. and 11 to 11:30 p.m. Monday through Friday. 6 and 11 p.m. on weekends.

--Almost all news employees have web site responsibilities to add and update content. New stories each day. More than 250 new local stories averaged per month. Local headlines updated four times per day M-F and 3 times per day on weekends. Special sections regularly added for such things as elections, hurricanes, community reports, health and consumer sections.

Public Affairs in News:

Community Report Project:

--Solicitation of viewers on every newscast, every day to e-mail or call what they want to see on the news. Special section on WSAV.com for this purpose.

--News personnel attend neighborhood association/community meetings at least once per month to hear from community on concerns, problems and positive things they want reported.

--Minimum twice per year meetings at station of the News 3 Viewer Advisory Board made up of grassroots neighborhood leaders to discuss community concerns and news coverage. Have included police chief, mayor, etc.

--Dedicated Community Reporter whose sole job is to be the advocate of neighbors and community concerns, report on them and get action to improve our community and its neighborhoods. Regularly reports on blight, poverty, crime, etc., and our community's efforts to overcome these problems.

--At least 8 e-mail surveys over the past couple of years sent to minimum 1200 viewers asking for input on critical news topics such as election issues.

--Annual live broadcast of the city's MLK Parade.

--Annual live broadcast of city's St. Patrick's Day Parade.

--Additional newscasts programmed to fully report on the G8 Summit and its local impact. (More than \$20,000 additional expense).

Election Campaign Issue Coverage:

(Last year we aired the Mayoral Debate).

--Free Time (up to 3:00) offered to 22 candidates on 6 and 11 p.m. newscasts. Ten candidates took advantage of the offer to state their case for election "free" to the viewers.

--Regular "Follow The Money" reports on who is getting campaign contributions from where.

--Voice of the Voter--Formed a voter roundtable and produce regular reports with these local voters on their thoughts about the Presidential debates, negative advertising, polling and other issues. Also, aired weekly Voice of the Voter phone banks soliciting viewers to call to let us know what issues they think are most important and help guide our coverage. Web based Voice of the Voter survey on WSAV.com also.

--Dozens of other election issue reports.

--This is normal and regular election reporting and has been since, at least, 2002.

Emergencies:

In the past few years we've provided extended, emergency coverage on such stories as extensive wildfires, Amtrak derailments, military air crashes and

this year provided hours and hours more emergency coverage than any other television station on the approach and threats to our viewing area from four different hurricanes.

We were part of the Media General Broadcast Group hurricane plan in which all of our coastal stations ban together for full coverage of dangerous hurricanes.

We have two ENG microwave trucks and the money has been approved for a new satellite/eng truck to be shared by WSAV and WCBD. As mentioned above, we spent \$170,000 this year on new state-of-the-art weather technology and will spend thousands more next year upgrading that system.

STATION PARTICIPATION IN COMMUNITY AFFAIRS:

1. WSAV broadcasts the Jerry Lewis Muscular Dystrophy Telethon each Labor Day with local cut-ins fronted by our local news anchors.
2. We volunteer time and manpower to the United Way each year for their kickoff celebration to announce their yearly fundraising/donations goals. Our General Manager sits on the board of directors.
3. We are the media sponsor for the American Heart Association. We focus on 3 major fundraising events during the year: The Heart Ball in February, the Cardiac Arrest in the summer months, and the Heart Walk in the fall. We produce promotional spots and donate the on-air inventory.
4. We are the media sponsor for the American Cancer Society. WSAV has a breast cancer awareness program called Buddy Check 3 that we tie in with all the ACS's breast cancer events. We've registered over 2000 women since the program began. During October (Breast Cancer Awareness Month), we sponsor the Making Strides walk (again, we produce the promotional spot and donate the on-air inventory). We also produce the Voices & Faces PSA campaign each year. WSAV interviews breast cancer survivors who discuss their diagnosis, disease, and how the ACS helped them through it all. This is a year-long campaign and we air the promos (which we produce) and donate the air time for that too.
5. We are the media sponsor for the March Of Dimes Shamrock Run in March.
6. We are the media sponsor for the St. Jude Children's Research Hospital Dream Home Giveaway. In 2004, we created a spot that urged people to buy a ticket. Then, on the day the home was given away, we aired a 2-hour telethon that continued to sell tickets and give away great prizes.
7. Sometime we cannot commit to being the media sponsor, but we try to accommodate all requests with either a :10 or a :15 spot highlighting the event, or having someone from the organization appear on our morning newscast, Coastal Sunrise, to discuss the event.
8. We created the FL/GA Blood Alliance "Blood Club". If you donated a pint of blood on a designated day, you received lots of coupons/free stuff. It was designed to appeal to men and people who wouldn't normally give blood.
9. Our meteorologists regularly appear at local schools and conduct Weather School. They teach kids the "science of weather". It's been a huge success.

also....

Red Cross CPR Saturday: WSAV was the television media sponsor for this event on 3/27/04, during which 200 area residents were trained in CPR Certification for free.

We Remember Mama: WSAV was the television media sponsor for this fund-raising event on 5/10/04, which featured soap opera star Hunter Tylo and raised money for Hospice Savannah.

National Night Out: WSAV participated in and provided live news coverage for the City of Savannah's National Night Out community event on 8/3/04. WSAV Community Reporter Paul Rea was on hand to solicit story ideas from area residents and News 3 Anchor Tina Tyus-Shaw served as one of the event MC's.

WSAV also lent promotional support to the following community events:

Grey's Reef Ocean Film Festival, 9/10-12/04

Smart Women Expo, featuring Erin Brockovich, 9/23/04

KIX96 Guitar Pull to benefit Backus Children's Hospital, 9/28/04.

Signed,

Jim Berman
VP/General Manager
WSAV TV