

November 1, 2004  
Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

RE: Docket No. 04-233  
WYFF Television, Greenville, SC  
Localism Initiatives Synopsis

Submitted by: Michael J. Hayes  
President & General Manager  
WYFF Television, Greenville, SC

The mission of WYFF Television is to be the best, most effective communications organization in the markets we serve by providing exceptional information, news and entertainment for our viewers and demonstrating a sense of responsibility, integrity, fairness and accuracy. For more than 50 years this station has worked to fulfill this mission.

#### Local News

WYFF airs 41 local newscasts every week, totaling 26 hours 55 minutes of local news programming. Our main newsroom resides at our studios in Greenville, but we have expanded our news coverage with news bureaus in Anderson and Spartanburg. Our website, [TheCarolinaChannel.com](http://TheCarolinaChannel.com) receives over 3 million page views and 200,000 unique visitors on the average each month. Each day, local news stories are posted to the website, including streaming video and slideshows when appropriate, along with weather forecasts, current conditions, and community event information.

#### Emergency Programming

WYFF-TV has always been on the leading edge of weather technology in the Upstate, providing viewers with the most accurate weather forecasting. WFBC-TV installed the first local weather radar (black and white) in 1973, and was the first area station with local color radar in 1978. In 1980 we became the first station with a full time meteorologist, and today we have a team of four. In June 1997, WYFF installed the first, most powerful, and only real-time Live Television Doppler in the market. This was a half million-dollar investment by WYFF for state of the art weather technology.

And, we've been a long time leader in the use of the best technology to advance upstate and national reporting. In 1976 we were the first station with a field unit in Greenville capable of live reports. A state-of-the-art satellite truck acquired almost 20 years later enables WYFF to be live anywhere. In 1983 we were the first station with year round helicopter coverage with Chopper 4, and in 2000 expanded our aerial live reporting with Sky Four.

WYFF News 4 commitment to local coverage is reflected in our positioning statement...Live. Local. Breaking News. If news happens that affects the Greenville-Spartanburg-Asheville-Anderson market, the news team responds quickly with the most accurate information.

Leading the way in weather and news gathering, WYFF Television is able to bring the viewer the most up-to-date and accurate information about weather and news that concerns them. From live coverage during the recent hurricane and tropical storms to the recent Carolina Investors Firm bankruptcy and its affect on thousands of Upstate residents, this station is committed to in-depth reporting on local news that affects our viewers.

The station is an active participating member of the AMBER Alert System and EAS.

#### Political Programming

Part of WYFF's commitment to inform our viewers on the issues facing them in today's political environment is addressed through "Commitment 2004". This Hearst-Argyle Television company-wide initiative was designed to provide at least 5 minutes of substantive reporting on the issues between 5:00pm and 11:35pm 30 days prior to the primary and election days. WYFF Television has exceeded this commitment through our local efforts with Truth Check, candidate profiles, local debates, issues pieces, in-depth coverage of selected races and daily reports from our Washington, DC news bureau on the Presidential Race including special 'whip reports' from the battleground states.

Under "Commitment 2004" this year, we have provided coverage of the Democratic Presidential Debate live from the Peace Center in downtown Greenville, South Carolina on January 29, 2004 as seven candidates battled for the Democratic nomination for President.

WYFF News 4 provided extensive coverage of the South Carolina Democratic primary on February 3 and Republican Primary on June 8, 2004

WYFF News 4 produced and broadcast a live televised debate between the two major party candidates for South Carolina's Fourth Congressional District on Saturday, October 2, 2004 at 7 pm. Democratic candidate Brandon Brown and Republican candidate Bob Inglis met in a half-hour debate televised LIVE from the WYFF studios. WYFF News 4 anchor Michael Cogdill was the moderator for the event and the candidates faced questions from a panel consisting of Dan Hoover of the Greenville News and Nigel Robertson, Anchor/Reporter for WYFF News 4.

Additionally, WYFF News 4 produced and broadcast a live televised debate between the two major party candidates for United States Senator from South Carolina on Tuesday, October 12, 2004 at 7 pm. Republican candidate Jim DeMint and Democratic candidate Inez Tenenbaum met in a one-hour debate televised LIVE from the WYFF studios. WYFF News 4 anchor Michael Cogdill was the moderator for the event and the candidates faced questions from a panel consisting of Dan Hoover of the Greenville News and Jennifer Holland of the SC Associated Press. This was the only debate between these two candidates that was locally produced by a television station in the Upstate.

Following each locally produced debate, WYFF News 4 broadcast issues pieces stripped from the debate the following week highlighting each candidate response.

As an NBC affiliate, WYFF-TV aired the three Presidential Debates and the one Vice-Presidential Debate provided by NBC News for our viewers.

WYFF-TV also provided free air time to candidates...four minutes each to all party candidates running for the 4th Congressional and the US Senate seats.

In addition, WYFF News 4 aired "Truth Check", a series of reports analyzing the truthfulness of claims made by political candidates. The reports are designed to help inform and empower voters before they go to the polls. In 2003, "Truth Check" earned the "National Headliner" award.

WYFF-TV also broadcasts public service announcements encouraging viewers to register to vote and reminding them of the deadline as well as a PSA emphasizing the power of 'One Vote' and the importance of voting.

#### Public Affairs/ Public Service / Community Activities

WYFF is known throughout the Upstate as Your Friend Four, and we have proved it by showing our support for the community with a variety of projects and campaigns over the past 50 years. For 25 years, WYFF Television has recognized volunteer efforts of local citizens in our community through the Jefferson Awards; for 15 years, we recognized the dedication and commitment of our local teachers through the Golden Apple Awards; we've been a partner with the Children's Hospital of the Greenville Hospital System for the Children's Miracle Network Celebration (Telethon), raising millions of dollars for needy children and their families for the past 15 years; and going into our tenth year, we've been a sponsor and supporter of Soiree in downtown Anderson, helping to benefit the revitalization of that area.

For 4 years, WYFF has hosted the WYFF4 Carolina Lifestyles Expo event. The event attracts thousands of visitors from all ages and walks of life interested in enhancing their well being. Visitors to the event are treated to information and interactive exhibits focused on 'lifestyles' areas of health, education, safety, senior services, home decorating, telecommunications, personal care, home improvement, travel and leisure activities, and the latest trends in technology. Each year the WYFF Media Center features a chance for the visitor to meet our News 4 personalities face-to-face. Each year, WYFF invites non-profit organizations to participate in our event to give them added exposure to the community in which they serve. Participating non-profits include American Diabetes Association; United Way of Greenville County; American Red Cross; Family Learning Resource Center; School District of Greenville County; Urban League of the Upstate; Better Business Bureau; Alzheimer's Association; and Senior Action. Each year, The Blood Connection sets up an area and holds a blood drive over the course of the event. Plans are already underway for our 2005 event.

On an on-going basis, we host monthly ascertainment meetings with community leaders in throughout our market area to discuss what is happening in their communities. These meetings give us a good picture of the issues important to those we serve through news and public service programming. Our on-air personalities make hundreds of appearances each year at various community events and organizational meetings as well.

I became President & General Manager of this television station on December 29, 2003. As the newest member of the WYFF-TV team, the information provided hints at the highlights of what this television station does on a daily basis. As a company, we devote a tremendous amount of broadcast airtime and financial resources to covering the markets which we serve. Our people, the heart of this operation, devote much more.

Michael J. Hayes

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