

WTVA provides the following to its local community in the Northeast MS viewing area: Provides over 4.5 hours of local news programming throughout the day Monday - Friday

Provide 1.5 hours of weekend news coverage

Election coverage

- o Strong local news coverage of election events

- o News talent has mediated election debates

- o Online Election Calendar

Highlight community issues at town hall meetings in viewing area

Annually broadcast St. Jude Telethon for three years

Annually broadcast the Celebration of Hope telethon for Regional Rehabilitation Services in Tupelo, MS for approximately 20 yrs.

PSA awareness campaign focusing on healthcare, education, financial health, and many other issues affecting our local community

Community PSAs, local citizens visit station and record PSAs to promote local community events

DTV PSAs, airing NAB DTV conversion spots

Media Alliance Partner, partner with local newspaper, radio stations, billboard and advertising companies to target the regional high school dropout issue by donating air space to the issue

- o Initiated the Media Alliance concept, which has currently provided over \$1,000,000 in free advertising for the dropout campaign

- o Sponsored a Stay in School Video Campaign asking for local citizens to submit commercials telling kids to stay in school

Annually sponsor local events including

- o City of Tupelo's Picnic in the Park - July 4th

- o Celebration Village (\$25,000) - Christmas bazaar raising money for the Sanctuary Hospice House

- o Festival of Hope - local hospital event to raise money for heart disease, diabetes, and cancer patients

- o Race for the Cure - Susan G. Komen race raising awareness of breast cancer

- o Grand Slam - high school basketball championship

- o Boys and Girls Club (\$10,000) - free air time

- o NEWMS (New Expectations for Women in MS) - provide free air time publicizing leadership classes and events

- o Various community festivals in the viewing area

Women's Network 9, broadcast once a month reminding women to conduct a self-examination for breast cancer

Wellness Wednesdays, broadcast each week providing information concerning healthcare and fitness issues to the community

Traveler, broadcast twice a month and focuses on unique areas of our community

FOCUS, weekly thirty minute program devoted to informing the community about local events and issues in the viewing area

Friday Night Fever - live broadcast reporting up to the minute high school football scores from local communities

Jefferson Awards Media Partner, participate by accepting nominations and selecting one Jefferson Awards winner from our area to attend the national Jefferson Awards ceremony in Washington, D.C. Broadcast a thirty minute awards show highlighting the top five winners.

Community Calendar, post community events on our website calendar

Tours of station, various groups from the community including schools, scout troops, senior citizens groups, and college communications classes tour our facilities

Classroom speaking, WTVA staff visits classrooms to inform children about a career in television and what that requires from an educational standpoint

Provide internships to college students in News, Operations, and Sales departments.

Staff contributes to the United Way of Northeast Mississippi giving campaign.

Live streaming of local industrial groundbreaking (Toyota plant)

It would place an extreme hardship on our station if we are required to upload and maintain online the contents of our Public File. It would require us to hire additional personnel to properly maintain the file.

It would place an extreme hardship on our station if we are required to determine the average number of hours per week of the proposed types of programming. It would require us to hire additional personnel to watch and time out each newscast and program devoted to the proposed issues