

WUTB - Baltimore, MD

*This report covers the time period November 1, 2005 to October 31, 2007
(except where otherwise specifically noted).*

I. PROGRAMMING:

- a. **Local Newscasts:** WUTB simulcasts **27 hours** of newscasts from WTTG (Washington, DC) as follows:
Monday - Friday: 5 a.m. - 9 a.m.
Monday - Sunday: 10 p.m. - 11 p.m.

b. **Public Affairs Programming:**

WUTB broadcasts three public affairs programs: *In Touch with the MTA*, *Profiles* and *CineMaryland*.

In Touch with the MTA is a show that educates and informs Baltimore viewers about new bus routes, MTA information and other community tips.

Profiles is a half-hour program that airs every Sunday morning and explores the many issues facing the citizens of the Baltimore area. The program reviews important information to help citizens, and includes a call to action for citizens to work together to make a difference in their own lives and neighborhoods. The show is produced at WUTB's studio utilizing local talent, crew and college interns. Topics are derived from a continuous ascertainment process, including:

- Fighting hunger in Maryland (Maryland Food Bank)
- One-on-one discussion with Dr. Freeman Hrabowski, President of the University of Maryland, Baltimore County, regarding his philosophy of success.
- Discussion with civil rights writer, Taylor Branch, about the impact of the civil rights movement on today's society.

CineMaryland is a half-hour program that presents the positive impact of the film industry on the local economy. WUTB produces this program in partnership with Howard Community College, demonstrating WUTB's commitment to engage the local community in public affairs programming. It provides students with insight into how to enter professions relating to acting, film and video technology.

WUTB airs and streams on its website the following programs:

- Health-related matters, through a collaboration with Bon Secours Hospital

- *My Money*, credit-related segments, through a cooperative effort with Consumer Credit Counseling Service of Maryland and Delaware
- Black History Month - topics were aired and streamed online, featuring Tyra Banks. A segment was produced about the Reginald Lewis Museum in February 2007.

“Sounds of the Season” program is produced in studio and aired in December. The program features local school children singing holiday songs of different faiths. The goal of the program is to promote music education in public schools, provide children with a well-rounded education, and help develop an appreciation for music.

c. **Locally Produced Programming**

WUTB produces in-house and airs a 60 minute program, *Sounds of the Season*. The program promotes music education in public schools, and features local school children singing holiday songs of different faiths.

II. **PUBLIC SERVICE ANNOUNCEMENTS**

WUTB makes its air-time available throughout the broadcast day to public service announcements for a variety of causes.

During the period January 8-21, 2007 and June 11-24, 2007, 141 minutes of free PSAs were aired, including:

- Giving back to the community
- Support our veterans
- Early screening for cancer prevention
- Obesity prevention in kids
- Going green/ecology
- Advocates for Abused Kids
- Help for recovering addicts
- Kids programming report in public file announcement

During the period June 11-21, 2007, 130 minutes of free PSAs were aired, including:

- Hispanic culture - Latino Fest
- Job training for at risk youth
- Race to Cure Cancer
- Baltimore’s Farmer’s Market
- Bowl-a-Thon for at-risk youth
- Honesty
- Civic duty

WUTB aired free PSAs which were specifically targeted or requested by community groups. For the period January 8-21, 2007, 30 minutes of free airtime was provided for community PSAs, including "Casa of Baltimore," advocates for abused children and "Heaven's Agents," an organization helping recovering addicts. For the period June 11-21, 2007, 110 minutes of free airtime was provided, including:

- EBLO (Education-based Latino Outreach)
- YO Baltimore - job training for at-risk youth
- Relay Race to the Cure - American Cancer Society
- Baltimore's Farmer's Market, supporting local farmers and merchants
- Chesapeake Center for Youth Development

A comprehensive list of public affairs programming is attached as Exhibit 1.

III. PARTICIPATION IN THE COMMUNITY

- a. **Communication with the Community:** WUTB is a member of the Baltimore Broadcasters Coalition, and participates in the Annual Ascertainment Day to meet with community leaders, local politicians and charitable organizations to discuss the station's programming efforts. Special interest groups make half-hour presentations to provide broadcasters with information on their organizations and how broadcasters can better serve the community and their causes.

WUTB responds to all telephone calls, letters and e-mails, and provides visits to the station by community members or groups. WUTB air pre-produced PSAs of particular interest to the community. WUTB also produces and airs PSAs at no charge for local community groups that would otherwise have no on-air and/or web exposure.

- b. **Participation in Community:** WUTB employees have made a commitment to participate in the Baltimore community. In particular, the station employs a director of community affairs, who works with a variety of groups in and around Baltimore, such as Network 2000, World Trade Center Institute, Chesapeake Center for Youth Development, CASA of Baltimore, Hope Village, Afterschool Institute, Johns Hopkins ALS, Johns Hopkins Children's Oncology, Heaven's Angels, Mission of Mercy, Humane Society of Baltimore County, Casey Cares, YO Baltimore and Girl Scouts of Central Maryland.
- c. **Participation in Community Organizations:** Station employees participate on the boards or in community organizations, as follows:
- Women in Film and Video of Maryland
 - Education Based Latino Outreach (EBLO)

- Maryland/DC/Delaware Broadcasters Association
 - Maryland State Emergency Communications Committee
- d. **In-kind donations:** The station has donated money and other assistance to a number of local charities. In-kind donations have been made to the following organizations: World Trade Center Institute (Baltimore), Chesapeake Center for Youth Development, CASA of Baltimore, Hope Village, Afterschool Institute, Johns Hopkins ALS, Johns Hopkins Children's Oncology, Heaven's Angels, Mission of Mercy, YO Baltimore, Animal Rescue, Casey Cares Foundation, Loch Raven High School After Prom Party, Farmer's Market, Lexington Market and "Montel Day."

A comprehensive list of ascertainties and community contact is attached as Exhibit 2.

IV. **LOCAL INTERNET MEDIA**

My24WUTB.com is a local online platform that provides local programming and information to internet and mobile communications users. On October 22, 2007, *my24wutb.com* began a blog that provides community input via a "blog page." This included a month-long effort surrounding Black History Month in February 2008.

The website supports the efforts of the Baltimore City Health Department's "Prevention Wednesday" and the "ABCs of Safe Sleep" programs. A regularly updated list of non-profit organizations and local events is also available. A list of open positions at the station is available on the "Jobs Listing" page. The website also maintains an active "My Pets" page for pet owners as well as a "Viewer Comment" page, specifically designed to elicit viewer comments, suggestions and/or questions as they relate to WUTB's commitment to broadcasting in the public interest.

EXHIBIT 1

WUTB - BALTIMORE, MD PUBLIC AFFAIRS PROGRAMMING

Long Format Programming- November 2005

Duration: 30 minutes

Date & Time Aired:
Sunday, Nov. 6
5:30 am

In Touch with the MTA

Through a partnership with the Maryland Transit authority, WUTB presents *In Touch With The MTA* to explore some of the current issues and answers concerning mass transit. Topics for this program include the new bus routes, the Stuff-A-Bus campaign to feed the hungry and the Red Line project to move more commuters in and around the City.

Long Format Programming- December 2005

Duration: 30 minutes

Date & Time Aired:
Sunday, Dec. 4
5:30 am

Profiles with Craig Thompson

A WUTB Production. Mr. Thompson explores the issue of hunger in Maryland. Guests to lend insight into this issue were: William G. Ewing, Executive Director of the Maryland Food Bank, Shari Harris, Director of Program Resources, Center for Poverty Solutions and Frances Lyons, Volunteer, School Food Pantry Program.

Long Format Programming- December 2005

Duration: 60 minutes

Date & Time Aired:
Sunday, December 4
5:00 pm

SPECIAL PRESENTATION:
Sounds of the Season

This program produced by WUTB featured local area schools performing holiday songs for the viewing audience's enjoyment to get into the spirit of the season. This type of local programming featuring young people gives them a chance to experience the excitement of visiting and working with broadcast television professionals. It also instills music appreciation with the students and viewers. There was also a 30 second promo produced to promote the show.

Long Format Programming- January 2006

Duration: 30 minutes

Date & Time Aired:
Sunday Jan. 1
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode explores the recent flurry of films and commercial being shot in the Baltimore Metro area.

Long Format Programming- February 2006

Duration: 30 minutes

Date & Time Aired:
Sunday, Feb. 5
5:30 am

In Touch with the MTA

Through a partnership with the Maryland Transit Authority, WUTB presents *In Touch With The MTA* to explore some of the current issues and answers concerning mass transit.

This episode discussed new bus routes and public outreach agendas.

Long Format Programming- March 2006

Duration: 30 minutes

Date & Time Aired:
Sunday, March 5
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video

business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode explores the recent flurry of films and commercial being shot in the Baltimore Metro area.

Long Format Programming- April 2006

Duration: 30 minutes

Date & Time Aired:
Sunday April 2
5:30 am

Profiles with Craig Thompson

A public affairs production of WUTB. This program is a one-on-one discussion with Dr. Freeman Hrabowski, President of the University of Maryland Baltimore County. The discussion lends insight into his upbringing and philosophy of the successful educational methods used not only in higher education, but in elementary school.

Long Format Programming- May 2006

Duration: 30 minutes

Date & Time Aired:
Sunday, May 7
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode Highlights the Maryland Film Festival which has become an international known celebration of video and film artists.

Long Format Programming- June 2006

Duration: 30 minutes

Date & Time Aired:
Sunday, June 4
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode Highlights the Maryland Film

Festival which has become an international known celebration of video and film artists

Long Format Programming- July 2006

Duration: 30 minutes

Date & Time Aired:
Sunday July 2
5:30 am

In Touch with the MTA

Brought to WUTB viewers as a public service through a partnership with the Maryland Transit Authority, this series brings the most current and up to date information to viewers about how to best utilize public transportation and the roadways. This program discusses public transportation safety.

Long Format Programming- August 2006

Duration: 30 minutes

Date & Time Aired:
Sunday, August 6
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode Highlights the Maryland Film Festival which has become an international known celebration of video and film artists

Long Format Programming- September 2006

Duration: 30 minutes

Date & Time Aired:
Sunday, September 3
5:30 am

In Touch with the MTA

Brought to WUTB viewers as a public service through a partnership with the Maryland Transit Authority, this series brings the most current and up to date information to viewers about how to best utilize public transportation and the roadways. This program discusses public transportation safety.

Long Format Programming- October 2006 & November 2006

Duration: 30 minutes

Date & Time Aired:
Sunday Oct. 1
5:30 am

Date & Time Aired:
Sunday, Nov. 5
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode Highlights the Maryland Film Festival which has become an international known celebration of video and film artists.

Long Format Programming- December 2006

Duration: 30 minutes

Date & Time Aired:
Sunday, Dec. 3
5:30 am

In Touch with the MTA

Through a partnership with the Maryland Transit authority, WUTB presents IN TOUCH WITH THE MTA to explore some of the current issues and answers concerning mass transit. Topics for this program include the new bus routes, the Stuff-A-Bus campaign to feed the hungry and the Red Line project to move more commuters in and around the City.

Long Format Programming- January 2007

Duration: 30 minutes

Date & Time Aired:
Sunday Jan. 1
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode features the growing number of

local college students entering the film and video curriculum under Mass Communications.

Long Format Programming- February 2007

Duration: 30 minutes

Date & Time Aired:
Sunday, Feb. 4
5:30 am

Profiles with Craig Thompson

A public affairs production of WUTB, host Craig Thompson interviews famous civil rights writer Taylor Branch on the history of the civil rights movement, his past books, upcoming projects and the impact civil rights has on us all.

Long Format Programming- March 2007

Duration: 30 minutes

Date & Time Aired:

Date & Time
Aired:
Sunday, Mar. 4
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode features the growing number of local college students entering the film and video curriculum under Mass Communications.

Long Format Programming- April 2007

Duration: 30 minutes

Date & Time Aired:
Sunday Apr. 1
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the

star-studded entertainment business. This episode features the growing number of local college students entering the film and video curriculum under Mass Communications.

Long Format Programming- May 2007

Duration: 30 minutes

Date & Time Aired:
Sunday, May 6
5:30 am

Profiles with Craig Thompson

A public affairs production of WUTB, host Craig Thompson interviews famous civil rights writer Taylor Branch on the history of the civil rights movement, his past books, upcoming projects and the impact civil rights has on us all.

Long Format Programming- June 2007

Duration: 30 minutes

Date & Time Aired:

Date & Time
Aired:
Sunday, June 3
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode features the growing number of local college students entering the film and video curriculum under Mass Communications.

Long Format Programming- July 2007

Duration: 30 minutes

Date & Time Aired:
Sunday, July 1
5:30 am

Profiles with Craig Thompson

A public affairs production of WUTB, host Craig Thompson interviews famous civil rights writer Taylor Branch on the history of the civil rights movement, his past books, upcoming projects and the impact civil rights has on us all.

Long Format Programming- August 2007

Duration: 30 minutes

Date & Time Aired:

Date & Time
Aired:
Sunday, Aug. 5
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode features the growing number of local college students entering the film and video curriculum under Mass Communications.

Long Format Programming- September 2007

Duration: 30 minutes

Date & Time Aired:
Sunday Sept. 2
5:30 am

Profiles with Craig Thompson

A public affairs production of WUTB. This program features an in-depth, one-on-one discussion with Dr. Freeman Hrabowski, President of the University of Maryland Baltimore County. The discussion lends insight into his upbringing and philosophy of the successful educational methods used not only in higher education, but in elementary school.

Long Format Programming- October 2007

Duration: 30 minutes

Date & Time Aired:

Date & Time
Aired:
Sunday, Oct. 7
5:30 am

CineMaryland

Through a partnership with Howard County Community College, this award winning program explores, this program explores the benefits of the film and video business on the economy of the state, while also entertaining viewers with the star-studded entertainment business. This episode features the growing number of local college students entering the film and video curriculum under Mass Communications.

EXHIBIT 2

WUTB – BALTIMORE, MD COMMUNICATION WITH COMMUNITY AND ASCERTAINMENTS

1. **Participation on boards or in community organizations, volunteer efforts, appearance/helping at community events:**
 - Bonnie McCausey – Director of Community Affairs: Network 2000, World Trade Center Institute, Chesapeake Center for Youth Development, CASA of Baltimore, Hope Village, Afterschool Institute, Johns Hopkins ALS, Johns Hopkins Children’s Oncology, Heaven’s Angels, Mission of Mercy, Human Society of Baltimore County, Casey Cares, YO Baltimore, Girl Scouts of Central Maryland
 - Brock Abernathy – Local Sales Manager: Past President / Director – Rotary Club of Woodland
 - Alan Sawyer – VP / General Manager: Youth Commission Chairperson – Beth Israel Synagogue (Owings Mills, MD), Board Member – Baltimore County Humane Society

2. **Participation on boards or membership in diversity organizations:**
 - Bonnie McCausey – Director of Community Affairs: Women in Film and Video of Maryland, Education Based Latino Outreach (EBLO)

3. **Participation on boards or membership in state broadcaster associations:**
 - Alan Sawyer – VP / General Manager: Executive Board Member – Maryland / DC / Delaware Broadcasters Assoc., Board Member - Maryland State Emergency Communications Committee

4. **In-kind donations** were made to World Trade Center Institute, Chesapeake Center for Youth Development, CASA of Baltimore, Hope Village, Afterschool Institute, Johns Hopkins ALS, Johns Hopkins Children’s Oncology, Heaven’s Angels, Mission of Mercy, YO Baltimore, Animal Rescue, Casey Cares Foundation, Loch Raven High School After Prom Party, Farmer’s Market customers, Lexington Market “Montel Day.”

5. **Communication With the Community:**
 Formal: Baltimore Broadcasters Coalition – Annual Ascertainment Day
 Informal: Network 2000, World Trade Center Institute, Chesapeake Center for Youth Development, CASA of Baltimore, Hope Village, Afterschool Institute, Johns Hopkins ALS, Johns Hopkins Children’s

Oncology, Heaven's Angels, Mission of Mercy, Women in Film and Video of Maryland, Education Based Latino Outreach (EBLO), Area colleges with internship program, Humanities Inc. Calls, letters, e-mails and visits to the station from community members or groups are address and issues of concern are ascertained.

WUTB airs pre-produced PSA's of particular interest to the community, and produces and airs PSA's at no charge for local community groups that would otherwise have no on-air and/or web exposure.

