



**QUARTERLY ISSUES REPORT**

**JULY 1, 2007 THROUGH SEPTEMBER 30, 2007**

## Quarterly Issues Report

### 2007 Community Affairs Issues Third Quarter

1. **Health Services and Medical Care**-including affordable health care, parenting and family issues, teen drug use, teen pregnancy, child abuse, health care for elderly, funding for disaster relief, safety issues, effects of budget cut on mental health community.
2. **Public Safety and Crime**-including crime rate, youth violence, gun control, increased presence of law enforcement, antiquated prison system, tougher sentencing, and school safety.
3. **Education**-including literacy, and S.C. national placement, more internships for youth, parental involvement, need to clean up school curriculum, funding for various programs).
4. **Business and Economic Development**-including need for high tech companies in the state, poor labor market for economic development.
5. **Civic Responsibilities**-including need for volunteerism, lack of trust in elected officials, need for recreational facilities for families, safer streets and highways, increased pride in the community, littering, homelessness, welfare reform, role modeling for youth, church involvement in charities, accountability for charities.
6. **Minority Issues**-including urban neighborhood revitalization, affordable education, minority representation in government, confederate flag, discrimination in the workplace, television coverage of African-American community events, race relations.
7. **Terrorism/America Unites**-including viewer responses, fundraising and security issues.

## WAFF 48

Third Quarter: July 1, 2007 through September 30, 2007

### Description of WAFF 48 Programs

Program	Day	Time
Local News:		
48News Sunrise	Monday – Friday	5:30-6:00 AM
48News Today	Monday – Friday	6:00-7:00 AM
48News at Noon	Monday – Saturday	12:00-12:30 PM
48News at 5pm	Monday – Friday	5:00-5:30 PM
48News at 6pm	Monday – Friday	6:00-6:30 PM
48News Ten at 10	Monday – Friday	10:00-10:35 PM
48News Today: Weekend Edition	Saturday	8:00-9:00 AM
48News Weekend	Saturday – Sunday	5:00-5:30 PM
48News Ten at 10: Weekend	Saturday – Sunday	10:00-10:35 PM

All of the above programs are locally produced news, presenting a mix of news, weather, sports and issues-related feature stories and segments. Issue-responsive program segments are usually 1:30-2:30 minutes in duration, unless otherwise indicated.

Early Today	Monday-Friday	4:30-5am
-------------	---------------	----------

This business news and consumer show gives viewers breaking business news and stock market action from the domestic and foreign exchanges.

Today Show	Monday-Friday	7-9:00am
------------	---------------	----------

This three-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment and sports. WAFF-48 provides local cut-in at various times.

Weekend Editions of Today	Saturday	8-9am
---------------------------	----------	-------

Weekend editions continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human interest stories, covering topics related to health and finance and presenting the latest sports and weather information.

NBC Nightly News

Monday-Friday

5:30-6:00pm

“NBC Nightly News with Tom Brokaw” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today.

Dateline-NBC

Various Weekly

Various Times

This network program has pioneered a unique approach to prime time news programming with its multi-broadcast franchise. With this schedule, the one-hour newsmagazine enables NBC News to present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

Meet The Press

Sunday

Various Times

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast.

Programs Providing Most Significant Treatment of Community Issues:  
**Health Services and Medical Care**

Program: WAFF 48 News at 5pm

Date Aired: July 4, 2007

Time: 5:25 Length: (1:16)

Program Summary: WAFF 48 News Anchor Liz Hurley delivers a story of a new promising procedure doctor's have been using for back pain. It's a new twist on traditional "disc" surgery- half the surgery time, pain, and recovery.

Program: WAFF 48 News at 5pm

Date Aired: July 12, 2007

Time: 5:26 Length: (:30)

Program Summary: WAFF 48 News Reporter Elizabeth Gentle delivers a story about the local concern on the E Coli virus. She meets with a local restaurant and discusses what precautions they are taking to protect customer's from the food borne illness.

Program: WAFF 48 News at 10pm

Date Aired: July 17, 2007

Time: 10:00pm Length: (1:22)

Program Summary: WAFF 48 News Reporter Jeanie Powell delivers a story of warning to the viewers about a possible scam in the valley. This scam deals with the US social security administration and possibly even medicare.

Program: WAFF 48 News at 6pm

Date Aired: Aug 6, 2007

Time: 6:01 Length: (1:15)

Program Summary: WAFF 48 News Reporter Bobby Shuttlesworth investigates the new no-smoking ordinance in Decatur. The community has conflicting opinions. A proposal and counter proposal have been issued, but will it pay out?

Program: WAFF 48 News at 10pm

Date Aired: Sept 20, 2007

Time: 10:17 Length: (3:38)

Program Summary: WAFF 48 News Reporter Elizabeth Gentle goes deep into restaurants and fast food chains to investigate whether or not your favorite eating place is taking precautions while dealing with your food. Hair nets and gloves...is your diner using them?

**Public Service Announcements**

The station aired several different Public Service Announcements that pertained to affordable health care, parenting and family issues, teen drug use, teen pregnancy, child abuse, health care for elderly, funding for disaster relief, safety issues, effects of budget cuts on the mental health community and

other miscellaneous topics. Announcements were in varying length (: 10, 15, 20, 30, and: 60); each PSA aired multiple times between July 1 and September 30, 2007

Programs Providing Most Significant Treatment of Community Issues:  
**Public Safety and Crime**

Program: WAFF 48 News at 10pm

Date Aired: Aug 8, 2007

Time: 5:03 Length: (:50)

Program Summary: WAFF 48 News Reporter Jeanie Powell delivers a story of public safety officials are running a campaign called "Taking Back Our Highways". It is to promote safety and laws when it comes to driving. Police authorities will be in full force to make sure everyone is abiding by the laws.

Program: WAFF 48 News at 10pm

Date Aired: July 8, 2007

Time: 10:08 Length: (1:50)

Program Summary: WAFF 48 News Anchor Mark Thornhill delivers his weekly report on criminals who are wanted by police here in the Heart of the Valley. Included are mug shots, surveillance video, and also a tip line where viewers can call if needed.

Program: WAFF 48 News at 10pm

Date Aired: Sept 9, 2007

Time: 10:57 Length: (1:34)

Program Summary: WAFF 48 News Anchor Mark Thornhill delivers his weekly report on criminals who are wanted by police here in the Heart of the Valley. Included are mug shots, surveillance video, and also a tip line where viewers can call if needed.

Program: WAFF 48 News at 10pm

Date Aired: Sept 16, 2007

Time: 10:04 Length: (1:53)

Program Summary: WAFF 48 News Anchor Mark Thornhill delivers his weekly report on criminals who are wanted by police here in the Heart of the Valley. Included are mug shots, surveillance video, and also a tip line where viewers can call if needed.

**Public Service Announcements**

The station aired several different Public Service Announcements that pertained to crime rate, youth violence, gun control, increased presence of law enforcement, antiquated prison system, tougher sentencing, school safety and other miscellaneous topics. Announcements were in varying length (: 10, 15, 20, 30, and: 60); each PSA aired multiple times between July 1 and September 30, 2007

Programs Providing Most Significant Treatment of Community Issues:  
**Education**

Program: WAFF 48 News at 10pm

Date Aired: July 5, 2007

Time: 10:07 Length: (2:08)

Program Summary: WAFF 48 News Reporter Georgi Bragg delivers a special report on what's been going on behind closed doors at A&M Campus. It's against the law for board members to go into closed session to discuss anything other than good name and character issues under Alabama's open meetings law. She discusses the three letters that she sent for information to the campus and was returned.

Program: WAFF 48 News at 6pm

Date Aired: July 12, 2007

Time: 6:16 Length: (1:22)

Program Summary: WAFF 48 News Reporter Bobby Shuttlesworth delivers a story of a new degree being offered at Calhoun Community College. Biotechnology is a combination of Biology and Technology. Limited scholarships will also be available for students and college interns.

Program: WAFF 48 News at 10pm

Date Aired: July 16, 2007

Time: 10:07pm Length: (2:03)

Program Summary: WAFF 48 News Reporter Georgi Bragg delivers a story a possible payday scandal at A&M University. Included in this story is an interview with a former employee that has given WAFF 48 News insight on what's actually happening at A&M.

Program: WAFF 48 News at 5pm

Date Aired: Aug 8, 2007

Time: 5:05 Length: (:37)

Program Summary: WAFF 48 News Anchor Mark Thornhill delivers a story of local high school students returning back to class today. Grissom High School began classes this morning and many parents and students had to fight the traffic. He also reminded everyone to be careful and enjoy the first day of school.

Program: WAFF 48 News at 8am

Date Aired: Aug 18, 2007

Time: 8:07 Length: (:30)

Program Summary: WAFF 48 News Reporter Georgi Bragg talks of the governor's study group committee holding a meeting this week on the school bus seat belt study. Bob Riley organized this committee meeting due to the Lee High School bus crash.

Program: WAFF 48 News at 5pm

Date Aired: Sept 20, 2007

Time: 5:05p Length: (1:50)

Program Summary: WAFF 48 News Reporter Bobbi Shuttlesworth delivers a

report of the local reaction of Decatur City Schools when a guest on The Today's Show made a comment claiming the Decatur School system is bad.

Program: WAFF 48 News at 10pm

Date Aired: Sept 23, 2007

Time: 10:48 Length: (2:33)

Program Summary: WAFF 48 News Reporter Georgi Bragg delivers a report of Dr. Jennings from A&M facing further scrutiny following a committee investigation into possible payroll improprieties.

### **Public Service Announcements**

The station aired several different Public Service Announcements that pertained to and including literacy, and S.C. national placement, more internships for youth, parental involvement, need to clean up school curriculum, funding for various programs and other miscellaneous topics. Announcements were in varying length (: 10, 15, 20, 30, and: 60); each PSA aired multiple times between July 1 and September 30, 2007.

Programs Providing Most Significant Treatment of Community Issues:  
**Business and Economic Developments**

Program: WAFF 48 News at 6pm

Date Aired: July 3, 2007

Time: 6:06 Length: (:48)

Program Summary: WAFF 48 News Reporter Elizabeth Gentle delivers a report of the new "Move Over" law. We've all heard about it, but instead of just a warning, local and state police are handing out tickets. Police are also expected to be even stricter around the holidays.

Program: WAFF 48 News at 6pm

Date Aired: July 3, 2007

Time: 6:06 Length: (:48)

Program Summary: WAFF 48 News Reporter Elizabeth Gentle delivers a report of the new "Move Over" law. We've all heard about it, but instead of just a warning, local and state police are handing out tickets. Police are also expected to be even stricter around the holidays.

Program: WAFF 48 News at 5pm

Date Aired: July 17, 2007

Time: 5:04pm Length: (:17)

Program Summary: WAFF 48 News Anchor Mark Thornhill delivers a story of the effect the major drought has been having on the heart of the valley. He also gathered how much rain we have seen the past few days and also what's to come in the future.

Program: WAFF 48 News at 6pm

Date Aired: Aug 8, 2007

Time: 6:02 Length: (1:15)

Program Summary: WAFF 48 News Reporter Robyn McGloyn delivers a story of about the electric usage being through the roof this month. Huntsville Utilities reported that, due to the extreme heat conditions, electric usage is at a high.

Program: WAFF 48 News at 10pm

Date Aired: Aug 18, 2007

Time: 10:01 Length: (:1:24)

Program Summary: WAFF 48 News Reporter Rachad Hollis delivered a report of the conclusion of the "Taking Back our Highways" campaign by the Police Department. Included was the statistics and overall success of the campaign.

Program: WAFF 48 News at 10pm

Date Aired: Sept 20, 2007

Time: 10:00 Length: (1:20)

Program Summary: WAFF 48 News Reporter Eric Sollman delivers a story on a new communications ordinance coming to the valley that may cost Huntsville residents more in the long run. Eric informs us that city officials discussed the new plan in a work session tonight.

Program: WAFF 48 News at 10pm

Date Aired: Sept 23, 2007

Time: 11:04 Length: (:25)

Program Summary: WAFF 48 News Anchor Jeanie Powell reports that not only are the fall leaves falling...but the gas prices.

**Public Service Announcements**

The station aired several different Public Service Announcements that pertained to need for high tech companies in the state, poor labor market for economic development and other miscellaneous topics. Announcements were in varying length (: 30, and: 60); each PSA aired multiple times between July 1 and September 30, 2007.

Programs Providing Most Significant Treatment of Community Issues:  
**Civic Responsibilities**

Program: WAFF 48 News at 6pm

Date Aired: July 3, 2007

Time: 6:01 Length: (1:18)

Program Summary: WAFF 48 News Reporter Nick Kenney delivers a story about a church selling an annual celebration, in high hopes of displaying religious missions elsewhere. Madison Assembly of God Church will sell about 50 thousand dollar in fireworks and every penny of profit will be forwarded to Assembly of God missions across the globe.

Program: WAFF 48 News at 5pm

Date Aired: July 13, 2007

Time: 4:59 Length: (1:00)

Program Summary: WAFF 48 News Reporter Rachel Hardman delivers a report to the community concerning a mother and daughter who have been declared missing for quite some time. She offers a challenge to the community to please contact the authorities if they hear or see anything.

Program: WAFF 48 News at 10pm

Date Aired: July 15, 2007

Time: 10:28pm Length: (:45)

Program Summary: WAFF 48 News Anchor Lee Marshal delivers a story of local foster children who are looking for a home. She profiles children each week and offers the community ways they can help serve Kids to Love Foundation.

Program: WAFF 48 News at 6pm

Date Aired: Aug 6, 2007

Time: 6:05 Length: (:26)

Program Summary: WAFF 48 News Anchor Kim Essex delivers a report of a missing girl in the heart of the valley. Russellville police need the help of the community in finding this missing girl. Also enclosed is a picture of her and contact information.

Program: WAFF 48 News at 8am

Date Aired: Aug 18, 2007

Time: 8:08 Length: (:45)

Program Summary: WAFF 48 News Anchor Georgi Bragg informs the community that the annual Honor Flight is quickly approaching. This past Friday a medical team has begun to train for the flight. If you know of a veteran who would like to participate or if you would like to make a donation, please contact us WAFF 48 News.

Program: WAFF 48 News at 10pm

Date Aired: Sept 16, 2007

Time: 11:01 Length: (:52)

Program Summary: WAFF 48 News Anchor Lee Marshall delivers her weekly report on local foster children who are in need of a home. Included in her report

is information about the kids and also a way to donate to the Kids to Love Fund.

Program: WAFF 48 News at 10pm

Date Aired: Sept 23, 2007

Time: 11:07 Length: (:46)

Program Summary: WAFF 48 News Anchor Lee Marshall delivers her weekly report on local foster children who are in need of a home. Included in her report is information about the kids and also a way to donate to the Kids to Love Fund.

**Public Service Announcements**

The station aired several different Public Service Announcements that pertained to the need for volunteerism, lack of trust in elected officials, need for recreational facilities for families, safer streets and highways, increased pride in the community, littering, homelessness, welfare reform, role modeling for youth, church involvement in charities, accountability for charities and other miscellaneous topics. Announcements were in varying length (: 10, 15, 20, 30, and: 60); each PSA aired multiple times between July 1 and September 30, 2007

Programs Providing Most Significant Treatment of Community Issues:  
**Minority Issues**

Program: WAFF 48 News at 5pm

Date Aired: July 1, 2007

Time: 5:19 Length: (:40)

Program Summary: WAFF 48 News Anchor Mark Thornhill delivers an upsetting story of a homeless man who was recently attacked by a teenager. Police are on the lookout for a teenager believed to have the name "Moon Dog". Investigators say four boys have also been charged with robbery after police found twenty dollars that was stolen from the homeless man's wallet.

Program: WAFF 48 News at 10pm

Date Aired: July 12, 2007

Time: 10:03 Length: (1:23)

Program Summary: WAFF 48 News Reporter Susie Edwards delivers a story concerning the efforts to enforce the law for all citizens and the limitations that local law enforcement faces because of the law. Local authorities can't address laws based on illegal status alone, but they can enforce and pass laws that impact everyone.

Program: WAFF 48 News at 6pm

Date Aired: July 16, 2007

Time: 6:07pm Length: (:57)

Program Summary: WAFF 48 News Reporter Elizabeth Gentle brings a story of good news tonight about a little boy battleing the terrible effects of E.Coli.

Program: WAFF 48 News at 5am

Date Aired: Aug 9, 2007

Time: 5:20 Length: (:22)

Program Summary: WAFF 48 News Anchor Lee Marshall delivers a story of the first ever presidential debate on gay issues is scheduled to take place tonight. The debate will be televised and devoted solely to lesbian, gay, bisexual, and transgender issues.

Program: WAFF 48 News at 8am

Date Aired: Aug 18, 2007

Time: 8:37 Length: (:24)

Program Summary: WAFF 48 News Anchor Georgi Bragg discusses new rankings for local colleges in Alabama. Auburn and Alabama have both improved on the rankings.

Program: WAFF 48 News at 10pm

Date Aired: Sept 16, 2007

Time: 10:36 Length: (:25)

Program Summary: WAFF 48 News Anchor Jeanie Powell delivers an update to the KKK Rally in Decatur. The same event is planning on taking place on the courthouse on the square.

Program: WAFF 48 News at 5pm

Date Aired: Sept 23, 2007

Time: 5:06 Length: (:27)

Program Summary: WAFF 48 News Anchor Jeanie Powell delivers a story in concern with local farmers. Experts say Alabama's cotton harvest ranks at the lowest in the southeast. Extra rain is helping other states, but fields here are at their driest.

**Public Service Announcements**

The station aired several different Public Service Announcements that pertained to urban neighborhood revitalization, affordable education, and minority representation in government, confederate flag, discrimination in the workplace, television coverage of African-American community events, race relations and other miscellaneous topics. Announcements were in varying length (: 30, and: 60); each PSA aired multiple times between July 1 and September 30, 2007.

Programs Providing Most Significant Treatment of Community Issues:  
**Terrorism/United States**

Program: WAFF 48 News at 5pm

Date Aired: July 2, 2007

Time: 5:19 Length: (1:29)

Program Summary: WAFF 48 News Anchors Liz Hurley and Mark Thornhill deliver a story of the nation beefing down on national security this weekend in response to terror plots found in London and Scotland. The United States claim this as "precautionary measures", even though there has been no direct threat to our country.

Program: WAFF 48 News at 5pm

Date Aired: July 13, 2007

Time: 5:09 Length: (:45)

Program Summary: WAFF 48 News Anchors Liz Hurley and Mark Thornhill deliver a story concerning Bin Laden. It has been six years since the events of 9/11 and the Senate has agreed to raise the reward money in hopes to find him.

Program: WAFF 48 News at Noon

Date Aired: Aug 9, 2007

Time: 12:03 Length: (1:19)

Program Summary: WAFF 48 News Anchor Lee Marshall talks of President Bush insisting on the economy being strong, this morning. Despite the housing slump, and rising unemployment he still feels the economy is steady.

Program: WAFF 48 News at 5pm

Date Aired: Sept 13, 2007

Time: 5:02 Length: (:45)

Program Summary: WAFF 48 News Anchors Lee Marshall delivers a report that President Bush will be making a Presidential Address in concern of the war in Iraq.

Program: WAFF 48 News at 10pm

Date Aired: Sept 16, 2007

Time: 10:44 Length: (1:35)

Program Summary: WAFF 48 News Anchors Jeanie Powell delivers an update report on the war in Iraq. Secretary of Defense, Robert Gates, says there will be a troop reduction in the next upcoming months.

**Public Service Announcements**

The station aired several different Public Service Announcements that pertained to and including viewer responses, fundraising and security issues and other miscellaneous topics. Announcements were in varying length (: 30, and: 60); each PSA aired multiple times between July 1 and September 30, 2007.