



QUARTERLY ISSUES REPORT

January 1, 2010 THROUGH March 31, 2010

2010 Community Affairs Issues
Fourth 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: January 1, 2010 through March 31, 2010.

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
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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
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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
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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
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“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
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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

Issue	Date	Program	Segment	Summary	Duration
Health Services and Medical Care	1/10/2010	NBC Nightly News		10-year-old experiment to find a way to diagnose ovarian cancer, which kills 14,000 women each year, while it is still treatable has yielded few results.	
Health Services and Medical Care	3/14/2010	Meet The Press		All eyes on the Democrats in Congress. Can the House and Senate work out their differences on health care reform? Will Democratic leaders be able to find enough votes to pass reform or will the legislation fall victim to intraparty politics? We'll ask the two men charged with rounding up their party's votes:	
Health Services and Medical Care	3/11/2010	Oprah Winfrey		Do you know where your food really comes from? Today we're talking about the thought-provoking, controversial documentary "Food, Inc.," which examines the large-scale agricultural food production in the United States.	
Health Services and Medical Care	1/9/2010	WAFF Saturday AM Rundown	HYPOTHERMIA-PKG	SOME PEOPLE CAN'T HALP BUT BE OUT IN THE COLD BECAUSE OF WORK OR OTHER REASONS....BUT THEY COULD BE EXPOSED TO HYPOTHERMIA. THE BOTTOM LINE? STAY WARM AND DRY. LEAVE A 1/4 OF AN INCH SPACING BETWEEN QUILTED TYPE LAYERS TO HOLD IN HEAT.....AND LAYER CLOTHING WITH WOOD...	1:03
Health Services and Medical Care	1/9/2010	WAFF Saturday AM Rundown	SWINE FLU-VO	HERE'S THE LATEST ON THE SWINE FLU SITUATION. HEALTH OFFICIALS SAY ALABAMA IS THE ONLY STATE STILL REPORTING WIDESPREAD CASES. LAST WEEK, OTHER STATES WERE REPORTING A DROP IN THE SPREAD OF THE VIRUS.BUT ALABAMA WAS REPORTING THAT IT'S STILL WIDESPREAD.C-D-C OFFICIALS SAY THEY AREN'T SEEING CASES OF...	0:20
Health Services and Medical Care	1/15/2010	WAFF 5pm Friday	TYLENOL RECALL-VO	A MAJOR MEDICINE RECALL TONIGHT - CHANCES ARE YOU HAVE SOME OF THE PRODUCTS IN YOUR -MEDICINE- CABINET AT HOME. JOHNSON AND JOHNSON IS ADDING TYLENOL GELTABS, ARTHRITIS TREATMENTS, RAPID RELEASE AND EXTENDED RELEASE TYLENOL TO THEIR CURRENT RECALL. MOTRIN IB, CHEWABLE EXTRA STRENGTH ROLAIDS, BE...	0:38
Health Services and Medical Care	2/23/2010	WAFF 6pm Tuesday	COFFEE HOSPITAL-VO	AFTER MULLING OVER FOUR PROPOSALS, FLORENCE HOSPITAL OFFICIALS HAVE MADE A DECISION ON THE FUTURE OF ELIZA COFFEE MEMORIAL HOSPITAL. **E-C-M AND REGIONAL CARE HOSPITAL PARTNERS** OUT OF BRENTWOOD, TENNESSEE ARE CURRENTLY NEGOTIATING A PARTNERSHIP CONTRACT. IN AN INITIAL PROPOSAL BY R-C-H-P -...	0:42

Health Services and Medical Care	3/19/2010	WAFF 5pm (Day of Week)	HEALTH CARE VOTE-SOTvo	THE TIMING IS STILL UNCLEAR. THE VOTE COUNTS ARE SHAKY. BUT DEMOCRATS ARE CAUTIOUSLY CELEBRATING WHAT THEY NOW ASSUME WILL SOON BE A VICTORY ON HEALTH CARE REFORM. THE BIG VOTE IS STILL AT LEAST- 2- DAYS AWAY, BUT PRESIDENT OBAMA HELD WHAT LOOKED LIKE A VICTORY RALLY IN VIRGINIA. DURATION:0:00...	0:52
Health Services and Medical Care	3/27/2010	WAFF 10pm Friday	HEALTH CARE: RESTAURANT-INTRO	THE HEALTH CARE REFORM MEANS SOME BIG CHANGES FOR SOME *RESTAURANTS*. MANY SAY A PROVISION IN THE BILL WILL HELP PEOPLE MAKE SMARTER FOOD CHOICES. SOME RESTAURANTS WILL BE REQUIRED TO CLEARLY DISPLAY NUTRITION FACTS FOR ALL OF THEIR MEALS...THIS APPLIES TO CHAINS WITH- 20 -OR MORE LOCATIONS....	0:16

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 January 1 and March 30, 2010.

Aired Ad-ID	Week of Year	Material Product	During Program
Guide Dog Freedom	2010-06:02/08/10	Health	WAFF Paid M - SU 30 330A
Meningitis-Voice of TMYK MObama Child	2010-12:03/22/10	Health	WAFF NBC Early Today
Obesity	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
Double Dutch	2010-05:02/01/10	Health	WAFF NBC Early Today
TMYK Fallon Activity	2010-11:03/15/10	Health	WAFF Poker After Dark
Who Am I - Orthodontists	2010-05:02/01/10	Health	WAFF Late Night With Jimmy Fallon
Colorectal Cancer D Keato	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
TMYK Williams Anti-Smokin	2010-07:02/15/10	Health	
Autism Babysitter	2010-05:02/01/10	Health	WAFF Tonight Show w/Conan AN
Diabetes	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
Double Dutch	2010-11:03/15/10	Health	WAFF Comedy TV
Sign Language	2010-11:03/15/10	Health	WAFF Poker After Dark
Faces of Influenza	2010-13:03/29/10	Health	WAFF Late Night With Jimmy Fallon AN
TMYK Fallon Activity	2010-06:02/08/10	Health	WAFF Paid M - SU 30 330A
Who Am I - Orthodontists	2010-10:03/08/10	Health	WAFF In Wine Country
Sign Language	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Stroke Awareness-Internet	2010-13:03/29/10	Health	WAFF NBC Early Today

TMYK MObama Child Obesity	2010-12:03/22/10	Health	WAFF 3-2-1 Penguins!
Who Am I - Orthodontists	2010-09:03/01/10	Health	WAFF Paid M - SU 30 330A
TMYK Williams Anti-Smokin	2010-13:03/29/10	Health	WAFF Late Night With Jimmy Fallon AN
Guide Dog	2010-11:03/15/10	Health	WAFF Poker After Dark
TMYK MObama Child Obesity	2010-10:03/08/10	Health	WAFF Paid SA - SU 30 1205A
TMYK Snyder Take Meds	2010-05:02/01/10	Health	WAFF Paid M - SU 30 330A
Stroke Awareness-Internet	2010-11:03/15/10	Health	WAFF Comedy TV
TMYK Williams Anti-Smokin	2010-12:03/22/10	Health	WAFF Meet The Press AN
Double Dutch	2010-10:03/08/10	Health	WAFF Paid M - SU 30 3A
Colorectal Cancer D Keato	2010-08:02/22/10	Health	WAFF Olympics Late Night 1hr 25 min
Veggie Hunter Cancer	2010-11:03/15/10	Health	WAFF Comedy TV
Veggie Hunter Cancer	2010-10:03/08/10	Health	WAFF Poker After Dark
Who Am I - Orthodontists	2010-12:03/22/10	Health	WAFF Paid M - SU 30 3A
TMYK Snyder Take Meds	2010-07:02/15/10	Health	WAFF Olympics Late Night 1hr 25 min
Stroke Awareness Arrow	2010-06:02/08/10	Health	WAFF Paid M - SU 30 330A
TMYK Quin Diabetes	2010-09:03/01/10	Health	WAFF Paid SA - SU 30 135A
Flue-Go Protect Yourself	2010-05:02/01/10	Health	WAFF NBC Early Today
TMYK Fallon Activity	2010-11:03/15/10	Health	WAFF Paid FRI 30 430A
TMYK Quin Diabetes	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Frankel Act/Nut	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Meningitis-Voice of	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Snyder Take Meds	2010-09:03/01/10	Health	WAFF Paid SA - SU 30 230A
TMYK Fallon Activity	2010-10:03/08/10	Health	WAFF Poker After Dark
Double Dutch	2010-05:02/01/10	Health	WAFF Poker After Dark
TMYK Feuerstein Eco-Healt	2010-05:02/01/10	Health	WAFF Tonight Show w/Conan AN
Veggie Hunter Cancer	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3.5hrs (B)
TMYK Feuerstein Eco-Healt	2010-12:03/22/10	Health	WAFF Paid FRI 30 430A
TMYK Feuerstein Eco-Healt	2010-11:03/15/10	Health	WAFF NBC Early Today
March of Dimes Soccer	2010-05:02/01/10	Health	WAFF Paid M - SU 30 330A
TMYK Snyder Take Meds	2010-05:02/01/10	Health	WAFF Poker After Dark
March of Dimes Soccer	2010-08:02/22/10	Health	
Veggie Hunter Cancer	2010-06:02/08/10	Health	WAFF Paid M - SU 30 3A
March of Dimes Soccer	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs
Guide Dog Freedom	2010-08:02/22/10	Health	
TMYK Frankel Act/Nut	2010-08:02/22/10	Health	WAFF Olympics Late Night 1hr 25 min
Colorectal Cancer D Keato	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 3.5hrs
TMYK Frankel Act/Nut	2010-11:03/15/10	Health	WAFF Last Call w/Carson Daly

Patient Inv Restaurant	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Double Dutch	2010-07:02/15/10	Health	
TMYK Fallon Activity	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Stroke Awareness Arrow	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 3.5hrs
TMYK Snyder Take Meds	2010-06:02/08/10	Health	WAFF NBC Early Today
TMYK Quin Diabetes	2010-09:03/01/10	Health	WAFF Poker After Dark
Meningitis-Voice of	2010-13:03/29/10	Health	WAFF Poker After Dark
TMYK Frankel Act/Nut	2010-09:03/01/10	Health	WAFF Days of Our Lives M-F
Guide Dog Freedom	2010-07:02/15/10	Health	WAFF Olympics Late Night 1hr 25 min
TMYK Quin Diabetes	2010-05:02/01/10	Health	WAFF NBC Early Today
Faces of Influenza	2010-05:02/01/10	Health	WAFF Poker After Dark
Meningitis-Voice of	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
TMYK Williams Anti-Smokin	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Colorectal Cancer D Keato	2010-11:03/15/10	Health	WAFF Late Night With Jimmy Fallon AN
Colorectal Cancer D Keato	2010-12:03/22/10	Health	WAFF Comedy TV
Patient Inv Restaurant	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Diabetes	2010-07:02/15/10	Health	WAFF Olympics Late Night 1hr 25 min
Meningitis-Voice of	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 4hrs
Breast Cancer Awareness	2010-12:03/22/10	Health	WAFF Paid M - SU 30 330A
Colorectal Cancer D Keato	2010-06:02/08/10	Health	WAFF Paid M - SU 30 3A
TMYK Snyder Take Meds	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Feuerstein Eco-Healt	2010-13:03/29/10	Health	WAFF Paid M - SU 30 330A
Double Dutch	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Who Am I - Orthodontists	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Snyder Take Meds	2010-05:02/01/10	Health	WAFF In Wine Country SAT
TMYK Snyder Take Meds	2010-07:02/15/10	Health	
Flue-Go Protect Yourself	2010-07:02/15/10	Health	
Recovery B&W in Color	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Meningitis-Voice of	2010-13:03/29/10	Health	WAFF Late Night With Jimmy Fallon AN
Patient Inv Restaurant	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs
Sign Language	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3.5hrs (B)
Guide Dog Freedom	2010-05:02/01/10	Health	WAFF Paid M - SU 30 330A
Meningitis-Voice of	2010-12:03/22/10	Health	WAFF Poker After Dark
TMYK Snyder Take Meds	2010-05:02/01/10	Health	WAFF Paid SA - SU 30 230A
Diabetes	2010-10:03/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Guide Dog Freedom	2010-05:02/01/10	Health	WAFF Late Night With Jimmy Fallon
Meningitis-Voice of	2010-12:03/22/10	Health	WAFF In Wine Country

TMYK Williams Anti-Smokin	2010-05:02/01/10	Health	WAFF Late Night With Jimmy Fallon
Breast Cancer Awareness	2010-12:03/22/10	Health	WAFF Poker After Dark
Diabetes	2010-11:03/15/10	Health	WAFF Poker After Dark
TMYK Snyder Take Meds	2010-09:03/01/10	Health	WAFF Paid Fri/Sa 30 430A
TMYK Snyder Take Meds	2010-05:02/01/10	Health	WAFF Paid M - SA 30 4A
Stroke Awareness-Internet	2010-05:02/01/10	Health	WAFF Paid M - SU 30 3A
Guide Dog Freedom	2010-07:02/15/10	Health	WAFF Paid Fri/Sa 30 430A
Meningitis-Voice of	2010-12:03/22/10	Health	WAFF Poker After Dark
Veggie Hunter Cancer	2010-06:02/08/10	Health	WAFF Poker After Dark
Stroke Awareness-Internet	2010-08:02/22/10	Health	WAFF Paid SA - SU 30 230A
Breast Cancer Awareness	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
Colorectal Cancer D Keato	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Snyder Take Meds	2010-05:02/01/10	Health	WAFF Late Night With Jimmy Fallon
TMYK Fallon Activity	2010-12:03/22/10	Health	WAFF Poker After Dark
Diabetes	2010-06:02/08/10	Health	WAFF Poker After Dark
Stroke Awareness Arrow	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
Stroke Awareness-Internet	2010-05:02/01/10	Health	WAFF Poker After Dark
TMYK Williams Anti-Smokin	2010-05:02/01/10	Health	WAFF Late Night With Jimmy Fallon AN
TMYK Williams Anti-Smokin	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Meningitis-Voice of	2010-10:03/08/10	Health	WAFF Late Night With Jimmy Fallon AN
TMYK Quin Diabetes	2010-09:03/01/10	Health	WAFF Last Call w/Carson Daly
Meningitis-Voice of	2010-05:02/01/10	Health	WAFF Poker After Dark
Flue-Go Protect Yourself	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK MObama Child Obesity	2010-10:03/08/10	Health	WAFF Turbo Dogs
TMYK Frankel Act/Nut	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
Colorectal Cancer D Keato	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Veggie Hunter Cancer	2010-13:03/29/10	Health	WAFF Last Call w/Carson Daly
TMYK Williams Anti-Smokin	2010-12:03/22/10	Health	WAFF Poker After Dark
TMYK Frankel Act/Nut	2010-10:03/08/10	Health	WAFF Comedy TV
Recovery Making Sense	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
TMYK Feuerstein Eco-Healt	2010-12:03/22/10	Health	WAFF Poker After Dark
TMYK Williams Anti-Smokin	2010-11:03/15/10	Health	WAFF Late Night With Jimmy Fallon
Faces of Influenza	2010-11:03/15/10	Health	WAFF Late Night With Jimmy Fallon AN
Flue-Go Protect Yourself	2010-12:03/22/10	Health	WAFF Last Call w/Carson Daly
Guide Dog Freedom	2010-05:02/01/10	Health	WAFF Paid FRI 30 430A
Colorectal Cancer D Keato	2010-05:02/01/10	Health	WAFF Late Night With Jimmy Fallon
TMYK Snyder Take Meds	2010-11:03/15/10	Health	WAFF Poker After Dark

TMYK Quin Diabetes	2010-05:02/01/10	Health	WAFF Poker After Dark
TMYK Quin Diabetes	2010-09:03/01/10	Health	WAFF Late Night With Jimmy Fallon AN
Flue-Go Protect Yourself	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 3.5hrs
TMYK MObama Child Obesity	2010-12:03/22/10	Health	WAFF Paid M - SU 30 3A
Guide Dog Freedom	2010-05:02/01/10	Health	WAFF Paid M - SU 30 330A
TMYK Frankel Act/Nut	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Frankel Act/Nut	2010-09:03/01/10	Health	WAFF Paid M - SU 30 330A
Flue-Go Protect Yourself	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs
Veggie Hunter Cancer	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
TMYK Williams Anti-Smokin	2010-09:03/01/10	Health	WAFF Paid M - SA 30 4A
Guide Dog Freedom	2010-05:02/01/10	Health	WAFF Paid M - SA 30 4A
TMYK MObama Child Obesity	2010-10:03/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Flue-Go Protect Yourself	2010-11:03/15/10	Health	WAFF In Wine Country SAT
Double Dutch	2010-12:03/22/10	Health	WAFF Paid M - SA 30 4A
Stroke Awareness Arrow	2010-07:02/15/10	Health	
TMYK Williams Anti-Smokin	2010-08:02/22/10	Health	WAFF Paid Fri/Sa 30 430A
Autism Babysitter	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 4hrs
TMYK MObama Child Obesity	2010-10:03/08/10	Health	WAFF Babar
TMYK Williams Anti-Smokin	2010-12:03/22/10	Health	WAFF Comedy TV
TMYK Fallon Activity	2010-06:02/08/10	Health	WAFF Holiday On Ice
Guide Dog Freedom	2010-05:02/01/10	Health	WAFF Paid M - SU 30 330A
Colorectal Cancer D Keato	2010-05:02/01/10	Health	WAFF Tonight Show w/Conan AN
Meningitis-Voice of	2010-11:03/15/10	Health	WAFF Late Night With Jimmy Fallon
Stroke Awareness Arrow	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat Wkend 3.5hrs
Meningitis-Voice of	2010-11:03/15/10	Health	WAFF Paid M - SA 30 4A
Autism Babysitter	2010-06:02/08/10	Health	WAFF Poker After Dark
TMYK Williams Anti-Smokin	2010-06:02/08/10	Health	WAFF Last Call w/Carson Daly
Veggie Hunter Cancer	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Breast Cancer Awareness	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon
TMYK Quin Diabetes	2010-10:03/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Diabetes	2010-10:03/08/10	Health	WAFF Poker After Dark
Recovery B&W in Color	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Frankel Act/Nut	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat Wkend 3.5hrs
Stroke Awareness-Internet	2010-12:03/22/10	Health	
Sign Language	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
TMYK MObama Child Obesity	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
Guide Dog Freedom	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3.5hrs (B)

TMYK Quin Diabetes	2010-07:02/15/10	Health	WAFF Olympics Late Night 1hr 25 min
TMYK Williams Anti-Smokin	2010-10:03/08/10	Health	WAFF Poker After Dark
Recovery Making Sense	2010-05:02/01/10	Health	WAFF Last Call w/Carson Daly
Stroke Awareness Arrow	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Frankel Act/Nut	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
TMYK Frankel Act/Nut	2010-12:03/22/10	Health	WAFF Poker After Dark
Who Am I - Orthodontists	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
Colorectal Cancer D Keato	2010-05:02/01/10	Health	WAFF Tonight Show w/Conan AN
March of Dimes Soccer	2010-07:02/15/10	Health	WAFF Olympics Late Night 1hr 25 min
Sign Language	2010-10:03/08/10	Health	WAFF Paid M - SU 30 330A
TMYK Frankel Act/Nut	2010-10:03/08/10	Health	WAFF Late Night With Jimmy Fallon AN
TMYK Quin Diabetes	2010-10:03/08/10	Health	WAFF In Wine Country
Double Dutch	2010-07:02/15/10	Health	
Stroke Awareness Arrow	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs
Flue-Go Protect Yourself	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Sign Language	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
Faces of Influenza	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Double Dutch	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
Guide Dog	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
TMYK Snyder Take Meds	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 4hrs
March of Dimes Soccer	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3hrs
Guide Dog Freedom	2010-07:02/15/10	Health	WAFF Paid FRI 30 430A
TMYK Williams Anti-Smokin	2010-05:02/01/10	Health	WAFF Last Call w/Carson Daly
Flue-Go Protect Yourself	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
TMYK Quin Diabetes	2010-11:03/15/10	Health	WAFF Late Night With Jimmy Fallon AN
Meningitis-Voice of	2010-11:03/15/10	Health	WAFF Paid M - SU 30 330A
TMYK Frankel Act/Nut	2010-12:03/22/10	Health	WAFF Poker After Dark
Meningitis-Voice of	2010-12:03/22/10	Health	WAFF Paid M - SU 30 330A
Sign Language	2010-08:02/22/10	Health	WAFF Olympics Late Night 1hr 25 min
TMYK Williams Anti-Smokin	2010-08:02/22/10	Health	WAFF Olympics Late Night 1hr 25 min
Guide Dog Freedom	2010-05:02/01/10	Health	WAFF Paid M - SU 30 3A
Breast Cancer Awareness	2010-12:03/22/10	Health	WAFF Paid SA - SU 30 230A
TMYK Fallon Activity	2010-12:03/22/10	Health	WAFF Paid SA - SU 30 230A
Colorectal Cancer D Keato	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon
TMYK Snyder Take Meds	2010-05:02/01/10	Health	WAFF In Wine Country
TMYK Feuerstein Eco-Healt	2010-09:03/01/10	Health	WAFF Paid M - SU 30 330A
TMYK MObama Child Obesity	2010-10:03/08/10	Health	WAFF Paid M - SU 30 330A

Faces of Influenza	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 3.5hrs
TMYK Williams Anti-Smokin	2010-09:03/01/10	Health	WAFF Late Night With Jimmy Fallon
Patient Inv Restaurant	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 4hrs
Flue-Go Protect Yourself	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon
Who Am I - Orthodontists	2010-10:03/08/10	Health	WAFF Poker After Dark
TMYK Williams Anti-Smokin	2010-06:02/08/10	Health	WAFF Paid M - SU 30 330A
Sign Language	2010-11:03/15/10	Health	WAFF Late Night With Jimmy Fallon
Flue-Go Protect Yourself	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
TMYK Williams Anti-Smokin	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3hrs(A)
Yasmin	2010-10:03/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Yasmin	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
Yasmin	2010-12:03/22/10	Health	WAFF Poker After Dark
Diabetes Care Presto v2	2010-11:03/15/10	Health	WAFF Poker After Dark
Citizens Medical Talk 602	2010-10:03/08/10	Health	WAFF Paid SA - SU 30 2A
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF Medical Breakthroughs
Diabetes Care Presto v2	2010-07:02/15/10	Health	WAFF Olympics Late Night 1hr 25 min
Citizens Medical Talk 602	2010-06:02/08/10	Health	WAFF Poker After Dark
Yasmin	2010-05:02/01/10	Health	WAFF Paid M - SU 30 330A
Care Stress QAMX016000	2010-05:02/01/10	Health	WAFF Poker After Dark
Yasmin	2010-12:03/22/10	Health	WAFF Paid M - SU 30 3A
Yasmin	2010-12:03/22/10	Health	WAFF Comedy TV
Diabetes Care Presto v2	2010-06:02/08/10	Health	WAFF Holiday On Ice
Yasmin	2010-09:03/01/10	Health	WAFF Paid SA - SU 30 230A
Yasmin	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3.5hrs
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF Poker After Dark
Yasmin	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
Citizens Medical Talk 602	2010-06:02/08/10	Health	WAFF Last Call w/Carson Daly
Yasmin	2010-12:03/22/10	Health	WAFF Medical Breakthroughs
Yasmin	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon
Yasmin	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3hrs
Americ Tax Rel Placecards	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon
Haitian Relief-DIRREL1001	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Yasmin	2010-05:02/01/10	Health	WAFF Paid M - SU 30 330A
Citizens Medical Talk 602	2010-10:03/08/10	Health	WAFF Poker After Dark
Diabetes Care Presto v2	2010-06:02/08/10	Health	WAFF NBC Early Today
Diabetes Care Presto v2	2010-06:02/08/10	Health	WAFF Poker After Dark
Diabetes Care Presto v2	2010-06:02/08/10	Health	WAFF Paid M - SA 30 4A

Yasmin	2010-06:02/08/10	Health	WAFF Poker After Dark
Citizens Medical Talk 602	2010-10:03/08/10	Health	WAFF Paid FRI 30 430A
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
Citizens Medical Talk 602	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3.5hrs (B)
Care Stress QAMX016000	2010-05:02/01/10	Health	WAFF Poker After Dark
Yasmin	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
Citizens Medical Talk 602	2010-08:02/22/10	Health	WAFF Paid SA - SU 30 5A
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF Poker After Dark
Yasmin	2010-10:03/08/10	Health	WAFF Late Night With Jimmy Fallon AN
Yasmin	2010-05:02/01/10	Health	WAFF Late Night With Jimmy Fallon AN
Yasmin	2010-13:03/29/10	Health	WAFF Paid M - SU 30 3A
Haitian Relief-DIRREL1001	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
Citizens Medical Talk 602	2010-13:03/29/10	Health	WAFF Late Night With Jimmy Fallon AN
Yasmin	2010-06:02/08/10	Health	WAFF Poker After Dark
CareOne Stressed Rev	2010-12:03/22/10	Health	WAFF Last Call w/Carson Daly
Citizens Medical Talk 602	2010-06:02/08/10	Health	WAFF Poker After Dark
Yasmin	2010-10:03/08/10	Health	WAFF Poker After Dark
Diabetes Care Presto v2	2010-05:02/01/10	Health	WAFF Late Night With Jimmy Fallon
Citizens Medical Talk 602	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
Citizens Medical Talk 602	2010-11:03/15/10	Health	WAFF Late Night With Jimmy Fallon
Diabetes Care Presto v2	2010-06:02/08/10	Health	WAFF Olympic Opening Repeat 3hr 20min
CareOne Stressed Rev	2010-11:03/15/10	Health	WAFF Comedy TV
Citizens Medical Talk 602	2010-10:03/08/10	Health	WAFF Poker After Dark
Citizens Medical Talk 602	2010-13:03/29/10	Health	WAFF Paid M - SU 30 330A
Yasmin	2010-11:03/15/10	Health	WAFF Late Night With Jimmy Fallon AN
Yasmin	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
Yasmin	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
CareOne Stressed Rev	2010-12:03/22/10	Health	WAFF Paid SA - SU 30 2A
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon AN
CareOne Stressed Rev	2010-13:03/29/10	Health	WAFF Late Night With Jimmy Fallon
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF Comedy TV
Yasmin	2010-12:03/22/10	Health	WAFF Poker After Dark
Yasmin	2010-07:02/15/10	Health	
Diabetes Care Presto v2	2010-07:02/15/10	Health	WAFF Olympic Prime Repeat 3hrs
CareOne Stressed Rev	2010-10:03/08/10	Health	WAFF Paid SA - SU 30 230A
Haitian Relief-DIRREL1001	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 3.5hrs

Citizens Medical Talk 602	2010-10:03/08/10	Health	WAFF Paid M - SA 30 4A
Yasmin	2010-08:02/22/10	Health	WAFF Paid M - SU 30 330A
Citizens Medical Talk 602	2010-10:03/08/10	Health	WAFF Late Night With Jimmy Fallon
Citizens Medical Talk 602	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3.5hrs(A)
Citizens Medical Talk 602	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3hrs
Yasmin	2010-10:03/08/10	Health	WAFF Poker After Dark
Yasmin	2010-10:03/08/10	Health	WAFF Paid SA - SU 30 135A
Yasmin	2010-06:02/08/10	Health	WAFF Olympic Prime Repeat Wkend 3.5hrs
Diabetes Care Presto v2	2010-06:02/08/10	Health	WAFF Late Night With Jimmy Fallon AN
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Citizens Medical Talk 602	2010-08:02/22/10	Health	WAFF Olympic Prime Repeat 3hrs
Diabetes Care Presto v2	2010-05:02/01/10	Health	WAFF Poker After Dark
Diabetes Care Presto v2	2010-05:02/01/10	Health	WAFF NBC Early Today
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF Late Night With Jimmy Fallon
Haitian Relief-DIRREL1001	2010-06:02/08/10	Health	WAFF NBC Early Today
Citizens Medical Talk 602	2010-13:03/29/10	Health	WAFF Paid M - SA 30 4A
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF NBC Early Today
CareOne Stressed Rev	2010-12:03/22/10	Health	WAFF Poker After Dark
Diabetes Care Presto v2	2010-06:02/08/10	Health	WAFF Poker After Dark
CareOne Stressed Rev	2010-11:03/15/10	Health	WAFF Paid M - SU 30 3A
Citizens Medical Talk 602	2010-12:03/22/10	Health	WAFF In Wine Country SAT

Programs Providing Most Significant Treatment of Community Issues:

Public Safety and Crime

Issue	Date	Program	Segment	Summary	Duration
Public Safety and Crime	2/8/2010	Oprah Winfrey		Oprah sits down for one of the most honest conversations she's ever had with four convicted child molesters.	
Public Safety and Crime	3/15/2010	NBC Nightly News		We're watching Toyota officials' reaction to the story of last week's runaway Prius, which the company now says is inconsistent with testing on various parts of the car, including the brakes.	
Public Safety and Crime	2/26/2010	Dr. Phil		Do you know someone who makes big mistakes over and over? Dr. Phil gives his guests the	
Public Safety and Crime	1/1/2010	WAFF 10pm Thursday	MOVE OVER LAW-PKG	IN 2007, A HUNTSVILLE POLICE OFFICER WAS INJURED WHEN HIS PATROL CAR WAS REAR-ENDED BY ANOTHER VEHICLE. POLICE SAY THE DRIVER THAT CAUSED THE ACCIDENT VIOLATED THE STATE'S *MOVE OVER* LAW.NAME: HENRY REYES, HUNTSVILLE POLICE CHIEFDURATION:0:05 AND NOW WRECKER SERVICES ARE INCLUDED....AND...	1:05
Public Safety and Crime	1/4/2010	WAFF 6pm Monday	JAIL UPDATE-PKG	MADISON COUNTY SHERIFF BLAKE DORNING WILL SOON BE ABLE TO TAKE DIETICIAN OFF OF HIS WORKLOAD. THE COUNTY COMMISSION APPROVED A BID FROM C-B-M FOOD SERVICE OUT OF SIOUX FALLS, SOUTH DAKOTA TO PROVIDE FOOD SERVICES FOR THE HUNTSVILLE-MADISON COUNTY METRO JAIL.DURATION:0:12(Trang Do)"Currently the...	1:20
Public Safety and Crime	1/8/2010	WAFF 5pm Friday	1ST 4CAST-WXGRFX	...	0:00
Public Safety and Crime	1/8/2010	WAFF 5pm Friday	DEKALB EMERGENCY-PKG	Shoveling gravel" PUBLIC WORKS AND ROAD DEPARTMENT CREWS ARE WORKING AS FAST AS THEY CAN TO GET ROADS TREATED. BUT E-M-A DIRECTOR MIKE LEATH SAYS DEKALB COUNTY'S TERRAIN PRESENTS SOME ADDED ISSUES.DURATION:0:06 THOUGH MAJOR STATE HIGHWAYS LIKE 75, HAVE BEEN TREATED, THERE ARE...	1:07
Public Safety and Crime	1/9/2010	WAFF Saturday AM Rundown	DEKALB EMERGENCY-PKG	DURATION:0:05(NATS)"Shoveling gravel" PUBLIC WORKS AND ROAD DEPARTMENT CREWS ARE WORKING AS FAST AS THEY CAN TO GET ROADS TREATED. BUT E-M-A DIRECTOR MIKE LEATH SAYS DEKALB COUNTY'S TERRAIN PRESENTS SOME ADDED ISSUES.DURATION:0:06 THOUGH MAJOR STATE HIGHWAYS LIKE 75, HAVE BEEN TREATED, THERE ARE...	1:07

Public Safety and Crime	1/9/2010	WAFF Saturday AM Rundown	ROAD CONDITIONS-VO	NOW TO ROAD CONDITIONS: TRAVEL HASN'T BEEN SO EASY IN OUR AREA SINCE WINTER WEATHER SHUT DOWN A MAJOR ROADWAY. AND IT'S EXPECTED TO REMAIN CLOSED FOR MOST OF THE WEEKEND. PARTS OF I-565 HAVE FROZEN OVER, CAUSING PLENTY OF CONFUSION FOR DRIVERS. CREWS HAVE BARRICADED ENTRANCES TO PREVEN...	0:49
Public Safety and Crime	1/15/2010	WAFF 5pm Friday	TEXT ARREST-PKG	THURSDAY, POLICE ARRESTED 18-YEAR-OLD NICHOLAS WAYNE HOLLINS, A JUNIOR AT MUSCLE SHOALS HIGH SCHOOL. HE'S CHARGED WITH DISTRIBUTION OF OBSCENE MATERIALS TO MINORS. COLBERT COUNTY SHERIFF RONNIE MAY SAYS HOLLINS USED HIS CELL PHONE TO SEND NUDE PHOTOS OF HIS 15-YEAR-OLD EX-GIRLFRIEND TO OTHER...	1:08
Public Safety and Crime	1/15/2010	WAFF 5pm Friday	RYAN MOORE-INTRO	A FORMER HUNTSVILLE POLICE OFFICER IS =SENTENCED= AFTER PLEADING GUILTY TO POSSESSING MARIJUANA. WAFF 48'S ELIZABETH GENTLE IS LIVE AT THE MADISON COUNTY COURTHOUSE. ELIZABETH - RYAN MOORE ADDRESSED THE COURT DURING TODAY'S HEARING....	0:13
Public Safety and Crime	2/23/2010	WAFF 6pm Tuesday	BISHOP'S PATENT-M-PKG	THE INQ, A PORTABLE CELL INCUBATOR INVENTED BY UA-HUNTSVILLE MURDER SUSPECT DR. AMY BISHOP AND HER HUSBAND JIM ANDERSON HAS BEEN HAILED AS A DEVICE THAT "WILL ROCK THE CELL GROWTH WORLD." THE INCUBATOR IS SET TO DROP COMMERCIALY IN JUNE, WITH THE POTENTIAL TO MAKE MILLIONS FOR UA-HUNTSVILLE. DU...	1:01
Public Safety and Crime	3/4/2010	WAFF Noon Thursday	GUN at Whitesburg School-ANIM	WE'RE TRACKING BREAKING NEWS THIS AFTERNOON. WHITESBURG MIDDLE SCHOOL IN SOUTH HUNTSVILLE IS ON LOCKDOWN.HUNTSVILLE POLICE SAY AN UNLOADED GUN WAS FOUND IN THE BATHROOM, BUT EVERYONE IS SAFE.WAFF 48'S TRANG DO JOINS US LIVE FROM THE SCHOOL.TRANG...WHAT IS THE SITUATION THERE NOW? LEE, WE HAVE NO...	1:42
Public Safety and Crime	3/4/2010	WAFF 6pm Thursday	DEPUTIES CHEROKEE MEETINGS-PKG	THIS IS THE VIDEO THAT SHOWS CHEROKEE RESDIENT BETTY MCKINNEY AND CHEROKEE MAYOR CHUCK LANSDELLS WIFE TINA GETTING INTO A VERBAL CONFRONTATION BEFORE BOTH FALLING TO THE GROUND -- natsMOMENTS LATER LANSELLS SON AND MCKINNEY EXCHANGE WORDS AND TEMPERS FLAIR ONCE AGAIN -- COLBERT COUNTY SHERIFF RONNI...	1:02

Public Safety and Crime	3/4/2010	WAFF 6pm Thursday	GUN FOUND AT WHITESBURG-PKG	DROVES OF PARENTS RUSHED TO WHITESBURG MIDDLE SCHOOL, FOLLOWING A SCHOOL PHONE ALERT THAT A HANDGUN WAS FOUND IN A RESTROOM GARBAGE CAN. AND MANY OF THEM WERE ANGRY.DURATION:0:05 ANGRY BECAUSE WHEN THEY DROPPED OFF THEIR KIDS IN THE MORNING, THEY WEREN'T THEN TOLD ABOUT RUMORS THAT A STUDEN...	1:31
Public Safety and Crime	3/4/2010	WAFF 6pm Thursday	HOME INVASION-MAPvo	ALL NEW AT SIX: -2-MEN ARE ACCUSED OF FORCING THEIR WAY INTO A WOMAN'S HOUSE AND ATTACKING AND ROBBING HER. THE INCIDENT HAPPENED EARLY THIS MORNING AT A HOME ON 5TH AVENUE IN SOUTHEAST DECATUR .POLICE SAY -2- MEN ,ARMED WITH -FIXED BLADE HUNTING- STYLE KNIVES-,KICKED IN THE FRONT DOOR, ATTACKED THE...	0:24
Public Safety and Crime	3/4/2010	WAFF 6pm Thursday	HARTSELLE-STILLS	YOUR HELP IS NEEDED IN IDENTIFYING - 2- BURGLARS TONIGHT.THESE SURVEILLANCE PICTURES WERE TAKEN DURING THE BURGLARY AT- THE WEST MART- ON HIGHWAY -36- IN HARTSELLE EARLY THIS MORNING.POLICE DIDN'T RELEASE -WHAT- WAS TAKEN FROM THE BUSINESS.IF YOU HAVE ANY INFORMATION ABOUT THIS CRIME, CALL HARTSELLE...	0:17
Public Safety and Crime	3/5/2010	WAFF 6pm Friday	Anonymous Text Message-PKG	HUNTSVILLE CITY SCHOOL BOARD PRESIDENT DOUG MARTINSON IS A MEMBER OF THE CITY OF MADISON'S SCHOOL SAFETY TASK FORCE. JUST A MONTH INTO THE TASK FORCE, HE'S ALREADY SHARING WHAT HE'S LEARNING WITH HIS COLLEAGUES IN HUNTSVILLE. AT THURSDAY'S SCHOOL BOARD MEETING, HE BROUGHT UP THE IDEA OF ESTA...	1:08
Public Safety and Crime	3/5/2010	WAFF 6pm Friday	CAR INTO HOUSE-MAPvo	A SHORT POLICE PURSUIT ENDED WITH A CARCRASHING INTO A HOUSE. IT HAPPENED ABOUT NOON IN FLORENCE AT THE INTERSECTION OF CHEROKEE STREET AND IRVINE AVENUE. WAFF 48'S NICK LOUGH JOINS US WITH THE STORY.. NICK. LIZ -- INVESTIGATORS WERE OUT LOOKING FOR FLORENCE RESIDENT TIMOTHY FUNCHE...	0:57
Public Safety and Crime	3/6/2010	WAFF 5pm Saturday Rundown	MISSING PERSON-STILL	HARTSELLE POLICE ARE LOOKING FOR A WOMAN WHO HAS BEEN MISSING SINCE WEDNESDAY. CHRISTI LEIGH ROBERTS IS 24 YEARS OLD, HAS BROWN HAIR AND GREEN EYES. SHE WAS LAST SEEN WEARING A BLUE HOODIE AND JEANS. ROBERTS DRIVES A 1992 MAZDA PROTEGE, GOLD IN COLOR WITH NO TAG. IF YOU HAVE ANY INFO...	0:19

Public Safety and Crime	3/14/2010	WAFF 10pm Saturday Rundown	SPRING BREAK TRAFFIC-VO	STATE TROOPERS ARE PREPARING FOR INCREASED TRAFFIC THROUGHOUT THE SPRING BREAK SEASON. THEY'RE PLANNING ON STEPPING UP PATROLS ON INTERSTATES AND OTHER HEAVILY TRAVELED BEACH AND VACATION ROUTES TO PROMOTE TRAVEL SAFETY DURING THE PERIOD. ENFORCEMENT PLANS WILL INCLUDE SPEED LIMIT DETAILS A...	0:25
Public Safety and Crime	3/14/2010	WAFF 10pm Saturday Rundown	POWER OUTAGE-VO	A FIRE TRUCK HIT A 50-FOOT CONCRETE UTILITY POLE CAUSING A MASSIVE POWER OUTAGE IN THE MERIDIANVILLE AREA. IT HAPPENED EARLIER THIS EVENING ON STEGER ROAD. A MERIDIANVILLE VOLUNTEER FIREFIGHTER WAS THE ONLY ONE IN THE ENGINE. HE WAS RETURNING TO THE STATION FROM A CALL WHEN THE VEHICLE...	0:36
Public Safety and Crime	3/15/2010	WAFF 10pm Sunday Rundown	MARINE WRECK DEATH-INTRO	FAMILY AND FRIENDS OF A HUNTSVILLE MARINE ARE IN MOURNING TONIGHT. THIS, AFTER HE WAS KILLED AND HIS WIFE WAS INJURED IN A CAR ACCIDENT IN GEORGIA SATURDAY AFTERNOON. WAFF 48'S TRANG DO JOINS US LIVE FROM GRISSOM HIGH SCHOOL. TRANG... MARINE LANCE CORPORAL GREGORY SUEDMEYER AND HIS WIFE...	1:29
Public Safety and Crime	3/19/2010	WAFF 5pm (Day of Week)	DRUG BUST-PKG	IN JULY 2009, MADISON COUNTY DRUG AGENTS ARRESTED RICKY GLENN TAYLOR, A MAN THEY DESCRIBE AS A CAREER NARCOTICS DISTRIBUTOR. HE WAS CHARGED WITH TRAFFICKING PRESCRIPTION MEDICATIONS. SOME 300-THOUSAND DOLLARS WAS FOUND IN TAYLOR'S ATTIC, BUT DRUG AGENTS KNEW THERE WAS MORE. AFTER 7 MONTH...	1:38
Public Safety and Crime	3/19/2010	WAFF 5pm (Day of Week)	DEAD CROWS-INTRO	FLORENCE CITY CREWS ARE LEFT SCRATCHING THEIR HEADS AFTER MORE THAN A DOZEN BIRDS ARE FOUND DEAD ON CITY STREETS. WAFF-48'S NICK LOUGH JOINS US LIVE IN OUR SHOALS NEWSROOM WITH THE STORY. NICK -- WHEN DID THEY MAKE THE DISCOVERY? KIM -- CITY OFFICIALS TELL ME THEY WERE NOTIFIED YESTERD...	1:13
Public Safety and Crime	3/19/2010	WAFF 5pm (Day of Week)	SINKHOLE SPEEDERS-PKG	NEARING THE END OF A DETOUR IS AN EXCITING THING WHEN YOU'VE BEEN STUCK IN TRAFFIC FOR MILES.(NATS Decatur Police Car)"Lights and sirens" BUT POLICE SAY SOME PEOPLE ARE GETTING A LITTLE TOO EXCITED. IN A SPAN OF ABOUT FOUR HOURS, THIS DECATUR POLICE OFFICER HAS WRITTEN 18 TICKETS. THIS T...	0:53
Public Safety and Crime	3/19/2010	WAFF 6pm (Day of Week)	Sinkhole Repairs-PKG	(Tammy Shelton 48:23)"Just stop and go, stop and go." THAT'S A GOOD WAY TO DESCRIBE TRAFFIC ON HIGHWAY 31 THROUGH HARTSELLE. AND IT'S NOT LIKELY TO CHANGE, ANYTIME SOON.(Eric Pope 47:28-47:31)"This is just overbearing, I've never seen anything like this." D-O-T CREWS ARE WORKING AROUND T...	0:59

Public Safety and Crime	3/19/2010	WAFF 6pm (Day of Week)	Record Pill Bust-PKG	DRUG AGENTS-WITH THE HELP OF THIS K-9 NAMED TIMBER- FOUND SO MANY PRESCRIPTION PILLS STASHED IN A STORAGE UNIT IN NORTH MADISON COUNTY THEY COULDN'T COUNT THEM ALL BY HAND. MORE THAN 20-THOUSAND NARCOTICS RANGING FROM METHADONE TO MORPHINE, NOW SEPERATED INTO PLASTIC BAGS. THERE'S ALSO DOZEN...	1:36
Public Safety and Crime	3/19/2010	WAFF 6pm (Day of Week)	Stolen Dance Costumes-PKG	LINDSEY BELEW HAS SPENT UP TO SIX HOURS EVERY WEEK FOR THE PAST SEVEN MONTHS PREPARING AND REHEARSING EVERY STEP IN HER DANCE ROUTINE FOR A DANCE COMPETITION THIS WEEKEND AND AN UPCOMING RECITAL.Right here at competition time we've got to worry about our dance moves and our choreography and getting...	1:06
Public Safety and Crime	3/20/2010	WAFF Saturday AM Rundown	Sinkhole Repairs-PKG	(Tammy Shelton 48:23)"Just stop and go, stop and go." THAT'S A GOOD WAY TO DESCRIBE TRAFFIC ON HIGHWAY 31 THROUGH HARTSELLE. AND IT'S NOT LIKELY TO CHANGE, ANYTIME SOON.(Eric Pope 47:28-47:31)"This is just overbearing, I've never seen anything like this." D-O-T CREWS ARE WORKING AROUND T...	1:01
Public Safety and Crime	3/26/2010	WAFF 5pm Friday	SHIPP SENTENCE-PKG	A DIFFERENT SIDE OF KENNETH SHIPP FROM WHEN WE SAW HIM IN COURT A MONTH AGO. HIS BEARD IS SHAVED. HIS SUIT REPLACED BY ORANGE INMATE CLOTHING. A LAST CHANCE TO SPEAK BEFORE SENTENCING, SHIPP TOLD THE COURT...PEOPLE DON'T KNOW WHO I AM. MY AGENDA IS TO EXPLAIN MYSELF AND TO APOLOGIZE....	1:54
Public Safety and Crime	3/26/2010	WAFF 5pm Friday	FLOODED ROADS-PKG	THIS IS THE END RESULT AFTER SEVERAL DAYS OF HEAVY RAIN IN LAUDERDALE COUNTY A ROAD CLOSED SIGN PUT UP ON COUNTY ROAD 96 AND FOR LEON ROBERTS IT'S A SCENE HE KNOWS ALL TOO WELL. It'll get that deep right here.ROBERT'S HOUSE IS LESS THAN 30 YARDS FROM THE PART PAVEMENT AND PART GRAVEL ROAD AND DURIN...	1:20
Public Safety and Crime	3/27/2010	WAFF 10pm Friday	SHIPP SENTENCING-PKG	BILLY HANCOCK TOOK ME BACK TO THE NIGHT OF DECEMBER 14TH, 2007. A NIGHT WHEN A FENDER BENDER WITH MINOR DAMAGE CAUSED IRREPARABLE DAMAGE WITH THE DEATH OF OFFICER ERIC FREEMAN. TWO OFFICERS RESPONDED TO THE ACCIDENT OFF BAILEY COVE ROAD. OFFICER ERIC FREEMAN WAS ONE OF THEM.... HANCO...	1:04

Public Safety and Crime	3/27/2010	WAFF 10pm Friday	DISCOVERY HEARING-VO	A HEARING SCHEDULED FOR THE TEEN ACCUSED OF KILLING HIS CLASSMATE AT DISCOVERY MIDDLE SCHOOL HAS BEEN DELAYED -AGAIN-. A JUDGE WAS EXPECTED TO ISSUE A DECISION ABOUT WHERE TO -TRY- THE TEENAGER ,- MONDAY-. HE COULD BE TRIED IN THE JUVENILE COURT -OR- THE ADULT COURT. THE 14-YEAR-OLD IS CHARGED WIT...	0:22
Public Safety and Crime	3/27/2010	WAFF 10pm Friday	SINKHOLE OPENING-VO	THE SECTION OF I-65 IN MORGAN COUNTY CLOSED BY A SINKHOLE HAS RE-OPENED. CREWS HAVE WORKED "AROUND THE CLOCK" FOR A WEEK TO REPAIR THE SINKHOLE. NORTHBOUND DRIVERS HAD TO MAKE A 16 MILE DETOUR AROUND THE SINKHOLE WORK. BUT NOT ANYMORE. BY THE WAY, THE U-S GEOLOGICAL SURVEY SHOWS ALABAMA IS AMONG...	0:17
Public Safety and Crime	3/27/2010	WAFF 10pm Friday	KENTUCKY AX-VO	AN ALABAMA TRUCK DRIVER AND 10 OTHERS ARE DEAD AFTER A COLLISION IN KENTUCKY. IT HAPPENED THIS MORNING ON INTERSTATE 65 NEAR MUNFORDVILLE. A TRACTOR TRAILER COLLIDED WITH A CHURCH VAN. AUTHORITIES SAY THE TRACTOR-TRAILER CROSSED THE HIGHWAY'S MEDIAN AND HIT THE VAN HEAD-ON. THE VAN'S PASSENGERS...	0:23
Public Safety and Crime	3/27/2010	WAFF 10pm Friday	NATIONAL WEATHER SERVICE TORNADOS-VO	NEW DETAILS ABOUT SEVERE WEATHER THAT HIT THE VALLEY... A PRELIMINARY STORM SURVEY OF THE DAMAGE ACROSS MORGAN COUNTY HAS BEEN COMPLETED BY THE NATIONAL WEATHER SERVICE AND THE E-M-A. THEY REPORT AN -E-F-1 - TOUCHED DOWN WEST OF -MASSEY- AT APPROXIMATELY 5:40. - THE NATIONAL WEATHER SERVICE- REPOR...	0:30
Public Safety and Crime	3/30/2010	WAFF 10pm Monday	VALLEY WANTED-PKG	IN OTHER WORDS, CHRISTOPHER SCOTT MALONE IS HIS REAL NAME. BUT POLICE ARE LOOKING FOR HIM FOR USING SOMEONE ELSE'S NAME TO STEAL SOME MONEY. THEFT OF PROPERTY IS ANOTHER CRIME WE SEE ALL-TOO OFTEN. AND WE'RE SEEING IT TWICE THIS WEEK. POLICE NEED YOUR HELP FINDING JOHNNY GARTH, WHO'S WANTED ON A CHA...	0:41

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 January 1 and March 30, 2010.

Aired Ad-ID	Week of Year	Material Product	During Program
Red Cross	2010-05:02/01/10	Public Safety	WAFF Comedy TV
Red Cross	2010-	Public Safety	WAFF Olympic Prime Repeat 3.5hrs(A)

	07:02/15/10		
Red Cross	2010-05:02/01/10	Public Safety	WAFF Paid M - SU 30 330A
Red Cross	2010-07:02/15/10	Public Safety	WAFF Olympic Prime Repeat 3hrs
Red Cross Haiti	2010-06:02/08/10	Public Safety	WAFF Olympic Prime Repeat Wkend 3.5hrs
Red Cross	2010-07:02/15/10	Public Safety	WAFF Olympic Prime Repeat 3hrs
Red Cross	2010-08:02/22/10	Public Safety	WAFF Olympic Prime Repeat 3.5hrs (B)
Red Cross	2010-08:02/22/10	Public Safety	WAFF NBC Early Today
Red Cross Haiti	2010-05:02/01/10	Public Safety	WAFF Paid M - SA 30 4A
Roadblock Stretcher	2010-06:02/08/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Effect (SP)	2010-05:02/01/10	Public Safety	WAFF Paid M - SA 30 4A
World Upside Down	2010-12:03/22/10	Public Safety	WAFF Paid M - SA 30 4A
Roadblock Save A Life	2010-07:02/15/10	Public Safety	
World Upside Down	2010-06:02/08/10	Public Safety	WAFF Poker After Dark
Roadblock Post Crash	2010-13:03/29/10	Public Safety	WAFF Late Night With Jimmy Fallon
Roadblock Hospital	2010-08:02/22/10	Public Safety	
Roadblock Effect (SP)	2010-07:02/15/10	Public Safety	WAFF Olympic Prime Repeat Wkend 4hrs
Roadblock Post Crash	2010-05:02/01/10	Public Safety	WAFF Paid M - SU 30 330A
Roadblock Mugshot	2010-07:02/15/10	Public Safety	
World Upside Down	2010-05:02/01/10	Public Safety	WAFF In Wine Country
Roadblock Stretcher	2010-05:02/01/10	Public Safety	WAFF Paid Fri/Sa 30 430A
Online Sex Exploit Evryon	2010-06:02/08/10	Public Safety	WAFF Olympic Prime Repeat Wkend 3.5hrs
World Upside Down	2010-12:03/22/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock John Elliott	2010-05:02/01/10	Public Safety	WAFF 48 News @ 10 -Fri
Roadblock Stretcher	2010-06:02/08/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Stretcher	2010-07:02/15/10	Public Safety	WAFF Olympic Prime Repeat 3hrs
Roadblock Save A Life	2010-11:03/15/10	Public Safety	WAFF Paid Fri/Sa 30 430A
Online Sex Exploit Evryon	2010-05:02/01/10	Public Safety	WAFF Poker After Dark
Roadblock John Elliott	2010-10:03/08/10	Public Safety	WAFF Poker After Dark
World Upside Down	2010-06:02/08/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Post Crash	2010-06:02/08/10	Public Safety	WAFF Olympic Prime Repeat Wkend 4hrs
Roadblock John Elliott	2010-06:02/08/10	Public Safety	WAFF Olympic Prime Repeat Wkend 4hrs
Roadblock Hospital	2010-10:03/08/10	Public Safety	WAFF Poker After Dark
World Upside Down	2010-10:03/08/10	Public Safety	WAFF Paid M - SU 30 3A
Roadblock Ambulance	2010-06:02/08/10	Public Safety	WAFF Poker After Dark
Roadblock Save A Life	2010-05:02/01/10	Public Safety	WAFF Tonight Show w/Conan AN
World Upside Down	2010-09:03/01/10	Public Safety	WAFF Comedy TV
Roadblock Effect (SP)	2010-11:03/15/10	Public Safety	WAFF Paid M - SU 30 330A

Roadblock Breathalyzer	2010-09:03/01/10	Public Safety	WAFF In Wine Country SAT
Roadblock Effect (SP)	2010-11:03/15/10	Public Safety	WAFF Comedy TV
Roadblock Ambulance	2010-10:03/08/10	Public Safety	WAFF Poker After Dark
Roadblock Ambulance	2010-08:02/22/10	Public Safety	WAFF Olympic Prime Repeat 3hrs
Roadblock Hospital	2010-13:03/29/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
World Upside Down	2010-10:03/08/10	Public Safety	WAFF Paid M - SU 30 330A
Roadblock John Elliott	2010-13:03/29/10	Public Safety	WAFF Paid M - SU 30 3A
Roadblock Ambulance	2010-07:02/15/10	Public Safety	WAFF Olympic Prime Repeat 3hrs
Roadblock Hospital	2010-11:03/15/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Ambulance	2010-07:02/15/10	Public Safety	WAFF Olympic Prime Repeat 3.5hrs(A)
World Upside Down	2010-11:03/15/10	Public Safety	WAFF Poker After Dark
Roadblock Breathalyzer	2010-08:02/22/10	Public Safety	WAFF Paid SA - SU 30 230A
Roadblock Breathalyzer	2010-10:03/08/10	Public Safety	WAFF Last Call w/Carson Daly
Roadblock Stretcher	2010-12:03/22/10	Public Safety	WAFF Comedy TV
Roadblock Stretcher	2010-05:02/01/10	Public Safety	WAFF Poker After Dark
Roadblock Breathalyzer	2010-13:03/29/10	Public Safety	WAFF Paid M - SA 30 4A
Roadblock Ambulance	2010-08:02/22/10	Public Safety	WAFF Olympic Prime Repeat 3.5hrs(A)
Roadblock Mugshot	2010-12:03/22/10	Public Safety	WAFF Poker After Dark
Roadblock Stretcher	2010-05:02/01/10	Public Safety	WAFF Comedy TV
World Upside Down	2010-06:02/08/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Effect (SP)	2010-12:03/22/10	Public Safety	WAFF Poker After Dark
World Upside Down	2010-06:02/08/10	Public Safety	WAFF Paid M - SA 30 4A
Roadblock John Elliott	2010-11:03/15/10	Public Safety	WAFF Poker After Dark
Roadblock Mugshot	2010-07:02/15/10	Public Safety	
World Upside Down	2010-10:03/08/10	Public Safety	WAFF Poker After Dark
Roadblock Hospital	2010-08:02/22/10	Public Safety	WAFF Olympic Prime Repeat 3hrs
Roadblock Hospital	2010-13:03/29/10	Public Safety	WAFF Late Night With Jimmy Fallon
Online Sex Exploit Evryon	2010-08:02/22/10	Public Safety	WAFF Olympic Prime Repeat 3.5hrs (B)
Roadblock Breathalyzer	2010-10:03/08/10	Public Safety	WAFF Poker After Dark
Online Sex Exploit Evryon	2010-05:02/01/10	Public Safety	WAFF Poker After Dark
Roadblock Effect (SP)	2010-05:02/01/10	Public Safety	WAFF Paid M - SU 30 330A
Roadblock Breathalyzer	2010-06:02/08/10	Public Safety	WAFF Paid M - SU 30 330A
Roadblock Stretcher	2010-07:02/15/10	Public Safety	
World Upside Down	2010-08:02/22/10	Public Safety	WAFF Olympic Prime Repeat 3hrs
Roadblock Hospital	2010-10:03/08/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Effect (SP)	2010-12:03/22/10	Public Safety	WAFF Late Night With Jimmy Fallon
Roadblock Mugshot	2010-05:02/01/10	Public Safety	WAFF Paid M - SU 30 3A

World Upside Down	2010-05:02/01/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Hospital	2010-12:03/22/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Save A Life	2010-07:02/15/10	Public Safety	WAFF Olympic Prime Repeat 3hrs
Roadblock Stretcher	2010-10:03/08/10	Public Safety	WAFF Late Night With Jimmy Fallon AN
Roadblock Ambulance	2010-11:03/15/10	Public Safety	WAFF In Wine Country SAT
Roadblock John Elliott	2010-08:02/22/10	Public Safety	WAFF Paid Fri/Sa 30 430A
Roadblock Effect (SP)	2010-12:03/22/10	Public Safety	
Roadblock Mugshot	2010-07:02/15/10	Public Safety	WAFF Olympic Prime Repeat 3hrs

Programs Providing Most Significant Treatment of Community Issues:

Education

Issue	Date	Program	Segment	Summary	Duration
Education	3/10/2010	NBC Nightly News		We're reporting tonight on a proposal for a new set of education standards that would apply across the country for students from kindergarten through high school graduation. NBC Education Correspondent Rehema Ellis has the details	
Education	1/15/2010	WAFF 5pm Friday	WII FIT-PKG	(ELKINS) 1:30:03-07BUT COACH JIMMY PATTERSON AT BIG SPRING LAKE KINDERGARTEN HAS DIFFERENT IDEAS THAN JUST GAMES FOR HIS P.E. CLASSES.HE'S INCORPORATED Wii FIT, A FITNESS PROGRAM FOR THE GAMING SYSTEM, INTO HIS CLASSES.(PATTERSON) 1:32:38-44WHETHER IT'S STEP AEROBICS, JOGGING, OR THE HULA HOOP, THE...	0:50
Education	1/16/2010	WAFF Saturday AM Rundown	WII FIT-PKG	(ELKINS) 1:30:03-07BUT COACH JIMMY PATTERSON AT BIG SPRING LAKE KINDERGARTEN HAS DIFFERENT IDEAS THAN JUST GAMES FOR HIS P.E. CLASSES.HE'S INCORPORATED Wii FIT, A FITNESS PROGRAM FOR THE GAMING SYSTEM, INTO HIS CLASSES.(PATTERSON) 1:32:38-44WHETHER IT'S STEP AEROBICS, JOGGING, OR THE HULA HOOP, THE...	0:51
Education	3/4/2010	WAFF 6pm Thursday	UAH HIGHER ED-VO	HUNDREDS OF COLLEGE STUDENTS FROM ACROSS THE STATE PARTICIPATED IN - HIGHER EDUCATION DAY- AT THE STATE CAPITOL. THAT NUMBER INCLUDED ABOUT A HUNDRED STUDENTS FROM U-A HUNTSVILLE. THEY LEFT THIS MORNING FOR MONTGOMERY ON -2- BUSES.THEY WANT TO SEND A MESSAGE TO STATE LAWMAKERS WHO ARE ABOUT TO WORK...	0:45
Education	3/5/2010	WAFF 10pm Thursday	HUNTSVILLE SCHOOL BOARD MEETING-INTRO	YET ANOTHER HUNTSVILLE SCHOOL WAS PLACED ON LOCKDOWN. IT HAPPENED TODAY AFTER A GUN WAS FOUND INSIDE WHITESBURG MIDDLE SCHOOL. NOW HUNTSVILLE CITY SCHOOL LEADERS ARE LEFT TO REVIEW SAFETY MEASURES.****Double Box****WAFF 48'S MARGO GRAY JOINS US LIVE. MARGO, AT TONIGHT'S SCHOOL BOARD MEETING, SAFET...	0:28
Education	3/5/2010	WAFF 6pm Friday	Principal Discovery-INTRO	THE MONTH SINCE TODD BROWN'S MURDER HAS BEEN HARD ON STUDENTS AND FACULTY AT DISCOVERY MIDDLE SCHOOL. WAFF 48'S MONICA RIX SPOKE WITH PRINCIPAL SHARON WILLIS ABOUT HOW THE SCHOOL IS MOVING ON.OUTCUE: STANDARDDDURATION:1:54...	2:04

Education	3/5/2010	WAFF 6pm Friday	Discovery Vigil Tonight-VO	A CANDLELIGHT VIGIL IS SET TO BEGIN IN LESS THAN AN HOUR AT MADISON'S DISCOVERY MIDDLE SCHOOL. IT'S A REMEMBERANCE TO TODD BROWN. CLASSMATES WILL JOIN WITH BROWN'S FAMILY TO MARK -ONE MONTH- SINCE HIS SHOOTING DEATH AT THE SCHOOL. WAFF 48'S MARGO GRAY JOINS US LIVE WITH THE STORY.. MARGO...	0:15
Education	3/10/2010	WAFF 6pm Wednesday	NEW HOPE SCIENCE LAB-VO	A NEW SCIENCE LAB HAS OPENED IN THE VALLEY. A RIBBON CUTTING CEREMONY WAS HELD AT NEW HOPE ELEMENTARY SCHOOL THIS MORNING.NEW HOPE AND THE C.A.R.E. CENTER PARTNERED TOGETHER TO BUILD THE STATE-OF-THE-ART SCIENCE LAB.DURATION:0:11 THE LAB IS ALREADY AN AWARD WINNING LAB AND HAS RECEIVED NATIONAL ATT...	0:26
Education	3/11/2010	WAFF 6am (Thursday)	NEW HOPE SCIENCE LAB-VO	A NEW SCIENCE LAB HAS OPENED IN THE VALLEY. THE RIBBON CUTTING CEREMONY AT NEW HOPE ELEMENTARY SCHOOL HAPPENED YESTERDAY MORNING.NEW HOPE AND THE C.A.R.E. CENTER PARTNERED TOGETHER TO BUILD THE STATE-OF-THE-ART SCIENCE LAB.DURATION:0:11 THE LAB IS ALREADY AN *AWARD WINNING* LAB, AND HAS RECEIVED NAT...	0:29
Education	3/14/2010	WAFF 10pm Saturday Rundown	PACT-PKG	PATTI LAMBERT OF DECATUR HAS BECOME THE FACE OF THE GRASSROOTS EFFORT TO SAVE ALABAMA'S PRE-PAID COLLEGE TUITION PROGRAM. THE FUND WAS THRUST INTO FINANCIAL RUIN AFTER LOSING HALF OF ITS VALUE IN THE STOCK MARKET IN 2008. THERE'S JUST 10 DAYS LEFT IN THE LEGISLATIVE SESSION TO FIND A SOLUTIO...	1:30
Education	3/26/2010	WAFF 5pm Friday	SCHOOL MONEY-PKG	A UNANIMOUS VOTE BY THE CITY COUNCIL HAS FREED UP 2-POINT-7 MILLION DOLLARS OF ANNUAL SALES TAX INCOME FOR USE BY HUNTSVILLE CITY SCHOOLS. IT'S MONEY THAT PREVIOUSLY COULD ONLY BE USED FOR BUILDING PROJECTS.DURATION:0:05 SUPERINTENDENT DR. ANN ROY MOORE SAYS FLEXIBILITY IS A GREAT THING WHEN...	1:08
Education	3/26/2010	WAFF 5pm Friday	FT PAYNE SCHOOL DAYS-INTRO	--WEATHER PROBLEMS-- ARE FORCING FORT PAYNE SCHOOL LEADERS TO FIND WAYS TO MAKE UP FOR MISSED CLASSES. AND ONE WAY *MAY NOT SIT TOO WELL* WITH STUDENTS.... SATURDAY SCHOOL.WAFF 48'S STEPHEN MCLAMB JOINS US LIVE FROM OUR SAND MOUNTAIN NEWSROOM WITH THE LATEST.STEPHEN.YES, IT MAY BE HARD FOR ANY STU...	1:13

Education	3/30/2010	WAFF 10pm Monday	DROPOUTS-VO	STATE LAWMAKERS SAY THEY WANT TO CUT THE STATE'S ANNUAL DROP OUT RATE, HOPING TO PUSH FOR MORE KIDS TO STAY IN SCHOOL. SENATOR ARTHUR ORR IS TEAMING UP WITH SEVERAL OTHER STATE LAWMAKERS TO IMPROVE THE HIGH SCHOOL DROPOUT RATES ACROSS THE STATE. LAST AUGUST, A BILL WAS PASSED THAT BUMPED THE DROP...	0:46
Education	3/30/2010	WAFF 10pm Monday	MIDDLE SCHOOL DOCUMENTARY-VO	ON A MUCH LIGHTER NOTE... COULD THERE BE A FUTURE **ACADEMY AWARD WINNING DIRECTOR** IN DECATUR? TODAY, A FIRST ROUND OF JUDGING WAS HELD IN THE "DECATUR CITY SCHOOL FILM FESTIVAL." THE JUDGES WATCH MIDDLE SCHOOL DOCUMENTARIES. JUDGES WERE LOOKING AT THINGS LIKE EDITING, USE OF SOUND AND MORE...	0:45
Education	3/30/2010	WAFF 5am (Tuesday)	DROPOUTS-VO	A PRESS CONFERENCE THIS MORNING AT THE ALABAMA STATE HOUSE AS LAWMAKERS WORK TO CUT THE STATE'S ANNUAL DROP OUT RATE. SENATOR ARTHUR ORR IS TEAMING UP WITH SEVERAL OTHER STATE LAWMAKERS TO IMPROVE THE HIGH SCHOOL DROPOUT RATES ACROSS THE STATE. LAST AUGUST, A BILL WAS PASSED THAT BUMPED THE DROPO...	0:46
Education	3/30/2010	WAFF Noon Tuesday	DROPOUTS-VO	SEVERAL ALABAMA LAWMAKERS HOLD A PRESS CONFERENCE TO DISCUSS WAYS TO CUT THE STATE'S ANNUAL DROP OUT RATE. SENATOR ARTHUR ORR IS TEAMING UP WITH SEVERAL OTHER STATE LAWMAKERS TO IMPROVE THE HIGH SCHOOL DROPOUT RATES ACROSS THE STATE. LAST AUGUST, A BILL WAS PASSED THAT BUMPED THE DROPOUT AGE UP F...	0:46

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 January 1 and March 30, 2010.

Aired Ad-ID	Week of Year	Material Product	During Program
Williamsburg-Tom Hanks	2010-12:03/22/10	Education	WAFF NBC Early Today
Williamsburg-Tom Hanks	2010-08:02/22/10	Education	WAFF Olympic Prime Repeat 3.5hrs (B)
Williamsburg-Tom Hanks	2010-07:02/15/10	Education	WAFF Olympic Prime Repeat Wkend 3.5hrs
Williamsburg-Tom Hanks	2010-07:02/15/10	Education	WAFF Olympic Prime Repeat 3hrs
Williamsburg-Tom Hanks	2010-12:03/22/10	Education	
Williamsburg-Tom Hanks	2010-07:02/15/10	Education	
Williamsburg-Tom Hanks	2010-11:03/15/10	Education	WAFF In Wine Country SAT
Williamsburg-Tom Hanks	2010-08:02/22/10	Education	WAFF Paid M - SA 30 4A

Programs Providing Most Significant Treatment of Community Issues:

Business and Economic Developments

Issue	Date	Program	Segment	Summary	Duration
Business and Economic Development	2/23/2010	WAFF 6pm Tuesday	TOYOTA RECALL-PKG	((4:20)) How do you feel about what's going on in Washington? I'm not happy with the way it was handled. I think it was sensationalized a bit. It's never happened to Toyota. It was kind of like a deer in headlights thing.THE G-M OF SERRA TOYOTA OF DECATUR, LIKE HIS COUNTERPARTS ACROSS THE VALLEY...	1:12
Business and Economic Development	3/5/2010	WAFF 10pm Thursday	BINGO LATEST-VO	THE REVEREND JESSE JACKSON IS IN ALABAMA TONIGHT. AND HE'S WEIGHING IN ON THE STATE'S GAMBLING ISSUE. THE REVEREND JACKSON REQUESTED, AND WAS GRANTED, A MEETING WITH GOVERNOR RILEY AND ATTORNEY GENERAL TROY KING THIS AFTERNOON. JACKSON IS IN MONTGOMERY FOR THE ANNIVERSARY OF "BLOOD SUNDAY".OUTCU...	0:39
Business and Economic Development	3/5/2010	WAFF 6pm Friday	Arab Alcohol Tax-PKG	13:27-32 (Ehman)"We were hoping that most of it would go to the school system."ARAB RESIDENT JUSTIN EHMAN SAYS HE'S DISAPPOINTED IN HOW THE ARAB CITY COUNCIL WILL DIVIDE UP PROCEEDS FROM IT'S LIQUOR TAX.THE COUNCIL THIS WEEK VOTED TO KEEP 75 PERCENT AND GIVE THE SCHOOLS 25 PERCENT.BUT THAT DOESN'T S...	1:13
Business and Economic Development	3/7/2010	WAFF 10pm Saturday Rundown	GAMBLING MARCH-PKG	DURATION:0:03 ARMED WITH A MEGAPHONE AND WIELDING SIGNS, ABOUT 60 PEOPLE MARCHED TO THE STEPS OF ALABAMA'S CAPITOL BUILDING IN MONTGOMERY. UNITED IN DEMANDING THE RIGHT TO VOTE ON LEGALIZING ELECTRONIC BINGO AND UNITED BY AN UNLIKELY LEADER -- CIVIL RIGHTS LEADER REV. JESSE JACKSON DURATION...	1:13
Business and Economic Development	3/11/2010	WAFF 6pm Thursday	REDSTONE DEVELOPMENT-VO	WAFF 48 NEWS HAS JUST LEARNED THAT GOVERNOR RILEY WILL BE AT REDSTONE ARSENAL TOMORROW TO SIGN A BILL BRINGING A 1-BILLION DOLLAR *OFFICE SPACE DEVELOPMENT* TO HUNTSVILLE. IT'LL BE BUILT ON FEDERALLY-OWNED FARMLAND THAT SITS BY REDSTONE ARSENAL'S GATE 9 ON RIDEOUT ROAD. THE LEGISLATION WILL...	0:44
Business and Economic Development	3/13/2010	WAFF 5pm Saturday Rundown	BINGO-INTRO	ELECTRONIC BINGO IS BACK IN JEFFERSON COUNTY. SEVERAL BINGO HALLS REOPENED THEIR DOORS FRIDAY NIGHT TO BIG CROWDS. WAFF 48'S TRANG DO JOINS US. TRANG... THESE BINGO HALLS CLOSED LAST MONTH OUT OF FEAR OF BEING RAIDED? THAT'S RIGHT, JEANIE. BUT LAWYERS SAY A TEMPORARY RESTRAINING...	1:12

Business and Economic Development	3/15/2010	WAFF 10pm Sunday Rundown	REDSTONE ARSENAL-INTRO	BIG CHANGES ARE COMING TO REDSTONE ARSENAL. CHANGES THAT WILL AFFECT THOUSANDS OF PEOPLE BOTH ON AND OFF BASE. WAFF 48'S TRANG DO HAS MORE.OUTCUE: STD.DURATION:1:15...	1:22
Business and Economic Development	3/19/2010	WAFF 5pm (Day of Week)	COVENANT COVE-PKG	When the state shut down Covenant Cove last November, many boat owners were left with nothing but questions.2:12:21-25 (Cooper)"Everybody got to wondering. What are we going to do now? Where are we going to have to move to?"NOW THEY'RE FINDING THEY DON'T HAVE TO GO ANYWHERE.2:02:46-52 (Crowder)"We...	1:12
Business and Economic Development	3/19/2010	WAFF 5pm (Day of Week)	DR. BRONNER-SOTvo	WHILE MANY STATES ARE STRUGGLING TO FIND WAYS TO LURE IN TOURISTS, ALABAMA HAS FIGURED OUT HOW TO GET THEM TO THE STATE ..AND SPEND BIG BUCKS. AND THE ARCHITECT FOR THESE THINGS IS DR. DAVID BRONNER . HE HEADS UP RETIREMENT SYSTEMS OF ALABAMA.DURATION:0:00 "And I guess what I was trying to do was p...	0:31
Business and Economic Development	3/19/2010	WAFF 6pm (Day of Week)	Building Up Alabama-VO	ALABAMA APPEARS TO HAVE HIT A TOURISM JACKPOT WITH THE ROBERT TRENT JONES GOLF TRAIL. THE HEAD OF THE RETIRMENT SYSTEMS OF ALABAMA -TEED -UP AN IDEA ABOUT GOLF IN THE LATE 80'S. DR. DAVID BRONNER SAYS HE -WAS- FRUSTRATED THAT TOURISTS JUST PASSED THROUGH ALABAMA, SO HE COMMISSIONED JONES TO...	0:24
Business and Economic Development	3/20/2010	WAFF Saturday AM Rundown	COVENANT COVE-PKG	When the state shut down Covenant Cove last November, many boat owners were left with nothing but questions.2:12:21-25 (Cooper)"Everybody got to wondering. What are we going to do now? Where are we going to have to move to?"NOW THEY'RE FINDING THEY DON'T HAVE TO GO ANYWHERE.2:02:46-52 (Crowder)"We...	1:14
Business and Economic Development	3/30/2010	WAFF 10pm Monday	TYSON IN FLORENCE-VO	TODAY GOVERNOR RILEY'S COMMANDER OF THE TASK FORCE ON ILLEGAL GAMBLING MADE A STOP IN THE SHOALS. IN FRONT OF COMMUNITY LEADERS, BUSINESS MEN AND WOMEN, AND GOVERNMENT OFFICIALS JOHN TYSON VOICED HIS CONCERN ABOUT ALABAMA CASINO'S, NEW LEGISLATION, AND THE CORRUPTION *HE* CLAIMS HIS OFFICE IS D...	0:39

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 January 1 and March 30, 2010.

Programs Providing Most Significant Treatment of Community Issues:
Civic Responsibilities

Issue	Date	Program	Segment	Summary	Duration
Civic Responsibilities	1/22/2010	NBC Nightly News		Plus, year one of the Obama Presidency: What was accomplished? What mistakes were made? And where will the administration go from here?	
Civic Responsibilities	1/19/2010	NBC Nightly News		American military helicopters are dropping U-S soldiers and Marines into Port-au-Prince, as the struggle to set up some sort of orderly relief system drags on. Rescue teams are still combing the wrecked city, even with hope for survivors dimming.	
Civic Responsibilities	2/27/2010	Dr. Phil		When a 7.0 earthquake ripped through the capital of Port-au-Prince, thousands of Haitians were killed and millions more were left without food, water, shelter or basic medical supplies. Many Americans have been impacted by news of the devastation and are looking for ways to get involved.	
Civic Responsibilities	1/12/2010	NBC Nightly News		We're covering a new national effort to stop driving while distracted,	
Civic Responsibilities	1/15/2010	WAFF 5pm Friday	PETS-PKG	OUTCUE: xxDURATION:0:00WHAT A BETTER WAY TO START OFF THE NEW YEAR THAN BY ADOPTING A PET LIKE MAX...MAX IS A 9 MONTH OLD TERRIER MIX. HE WAS FOUND RUNNING FREE with a CHIHUAHUA ! NOW HE'S BY HIMSELF...HOPING TO BE ADOPTED INTO A LOVING HOME. MAX IS EXTREMELY SWEET AND LOVES TO BE THE CENTER OF AT...	0:45
Civic Responsibilities	3/4/2010	WAFF 6pm Thursday	TOMATO SHORTAGE-PKG	BEAUTIFUL RED TOMATOES WILL SOON BE HARD TO COME BY.A COLD WINTER HAS DESTROYED SOME 70-PERCENT OF THE FLORIDA CROP.NOW, RESTAURANTS ARE GETTING WORD FROM THEIR SUPPLIERS THERE'S A SHORTAGE AND PRICES ARE ON THE RISE.6:16:15-21 (Turner)"Twenty to thirty pound boxes and they've gone up already, alrea...	1:19
Civic Responsibilities	3/5/2010	WAFF 10pm Thursday	FAKE VET FOLLOW UP-INTRO	WE HAVE A FOLLOW-UP TO A STORY YOU FIRST HEARD LAST NIGHT ON WAFF 48 NEWS ABOUT A HUNTSVILLE MAN ACCUSED OF WEARING WAR MEDALS HE DIDN'T EARN. TONIGHT A LAW KNOWN AS THE STOLEN VALOR ACT. WAFF 48'S ERIC SOLLMAN JOINS US LIVE. ERIC, IT'S NOT UN-COMMON FOR PEOPLE TO GET, OR PURCHASE...	0:23
Civic Responsibilities	3/6/2010	WAFF 5pm Saturday Rundown	VETERANS-INTRO	A HUNTSVILLE BUSINESS IS SHOWING SUPPORT TO THOSE WHO SERVE. THE OWNER SAYS THIS WILL BE THE FIRST OF MANY MILITARY APPRECIATION EVENTS. WAFF 48'S TRANG DO JOINS US LIVE FROM ROCKET HARLEY DAVIDSON IN MADISON COUNTY. TRANG... WHAT'S GOING ON THERE? ERIC, THINGS ARE WINDING DOWN NOW,...	1:21

Civic Responsibilities	3/10/2010	WAFF 6pm Wednesday	SCHOOL UNIFORMS-INTRO	SOME WONDER IF MANDATORY *SCHOOL UNIFORMS* WOULD HELP STOP THE THREATS. WAFF 48'S ELIZABETH GENTLE JOINS US LIVE IN HUNTSVILLE. ELIZABETH, THIS HAS BEEN A TOPIC OF DEBATE FOR YEARS. SOME SCHOOLS HAVE A UNIFORM DRESS CODE POLICY. THEY SAY IT CUTS DOWN ON GANG I...	1:41
Civic Responsibilities	3/10/2010	WAFF 6pm Wednesday	ATV SAFETY-INTRO	A FIVE YEAR OLD COLBERT COUNTY BOY REMAINS IN CRITICAL CONDITION TONIGHT AFTER CRASHING HIS A-T-V OVER THE WEEKEND. IT'S AN ACCIDENT EMERGENCY OFFICIALS ALWAYS SEE POP UP DURING THIS TIME OF THE YEAR. WAFF 48'S NICK LOUGH JOINS US LIVE IN OUR SHOALS NEWSROOM. NICK -- RESCUE WORKER...	1:20
Civic Responsibilities	3/10/2010	WAFF 6pm Wednesday	IDER POLICE CHIEF-INTRO	IDER'S POLICE CHIEF IS OFF THE JOB TONIGHT AFTER HE WAS VOTED OUT BY THE TOWN COUNCIL.....BUT HE'S STILL ON THE PAYROLL. WAFF 48'S STEPHEN MCLAMB JOINS US LIVE FROM OUR SAND MOUNTAIN NEWSROOM. STEPHEN....IDER POLICE CHIEF NEAL SPARKS IS ON ADMINISTRATIVE LEAVE AFTER THE VOTE. BUT BECAUSE HE...	1:09
Civic Responsibilities	3/11/2010	WAFF 6pm Thursday	ECM SALE-INTRO	THE CITY OF FLORENCE MOVES ONE STEP CLOSER IN APPROVING A DEAL FOR A TENNESSEE COMPANY TO AQUIRE ELIZA COFFEE MEMORIAL HOSPITAL. WAFF 48'S NICK LOUGH JOINS US LIVE FROM FLORENCE...NICK.... EMOTIONS WERE ON HIGH AS THE CITY COUNCIL MEMBERS SAID OVER AND OVER THIS W...	0:55
Civic Responsibilities	3/11/2010	WAFF 6pm Thursday	TROY KING INVESTIGATION-SOTVO	THE GRAND JURY INVESTIGATION INTO ATTORNEY GENERAL TROY KING IS OVER...AND THE MATTER IS CLOSED. THE GRAND JURY HAD BEEN REVIEWING THE OPERATION OF KING'S OFFICE AND ENTERTAINMENT HE RECEIVED.FOR HIS PART KING SAYS HE MAY NEVER KNOW THE MOTIVATIONS BEHIND THE INVESTIGATION.DURATION:0:14 KING SAYS HE...	0:32
Civic Responsibilities	3/11/2010	WAFF 6pm Thursday	TEMP AGENCY-PKG	Kendall strickland/09:57even if i'm bouncing around from one company to another-- you gotta have money these days!23 YEAR OLD KENDALL STRICKLAND IS LOOKING FOR WORK.NOT AN EASY THING IN SUCH A ROUGH JOB MARKET.08:50i've looked on the internet, i've looked in the paper... I've sent out tons of applic...	1:29
Civic Responsibilities	3/11/2010	WAFF 6pm Thursday	SKYLER SMITH IN COURT-PKG	SKYLER SMITH TRIES TO GET AWAY FROM OUR CAMERAS AFTER PLEADING NOT GUILTY DURING AN ARRAIGNMENT HEARING AT THE FEDERAL COURTHOUSE. LAST TUESDAY SMITH WAS ARRESTED AT THE AMERICAN LEGION POST IN HUNTSVILLE. HE'S CHARGED WITH FELONY COUNTS OF WIRE FRAUD AND MAKING FALSE STATEMENTS, AND MISDEME...	1:20

Civic Responsibilities	3/15/2010	WAFF 10pm Sunday Rundown	CRIME STOPPERS-INTRO	DID YOU KNOW THAT PHARMACIES ARE REQUIRED BY LAW TO KEEP THEIR MOST ADDICTIVE DRUGS UNDER LOCK AND KEY? WELL, SOME CROOKS OBVIOUSLY KNEW THAT. IN FACT, THEY SEEMED TO KNOW A LOT ABOUT ONE PARTICULAR PHARMACY, MAYBE ON *TWO DIFFERENT OCCASIONS* AS YOU'LL SEE IN THIS WEEK'S WAFF 48 CRIME STOPPERS.OU...	2:26
Civic Responsibilities	3/15/2010	WAFF 10pm Sunday Rundown	KIDS-INTRO	TONIGHT WE WANT YOU TO MEET A CHILD WHO LOVES TO PLAY VIDEO GAMES AND READ IN HIS SPARE TIME. MEET NICHOLAS IN THIS WEEK'S KIDS TO LOVE.OUTCUE: REACH HIS GOALSITEM TIME:0:48...	0:07
Civic Responsibilities	3/19/2010	WAFF 6pm (Day of Week)	Bingo Hearing-VO	A -CONTENTIOUS -COURT BATTLE OVER -E-BINGO-. GOVERNOR RILEY'S -TASK FORCE COMMANDER ON GAMBLING-, TESTIFIED TODAY IN MACON COUNTY. JOHN TYSON TESTIFIED FIRST ABOUT THE AUTHORITY TO CRACK DOWN ON GAMBLING MACHINES. THE HEARING WILL CONTINUE MONDAY. IT WILL DETERMINE WHETHER TO -EXTEND...	0:19
Civic Responsibilities	3/19/2010	WAFF 6pm (Day of Week)	BB SR Organist-PKG	(NT SND) WHEN YOU LISTEN TO ORGAN MUSIC AT FIRST BAPTIST CHURCH OF AUSTINVILLE.....WHAT STARTS WITH THE EAR...(NT SND)....ENDS WITH THE HEART, THANKS TO 90 YEAR OLD LOIS HALAS.... AFFECTIONATELY KNOWN AS MISS LOIS. (SOUNDBITE) 02114326ANGIE LAVERDE: "It's a joy to play a...	1:34
Civic Responsibilities	3/20/2010	WAFF Saturday AM Rundown	BB SR Organist-PKG	(NT SND) WHEN YOU LISTEN TO ORGAN MUSIC AT FIRST BAPTIST CHURCH OF AUSTINVILLE.....WHAT STARTS WITH THE EAR...(NT SND)....ENDS WITH THE HEART, THANKS TO 90 YEAR OLD LOIS HALAS.... AFFECTIONATELY KNOWN AS MISS LOIS. (SOUNDBITE) 02114326ANGIE LAVERDE: "It's a joy to play a...	1:34
Civic Responsibilities	3/26/2010	WAFF 5pm Friday	PETS-PKG	-PATIENCE- HAS SHOWN THAT...WHILE RECENTLY GETTING HIS -SPRING SHORING...IN CASE YOU CAN'T TELL,HE'S A SHAVED-DOWN SHIHTZU. AND ABOUT 4 YEARS OLD. PATIENCE WAS DUMPED AT THE DOOR OF THE SHELTER...HE'S SWEET NATURED AND ADORES OTHER DOGS BUT HE REALLY JUST WANTS THE LOVE AND ATTENTION FROM -PEOPLE- R...	0:57
Civic Responsibilities	3/26/2010	WAFF 5pm Friday	FUNDRAISER-VO	PUT ON YOUR DANCIN' SHOES - AND GET READY FOR A "A NIGHT TO PAWS" THE MADISON ANIMAL RESCUE FOUNDATION IS CELEBRATING THEIR FIRST ANNIVERSARY IN STYLE - AND RAISING FUNDS FOR A SHELTER. THE GROUP TAKES IN STRAYS IN THE CITY OF MADISON - BUT THEY DON'T HAVE A BUILDING TO HOUSE THEM - INSTEAD DEPEND...	0:40

Civic Responsibilities	3/30/2010	WAFF 10pm Monday	BOAZ TEEN KILLED IN AX-MAP (vo)	A VALLEY HIGH SCHOOL STUDENT HAS DIED AND 2 OTHERS WERE INJURED AFTER AN ACCIDENT THIS MORNING. IT HAPPENED AT THE INTERSECTION OF BROWN STREET AND HIGHWAY 1-68 IN BOAZ JUST AFTER 7. BOAZ POLICE SAY THE DRIVER, 16 YEAR OLD JORGE LUIS FEIUEROA (fuhr-OH-uh), DIED WHEN HIS 2006 DODGE CHARGER HIT A LA...	0:34
Civic Responsibilities	3/30/2010	WAFF 6am (Tuesday)	BOAZ TEEN KILLED IN AX-MAPvo	A VALLEY HIGH SCHOOL STUDENT KILLED, 2 OTHERS INJURED, AFTER AN ACCIDENT. IT HAPPENED AT THE INTERSECTION OF BROWN STREET AND HIGHWAY 1-68 IN BOAZ JUST AFTER 7 YESTERDAY MORNING BOAZ POLICE SAY THE DRIVER, 16 YEAR OLD JORGE LUIS FEIUEROA (fuhr-OH-uh), DIED WHEN HIS 2006 DODGE CHARGER HIT A LAMP PO...	0:26

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 January 1 and March 30, 2010.

Aired Ad-ID	Week of Year	Material Product	During Program
Hunger Helper	2010-05:02/01/10	Civic	WAFF Willa's Wild Life
ABA Prfmnce Tax-Stand Up	2010-12:03/22/10	Civic	WAFF Medical Breakthroughs
ABA Prfmnce Tax-Stand Up	2010-11:03/15/10	Civic	WAFF Late Night With Jimmy Fallon
Hunger Helper	2010-05:02/01/10	Civic	WAFF Sheldon
Runaway Stage	2010-10:03/08/10	Civic	WAFF Late Night With Jimmy Fallon AN
Wildfire Prev Bonfire	2010-10:03/08/10	Civic	WAFF NBC Early Today
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Olympic Prime Repeat Wkend 3.5hrs
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Olympic Prime Repeat 3.5hrs (B)
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Jeopardy WKED
ABA Prfmnce Tax-Stand Up	2010-09:03/01/10	Civic	WAFF Late Night With Jimmy Fallon AN
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Olympic Prime Repeat 3hrs
ABA Prfmnce Tax-Stand Up	2010-10:03/08/10	Civic	WAFF Late Night With Jimmy Fallon AN
Wildfire Prev Bonfire	2010-07:02/15/10	Civic	WAFF Olympic Prime Repeat 3hrs
ABA Prfmnce Tax-Stand Up	2010-10:03/08/10	Civic	WAFF Paid M - SA 30 4A
ABA Prfmnce Tax-Stand Up	2010-06:02/08/10	Civic	WAFF Holiday On Ice

ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Olympics Late Night 1hr 25 min
Hunger Helper	2010-08:02/22/10	Civic	WAFF 3-2-1 Penguins!
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	
ABA Prfmnce Tax-Stand Up	2010-12:03/22/10	Civic	WAFF Paid M - SU 30 330A
ABA Prfmnce Tax-Stand Up	2010-10:03/08/10	Civic	WAFF Comedy TV
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Paid M - SU 30 3A
Hunger Helper	2010-05:02/01/10	Civic	WAFF Turbo Dogs
Hunger Helper	2010-10:03/08/10	Civic	WAFF NBC Early Today
Hunger Helper	2010-06:02/08/10	Civic	WAFF Willa's Wild Life
ABA Prfmnce Tax-Stand Up	2010-11:03/15/10	Civic	WAFF Bonnie Hunt Mon
Runaway Stage	2010-12:03/22/10	Civic	WAFF Late Night With Jimmy Fallon AN
ABA Prfmnce Tax-Stand Up	2010-13:03/29/10	Civic	WAFF Paid M - SU 30 330A
Wildfire Prev Bonfire	2010-07:02/15/10	Civic	
ABA Prfmnce Tax-Stand Up	2010-13:03/29/10	Civic	WAFF Paid M - SU 30 330A
ABA Prfmnce Tax-Stand Up	2010-12:03/22/10	Civic	WAFF Paid FRI 30 430A
Runaway Stage	2010-10:03/08/10	Civic	WAFF Comedy TV
ABA Prfmnce Tax-Stand Up	2010-06:02/08/10	Civic	WAFF Olympic Prime Repeat Wkend 4hrs
Hunger Helper	2010-10:03/08/10	Civic	WAFF 3-2-1 Penguins!
Hunger Helper	2010-09:03/01/10	Civic	WAFF Babar
ABA Prfmnce Tax-Stand Up	2010-06:02/08/10	Civic	WAFF Olympic Prime Repeat Wkend 4hrs
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Jeopardy WKED
Runaway Stage	2010-09:03/01/10	Civic	WAFF Poker After Dark
ABA Prfmnce Tax-Stand Up	2010-06:02/08/10	Civic	WAFF Olympic Prime Repeat Wkend 4hrs
ABA Prfmnce Tax-Stand Up	2010-10:03/08/10	Civic	WAFF Paid SA - SU 30 1205A
Hunger Helper	2010-07:02/15/10	Civic	WAFF 3-2-1 Penguins!
ABA Prfmnce Tax-Stand Up	2010-12:03/22/10	Civic	WAFF Poker After Dark
Runaway Stage	2010-12:03/22/10	Civic	WAFF Poker After Dark
Wildfire Prev Bonfire	2010-12:03/22/10	Civic	WAFF Babar
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Paid SA - SU 30 530A
Runaway Stage	2010-11:03/15/10	Civic	WAFF Paid M - SA 30 4A
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Paid M - SU 30 3A
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Olympic Prime Repeat 3hrs
Wildfire Prev Bonfire	2010-11:03/15/10	Civic	WAFF Poker After Dark
ABA Prfmnce Tax-Stand Up	2010-09:03/01/10	Civic	WAFF In Wine Country SAT
Wildfire Prev Bonfire	2010-10:03/08/10	Civic	WAFF Paid M - SU 30 330A
Runaway Stage	2010-12:03/22/10	Civic	
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Paid SA - SU 30 530A

ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Olympic Prime Repeat 3.5hrs(A)
Wildfire Prev Bonfire	2010-05:02/01/10	Civic	WAFF Paid M - SU 30 3A
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Olympic Prime Repeat 3hrs
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Olympic Prime Repeat 3hrs
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Olympic Prime Repeat 3.5hrs(A)
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Olympics Late Night 1hr 25 min
ABA Prfmnce Tax-Stand Up	2010-12:03/22/10	Civic	WAFF Late Night With Jimmy Fallon
Wildfire Prev Bonfire	2010-05:02/01/10	Civic	WAFF Poker After Dark
Wildfire Prev Bonfire	2010-10:03/08/10	Civic	WAFF Late Night With Jimmy Fallon AN
ABA Prfmnce Tax-Stand Up	2010-12:03/22/10	Civic	WAFF Paid M - SA 30 4A
Runaway Stage	2010-05:02/01/10	Civic	WAFF Poker After Dark
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Olympic Prime Repeat Wkend 4hrs
ABA Prfmnce Tax-Stand Up	2010-12:03/22/10	Civic	WAFF Paid SA - SU 30 1205A
ABA Prfmnce Tax-Stand Up	2010-07:02/15/10	Civic	WAFF Paid FRI 30 430A
Runaway Stage	2010-05:02/01/10	Civic	WAFF Paid FRI 30 430A
Runaway Stage	2010-11:03/15/10	Civic	WAFF Late Night With Jimmy Fallon AN
Runaway Stage	2010-05:02/01/10	Civic	WAFF In Wine Country SAT
ABA Prfmnce Tax-Stand Up	2010-08:02/22/10	Civic	WAFF Olympic Prime Repeat 3hrs
ABA Prfmnce Tax-Stand Up	2010-10:03/08/10	Civic	WAFF Last Call w/Carson Daly
Wildfire Prev Bonfire	2010-07:02/15/10	Civic	WAFF Olympic Prime Repeat 3.5hrs
Forest Conservation 30	2010-05:02/01/10	Civic	WAFF Shelldon
Replant Forests	2010-05:02/01/10	Civic	WAFF Poker After Dark
Forest Conservation 30	2010-09:03/01/10	Civic	WAFF Turbo Dogs
Forest Conservation 30	2010-08:02/22/10	Civic	WAFF Jane And The Dragon
Invention Suction Tires	2010-06:02/08/10	Civic	WAFF 3-2-1 Penguins!
Forest Conservation 30	2010-09:03/01/10	Civic	WAFF Willa's Wild Life
Forest Conservation 60	2010-09:03/01/10	Civic	WAFF Shelldon
Invention Suction Tires	2010-05:02/01/10	Civic	WAFF Willa's Wild Life
Invention Suction Tires	2010-10:03/08/10	Civic	WAFF Shelldon
Invention Suction Tires	2010-05:02/01/10	Civic	WAFF Turbo Dogs
Replant Forests	2010-09:03/01/10	Civic	WAFF Paid SA - SU 30 135A
Forest Conservation 30	2010-05:02/01/10	Civic	WAFF Babar
Replant Forests	2010-12:03/22/10	Civic	WAFF Paid M - SU 30 3A
Invention Suction Tires	2010-11:03/15/10	Civic	WAFF Shelldon
Replant Forests	2010-12:03/22/10	Civic	
Forest Conservation 60	2010-07:02/15/10	Civic	WAFF 3-2-1 Penguins!
Forest Conservation 30	2010-08:02/22/10	Civic	WAFF Shelldon

Forest Conservation 60	2010-05:02/01/10	Civic	WAFF 3-2-1 Penguins!
Invention Suction Tires	2010-08:02/22/10	Civic	WAFF Shelldon
Invention Suction Tires	2010-09:03/01/10	Civic	WAFF 3-2-1 Penguins!
Replant Forests	2010-11:03/15/10	Civic	WAFF Poker After Dark
Forest Conservation 60	2010-10:03/08/10	Civic	WAFF Shelldon
Forest Conservation 60	2010-08:02/22/10	Civic	WAFF 3-2-1 Penguins!
Forest Conservation 30	2010-06:02/08/10	Civic	WAFF 3-2-1 Penguins!
Invention Suction Tires	2010-09:03/01/10	Civic	WAFF Jane And The Dragon
Forest Conservation 30	2010-11:03/15/10	Civic	WAFF Willa's Wild Life
Forest Conservation 60	2010-12:03/22/10	Civic	WAFF Poker After Dark
Forest Conservation 60	2010-06:02/08/10	Civic	WAFF Willa's Wild Life
Forest Conservation 60	2010-12:03/22/10	Civic	WAFF Willa's Wild Life
Forest Conservation 60	2010-10:03/08/10	Civic	WAFF Jane And The Dragon
Forest Conservation 60	2010-06:02/08/10	Civic	WAFF Turbo Dogs
Invention Suction Tires	2010-12:03/22/10	Civic	WAFF Willa's Wild Life
Invention Suction Tires	2010-07:02/15/10	Civic	WAFF Shelldon
Forest Conservation 30	2010-07:02/15/10	Civic	WAFF Shelldon
Forest Conservation 30	2010-05:02/01/10	Civic	WAFF Jane And The Dragon
Forest Conservation 30	2010-07:02/15/10	Civic	WAFF Jane And The Dragon

Programs Providing Most Significant Treatment of Community Issues:

Minority Issues

Minority Issues	2/15/2010	WAFF 5pm Wednesday	SPECIAL NEEDS BUS	((show shot of us at bus stop)) KATINA WILLIAMS' AUTISTIC SON WAITS ON HIS SPECIAL NEEDS SCHOOL BUS EVERY DAY AT THIS SPOT. ((show her letter with nat of her saying, I'm not signing it))	1:29
Minority Issues	2/18/2010	WAFF 6pm Thursday	RACISM IN THE CLASSROOM	A RECENT REPORT INDICATES 80% OF CHILDHOOD RACIAL ABUSE OCCURRED AT SCHOOL . THAT SAME STUDY EXAMINED OVER 5 THOUSAND 5TH GRADERS IN BIRMINGHAM, LOS ANGELES , AND HOUSTON AND FOUND THAT A HIGH PERCENTAGE OF STUDENTS WHO EXPERIENCE THIS ABUSE WERE MORE LIKELY TO SUFFER FROM DEPRESSION EVEN AS ADULTS TONIGHT, MEET ONE LOCAL MAN WHO SAYS IT HAPPENED TO HIM.	3:22
Minority Issues	3/8/2010	WAFF 5am Monday	SELMA MARCH	ON MARCH 7, 1965, ABOUT 600 PEOPLE BEGAN A 44 MILE MARCH FROM SELMA TO THE STATE CAPITOL IN MONTGOMERY, DEMONSTRATING FOR VOTING RIGHTS FOR AFRICAN AMERICANS AND IN PROTEST OF AN ACTIVIST'S DEATH.	:34
Minority Issues	3/9/2010	WAFF 5pm Tuesday	AVILLE LAWYER	ALBERTVILLE CITY OFFICIALS ARE MOVING FORWARD IN THEIR QUEST TO CURBING ILLEGAL IMMIGRATION. THEY'RE NOW HEADING TO WASHINGTON D.C. TO MEET WITH ALABAMA SENATORS JEFF SESSIONS AND RICHARD SHELBY.	1:08
Minority Issues	3/15/2010	WAFF 10pm Monday	OAKWOOD DEMONSTRATION	SOMETIMES WHEN ACTIVISTS FIGHT FOR THEIR CAUSE, IT CAN GET UGLY, BUT THAT WAS VERY MUCH THE OPPOSITE AT A DEMONSTRATION IN HUNTSVILLE TODAY.	1:32
Minority Issues	3/15/2010	WAFF 10pm Monday	STUDENT WITH STAPLES	LEE HIGH SCHOOL 10TH GRADER, D'VONTE CONERLY HAS A HEAD WOUND THAT NEEDED SIX STAPLES, AFTER AN ALTERCATION AT SCHOOL. HE SAYS HE WAS LISTENING TO HIS MP3 PLAYER WHICH THE TEACHER ALLOWED IN CLASS BUT A TEACHER'S AID SNATCHED IT AWAY FROM HIM.	1:15
Minority Issues	3/22/2010	WAFF 10pm Monday	IMMIGRATION ATTORNEY	TODAY, A PROMINENT IMMIGRATION ATTORNEY WHO ONCE SERVED UNDER THE ATTORNEY GENERAL IN PRESIDENT BUSH'S ADMINISTRATION MADE HIS WAY TO ALBERTVILLE TODAY.	1:20
Minority Issues	3/29/2010	WAFF 5pm Monday	AUTISM PREVIEW	MARK AND LIZ, SHE'LL BE JOINED BY ABOUT 40 OTHERS WHO WILL TRAVEL THERE BY BUS FOR AUTISM LEGISLATIVE DAY. THEY'RE MEETING HERE IN THE COSTCO PARKING LOT EARLY TOMORROW MORNING.	1:50

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 January 1 and March 30, 2010.

Programs Providing Most Significant Treatment of Community Issues:

Terrorism/United States

Issue	Date	Program	Segment	Summary	Duration
Terrorism	2/19/2010	NBC Nightly News		Across the U.S. this week, continuing questions as to the state of America's two wars, as Secretary of State Hillary Clinton returns home from her trip to the Middle East. In Afghanistan, an increase in arrests of top Taliban leaders just days after a new offensive in the south. Are we winning that war?	
Terrorism	1/9/2010	Dateline		It was a plan to set off a bomb on Christmas Day that instead set off worldwide alarm. NBC's Chris Hansen will have new details about what happened on Northwest Flight 253, and about the accused terrorist at the center of it all. How did he get his explosives onto the plane? Would the latest scanners have caught him? We'll put them to a test.	
Terrorism	1/7/2010	NBC Nightly News		We're covering President Obama's remarks on his security team report on the attempted Christmas Day airliner bombing, which one official says will shock people; we've also got the security camera tape that shows what happened to cause so much chaos at Newark Airport this week;	

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 January 1 and March 30, 2010.