



MARYLAND DC DELAWARE
BROADCASTERS ASSOCIATION

63,500+

HOURS TOTAL NEWS
PROGRAMMING

\$44 MILLION+

RAISED THROUGH
PROGRAMMING
& CHARITABLE-GIVING
ACTIVITIES

1.1 MILLION+

NUMBER OF PSA MESSAGES
BROADCAST STATEWIDE

\$19 MILLION+

DOLLAR VALUE OF PSA
MESSAGES BROADCAST

Results were compiled using averages
based off survey respondents and
rounded down.

Numbers represent approximate hours,
numbers and dollar values.

IF NOT YOUR LOCAL MARYLAND BROADCASTER, THEN WHO?

THE MARYLAND / DC / DELAWARE ASSOCIATION OF BROADCASTERS CONDUCTED A SURVEY OF MARYLAND'S RADIO AND TELEVISION STATIONS TO GAIN AN INSIGHT INTO THEIR PUBLIC STEWARDSHIP TO MARYLAND CITIZENS AND COMMUNITIES IN 2014.

LOCAL NEWS WEATHER COVERAGE

- Expanded breaking news and investigative reporting
- Expanded scope and number of local newscasts
- Mobile apps for local news and weather
- New digital newsgathering equipment
- Drive-time interviews with local community leaders

LOCAL WEATHER AND EMERGENCY INFORMATION

- Round-the-clock coverage of snow and ice storms
- Mobile weather labs
- Real-time coverage of tornado and thunderstorm warnings
- Local weather-related closings and delays
- "Weather watcher" network of viewers

PUBLIC AFFAIRS AND LOCAL INTEREST PROGRAMS

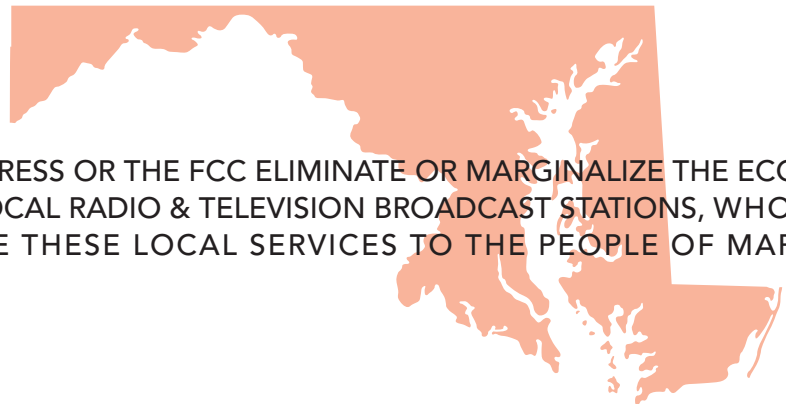
- Gubernatorial and Congressional debates
- Maryland News This Week
- Delmarva Life – daily issues and local events
- Maryland Legislative Summit
- In Focus – daily investigative programming
- Outdoors Delmarva
- Local coverage of multiple charity events and celebrations
- Delaware State Fair
- Maryland State Fair
- WBAL-TV: 11 TV Hill

LOCAL SPORTS COVERAGE

- Navy football
- Delmarva Sports Insider
- University of Delaware sports
- Morgan State sports
- Sports Connection – local high schools / small colleges
- Towson University sports
- Salisbury University sports
- Delaware State sports
- Expanded local coverage of Preakness Stakes
- Ravens Training Camp Special

SAMPLING OF PUBLIC SERVICE ANNOUNCEMENTS RUN IN MARYLAND

- WBAL Kids Campaign
- WBAL Coats for Kids
- Polar Bear Plunge for Special Olympics
- Brigance Brigade for ALS
- Red Cross Blood Drive
- Light the Night for Leukemia & Lymphoma
- Harvest for Hungry-Maryland Food Bank
- Alzheimer's Association
- BARKS Animal Rescue
- Family Trees Abuse Prevention
- St. Vincent DePaul Empty Bowls Campaign
- Maryland Homeless Shelters
- Cross International
- Haiti Orphan Relief
- Shepherd Place
- Critter Campaign
- Bless Our Children Campaign
- Ride To Conquer Cancer
- Orioles Food Drive
- Dick Gelfman's Ride, Breast Cancer Research
- Festival of Trees, Kennedy Krieger Institute
- First State Community Action
- Arts Counsel
- St. Jude Telethon
- Relay for Life
- Go Pink, American Cancer
- Alzheimer's Walk
- Safe Trick or Treat
- Night of the Living Unread
- Coastal Hospice Angel Tree
- Project Roadblock
- 26th Annual Local Telethon, Parent-Child Center, Child Abuse Prevention
- 3 Hour ALL Local show for April 's National Child Abuse Prevention Month



IF CONGRESS OR THE FCC ELIMINATE OR MARGINALIZE THE ECONOMICS OF LOCAL RADIO & TELEVISION BROADCAST STATIONS, WHO WILL PROVIDE THESE LOCAL SERVICES TO THE PEOPLE OF MARYLAND?