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WRC-TV Washington D.C., Channel Four

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NEWS 4 YOU

Vol. 2, No. 2 May/June 1995

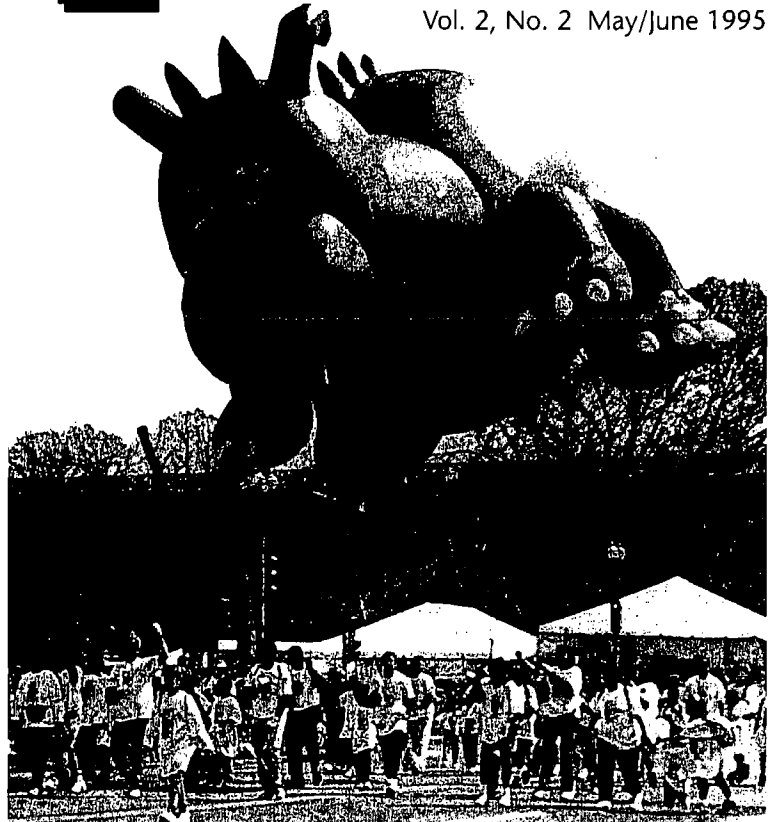
The National Cherry Blossom Festival Parade Sponsored by Channel 4 and the Downtown Jaycees

Record crowds attended **The National Cherry Blossom Festival Parade** on Saturday, April 8th. The parade was broadcast live on Channel 4.

NEWS4 anchors Susan Kidd and Doug McKelway provided live commentary along the parade route. Meteorologist Bob Ryan was the master of ceremonies.

Marching bands, princesses, clowns, larger-than-life inflated balloons, the Channel 4 Camp 4 Kids trolley and a host of popular Channel 4 reporters and anchors were just a few of the highlights of this year's parade down Constitution Avenue.

The popular celebration has aired live exclusively on Channel 4 since 1991.



Fifty handlers wrestle balloon dragon down parade route Constitution Avenue.



Visiting sushi chefs from Japan prepare an elegant sampling.

Camp 4 Kids Goes into Second Season

Last summer Channel 4 was proud to have sent more than 200 kids to camp, thanks to corporate sponsorship and viewer donations. This year we hope to send many more young people who otherwise might not have an opportunity to experience the all-American adventure of camping.

Spokespersons for the campaign are NEWS4 Today anchors Barbara Harrison and Joe Krebs, and co-sponsors are Giant Food, The Washington Area Volvo Dealers and Volvo of America.

At a kick-off event on Friday, May 12, at Channel 4, Volvo presented a check to benefit the Metropolitan Police Boys and Girls Club, Camp Brown, one of the camps that will benefit from the Camp 4 Kids program.



Last minute instructions before bus leaves for Camp Brown, Summer 94



NETWORK AFFILIATION: NBC
WIRE SERVICES: AP, WCNS

PHONES:
202-885-4000 (Information)
202-885-4095 (Programming)
202-885-4111 (Local News)
202-885-4402 (Station Information)
202-885-4874 (PSA, Calendar Information Line)
202-885-4055 (Employee Relations)
202-364-NEWS (News Tipline)

PRESIDENT & GENERAL MANAGER:
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VICE PRESIDENT, NEWS
Dick Reingold
VICE PRESIDENT,
ADVERTISING & PROMOTIONS
Sandi Yost
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Jody Beck, Kenny Gamble,
Richard McGhee, Rick Martin,
Milton Shockley, Bill Starks
EXECUTIVE PRODUCER
Wendy White
EXECUTIVE PRODUCER
Nannette Wilson

LOCAL NEWS, Weekdays

5:30 a.m. News4 Today
7:00 a.m. Today show
Noon News4 at Noon
4:00 p.m. News4 at 4
5:00 p.m. News4 at 5
6:00 p.m. News4 at 6
11:00 p.m. News4 at 11
2:30 a.m. NBC NewsChannel

LOCAL NEWS, Weekends

Saturday
6:00--7:00 AM
9:00--10:00 AM
Sundays
6:00--8:00 AM
9:00--10:00 AM
Saturday and Sunday
6:00 PM and 11:00 PM

LOCAL PROGRAMS PRODUCED AT WRC-TV

"America's Black Forum", Host, Julian Bond
Air Day and Time: Sunday 12:30 a.m.
Contact: Kathleen McCampbell

"It's Academic" Host, Mac McGarry
Air Day and Time: Saturday 10:00 a.m.
(Sept. to May)
Contact: Kathleen McCampbell

"The McLaughlin Group", Host, John McLaughlin
Air Day and Time: Saturday, 7:30 p.m., Sunday,
11:30 a.m.
Contact: John McLaughlin

"McLaughlin One on One", Host, John
McLaughlin
Air Day and Time: Sunday, 10:00 a.m.
Contact: John McLaughlin

"The George Michael Sports Machine",
Host, George Michael
Air Day and Time: Sunday, 11:30 p.m. (Live)
Contact: Jeff Greenberg, Producer

"Viewpoint"
Host, Doug McKelway
Air Day and Time: "NEWS4 Sunday"
Contact: Aisha Karimah, Producer

"Reporter's Notebook"
Host, Tom Sherwood
Air Day and Time: NEWS4 Sunday
Contact: Aisha Karimah, Producer

"The Redskin Report" (seasonal)
Host: George Michael, Sports Anchor
with Sonny Jurgensen, Sportscaster and
Air Day and Time: Saturday, 7:00 p.m.
Producer: Jeff Greenberg

"Teen TV"
Host: Various teens from Washington regional
Air Day and Time: Saturday, 9:00 a.m.
Producers: Harry Davis/John Spillane

WRC-TV TALENT:

Leo Alexander, General Assignment
Jess Atkinson, General Assignment
Wally Bruckner, Sports
Julie Carey, General Assignment
Arch Campbell, Entertainment Critic
Pat Collins, General Assignment Reporter
Elizabeth Crenshaw, Consumer Reporter
Doreen Gentzler, Anchor, News4 at 6 and 11
Health Reporter
Jim Handly, Anchor, NEWS4 at 4:30
Barbara Harrison, Anchor, NEWS4 Today
I.J. Hudson, General Assignment
Cathy Hobbs, General Assignment
Andrew Humphrey, Meteorologist
Joe Krebs, Anchor, NEWS4 Today
Susan Kidd, Anchor, NEWS4 at 5 co-anchor
Tom Kierein, Meteorologist
Alan Lee, General Assignment Reporter
Pat Lawson-Muse, Weekend Anchor, 6 & 11 PM
Debbi Lockhart, Anchor, Weekend Morning
Lynda Lopez, General Assignment
Doug McKelway, News4 at 5 co-anchor
Mac McGarry, Announcer
Shari Macias, General Assignment
Suzanne Malveaux, General Assignment
George Michael, Sports Director, Anchor
Wendy Rieger, General Assignment Reporter
Bob Ryan, Meteorologist
Tom Sherwood, General Assignment
Jim Vance, Anchor, News4 at 6 and 11



NBC4 MISSION STATEMENT

Our mission is to build a strong and successful station that will be the leader in news and community service in the Washington area.

We will commit our energy and resources to delivering the highest quality news, public affairs and community service programs. We will open ourselves to the community, listen to its diverse voices and find innovative ways to meet its needs. We will be willing to go beyond traditional news coverage and business practice to build a lasting bond of trust among ourselves and with the people we serve.

We believe that by working together toward these goals we will do what is best for our community, our company and ourselves.

The More You Know



THE MORE YOU KNOW

In 1989, NBC launched a comprehensive community-action campaign, called "The More You Know," to increase public awareness of the issues, problems and opportunities that face America's teachers and educational systems.

"The More You Know" draws on the resources of the network and NBC's 208 affiliated stations in an effort to focus attention on the issues affecting education in America. Over 75 public service announcements have been produced featuring NBC talent encouraging kids to stay off drugs and stay in school, to avoid peer pressure and appreciate the important role teachers play in our lives. These PSA's run in fixed positions in primetime and during the network's Saturday morning programming. The affiliate stations are provided with all the campaign elements including PSA copy, news story suggestions, "how-to" activities and videos to implement "The More You Know" and localize the effort. The NBC affiliates generate support for the campaign by setting up local advisory boards, establishing partnerships with local businesses and the educational community and producing programming and PSA's that address specific community concerns.

"We all know that campaigns like 'The More You Know' are successful because of the grass-roots activities undertaken in the community," said Senator George J. Mitchell (D-ME), Senate Majority Leader. "I applaud NBC's efforts in launching a campaign on education that provides an important message and a community-outreach effort."

"The More You Know" is carried in 165 markets around the country. Many of those communities have embraced the effort and implemented "The More You Know" activities such as homework hotlines, adopt-a-school programs, job fairs, student assistant projects, substance abuse treatment centers and education programs. These initiatives in conjunction with the on-air element provide a comprehensive public service effort.

"The More You Know" receives guidance and leadership from the NBC Educational Advisory Board, which includes representatives of many leading educational organizations, such as The Carnegie Foundation for the Advancement of Teaching, the Children's Defense Fund, the National Education Association and the National Parent Teacher Association. This campaign has been honored with a Presidential Citation for Private Sector Initiatives and the National Education Association's award for the Advancement of Learning through Broadcasting. "The More You Know" has also been recognized by a number of local educational organizations for the efforts made by NBC's affiliated stations.