



**Issues and Program Report
WKRN-TV Nashville
3rd Quarter 2007**

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COMMUNITY NEEDS AND ISSUES

WKRN-TV bases its community issues list below on a needs assessment done by the United Way of Nashville in 2004. WKRN-TV determined that the following issues are the concerns of the community:

- **Emergency Assistance**
This issue includes assisting people in crisis such as financing, food, health and shelter.
- **Neighborhood Safety**
Empowering neighborhoods and residents to strengthening participation and safety in neighborhoods
- **Health**
This issue includes physical and mental health, healing from abuse, neglect, recovering from alcohol and drug addiction.
- **Child and Youth Development**
Comprehensive child and youth development, including education, and family nurturing.
- **Training & Assistance**
This issue includes transitional and permanent housing, adult literacy, job training, and employment. Support services such as legal, financial and transportation.
- **Child Care**
Quality child care, health, safety and early intervention by companies, non-profit organizations, government agencies, etc.
- **Senior Assistance**
Education, training and employment services, mental and physical health, terminal illness and grief support, home care, respite services, adult day services, and coordinated transportation

**3rd QUARTER 2007
ISSUES/PROGRAMS LIST
WKRN NASHVILLE**

The following list contains some of the most significant programming treatment of issues of community concern address by WKRN during the quarter. The list is not intended to be exhaustive.

Date	Program	Time/ Duration	Issue	Description
07/02/07	News 2 at 6	1:41	Child Care	Vanderbilt Children's Hospital began operating the only pediatric level one Trauma Center in the state. It will allow doctors to treat kids with the highest level of injuries. There are only 15 facilities like it in the entire country.
07/02/07	News 2 at 5	1:00	Child Care	A new study indicates that HALF the accidents of children treated at emergency rooms are due to all-terrain ATVs. Experts say that children under 16 should not operate an off-road vehicle.
07/11/07	News 2 at 6	1:13	Neighborhood Safety	Smyrna's adult-oriented businesses' choices have been limited as to location. City Council Member, James Yates, says that anyone looking to open an adult-oriented store in Smyrna will now have to appeal to the Zoning Commission for a special permit.
07/12/07	News 2 at 5	1:00	Emergency Assistance	The Director of Tennessee's Office of Homeland Security says that citizens play a part in keeping the state safe, and a drill at Fort Campbell was held to assess the preparedness of first responders to a potential disaster.
07/16/07	News 2 at 5	1:30	Neighborhood Safety	The Klan seems to be actively recruiting in Middle Tennessee and is now using the controversial immigration debate as one of its main issues. But neighbors in the Antioch community are letting the Klan know that their help isn't wanted.
07/17/07	Primetime: Family Secrets	1 hour	Health	Drug addiction is a secret that can hide in plain sight. Primetime reports on an addict whose out of control behavior has always been just a camera click away -- Daniel Baldwin. Cynthia McFadden is with him every step of the way through his ninth stint in at rehab -- this one could be his last chance.
07/17/07	News 2 This Morning	1:22	Training & Assistance	TennCare officials have one month to work on a federal waiver to continue the state's Medicaid Program that provides health coverage to about 1 million people.
7/20/07	20/20	1 hour	Health	Why are some people born dwarfs while others grow into giants? 20/20, with resources from the National Geographic Channel, reports on the fascinating science behind giants and dwarfs, as well as the extraordinary spirit that helps them adapt to life.
07/22/07	News 2 at 5 (SUN)	1:03	Senior Assistance	The Cornelia House Nursing Home can no longer accept new patients and the state wants it to clean up its act. The nursing home was cited for violations that put patients at risk.
07/23/07	News 2 at 4	1:30	Training & Assistance	Metro is getting its buses in top shape for the new school year. The buses this year will have a new class of Metro School bus drivers as well as a more high-powered radio with almost 95 percent coverage countywide.
07/23/07	News 2 at 4	1:00	Senior Assistance	Mayor Bill Purcell signed a bill that will freeze property taxes for senior citizens. The bill is geared to help seniors on a fixed income.
07/24/07	News 2 at 4	1:15	Child Care	More than 17,000 Tennessee children will be getting a head start on their education this year. Governor Phil Bredesen visited the Wayne Reed Christian Child Care Center today and announced the addition of 257 new Pre-K classes across the state.

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7/24/07	Primetime: Family Secrets	1 hour	Child Care	This week Cynthia McFadden takes viewers on a journey with two pregnant teenagers facing the heart-breaking decision of whether or not to give their babies away. From selecting new parents to letting go of their babies, and the difficult decisions and the intimate process.
07/26/07	News 2 at 4	1:07	Child & Youth Development	Bob Iger, Head of Disney, is pledging that all Disney branded films will be banned from showing cigarette smoking on the big screen. Researcher Stanton Glantz says that it is a move that could have prevented 1.5 million teens from lighting up over the past 8 years.
07/27/07	News 2 This Morning	1:03	Health	The new Tennessee Center for Patient Safety says that Tennessee does relatively well compared to other hospitals across the U.S. when it comes to the number of medical errors. The Center focuses on reducing the number of medical errors.
07/28/07	News 2 at 10	1:45	Child & Youth Development	"Girls Nation" is a program based on US Senate procedure. In the program, girls can set up a mock government, tour, and meet the president in an effort to learn about how the government works.
07/30/07	News 2 at 4	1:28	Health	A medical journal article suggested people who take Avandia have a 43% higher risk of heart attack. However Glaxo Smith Kline, the company who manufactures the drug, states that the drug is as safe as comparable to other drugs of its kind. The FDA maintains that if the drug increases the chance that more people will die that it's unacceptable.
07/31/07	News 2 at 5	1:30	Emergency Assistance	The hot weather is putting a strain on the Murfreesboro Salvation Army. The Shelter is filled to capacity and the organization is asking for any donations in the form of food or money.
08/01/07	News 2 This Morning (5AM)	:55	Child & Youth Development	For the first time since "No Child Left Behind" became law, the state has ordered systems with the lowest performing schools to make changes and also give the Tennessee Department of Education a progress report.
08/03/07	News 2 at 4	1:00	Child Care	Governor Bredesen's sales tax holiday is part of a statewide back-to-school campaign known as "CoverKids." The program will offer health care coverage to Tennessee's 127,000 uninsured children.
08/07/07	News 2 at 6	1:22	Senior Assistance	Because many Seniors are without family members, Mary with "Meals on Wheels" makes sure many are taken care of during the hot weather.
08/07/07	News 2 at 4	1:30	Health	According to a new study published this week in the Journal Neurology, women over 65 who drink an extra cup of Joe may protect thinking and memory skills.
08/08/07	News 2 This Morning	1:41	Neighborhood Safety	People across the mid-state are working together to fight crime in their neighborhoods. In Sylvan Park dozens gathered for the "Night Out Against Crime", an event they have every year.
08/14/07	News 2 at 5	1:31	Training & Assistance	Cowboy Troy stopped by Pearl Cohn High School today to make a special delivery to students. The country music singer partnered with Sharpie to donate school supplies. Sharpie hopes to collect a million signatures as part of its promotion to donate money to schools.
08/14/07	News 2 at 4	1:30	Child Care	Nine million units of Mattel toys with household names are part of the latest recall of Chinese-made toys and The Consumer Products Safety Commission is telling parents not to hesitate to remove the recalled toys from homes - now.
08/16/07	News 2 at 6	1:30	Emergency Assistance	Temperatures have been in the triple digits since Sunday and Laurie Parker of NES says that the company passes on donated funds to groups like the Metro Action Commission for energy assistance in the hot summer months.
08/19/07	News 2 at 10	1:25	Senior Assistance	Embarq provides health care for members of Communications Workers of America, but the company says that it is ending benefits to retired members who are eligible for Medicare. As many as 14,000 workers will be affected.

Date	Program	Time/ Duration	Issue	Description
08/23/07	News 2 at 10	1:17	Neighborhood Safety	Chief Boyd of the Lavergne Police Department says that it is committed to getting rid of the gang problem in Lavergne. The Department is taking an aggressive approach by having an officer patrol the streets.
08/24/07	News 2 at 5	1:01	Child & Youth Development	Mental Health researchers say teen risk-taking is a natural response to changes in their brains, but Monique Ernst of National Institute of Mental Health advises that to protect teens from costly risks, it's important to channel their enthusiasm towards worthwhile goals.
08/27/07	News 2 at 4	1:45	Emergency Assistance	Belmont University is the latest local college to adopt a text messaging alert system for its staff and students. The system is for emergencies such as weather and safety risks and is a more effective way to communicate with staff and students.
08/28/07	News 2 at 10	1:44	Health	Eddie George says the new "Get Fit" initiative is not a workout plan but about embracing a healthy lifestyle. His "Get Fit" event kicked off at Belmont campus and is intended to offer encouragement to students.
08/29/07	News 2 at 6	1:17	Training & Assistance	The Tennessee Transportation Study Committee is looking at a variety of ways to solve the financial problems surrounding funding for Tennessee's present and future transportation needs.
08/29/07	News 2 at 4	1:55	Emergency Assistance	The Nashville area Chapter of the Red Cross is up to a three day supply of blood, which is considered adequate to meet the needs of hospital patients.
09/01/07	SAT Weekend 6AM	1:50	Training & Assistance	Friday, the President called on Congress to pass legislation that would assist mortgage holders with subprime loans. Part of the proposed plan would modernize The Federal Housing Administration that was created during the Great Depression.
09/01/07	SAT Weekend 6AM	1:26	Emergency Assistance	Members of the Nashville Red Cross are spending this weekend in the Midwest to help victims of massive flooding. The Red Cross will open shelters, distribute food and supplies, and help those needing financial assistance.
09/02/07	SUN Weekend 6AM	1:16	Health	A scratch and sniff test relating to the study of Alzheimer's, given to healthy volunteers who were followed over a 5-year period, showed that people who made at least four smell errors were 50 percent more likely to develop mild memory and thinking problems than those who only made one or less errors.
09/03/07	News 2 at 4	1:34	Child Care	The 29 th annual Franklin Classic was held this morning. The event raises money for the Mercy Children's Clinic.
09/03/07	News 2 at 5	3:33	Neighborhood Safety	Gwen Hopkins Glascock of the Metro Public Works Department says her agency picks up residential brush but not that generated by professionals, and that it is important to know what zone you live in and when a crew will be in your neighborhood to pick up brush.
09/04/07	News 2 at 4	1:29	Senior Assistance	Plans for a new nursing home spark debate in Montgomery County. The nursing home is for aging veterans; however, board members and lawmakers disagree over the fastest and least expensive route into the site off State Line road.
09/04/07	News 2 at 6	1:48	Neighborhood Safety	A convicted sex offender, Charles Sloane, lives across the street from a school and next to a daycare, and angry parents plan to meet in front of his home. State law requires sex offenders to live at least 1,000 feet away from schools and daycares.

Date	Program	Time/ Duration	Issue	Description
09/05/07	News 2 at 5	3:13	Child & Youth Development	Medical experts suggest that a child's backpack should not weigh more than 20 percent of his or her body weight as it might cause an onset of back pain.
9/6/07	This Week	1 hour	Training & Assistance	Really check: flipping houses. The new real estate market.
09/06/07	News 2 at 5	1:30	Health	Brentwood neurologist, Dr. Ronald Wilson, will be one of three experts to speak at Saturday's stem cell symposium at Vanderbilt University. The symposium will cover general politics and the ethics of stem cell research.
09/09/07	News 2 at 5 SUN	1:35	Child & Youth Development	A new test "Explore" is designed to explore what eight graders know compared to what they will need to know to score well on the college entrance ACT exam.
09/10/07	News 2 This Morning	1:24	Senior Assistance	State and Federal regulators say some "free lunch" educational investment seminars for Seniors found misleading claims for unsuitable financial products and even outright fraud. The report blames investment firms for failing to supervise the employees conducting the seminars.
9/14/07	20/20	1 hour	Health	John Stossel navigates the confusing world of healthcare as he examines the insurance industry, the need for competition to create better care, and innovative experiments aimed at combining lower costs with better medicine.
09/14/07	News 2 This Morning (6AM)	:44	Training & Assistance	The Clarksville Chapter of the Red Cross will hold a crash course in disaster response for the public.
9/17/07	This Week	1 hour	Health	Life and death series. Searching for donors.
9/20/07	This Week	1 hour	Health	Life and death series. Young and with cancer.
09/28/07	20/20	1 hour	Training & Assistance	From buying or selling a house to the tricky world of home improvements, 20/20 helps viewers navigate the ever-changing world of real estate in a special edition of the program.

WKRN PUBLIC SERVICE ANNOUNCEMENTS – July – September 2007

Air Dates	PSA	Length/Freq.	Issue	Description
July 2007	Ronald McDonald House - Pull Tabs	30 seconds/96	Child Care	Medical needs
August - September 2007	Be In the Click	30 seconds/44	Child Care	Encourage teens to buckle up when driving
July - September 2007	Classic Art	30 seconds/25	Child & Youth Development	Art Education
July - September 2007	Red Cross	30 seconds/59	Emergency Assistance	Donating blood
July - September 2007	Inspire Invention	30 seconds/237	Child & Youth Development	Encourage Education
July - September 2007	Keep the Music	30 seconds/102	Child & Youth Development	Music in schools
July - September 2007	TN WaterWorks	30 seconds/281	Neighborhood Safety	Environment
July - September 2007	My Wonderful World	30 seconds/1	Child & Youth Development	Encourage Education
August – September 2007	Food 2 Families Grade School Food Drive	30 seconds/117	Emergency Assistance	Food collection
August – September 2007	Food 2 Families High School Challenge	30 seconds/79	Emergency Assistance	Food collection
August – September 2007	Ronald McDonald House – Thank You	30 seconds/183	Emergency Assistance	Medical needs
July - September 2007	American Heart Association#3 – Start Walking Safety	30 seconds/278	Child Care	Walking for a Healthier Life