



**Issues and Program Report**  
**WKRN-TV Nashville**  
**4th 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

**4th 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
10/1/2007	News 2 at 10	1:24	Child Care	A review found 54 reported deaths from decongestants and 69 deaths from antihistamines, all mostly children under the age of two. Later this month an FDA panel will discuss banning the medicines for kids under two.
10/03/07	News 2 at 10	1:30	Neighborhood Safety	The Smyrna Police Department is using cardboard cutouts of police officers to fight crime and reduce speeding. Officials say the cutouts are working and are looking for funding for at least two more.
10/07/07	News 2 at 5 SUN	1:43	Health	In an effort to learn how breast cancer may start, 100 women volunteers, most of them healthy, have agreed to have fluid taken from their breasts so researchers can compare it to the fluid of women who actually have the disease.
10/14/07	News 2 at 5 SUN	1:42	Health	A new study found that people who return to a stressful job or stressful home environment after recovering from a heart attack are twice as likely than those without stress to experience another one.
10/15/07	News 2 at 4	1:11	Senior Assistance	Researchers have announced a simple blood test said to be 90% accurate in predicting early signs of Alzheimer's disease. The test is not widely available and experts agree it will need more testing to see if it is truly viable.
10/15/07	News 2 at 4	1:19	Child Care	In a commitment to excellence from students, teachers and parents, Kipp Academy, the city's first charter school, only accepts students who are underperforming or from schools that underperform under "No Child Left Beyond" program.
10/16/07	News 2 This Morning	1:43	Senior Assistance	Senior citizens rank first among the three other groups of people more prone to complications from the flu. Other groups include pregnant women, babies 6 months and under, and the chronically ill.
10/16/07	News 2 at 5	1:35	Neighborhood Safety	Law enforcement officials have come to appreciate the presence of <i>The Guardian Angels</i> , a positive peaceful group of concerned citizens who patrol Printers Alley and lower Broadway, breaking up fights and keeping the area safe.
10/16/07	News 2 at 4	1:25	Training & Assistance	A simulated bomb was set off near the Portland International Raceway in the biggest counter-terrorism exercise in U.S. history. Planners hope it will enable first responders to better handle real-life situations.
10/17/07	News 2 at 4	1:43	Training & Assistance	The "Low Income Home Energy Assistance Program" will help all Tennessee residents who received free air conditioning units this summer get their money back on their "September" electric bill.
10/20/07	SAT Weekend 6AM	1:26	Emergency Assistance	The Army Corps of Engineers are using new weather emergency sirens while they repair the Wolf Creek Dam in Kentucky in case the dam fails. The sirens can be heard up to 4 miles a way and will also be used during severe weather warnings.
10/24/07	News 2 at 4	1:10	Emergency Assistance	Volunteers for the Churches of Christ Diaster Relief in Nashville started taking action Sunday night by stocking supply trucks for the victims of the California wildfires.

Date	Program	Time/ Duration	Issue	Description
10/27/07	SAT Weekend 6AM	1:50	Child & Youth Development	After a 14-year-old teen shot an elderly Nashville storeowner, police are working hard to get young criminals off the street, but Judge Betty Green says that jail is not always the answer and champions a call for community awareness to begin healing the youth violence epidemic.
10/31/07	News 2 at 5	1:31	Child & Youth Development	A program that helps teens kick addictions to drugs and alcohol is looking for a new site. "Teen Challenge U.S.A." is a nonprofit organization currently with two Nashville facilities and is seeking another.
11/02/07	News 2 at 10	1:07	Child & Youth Development	Earl Jordan walked the urban streets of Nashville as a youth and is now the leader of a group called <i>Partners in Struggle</i> . The group is aimed at shedding light on Youth violence.
11/09/07	News 2 at 4	1:21	Health	Merck has agreed to pay 4.85 billion dollars to 60,000 people who sued them after a study showed that their drug, Vioxx, doubled the risk of heart attack and stroke in people who took the drug for more than 18 months.
11/12/07	News 2 This Morning	1:34	Emergency Assistance	Matthew 25 is a shelter that offers a 90-day program to help homeless Veterans get back on their feet, save money, and get a job.
11/14/07	News 2 at 6	1:34	Senior Assistance	State regulations don't allow for assisted living facilities to house hospice patients, and Sue Higgins, Director of Sutherland Place, an assisted living facility, says that the state's outdated policy should be changed to allow the elderly a choice to die where they want.
11/15/07	News 2 at 4	1:15	Child Care	By age six, children are supposed to receive 48 doses of 14 vaccines, but a new study says that's too much. The study has caused confusion among many parents who feel that the risks far outweigh the downside.
11/17/07	SAT Weekend 6AM	1:40	Neighborhood Safety	Utility crews installed police cameras on Gallatin Road Friday in an effort to deter crime and catch criminals in one Madison neighborhood.
11/18/07	News 2 at 10 SUN	1:35	Training & Assistance	Volunteers from Meharry Medical College and the Nashville Area Habitat for Humanity have built a home for Katherine Smith, a single mother of three.
11/20/07	News 2 at 4	1:04	Neighborhood Safety	Operation Stuffed Turkey is the culmination of hours of police work within the Franklin Police Department. The goal: To round up men and women observed in undercover operations who have warrants and drug related charges.
11/21/07	Food 2 Families	1:18	Child & Youth Development	Lebanon High School collected more than 52,000 cans of food and took the first-place trophy along with 2,000 dollars in this year's 13-area high school <i>Food 2 Families</i> competition. The drive will help feed hungry families.
11/22/07	News 2 at 6	1:09	Senior Assistance	Gerry Searcy and other volunteers hope to deliver 2,000 Thanksgiving dinners, complete with turkey and dressing and cranberry sauce to elderly and disabled people in Nashville.
11/28/07	News 2 This Morning (6AM)	1:45	Training & Assistance	If you're looking for a job, head to the Hickory Hollow Mall today. The Employment Guide is hosting a career fair from 10AM - 2PM. Fair organizers say top employers from the entire Nashville region will be there.
11/28/07	News 2 at 10	2:22	Emergency Assistance	Last year, 106 firefighters died nationwide and 77 of them were volunteers. Currently there are no training requirements for volunteers and Chief Robert Strobe wants mandatory training put in place. He states that trained volunteers would also lower insurance rates for homeowners.
11/29/07	News 2 This Morning	1:30	Child Care	Due to so many toy recalls, workers at Goodwill spend hours each day sifting through donated toys to make sure they're safe before coming into your home.

Date	Program	Time/ Duration	Issue	Description
11/29/07	News 2 at 4	1:05	Health	The American Medical Association says that cutting salt intake in half would save 150,000 lives a year and some health advocates want the FDA to force food manufacturers to set sodium limits.
12/01/07	News 2 at 10 SAT	1:45	Child Care	The Nashville Children's Theatre celebrated a grand opening today after a 6.5 million dollar renovation. The theater was ranked one of the top childrens theatres in the country by Time Magazine.
12/01/07	News 2 at 10 SAT	1:05	Neighborhood Safety	Mayor Karl Dean speaks out at a crime meeting, telling concerned citizens that their attendance at the meeting shared his goal of safe and strong neighborhoods in Nashville.
12/03/07	News 2 at 6	1:40	Emergency Assistance	Emergency crews plucked a woman from the banks of the Cumberland River this morning, saving her from freezing temperatures.
12/03/07	News 2 at 10	1:40	Neighborhood Safety	After two ATM thefts just weeks apart in the same neighborhood, Nashville business owners are worried about a possible rash of crime.
12/04/07	News 2 at 4	1:50	Health	Surgeons at Fort Campbell are preparing to open their new weight loss surgery center. The center will not only provide surgery but also support and seminars to help patients overcome obesity.
12/05/07	News 2 This Morning	1:45	Senior Assistance	A new study found that people over 60 who are overweight but still physically active actually had a lower risk of dying than those who are lean but unfit.
12/05/07	News 2 at 5	1:20	Training & Assistance	African American churches raised 25,000 dollars to help the financially--strapped Fisk University at the "Christmas at Fisk Campaign." The school's cash runs out this month and needs more help. Mayor Dean has pledged his support to keep Fisk in the business of educating students.
12/06/07	News 2 at 10	1:20	Senior Assistance	By Law, McKendree Village's violations forced the facility to lose its federal Medicaid/Medicare funding. However, the state says it will work to safely relocate its frail and elderly patients.
12/06/07	News 2 at 4	1:30	Health	Little "mini" clinics are opening up in Nashville and are currently in some Kroger, CVS, and Walgreen stores. The clinics are designed to treat minor ailments and injuries and are staffed with fully-licensed Nurse Practitioners.
12/06/07	News 2 at 4	1:20	Training & Assistance	The White House has worked out a voluntary plan with some of the country's biggest lenders to freeze interest rates for 5 years on adjustable-rate mortgage loans issued between 2005 and the middle of 2007.
12/07/07	News 2 at 6	1:09	Child & Youth Development	Metro police are finding remnants of homemade explosives throughout the city and say that "teens" are the culprit in this dangerous trend. Police urge parents to educate their children on the dangers of mixing chemicals.
12/07/07	News 2 This Morning	1:25	Emergency Assistance	Rutherford County School Board approved a 70,000 dollar school messenger system that will notify parents in the event of an emergency.
12/08/07	News 2 at 10 SAT	1:40	Child Care	A group of kids are learning how to protect themselves against a predator in part of what's known as RAD or "Resist Aggression Defensively." The program teaches them how to defensively deal with bullies and conflicts.
12/08/07	News 2 at 10 SAT	1:45	Child & Youth Development	Thanks to Nashville students, garbage haulers will be traveling in style. The students are competing to hang their artwork on the sides of trash trucks. The contest called "Beautiful Nashville" is meant to encourage students to keep their city beautiful.
11/30/07	ABC News -- 20/20	1 hour	Health	A "20/20" investigation reveals that many of this country's bravest men and women who volunteered to defend America in a time of war have come home wounded -- physically and mentally -- and are turning to illicit drugs as they adjust to normal life. ABC News Chief Investigative Correspondent, Brian Ross reports.
10/7/07	This Week -- ABC	30 minutes	Emergency Assistance	State Children's Health Insurance Program
10/2/07	This Week -- ABC	30 minutes	Child Care	Searching for a Cure
10/11/07	This Week -- ABC	30 minutes	Health	Breast Cancer in the Family

Date	Program	Time/ Duration	Issue	Description
10/15/07	This Week – ABC	30 minutes	Emergency Assistance	Diagnosing Autism Online
10/29/07	Nightline – ABC	30 minutes	Emergency Assistance	Autism & Surfing
11/2/07	Nightline – ABC	30 minutes	Emergency Assistance	Foreclosure Rescue
11/7/07	Nightline – ABC	30 minutes	Training & Assistance	Gas Prices: Searching for Deals
11/23/07	Nightline – ABC	30 minutes	Health	Invisible Epidemic
11/28/07	Nightline – ABC	30 minutes	Emergency Assistance	Hit Hard by the housing crisis
12/14/07	Nightline – ABC	30 minutes	Emergency Assistance	Reality Check: Mortgage Fraud

**Quarterly Appearances – WKRN-TV  
4th Quarter 2007**

Appearances in the community by WKRN on-air talent were reported as follows:

<b>Staff</b>	<b>Event/Location</b>	<b>Issue</b>
Anne Holt	Ruby Major Elementary School – Food 2 Families	Hunger
	Park Avenue Elementary School – Food 2 Families	Hunger
	Cockrill Elementary School – Food 2 Families	Hunger
	McGavock Elementary School – Food 2 Families	Hunger
	Hendersonville High School – Food 2 Families	Hunger
	Lebanon High School – Food 2 Families	Hunger
	Siegel High School – Food 2 Families	Hunger
Lisa Patton	Columbia State community College	Career
	Mass Communications Day	
Christine Maddela	Toastmaster’s Luncheon	Career
	TPAC	
Julie Kroenig	Read To Me Day - Rutherford Cty Elementary School	Education
	Heart Walk – Vanderbilt Campus	Health
	State of Tennessee Breast Cancer - Survivor Banquet	Health
	Hendersonville Christmas Parade	Judge
John Dwyer	Heart Walk – Vanderbilt Campus	Health
Brad Schmitt	We Care For Kids Day – Vanderbilt Campus	Health
Teresa Weakley	We Care For Kids Day – Vanderbilt Campus	Health
Davis Nolan	Woodland Middle School - Franklin	Weather
	Siegel Middle School - Murfreesboro	Weather

## WKRN PUBLIC SERVICE ANNOUNCEMENTS – October – December 2007

Air Dates	PSA	Length/Freq.	Issue	Description
October – December 2007	Ronald McDonald House - Pull Tabs	30 seconds/269	Child Care	Medical needs
October – December 2007	Be In the Click	30 seconds/227	Child Care	Encourage teens to buckle up when driving
October – December 2007	Better Life	30 seconds/87	Child & Youth Development	Education
October – December 2007	Inspire Invention	30 seconds/12	Child & Youth Development	Encourage Education
October – December 2007	Keep the Music	30 seconds/45	Child & Youth Development	Music in schools
October – December 2007	TN WaterWorks	30 seconds/242	Neighborhood Safety	Environment
July - September 2007	My Wonderful World	30 seconds/6	Child & Youth Development	Encourage Education
October – December 2007	Food 2 Families Grade School Food Drive	30 seconds/8	Emergency Assistance	Food collection
October – December 2007	Food 2 Families High School Challenge	30 seconds/91	Emergency Assistance	Food collection
October 2007	American Heart Association#4 – Heart Walk	30 seconds/76	Child Care	Walking for a Healthier Life
October 2007	We Care For Kids Day	30 seconds/56	Child Care	Children Health/Education