



Issues and Program Report
WKRN-TV Nashville
1st Quarter 2008

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Date: 4/8/08

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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 2008. The report was prepared by the United Way of Nashville from the periods 2008 – 2011. WKRN-TV determined that the following issues are the concerns of the community:

- **Child Care**
Quality child care, health, safety and early intervention by companies, non-profits organizations, government agencies, etc..
- **Child and Youth Development**
Comprehensive child and youth education, including basic schools attendance, after school programs, mentoring programs, promote healthy behaviors and life skills.
- **Neighborhoods Safety**
Empowering neighborhoods and residents to strengthening participation in community to improve quality of life in most at-risk communities.
- **Emergency Assistance**
Provide support services for adults with basic needs such as food, shelter, and emergency assistance.
- **Training & Assistance**
Assisting adults with educational and financial needs by supplying tools and financial advice for those with special economic needs.
- **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
- **Wellness/Health**
Provide affordable and accessible physical and mental health management and training. Education on health preventative and making healthier decisions.

**1st QUARTER 2008
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
1-1-08	News 2 at 10	1:08	Wellness/Health	At Baptist Hospital signs are plastered everywhere that mean "no smoking anywhere!" Hospital spokeswoman Kristi Gooden says the move sets a healthy example for the community and will eliminate second-hand smoke to patients.
1-3-08	News 2 This Morning 4AM	1:19	Emergency Assistance	In recent weeks 911 dispatchers have sent emergency crews to the wrong location at least 3 times. Part of the problem - duplicate road names. The Communication Center's Director and dispatchers are now working to make sure that it doesn't happen again.
1-7-08	News 2 at 4	1:45	Wellness/Health	A new study shows getting a lot less sunlight in the winter may also increase the risk of dying from cancer. Since sunscreens block the UV-B rays that produces Vitamin D, researchers say moderate sun exposure means 10 to 15 minutes in the sun without sunscreen.
1-9-08	News 2 at 4	1:45	Training & Assistance	Eight-hundred people are on the Metro Action Commission's waiting list to receive help on gas and electricity bills. The commission says assistance will be given to those in need as more funding comes in.
1-11-08	News 2 at 4	1:30	Neighborhood Safety	In an attempt to cut back on traffic accidents and fatalities, the Montgomery County Sheriff's Department launched its own traffic enforcement unit. Deputies will be assigned to look for speeders and other traffic violators who contribute to crashes.
1-14-08	News 2 at 6	1:28	Neighborhood Safety	In a cockfighting bust, officers were able to confiscate a number of items from property in Antioch. Billy Biggs with Metro Animal Control was out on the scene Sunday afternoon and showed News 2 the items now being held as state's evidence. No arrests have been made.
1-15-08	News 2 at 4	1:35	Senior Assistance	Seniors are turning to new forms of entertainment - retirement games. In 1999, the industry says the number of game players over the age of 50 was only 10% but has risen to 25%. The favorite among seniors - video bowling.
1-16-08	News 2 at 10	1:24	Senior Assistance	Today, the Federal Government released 450 million dollars to help seniors and working families keep their heat on through the winter. Tennessee will receive nearly 2.1 million dollars of that funding.
1-17-08	News 2 This Morning 5AM	1:26	Child Care	The FDA is warning parents not to give over-the-counter cough and cold medicines to children two and under for fear that they can cause heart and breathing problems. The drugs are linked to 123 deaths since 1969. The industry now plans to ban the drugs for the youngest of children.
1-24-08	News 2 This Morning 4AM	1:42	Child & Youth Development	Students will have a whole new voice in an online messaging program called "Talk About It." The program is a way for students to talk about anything on their minds with an adult at school without anyone knowing. Metro will test the program in six schools before deciding whether to make it system wide.
1-24-08	News 2 at 5	1:48	Training & Assistance	Southern Middle Tennessee's first SuperTarget will open on March 9 and positions within the retail store are already being filled. Twenty-five supervisors were hired and have begun interviewing 200 plus Tennesseans eager to work there.
1-25-08	News 2 at 4	1:20	Child Care	The state has approved an expansion for the <i>Monroe Carell Junior Children's Hospital</i> at Vanderbilt. The expansion plan will include 190 new beds for pediatric and neo-natal care.
1-30-08	News 2 at 4	1:30	Emergency Assistance	The President is pushing the Senate to act on a Federal Stimulus Package to inject cash into the economy. Lawmakers hope to pass the package by President's Day so that taxpayers will start getting checks in May.

Date	Program	Time/ Duration	Issue	Description
1-30-08	News 2 at 4	1:30	Child & Youth Development	Since 1940, the Magness Potter Community Center has kept kids in the neighborhood on the right track and out of trouble. But parents were recently told that due to a lack of funding, their kids would have to find somewhere else to go after school. Now, the Salvation Army has stepped in and is starting its own after school program for some 60 kids.
2-2-08	News 2 Saturday 5pm	1:40	Emergency Assistance	Twenty-five members of the Fairview Fire Department and the Civil Air Patrol, in a mock drill, rescued two young girls from a simulated plane crash in Bowie Nature Park. The drill was to ensure that crews are prepared when real emergencies strike.
2-4-08	News 2 at 4	1:46	Wellness/Health	Today, protestors gathered on the steps of Legislative Plaza to protest The Department of Mental Retardation Services' announcement that it is cutting reimbursement rates for providers that care for the disabled and mentally challenged.
2-10-08	News 2 at 5 SUN	1:26	Wellness/Health	New statistics show that in 2005, 20% of women gained more than 40 pounds during pregnancy, compared to only 15% in 1990. Doctors say that women who gain such excess weight are at greater risk for pregnancy-related diabetes, high blood pressure, and birth complications.
2-12-08	News 2 at 4	1:45	Senior Assistance	The nation's first baby boomer, Kathleen Casey-Kirschling was presented her first social security retirement benefit check during a ceremony in Vero Beach, Florida. Mrs. Casey-Kirschling was born one second after midnight on January 1 st , 1946.
2-25-09	News 2 at 6	1:21	Senior Assistance	An elderly woman was found beaten to death in a Jackson, Tennessee Senior living home. Elnora Mitchell lived at Saint Mary's Manor Apartment Complex that is operated by The Catholic Diocese of Memphis. Police has charged a man in her death.
2-12-08	News 2 This Morning 4AM	1:30	Child & Youth Development	In a Maplewood town hall meeting, Mayor Karl Dean indicated that parental involvement is the number one indicator of whether a student will succeed. He also agreed that schools clearly need to have help from parents and the entire community.
2-17-08	News 2 at 5 SUN	1:42	Neighborhood Safety	The internet is changing the profession of prostitution. In this week's sting, Metro Police charged 18 men with patronizing prostitution. There were all busted making deals with an undercover cop on Craigslist.
2-18-08	News 2 at 6	1:23	Child & Youth Development	State officials say more than 30 school districts across Tennessee use the USDA surplus beef currently on recall which is why Jay Nelson, Food Services Director for Metro Schools, states that he feels they made the right decision to stop serving the beef to its students.
2-22-08	News 2 This Morning 6AM	1:23	Training & Assistance	The Tennessee Farm Bureau Federation announced Wednesday that it has established a disaster relief fund at The Community Foundation of Middle Tennessee to help agricultural producers hit by the recent tornadoes that swept through Tennessee February 5 th .
2-24-08	News 2 at 10 SUN	1:25	Child Care	"Soup Sunday" celebrated its 15 th year of raising money for "Our Kids." Our Kids is a clinic that provides services to kids who may have been sexually abused. Pro Bowler Kyle Vanden Bosch and Former Titan Chris Sanders, teamed up to help judge the various soups that were served.
2-28-08	News 2 This Morning 4AM	1:30	Child Care	According to the Tennessee Department of Education, local districts have requested state funding to add more than 300 new Pre K classes. Lawmakers, Staff and Lobbyists in favor of the funding now wait to see if the Legislature will approve any of them.
2-28-08	News 2 at 10	1:25	Neighborhood Safety	Brian How-Old operates Community Garage of Madison. He likes the area and the job police are doing, but doesn't like the way crime is increasing. That is also why he has his guard dog on duty all night long! Tonight, business leaders met with Metro Police to discuss the problem.

Date	Program	Time/ Duration	Issue	Description
2-28-08	News 2 at 4	1:30	Training & Assistance	Robert Walker is like many veterans that he is helping today at the Veteran's Career Fair. The fairs are intended to help veterans transition from a military to a civilian workforce and is filled with employers who value military skills.
2-29-08	News 2 at 6	1:29	Emergency Assistance	Because the city is growing and calls are increasing, the city of Nashville needs more ambulances to keep up with an expanding population.
2-29-08	News 2 at 4	1:31	Child & Youth Development	Athletic trainers, sports medicine physicians and nutritionists from across the country gathered in Nashville today to discuss the issue of performance enhancing drugs in the city's schools.
3-5-08	News 2 at 4	1:51	Emergency Assistance	It's <i>School Safety Day</i> in Wilson County and school leaders and city officials meet to share disaster plans. This year's focus is on tornado preparedness.
3-7-08	News 2 at 4	1:45	Child Care	Inspectors are now working to make sure tainted toys never reach your child's hands. The US Consumer Product Safety Commission says it will start deploying inspectors at US ports to screen toys and other imports for potential safety hazards.
3-10-08	News 2 at 4	1:30	Wellness/Health	Vanderbilt Medical Center's emergency room has started testing everyone who comes through their doors for HIV. The test is quick and easy with results in 20 to 40 minutes. Doctors say early detection allows for better treatment and follow-up care.
3-10-08	News 2 at 4	1:30	Senior Assistance	Governor Phil Bredesen's plan for home and community care based health care will allow seniors to live with a loved one but come to an adult daycare center during the day instead of being put in a nursing home.
3-14-08	News 2 at 6	1:35	Child Care	School officials are working on a plan to improve safety on special education buses. The officials say that the children's safety is their number one concern both at school and on the bus.
3-17-08	News 2 at 6	1:15	Training & Assistance	Thanks to Second Harvest Foodbank's mobile food pantry, at least 200 families walked away with groceries. Edgehill United Methodist Church bought 11,000 pounds of food from Second Harvest to distribute to the residents of the Edgehill Community.
3-18-08	News 2 at 5	1:24	Senior Assistance	As part of the National Mayors for Meals campaign, designed to bring attention to the need to get food to senior citizens and help them stay in their homes, Rutherford County Mayor, Ernest Burgess, is knocking on doors and delivering food to the elderly.
3-08-08	News 2 This Morning 3AM	1:00	Wellness/Health	A new report from researchers at the Centers for Disease Control and Prevention finds that food poisonings from leafy greens are on the rise. Experts say more study is needed as to the cause, but that people can reduce their risk of at-home food poisonings by thoroughly washing all greens before eating them.
3-19-08	News 2 at 4	1:00	Emergency Assistance	Governor Phil Bredesen has included giving hundreds of thousands of dollars to the American Red Cross in his budget proposal for emergency response to help them respond faster to areas hit by disasters.
3-19-08	News 2 This Morning 4AM	1:40	Training & Assistance	The airport is replacing all of its shuttles which will also help handicap riders. The new models will feature a lower loading step so you can get on with your luggage easier. Another feature is the GPS devices.
3-19-08	News 2 This Morning 4AM	1:30	Neighborhood Safety	LaVergne police will soon have a new crime fighting weapons. A one of a kind four wheeler substation will be that of two officers whose job will be to patrol and develop a friendlier relationship with people who live there.
3-20-08	News 2 This Morning 5AM	1:30	Child & Youth Development	Reward Students for good grades with cold hard cash? The proposal is for a pilot program in the top 4 counties with the highest number of at-risk students.
3-21-08	News 2 This Morning 6AM	1:30	Neighborhood Safety	The Automatic External Defibrillator known as AEDs have been credited for saving 4 lives since the Lebanon Police department purchased them in 2002. Officers say the AED, a device used when attempting to jumpstart a person's heart, is easy to use and tells you step-by-step what to do.

Date	Program	Time/ Duration	Issue	Description
3-22-08	News 2 at 10 SAT	:45	Child & Youth Development	Some of Nashville's youngest space enthusiasts got their first mission today at the Adventure Science Center with the "Astro Blast" event which featured games and activities to teach them more about what it's like to go up in space. The new planetarium is set to open it's doors this summer.
3-25-08	News 2 This Morning (4AM)	1:00	Health	Doctors from Johns Hopkins University found that males having just one parent with high blood pressure had increased odds of hypertension by 50 to 80%. The greatest risk was in sons whose parents developed hypertension at a young age themselves.
3-26-08	New 2 at 4	1:06	Child Care	A Power Center Station at one school is being set up with instructions for breathing and muscle relaxation exercises for stressed out students. The techniques the students are learning is helping them not only in the classroom but at home when they encounter stress there as well.
3-26-08	News 2 at 4	:45	Training & Assistance	The Tennessee Valley Authority is giving out free energy efficiency kits. The kits include compact fluorescent light bulbs, water saving filters, and other gadgets to help save you money.
3-27-08	News 2 This Morning	:34	Emergency Assistance	Rescuers pulled to safety four people trapped in Rainbow cave late Friday. The group of climbers spent 18 hours in the East Tennessee cave.
3-31-08	News 2 at 5	1:16	Neighborhood Safety	Folks in rural areas of Maury County have found themselves without phone service four times in the last two months and authorities say that vandals are shooting down the lines with shotguns and rifles. Detective Andy Jackson now plans to use new surveillance equipment to catch the criminals.
3-31-08	News 2 at 4	:45	Senior Assistance	The I-R-S opened new offices in Tennessee this weekend. Employees are helping those folks who would not normally file. They are also hoping that it will be a big help especially for seniors receiving social security or veterans disability.

**Quarterly Appearances – WKRN-TV
1st Quarter 2008**

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

Staff	Event/Location	Issue
Julie Kroening	Glengamy Elementary	Education
Bob Mueller	Second Harvest Food Bank Benton Hall School Edmonson Elementary School The Nashville Area Mental Health Assoc.	Hunger Career Education Health
Stephanie Langston	Minnie Pearl Cancer Foundation	Health
Joe Dubin	BGA MTSU	Education Career
Allison Hatcher	Blackman High School Murfreesboro UNA Elementary Antioch	Education Education
Davis Nolan	Prescott Elementary Cookeville Lakeview Elementary Mt. Juliet Maury County Emergency. Columbia	Weather Weather Weather
Jeff Ray	Columbia Academy. Columbia Sam Waldom Elementary Pioneer ALT Luncheon .Nashville Tour De Cure. Nashville	Weather Weather Weather Health
Lisa Patton	Dekalb Co. Student For Science Project St. Matthew Riverdale High School. Rutherford Co	Weather Weather Weather
Anne Holt	Tennessee Sports Hall Of Fame	Health

WKRN PUBLIC SERVICE ANNOUNCEMENTS – January - March 2008

Air Dates	PSA	Length/Freq.	Issue	Description
January - March 2008	Ronald McDonald House - Pull Tabs	30 seconds/363	Child Care	Medical needs
January, March 2008	Be In the Click	30 seconds/107	Child Care	Encourage teens to buckle up when driving
January – March 2008	Better Life	30 seconds/184	Child & Youth Development	Education
January – March 2008	Inspiring Inventions	30 seconds/167	Child & Youth Development	Encourage Education
January – March 2008	Classic Arts	30/seconds/79	Child & Youth Development	Music Education
January – March 2008	Keep the Music	30 seconds/99	Child & Youth Development	Music Education
January – March 2008	TN WaterWorks	30 seconds/324	Neighborhood Safety	Environment
March 2008	American Heart Association Start Walking	30 seconds/3	Wellness & Health	Walking for a Healthier Life
January – March 2008	Drug Free TN	30 seconds/381		
February, March 2008	Nutrition	30 seconds/110	Wellness & Health	Making the right food choices
January – March 2008	National Geographic	30 seconds/52	Early Child Education	Encourage Education

ADDITIONAL PROJECTS

Food Drive – Tornado Victim

WKKRN joins forces with Second Harvest to provide aid to victims of the February 5 -6, 2008 Tornadoes in Middle Tennessee. WKRN ran live crawls on air from Thursday, Feb. 7, 2008 at 6:30pm to Wednesday, Feb 13, 2008 at 4am. These crawls asked viewers to help in the aid by dropping off Non perishable food at any area Kroger location or purchase pre-packed food bags for five dollars. Viewers could also donate money on-line at Second Harvest website or mail a check to Second Harvest. All food and monies collected benefit tornado victims. Information was also provided on WKRN's website.

WKRN produced and aired several local specials during the first quarter 2008. These local specials highlighted several health issues related to viewers in Middle Tennessee.

Friday, February 22, 2008 7-8pm

"Concept Home" WKRN joined together with the Cystic Fibrosis Association. This one hour special highlight a home that was built by WKRN, tours were provided through the home as fund raiser for the Cystic Fibrosis Association.

Tuesday, February 26, 2008 7-8pm

"Living Well with Allergies"

This a one-hour health education special featuring allergy, asthma, and sinus patients and their physicians in Middle Tennessee. The show provides definitions and health information on these topics, as well as provide ways to live a much healthier and active lifestyle with allergies, asthma and sinus conditions."

Tuesday, March 25, 2008 7-8pm

"Medical Advances: Cancer innovations and hope for the future"

WKRN teamed up with Vanderbilt Medical Center to introduce viewers to its Cancer Center and research. An intriguing look into ground-breaking medical advances in cancer, highlighting some of the newest treatments available and others just on the horizon, as well as resources to help you and your family find your best option should you face a cancer diagnosis.