



Issues and Program Report

WKRN-TV Nashville

2nd Quarter 2008

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Name: _____

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Program Director

Date: 7/8/08

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.

**2nd 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
4/1/08	Barbara Walters Special: Live to be 150...Can You Do It?	1 hr	Wellness/Health	Barbara Walters and ABC News report that the quest to find the elusive answers to living longer and staying younger are closer than ever. The hour is filled with the medical and emotional advances that will hopefully enable us to live longer.
4/02/08	News 2 at 4	1:43	Child & Youth Development	The Nashville Symphony has started a program called "One Note, One Neighborhood" where the players will teach master classes for students and their teachers for the Stratford School Cluster in East Nashville. The program in these schools will be a test case in hopes of replicating the programs in other districts throughout Middle Tennessee.
4/07/08	News 2 at 4	1:36	Emergency Assistance	Ensworth Elementary school have held a Penny Drives for 15 years to raise money for Habitat for Humanity. This year, Ensworth built four Habitat Homes to celebrate the school's 50 th anniversary.
4/9/08	ABC Primetime	1 hr	Wellness/Health	Dianne Sawyer reports on Carnegie Mellon Professor Rand Pausch, who was diagnosed with terminal pancreatic cancer last August, and on his "last lecture" which has become an internet phenomenon viewed by millions of people. Sawyer talks candidly with the 47-year-old professor about the impact and lessons learned from his now famous college speech, his life since his diagnosis and his new book, The Last Lecture.
4/11/08	News 2 at 4	1:33	Child Care	The Anti-Drug Coalition of Rutherford County will hold a Drugfree Fair and Town Meeting at Patterson Park Community Center in Murfreesboro. The Fair will address the concern of underage drinking and its prevention.
4/17/08	News 2 at 4	1:15	Senior Assistance	Lawmakers insist on more studies on a proposal to limit damages in nursing home suits. The study has been sent to a study committee, meaning that it is unlikely it will pass this session.
4/17/08	News 2 at 4	1:22	Child Care	Tennessee's First Lady started her walk across the state to benefit children. Money raised will go to support Tennessee's Child Advocacy Centers which help children who are victims of sexual or physical abuse.
4/17/08	ABC Nightline	30 min.	Wellness/Health	Growing new bones – medical miracle.
4/21/08	News 2 at 4	1:16	Emergency Assistance	Second Harvest will hold its annual "Stamp Out Hunger" Drive. In this one-day drive, Nashville residents put out boxes of non-perishable food by their mailboxes, and letter carriers pick up these boxes. Last year, more than 780,000 pounds of food were collected across Tennessee.
4/30/08	News 2 at 4	1:25	Wellness/Health	A survey conducted by the American Psychiatric Association showed that three out of five military members worry that seeking help for mental problems might harm their careers. Many troops reported experiencing common symptoms of mental illness, but one in four knew nothing about effective mental health treatments after leaving combat.
4/30/08	News 2 at 4	1:45	Emergency Assistance	Nashville's Mayor, Karl Dean, is calling on metro employees to volunteer with the Red Cross in its "Join the 10- Thousand" Campaign. This campaign hopes to recruit and train 10,000 volunteers for a natural disaster by 2010. Through this campaign, the hope is to make Nashville (and Middle Tennessee) the safest and most prepared region in the country for a national disaster.
4/30/08	News 2 at 4	1:00	Neighborhood Safety	With the increase in crime in downtown Nashville, police warn drivers to be smart about where they park. Police distributed flyers reminding drivers to lock their vehicles, secure their valuables, and to take their keys with them.

Date	Program	Time/ Duration	Issue	Description
4/30/08	News 2 at 4	1:25	Neighborhood Safety	The White County Sheriff warned drivers to be aware that there may be men impersonating police officers. Three incidents occurred in the last three weeks where an unmarked law enforcement officer tried to pull over cars. Drivers are advised to call 911 if this happens to them; officers are required to check in with dispatchers when they make a traffic stop.
5/2/08	ABC Nightline	30 min.	Training & Assistance	Sign of the times: How Much Do You Make?
5/5/08	ABC Nightline	30 min.	Child & Youth Development	Bringing babies to work.
5/05/08	News 2 This Morning (6AM)	1:42	Child Care	Parents who owe 500 dollars or more in child support will not receive their stimulus checks. The checks will instead go to the child. The Department of Human Services expects to collect 20,000,000 dollars in back child support from this effort.
5/07/08	News 2 This Morning (4AM)	1:21	Child Care	The Tennessee House passed a bill adding starvation and dehydration to the list of child abuse charges. The same bill already passed in the Senate. This bill comes as part of a push to make punishment for child abusers stronger. The bill was motivated by a 2004 incident where a Lebanon teen was starved and chained to his bed.
5/12/08	News 2 at 4	1:26	Emergency Assistance	Second Harvest's "Stamp Out Hunger" Drive collected 117,000 pounds of food this year, 9% less than last year. Tough economic times reflect the decline in food donations, but also mean that Second Harvest needs donations now more than ever. Corporate sponsorship has also seen a decline. The food bank still remains confident that Nashville will rise to the challenge.
5/12/08	News 2 at 4	1:25	Neighborhood Safety	May is National Motorcycle Safety Awareness Month. The Tennessee Department of Safety reports that the number of motorcycle fatalities in Tennessee has more than doubled in the past 7 years, and more than tripled in the past 10 years. The Tennessee Highway Patrol urges drivers and motorcyclists to share the road.
5/12/08	News 2 at 4	1:14	Neighborhood Safety	The Franklin Police Department will host a gang awareness meeting at Liberty Elementary School. The meeting will educate Franklin Families interested in educating themselves about gangs.
5/16/08	News 2 This Morning (6AM)	1:22	Child Care	The Lebanon Police Department will host a "Child Safety Fair." The even will allow officers to greet the public and hand out important information on child safety. Parents will also be offered a "child safety kit." In addition, the fair will feature games and prizes for children.
5/19/08	News 2 at 10	1:42	Wellness/Health	The Nashville-Murfreesboro area is number one on the American Heart Association's list for "the least heart-friendly city for women." Women are encouraged to exercise at least 2 or 3 times a week and have regular check-ups.
5/27/08	News 2 This Morning (6AM)	1:28	Child & Youth Development	Metro Schools have developed a team of parent liaisons and science and technology coaches in hopes of improving test scores and overall performances. The new programs are part of a reform package. The package also emphasizes translators for non-English-speaking students. The State Department of Education is pushing changes in hopes that Metro can reverse years of failing scores on state tests.
5/29/08	News 2 This Morning (4AM)	2:23	Wellness/Health	The Rutherford County Department of Health is hosting an open house to allow citizens to see the newly remodeled Smyrna facility. The expanded facility offers more space for a growing number of patients. Services offered at the Smyrna facility include basic medical care, immunizations, family planning, cancer screenings, and nutritional services.
5/29/08	News 2 This Morning (5AM)	1:39	Child & Youth Development	The public will have a chance to comment on the redistricting of Metro schools. The school board members are considering a new set of recommendations (to take effect before the 2009-2010 school year) that would include closing five schools, having some students attend schools in their neighborhoods instead of riding a bus elsewhere, and providing additional resources to lower-income neighborhoods. Further changes could be made to the plan, taking into account the public's reaction at the hearing.

Date	Program	Time/ Duration	Issue	Description
5/29/08	News 2 This Morning (6AM)	1:21	Emergency Assistance	Second Harvest Food Bank reports 10% more food distributed this year than last (or approximately 2,200 more emergency food boxes handed out with 6,000 new families served.) Nearly half of the families served through the emergency food box program have at least one parent who's employed. Many parents are finding their jobs do not pay enough to support a family.
5/29/08	News 2 at 4	1:02	Senior Assistance	Knoxville hosted a job fair for seniors. More than 200 showed up for the event, most reporting that the rising cost of necessities served as a strong motivator to find a job.
6/05/08	News 2 This Morning (5AM)	1:21	Wellness/Health	The Sumner County Health Department is opening a new facility in Portland. The center will offer comprehensive healthcare, immunizations, cancer screenings, family planning, and nutrition services.
6/05/08	News 2 at 4	1:44	Child & Youth Development	Rutherford County Commission's Budget Committee will decide whether to approve funding for three new schools in the fast growing county.
6/6/08	ABC 20/20	1 hr	Child & Youth Development	From teenage paparazzi to steroids in youth sports and even parents who encourage their kids to do ultimate fighting, "20/20" reports on young people who push the envelope for better or worse
6/12/08	News 2 This Morning (6AM)	2:41	Child & Youth Development	State Education Officials are currently making changes to the public school system. Changes will be made in central office, curriculum, and the gifted program. A nationally recognized consultant has been hired to help restructure Pre-K through 12 gifted education. The hope is that all schools will provide access to gifted education for all gifted and talented students. Changes come in spite of Metro's search for a new Director of Schools.
6/12/08	News 2 This Morning (6AM)	1:30	Child & Youth Development	The Annual Kids Count Report still finds Tennessee at the bottom of the list for children's health. However, in education, high school dropouts decreased 45 percent in 6 years. The Tennessee percent of teen dropouts is also still a percent lower than the national percent.
6/12/08	News 2 at 10	1:05	Senior Assistance	A rally in celebration of World Elder Abuse Awareness Day will be held at War Memorial Plaza. Metro Police and Adult Protective Services will be some of the groups attending. The rally will serve to bring awareness to the crimes of physical, emotional, and financial abuse of elder and vulnerable adults.
6/13/08	News 2 This Morning	1:04	Child & Youth Development	Metro Schools named three assistant superintendents, one for elementary, middle, and high school. This hopes for this reorganization is for an organization that is more responsive to the needs of individual schools and thereby more responsive to students and parents. These three assistant superintendents will also work with the state in the current overhaul to curriculum in Metro's classrooms. Metro hopes to complete the reorganization before students and teachers return to school.
6/16/08	News 2 This Morning (6AM)	1:23	Child & Youth Development	The Juvenile Court, Metro Schools, the police department, and the mayor's office have teamed up to create the Metro Student Attendance Center. Students who have more than two unexcused absences will have their names added to a list which will be handed over to the Metro Police. Students who have perpetual attendance problems will be sent to the center. Hopes are that this program will encourage good attendance.
6/16/08	News 2 at 10	1:26	Training Assistance	More than 11,000 state employees are being offered a buyout. With \$468 million dollars being cut from the spending plan, Governor Bredesen hopes that 2,000 employees will voluntarily accept the plan which will save the state \$64 million annually. State officials will host a series of town hall meetings across the state to answer questions.
6/17/08	News 2 This Morning (6AM)	1:59	Wellness/Health	A new survey reports that nearly 80% of hospitals say mentally ill patients sometimes wait four hours or more to be admitted. This is a result of hospitals dropping mental health units and beds are scarce.

Date	Program	Time/ Duration	Issue	Description
6/17/08	News 2 at 4	1:25	Wellness/Health	A study conducted by Harvard University suggests drinking up to six cups of coffee a day lowers the risk of dying from heart disease. The results showed that as coffee consumption increases, the overall risk of death decreases. The study also found that heavy coffee drinking doesn't reduce the chance of dying from cancer.
6/18/08	News 2 This Morning (4AM)	1:21	Emergency Assistance	The Churches of Christ Disaster Relief Effort is packing pallets of non-perishable food items, cleaning supplies, baby supplies, hygiene products, water, and bed clothing into boxes to go to the flood victims in the Midwest. The relief effort continues.
6/18/08	News 2 at 6	1:15	Senior Assistance	The Governor is touring the state to educate about his new long term healthcare law. He visited Nashville for a signing ceremony. The law aims to let more elderly and disabled Tennesseans receive home care.
6/18/08	News 2 at 6	1:53	Neighborhood Safety	The Hendersonville Fire Department has offered smoke detectors for free for the past 8 years. These free detectors are primarily for people who cannot afford them.
6/18/08	News 2 at 10	1:17	Senior Assistance	President Bush announced that the government is creating a five-star rating system for nursing homes. It will take effect later this year. New regulations requiring nursing homes to have sprinkler systems by 2013 were also unveiled.
6/19/08	News 2 This Morning (6AM)	1:22	Emergency Assistance	The City of Clarksville will temporarily lose its Salvation Army Homeless Shelter. The shelter will be torn down and an even bigger shelter will be built in the future.
6/19/08	News 2 at 10	1:31	Neighborhood Safety	A man interrupted three suspects burglarizing his father's home. The suspects stole electronics and guns and then tried to run over the man and his father. The man and father fired at the suspects as they drove away. Eight hours later, all three suspects had been captured.
6/25/08	ABC Nightline	30 min.	Emergency Assistance	Sign of the Times: Two Homes for the Price of One
6/30/08	ABC Nightline	30 min.	Emergency Assistance	Gas Tourism – creative spending

**Quarterly Appearances – WKRN-TV
2nd Quarter 2008**

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

Staff	Event/Location	Issue
LISA PATTON	RUTLAND ELEMENTARY MT JULIET LIPSCOMB ELEMENTARY – STUDEND SHADOWING	CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT
DAVIS NOLAN	MONTHLY LUNCHEON METRO AIRPORT	EMERGENCY ASSISTANCE
TERESA WEAKLEY	BOB MUELLER'S MULTIPLE SCLEROSCIS TOURNY LUPUS FOUNDATION - STARS FOR HOPE/ EMCEE	WELLNESS/HEALTH WELLNESS/HEALTH
BOB MUELLER	KIDNEY KAPER FUND RAISER- HOST VINCE GILL TOURNY FOR JUNIOR GOLF CENTER FOR LIVING AND LEARNING GOLF	WELLNESS/HEALTH CHILD & YOUTH DEVELOPMENT SENIOR ASSISTANCE
JOHN DWYER	MAKE WISHES FUNDRAISER SPECIAL OLYMPICS EXCHANGE CLUB FAMILY CENTER NASHVILLE GH CANCER SURVIVOR GATHERING	WELLNESS/HEALTH WELLNESS/HEALTH NEIGHBORHOOD SAFETY WELLNESS/HEALTH
JULIE KROENIG	AMERICAN HEART ASSOCIATION WALK KICKOFF	WELLNESS/HEALTH
NEIL ORNE	SUMMER OF PROMISE AMERICAN HEART ASSOCIATION WALK KICKOFF DAVE WECHTEL INVITATIONAL GOLF / HERMITAGE G.C. BOB MUELLER'S MULTIPLE SCLEROSCIS TOURNY	WELLNESS/HEALTH WELLNESS/HEALTH CHILD CARE WELLNESS/HEALTH
JOE DUBIN	SOFTBALL GAME FOR MADD DIABETES RESERCH FOUNDATION BOY SCOUTS GOLF TOURNEY BOB MUELLER'S MULTIPLE SCLEROSCIS TOURNY HIGH SCHOOL ATHLETIC DEPT GOLF TOURNEY	CHILD & YOUTH DEVELOPMENT WELLNESS/HEALTH CHILD & YOUTH DEVELOPMENT WELLNESS/HEALTH CHILD & YOUTH DEVELOPMENT

WKRN PUBLIC SERVICE ANNOUNCEMENTS April – June 2008

Air Dates	PSA	Length/Freq.	Issue	Description
April - June 2008	Ronald McDonald House - Pull Tabs	30 seconds/303	Child Care	Medical needs
April - June 2008	Be In the Click	30 seconds/278	Child Care	Encourage teens to buckle up when driving
April 2008	AHA Start Walking – National Walk Day	30 seconds/67	Wellness & Health	Walking for a Healthier Life
April – June 2008	Health Balance	30 seconds/92	Wellness & Health	Healthy Behaviors
April - June 2008	Better Life	30 seconds/159	Child & Youth Development	Education
April - June 2008	Inspiring Inventions	30 seconds/172	Child & Youth Development	Encourage Education
April – June 2008	Classic Arts	30/seconds/80	Child & Youth Development	Music Education
April - June 2008	Keep the Music	30 seconds/104	Child & Youth Development	Music Education
April - June 2008	TN WaterWorks	30 seconds/299	Neighborhood Safety	Environment
April - June 2008	Nutrition	30 seconds/201	Wellness & Health	Making the right food choices
April - June 2008	Exercise – Get Out And Play	30 seconds/185	Child & Youth Development	Encouraging children to exercising
June 2008	Food 2 Families – Second Harvest	30 seconds/88	Child Care	Diapers & Formula needs by Second Harvest
June 2008	Get Some Nature into Your Kids	30 seconds/24	Child & Youth Development	Encouraging children & parents to explore the great outdoors

ADDITIONAL PROJECTS

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.

Saturday, April 12, 2008 7-10pm

Ronald McDonald House of Nashville "Calls For Kids" telecast. Produced by WKRN, this three hour telethon helped raise funds for the Ronald McDonald House located in Nashville. One hundred percent of the proceeds raised were donated to the House which assist families with critically ill children in area hospitals. They provide a home away from home for these families.

Sundays, April – June, 2008 9:00 – 9:30am

WKRN produces and aired every Sunday "This Week with Bob Mueller." This half hour program highlights Tennessee's current political scene and major local and national news event and community concerns, with round table discussions and special guests each week. WKRN's Bob Mueller host.