

**Issues and Program Report**  
**WKRN-TV Nashville**  
**3rd Quarter 2009**

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Date: 10/01/09

## 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.

**3RD QUARTER 2009  
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
7/1/09	News 2 at 4	1:15	Neighborhoods Safety	The controversy over allowing guns in restaurants went from Capitol Hill to the Courts today. A coalition of Restaurant workers filed suit to stop the new law from going into effect July 14 <sup>th</sup> .
7/2/09	News 2 at 5	1:41	Emergency Assistance	The Cool-Aid Fan Ministry in Rutherford County is devoted to saving people from dangerously hot weather by distributing fans and air conditioners, but the charity is almost out of both. They need your help.
7/3/09	News 2 at 6	1:12	Neighborhood Safety	Tennessee Wildlife Resources Officers will be out in force on lakes and Rivers across the state this holiday weekend, looking for Boaters who've had to much to drink.
7/4/09	News 2 at 10 Weekend	1:04	Emergency Assistance	A truck full of food was an unexpected surprise at Second Harvest Food Bank. This truck came from Santa Clause, Indiana. Holiday World guests donated the food items. Summer months there is a drop in food donations, so this truck load arrived at a good time.
7/5/09	News 2 at 5 Weekend	1:35	Child & Youth Development	This summer marks the 27 <sup>th</sup> year for the Charles Davis Foundation. A non-profit that focuses on programs fro inner city youth. It has turned out hundreds of young men and women who needed a nudge to stay on track.
7/7/09	News 2 at 4	1:20	Child & Youth Development	Tennessee Men's Athletics plans to give 15 million dollars to academics. The majority of the many will assist students wanting to attend college.
7/8/09	News 2 This Morning	1:26	Training & Assistance	A new survey out today shows that Nashville Metropolitan real estate market is doing better than just about every other city in the country. While homes in Middle TN have lost value in recent years, however there is only a 17% chance that home prices in the Nashville area will be lower in two yrs.
7/9/09	News 2 This Morning	1:32	Wellness/Health	Bottle water is under the microscope in Washington. A couple new studies questions they waters safety in comparison to tap water.
7/10/09	News 2 at 10	1:13	Neighborhood Safety	A golf fundraiser fro Metro Police Officer Danita Marsh and a Domestic Abuse Shelter. This fundraiser helps families of police and firemen killed in the line of duty and more recently, disabled officers as well.
7/11/09	News 2 at 5 Weekend	1:25	Child Care	TN set a new record in child support collections. The Department of Human Services collected more than 557 million dollars last yr. That beats the previous year's record of 530 million. The majority of the collections come through wage withholding or garnishments to a parent's paycheck.
7/12/09	News 2 at 10 Weekend	1:22	Child Care	Health officials have warned of a second surge of the H1N1 virus in the upcoming flu season. The government is looking for volunteers for the first vaccine. They are using several sites across the country including Vanderbilt Medical Center.
7/14/09	News 2 at 6	1:19	Neighborhood Safety	Thirty volunteers spent the day getting a Madison Elementary School ready for the new school year. Chadwell Principai Renita Perkins said beautifying the school wasn't just a cosmetic decision. Students learn better when their surrounds look good. Volunteers also planted shrubs and cleaned the grounds.
7/15/09	News 2 at 4	1:26	Training & Assistance	With TN in double digit unemployment job seekers have flooded a job fair this morning in Franklin. More than a dozen local companies had representatives to talk to people looking for jobs.
7/16/09	News 2 This Morning	1:33	Training & Assistance	Walmart is the nation's largest purchaser of local produce. The company announced its commitment to TN farmers and their produce. Walmart hopes to provide customers with affordable selection, that's fresh and healthier.
7/17/09	News 2 This Morning	1:13	Training & Assistance	Get ready for an entire weekend of tax free shopping. The sales tax holiday begins at midnight. It's estimated shoppers will save as much as 12 million dollars in sales taxes over the weekend.

Date	Program	Time/Duration	Issue	Description
7/19/09	News 2 at 5 Weekend	1:45	Emergency Assistance	As more and more people lose their jobs so does the number of people relying on non-profit organizations. 12 semi trucks filled with food made their way to LP Field and into open arms thanks to the Nashville's Bridge Ministry. Many people said it couldn't have come at a better time.
7/20/09	News 2 at 4	1:18	Child Care	14% of Tennesseans are without health insurance. That's according to the latest figures from the Kaiser Foundation. And though many chose to go without health coverage, many are turning to charities to help meet their needs.
7/21/09	Nightline	30 min	Child Care	Shelter of the mother's little helper.
7/21/09	News 2 at 6	1:14	Child & Youth Development	It's one of the biggest summers for relocating teachers and staff in Metro History, due in part to rezoning. Officials say they'll work around the clock in order to get it all done in time. Some schools are closing and staff being move to other schools.
7/22/09	News 2 at 5	1:29	Child & Youth Development	Students in Spring Hill are getting a new Middle School. One of the fastest growing community is finally getting a new school.
7/23/09	News 2 at 6	1:47	Wellness/Health	Every year thousands of people without health insurance treat the emergency room at Meharry General Hospital as their doctor's office. Officials here say with health care reform, those people would be able to go see the doctor like everyone else, instead of waiting until there's a critical need.
7/24/09	Nightline	30 min	Training & Assistance	Swimming in debt.
7/24/09	News 2 at 10	1:25	Emergency Assistance	Free gas and free house advice, there's a rare opportunity to get both at the Mayor's annual housing fair. The first 250 people through the doors of the Sommet Center will get 10 dollar gas cards. The fair is aimed at helping homeowners learn how to take advantage of the tax credits and get the best mortgage deals.
7/25/09	News 2 at 5pm Weekend	1:18	Child Care	The first ever Alignment Nashville seminar took place this morning at TSU. It's a program created by the Mayor's office to bring community organizations, non-profits, businesses and schools together to help students succeed. Hundreds of parents signed up for the event as well.
7/26/09	This Week	1 hr	Wellness/Health	Healthcare reform overhaul discussed.
7/26/09	News 2 at 5 Weekend	1:13	Child & Youth Development	During the school year many teachers end up reaching into their own pockets for extra school supplies for their students. Nashville teachers will get a chance to stock up for their new year for free. The Pencil Box receives donations from individuals and area companies and allows teacher to get some items they need for the classroom for free.
7/27/09	This Week	1 hr	Emergency Assistance	Bargain houses for sale
7/27/09	News 2 at 4	1:34	Wellness/Health	Uninsured families can get free preventive health care this week. The Matthew Walker Comprehensive Health Center on 14 <sup>th</sup> Ave North is celebrating National Health Care Week. The center is providing free physicals and medical and dental screenings to children and adults without insurance.
7/28/09	News 2 at 5	1:25	Child & Youth Development	22 million dollars will help jump start State's Charter School Program. The department of Education awarded Tennessee the grants to fund current schools and help in the constructions of New Charter Schools.
7/29/09	Nightline	30 min	Neighborhoods Safety	Turning the real estate corner
7/29/09	News 2 This Morning	1:07	Wellness/Health	The Healthcare bill is sparking debate across the country and a rally yesterday quickly turned into a showdown. Tennessee will have several healthcare town hall meetings.
7/30/09	News 2 at 6	1:42	Child & Youth Development	An Education Summit was held today, one main topic was Charter Schools. The state recently increased the number of Charter Schools allowed to 90, and expanded enrollment to low-income students. The focus now is how to make this all happen.
7/31/09	News 2 at 4	1:36	Child Care	Parents got tips on how to keep their children safe while riding in the care. The TN Highway Patrol set up a child safety seat checkpoint at the Brentwood Library. Troopers answered questions and made sure car seats and booster seats were properly installed.
8/1/98	News 2 at 5 Weekend	1:24	Emergency Assistance	The Nashville Rescue Mission is working to get its air condition unit fixed. The mission has been without AC for the last several days. The Women's facility and The Hope Center have been shut down for construction. Those folks sent to the men's area and now some have had to go to the hospital because of the heat.
8/2/09	This Week	1 hr	Wellness/Health	Push for healthcare reform.

Date	Program	Time/Duration	Issue	Description
8/2/09	News 2 at 10 Weekend	1:37	Wellness/Health	A lot of people will have to wait for the new H1N1 flu vaccine. Health officials say there will only be about 45 million doses by Mid October, the original goal was 120 million doses.
8/3/09	News 2 at 5	1:27	Neighborhoods Safety	Hard Rock Café is about to close for renovation, but the company will continue to pay its employees. All they ask is that employees volunteer around the community during their three month downtown.
8/4/09	Primetime	1 hr	Child & Youth Development	Doctors say about one million children in the U.S. suffer from OCD. Primetimes takes a rare look inside the lives of the children who are truly suffering from OCD and reveals something far more crushing.
8/4/09	News 2 This Morning	1:20	Emergency Assistance	The Red Cross is putting trailers, full of emergency supplies, in several mid-state counties. The Nashville Chapter is putting the trailers in Putnam and DeKalb County. These trailers allow Red Cross to have supplies close by when the next disaster strikes.
8/5/09	News 2 at 4	1:27	Child & Youth Development	The Nashville Rochelle Center has reached an agreement with the State and will stay open. The Rochelle Center takes care of people with disabilities. The State had planned to sever its ties with the center, citing its level of service, and high operating cost, but both sides have reached a settlement.
8/6/09	News 2 at 4	1:22	Child Care	A warning to parents with young children. A popular brand of booster seats are being recalled because of a fall hazard. It's the Circo Brand, which is the main children's brand sold at Target Stores. The seat restraint can open unexpectedly, allowing a child to fall from the chair.
8/7/09	News 2 This Morning	1:50	Emergency Assistance	Hundreds of backpacks fill with free school supplies will be handed out at the annual first day festival in Nashville. This the 10 <sup>th</sup> year of the First Day Festival in which Metro Parents, and children are invited to kickoff the start of school
8/8/09	News 2 at 5 Weekend	1:32	Wellness/Health	School is back in session for a few school districts and it didn't take long for the flu to spread. A private Lebanon school closed because of the H1N1 Flu and strep throat. McClain Christian Academy decided a three-day weekend was best so kids could recover and disinfect the school.
8/10/09	Nightline	30 min	Wellness/Health	Swine Flu: race against time.
8/10/09	News 2 at 6	1:29	Wellness/Health	Human trials are now underway for a new vaccine for the H1N1 swine flu. 8 research institutions around the country are testing the vaccines. Expert predict a resurgence of the H1N1 strain this fall and are worried it could mutate into a more serious form.
8/11/09	News 2 at 10	1:35	Training & Assistance	A center that takes care of people with disabilities may be forced to close its doors. The stat is moving forward with plans to sever ties with the Rochelle Center. The Center provides care, job training and work placement to people with disabilities.
8/12/09	News 2 at 10	1:11	Training & Assistance	Many Mid-State Schools have seen their enrollment jump for the fall semester. Financial aid advisors say there are still options out there to pay for tuition.
8/13/09	News 2 This Morning	1:35	Wellness/Health	TN Representative Marsha Blackburn will hold a formal town hall meeting in Franklin. People are invited to the Embassy Suites to talk about the healthcare issue.
8/14/09	News 2 at 4	1:15	Child & Youth Development	It's the first day of anew year for the city's school system. District-wide rezoning is in place, some new schools are open, and the city's largest High School, a new principal.
8/15/09	News at 10 Weekend	1:49	Wellness/Health	A huge crowd turned out to Congresswoman Marsha Blackburn's first town hall meeting on healthcare reform. Blackburn plans to visit other TN towns to discuss healthcare reform.
8/16/09	This Week	1 hr	Wellness/Health	Criticism to Healthcare reform plan.
8/16/09	News 2 at 10	1:13	Training & Assistance	The need for family assistance is growing in TN. More than one million people now get food stamps and that number continues to grow.
8/18/09	News 2 at 4	1:24	Wellness/Health	Bedford County says students with flu like symptoms don't necessarily have H1N1 Strain. Bedford County school officials say its complying with Federal guidelines that state that kids who have flu like symptoms be treated as if they have H1N1.
8/19/09	News 2 This Morning	1:30	Wellness/Health	Children will roll up some sleeves today to get the H1N1 swine flu vaccine. Vanderbilt University starts trials on children.
8/20/09	News 2 This Morning	1:14	Wellness/Health	Government is asking businesses to help keep swine flu from spreading. Officials released a list of guidelines. They encourage people to get vaccinated, employees with flue symptoms should stay home and keep workspace clean.
8/21/09	News 2 at 4	1:04	Wellness/Health	TN Congressman Bart Gordon talked to constituents about Health Care and will meeting with them as part of his Town Hall Meeting sessions to find out what people want as Washington talks Health Care.

Date	Program	Time/Duration	Issue	Description
8/22/09	News 2 at 10	1:34	Wellness/Health	The Center for Disease Control said today that H1N1 strain is still spreading widely across the U.S. It says nearly 80,000 people have been hospitalized with 522 people of died. The alarming numbers come as labs are rushing to perfect a vaccine that could help prevent a mass flu outbreak.
8/23/09	News 2 at 10	1:13	Wellness/Health	Putnam County residents have a new building for their health needs. The State opened a new Health Department Building in Cookeville. The Center is open M-F from 8am – 4:30pm.
8/24/09	News 2 at 5	1:16	Emergency Assistance	Six Counties will receive Federal Disaster money from flash flooding last month. Chester, Clay, Decatur, Jackson, Overton and Wayne will receive funds. The Disaster aid will help local governments cover the costs of recovery.
8/25/09	News 2 This Morning	1:18	Child Care	The H1N1 virus ahs put a the breaks on field trips in one mid-state school district. Rutherford County Schools have cancelled field trips in an effort to keep the spread of the virus to a minimum.
8/26/09	News 2 at 6	1:45	Emergency Assistance	Demand for food assistance is growing in the recession. United Way of Nashville reports a 65% increase in calls for food over this time last year.
8/27/09	News 2 This Morning	1:23	Neighborhoods Safety	Dickson is one of several Mid-State communities that has received money for streetscape projects. Dickson got more than a million dollars to revitalize the downtown, that is the most of any community in the Mid-State
8/28/09	News 2 at 6	:48	Neighborhoods Safety	Local police and elected officials are joining the fight over proposed Methadone Clinic in Columbia. State Health officials approved the Methadone clinic this week.
8/29/09	News 2 at 10	1:21	Wellness/Health	The Healthcare debate far from over, Nashvillians engaged in another public discussion. Today's forum at the Schermerhorn Symphony Center in Nashville. Governor Phil Bredesen participated in panel discussions with Representative Jim Cooper
8/30/09	News 2 at 5	1:11	Training & Assistance	The Federal Government is gearing up to offer rebates on everything from refrigerators to washing machines wit one condition, they have to be energy efficient.
8/31/09	Nightline	30 min	Wellness/Health	The biggest loser/anti-fat camp/losing weight at home.
8/31/09	News 2 at 4	1:29	Training & Assistance	Volunteer State is planning a large job fair. More than 50 businesses will be represented. Job seekers will be able to meet one on one with those companies. There will also be a session on job searching in an economic downturn and the importance of professional career vocabulary.
9/1/09	News 2 This Morning	1:35	Neighborhoods Safety	More than 200 students from the freshman class at Trevecca Nazarene University scattered around Nashville and volunteered to help spruce up local churches, schools and neighborhoods. The event teaches the importance of giving back to the community.
9/2/09	News 2 at 4	1:21	Neighborhoods Safety	Mother's Against Drunk Driving is working with local law enforcement to remind people not to drink and drive. TN Highway Patrol will be out in force over the Labor Day weekend conducting sobriety checkpoints, troopers will arrest anyone driving under the influence.
9/3/09	Nightline	30 min	Child & Youth Development	Praising your kids.
9/3/09	News 2 at 6	1:38	Wellness/Health	Germs spread fast when you travel, especially when you fly. Workers at the Nashville Airport keep busy during the day by wiping down seats and surfaces in the terminal to prevent the spread of swine flu
9/4/09	News 2 This Morning	1:12	Neighborhoods Safety	The community surrounding the 100 Oaks Mall is being transformed, thanks to its newest tenant. The Vanderbilt Clinics are already having an effect on Berry Hill with more people comes more money in area business, which has suffer in this area with the decline of the Mall.
9/5/09	News 2 at 6	1:25	Neighborhoods Safety	Residents in Franklin are worried about the smell from a nearby plant that produces magnet wire. The Superior Essex Factory is just over a mile from downtown Franklin. The plant is less than 500 feet from a busy Franklin neighborhood.
9/6/09	This Week	1 hr	Wellness/Health	Healthcare reform.
9/6/09	News 2 at 5	1:27	Training & Assistance	Stimulus dollars are at work in Middle Tennessee. The Matthew Walker Health Center is putting more than one million dollars to good use. It will help those that need routine check ups to dental need. It's affordable community based healthcare.
9/7/09	Nightline	30 min	Child & Youth Development	Autistic kids go extreme.

Date	Program	Time/ Duration	Issue	Description
9/7/09	News 2 at 5	1:33	Training & Assistance	Some 250 state employees are undergoing diversity training. This after a controversial e-mail was sent out by a TN Legislative staffer. The training will last about 5 hours and will include coaching on how to avoid discriminatory behavior.
9/8/09	News 2 This Morning	1:19	Emergency Assistance	A Mid-State Food Bank is opening its doors to those in need in a few hours. The Sumner County Food Bank is offering food to those on a first come, first serve basis. Hundred of people are lined up for assistance.
9/9/09	Primetime: Crime	1 hr	Child Care	The State of Missouri has cast aside the familiar model of juvenile jails in favor of a radically different approach – therapy and rehabilitation. Is Missouri's approach working?
9/9/09	News 2 at 5	1:45	Training Assistance	Thousands of people are going to job fairs trying to find work. But does anyone actually get a job because they attend?
9/10/09	News 2 at 4	1:29	Wellness/Health	Seasonal flu shots are now available at doctor's offices, walk in clinics, pharmacies and grocery stores and the Metro Health Dept. says it'll start offering the shot earlier than normal.
9/11/09	News 2 at 4	1:07	Emergency Assistance	Nashville now has a boat ramp dedicated to emergency services along the Cumberland River. This exclusive access will allow a quick launch in support of emergency operations along the river way.
9/12/09	News 2 at 10	1:31	Emergency Assistance	The Disabled American Veteran store in Manchester, TN will shut its doors after 26 years in business. The stores raises money to provide local vets with hospital transportation. The store is closing because it is not making enough money to pay its rent.
9/13/09	This Week	1 hr	Wellness/Health	Healthcare reform.
9/13/09	News 2 at 5	1:27	Emergency Assistance	As the economy has tanked, people trying to save money have flocked to so called salvage grocery stores. You can get big discounts on all kinds of groceries as long as you don't mind a few scratches and dents. Customers are cashing in on the deals.
9/14/09	Nightline	30 min	Wellness/Health	Eating yourself thin.
9/14/09	News 2 at 4	1:19	Training & Assistance	A Mid-State Community College is offering free advice on how to manage your money. Columbia State is offering free 90 minute session. Classes run through November. Financial experts will teach you about banking, borrowing money, credit cards and buying a home.
9/15/09	News 2 at 6	1:47	Neighborhoods Safety	TN First Lady Andrea Conte is lending her support to a concert helping victims of violence crime. The group "Orleans" helped organize some of the acts.
9/16/09	Primetime: The Outsiders	1 hr	Child & Youth Development	Are we all programmed for childhood to make the same mistakes our parents made in raising us? The odds are hard to overcome – one in three people abused as children will also use physical force on their own children, according to several child behavior experts. Primetime reports on breaking the cycle of abuse.
9/16/09	News 2 at 6	1:13	Wellness/Health	MTSU is about to get tough on tobacco sales on campus. The school is the only public TN University where students can still buy cigarettes on campus. But this will change next month.
9/17/09	News 2 This Morning	1:29	Wellness/Health	Amy Wolf is taking part in Vanderbilt University's vaccine Trial for the H1N1 Flu. Amy decided to participate and receive the flu shot to protect herself and her unborn baby. Experts say pregnant women are at a higher risk of contracting the flue.
9/18/09	News 2 This Morning	1:25	Training & Assistance	College students could get thousands of dollars more in financial aid. Congress voted for one of the biggest overhauls of college programs since they were created in the 1960's.
9/19/09	News 2 at 10	1:21	Emergency Assistance	Help feed the hungry today and the Cheesecake Factory will help feed your sweet tooth. The Cheesecake Factory will give a free slice of cheesecake to the first 500 people who bring in two cans of soup to benefit the local food bank. The giveaway is part of the "drive out hunger tour" trying to collect 100,000 soup cans nationwide.
9/20/09	News 2 at 5	1:11	Neighborhoods Safety	On Nashville group is working hard to stop youth violence. The Playmakers Foundation teamed up with Vince Young to help Nashville kids stay on the right track.
9/21/09	News 2 at 4	1:23	Child & Youth Development	Williamson County parents are speaking out, and forming an online community to discuss overcrowding in their schools. The group of parents posting on trinity-overcrowding.com, hope to speak directly to the school board about the problem.
9/22/09	News 2 at 10	1:17	Child Care	Research shows that the majority of emergency rooms lack the special equipment and supplies needed to treat children. Emergency room readiness to treat children will be vital this fall and winter as communities suffer from high rates of swine flu.

Date	Program	Time/ Duration	Issue	Description
9/23/09	News 2 at 4	1:19	Child & Youth Development	Metro Schools gain more diversity through Metro's rezoning plan. Preliminary enrollment figures show an increase in the number of schools without a majority race. Some parents have sued the district over the student assignment plan
9/24/09	News 2 at 5	1:32	Training & Assistance	Nashville area Chamber's partnership unveiled a new economic development initiative. The event took place at the Country Music Hall of Fame and Museum. A new website will connect new entrepreneurs with people, businesses and resources.
9/25/09	News 2 at 4	1:24	Emergency Assistance	Sheriff's Deputies, and bikers team up this weekend to raise thousands of dollars for Toys for Tots. The 3 <sup>rd</sup> Annual toy run began at LP Field, motorcycle riders will make three stops, they end at the marine reserve training center in Smyrna. Last yr riders raised more than seven thousand dollars and donated five hundred toys
9/26/09	News 2 at 6	4:03	Neighborhoods Safety	18 <sup>th</sup> Annual Hands on Nashville Day draws volunteers to help improve Metro Schools. Corporations, local business and organizations join together in this one beautification day for schools.
9/27/09	News 2 at 10	1:39	Neighborhoods Safety	The community responds to the gun violence that has occurred lately in the community. They are asking what can be done and how they can help. The gathering at the Little Union Missionary Baptist Church in North Nashville. Many parents brought their children to hear the anti-violence message.
9/28/09	News 2 at 5	1:27	Child & Youth Development	More than 30 Catholic colleges will be recruiting today. The college fair at St Cecilia Academy will be for High School students who attend any local public or private school. Students will have one on one meeting with school representatives.
9/29/09	News 2 at 6	1:35	Neighborhoods Safety	Nashville's police officers and preachers are working together to fight crime. Both sides hope to make a difference in the south precinct and focus on preventing robberies and vandalism at churches.
9/30/09	News This Morning	1:36	Training & Assistance	TSU calls it a "career explosion" This week, more than 500 employers were shaking hands, and accepting resumes. Far less than the number of students seeking jobs.

## Quarterly Appearances – WKRN-TV 3rd Quarter 2009

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

<b>Staff</b>	<b>Event/Location</b>	<b>Issue</b>
John Dwyer	Warner Elementary Enhanced Option 9/8/09	CHILD & YOUTH DEVELOPMENT
Anne Hoyt	Bordeaux Enhanced Option Elementary 9/11/09 Napier Elementary 9/14/09 Jones Paideia Magnet School 9/16/09 Tusculum Elementary 9/21/09 Cockrill Elementary 9/23/09 Glenn Elementary Enhanced 9/24/09 Glendale Spanish Immersion Elementary 9/25/09 Ruby Major Elementary 9/28/09 Crieve Hall Elementary 9/30/09	CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT
Julie Kroenig	Alex Green Elementary 9/10/09 Harris-Hillman Special Education 9/22/09 Carter Lawrence Elementary 9/29/09 Hands on Nashville – Napier Elementary 9/26/09	CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT NEIGHBORHOOD SAFETY
Teresa Weakley	AWRT Empowering America – W. Meade Middle School 9/23/09 We Care For Kids Day 9/27/09 Making Strides Against Breast Cancer 9/24/09	CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT WELLNESS/HEALTH
Lisa Patton	Luncheon Arnold Air Force Base Tullahoma 8/26/09	EMERGENCY ASSISTANCE
Bob Mueller	Hands on Nashville – Napier Elementary 9/26/09	NEIGHBORHOOD SAFETY
Brad Schmitt	Hands on Nashville – Napier Elementary 9/26/09	NEIGHBORHOOD SAFETY
Neil Orne	Hands on Nashville – Napier Elementary 9/26/09	NEIGHBORHOOD SAFETY
Vince Conti	Student Shadow at Work – Career in Graphics	CHILD & YOUTH DEVELOPMENT

## WKRN PUBLIC SERVICE ANNOUNCEMENTS JULY - SEPTEMBER 2009

Air Dates	PSA	Length/Freq.	Issue	Description
July - September 2009	Ronald McDonald House - Pull Tabs	30 seconds/152	Child Care	Medical Needs
August - Sept. 2009	Allstate - Action Against Distraction	30 seconds/137	Child & Youth Development	Teen Seat Belt Safety
August - Sept. 2009	AHA - 2009 Heart Walk	30 seconds/47	Wellness & Health	Walking for a Healthier Life
July - September 2009	LPGA/NFL - Play	30 seconds/157	Child & Youth Development	Childhood Fitness
July - September 2009	Health Balance	30 seconds/70	Wellness & Health	Healthy Behaviors
July - September 2009	Inspiring Inventions	30 seconds/131	Child & Youth Development	Encourage Education
July - September 2009	Classic Arts	30 seconds/80	Child & Youth Development	Music Education
July 2009	Keep the Music	30 seconds/16	Child & Youth Development	Music Education
April - May 2009	TN Booster Seat	30 seconds/3	Child Care	Safety in Booster Seats
July - September 2009	Save Energy Hog Commandos	30 seconds/186	Child & Youth Development	Encouraging children to exercising
July - September 2009	Get Some Nature Into Your Kids	30 seconds/89	Child & Youth Development	Encouraging children & parents to explore the great outdoors
August - Sept. 2009	Food 2 Families Grade School Food Drive	30 seconds/46	Emergency Assistance	Food Collection For Needy
September 2009	Food 2 Families H.S. Challenge	30 seconds/9	Emergency Assistance	Food Collection For Needy
July - September 2009	Anti Drug - Popular/Truth	30 seconds/197	Child & Youth Development	Youth Drug Use
July - September 2009	TDOT - Clean Air	30 seconds/101	Neighborhoods Safety	Environment
September 2009	Making Strides - Breast Cancer Walk	30 seconds/7	Wellness/Health	Breast Cancer Awareness
September 2009	We Care For Kids	30 seconds/17	Child Care	Celebration of Children

## ADDITIONAL PROJECTS

WKRN produced and aired several local specials during the 3rd quarter 2009. These local specials highlighted several health issues related to viewers in Middle Tennessee.

### **Sundays, April through June, 2009 10:00 – 10:30am**

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 hosts this program.

### **Living Well: Solving Sinus Problems**

This is a half-hour health education special featuring patients suffering from sinus problems and their physicians. The show will provide definitions and health information on this topic and its various causes, as well as cover what may help if you or someone in your family suffer from sinus trouble. Aired August 18, 2009, 8:00 - 8:30pm and August 22, 2009, 6:00 - 6:30pm (repeat)

### **Medical Advances: Better Treatments for Sleep Disorders, Stroke and Seizures**

Stroke and seizures. this hour long special features Vanderbilt specialists explaining the latest diagnostic tools and approaches to treat sleep disorders -- stroke -- and epilepsy -- and the patients who've benefited from this leading edge technology. Aired September 8, 2009 8:00 - 8:30pm and September 12, 2009, 12:00 - 12:30pm (repeat).

### **Live Well: Help for Severe Allergies and Chronic Cough**

This is a half-hour health education special featuring several allergy and cough patients and their physicians. The show will provide definitions and health information on these topics, as well as cover what to do if you suffer from a persistent cough or severe allergic reactions to unexpected things, such as certain foods, medications or stinging insects. Aired September 15, 2009 8:00 - 8:30pm and September 19, 2009, 12:00 - 12:30pm (repeat).