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**Issues and Program Report**  
**WKRN-TV Nashville**  
**4th Quarter 2009**

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Date: 1/0/10

## 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.

**4TH 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
10/1/09	News 2 at 4	1:25	Child and Youth Development	Voters turned down the Wilson Wheel Tax to pay for a new high school, so they have to find another way to pay to repair the school.
10/2/09	News 2 at 4	1:24	Training and Assistance	Tennessee was given a \$6.8 million grant to improve the states unemployment system.
10/3/09	News 2 at 10	1:23	Wellness/Health	The mayor kicked off a "Walk Nashville Week" which is part of his monthly walk. Everyone is invited to come walk in various places.
10/4/09	News 2 at 10	1:28	Neighborhood Safety	Country Music star Leann Rimes joined volunteers to build a new playground for a Rutherford County neighborhood.
10/5/09	News 2 at 4	1:20	Wellness/ Health	The US government shows that Autism is on the rise. 1 in 91 children are diagnosed with Autism Spectrum Disorder, which is over 1% of the American population.
10/5/09	Nightline	30 min.	Wellness/ Health	Swine Flu and you.
10/6/09	News 2 at 5	1:20	Wellness/ Health	TN is one of the first states to vaccinate people against the H1N1 flu. It was given to Health Care professionals first.
10/7/09	Nightline	30 min.	Wellness/ Health	The germ factory
10/7/09	News 2 at 10	1:10	Child Care	Dickson County schools are weeks away from shutting down because they have no budget.
10/8/09	News 2 at 5	1:17	Child Care	The State of TN is getting over \$3 million to support special education programs.
10/9/09	News 2 at 5	1:21	Child and Youth Development	Radio personality Delilah is in town for a fundraiser auction for her charity Point Hope.
10/10/09	News 2 at 5 Saturday	1:48	Wellness/ Health	The 15 thousand gathered in Maryland Farms, Brentwood for the Susan G. Komen Foundation took a day to raise money for a cure.
10/11/09	News 2 at 10 Sunday	1:23	Neighborhood Safety	TN Adopt a Highway program is now 20 years old.
10/11/09	News 2 at 10 Sunday	1:18	Wellness/Health	Dierks Bentley drew 8 thousand to Riverfront Park this afternoon with music, motorcycles, and tailgating to raise money for local hospital.
10/13/09	News 2 This Morning	1:49	Wellness/Health	The flu mist is available to the public on Tuesday. You must be age 2 to 49 and not pregnant.
10/13/09	News 2 This Morning	1:28	Training and Assistance	Stimulus jobs created by Tennessee to construct roads or bridges were used to give or save jobs.
10/13/09	Nightline	30 mins	Wellness/ Health	Fight of your lives: H1N1 virus
10/13/09	News 2 This Morning	1:21	Child Care	Time is running out to sign your children up for the state's Children's Health Insurance Program. Cover Kids will stop accepting new applications on Nov. 30 <sup>th</sup> .
10/14/09	News 2 at 4	1:29	Wellness/ Health	An MTSU health poll shows that only 2 in 5 Tennesseans plan of getting the H1N1 vaccine.
10/14/09	News 2 at 4	1:15	Neighborhoods Safety	The Nashville Metro Recycling Program is so successful that this curb-side pick-up is going to be extended to other parts of the county.
10/15/09	News 2 at 4	1:23	Wellness/ Health	Now St. Thomas Hospital has 2-thousand H1N1 shots.
10/15/09	News 2 at 4	1:22	Wellness/ Health	Health Officials are encouraging everyone to get an H1N1 vaccine. Three Clinics in Knox County are staying open later to allow more people to get vaccinated.
10/15/09	News 2 at 6	1:14	Training and Assistance	TN unemployment is starting to improve. It is sitting at 10.5%, while last year at this time, the state's unemployment rate was 6.9%.
10/15/09	News 2 at 6	1:30	Child Care	A national test shows that TN schools are near the bottom when it comes to math. TN was ranked 44 <sup>th</sup> and 37 <sup>th</sup> .
10/16/09	News 2 at 6	1:30	Emergency Assistance	Second Harvest Food Bank and other TN food banks are being helped by some government stimulus money of over half a million dollars.
10/16/09	News 2 at 5	1:30	Emergency Assistance	Walmart stores in the area got together and gave a \$10,000 check to "Operation Stand Down" to help homeless veterans.
10/16/09	News 2 at 5	1:25	Wellness/ Health	Vanderbilt is giving away free pink ribbons to patients to celebrate National Mammography Day.
10/16/09	News 2 at 5	1:42	Emergency Assistance	Local music artists come together tonight at the Corner Pub in Nashville to play music, eat, and socialize. All of the proceeds will go to benefit the Local Red Cross.
10/17/09	News 2 at 10 Saturday	1:27	Emergency Assistance	Several organizations united to give different necessities for the homeless at the McFerrin Community Center. Donations go to the Nashville Rescue Mission.

Date	Program	Time/ Duration	Issue	Description
10/18/09	This Week	1 hr	Wellness/Health	Update on the weeks activities on Healthcare reform.
10/18/09	News 2 at 5 Sunday	1:13	Wellness/ Health	A Dickson County Family held a yard sale this weekend to raise to send their daughter to China for stem cell research, which is illegal in the US and other countries because it mutates the first cell that multiplies to make a human, and then stops it from growing and is use it to put in someone else for the desired purpose.
10/19/09	News 2 at 10	1:16	Wellness/Health	Parents of Metro students can learn more about the H1N1 vaccine that is offered during informational meetings this week.
10/20/09	News 2 This Morning	1:38	Neighborhoods Safety	Sumner County is trying a new tactic to catching speeders in rural areas, portable video cameras.
10/21/09	News 2 This Morning	1:21	Wellness/ Health	There's a national baby food recall from Plum Organics because of possible Botulism contamination.
10/22/09	News 2 This Morning	1:14	Child & Youth Development	Parents with Children in Metro's Glenciff Cluster schools can attend a workshop on bullying tonight.
10/23/09	News 2 This Morning	1:20	Wellness/ Health	Former Speaker of the House is teaming up with the governor of TN and national experts to make a Health Care Seminar today on improving Nashville's well-being.
10/24/09	News 2 at 10	1:22	Wellness/ Health	There is a huge beef recall on ground beef because of E-coli illnesses.
10/25/09	News 2 at 5 Sunday	1:20	Wellness/ Health	Emergency rooms across the U.S. are trying to keep up with H1N1 cases while mothers debate whether or not to get this new vaccine for their children if they can even get one.
10/25/09	This Week	1 hr	Senior Assistance	Senate Special Committee on Aging Topics including how the healthcare rebate impacts seniors.
10/26/09	News 2 at 5	1:21	Neighborhood Safety	Police in Murfreesboro say they broke up an underage alcohol operation involving three businesses.
10/27/09	News 2 at 5	1:17	Wellness/ Health	Local dentists have been buying back candy from children in order to prevent cavities and send a treat to the soldiers overseas.
10/28/09	News 2 at 5	1:27	Child & Youth Development	The Police Department of Gallatin is taking applications for the "Shop with a Cop" through Friday for low income families in the area.
10/29/09	News 2 at 6	1:15	Emergency Assistance	The Spring Hill Food Bank is still helping the hungry this Holiday Season.
10/30/09	News 2 at 4	1:09	Wellness/ Health	Hearing loss is normal, but only at an older age. Watch this for more information about what causes this and what are its effects.
10/31/09	News 2 at 5 Saturday	1:25	Emergency Assistance	The Salvation Army is now allowing people to start their own kettle drive online and post it to a social networking site like Facebook, where teens and children can also spread the word.
11/1/09	News 2 at 5 Sunday	1:30	Training & Assistance	State workers think there are alternatives to potential layoffs as a way to balance he state budget.
11/1/09	This Week	1 hr	Wellness/Health	Update on the new Healthcare agenda.
11/2/09	News 2 at 5	1:29	Wellness/ Health	The Metro Health Department is about to give out more injectable H1N1 vaccines which will go to pregnant women and those dealing with infants.
11/3/09	News 2 This Morning	1:37	Child Care	Metro schools will defend the district's student rezoning plan in federal court. Some parents claim this rezoning discriminates against race.
11/3/09	News 2 at 10	1:22	Child & Youth Development	Rockettown has to move for the building of the new road for the new convention center. It will move just a few blocks away but will still look and be like the old, urban building.
11/4/09	News 2 at 4	:59	Training & Assistance	During homecoming week at TSU, the university president hosted a luncheon for the 2010 "Women of Legend and Merit". These awards are part of fundraising for the new Women's Center on campus.
11/5/09	News 2 This Morning	1:18	Emergency Assistance	Thank you to all the students in the Mid-state who helped collect for the 2009 Food 2 Families School Food Drive.
11/5/09	News 2 at 5	1:11	Child Care	Metro students are now starting to use pin numbers to pay for their food in their school cafeteria.
11/5/09	News 2 at 6	1:34	Training & Assistance	The IRS owes Tennesseans 1.7 Million dollars in tax refunds, but many people still have not claimed their share.
11/6/09	News 2 at 4	1:10	Child & Youth Development	An old building once used as a storage dumping ground has now been refurbished into an academy for some of the city's youngest students.
11/6/09	News 2 at 5	1:19	Wellness/Health	The Rutherford County Health Department will offer the H1N1 Influenza vaccine on Monday.
11/7/09	News 2 at 5 Saturday	1:32	Emergency Assistance	Boswell Harley Davidson's Annual Toy Parade took over Centennial Park for the motorcycle parade to provide food and toys for Davidson County families.
11/7/09	News 2 at 5 Saturday	1:21	Emergency Assistance	Dunkin' Donuts took over Centennial Park for the "Fun Run and Walk-a-thon" to benefit the TJ Martell Foundation.

Date	Program	Time/ Duration	Issue	Description
11/8/09	News 2 at 10 Sunday	1:44	Emergency Assistance	Nashville Mayor Karl Dean has started a Metro Government-wide Food Drive to help prepare Second Harvest Food Bank for the holidays.
11/8/09	This Week	1 hr	Wellness/Health	Discussion on Healthcare reform.
11/9/09	News 2 at 4	1:16	Emergency Assistance	The Pink Lady Fund is an association dedicated to helping those fighting cancer with everyday chores and tasks. They can do almost anything a family member would do for a loved one in need.
11/10/09	News 2 This Morning	1:15	Child Care	One million baby strollers are being recalled because of a hinge that can sever children's fingers. The strollers are made by Maclaren. Models sold since 1999 re included in this recall.
11/10/09	Nightline	30 min.	Training & Assistance	How not to sell a home.
11/11/09	News 2 at 5	1:14	Wellness/Health	Advocacy Group for women's rights wants to warn women about potentially misleading pregnancy clinics. One is located in Murfreesboro, TN.
11/11/09	News 2 This Morning	1:33	Child & Youth Development	Metro bought Rockettown for \$5 million to build a new convention center, and is moving Rockettown to the Grooms Engines Buildings.
11/11/09	Nightline	30 min.	Senior Assistance	H1N1 virus: Healthy adults in critical care.
11/12/09	News 2 at 4	1:07	Child & Youth Development	A new study suggests that background music plays a role in Dyslexic students ability to read and learn.
11/12/09	Nightline	30 min.	Wellness/Health	A magic pill for the overweight.
11/13/09	News 2 at 5	1:24	Wellness/Health	Seasonal Flu and H1N1 Flu in Williamson County led to 94% of hospital employees being vaccinated and wearing masks in patient areas.
11/14/09	News 2 at 10	1:34	Neighborhood Safety	Kids from across Nashville marched from Juvenile Justice Center to the Metro Courthouse lawn to remember live lost to youth violence.
11/15/09	News 2 at 10	1:30	Emergency Assistance	Titan fans donated 24 thousand pounds of food to the Second Harvest Food Bank's "Fifty Thousand Pound Food Drive Challenge", the largest NFL Food drive in history.
11/16/09	News 2 at 4	1:19	Child Care	The Cover Kids program for uninsured Tennessee Children is nearing budgeted capacity. Application ends November 30 <sup>th</sup> .
11/16/09	Nightline	30 min.	Training Assistance	Family foreclosure.
11/17/09	News 2 at 6	1:33	Emergency Assistance	The Dillards in Cool Spring presented the Ronald McDonald House with a \$1,000 check.
11/18/09	News 2 at 5	1:27	Emergency Assistance	The Red Cross took a survey that found 40% of Americans would rather donate to charity in a friends name than buy a present.
11/19/09	News 2 This Morning	1:23	Emergency Assistance	A Mid-State woman is on a mission to feed sexual abuse victims during the holidays.
11/20/09	News 2 This Morning	1:14	Emergency Assistance	Country star, Tracy Lawrence, rounded up donations for his annual "Mission Possible" Turkey Fry Tuesday.
11/21/09	News 2 at 5 Saturday	1:15	Emergency Assistance	Sixteen TN counties received so much rain in September and October that they are asking for flood relief. Fifty percent of crops were drowned in water.
11/22/09	News 2 10 Sunday	1:21	Emergency Assistance	More Americans are relying on food stamps but states and not enrolling everyone. TN has enrolled 87%, which is more than other states.
11/22/09	This Week	1 hr	Wellness/Health	Healthcare reform discussed with updates.
11/23/09	News 2 This Morning	1:29	Emergency Assistance	Metro employees help feed Mid-State families through the Second Harvest Food Bank.
11/24/09	News 2 This Morning	1:31	Training & Assistance	New County unemployment numbers show signs of improvement for many areas around the Mid-State area, whereas other counties unemployment rose.
11/25/09	News 2 at 4	1:24	Wellness/Health	Metro officials estimate that they set records for the number of people receiving the H1N1 flu vaccine before Thanksgiving this day.
11/27/09	News 2 at 6	1:41	Emergency Assistance	Volunteers for the Salvation Army served meals out of a chuck wagon on Thanksgiving to those in need. Volunteers still needed.
11/27/09	ABC 20/20	1 hr	Wellness/Health	Obsessive compulsive disorder (OCD). Howie Mandel speaks out about this OCD in hopes of helping other with this decease.
11/28/09	News 2 at 5 Saturday	1:28	Wellness/Health	Nashville Mayor, Karl Dean, promotes healthy living in a monthly community walk. Today was the second walk which took place in Germantown.
11/29/09	News 2 at 5 Sunday	1:26	Emergency Assistance	Last month Sumner County Food Bank ran out of food, but for the next giveaway they are hoping the community will pitch in to double their current stock of 12 thousand pounds of food.

Date	Program	Time/ Duration	Issue	Description
1/29/09	This Week	1 hr	Wellness/Health	Members of Health, Education, Labor & Pensions Committee discuss Healthcare debate.
11/30/09	News 2 This Morning	1:51	Wellness/Health	The governor, mayor, and others made a downtown announcement to convert the old Convention Center to a Medical Trade Mart and build a new Convention Center.
12/1/09	News 2 This Morning	1:33	Wellness/Health	Today is World AIDS Day and former TN senator wants to help raise awareness through giving a speech in Vanderbilt's Student Life Ballroom.
12/2/09	News 2 at 6	1:34	Child & Youth Development	Metro Sixth-graders got a chance to share their ideas from Health Care to a new Sports Complex, through the "It's My Business" program.
12/4/09	News 2 This Morning	1:24	Emergency Assistance	Various Toy Drives: Lane Motor Museum, Clarksville Radio Station Q-108, Toys R Us.
12/4/09	News 2 at 4	1:26	Child & Youth Development	The program Arts in the Airport had students from Ingiewood Elementary School students singing holiday songs and decorating trees in the Nashville Airport.
12/4/09	News 2 at 5	1:27	Child Care	Children with chronic and acute medical conditions, who are considered "uninsurable", are now eligible to enroll in the state's access Tennessee Insurance Program.
12/5/09	News 2 at 5 Saturday	1:30	Emergency Assistance	Volunteers from the Rotary Club of Nashville teamed up with Second Harvest Food Bank to make emergency food boxes.
12/6/09	News 2 at 10 Sunday	1:22	Emergency Assistance	The LaVergne Library will clear the fines of overdue books in exchange for a food donation. The Lavergne Senior Center is also taking. Food will go to the Police Athletic Leagues' Annual Food Drive.
12/7/09	News 2 at 4	1:23	Wellness/Health	Dr. William Pao, a Vanderbilt cancer researcher, will be receiving a grant of \$750-thousand to study molecules that could speed up the search for a cure.
12/7/09	News 2 at 5	1:23	Child & Youth Development	Tennessee received a "D" for its old laws on charter schools.
12/8/09	News 2 at 6	1:41	Training & Assistance	Allstate's "X the Text" Campaign against texting and driving made its appearance in the Donelson Hermitage YMCA and is doing well.
12/8/09	News 2 This Morning	1:49	Emergency Assistance	"Operation Stand Down" has helped veterans connect with communities while an effort is being made to give all homeless veterans a coat.
12/8/09	News 2 at 4	1:16	Wellness/Health	Researchers at the Vanderbilt Ingram Cancer Center have found that eating soy may lower the risk of death and the reoccurrence of breast cancer.
12/8/09	News 2 at 5	1:19	Child Care	Nashville Mayor pushes an "incubator" for charter schools to help train and support future charter school operators.
12/10/09	News 2 at 5	1:45	Emergency Assistance	The "Toy Field" event this year is at LP Field taking donations. Volunteers with the Salvation Army bring presents to each child's name who is on the tree.
12/11/09	News 2 at 5	1:39	Child & Youth Development	Governor Phil Bredesen announced a new education partnership with Mount Juliet schools to focus on improvement of teaching skills in science, technology, engineering, and math.
12/12/09	News 2 at 10 Saturday	1:35	Emergency Assistance	Students at Good Pasture collected \$180-thousand worth of food donations.
12/13/09	News 2 at 5 Sunday	1:25	Wellness/Health	Obesity and Diabetes is growing in TN. TN ranks as the fourth fattest state in the United States.
12/14/09	News 2 at 4	1:14	Training & Assistance	Economic alert: The Nashville Career Fair is tomorrow at the Millennium Maxwell House Hotel.
12/15/09	News 2 This Morning	1:10	Emergency Assistance	A Sumner County Church will reach out to people in need in Teresa's Food Giveaway.
12/15/09	News 2 This Morning	:51	Senior Assistance	Home Instead Senior Care is collecting donations for the "Be a Santa to a Senior" program to deliver Christmas presents to thousands of area seniors.
12/15/09	News 2 at 5	1:19	Neighborhood Safety	The "Shop with a Cop" program is a non-for-profit that allows poor children to go and shop for presents for their family members with a police officer.
12/15/09	News 2 at 5	:50	Emergency Assistance	Young Buck, a hip-hop rapper, is giving toys to lower income kid. He and Titan's running back Chris Johnson are hosting a benefit at Silverado's with all the money raised going to the Boys and Girls Club.
12/16/09	News 2 This Morning	1:26	Emergency Assistance	Joseph's Storehouse Food Ministry in Lebanon will be distributing food twice this week: 1 for the disabled, 1 for the general population.
12/16/09	News 2 This Morning	1:31	Wellness/Health	Thousands of H1N1 vaccines were recalled because the doses meant for children lost strength after being shipped.
12/17/09	News 2 This Morning	1:28	Emergency Assistance	Second Harvest Food Bank says more people are coming to them for food, but donations are down. They need more food donations.

Date	Program	Time/ Duration	Issue	Description
12/17/09	News 2 This Morning	1:20	Emergency Assistance	The Mellow Mushroom in Franklin will deliver 100 large pizzas to the Nashville Rescue Mission from customer donations of \$1,000.
12/18/09	News 2 at 4	1:37	Wellness/Health	Two big donations to the Ronald McDonald house this week: Keihl's, Castle Contractors and the new Porta Via Italian Kitchen.
12/19/09	News 2 at 5 Saturday	1:25	Emergency Assistance	Second Harvest food bank is having a food shortage for the hungry in Nashville and needs more donations.
12/20/09	News 2 at 5 Sunday	1:15	Emergency Assistance	United Way also needs help, they are seeing an increase in calls about food needs.
12/20/09	This Week	1 hr	Wellness/Health	Healthcare reform deadline.
12/21/09	News 2 at 4	1:27	Senior Assistance	Mix 92.9 delivered funny cards to senior citizens with a holiday message.
12/22/09	News 2 at 10 Sunday	1:18	Emergency Assistance	Thirty residents are moving into a North Nashville neighborhood thanks to Habitat for Humanity.
12/23/09	News 2 at 6	1:17	Emergency Assistance	The Rutherford County Baptist Church is serving free meals tonight through Saturday.
12/26/09	News 2 at 5 Saturday	1:23	Child and Youth Development	Metro Schools are going to vaccinate students. Packets from the health Department will be sent to parents with a consent form to allow one's child to get the H1N1 vaccine.
12/27/09	News 2 at 10 Sunday	1:30	Wellness/ Health	Calorie counts will start appearing at Chain restaurants around Nashville due to the Metro Health Department.
12/27/09	This Week	1 hr	Wellness/Health	Healthcare reform bills.
12/28/09	News 2 This Morning	1:09	Training & Assistance	The Goodwill has been busy with donations for tax deductions. They want donators to be sure to itemize their donations.
12/29/09	News 2 at 4	1:16	Emergency Assistance	Mid-state famers can discuss their issues with a TN congressman this week. Lincoln Davis will host the discussions in Crossville and Columbia.
12/29/09	News 2 at 5	1:37	Emergency Assistance	The Davidson County Sheriff's Office has set up a Sober Ride system to take drunk drivers home for free.
12/30/09	News 2 at 5	1:30	Training & Assistance	The Tennessee Department of Labor has called a team that plans to meet with employees being affected by the job transfers next week. They will give hope and direction to those affected.
12/30/09	News 2 at 6	1:17	Emergency Assistance	The Second Harvest Food Bank is coming up short of the food given free to the needy. Take a tour of the Food Bank to find out their goal that is not being met.
12/30/09	Nightline	30 min.	Emergency Assistance	How to survive a disaster.
12/31/09	News 2 at 5	1:20	Neighborhood Safety	For New Years Eve, downtown you can get a free Sober Ride home as well as get your car towed home by Triple-A for free, so you can pass the DUI checkpoints all over the state.
12/31/09	Nightline	30 min	Wellness/Health	The biggest loser – anti-fat camp: Shedding pounds as a family.

**Quarterly Appearances – WKRN-TV  
4th 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>
Joe Dubin	Susan G. Komen for the Cure Maryland Way Park Brentwood 10/10/09	WELLNESS/HEALTH
John Dwyer	Food 2 Families Grade School Food Drives Paragon Mills Elementary 10/5/09	CHILD & YOUTH DEVELOPMENT
Anne Holt	Food 2 Families Grade School Food Drives Glengary Elementary 10/1/09 Lockeland Elementary 10/2/09 New Hope Academy 10/7/09 Smithson-Craighead Academy 10/14/09 Park Avenue Elementary 10/15/09 St. Pius X Classical Academy	CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT
Julie Kroenig	Food 2 Families Grade School Food Drives Cole Elementary 10/6/09 Buena Vista Elementary 10/8/09 Gateway Elementary 10/9/09 Juvenile Justice Center Chili Cook-off 10/30/09 Tennessee Foreign Language Institute Wine Tasting 11/13/09 St. Edwards Forensics Competition 11/14/09 Hillwood High School Journalism class school visit 11/23/09	CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT EMERGENCY ASSISTANCE CHILD & YOUTH DEVELOPMENT CHILD & YOUTH DEVELOPMENT
Christine Maddela	MNPS Safe Schools Summit McGavock High School 10/20/10 Dog Day – Nashville Humane Assoc, 10/10/09	NEIGHBORHOOD SAFETY EMERGENCY ASSISTANCE
Bob Mueller	22 <sup>nd</sup> Annual Ctr for Living & Learning Golf Tournament 10/5/09 Annual Am. Mortgage Charity Cup Golf Tournament 11/5/09 Mental Health Association Banquet 11/18/09 Franklin Am. Mortgage Charity Cup Tournament 12/15/09	CHILD & YOUTH DEVELOPMENT EMERGENCY ASSISTANCE WELLNESS/HEALTH EMERGENCY ASSISTANCE
Melissa Penry	TN Business Leaders Summit – Early Childhood Investment 10/19/09	CHILD & YOUTH DEVELOPMENT
Jeff Ray	Dog Day – Nashville Humane Assoc. 10/10/09	EMERGENCY ASSISTANCE

## WKRN PUBLIC SERVICE ANNOUNCEMENTS OCTOBER - DECEMBER 2009

Air Dates	PSA	Length/Freq.	Issue	Description
Oct. – Dec. 2009	Ronald McDonald House - Pull Tabs	30 seconds/90	Child Care	Medical Needs
Nov. – Dec. 2009	Allstate – Say Something	30 seconds/4	Child & Youth Development	Teen Seat Belt Safety
Oct. – Dec. 2009	LPGA/NFL – Play	30 seconds/176	Child & Youth Development	Childhood Fitness
Oct. – Dec. 2009	Health Balance	30 seconds/81	Wellness & Health	Healthy Behaviors
Oct. – Dec. 2009	Inspiring Inventions	30 seconds/170	Child & Youth Development	Encourage Education
Oct. – Dec. 2009	Classic Arts	30 seconds/86	Child & Youth Development	Music Education
Oct. – Dec. 2009	TN Booster Seat	30 seconds/102	Child Care	Safety in Booster Seats
Oct. – Dec. 2009	Save Energy Hog Commandos	30 seconds/86	Child & Youth Development	Encouraging children to exercising
Oct. – Dec. 2009	Get Some Nature Into Your Kids	30 seconds/69	Child & Youth Development	Encouraging children & parents to explore the great outdoors
October, 2009	Food 2 Families Grade School Food Drive	30 seconds/35	Emergency Assistance	Food Collection For Needy
October 2009	Food 2 Families H.S. Challenge	30 seconds/42	Emergency Assistance	Food Collection For Needy
October, 2009	Making Strides – Breast Cancer Walk	30 seconds/51	Wellness/Health	Breast Cancer Awareness
Oct. – Dec. 2009	Anti Drug – Popular/Truth	30 seconds/146	Child & Youth Development	Youth Drug Use
Nov. – Dec. 2009	Rudolph Run – Big Brother	30 seconds/41	Child & Youth Development	Mentoring program
November 2009	Predators Food Drive – Second Harvest	30 seconds/12	Emergency Assistance	Food Collection For Needy
Nov. – Dec. 2009	Hunger Prevention	30 seconds/31	Emergency Assistance	Food Collection For Needy
Nov. – Dec. 2009	Feeding Hope Challenge – Second Harvest	30 seconds/135	Emergency Assistance	Food Collection For Needy
Nov. – Dec. 2009	Flu Prevention	30 seconds/10	Wellness & Health	Medical Needs
October 2009	TDOT – Clean Air	30 seconds/30	Neighborhoods Safety	Environment

## ADDITIONAL PROJECTS

WKRN produced and aired several local specials during the 4th quarter 2009. These local specials highlighted several health issues related to viewers in Middle Tennessee.

### **Sundays, October through December, 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 October 14, 2009 7-7:30pm and October 18, 2009 2-2:30pm.