



Issues and Program Report
WKRN-TV Nashville
2nd Quarter 2010

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Name: Michelle Dube
Michelle Dube
Program Director

Date: 7/6/10

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.

**2nd QUARTER 2010
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
4/1/2010	News 2 This Morning (4 AM)	1:34	Child & Youth Development	Students begin T-Cap testing to see where students stand academically and to see how much funding schools will receive.
4/2/2010	News 2 This Morning (4 AM)	1:20	Neighborhoods Safety	Tennessee first lady Andre Conte holds tree planting ceremony for crime victims during national crime victims' week.
4/3/2010	News 2 at 5	1:27	Child Care	Metro Police Department community credit union is holding National Youth Week to teach children how to save. Free fingerprinting is given out to children.
4/4/2010	News 2 at 10	1:28	Child Care	Thousands of people marched for babies at Centennial Park. It was the 40 th Annual March.
4/4/10	This Week	1 hr	Training & Assistance	Future employment growth
4/5/2010	News 2 at 6	1:18	Training & Assistance	Job fair set for Marshall county which has a near record high unemployment rate. Three million dollars were given to the county by the governor for jobs.
4/6/2010	News 2 at 6	1:26	Neighborhoods Safety	Nashville's Mayor Karl Dean is pushing for funding to tear down dangerous abandon homes in the city.
4/6/10	Nightline	30 min	Child Care	Bullying
4/7/2010	News 2 This Morning (6 AM)	1:23	Training & Assistance	Job Fair in Nashville for about 150 positions to work at the Fontanel Mansion.
4/8/2010	News 2 this Morning (5 AM)	1:19	Training & Assistance	Volunteer State Community College is holding a job fair.
4/9/2010	News 2 at 6	1:25	Child & Youth Development	Al Gore announced a new project to encourage teens to help the environment.
4/10/2010	News 2 at 5	1:41	Emergency Assistance	A silent auction for celebrity purses was held at the Loews Vanderbilt Hotel to benefit non-profit women's programs.
4/11/2010	This Week With Bob Mueller	1:30	Neighborhoods Safety	Report on the gun debate about whether they should be allowed in parks any times. Currently they are only banned during school events and games.
4/12/2010	News 2 at 5	1:51	Emergency Assistance	The Tennessee Titans had a breakfast fundraising to benefit the Williamson County Red Cross.
4/13/2010	News 2 at 4	1:22	Training & Assistance	The program that helps career professionals go into the classrooms is working. Teach America brings people with different backgrounds such as science, math, or physics and turns them into teachers.
4/14/2010	News 2 at 4	1:18	Child Care	Heath Minute reports that there are only 200 pediatric rheumatologists in the country to treat nearly 300,000 kids in the U.S. with juvenile arthritis.
4/15/2010	News 2 at 6	1:36	Child & Youth Development	Metro Nashville Public Schools added a new leader to its high school transformation team. Michael Steele, from Jacksonville, FL., was named the Stratford High School principal for next year.
4/16/2010	News 2 at 4	1:09	Wellness/Health	Christi Paul separates fact from fiction about sun exposure.

Date	Program	Time/ Duration	Issue	Description
4/17/2010	News 2 at 10	1:20	Child & Youth Development	More than 10 million free books have been delivered to Tennessee children in all 95 counties. The books were delivered through the "Books from Birth Foundation" and Dolly Parton's Imagination Library.
4/18/2010	News 2 at 10	1:30	Child & Youth Development	Students at several of Tennessee's public colleges and universities will face a tuition increase this coming fall.
4/19/2010	News 2 at 6	1:25	Child & Youth Development	Fundraiser dinner will be held to raise money to help advocate healthy changes in the school food environment.
4/20/2010	News 2 at 6	1:22	Child Care	Healthcare volunteers team up with the American Diabetes Association to promote healthier living for children.
4/20/10	Nightline	30 min	Child & Youth Development	Childhood opium addiction
4/21/2010	News 2 at 4	1:08	Wellness/Health	Woman says running helps keep her cancer at bay as she trains for the Country Music Marathon
4/22/2010	News 2 This Morning (6 AM)	1:18	Neighborhoods Safety	Public meeting is being held at Centennial Park to voice opinions on how to improve it.
4/23/2010	News 2 at 4	1:24	Emergency Assistance	A Nashville public housing complex now had solar energy panels.
4/24/2010	News 2 at 10	1:18	Training & Assistance	Cool Springs Galleria, Rivergate Mall, and Hickory Hollow Mall are all hiring.
4/25/2010	News 2 at 10	1:14	Child & Youth Development	A new policy will limit the amount of homework students have to do each night. Changes will start this fall.
4/27/2010	News 2 at 4	1:22	Child Care	Waldron Elementary won a grant from the Pepsi Foundation and will receive a \$25,000 check. The school wants to build a new playground.
4/27/10	Nightline	30 min	Neighborhood Safety	The sex offender next door
4/28/2010	News 2 at 6	1:19	Child & Youth Development	A troubled Metro Charter school will have to pay back \$150,000 or close its doors. Global Academy struggled during its first year.
4/29/2010	News 2 at 4	1:15	Emergency Assistance	Report on the Sumner Food Bank – food needed
4/30/2010	News 2 at 6	1:50	Neighborhoods Safety	Authorities are searching for vandals who spray painted the word "die" on the entrance of a new development. An African American family recently purchased land to build a new vacation home.
5/1/10	News 2 Special Reports	various	Emergency Assistance	Special reporting on flooding in Middle Tennessee – starting at 1pm
5/2/10	News 2 Special Reports	various	Emergency Assistance	Special reporting on flooding in Middle Tennessee – All Day
5/3/10	News 2 Special Reports	various	Emergency Assistance	Special reporting on flooding/rescues/recovery in Middle Tennessee.
5/4/10	News 2 Special Reports	various	Emergency Assistance	Special reporting on recovery & emergency assistance in Middle Tennessee
5/5/10	News 2 Special Reports	various	Emergency Assistance	Special reporting on recovery & emergency assistance in Middle Tennessee
5/6/2010	News 2 at 6	1:12	Emergency Assistance	FEMA aid may be available to those affected by the flooding.
5/8/2010	Saturday Weekend 6 AM	1:32	Emergency Assistance	Volunteers helped out businesses in Nashville destroyed by floodwaters

Date	Program	Time/ Duration	Issue	Description
5/9/2010	Sunday Weekend (6 AM)	1:40	Emergency Assistance	Pennington Bend Elementary needs volunteers to move donated items out because it is starting school back after serving as a recovery center.
5/10/10	Nightline	30 min	Training & Assistance	Recess training
5/10/2010	News 2 at 5	1:23	Emergency Assistance	Bottled water will be distributed for people still in need of water.
5/11/2010	News 2 at 4:30	1:26	Emergency Assistance	The Mayor has formed a six team panel to oversee the long term flood recovery.
5/12/2010	News 2 at 6	1:31	Emergency Assistance	Metro's Codes Department will be opened to issue flood damage repair permits.
5/13/2010	News 2 at 10	1:34	Wellness/ Health	Metro workers will be inspecting sites with standing to water to ensure they are not breeding grounds for mosquitoes.
5/14/2010	News 2 at noon	1:39	Emergency Assistance	FEMA is opening new mobile disaster recovery centers across the mid-state.
5/15/2010	Saturday Weekend (6 AM)	1:28	Emergency Assistance	Belmont Heights Baptist Church and The Temple Congregation Ohabai Shalom are opening their doors to the Nashville Philharmonic Orchestra to perform a free flood benefit concert.
5/16/2010	Sunday Weekend 6 AM	1:48	Emergency Assistance	PTA at Thomas Edison Elementary School is collecting bags of clothes to give away to victims.
5/17/2010	News 2 at noon	1:22	Emergency Assistance	More than 50 restaurants will participate in "Eat Out For Nashville" with most restaurants donating all of their proceeds for flood relief.
5/17/10	Nightline	30 min	Child Care	The baby battle of the bulge.
5/18/2010	News 2 a noon	1:20	Training & Assistance	Tennessee Career Centers says there are more than 2000 area jobs to help with flood cleanup and restoration.
5/19/2010	News 2 at noon	1:27	Training & Assistance	A plan in Nashville is in the works that would allow the government to buy certain flood damaged homes.
5/19/10	Nightline	30 min	Wellness/ Health	Addicted to food.
5/20/2010	News 2 This Morning (5 AM)	1:09	Emergency Assistance	Update on the new numbers on the amount of damage done from the flooding.
5/21/2010	News 2 This Morning (6 AM)	1:36	Emergency Assistance	More housing rebuild clinics will be held at six metro Nashville locations.
5/22/2010	Saturday 6 AM Weekend	1:18	Emergency Assistance	The work of volunteers has added up to an economic impact of more than 1.2 million dollars.
5/23/2010	News 2 at 5	1:48	Emergency Assistance	A \$10,000 donation gave flood victims a spaghetti and meatball dinner at Porta Via Italian Kitchen. There was free food and live music.
5/24/2010	News 2 This Morning (5 AM)	1:15	Emergency Assistance	FEMA has two new disaster recovery centers open for flood victims in Middle Tennessee.
5/25/2010	News 2 at 5	1:04	Emergency Assistance	FEMA workers will be at Lowes speaking to flood victims about tips to recover.
5/26/2010	News 2 at 6	1:25	Emergency Assistance	Music Valley will put on a benefit concert at Nashville Palace with two dozen opry stars on hand.
5/27/2010	News 2 This Morning 6 AM	1:42	Emergency Assistance	More than 25 hundred people have received help from disaster relief centers.
5/28/2010	News 2 at 10	1:21	Emergency Assistance	Country singers are auctioning off their guitars to raise money for flood relief.

Date	Program	Time/ Duration	Issue	Description
5/29/2010	News 2 at 10	1:43	Emergency Assistance	This is a spot of different fundraisers to help with flood recovery including a block party put on by Hickman County High School's football team and cheerleaders.
5/30/2010	News 2 at 5	1:03	Neighborhoods Safety	A warning from the Better Business Bureau about contractors and builders taking advantage of flood victims. Reps will go door to door educating people about this threat.
5/31/2010	News 2 at 4:30	1:21	Emergency Assistance	Assurance Wireless is giving out free cell phones to people who lost theirs in the flood.
6/1/2010	News 2 at 6	1:34	Emergency Assistance	Anyone in Nashville looking for help rebuilding can go to one of six rebuild clinics.
6/1/10	Nightline	30 min	Child & Youth Development	Unschooling kids
6/2/2010	News 2 at 4	1:38	Emergency Assistance	The Community Foundation of Tennessee has been helping flood victims since the flood, but it does not help with financial issues. They just help with basic needs like food, water, and hygiene.
6/3/2010	News 2 at 10	1:16	Emergency Assistance	Flood victims can restock their wardrobes and save money because select stores at three malls will offer discounts.
6/4/2010	20/20	1 hr	Child & Youth Development	Extreme kids and the parents who allow and even encourage them to achieve their goals or do unconventional things at an early age.
6/4/2010	News 2 at 5	1:41	Emergency Assistance	Second Harvest Food Bank will be providing a lot more meals thanks to a \$50,000 donation from the Lions Club. The amount will provide 39,000 meals to flood victims.
6/5/2010	News 2 at 6	1:33	Emergency Assistance	More housing clinics will be help at six Nashville locations to help flood victims rebuild.
6/6/2010	News 2 at 5	1:17	Emergency Assistance	The effort continues to connect flood victims with resources available within the federal government as home and business owners rebuild and relocate.
6/7/2010	News 2 at 5	1:18	Training & Assistance	June 7 was the deadline to apply for special jobless aid being given to flood victims in certain counties.
6/8/2010	News 2 at 4	1:48	Emergency Assistance	There is a benefit to help Lighthouse Christian School which is the school that made headlines when one of its portable trailers was washed onto the interstate during the flood.
6/9/2010	News 2 at 6	1:38	Emergency Assistance	Students in East Tennessee gathered donations for flood victims. The majority of the children that collected donations come from lower income families.
6/10/2010	News 2 at 4	1:26	Training & Assistance	News funds are available for renters after last month's floods.
6/11/2010	News 2 This Morning	1:23	Emergency Assistance	Farmers in 13 more counties are eligible for May flood relief.
6/12/2010	News 2 at 5	1:46	Emergency Assistance	YWCA and Martina McBride teamed up for a good cause and auctioned off items to benefit the YWCA and to help victims of domestic violence.
6/13/2010	News 2 at 5	1:25	Emergency Assistance	You can help raise money for flood victims on June 13 by going out to eat in Old Hickory at Shanti's Seafood Restaurant. They will donate 50% of their revenue to Benefit the Community Foundation, Second Harvest Food Bank, and The Salvation Army.
6/14/2010	News 2 at 10	1:16	Emergency Assistance	Flood victims can restock their wardrobes and save money because select stores at three malls will offer discounts.

Date	Program	Time/ Duration	Issue	Description
6/16/2010	News 2 at 5	1:36	Emergency Assistance	A woman donates her home temporarily to a family displaced by the flood. The father of the family has cancer and the wife just wants him to be comfortable and not have to live in a hotel room.
6/17/2010	News 2 at 5	1:25	Emergency Assistance	You can help raise money for flood victims on June 13 by going out to eat in Old Hickory at Shanti's Seafood Restaurant. They will donate 50% of their revenue to Benefit the Community Foundation, Second Harvest Food Bank, and The Salvation Army.
6/18/2010	News 2 at 6	1:54	Emergency Assistance	The United Way of Williamson County is helping flood victims get back on their feet by meeting with them at the Cool Springs Galleria.
6/19/2010	News 2 at 10	1:49	Training & Assistance	Matt and Katie Markins talk with contractors about the necessary steps to take for flood recovery and who to talk to.
6/20/2010	News 2 at 10	1:04	Emergency Assistance	The Generous Helpings Event was aimed to help farmers and Second Harvest Food Bank recovery after the flood destroyed their crops and food.
6/21/2010	News 2 at 4	1:38	Wellness/Health	Neely's Bend Middle School was awarded \$3000 for logging the most hours of physical activity and healthy foods eaten.
6/22/2010	News 2 at 4	1:20	Emergency Assistance	Bonnaroo Music Festival is donating \$50,000 for Nashville Flood Relief.
6/22/2010	News 2 This Morning (6 AM)	1:19	Child Care	Ride for Reading will give out free books at Saint John United Methodist Church to children grades K-12.
6/23/2010	News 2 This Morning	1:34	Emergency Assistance	The "Music City Keep on Playin" telethon raised about \$1.8 million and during a 3 night telethon with News 2 and several stars more than \$500,000 was raised.
6/24/2010	News 2 at 5	1:38	Neighborhoods Safety	Murfreesboro residents hope to spread peace and tolerance tonight at a candlelight vigil in support of the future local Muslim community mosque.
6/25/2010	News 2 at 10	1:32	Training & Assistance	Jackson National Life Insurance Company will open a regional headquarters. The company will hire hundreds of employees in the next few years.
6/26/2010	News 2 at 5	1:20	Emergency Assistance	Harris Teeter donated nearly \$18,000 and 31,000 gallons of water and 4,400 bags of ice following the flood.
6/27/2010	News 2 at 10	1:28	Training & Assistance	Specialists from FEMA will be on hand at two mid state ACE Hardware stores to answer questions and give advice.
6/28/2010	News 2 This Morning (6 AM)	1:37	Training & Assistance	A meeting will be held to learn more about metro government's plans to buy out more than 300 properties.
6/29/2010	News 2 at 4	1:22	Training & Assistance	Tennessee is expected to roll out a nearly \$6 million rebate program soon for homeowners who replace cooling systems with more energy efficient models. If you qualify, rebates will be about \$250.
6/29/10	Nightline	30 min	Wellness/Health	America's obesity crisis
6/30/2010	News 2 at 4	1:43	Emergency Assistance	The Metro Action Commission is giving free air conditioners to Nashvillians who meet the program criteria (if someone in the house is elderly, under the age of 6, or has a medical condition).

**Quarterly Appearances – WKRN-TV
2nd Quarter 2010**

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

Staff	Event/Location	Issue
Silvia Castaneda	Ronald McDonald House Telecast – 4/17/10	Emergency Assistance
Julie Kroenig	Cake-Off Green Hills Kroger – 6/8/10	Emergency Assistance
Christine Maddela	Cystic Fibrosis Foundation (Host) – 4/27/10	Wellness/Heath
Lisa Patton	High School Production Awards – 4/27/10 Watkins College Wilson Cty “The Place To Be” – 5/11/10 MJMS – May 11, 2010	Child & Youth Development Neighborhoods Safety Child & Youth Development

WKRN PUBLIC SERVICE ANNOUNCEMENTS APRIL - JUNE 2010

Air Dates	PSA	Length/Freq.	Issue	Description
April. – June 2010	Ronald McDonald House - Pull Tabs	30 seconds/91	Child Care	Medical Needs
April 2010	Allstate – Say Something	30 seconds/10	Child & Youth Development	Teen Seat Belt Safety
April. – June 2010	LPGA/NFL – Play	30 seconds/181	Child & Youth Development	Childhood Fitness
April. – June 2010	Health Balance	30 seconds/90	Wellness & Health	Healthy Behaviors
April. – June 2010	Inspiring Inventions	30 seconds/155	Child & Youth Development	Encourage Education
April. – June 2010	Classic Arts	30 seconds/81	Child & Youth Development	Music Education
April. – June 2010	Save Energy Hog Commandos	30 seconds/86	Child & Youth Development	Encouraging children to exercising
April. – June 2010	Get Some Nature Into Your Kids	30 seconds/104	Child & Youth Development	Encouraging children & parents to explore the great outdoors
April. – June 2010	Ronald McDonald House – Share A Night	30 second/79	Wellness & Health	Medical Needs
April. – June 2010	Anti Drug – E/One Guys	30 second/82	Child & Youth Development	Youth Drug Use
April. – June 2010	Hunger Prevention	30 seconds/67	Emergency Assistance	Food Collection For Needy
April. – June 2010	YWCA Domestic Violence	30 seconds/30	Emergency Assistance	Assist women in domestic abuse situations
April. – June 2010	AMH Start! Walking	30 seconds/18	Wellness & Health	Encouraging exercising
April 2010	Tax Assist & Tax Credit	30 seconds/10	Training & Assistance	Assistance with tax related material
April. – June 2010	Flu Prevention	30 seconds/76	Wellness & Health	Medical Needs

ADDITIONAL PROJECTS

WKRN produced and aired several local specials during the 2nd quarter 2010. These local specials highlighted several health issues related to viewers in Middle Tennessee.

Saturday, April 17, 2010 7:00 – 10:00pm

Ronald McDonald House Calls For Kids Telecast 2010

This three hour special program explores the needs of the Ronald McDonald House and why the House is needed to help families with critically ill children staying at Nashville area hospital. Hosted by WKRN/News 2 talent Neil Orne, Lisa Patton, John Dwyer and former Tennessee Titans Brad Hopkins, this program helps raised much need funds for the Ronald McDonald House Charities of Nashville. This years telecast raised over \$120,000.

Sundays, April through June, 2010 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 hosts this program.

Wednesday – Friday, May 5 – May 7, 2010 6:30 – 7:00pm

News 2 Flood Relief Telethon

WKRN aired three half hour flood relief telethons with all proceeds going to the Nashville Chapter of the American Red Cross. These telecast were hosted by News 2 personalities who encourage Middle Tennesseans to donate to help victims of the flood. A variety of celebrities man the phone bank as viewers called in their donations. Over \$536,000 was raised in this three day effort.

Monday – Friday, May 10 through May 21, 2010 12:00 -1:00pm

News 2 at Noon Special

WKRN aired several special noon newscast to help those affective by the flooding. WKRN had special guests advising viewers on a variety of topic such as home rebuilding, flood insurance, FEMA requirements, cleaning/replacing your heating and cooling system after a flood, small business loans, etc.

Saturday & Sunday May 8 – May 22, 2010 6:00 – 8:00am

News 2 Weekend News

WKRN aired several special weekend morning newscasts to help those affective by the flooding. WKRN had special guests advising viewers on a variety of topic such as home rebuilding, flood insurance, FEMA requirements, cleaning/replacing your heating and cooling system after a flood, small business loans, etc.