



**Issues and Program Report**  
**WKRn-TV Nashville**  
**4th Quarter 2010**

- I. COMMUNITY NEEDS AND ISSUES
- II. ISSUES/PROGRAMS LIST (LOCAL & ABC)
- III. QUARTERLY APPEARANCES BY STATION TALENT
- IV. PUBLIC SERVICE ANNOUNCEMENT LIST
- V. ADDITIONAL PROJECTIONS

Name: Michelle Dube  
Michelle Dube  
Program Director

Date: 1/10/11

## 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 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.

<b>Date</b>	<b>Program</b>	<b>Time/ Duration</b>	<b>Issue</b>	<b>Description</b>
10/1/10	News 2 This Morning	1:26	Child Care	Governor Bredesen and Health Commissioner Susan Cooper are launching the eat well, play more Tennessee State nutrition and physical activity plan. A five year plan to fight Tennessee's obesity issue.
10/4/10	Nightline	½ hr	Child Care	Children that are picky eaters, what can be done.
10/04/2010	News 2 This Morning	1:16	Wellness/Health	The Metro Public Health Department opens it's "fast track" flu shot clinic at the Lentz Health Center on 23 <sup>rd</sup> Avenue
10/05/2010	News 2 This Morning	1:32	Neighborhood Safety	Participate In "Walk Your Neighborhood Day." Starts at Metro Courthouse downtown noon today.
10/06/2010	News 2 This Morning	1:22	Wellness/Health	TennCare is expanding to help more low income Tennesseans or those with high medical bills.
10/07/2010	News 2 at 4	1:23		The number of food stamps has increased 16%, which means 14% of the population lives on food stamps.
10/08/2010	News 2 at 4	1:22	Child & Youth Development	Tennessee will be on the receiving end of a multi million dollar grant to support pregnant women and parenting teens.
10/09/2010	News 2 at 10	1:24	Wellness/Health	Vanderbilt's campus will now serve as one of the nation's largest outpatient facilities for H-I-V.
10/10/2010	News 2 at 5	0:45	Child & Youth Development	VH1's "Save the Music Foundation" and Gymboree donated 30 thousand dollars worth of keyboards to Moss Elementary. This foundation has donated 950 thousand dollars in instruments to metro schools
10/11/2010	News 2 at 4	1:09	Child Care	Without iron the body cannot make red blood cells. The American Academy of Pediatrics says iron deficiency is a major problem. New methods have been instituted for children's safety.
10/12/2010	News 2 at 5	1:40	Wellness/Health	A new invention, created to ensure the safety of Tennessee drivers. It jams the signal or the cell phone, so drivers cannot answer a text or call.
10/13/2010	News 2 This Morning	1:37	Child Care	Vanderbilt University has received a 12 million dollar, seven year grant to help childhood obesity.

Date	Program	Time/ Duration	Issue	Description
10/14/2010	News 2 at 4	1:24	Child & Youth Development	The Cheatham county school board members are taking a closer look at the drug test policy. Right now Cheatham county on tests student athletes for drugs but they would like to include students in all extra curricular activities
10/15/10	20/20	1 hrs	Child Care	NEA reports that over 160,000 kids will not go to school due to bullying. Interviews with these kids and the kids that bully.
10/15/2010	News 2 at 5	1:46	Training & Assistance	Daymar conducted their first job fair, with plenty of employees looking to hire on the spot.
10/16/2010	News 2 at 10	1:54	Neighborhood Safety	Nashville residents are concerned that building plans could draw homeless individuals into Gallatin and West Eastland Avenue Area.
10/17/10	This Week	½ hr	Senior Assistance	A look at seniors with Alzheimer's.
10/17/2010	News 2 at 5	1:16	Training & Assistance	Piedmont Natural Gas has kicked off it's "share the Warmth" fund by making a 100 thousand dollar donation
10/18/2010	News 2 at 6	1:21	Emergency Assistance	The United Way is making a donation to help continue the flood recovery effort. It will give 75 thousand dollars to help non profit and community organizations
10/19/10	News 2 at 4	1:58	Child & Youth Development	Today was the official walk to school day at Nolensville Elementary. The kids walked on freshly completed sidewalks.
10/20/2010	News 2 at 4	1:20	Neighborhood Safety	The risk of losing internet privacy becomes more of an issue with teens everyday. A new international poll shows more than 90% of parents think their children share too much online.
10/21/2010	News 2 at 5	1:12	Child & Youth Development	Students at "Moore Elementary School" in Franklin want to rebuild their school playground, and buy new books. They are raising money today to do so.
1022/10	Nightline	½ hr	Wellness/ Health	Alzheimer's search for a cure.
10/22/2010	New 2 at 6	1:15	Child & Youth Development	The city of Nolensville was granted a 250 thousand dollar grant to help students walk safely to school
10/23/2010	News 2 at 10	1:28	Child Care	Volunteers lined up to unload pumpkins to sell for "Pumpkins with a purpose." The proceeds will support families of children with Cancer.
10/24/2010	News 2 at 10	1:35	Child & Youth Development	The Tennessean reports the Franklin school district is considering rezoning as a way to spread out students of different economic backgrounds.
10/25/10	Nightline	½ hr	Wellness/ Health	Obesity Surgery

Date	Program	Time/ Duration	Issue	Description
10/26/2010	News 2 at 5	1:29	Emergency Assistance	Officials at Second Harvest Food Bank are putting out an urgent call for help. The non-profit is nearly 3-million meals short of its food need.
10/27/2010	News 2 at 4	1:00	Child & Youth Development	Children who spend more time in front a computer or television screen had higher physiological difficulty scores, but those who had spent time doing homework instead had higher scores overall
10/28/2010	News 2 This Morning (6am)	1:44	Child Care	Chris Johnson, on Wednesday, gave away 50 pairs of shoes to area youth,
10/29/2010	News 2 at 6	1:27	Training & Assistance	Lawmakers are working on extending a deadline to allow you to buy more items tax free.
10/29/10	20/20	1 hr	Child Care	More and more kids from suburban families are falling victim to heroin addictions.
10/30/2010	News 2 at 6	1:36	Child Care	Researchers at Yale University tested over three thousand possible kids menu combinations at fast food establishments and of the three thousand, only 12 met the nutrition criteria.
11/01/2010	News 2 at 5	1:28	Training & Assistance	Garth Brooks donated graciously to the flood relief in Tennessee, during one of his concerts.
11/02/2010	News 2 at 4	1:18	Child & Youth Development	"Bloomberg Business week" listed Howe Wald as Tennessee's best city for kids. The ranking focused on school performances crime statistics and cost of living
11/03/2010	News 2 at 4	1:15	Wellness & Health	Cancer screenings are the best way to catch the disease early.
11/04/2010	News 2 at 5	1:25	Wellness & Health	Two out of every five drivers admit to falling asleep at the wheel. It is found that more than 55 hundred deaths each year are attributed to drowsy driving.
11/05/2010	News 2 This Morning (5am)	1:21	Training & Assistance	The State Department of Labor will host a job fair from nine until noon. Open to the public and will have representatives form local technology centers and training programs.
11/06/2010	News 2 at 10	1:18	Emergency Assistance	The Nashville Zoo is partnering up with the American Red Cross for a blood drive. If you donate blood you will get one free admission into the zoo.
11/07/2010	News 2 at 5	1:23	Neighborhood Safety	Operation DUI Blitz" will begin at 4pm Saturday by having the Tennessee highway patrol and Williamson County patrol over New Years.
11/08/2010	News 2 at 4	1:11	Wellness/ Health	The newest diet craze is eating no refined sugars, no preservatives, and nothing processed. This is the key to a healthy diet.

Date	Program	Time/ Duration	Issue	Description
11/09/2010	News 2 at 4	1:16	Senior Assistance	A new device is no in trial studies, that may be able to help victims of the condition "mitral regurgitation," live longer lives. It is a tiny device, that is delivered through an artery in the leg up the heart and Is place on the leaky valve to close or clip it off.
11/10/2010	News 2 at 5	1:41	Neighborhood Safety	The office of emergency management will now be able to issue direct public notices for broadcast. Weather alerts will be sent to all area radio and television stations.
11/11/2010	News 2 This Morning (5am)	1:32	Child Care	Today we honor our veterans by looking on Arlington Cemetery. Several mid-state restaurants will be offering free meals or discounts to veterans
11/12/2010	News 2 This Morning (5am)	1:30	Child Care	Doctors are predicting many kids will not outlive their parents due to their diet. News 2 followed a group of parents, for the last five months, as they pushed for healthier meals in metro schools
11/13/2010	News 2 at 10	1:13	Child Care	The United Way is getting ready for it's nit community baby shower. It's designed to get little necessities to more than a thousand Nashville mothers.
11/14/2010	News 2 at 10	1:29	Wellness/ Health	The Government wants to convince people to quit smoking or not start at all. The F-D-A is requiring tobacco companies to post larger health warnings.
11/15/2010	News 2 at 5	1:12	Emergency Assistance	For the last 10 years pre-schoolers from Primrose school of Cool Springs have given back by buying for those in need.
11/16/2010	News 2 at 10	1:47	Child & Youth Development	Metro schools have started implementing healthy food options. Some schools have removed vending machines and encouraging more physical activity. Flavored milk was also another thing many thought about banning.
11/17/2010	News 2 This Morning (5am)	1:42	Emergency Assistance	Cadillac Ranch held a concert on veterans day to raise money to send care packages to troops fighting overseas/
11/18/2010	News 2 at 4	1:04	Emergency Assistance	This is the second day of the deconstruction crew has spent at this home in the forest hills section of Nashville, where the homeowner is kicking off a major renovation.
11/19/2010	News 2 at 5	1:02	Child & Youth Development	About a dozen students at J.T Moore Middle School volunteered to do a blind milk taste test. The school board wanted to know what kind the students preferred and why.

Date	Program	Time/ Duration	Issue	Date
11/20/2010	News 2 at 10	1:33	Neighborhood Safety	Governor Phil Bredesen will host tonight's eighth annual season to remember. It will once again commemorate the lives lost to violent crime.
11/21/2010	News 2 at 5	1:38	Wellness/ Health	A new health care clinic is opening in Smyrna. The facility will open on industrial boulevard in 5 months.
11/22/2010	News 2 at 10	1:15	Wellness/ Health	H-C-A tri-star will now be planning the free standing E-R building. It will be built on Kendron Road and Saturn Parkway.
11/23/2010	News 2 at 10	1:24	Wellness/ Health	Many people give up on dieting and turn toward surgery, yet many are not candidates do not qualify got a lap band. An average height weight must way bellow 247
11/24/2010	News 2 This Morning (6am)	1:08	Wellness/ Health	Residents in Hendersonville are concerned with the number of Cancer cases in the Area. According to the American Cancer society Tennessee has one of the highest rates in the Country. This is because Tennessee is one of the most obese states and has one of the highest smoking rates.
11/29/2010	News 2 This Morning (6am)	1:27	Training & Assistance	People looking for careers in nursing or trucking should head to L-P Field today.
11/30/2010	News 2 at 4	1:29	Child Care	Over the past two years, the state studied how the child care system works. The Tennessee department of human services is proposing dozens of changes to bring licensed facilities across the state up to national safety.
12/01/2010	News 2 at 4	1:32	Child & Youth Development	The Deadline to apply for Metro school's lottery is tonight. This is for parents, who want their children to attend metro's magnet, design center, enhanced option, or for optional enrollment schools.
12/02/2010	News 2 at 4	1:41	Training & Assistance	Area students in the "Stars Program" spread holiday cheer to vision impaired children today.
12/03/2010	News 2 at 4	1:52	Wellness/ Health	Walking can be good for your heart but a new study shows the power of being can be effective in fighting Alzheimer's.
12/04/2010	News 2 at 10	1:17	Emergency Assistance	The Titans and US Marine Corp. are teaming up for national toy drive program. Bring a new, unwrapped toy to the game this Sunday.
12/05/2010	News 2 at 5	1:28	Child Care	Academy Sports and Outdoors donated dozens of children's bicycles and helmets to Bordeaux Elementary School.

Date	Program	Time/ Duration	Issue	Description
12/06/2010	New 2 at 10	1:20	Child Care	Former Professional football players are making sure mid-state children have a bright future. Tonight Tennessee's NFL alumni chapter hosted a Christmas party fundraiser for Big Brothers and Big Sisters
12/07/2010	News 2 This Morning (6am)	1:52	Wellness/ Health	Tennessee is moving up the national health rankings. The American public health association ranked Tennessee number 42 this year.
12/08/2010	News 2 at 4	1:20	Child & Youth Development	Tennessee State University and Fisk both failed to win reaffirmation of accreditation with the Southern association of colleges and schools.
12/09/2010	News 2 at 5	1:41	Training & Assistance	Cold temperatures bring high heating bills. Assistance with heating bills is available. Pick up applications at any Public Library or the Nashville Electric service.
12/10/10	Nightline	½ hr	Wellness/ Health	Plastic surgery for feet
12/10/2010	News 2 at 5	1:20	Training & Assistance	Public Service agencies are hoping to prevent more families from losing their homes to foreclosure.
12/11/2010	News 2 at 5	1:22	Wellness/ Health	Nashville could soon have a new council on making the city healthier. The group would advise elected officials on food and nutrition policies. It would target neighborhoods with no grocery stores.
12/12/2010	News 2 at 5	1:22	Emergency Assistance	Hillwood High school students put together a number of fundraisers to help a fellow classmate who is being treated for cancer.
12/13/2010	News 2 at 4	1:06	Senior Assistance	Home instead senior care is behind a unique holiday giving program that brings a little holiday cheer to elderly folks who are financially needy or may not have family.
12/14/2010	News 2 at 4	1:17	Child Care	In a new study from Denmark shows that, exposing an unborn or young child may be associated with behavior problems. They have found that children with both prenatal and postnatal exposure have a 50% greater risk of behavior problems
12/14/10	Nightline	½ hr	Child Care	RX drug abuse among children
12/15/2010	News 2 at 5	1:44	Training & Assistance	"Project Homeless Connect" brings dozens of free services into the state fairgrounds, making it easy for people who need help to get it.
12/16/2010	News 2 This Morning (6am)	1:10	Neighborhood Safety	The State of Tennessee has already united families this holiday season who've lost a loved one due to violence. The event commemorates the lives of loved ones lost to violent crimes. Families will hang ornaments on memorial wreaths.
12/17/10	News 2 at 4	1:13	Emergency Assistance	Nashville Rescue Mission is gearing up for a holiday of turkey for all day long Christmas feast .

Date	Program	Time/ Duration	Issue	Description
12/17/2010	News 2 This Morning (4am)	1:27	Emergency Assistance	Doctor Tesa Reeves of Pulaski is hosting "Dentistry from the heart." Last year she helped 133 people and gave away 25 thousand dollars worth of dental care.
12/18/2010	News 2 at 5	1:12	Training & Assistance	A Nashville Company is adding 500 new jobs. Asurion will hire the new employees at its Nashville headquarters over the next five years. Dozens of jobs are available now.
12/19/2010	News 2 at 10	1:40	Emergency Assistance	Goodwill gears up for its busiest week of the years. Help out by donating clothes for the needy.
12/20/2010	News 2 at 5	1:19	Emergency Assistance	Portraits of some of your favorite country stars hit the auction block to benefit local flood relief.
12/21/2010	News 2 at 10	1:00	Wellness/ Health	The money from the federal government will help pay for renovations at the country health department branch in Smyrna.
12/22/2010	News 2 at 4	1:12	Emergency Assistance	A local Christian organization helps children with special needs have a special Christmas. Dozens of children in need of basic items were paired with sponsors from their community.
12/23/2010	News 2 at 5	1:40	Senior Assistance	Volunteers gathered today to wrap gifts for senior citizens all over middle Tennessee. It was an annual event making sure seniors weren't left behind this holiday season.
12/24/2010	News 2 at 4	1:27	Emergency Assistance	George Strait and Miranda Lambert are two of the many country artists lending their famous faces to help a good cause. They donated their time to a calendar to benefit St. Jude's Children's hospital
12/26/10	This Week	½ hr	Training & Assistance	Slipping through the cracks – homeless veterans.
12/26/2010	News 2 at 5	1:47	Child Care	Nashville Predators players brought holiday cheer to Vanderbilt children's hospital.
12/27/2010	News 2 at 10	1:29	Emergency Assistance	Heather and Scott Redington have six kids four of which have special needs. Scott recently lost his nursing job. With a cut in pay and an increase in medical bills, the family found themselves in debt. Second Harvest requests more food to help families like this.
12/28/2010	News 2 at 5	1:22	Emergency Assistance	If you plan on drinking on New Years Eve, there are options to keep you from driving. Nashville's company "Auto Pilot" can get you and your car home safely.
12/29/2010	News 2 at 4	1:29	Child Care	Today the Preds helped film a public service announcement against bullying
12/30/2010	News 2 at 4	1:19	Wellness/ Health	New studies say women should add strength training to daily exercises, for not only health but protection.

Date	Program	Time/ Duration	Issue	Description
12/31/2010	News 2 at 6	1:26	Neighborhood Safety	Be warned, on New Years Eve, there will be sobriety check points all over the area.

**Quarterly Appearances – WKRN-TV  
4th Quarter 2010**

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

<b>Staff</b>	<b>Event/Location</b>	<b>Issue</b>
Julie Kroenig	Pope John Paul II High School appearance 11/22/10 Congratulation school on success of Food 2 Families High School Challenge	Emergency Assistance
Joe Dubin	Smyrna High School appearance 11/23/10 Congratulation school on success of Food 2 Families High School Challenge	Emergency Assistance
Julie Kroenig & Neil Orne	Ronald McDonald House 11/19/10 RMH Pull Tab Challenge Finals Hosted Event	Child Care

**WKRN PUBLIC SERVICE ANNOUNCEMENTS OCTOBER - DECEMBER 2010**

<b>Air Dates</b>	<b>PSA</b>	<b>Length/Freq.</b>	<b>Issue</b>	<b>Description</b>
Oct. - Dec. 2010	Ronald McDonald House - Pull Tabs	30 seconds/167	Child Care	Medical Needs
Oct. - Dec. 2010	LPGA/NFL -- Play	30 seconds/233	Child & Youth Development	Childhood Fitness
Oct. - Dec. 2010	Health Balance	30 seconds/117	Wellness & Health	Healthy Behaviors
Oct. - Dec. 2010	TN Higher Education	30 seconds/64	Child & Youth Development	Education
Oct. - Dec. 2010	Classic Arts	30 seconds/113	Child & Youth Development	Music Education
Oct. - Dec. 2010	Save Energy Hog Commandos	30 seconds/128	Child & Youth Development	Encouraging children to exercising
Oct. - Dec. 2010	Get Some Nature Into Your Kids	30 seconds/143	Child & Youth Development	Encouraging children & parents to explore the great outdoors
Oct. - Dec. 2010	Anti Drug -- E/One Guys	30 seconds/134	Child & Youth Development	Youth Drug Use
Oct. - Dec. 2010	Ronald McDonald House -- Share A Night	30 seconds/64	Wellness & Health	Medical Needs
Oct. 2010	AMH Start! Walking	30 seconds/2	Wellness & Health	Encouraging exercising
Oct. - Dec. 2010	Flu Prevention	30 seconds/76	Wellness & Health	Medical Needs
Oct. 2010	Food 2 Families Grade School Food Drive	30 seconds/24	Emergency Assistance	Encourage kids to collect food -- hunger prevention
Oct - Nov. 2010	Food 2 Families High School Challenge	30 seconds/43	Emergency Assistance	Encourage kids to collect food -- hunger prevention
Oct. 2010	First to the Top	30 seconds/38	Child & Youth Development	Education
Nov. -- Dec. 2010	Food 2 Families Holiday Food Drive	30 seconds/44	Emergency Assistance	Hunger
Nov. 2010	Titans/Second Harvest	30 seconds/14	Emergency Assistance	Hunger
Oct. 2010	United Way -- Stamp Out Hunger	30 seconds/1	Emergency Assistance	Hunger

## ADDITIONAL PROJECTS

WKRN produced and aired several local specials during the 4th quarter 2010. These local specials highlighted several health issues related to viewers in Middle Tennessee.

### **Sundays, July - September, 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.

### **Sunday, November 14, 2010 6:00 – 7:00pm**

**Behind the Scenes of Nashville's Extreme Makeover Special** This one hour local special highlighted the rebuild of the preschool classroom building at Lighthouse Christian School, which was destroyed during the May 2010 floods. News 2 took a behind the scenes look at the activities to get this rebuild complete and what local companies helped.

### **Food 2 Families School Food Drive Campaign benefiting Second Harvest Food Bank**

A three month campaign involving Metro Davidson County Grade Schools and market wide high schools – educating children about the importance of sharing and caring for one's neighbor and fighting hunger in the Middle Tennessee. Two 30 second PSAs produced and over 40 area schools were visited by WKRN talent. Campaign runs August – November.