



Issues and Program Report
WKRN-TV Nashville
1st Quarter 2011

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Date: 4/6/11

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.

**1st QUARTER 2011
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
01/02/2011	News 2 at 5	1:24	Wellness/ Health	A new hospital is coming to Coffee County (United Regional Medical Center).
01/03/2011	News 2 at 4	1:28	Emergency Assistance	Goodwill will receive one of Microsoft's \$236,000 "Elevate America" grants.
1/3/11	Nightline	30 min.	Wellness/ Health	Discussion about Diabetes, how to prevent.
01/04/2011	News 2 at 5	1:18	Neighborhoods Safety	State Highway Safety officials and the Tennessee Titans will hold event to remind drivers to stay sober Super Bowl weekend.
1/4/11	Nightline	30 min.	Wellness/ Health	Fad Diets
01/05/2011	News 2 at 5	1:16	Neighborhoods Safety	AAA will provide free sober rides for Super bowl weekend.
01/06/2011	News 2 at 5	1:12	Emergency Assistance	Second Harvest Food Bank raises money every Friday by serving lunch in the Fist Harvest Café.
01/07/2011	News 2 at 6	1:15	Child & Youth Development	MTSU will us a \$1 Million gift from an MTSU graduate to offer more scholarships to students and expand the Women's Basketball team office.
01/08/2011	News 2 at 10	1:41	Training & Assistance	Mid-Cumberland Community Action Agency has helped over 5,000 people pay their utility bill since July.
01/09/2011	News 2 at 5	1:23	Child & Youth Development	The PTO at Stewarts Creek Elementary school will fund a 5-week tutoring program for students struggling in math and reading.
01/10/2011	News 2 at 4	1:34	Wellness/ Health	Tennessee is on the CDC's list of "Least-Active" states.
01/11/2011	News 2 at 5	1:23	Child Care	School officials at the "Campus School" in Murfreesboro are sending out emails telling parents that a student has contracted meningitis.
1/11/11	Nightline	30 min.	Wellness/ Health	Surviving a brain injury
01/12/2011	News 2 at 5	1:45	Child Care	Metro school officials will be calling parents to get their input on how to make up one snow day before the April testing period begins.
01/13/2011	News 2 at 4	1:45	Wellness/ Health	Baptist Hospital nurses learned what it was like to be a premature baby.
01/14/2011	News 2 at 4	1:28	Wellness/ Health	According to a new study in The Journal of Radiology, the more mammograms a doctor interprets in a year, the better he or she is at spotting breast cancer
01/15/2011	News 2 at 5	1:12	Wellness/ Health	New treatments to battle psoriasis.

Date	Program	Time/ Duration	Issue	Description
01/16/2011	News 2 at 10	:22	Child Care	Nashville Predators will read books, sign autographs, and answer questions at the Green Hills Public Library tonight.
01/17/2011	News 2 at 6	2:19	Child Care	The Mount Juliet community is rallying around a young cancer survivor by helping her celebrate her birthday.
01/19/2011	News 2 at 4	1:11	Wellness/ Health	Tips on how to get your fitness goals back on track.
01/20/2011	News 2 at 5	1:21	Neighborhood Safety	Residents in Oak Hill will begin recycling March 1 st . Earth Savers will make a financial contribution to preserve the historic Glen Leven Farm in Oak Hill.
01/22/2011	News 2 at 10	1:23	Training & Assistance	TennCare filled 2,500 slots in one hour during the recent open enrollment.
01/23/2011	News 2 at 10	1:19	Child & Youth Development	A new consumer report poll shows 63% of young people admit to driving while using a cell phone. The Dept. of Transportation says distracted driving is a deadly epidemic.
1/24/11	Nightline	30 min	Child Care	The battle over happy meals. Are they healthy for kids
01/25/2011	News 2 at 4	1:42	Emergency Assistance	Council member wants to turn an empty movie theater into a community center and indoor park in Antioch. Currently the property is owned by the Islamic Center of Tennessee who want to build a mosque in the space.
01/27/2011	News 2 at 5	1:41	Training & Assistance	Williamson County in Middle Tennessee is fast becoming the silicon valley of the South, and along with that are job openings.
1/28/11	20/20	1 hr	Child Care	Teens in Trouble...stories of homeless teens
02/01/2011	News 2 This Morning	1:19	Child & Youth Development	Metro Council to vote on a possible satellite campus for Nashville State Community College in Antioch.
02/02/2011	News 2 This Morning	1:28	Wellness/ Health	The flu and flu-like illnesses have kept area physicians very busy.
02/03/2011	News 2 at 4	1:31	Wellness/ Health	Benefit cuts are being discussed for TennCare, the state's Medicaid program.
02/03/2011	News 2 at 4	1:20	Emergency Assistance	The Columbia Housing and Redevelopment Corp. of Maury County help hundreds of families with a food give-away this weekend.
02/04/2011	News 2 This Morning	1:24	Wellness/ Health	Today is national "Wear Red Day" to raise awareness for heart disease in women.
02/05/2011	News 2 at 5	1:27	Emergency Assistance	Nashville Family Church and "One Generation Away" distributed thousands of pounds of food this morning in Columbia.
02/06/2011	News 2 at 5	1:22	Neighborhood Safety	Tennessee Highway Patrol will be working overtime to ensure roads are safe Super Bowl Weekend.

Date	Program	Time/ Duration	Issue	Description
02/07/2011	News 2 at 5	1:40	Wellness/ Health	Today is National HIV Awareness Day for African Americans.
02/08/2011	News 2 This Morning	1:42	Neighborhood Safety	Seven-year-old recognized for helping to bring recycling to Lockland Springs in East Nashville.
02/09/2011	News 2 This Morning	1:24	Child Care	Consumer alert- Sassy Incorporated recalls 37,000 infant teethingers.
02/10/2011	News 2 This Morning	1:38	Training & Assistance	Economic Alert – Williamson County predicted to see more job growth over next three decades than almost any county in the country.
02/11/2011	News 2 at 4	1:23	Wellness/ Health	Mid-state fitness center offering to pay clients \$5 for pound and \$5 for every inch lost in a 12 week program.
02/12/2011	News 2 at 10	1:24	Training & Assistance	Government's program to help homeowners facing foreclosure may be ending.
02/13/2011	News 2 at 5	1:29	Child Care	Nashville Predators teaming with "Huggies" brand diapers to provide diapers for needy families in the USA and Canada.
02/15/2011	News 2 at 10	1:18	Child & Youth Development	Metro Schools' brightest young musicians perform at the second annual "Keep the Music Playing" Program that supports music in the schools.
02/16/2011	News 2 This Morning	1:24	Emergency Assistance	The Herald-Citizen reports the Cookeville Rescue Mission raised more than \$25,000 with its bell ringing fundraiser in December.
02/17/2011	News 2 at 4	1:14	Wellness/ Health	New studies show best way to relieve knee pain is by losing weight.
02/18/2011	News 2 This Morning	1:54	Emergency Assistance	Severe Weather Awareness Week starts today with a member of the National Weather Service training storm spotters.
02/19/2011	News 2 at 5	1:21	Wellness/ Health	Forbes Magazine has ranked Nashville #4 on a list of "America's Biggest Brain Magnets."
02/20/2011	News 2 at 5	1:20	Training & Assistance	Economic Alert – TennCare will open enrollment for an additional 2,500 people in the TennCare Standard Spend Down Program.
02/21/2011	News 2 at 5	1:20	Wellness/ Health	Nashville is on a top Ten list of plastic surgery capitals in the country.
02/22/2011	News 2 at 4	1:11	Wellness/ Health	Tennessee is among several states with a widespread flu outbreak.
02/23/2011	News 2 at 4	1:30	Emergency Assistance	Students all over Tennessee will practice tornado drills.
02/24/2011	News 2 at 10	1:31	Emergency Assistance	The Office of Emergency Management is advising Nashvillians to get home by 6 o'clock due to severe weather threat.
02/25/2011	News 2 at 5	1:53	Neighborhood Safety	People all over Middle Tennessee spent the day cleaning up from overnight storms, especially in East Nashville.

Date	Program	Time/ Duration	Issue	Description
02/26/2011	News 2 at 5	1:40	Neighborhood Safety	Volunteers, home owners, and church groups are helping people clean-up after the storms.
02/26/2011	News 2 at 5	1:17	Training & Assistance	Nashville Fire Dept. is getting a \$3 million grant from the Dept. of Homeland security to train and certify 32 new firefighters.
02/27/2011	News 2 at 5	1:38	Child & Youth Development	Dozens of Nashville's chefs fight to be the best soup chef in town at the 18 th Annual Kids Soup Day at LP Field. News 2's Julie Kroening emceed the event.
02/28/2011	News 2 at 4	1:25	Wellness/ Health	The American Academy of Pediatrics is issuing guidelines for the first time about children and teen's exposure to the sun.
03/01/2011	News 2 at 4	1:38	Emergency Assistance	A grant from the Baptist Healing Trust will help Tennessee children have a better chance at survival. EMS personnel from 8 rural counties will receive training and special life-saving equipment.
3/1/11	Nightline	30 min.	Wellness/ Health	You are what you eat: Paleo Diet
03/02/2011	News 2 at 5	1:19	Child & Youth Development	600 Metro high schools students participated in a college fair today.
03/03/2011	News 2 at 10	1:39	Emergency Assistance	Local charities and grocery stores discuss how the rising cost of gas prices is affecting them.
3/3/11	Nightline	30 min.	Child & Youth Development	Teen pregnancy on the rise.
03/04/2011	News 2 at 10	1:51	Neighborhood Safety	Metro police are entering the 5 th year of Operation Safer Streets to fight the spread of gangs in Nashville. Nashville's News 2 goes on a ride-along with Metro police.
03/05/2011	News 2 at 5	1:24	Child & Youth Development	A job fair will be held to help teens find summer jobs and internships.
03/07/2011	News 2 at 4	1:21	Wellness/ Health	TennCare will pay for weight loss surgery, but not for nutritional counseling. The Metro Department of Health's goal is to focus on preventing weight gain in the first place by making healthier choices, schools neighborhoods, and promoting walking.
3/8/11	Nightline	30 min	Wellness/ Health	HCG Diet
03/08/2011	News 2 This Morning	1:27	Child & Youth Development	Parents can see what the Nashville Magnet schools have to offer students at a meeting tonight at Stratford High School from 5:30 – 7:00 PM.
3/9/11	Nightline	30 min.	Wellness/ Health	Heat Attack Grill..what are you eating?
03/09/2011	News 2 at 4	1:31	Child & Youth Development	Metro's first new library in a decade is getting ready to open in Goodlettsville.

Date	Program	Time/ Duration	Issue	Description
03/10/2011	News 2 at 4	1:10	Wellness/ Health	Hints on how to manage stress and put some balance back into your life.
03/11/2011	News 2 at 4	1:54	Emergency Assistance	The "Bald in the Boro" event will help raise money for childhood cancer research. Among those getting their hair cut off is former MTSU and NFL player Kelly Holcomb.
03/13/2011	News 2 at 5	1:44	Child & Youth Development	Local business are collecting prom suits, dresses, and accessories to be used by 92 underserved students.
03/14/2011	News 2 at 5	1:40	Neighborhoods Safety	Volunteers with "The Village Green Project" planted 10 trees in the Hillsboro Village area today.
3/14/11	Nightline	30 min.	Emergency Assistance	Relief efforts for Japan's earthquake victims.
3/15/11	Nightline	30 min.	Wellness/Health	Nuclear Concerns in US
03/16/2011	News 2 This Morning	1:22	Training & Assistance	The latest unemployment numbers for Tennessee is up .2% to 9.6% in February. The national unemployment rate is 8.9%.
03/17/2011	News 2 This Morning	1:27	Training & Assistance	Green eggs and ham will be served at the annual "Breakfast for babies" fundraiser happening at all three "Noshville" locations today from 6 – 10.
03/18/2011	News 2 at 5	1:21	Emergency Assistance	News 2 is joining with other partners to help the people of Japan by donating cases of water.
03/19/2011	News 2 at 10	1:34	Child & Youth Development	The 3 rd Annual youth Job Fair was held at the Nashville Convention Center to help teens find summer jobs and internships.
03/20/2011	News 2 at 5	1:24	Emergency Assistance	Almost a year after the flood washed away her home, an 81-year old woman is getting a fresh start. With the help of volunteers she is about to move into a new home.
03/22/2011	News 2 This Morning	1:31	Training & Assistance	Charlie Daniels, Wynonna and Montgomery Gentry are the headliners for "An Inspiring Evening of Stories and Songs" tonight as a benefit for Lipscomb University's "Operation yellow Ribbon" which help put veterans through college.
03/23/2011	News 2 at 4	1:39	Child & Youth Development	A little over a year ago Tennessee received \$500 million in "Race to the Top" funds to improve its schools. Gov. Haslam told News 2 that the state is on course, but there is still a lot of room for improvement.
03/25/2011	News 2 at 4	1:18	Wellness/ Health	Doctors have discovered that gastric bypass surgery may actually reverse Type II diabetes almost immediately. The International Diabetes Federation is actually recommending the surgery for treatment of diabetes for obese patients.

Date	Program	Time/ Duration	Issue	Description
03/27/2011	News 2 at 5	1:19	Wellness/ Health	The Nashville Mobile Market is a non-profit grocery store on wheels whose goal is to bring healthy food options to places that do not have access to fresh foods. It started in February as the result of a \$65,000 grant from the Frist Foundation.
03/29/2011	News 2 at 4	1:24	Emergency Assistance	Last weekend the Tennessee Tomodachi Fund raised over \$114,000 at the Cherry blossom Japan Relief Festival. Proceeds will go to help the victims of the earthquake and Tsunami in Japan.
03/30/2011	News 2 at 4	1:39	Wellness/ Health	The FDA is meeting in Washington to discuss the possible link between certain food dyes and ADHD.
03/31/2011	News 2 at 5	1:36	Wellness/ Health	Health experts say Middle Tennessee is still seeing new cases of the flu, even though the flu season officially ends today.

**Quarterly Appearances – WKRN-TV
1st Quarter 2011**

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

Staff	Event/Location	Issue
Christine Maddeia	Leadership Nashville – Panel Discussion 2/3/11 Health & Fitness Expo – 1/29/11	Neighborhood Safety Wellness/Health
Bob Mueller	Health & Fitness Expo – 1/29/11	Wellness/Health
Neil Orner	Health & Fitness Expo – 1/29/11	Wellness/Health
Lori Mitchell	Health & Fitness Expo – 1/29/11	Wellness/Health
Rosanna Hayes	Health & Fitness Expo – 1/29/11	Wellness/Health
Joseph Pleasant	Health & Fitness Expo – 1/29/11	Wellness/Health
Julie Kroenig	Health & Fitness Expo – 1/29/11 Our Kids Soup Sunday – 2/27/11	Wellness/Health Child Care
Erin Holt	Health & Fitness Expo – 1/29/11	Wellness/Health
Chris Bundgaard	Health & Fitness Expo – 1/29/11	Wellness/Health
John Dwyer	Health & Fitness Expo – 1/29/11	Wellness/Health
Heather Jensen	Health & Fitness Expo – 1/29/11	Wellness/Health
Joe Dubin	Health & Fitness Expo – 1/29/11	Wellness/Health
Anne Holt	Health & Fitness Expo – 1/30/11	Wellness/Health
Dawn Davenport	Health & Fitness Expo – 1/30/11	Wellness/Health
Cory Curtis	Health & Fitness Expo – 1/30/11	Wellness/Health
Lisa Patton	Health & Fitness Expo – 1/30/11	Wellness/Health
Andy Cordan	Health & Fitness Expo – 1/30/11	Wellness/Health
Todd Dunn	Health & Fitness Expo – 1/30/11	Wellness/Health
Davis Nolan	Tusculum Elementary – sever weather 3/4/11	Emergency Assistance

WKRN PUBLIC SERVICE ANNOUNCEMENTS JANUARY – MARCH 2011

Air Dates	PSA	Length/Freq.	Issue	Description
Jan.-Mar 2011	Ronald McDonald House - Pull Tabs	30 seconds/130	Child Care	Medical Needs
Jan.-Mar 2011	LPGA/NFL – Play	30 seconds/171	Child & Youth Development	Childhood Fitness
Jan.-Mar 2011	Health Balance	30 seconds/82	Wellness & Health	Healthy Behaviors
Jan.-Mar 2011	TN Higher Education	30 seconds/55	Child & Youth Development	Education
Jan.-Mar 2011	Classic Arts	30 seconds/84	Child & Youth Development	Music Education
Jan.-Mar 2011	Save Energy Hog Commandos	30 seconds/74	Child & Youth Development	Encouraging children to exercising
Jan.-Mar 2011	Get Some Nature Into Your Kids	30 seconds/93	Child & Youth Development	Encouraging children & parents to explore the great outdoors
Jan.-Mar 2011	Anti Drug – E/One Guys	30 seconds/101	Child & Youth Development	Youth Drug Use
Jan.-Mar 2011	Ronald McDonald House – Share A Night	30 second/48	Wellness & Health	Medical Needs
Jan. 2011	Holiday Food Drive	30 seconds/5	Emergency Assistance	Hunger
Jan.-Mar 2011	Flu Prevention	30 seconds/52	Wellness & Health	Medical Needs
Jan. – Feb. 2011	Our Kids Soup Sunday	30 seconds/28	Child Care	Medical Needs
Mar. 2011	Tax Help/Earn Income Tax Credit	30 seconds/10	Emergency Assistance	Financial
Mar. 2011	Goodwill Donate Forward	30 seconds/26	Emergency Assistance	Financial

ADDITIONAL PROJECTS

WKRN produced and aired several local specials during the 1st quarter 2011. These local specials highlighted several health issues related to viewers in Middle Tennessee.

Saturday, January – March 2011 6:00 – 6:30pm

Sundays, January - March, 2011 9:00 – 9:30am (repeat)

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.

Saturday, February 19, 2011 6:30 – 7:00pm

Sunday, February 27, 2011 4:30 – 5:00pm (repeat)

Tennessee Black Heritage

News 2's Anne Holt host this half hour special look at African Americans who helped steer history in Tennessee.

March 2011

Goodwill "Donate Forward"

For the month of March WKRN highlighted the good work that Goodwill provides in our community. We aired a :30 PSA "Donate Forward," which was a month long campaign to encourage the community to donate to Goodwill and by giving to Goodwill jobs can be created. The PSA was fronted by WKRN talent Lisa Patton and Neil Orne. Goodwill saw a 9% increase in their monthly donations. WKRN also ran news segments on Goodwill's campaign and how to donate.

March 18 – March 19

Bottle Water Collection for Japan's Earthquake & Tsunami Victims

WKRN teamed up with Tootsie's Orchid Lounge, Rippy's and 650 WSM radion to help the victims of the earthquake and tsunami in Japan. Viewers via on air promotion were asked to donate cases of bottle water and drop them off at the Kroger location in Henersonville, TN. The First Baptist Church helped prepare the bottles to be shipped to Japain. Over 300 cases of water were donated during the weekend.