



**Issues and Program Report**  
**WKRN-TV Nashville**  
**2nd Quarter 2011**

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Name: \_\_\_\_\_

*Michelle Dube*  
Michelle Dube  
Program Director

Date: \_\_\_\_\_

*7/6/11*

## 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.

**2nd 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.

<b>Date</b>	<b>Program</b>	<b>Time/ Duration</b>	<b>Issue</b>	<b>Description</b>
4/1/11	News 2 at 4	1:12	Neighborhoods Safety	It's a woman's worst nightmare: being attacked and helpless. Today, many women are now taking matters into their own hands and learning how to defend themselves but learning simple self defense movements.
4/2/11	News 2 at 6	1:29	Senior Assistance	A new housing development in East Nashville is the first of its kind in Tennessee. It helps meets the needs of individuals who are hearing impaired and provides a great place to live.
4/3/11	News 2 at 6	1:31	Emergency Assistance	The Local U-A-W and GM donated \$25,000 to Second Harvest Food Bank of Middle Tennessee. The donation adds up to 100,000 meals to people in need.
4/4/11	News 2 at 4	1:12	Child Care	Every expectant mother want to deliver a healthy baby. It's a big challenge in Tennessee. That is why the Metro Health Department Healthy Start program helps parents follow their child's progress thru the first three years by providing educational session on child health.
4/5/11	News 2 at 4	1:25	Neighborhoods Safety	A nine million dollar renovated part in the Edgehill Community will reopen. The E.S Rose Park and Sports complex is a shared facilities concept between Belmont University and Metro Parks. It includes state of the art athletic venues.
4/6/11	News 2 at 4	1:16	Wellness & Health	Today's Health Minute discussed as people age especially when over the age of 40 they complain of changes in their vision. Ophthalmologist also say it's a time when early signs of eye disease can be detected. That is why it is important to have an eye exam.
4/7/11	News 2 at 5	1:39	Senior Assistance	Former NFL quarterback Joe Theismann was a Loews Vanderbilt to encourage more people to get screened for Abdominal Aortic Aneurysms (AAA). The condition is the third leading cause of sudden death in men over sixty. A free screening was offered today.
4/8/11	Primetime: What Would You Do	1 hr	Wellness & Health	Overweight discrimination
4/8/11	News 2 at 5	1:21	Training & Assistance	Nashville is set to get nearly a half million dollars to help house the homeless. Three local charities and the Metro Development and Housing Agency will receive about \$485,000 in Federal Grant. Metro officials expect the funds to help about 13,000 people with housing.

Date	Program	Time/ Duration	Issue	Description
4/9/11	News 2 at 5	1:19	Child & Youth Development	Children from Middle Tennessee are leaving their mark on the new Nordstrom department store in Green Hills. Dozens of kids painted floor tiles at Cheekwood, for the kids wear dept. of the store. Today's event raised money for the Juvenile Diabetes Research Foundation.
4/10/11	News 2 at 5	1:15	Child & Youth Development	Some Tennessee Titan's players have taken up tennis for a good cause. They participated in the Music City Tennis Invitational to benefit Vanderbilt Children's Hospital.
4/11/11	News 2 at 5	1:16	Child Care	The nutritional value of school lunches is heating up a debate nationwide. Some schools are looking at pulling flavored milk options from the menu.
4/12/11	News 2 This Morning	1:30	Training & Assistance	The Sumner County Career Center is hosting a Career Fair in Gallatin. There will be more than 45 employers accepting resumes from industries such as medical, clerical, customer service and education. The Career Fair is free and open to the public.
4/13/11	News 2 at 4	1:33	Child & Youth Development	Governor Bill Haslam took part in "Teach for America" week. He taught part of a history class at Cane Ridge High School. Teach America is program where recent college graduates are enlisted to teach in urban and rural school systems. More than a hundred members are working in Metro Schools.
4/14/11	News 2 at 5	1:33	Child & Youth Development	Tennessee's new special school district for failing schools has its first superintendent. Chris Barbic will lead the new "achievement school district." It will take over five underperforming schools this fall – 4 in Memphis and one in Chattanooga.
4/15/11	Primetime: What Would You Do?	1 hr	Wellness/Health	Gastric bypass
4/15/11	News 2 at 6	1:45	Wellness/Health	According to new Vanderbilt research, people who spend a majority of their day sitting down, are 40% more likely to die within the next 15 years, than people who sit less than three hours.
4/16/11	News 2 at 4	1:11	Wellness/Health	Not taking the medicine that your doctor prescribes can be dangerous to your health. The Surgeon General has new strategies to address this problem in today's Health Minute. The campaign called "Script Your Future" will help educate Americans about the importance of taking medications as directed.

Date	Program	Time/ Duration	Issue	Description
4/17/11	News 2 at 5	1:25	Child Care	Williamson County Schools are being asked to cut more than two million dollars from the budget. These cuts will impact how the schools operate. Proposed cuts include teaching positions. The county is considering raising property taxes to make up for the budget shortfall.
4/18/11	News at 6	1:21	Child Care	Montgomery County Schools are dealing with budget issues. An 8.4% property tax increase is needed for new buildings, books and technology. The increase could generate an additional 5.2 million in revenue for the schools.
4/19/11	News 2 at 4	1:12	Child Care	Cloth diapers are growing in popularity with new moms. They've changed, gone are the days of rubber pants held together with pins. Now cloth diapers snap or velcro and come in all different shapes and sizes.
4/20/11	News 2 at 5	1:28	Neighborhoods Safety	Middle Tennessee has a long way to go if it wants an effective mass transit system. A study released ranks Metro 93 out of 100 for transit access.
4/21/11	News 2 at 5	1:19	Neighborhoods Safety	Woodbine Farmer's Market opened today. Local farmers provided organic produce and fresh local goodies. With fuel prices high, going local can help farmers and consumers with lower prices.
4/22/11	News 2 at 5	1:19	Wellness/ Health	A cancer survivor is riding across the country on horseback to raise funds and awareness for children battling cancer. His journey began in Dallas, TX and will end in NYC.
4/23/11	News 2 at 5	1:24	Wellness/ Health	The Annual T-J Martell Foundations Best Cellars dinner brings some of the country's top wine collectors together with celebrities to help raise funds for cancer, aids and leukemia research.
4/24/11	News 2 at 4	1:14	Child & Youth Development	Nashville's 37 <sup>th</sup> Annual Special Olympics track & Field Games were held at Father Ryan High School
4/25/11	News 2 at 4	1:08	Emergency Assistance	The one year anniversary of the historic May 2010 floods is near and the Community Foundation announced a new part of its website that shows just where donations have gone to help communities impacted.
4/26/11	News 2 at 4	1:21	Child & Youth Development	A new study shows a need to better understand the mental health needs of overweight teens. Researchers found obese teens are engaging in high-risk behaviors at the same rates as healthy teens.
4/27/11	News 2 at 4	1:12	Wellness/ Health	Leg and foot problems among diabetics are common and in some cases, can lead to amputation that's why prevention and proper food care are critical. That is the topic of today's Health Minute Report.

Date	Program	Time/ Duration	Issue	Description
4/28/11	News 2 at 4	1:27	Emergency Assistance	The Clarksville Chapter of American Red Cross is requesting help in gathering supplies for their shelter. They are currently housing 35 people at their shelter. Supplies such as pillows, towels, laundry detergent, etc.
4/29/11	News 2 at 6	1:15	Emergency Assistance	Donation to help those affected by the tornadoes will be accepted at any Kroger store this weekend. Starting today you can also add a monetary donation to your bill at the check out. Money goes to the American Red Cross.
4/30/11	News 2 at 10	1:22	Emergency Assistance	Salvation Army is pitching in to help our tornado victims. They have sent two kitchen trucks to Chattanooga and Johnson City. You can also donate \$10 by texting the word "give" Donation will go to the Salvation Army's efforts.
5/1/11	News 2 at 10	1:26	Neighborhoods Safety	Music City residents mark the first anniversary of the flood at various locations. Mayor Karl Dean attended a celebration at the hard hit Pennington Bend area, which there was a Celebration March in North Nashville.
5/2/11	News 2 at 4	1:34	Emergency Assistance	A year ago the Heileman family was dealing with the aftermath of May floods. The Heileman's have six children, three of whom have special needs. They lost their home and all their belongings in the flood, but now they have a new place to call home thanks a generous community of volunteers who helped them.
5/3/11	News 2 at 5	1:39	Neighborhoods Safety	Councilman Lonnel Matthews is introducing a bill to create a Metro Community Garden Commission. The proposed group would work to create new community gardens around Metro.
5/4/11	News 2 at 10	1:24	Training & Assistance	State lawmakers will consider reinstating unemployment benefits for 28,000 out of work Tennesseans.
5/5/11	News 2 This Morning	1:27	Wellness/Health	In an effort to minimize the impact of mosquitoes given the extremely soggy spring, Metro Health officials will be checking backyards for places where mosquitoes could breed. You can request an inspection of your backyard by contacting the Metro Health dept.
5/6/11	News 2 at 4	1:15	Emergency Assistance	A group from King's Chapel Missionary Baptist Church are on a mission to lend a hand to recent tornado victims. They are collecting items to take to east Tennessee and Alabama.
5/7/11	News 2 at 4	1:34	Emergency Assistance	Country Music Television will air a special concert to raise funds for tornado and flood victims. Money raised will go to the American Red Cross.

Date	Program	Time/ Duration	Issue	Description
5/8/11	News 2 at 4	1:18	Emergency Assistance	Due to the growing threat of flooding, six Tennessee counties were declared Federal Disaster areas. Storm damage was so severe in Bledsoe, Cocke, Johnson, McMinn, Monroe and Rhea counties, that residents will now be eligible to get Federal Aid.
5/9/11	News 2 at 4	1:26	Wellness/Health	The health of Tennessee Women needs improvement. That's the message being sent by state leaders and health care providers. There are three areas of concern: infant mortality, obesity and heart disease.
5/10/11	News 2 at 5	1:50	Emergency Assistance	A local group wants to make sure that prom season is still possible for tornado victims in Alabama. Nashville students and other good Samaritans pitched in for the effort and donated more than 70 dresses to three high schools in Tuscaloosa that were hit hard by the deadly storms.
5/11/11	News 2 at 4	1:18	Emergency Assistance	FEMA is issuing a warning to homeowners in the wake of severe storms. The agency reports anyone who shows up unannounced and without case information is likely a fraud. Legitimate FEMA reps set up appointments and have personal data.
5/12/11	News 2 This Morning	1:28	Wellness/Health	Meharry Medical College is hosting its Annual Mammograms in May event for women over the age of forty who have not had a mammogram in a year. This is a free program.
5/12/11	Nightline	30 min	Child Care	Kiddie Botox
5/13/11	News 2 This Morning	1:16	Wellness/Health	Before you head outside this summer you want to protect yourself from overexposure from the sun. During the month of May, we turn our attention to skin cancer awareness. Doctors say protecting yourself now can be a big difference down the road.
5/14/11	News 2 at 5	1:37	Training & Assistance	Relay for Life event took place in East Nashville. Participants walked all night long to raise money for the American Cancer Society.
5/15/11	News 2 at 10	1:21	Emergency Assistance	Nashvillians are preparing to help folks in Memphis as they face massive flooding along the Mississippi River. The Dirty Dozen is a men's service organization that do volunteer work around Nashville. The group will be helping in North Memphis area.
5/16/11	News 2 This Morning	1:44	Child Care	You can help kids in Mt. Juliet and Wilson County. The Avalyn Shaye Foundation is campaigning to bring an aquatic playground to Charlie Daniels Park by working with the "Pepsi Refresh Project" to receive a \$50,000 group.

Date	Program	Time/ Duration	Issue	Description
5/17/11	News 2 at 5	1:54	Wellness/Health	Free cancer screenings all this month at Nashville General Hospital during "Mammogram In May." The only requirement to get a free mammogram is that patients must be over the age of 40 and have not had a mammogram in the last year.
5/18/11	News 2 at 4	1:20	Wellness/Health	Think arthritis is just for the elderly? Well that all depends on what form of arthritis you are talking about. There are over 100 forms of the disease and it can strike at any age. That is the topic of today's Health Minute.
5/19/11	News 2 at 10	1:15	Wellness/Health	Measles outbreak has been occurring across the US. Dr. Kelly Moore, the Medical Director for the State of Tennessee Department of Health says now is the time to make sure your family is properly vaccinated.
5/20/11	News 2 at 10	1:21	Neighborhoods Safety	Metro Council approved reinstating the juvenile curfew that expired last June. It applies to anyone under the age of 18. Penalties include community service and \$50 fine.
5/21/11	News 2 at 10	1:33	Child & Youth Development	The best way to keep your teen safe this summer is to find an activity that will keep them busy. Some teen get summer jobs and other have outlet like the Boys and Girls Club and YMCA where they have developed programs specifically for teens.
5/22/11	News 2 at 10	:58	Wellness/Health	Nashville mayor Karl Dean hit the sidewalks today as part of his community-wide effort called "Walk 100 Miles with the Mayor." It is a free healthy lifestyle program to get Nashvillans out to walk one hundred miles before July 9 <sup>th</sup> . More than 3,600 people are participating and have logged more than 60,000 miles.
5/23/11	News 2 at 4	1:16	Emergency Assistance	Victims of flooding in four Tennessee Counties will be eligible for food stamps. The benefits are for those impacted by Mississippi River flooding, in Dyer, Lake, Obion and Stewart counties.
5/24/11	News 2 This Morning	1:24	Child & Youth Development	Teachers and students could face a longer school day and academic year in Tennessee. The new State Education Commissioner will consider the options as a way to boost achievement..
5/25/11	News 2 This Morning	1:29	Wellness/Health	The American Fitness Index ranks Nashville as number 37 out of the country's fifty largest Metros. Using personal health indicators such as the percentage of resents that smoke and the amount of people that are obese.
5/26/11	News 2 This Morning	1:35	Wellness/Health	A University of Florida study found that frequent use of hand sanitizer can cause a person to test positive for alcohol consumption.

Date	Program	Time/ Duration	Issue	Description
5/27/11	News 2 at 10	1:39	Training & Assistance	Hundreds of educators may be displaced as Metro loses Federal stimulus money. The Metro held a job fair for the first time. It matches displaced teachers with the principals who need them.
5/28/11	News 2 This Morning	1:32	Neighborhoods Safety	According to a recent survey conducted by the Tennessee Department of Education, teachers at two Metro High Schools have reported they do not feel safe while on campus. The schools are Hillsboro and Cane Ridge high schools. Over 60% of teachers from both schools feel unsafe. Administrators are working to conduct a review of the results in order to make improvements.
5/29/11	News 2 at 4	1:13	Child Care	Figuring out the correct dose of pain medicine to give a child can be confusing. The FDA is looking at new dosing regulations to help with some of these issues. This is the topic of today's Health Minute.
5/30/11	News 2 at 4	1:25	Child & Youth Development	Nashville based Purity Dairy presented a check to the Boys and Girls Club of Middle Tennessee. The \$40,000 was raised through the Purity Moosic City Dairy Dash.
5/31/11	News 2 at 5	1:08	Child & Youth Development	It was day of old fashion fun at Blakemore Children's Center. Today was dedicated to playing in the mud. It helps children experience nature in a fun way and encourages imagination
6/1/11	News 2 at 10	1:15	Training & Assistance	A new MDHA program is aimed at stopping the cycle of families depending on public housing. They are putting teen girls with professional mentors. It's a program that changes lives and could one day save taxpayers money.
6/2/11	News 2 This Morning	1:08	Training & Assistance	Lawrenceburg firefighters are rallying around one their own. A benefit was held for Kenny Rhinehart who is fighting cancer.
6/3/11	News 2 This Morning	1:26	Emergency Assistance	Local celebrities decorated cakes for a good cause. Kroger's in Green Hills was site of the contest and all monies raised went to Second Harvest Food Bank of Middle Tennessee
6/4/11	News 2 This Morning	1:21	Emergency Assistance	The Federal Government is giving Tennessee 3.6 million dollars in a national emergency grant. The money will create 480 temporary jobs to clean up from severe weather in April and May.
6/5/11	News 2 This Morning	1:45	Neighborhoods Safety	Governor Bill Haslam signed bill into law that would stop meth production. The law would require a statewide electronic log to track the sales of over the counter cold and allergy products containing pseudoephedrine.
6/7/11	News 2 at 5	1:22	Senior Assistance	When gas prices get high volunteers give not only of their time but their money. WKRN looks at how that has affected local volunteers like Meals on Wheels.

Date	Program	Time/ Duration	Issue	Description
6/8/11	News 2 at 5	1:19	Neighborhoods Safety	The Corporation fro National Service named Belmont University one of the leading schools in the country in volunteer work. Belmont students contributed more than 26,000 hours of service to the community.
6/9/11	News 2 at 5	1:26	Child & Youth Development	School is out but that also means those students who depend on two meals a day through the free and reduced lunch program don't have it available. Metro Action Commission fills in gaps during the summer. This summer food service program started six years ago and has been on the increase every since.
6/10/11	News 2 at 6	1:20	Wellness/Health	The State Senate passed a proposal that would allow Tennessee to challenge the Federal Health Care Law. TN would join an interstate compact with other state wishing to challenge. It would also provide a waiver allowing TN to create its own health care system.
6/11/11	News 2 at 5	1:44	Training & Assistance	Nashville Mayor Karl Dean and trainees of the Nashville Police Department teamed up for the 3 <sup>rd</sup> Annual Shoney's 5K Fun Run. More than two thousand runners took part. The run benefits the Nashville Police Department and raised \$9,500 and Shoney's donated an additional \$14,500.
6/12/11	News 2 at 10	1:16	Child Care	A snack meant to put adults to sleep could put your kids in danger. One Tennessee toddler has already been hospitalized after eating a "lazy cake," a brownie that's make in Memphis. The brownies contain melatonin and can make you drowsy.
6/12/11	This Week	30 min	Training & Assistance	Where are the jobs?
6/13/11	News 2 at 6	1:28	Emergency Assistance	An eight year old girl from Manchester, TN don't have to be adult to make a big impact. Today she delivered \$2,000 to Second Harvest Food Bank. She raised the money through a yard sale at her house.
6/14/11	News 2 at 6	1:21	Wellness/Health	Its called get Active America, a drive by health clubs across the country to get people off their couches and start moving. And locally all 3 Urban Active Fitness Centers around Nashville are getting involved by offering free membership for 30 days.
6/15/11	News 2 This Morning	1:33	Wellness/Health	Government issued new rules designed to better protect you from harmful u-v rays. Starting next summer, you should look for sunscreen bottles market "broad spectrum" those are brands that filter out harmful uv-a and uv-b rays.

Date	Program	Time/ Duration	Issue	Description
6/16/11	News 2 at 4	1:10	Child Care	Some children are adventurous when it comes to food, others are picky eaters. We take a look at ways to encourage your child to try a variety of foods.
6/17/11	News 2 at 4	1:41	Child & Youth Development	Vanderbilt's Kennedy Center wrapped up its summer theater camp for kids with autism. The program was created to improve their social and emotional functioning. About a dozen children took part in the two week program.
6/18/11	News 2 at 5	1:24	Wellness/Health	Spring and Summer means more time spent outdoors, enjoying nature and backyards. But there are some insects that can make life miserable and that includes ticks. We report that if you are not careful, a tick bit left unattended can make you very sick.
6/19/11	News 2 at 10	1:44	Wellness/Health	Facing a budget shortfall, TennCare is cutting funding for the Department and Developmental Disabilities. Several hundred families across the state will be affected, these families rely on in-home nurses to care for their loved ones with disabilities.
6/20/11	News 2 at 10	1:12	Wellness/Health	Researchers are learning more and more about what causes cancer and what can help prevent it...but there's still no cure. Now researchers need help. The American Cancer Society is looking for people ages 30 – 65 who have never been diagnosed with cancer to participate.
6/20/11	Nightline	30 min	Child Care	Six-year-old on a diet.
6/21/11	News 2 at 5	1:19	Wellness/Health	Today the Food and Drug Administration released nine new warning labels that will be required on all cigarette packs. The FDA says that while the number of Americans smoking has been on the decline for forty years, its stalled and these labels can make a significant difference.
6/22/11	News 2 This Morning	1:19	Wellness/Health	It's the season for cookouts and food borne illnesses, during the summer the government agency that monitors the food you eat sees more people becoming sick. WKRN takes you inside the war on those illnesses at the Dept. of Agriculture's Food Laboratory.
6/23/11	News 2 at 5	1:47	Child & Youth Development	The University of TN board of Trustees voted to approve a 12% tuition hike.
6/24/11	News 2 at 6	1:38	Neighborhoods Safety	When discrepancies in crime rates surfaced in Davidson County, Mayor Karl Dean asked the Metro Police Dept. to take a closer look. The audit shows the Dept. did not intentionally manipulate any statistics, but there is room for improvement.

Date	Program	Time/ Duration	Issue	Description
6/25/11	News 2 at 5	1:18	Child Care	For children battling cancer, a chance to get outdoors and just be a kid again is a priceless opportunity. This week dozens of kids from all over the southeast descended on a special camp sponsor by the American Cancer Society.
6/26/11	News 2 at 10	1:37	Neighborhoods Safety	Today neighbors and city leaders in Antioch gathered at the Hickory Hollow Mall to celebrate their community and focus on the positive. Metro Council candidate Page Turner organized the event. Neighbors could come out and meet the Mayor and City Council Representatives. There was live entertainment, face painting, balloons, and giveaways at the event.
6/27/11	News 2 at 4	1:21	Training & Assistance	A local agency held a health and informational fair today to bring awareness to the importance of testing for HIV. Street Works held the event with free food, music and health screenings and free HIV testing.
6/28/11	News 2 at 10	1:15	Training & Assistance	Restaurant and entertainment venue "Incredible Dave's" is getting ready to host a job fair to fill 250 jobs. The fair will be held on site at the business near Rivergate Mall on Wednesday June 29th.
6/29/11	News 2 at 4	1:21	Emergency Assistance	A local food bank looks to help those in need. Sumner County food bank does what it can to help those in need in Sumner County get enough to eat. Volunteers are helping those in need hundreds of miles away. The will bring hundred thousand pounds of food to the people of Joplin, MO who were effected by the tornado.
6/30/11	News 2 at 5	1:21	Emergency Assistance	A food drive in Sumner County this week will go to help tornado victims in Joplin, Missouri. The Liberty Baptist Church plans to collect one-hundred thousand pounds of food and hygiene items. You can make a donation anytime at the church on East Main Street in Gallatin. Volunteers will leave Thursday morning to take the supplies to Joplin.

**Quarterly Appearances – WKRN-TV  
2nd Quarter 2011**

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

<b>Staff</b>	<b>Event/Location</b>	<b>Issue</b>
Heather Jensen	Tour of WKRN Studios (5/3/11) Cub Scout Troop, Pack 54	Child & Youth Development
Allison Chinchar	Franklin PD – Franklin, TN (5/2/11) Weather Seminar	Emergency Assistance
Neil Orne	Krogers – Nashville, TN (6/2/11) Cake Decorating – fundraiser Second Harvest Food Bank Nashville Sounds Meet & Greet – Grier Stadium 4/9/11	Emergency Assistance Neighborhoods Safety
Bob Mueller	Nashville Sounds Meet & Greet – Grier Stadium 4/23/11	Neighborhoods Safety
Anne Holt	Nashville Sounds Meet & Greet – Grier Stadium 4/23/11	Neighborhoods Safety
John Dwyer	Nashville Sounds Meet & Greet – Grier Stadium 4/30/11	Neighborhoods Safety
Lorie Mitchell	Nashville Sounds Meet & Greet – Grier Stadium 4/30/11	Neighborhoods Safety
Julie Kroenig	Nashville Sounds Meet & Greet – Grier Stadium 4/9/11	Neighborhoods Safety
Justin Bruce	Nashville Sounds Meet & Greet – Grier Stadium 4/9/11	Neighborhoods Safety

**WKRN PUBLIC SERVICE ANNOUNCEMENTS APRIL - MAY 2011**

<b>Air Dates</b>	<b>PSA</b>	<b>Length/Freq.</b>	<b>Issue</b>	<b>Description</b>
April - June 2011	Ronald McDonald House - Pull Tabs	30 seconds/157	Child Care	Medical Needs
April - June 2011	LPGA/NFL -- Play	30 seconds/156	Child & Youth Development	Childhood Fitness
April - June 2011	Health Balance	30 seconds/79	Wellness & Health	Healthy Behaviors
April - June 2011	TN Higher Education	30 seconds/68	Child & Youth Development	Education
April - May 2011	Classic Arts	30 seconds/87	Child & Youth Development	Music Education
April - June 2011	Save Energy Hog Commandos	30 seconds/88	Child & Youth Development	Encouraging children to exercising
April - June 2011	Get Some Nature Into Your Kids	30 seconds/87	Child & Youth Development	Encouraging children & parents to explore the great outdoors
April - May 2011	Anti Drug -- E/One Guys	30 seconds/76	Child & Youth Development	Youth Drug Use
April - June 2011	Ronald McDonald House -- Share A Night	30 second/54	Wellness & Health	Medical Needs
April - May 2011	Flu Prevention	30 seconds/33	Wellness & Health	Medical Needs
April 2011	Purity Dairy Dash 2011	30 seconds/9	Child & Youth Development	Boys & Girls Club
June 2011	RMHC 20 Yrs/Sounds	30 seconds/12	Emergency Assistance	Financial/Child Care

## ADDITIONAL PROJECTS

WKRN produced and aired several local specials during the 2quarter 2011. These local specials highlighted several health issues related to viewers in Middle Tennessee.

**Saturday, April - June 2011 6:00 – 6:30pm**

**Sundays, April - June, 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.

**Wednesday, April 13, 2011 7:30 – 8:00pm**

**Saturday, April 16, 2011 6:00 – 6:30pm (repeat)**

**Medical Advances: Solutions for Food Allergies and Sinus Problems**

This half hour health special features Vanderbilt specialists explaining the latest techniques to diagnose and treat food allergies and sinus problems. Highlights include a balloon procedure helping patients with severe sinus issues avoid traditional sinus surgery plus current research on curing food allergies.

**Thursday, April 21, 2011 7:00 – 8:00pm**

**Saturday, April 23, 2011 12:00 – 1:00pm (repeat)**

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

This hour long special features Vanderbilt specialists explaining the latest diagnostic tools and approaches to treat sleep disorders-stroke – and epilepsy-and the patients who've benefited from this leading edge technology.

**Saturday, April 16, 2011 7:00 – 10:00pm**

**Ronald McDonald House Calls For Kids Telecast**

Broadcast of Ronald McDonald House for the 21<sup>st</sup> Annual Call for Kids Telecast occurred on Saturday, April 16<sup>th</sup> from 7-10pm. Over \$112,000 was raised during the three hour telecast and all donations benefit the Ronald McDonald House of Nashville.

**April 16, 2011**

**Purity Dairy Dash**

WKRN worked with local company, Purity Dairy on their annual Purity Dairy Dash 5K run/walk on April 16. The run/walk rose over \$40,000 for the Boys & Girls Club of Middle Tennessee.

**April 29, 2011 – May 15, 2011**

**Salvation Army Disaster Relief**

With devastating tornados hitting the south, WKRN teamed up with the Salvation Army to help victims. The Station promoted the Salvation Army's Disaster Relief texting program which helped raised funds for tornado victims in east Tennessee and Chattanooga area.