



**Issues and Program Report**  
**WKRN-TV Nashville**  
**3<sup>rd</sup> Quarter 2011**

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Name: Michelle M. Dube  
Michelle Dube  
Program Director

Date: 10/5/11

## 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.

**3RD 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/<br>Duration | Issue                     | Description   |
|---------|---------------------|-------------------|---------------------------|---|
| 7/1/11  | News 2 at 10        | 2:15              | Neighborhoods Safety      | The price of progress is too much for one Antioch neighborhood-they're getting an eyeful and an earful of I-24. But it's not just noise. neighbors worry about the fumes and declining property values. Neighbors say they'd like to see a sound barrier wall put up, but TDOT says it's not in the budget                    |
| 7/2/11  | News 2 at 10        | 1:39              | Emergency Assistance      | They've been putting families in homes for many years. But today wasn't just any house for the Nashville area Habitat for Humanity, but this ceremony is special. It represents nearly 6 point five million dollars in donations and 24-hundred work shifts. Habitat for Humanity is active all cross Middle Tennessee.       |
| 7/3/11  | News 2 at 10        | 2:00              | Emergency Assistance      | Some homeless have been denied access to public housing or shelter. Since these people were denied access, they set up camp along Stones River.   |
| 7/4/11  | News 2 at 10        | 1:03              | Neighborhoods Safety      | News 2 looks at a weekend campaign to target aggressive drivers. This campaign is to reduce the amount of accidents and deaths over the holiday.  |
| 7/5/11  | News 2 This Morning | 1:55              | Neighborhoods Safety      | Spring Hill is a step away from passing a law requiring fire sprinklers in homes. Middle Tennessee Home Assoc. says fire sprinklers require a lot of maintenance. We reviewed this unique law.  |
| 7/6/11  | News 2 at 10        | 1:37              | Neighborhoods Safety      | An East Nashville neighborhood is drawing up an ordinance dictating who can have access to alleys. We looked into how this will cut down on prostitution, drug dealing, and stealing.   |
| 7/7/11  | News 2 This Morning | 1:15              | Wellness/Health           | Mayor is focusing on obesity and inactivity. Nashville Leadership Council urges people to start exercising and encourages people to Walk with the Mayor   |
| 7/8/11  | Nightline           | 30 min.           | Child Care                | Women inmates having babies while in prison.  |
| 7/9/11  | News 2 at 10        | 1:22              | Emergency Assistance      | Second Harvest Food Bank tries to collect half a million pounds of food and quarter million dollars before the end of the year.   |
| 7/10/11 | News 2 at 10        | 2:03              | Child Care                | Dr. Paul Hain, from the Vanderbilt Children's Hospital, discusses the most common reasons kids ages 0-3 end up in the ER.   |
| 7/11/11 | News 2 This Morning | :57               | Child & Youth Development | Later start time for school classes to promote better sleep habits in children. In 2012 some schools will start classes later in the morning to allow their students to sleep in.   |
| 7/12/11 | News 2 This Morning | 1:04              | Child Care                | A recent incident where a child was burned alerts people to the danger of gasoline cans and children. Safety experts recommend keeping gasoline cans away from children, locked in a cabinet out of reach.  |
| 7/13/11 | News 2 @ 5          | 1:15              | Neighborhoods Safety      | Local police officers have teamed up with the Feds to keep drugs, gangs and guns out of our schools this fall. Members of the office of community oriented policing services or, "COPS," met today at the Gaylord Opryland Hotel. In Nashville, nearly 60 police officers will be assigned to the Metropolitan School System. |
|         |                     |                   |                           |   |

| Date    | Program             | Time/<br>Duration | Issue                     | Description  |
|---------|---------------------|-------------------|---------------------------|--|
| 7/14/11 | News 2 at 10        | 1:45              | Child Care                | News 2 along with three other individuals were honored by Ronald McDonald House Charities of Nashville for its 20 plus years of helping the organization. News 2 was presented with RMHC's Building Block Award.   |
| 7/15/11 | 20/20               | 1 hr              | Wellness/Health           | Jaycee Dugard was kidnapped at age 11 and repeatedly abused. 20/20 looks at the healing process she has had, which includes a special horse therapy that has been an essential part of her treatment and could help others.  |
| 7/16/11 | News 2 at 10        | 1:45              | Emergency Assistance      | Shortages at the Second Harvest Food Bank. Items such as a jar of peanut butter and a can of tuna are not available at the Second Harvest Food Bank, where shortages are at the crisis level.  |
| 7/17/11 | News 2 at 10        | 1:42              | Wellness/Health           | Today former tennis pro Mary Jo Fernandez is on a nationwide tour with the "breathe easier" campaign educating parents about the symptoms of asthma. The tennis champ had asthma for several years. The breathe easier campaign stops in nine cities across the U.S. including Nashville.                                |
| 7/18/11 | News 2 This Morning | 1:49              | Neighborhoods Safety      | Thousands of vehicles are stolen every year in the Metro area. Now police want to help you protect your car. Metro police will be offering free vin-number etching today at Hickory Hollow Mall. It's part of the program heat or help eliminate auto theft.   |
| 7/19/11 | News 2 at 5         | 1:40              | Senior Assistance         | The State of Tennessee launches a new effort to prevent elder abuse. Several state agencies including the TBI and the Commission on Aging...have teamed up to produce a new video. It's designed to educate the public about the warning signs of abuse and how to get help.   |
| 7/20/11 | News 2 at 4:30      | 1:35              | Child & Youth Development | Six Middle Tennessee counties are about to get a big check from the State Department of Education. The money will fund reading programs for both advanced and struggling elementary school students. Students would get out 90 minutes early. Teachers would use those 90 minutes for training and administrative needs. |
| 7/21/11 | News 2 This Morning | 1:25              | Child & Youth Development | Lawmakers listened to Tennessee's higher education officials testified on the impact a no-new revenue budget would have. They said nearly 240-hundred jobs and numerous programs would be cut from Tennessee's Higher Education system.  |
| 7/22/11 | 20/20               | 1 hr              | Child & Youth Development | ABC reports on the challenges facing families whose young children are suffering with severe mental illness.   |
| 7/23/11 | News at 10          | 1:00              | Child Care                | Local children receive required immunizations before they start school. Each child has to have a form filled out showing that they have had all the required shots.  |
| 7/24/11 | News at 10          | 1:14              | Neighborhoods Safety      | Along I - 40, drivers are ignoring the move over law when it comes to the TDOT help trucks. This is very dangerous considering that someone could be injured or killed.  |
| 7/25/11 | News 2 at 4:30      | 1:30              | Child Care                | More than 100 Tennessee Daycares are cited by the State for daycare transportation violations. The State conducted more than 700 surprise inspections. Fifteen agencies voluntarily suspended their licenses to transport until they could correct problems.   |
| 7/26/11 | News 2 This Morning | .56               | Emergency Assistance      | One of Nashville's Domestic Violence Shelters is in desperate need of help or its doors could close. The Ujima House lost its Federal funding and now staff has been laid off until funding can be found.  |
|         |                     |                   |                           |  |

| Date    | Program                | Time/<br>Duration | Issue                        | Description   |
|---------|------------------------|-------------------|------------------------------|---|
| 7/27/11 | News 2 at 6            | 2:00              | Wellness/<br>Health          | A new way to check the condition of your heart is reveals. The Heartview Scan is now available locally at Hendersonville Medical Center. The scanner takes images of the beating heart and surrounding vessels. it can detect blockages in the arteries in less than 10 minutes.  |
| 7/28/11 | News 2 at 5            | 1:25              | Child & Youth<br>Developmnet | Teachers say that there is a noticeable difference in children that attended per-kindergarten programs and which did not. Studies show that these children are more disruptive and more likely to become delinquents.   |
| 7/29/11 | 20/20                  | 1 hr              | Wellness/<br>Health          | ABC reports on two vibrant young girls who suffer from a rapid-aging disease called progeria, a fatal condition.  |
| 7/30/11 | News 2 at 10           | 1:16              | Wellness/<br>Health          | The inconvenience of sleep disorders is something that is being combated by the Southern Hills Medical Center and News 2 provides some of the symptoms and ways to seek treatment   |
| 7/31/11 | News 2 at 10           | 1:40              | Child Care                   | A number of high profile cases has highlighted disturbing problems inside the department of children's services. And while the causes of these failures are still being sorted out there is one thing everyone can agree on...many DCS workers simply don't have adequate training. State Officials gathered on the MTSU campus to announce a possible solution |
| 8/1/11  | Nightline              | 30 min.           | Training &<br>Assistance     | How Americans are dealing with debt.  |
| 8/2/11  | Nightline              | 30 min.           | Wellness/Health              | You are what you Eat: Gluten-Free Diet  |
| 8/3/11  | News 2 at 5            | 1:25              | Neighborhoods<br>Safety      | Montgomery officials crack down on efforts to keep the area's most dangerous drivers off the road. Officers and deputies will target people with serious DUI violations on their record.  |
| 8/4/11  | Nightline              | 30 min            | Training &<br>Assistance     | New wave of jobs -- tech jobs, do you have the skills.  |
| 8/5/11  | News 2 at 4:30         | 1:17              | Neighborhoods<br>Safety      | In TN when an officer pulls you over, you are required to have auto insurance and by law you must have proof of it. But everyday people take the risk and drive with out coverage.  |
| 8/6/11  | News 2 at 10           | 1:50              | Wellness/Health              | There is an alarming number of Americans with diabetes and how it is an expensive disease for the healthcare system   |
| 8/7/11  | News 2 at 10           | 1:26              | Child Care                   | Mayor's First Day Festival was held today at Bridgestone Arena, over 32,000 students and parents attended this one day event to celebrate the kick off of the new school year.  |
| 8/8/11  | News 2 at 6            | 2:45              | Child & Youth<br>Development | Local parents want to let kids know about a dangerous activity called to the brink. Children suffocate themselves to get high. The parents hope to convince children that the temporary high is not worth possible death.   |
| 8/9/11  | News 2 at 5            | 2:20              | Neighborhoods<br>Safety      | The Attorney general, along with TDOT is conducting an investigation into allegations of collusive activities. These activities could include price fixing by highway contractors and bidding irregularities on road contracts.   |
| 8/10/11 | News 2 This<br>Morning | 1:45              | Senior<br>Assistance         | There is now a corneal surgery for patients that suffer blindness due to keratoconus. Ming Wang uses a laser to correct the damage the disease causes to the eye.   |
| 8/11/11 | News 2 at 4:30         | 1:30              | Child Care                   | There are over 10 thousand children that are ward of the state. Many of these children become detached as adults, and don't attend school or have a job. The goal is to make people more aware of these children and to raise support for them.   |
|         |                        |                   |                              |   |

| Date    | Program             | Time/<br>Duration | Issue                     | Description  |
|---------|---------------------|-------------------|---------------------------|--|
| 8/12/11 | News 2 This Morning | 1:50              | Wellness/Health           | Tips on how to exercise and eat right during the hot summer months. Focuses on a healthy diet, stretching, and getting in shape by exercising.   |
| 8/13/11 | News 2 at 10        | 1:30              | Child & Youth Development | The Davidson County Mental Health Court is graduating a new senior class, and it may be their last one. The grant for the Court expired, and the Mayor didn't give them the money to keep going. The Court keeps mentally ill people facing misdemeanors out of jail by putting them in mental health care programs. |
| 8/14/11 | News 2 at 10        | 1:43              | Child Care                | Highlights the changes and rules in the Tennessee Child Restraint Law. Children under the age of nine must now be in a booster seat, due to studies showing the injuries are drastically reduced when a child is in a car seat. The previous law only covered children up to age four.                               |
| 8/15/11 | News 2 at 5         | 1:10              | Wellness/Health           | A story about the many health benefits of water aerobics. Doctors say that water aerobics is the best form of exercise for retired and older persons because there is not as much strain on the feet and knees. Water aerobics also has the same cardiovascular benefits as normal aerobics.                         |
| 8/16/11 | News 2 at 10        | 1:07              | Neighborhoods Safety      | A program in Nashville is helping police and parole officers track former sex offenders who have been released from prison and may still pose a threat to the public. The new program, going into effect statewide, will use GPS devices to track offenders.   |
| 8/17/11 | News 2 at 6         | 1:56              | Wellness/Health           | Showcases a new technology in use at the Summit Medical Center in Hermitage. Pressure cuffs that are worn on the legs are helping people with blocked arteries and chest pain function normally again. The cuffs increase blood flow to the heart and greatly reduce chest pain because of blood flow problems.      |
| 8/18/11 | News 2 at 10        | 1:38              | Emergency Assistance      | For the past month the Bellevue Presbyterian Church has collected food. Church members sorted and delivered the food at the second harvest food bank.  |
| 8/19/11 | News 2 This Morning | 1:19              | Wellness/Health           | There could be more homeless people out on the streets and more crowded emergency rooms if the mentally ill are cut from TennCare.   |
| 8/20/11 | News 2 at 10        | 1:45              | Wellness/Health           | Black clergy members bank together to protest the governors decision to trim TennCare. They joined with enrollees on capitol Hill to speak out against the plan to cut 323 Thousand adults from the program.   |
| 8/21/11 | News 2 at 10        | 1:29              | Child & Youth Development | Schools in Metro are trying to find ways to fund supplies as simple as a pen and paper. With cuts to student funding the parent teacher student organization is having to pick up the tab for everyday necessities.  |
| 8/22/11 | News 2 This Morning | 1:26              | Wellness/Health           | In News 2 your health acupuncture may help pregnant women deal with pelvic pain. Scientists say roughly 30 percent of pregnant women suffer debilitating pack in the lower back and stomach.   |
| 8/23/11 | Nightline           | 30 min.           | Wellness/Health           | Glen Campbell and Alzheimer's  |
| 8/24/11 | Nightline           | 30 min            | Emergency Assistance      | Hunger at Home: Crisis in America  |
| 8/25/11 | News 2 at 4         | 1:45              | Child & Youth Development | Helping kids that is what Rivergate Mall's Kid's Club focuses on while providing interesting topics that make learning interesting and loads of fun, all the while building self-esteem and confidence in children.  |
| 8/26/11 | 20/20               | 1 hr              | Child Care                | ABC reports on kids that are now homeless and in terrible danger of slipping between the cracks of society.  |
|         |                     |                   |                           |  |

| Date    | Program             | Time/<br>Duration | Issue                     | Description   |
|---------|---------------------|-------------------|---------------------------|---|
| 8/27/11 | News 2 at 10        | 1:08              | Wellness/Health           | The budget is not good news, for hundreds of thousands of TennCare enrollees. Many of them are still wondering what the future holds for them, despite the safety new plan.   |
| 8/29/11 | News 2 at 5         | 1:32              | Child & Youth Development | Members of Nashville's Stand for Children Organization say they've got to have more funding to set up a substitute teacher program in area childcare centers. Several local officials attended today's rally showing their support for early education.   |
| 8/30/11 | News 2 at 6         | 1:13              | Child & Youth Development | Troopers visit local schools to show students what happens when they don't wear their seatbelts. 65% of the 600 deaths on the roadways were from someone not wearing their seatbelt.  |
| 8/31/11 | News 2 at 10        | 1:59              | Neighborhoods Safety      | Wilson County's sheriff started a push to recoup some of that money...sheriff's may be forced to sue to get inmates to share some of the cost.  |
| 9/1/11  | News 2 at 4         | 1:50              | Child & Youth Development | Schools should eliminate vending machines and increase the amount of physical activity to improve health in children.   |
| 9/2/11  | News 2 at 4         | 1:20              | Wellness/Health           | The American Heart Association is calling on schools to help teach children about heart disease and obesity. 15% of American children are overweight.   |
| 9/3/11  | News 2 at 10        | 1:28              | Child Care                | TennCare Administrators are ordered to follow a new plan for children. A federal judge in Nashville ruled the state tried, but failed to provide required medical screening testes for half a million children.   |
| 9/4/11  | News 2 at 5         | 1:23              | Emergency Assistance      | The Second Harvest Food Bank along with the Nashville Rotary Club and the Friendship Community Outreach Center packed boxes full of food for more than 500 disabled residents.  |
| 9/5/11  | Nightline           | 30 min.           | Wellness/Health           | Can you be addicted to food? Part 1   |
| 9/6/11  | Nightline           | 30 min.           | Wellness/Health           | Inside a Food Addict's Brain. Part 2  |
| 9/7/11  | Nightline           | 30 min            | Wellness/Health           | 400-pound teen opts for gastric-bypass surgery.   |
| 9/8/11  |                     |                   | Emergency Assistance      | News 2 Food 2 Families Grade School Food Drive kicked off today at Glendale Spanish Elementary School. News 2 and Second Harvest representatives will visit area schools for the next six weeks education students on hunger issues in the community and encourage them to collect food for Second Harvest Food Bank. |
| 9/9/11  | 20/20               | 1 hr              | Child Care                | 13 million people watched a YouTube video of a two year old Aldi, an Indonesian boy, puffing on a cigarette. 20/20 investigates this and discovers a much larger problem.   |
| 9/10/11 | News 2 at 10        | 1:26              | Child Care                | The state makes an effort to shut down a church that has been operating a child care service without a license.   |
| 9/11/11 | News 2 at 5         | 1:58              | Child Care                | Childhood obesity is a growing problem in America. Now one Middle Tennessee elementary school is doing its part to change that.   |
| 9/12/11 | News 2 This Morning | 1:25              | Child & Youth Development | MTSU campus officials announced 26,442 students are enrolled this fall. That's 12 students higher than last fall. The number is more than five thousand higher than 2002 and almost four-thousand higher than 2006. The school is celebrating its 100th year.   |
|         |                     |                   |                           |   |

| Date    | Program             | Time/<br>Duration | Issue                     | Description  |
|---------|---------------------|-------------------|---------------------------|--|
| 9/13/11 | News 2 This Morning | 1:30              | Emergency Assistance      | Volunteers prepare backpacks to hand out to homeless youngsters around the Nashville area. This project is the oasis center's efforts to form a positive bond with children and teens living on the streets.   |
| 9/14/11 | News 2 at 5         | 1:10              | Child & Youth Development | The Tennessee Education Department is stepping in to help schools reach goals set by the State. Under the plan, the State will work to improve teachers, access to good schools and student access to information. Recent changes in State Law allowed Tennessee to win 500-million dollars in the national race to the top competition. |
| 9/15/11 | News 2 at 10        | :56               | Senior Assistance         | Neighbors in Mount Juliet came out to Charlie Daniels Park today to support world war two veterans. The event raises money to send them to Washington DC to visit the World War II Monument.   |
| 9/16/11 | News 2 This Morning | 1:38              | Emergency Assistance      | Racing plywood boats will help provide Christmas for children of wounded soldiers. News 2's Todd Dunn went to Pates Ford Marina in Dekalb County for a day on the water and a great cause.   |
| 9/17/11 | News 2 at 5         | 1:00              | Child Care                | Ronald McDonald House has its first annual Hustle For the House 5K/1 Mile fun run today, over 500 runners and walkers participated. The event helped raise much needed funds for the house which helps families of critically ill children receiving care at area hospitals.   |
| 9/18/11 | News 2 at 4         | 1:14              | Child Care                | News 2 explores the study that adolescents are more easily addicted to nicotine than adults. Citing research from the Scripps Research Institute. Reiterates the dangers of smoking and the alarming amount of underage smokers that exist.  |
| 9/19/11 | News 2 at 5         | 1:20              | Senior Assistance         | Two men are accused of targeting the elderly with a scam. Posing as repairmen, the two later returned and robbed the woman. Putnam County sheriffs are asking anyone who recognizes the men to call and report any mishaps.  |
| 9/20/11 | News 2 at 4:30      | 1:12              | Child & Youth Development | Got complaints about public schools? The Alignment Project brings the public and private sector together for education.  |
| 9/21/11 | News 2 at 6         | 2:23              | Child & Youth Development | The Governor's Children's Cabinet says combating truancy is a top priority. A report released found truancy contributes to poor student achievement and higher dropout rates. Several TN cities have implemented programs to deter truancy.  |
| 9/22/11 | News 2 This Morning | 1:15              | Emergency Assistance      | One high school says no to hunger in Middle Tennessee. Ravenwood High School has a month long food drive to help hungry families in Williamson County.   |
| 9/23/11 | News 2 at 10        | 2:00              | Child & Youth Development | A local mother is urging local students to buckle up and drive safely. Tennessee is working on restricting the amount of passengers in a teenager's car and the hours that they can drive.   |
| 9/24/11 | News 2 at 10        | 1:12              | Child & Youth Development | News 2 and other organization helped Metro School today by painting and landscape schools. This was all part of Hands on Nashville Day. This annual volunteer driven event pairs business, individuals with various Metro Schools for a day of clean up.   |
| 9/25/11 | News 2 at 10        | 1:16              | Training & Assistance     | A six million dollar investment in Dickson County will bring about 60 new jobs to the area. "Metri-Can" announced Monday it will expand its facility. The jobs range from manufacturing and warehouse to skilled trade positions.  |
|         |                     |                   |                           |  |

| Date    | Program             | Time/<br>Duration | Issue           | Description  |
|---------|---------------------|-------------------|-----------------|--|
| 9/26/11 | News 2 at 4:30      | 1:13              | Child Care      | A new study shows that diet makes a difference when it comes to birth defects. The study finds women who eat fruits, vegetables, and whole grains can reduce their risk of birth defects. Across the board, women with the healthiest diets had children with the fewest birth defects. That study is in the archives of Pediatrics and Adolescent Medicine. |
| 9/27/11 | News 2 This Morning | :57               | Wellness/Health | The Metro Health Dept. expects to give about 24,000 flu shots by the end of the year.  |
| 9/29/11 | Nightline           | 30 min            |                 | Food Safety  |
| 9/30/11 | News 2 at 10        | 1.00              | Wellness/Health | American Heart Association's Nashville Heart Walk is this Saturday. Over 10,000 walkers are registered and over one million dollars has been raised so far. Monies raised go to research of heart disease.   |

**Quarterly Appearances – WKRN-TV  
3rd 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>   |
|--|--|--|
| John Dwyer   | RMHC Building Block Award Vanderbilt Student Life Center 7/14/11<br>RMHC Hustle for the House 9/17/11<br>Joe & Honey Rodgers Leadership Award Banquet 9/26/11  | Wellness/Health<br>Wellness/Health<br>Emergency Assistance   |
| Stan Knott   | RMHC Building Block Award Vanderbilt Student Life Center 7/14/11   | Wellness/Health  |
| Michelle Dube  | RMHC Building Block Award Vanderbilt Student Life Center 7/14/11   | Wellness/Health  |
| Justin Bruce   | Nashville Humane Association Dog Day 9/17/11   | Emergency Assistance   |
| Allison Chinchar   | Nashville Humane Association Dog Day 9/17/11<br>Food 2 Families Grade School Visit - Cole Elementary 9/23/11   | Emergency Assistance<br>Child & Youth Development  |
| Davis Nolan  | Nashville Humane Association Dog Day 9/17/11   | Emergency Assistance   |
| Anne Holt  | Mayor's First Day Festival – Bridgestone Arena 8/7/11<br>Food 2 Families Grade School Visit - Glendale Spanish Immersion 9/7/11<br>Food 2 Families Grade School Visit - Boardeaux Elementary School 9/8/11<br>Food 2 Families Grade School Visit - Cumberland Elementary 9/9/11<br>Food 2 Families Grade School Visit - Charlotte Park Elementary 9/12/11<br>Food 2 Families Grade School Visit - Shwab Elementary 9/16/11<br>Food 2 Families Grade School Visit - Crieve Hall Elementary 9/19/11<br>Food 2 Families Grade School Visit - New Hope Academy 9/21/11<br>Food 2 Families Grade School Visit - Buena Vista Enhanced Option 9/22/11<br>Food 2 Families Grade School Visit - Lighthouse Christian School 9/26/11<br>Food 2 Families Grade School Visit - Jones Paideia Magnet Elementary 9/29/11<br>Food 2 Families Grade School Visit - Ruby Major ES 9/30/11 | Child & Youth Development<br>Child & Youth Development |
| Julie Kroenig  | Food 2 Families Grade School Visit - Percy Priest Elementary 9/13/11<br>Food 2 Families Grade School Visit - Harris Hillman 9/27/11  | Child & Youth Development<br>Child & Youth Development   |
| Neil Orne  | Food 2 Families Grade School Visit - Napier Elementary 9/20/11   | Child & Youth Development  |
| Rebecca McGrath<br>Maria Bealer<br>Stan Knott<br>Silvia Castaneda<br>Gill Mazur<br>Todd Dunn<br>Michelle Dube<br>Bob Mueller<br>Charles Ward<br>Laura Crenshaw<br>Denise Kerlikowske<br>Sloan Patton | News 2 employees who participated in Hands On Nashville Day 2011<br>9/24/11 8am – 12noon. Worked on painting and landscaping at<br>Park Avenue Elementary School in Nashville, TN  | Neighborhoods Safety   |

WKRN PUBLIC SERVICE ANNOUNCEMENTS JULY - SEPTEMBER 2011

| ORGANIZATION/TITLE                  | LENGTH | TOTAL QTR |  | ISSUE                     | DESCRIPTION                        |
|-------------------------------------|--------|-----------|--|---------------------------|------------------------------------|
|                                     |        | FREQ.     |  |                           |                                    |
| *Arbor Day Foundation - Nature E    | :30    | 92        |  | Child & Youth Development | Kids learning about nature         |
| *Arbor Day Foundation - Replanting  | :30    | 66        |  | Child & Youth Development | Kids learning about nature         |
| *Classic Arts                       | :30    | 13        |  | Child & Youth Development | Music education                    |
| Health Balance                      | :30    | 79        |  | Wellness/Health           | Encouraging kids to exercise       |
| *Play - LPGA                        | :30    | 76        |  | Wellness/Health           | Encouraging kids to exercise       |
| *Play - NFL                         | :30    | 85        |  | Wellness/Health           | Encouraging kids to exercise       |
| *RMHC - Pull Tab                    | :30    | 167       |  | Wellness/Health           | Medical Needs                      |
| *Save Energy Hog Commandos          | :30    | 90        |  | Child & Youth Development | Educate kids on engery savings     |
| *Get Some Nature Into Kids          | :30    | 90        |  | Child & Youth Development | Encouraging kids to exercise       |
| *RMHC - Share A Night               | :30    | 18        |  | Wellness/Health           | Medical Needs                      |
| *Bettery Life - Pinata              | :30    | 90        |  | Child & Youth Development | Educate kids on sharing            |
| *Better Life - Wet Cement           | :30    | 94        |  | Child & Youth Development | Educate kids on being patient      |
| *Better Life - Just Say Hi          | :30    | 65        |  | Child & Youth Development | Educate kids on social interaction |
| *Braves - Let's Move                | :30    | 91        |  | Wellness/Health           | Encouraging kids to exercise       |
| *RMHC Hustle for the House          | :15    | 30        |  | Wellness/Health           | Medical Needs                      |
| *RMHC Nashville Sounds              | :15    | 27        |  | Wellness/Health           | Medical Needs                      |
| *Food 2 Families School Food Drives | :15    | 35        |  | Emergency Assistance      | Educate kids on helping others     |

## ADDITIONAL PROJECTS

WKRN produced and aired several local specials & organized events during the 3<sup>RD</sup> Quarter 2011. These local specials or events highlighted several health issues related to viewers in Middle Tennessee.

### **July – September 2011 Saturdays 6:00 - 6:30pm and Sundays, 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.

### **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 middle schools and high schools – educating children about the importance of sharing and caring for one’s neighbor and fighting hunger in the Middle Tennessee. One 15 second PSA produced and over 40 area schools were visited by WKRN talent. Campaign runs August – October.

### **Nashville Mayor’s First Day Festival**

Station participated in the Nashville Mayor’s First Day Festival at Bridgestone Arena on August 7, 2011. This annual event was a kickoff to the news school year in Metro Nashville. Anne Holt and Food 2 Families mascot CanMan worked along side Second Harvest Food Bank to promote the Food 2 Families School Food Drives and help raise food items for Second Harvest. Over 10,000 people attended and over 3,000 food items were collected.

### **Hustle for the House 5K/1Mile Fun Run**

News 2 support of Ronald McDonald House Charities of Nashville continued as media sponsors for the first annual 5K/1 Mile Fun Run to raise money for the House. The event was held September 17, 2011 and helped raise over \$26,000 for the House, which helps families of critically ill children who are in area hospitals.

### **Ronald McDonald House 20<sup>th</sup> Celebration Family Fun Carnival**

In celebration of Ronald McDonald House Charities of Nashville 20<sup>th</sup> Anniversary. News 2 and the House put on a family fun carnival where current and past families can reunite. This 4 hour event was July 16, 2010 with Neil Orne as emcee of the event. Over 600 children and parents were in attendance for the celebration.

### **Nashville Humane Association’s Dog Day Festival**

News 2 talent Justin Bruce, Allison Chinchar and Davis Nolan hosted the News 2 Contest Stage for this day long event to help raise money for the Nashville Humane Association. Over 7,000 people attend the event which raised over \$89,000 for NHA.