

WDKA-TV, CHANNEL 49  
COMMUNITY ISSUES AND PROGRAM REPORT  
FOR  
JANUARY 1, 2013 - MARCH 31, 2013

## COMMUNITY CONCERNS

The following list was compiled showing the top concerns affecting Paducah and the surrounding viewing area.

1. Crime/Violence/Gangs
2. Health Care & Welfare
3. Public Safety
4. Substance Abuse
5. Consumer Services & Awareness
6. Youth Organizations
7. Economic Development/Business Opportunities
8. Religion
9. Education
10. Government

## LOCAL PROGRAMMING

### COMMUNITY ISSUES

AIRDATE/AIRTIME: Sunday, 5:30am - 6:00am  
January 6<sup>th</sup> - March 31<sup>st</sup>

CONCERNS ADDRESSED: All

DESCRIPTION: Locally produced by Southeast Missouri State University, *Community Issues* is a collection of programs designed to examine a wide variety of local concerns and issues. A list of topics for the quarter are included in the file.

## COMMUNITY ISSUES AND PROGRAM REPORT

PAGE 2

## SYNDICATED PROGRAMMING

THIS OLD HOUSE

AIRDATE/AIRTIME: Saturday, 10:00am - 10:30am  
January 5<sup>th</sup> - March 30<sup>th</sup>

Sunday, 5:00am - 5:30am  
January 6<sup>th</sup> - March 31<sup>st</sup>

CONCERNS ADDRESSED: Consumer Services & Awareness

DESCRIPTION: This series inspires and empowers viewers to take charge of improving their homes by providing practical instruction and advice on improving their homes.

OPEN HOUSE

AIRDATE/AIRTIME: Saturday, 10:30am - 11:00am  
January 5<sup>th</sup> - March 30<sup>th</sup>

CONCERNS ADDRESSED: Consumer Services & Awareness

DESCRIPTION: This series gives viewers a unique look at the world of real estate. Open House keeps viewers informed with the latest real estate trends, investment opportunities, designs for the home and much more from real estate insiders.

**COMMUNITY ISSUES AND PROGRAM REPORT**

**PAGE 3**

REAL GREEN

AIRDATE/AIRTIME: Saturday, 8:00am - 8:30am  
January 5<sup>th</sup> - March 30<sup>th</sup>

CONCERNS ADDRESSED: Consumer Services and Awareness

DESCRIPTION: Real Green is a weekly half-hour series which gives viewers an up-close and personal view of how to become green in their daily lives, whether it be designing and building a new dream green home, or learning the benefits of making their existing home more energy efficient. The program includes environmental experts and ordinary people showing how green living can be practical and affordable.

**CHILDREN'S EDUCATIONAL PROGRAMS**

M@D ABOUT

AIRDATES/TIMES:                      Thursdays, 7:00am - 7:30am  
January 3<sup>rd</sup> - March 28<sup>th</sup>

ECO COMPANY

AIRDATES/TIMES:                      Tuesdays, 7:00am - 7:30am  
January 1<sup>st</sup> - March 26<sup>th</sup>

SPORTS STARS OF TOMORROW

AIRDATES/TIMES:                      Sundays, 10:00am - 10:30am  
January 6<sup>th</sup> - March 31<sup>st</sup>

**COMMUNITY ISSUES AND PROGRAM REPORT**  
**PAGE 4**

MADE IN HOLLYWOOD: TEEN EDITION

AIRDATES/TIMES: Saturdays, 7:00am - 7:30am  
January 5<sup>th</sup> - March 30<sup>th</sup>

ANIMAL EXPLORATION WITH JAROD MILLER

AIRDATES/TIMES: Fridays, 7:00am - 7:30am  
January 4<sup>th</sup> - March 29<sup>th</sup>

LIVE LIFE AND WIN

AIRDATES/TIMES: Wednesdays, 7:00am - 7:30am  
January 2<sup>nd</sup> - March 27<sup>th</sup>

THINK BIG

AIRDATES/TIMES: Mondays, 7:00am - 7:30am  
January 7<sup>th</sup> - March 25<sup>th</sup>

CONCERNS ADDRESSED: Education  
Youth Organizations  
Public Safety  
Consumer Services & Awareness  
Substance Abuse  
Government

DESCRIPTION: WDKA aired various programs produced to meet the educational and informational needs for children 16 and under. More details about these programs can be found in the quarterly Children's Television Programming Report.

**COMMUNITY ISSUES AND PROGRAM REPORT**  
**PAGE 5**

**RELIGIOUS PROGRAMMING**

IN SEARCH

AIRDATES/TIMES:           Sundays, 7:00am - 7:30am  
January 6<sup>th</sup> - March 31<sup>st</sup>

KENNETH COPELAND

AIRDATES/TIMES:           Monday - Friday, 8:00am - 8:30am  
January 1<sup>st</sup> - March 29<sup>th</sup>

SHEPHERD'S CHAPEL

AIRDATES/TIME:           Monday - Friday, 5:30am - 6:30am  
January 1<sup>st</sup> - March 29<sup>th</sup>

A TIME FOR HOPE

AIRDATES/TIMES:           Sundays, 6:30am - 7:00am  
January 6<sup>th</sup> - March 31<sup>st</sup>

ANDREW WOMMACK

AIRDATES/TIMES:           Monday - Friday, 8:30am - 9:00am  
January 1<sup>st</sup> - March 29<sup>th</sup>

HOPE HARBOR SHOW

AIRDATES/TIMES:           Sundays, 7:30am - 8:00am  
January 6<sup>th</sup> - March 31<sup>st</sup>

CONCERNS ADDRESSED:     ALL

DESCRIPTION:   Although these programs are religiously based, they address all issues concerned. In addition, these programs encourage high moral standards and family values.

**COMMUNITY ISSUES AND PROGRAM REPORT**  
**PAGE 6**

**PUBLIC SERVICE ANNOUNCEMENTS**

WDKA-TV aired public service announcements that deal with various topics, such as: drug awareness, alcohol abuse, health issues, children adolescent problems. A list of dates and times for these PSAs is included.

**CAPE CRIMESTOPPERS**

AIRDATE/AIRTIME:           Various

CONCERNS ADDRESSED:       Crime/Violence/Gangs  
                                  Substance Abuse

DESCRIPTION:   WDKA produced and aired Cape Crimestoppers PSAs which feature local fugitives for crimes committed in the community.

**UNITED WAY**

AIRDATE/AIRTIME:           Various

CONCERNS ADDRESSED:       Health Care & Welfare

DESCRIPTION:   WDKA aired promotional PSAs for the United Way's annual fundraising campaign.

## **MISCELLANEOUS**

### **BUSINESS TODAY**

AIRDATE/AIRTIME: Monday-Fridays, 4:00pm and 6:58pm

CONCERNS ADDRESSED: Consumer Services & Awareness  
Economic Development/Business Opportunities

DESCRIPTION: Business Today is a two minute, twice-daily spotlight for local businesses; but on three dates within the quarter, Business Today was used to highlight local non-profit, charitable community events. Those dates were:

Mon. January 14<sup>th</sup> - The Martin Luther King Jr. Celebration  
Dinner

Wed. February 27<sup>th</sup> - The Community Counseling Center's  
Annual Doctors vs. Lawyers  
Basketball Fundraising Game

Wed. March 27<sup>th</sup> - The Community Counseling Center's  
Annual Wine Tasting Fundraiser

During the 1<sup>st</sup> quarter of 2013, WDKA participated in the Career and Internship Fair held March 7<sup>th</sup> on the Southeast Missouri State University campus.

WDKA donated promotional items to the Scott City's School's Parent Teachers Organization's annual dinner auction, and the Capaha Semi-Pro Baseball Team's yearly fundraising auction.