

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 6th - March 31st

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.

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SYNDICATED PROGRAMMING

THIS OLD HOUSE

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

Sunday, 5:00am - 5:30am
January 6th - March 31st

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 5th - March 30th

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.

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REAL GREEN

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

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 3rd - March 28th

ECO COMPANY

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

SPORTS STARS OF TOMORROW

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

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MADE IN HOLLYWOOD: TEEN EDITION

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

ANIMAL EXPLORATION WITH JAROD MILLER

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

LIVE LIFE AND WIN

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

THINK BIG

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

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.

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RELIGIOUS PROGRAMMING

IN SEARCH

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

KENNETH COPELAND

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

SHEPHERD'S CHAPEL

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

A TIME FOR HOPE

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

ANDREW WOMMACK

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

HOPE HARBOR SHOW

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

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.

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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 14th - The Martin Luther King Jr. Celebration
Dinner

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

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

During the 1st quarter of 2013, WDKA participated in the Career and Internship Fair held March 7th 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.