



WDKA-TV, CHANNEL 49
Paducah, Ky/Cape Girardeau, Mo/Harrisburg, Il

QUARTERLY ISSUES/PROGRAMS LIST

What follows is a list of some of the issues of importance to the community responded to by WDKA-TV, Paducah, Ky., along with the most significant programming treatment of these issues during the period of:

January 1, 2015 through March 31, 2015

The order in which the issues appear does not reflect any priority or significance.
The list is by no means exhaustive.

WDKA-TV 1ST QUARTER 2015 ISSUES & PROGRAMS LIST

ISSUE: CRIME/VIOLENCE/GANGS

Program: Cape Chronicle

Broadcast Date/Time: January 4/5:32am

Length: 8:11

Source: Local

Description: Interview with Brittany Talley, coordinator of the Campus Violence Prevention Program at Southeast Missouri State University. Ms. Talley discusses how the program attempts to address the issue of sexual violence and assault on campus. The program works to help students by addressing matters such as what is and is not sexual consent, as well as finding ways to encourage reporting of assaults. She also discusses how the first six weeks of the school year are often the most active for sexual assault and how the program works with coaches and players from the school's football team to try to temper assaults during this period.

Program: Cape Chronicle

Broadcast Date/Time: February 22/5:53am

Length: 4:53

Source: Local

Description: Corporal Darin Hickey of the Cape Girardeau Police Department, discusses some of the department's various community outreach programs to help allow police and residents to interact and get to know each other better; such as the Citizen Police Experience, which allows residents to spend time on the job with a police officer and learn what they encounter during a typical day, and Coffee with Cops, which creates opportunities for residents and police to discuss issues in a more social setting. Corporal Hickey also discusses the city confidential tip line which allows residents to give information concerning crime anonymously. Hickey says the tip line has been very successful, and the department is looking into accepting texts and creating an app for tips.

ISSUE: HEALTH CARE & WELFARE

Program: Cape Chronicle

Broadcast Dates/Time: January 4/5:43am

Length: 6:24

Source: Local

Description: Interview with Vanessa Lander, Communicable Disease Coordinator for the Cape Girardeau County Public Health Center. Ms. Lander discusses the importance of getting vaccinated, especially for those who are often the most vulnerable such as the elderly or young children. Also, for those who don't get vaccinated, she discusses ways to avoid getting sick or spreading the flu, such as washing your hands, coughing into your sleeve, or staying home from work or school if you are already sick.

ISSUE: HEALTH CARE & WELFARE Continued

Program: Independently Speaking
Broadcast Dates/Time: January 18/5:30am
Length: 28:30
Source: Local

Description: Interview with Jane Wernsman, executive director of the Cape Girardeau County Health Department, who discusses health issues facing the area, including the recent spread of the Enterovirus. There are no longer any active cases in the area; but the virus has been known to cause respiratory problems primarily for infants, children and young teens. Mr. Wernsman offers tips on how to avoid getting the flu and colds, including washing your hands and using handwipes, getting plenty of rest, eating a nutritional diet, avoiding crowds, and getting a flu shot. She also discusses being prepared for the cold winter weather, such as dressing properly, keeping a winter emergency pack in the car, and preventing winter related injuries. Ms. Wernsman also discusses that although there are no cases of ebola in the area, they are working with the CDC and the state health department on tracking and handling any potential cases.

ISSUE: SUBSTANCE ABUSE

Program: EPIC Prescription Drug Take Back PSAs
Broadcast Date/Time: January 1-February 12/various
Length: 30 sec
Source: Local

Description: WDKA produced and aired PSAs supporting the EPIC (Early Prevention Impacts Community) prescription drug take back program, which works with local police to give people a safe method of disposing of unused medications, keeping them out of the hands of those who abuse and misuse prescription drugs.

ISSUE: CONSUMER SERVICES & AWARENESS

Program: Real Green
Broadcast Date/Time: Saturdays, January 3-March 28/9:30am
Length: 30:00
Source: Syndicated

Description: Real Green is a weekly half-hour series which gives the viewers an up-close and personal view of how to become green in their daily lives, whether it is 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.

ISSUE: CONSUMER SERVICES & AWARENESS Continued

Program: This Old House

Broadcast Dates/Times: Saturdays, January 3-March 28/10:00am

Sundays, January 4-March 29/5:00am

Length: 30:00

Source: Syndicated

Description: This weekly half-hour series inspires and empowers viewers to take charge of improving their homes by providing practical instruction and advice on home renovations.

Program: Open House

Broadcast Dates/Times: Saturdays, January 3-March 28/10:30am

Length: 30:00

Source: Syndicated

Description: This weekly half-hour 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.

Program: Cape Chronicle

Broadcast Dates/Times: January 11/5:32am

Length: 7:04

Source: Length

Description: Interview with Joey Keys, regional director for the Better Business Bureau, discussing the opening of a new branch office in Cape Girardeau, Mo. Mr. Keys explains how the area had already been served by an office in St. Louis; but this new office will be better able to target the southeast Missouri and southern Illinois area. He also discusses how the BBB works with businesses and consumers in issuing information and reviews of local businesses, allows consumers to log complaints, as well as how businesses can obtain, and lose, accreditation by the BBB. Mr. Keys also talks about how the BBB issues information on current scams and charity organizations. Finally, Mr. Keys gives information on how the public can contact the BBB through their website or by phone.

Program: River Tales

Broadcast Dates/Times: February 8/5:54am

Length: 4:21

Source: Local

Description: A look at Sensory Saturdays, a program which makes it possible to help autistic children and their parents to go to the movies. Kevin Dillon, general manager of Cape West 14 Cine in Cape Girardeau, explains how he was contacted by Leanne Hopper, a behavior analyst at the Southeast Missouri State University Autism Center. Together they developed a way to create a movie going experience that is geared towards autistic children, such as adjusting lighting and sound levels to more moderate levels. Mike Sciortino, founder of Ethan and Friends, and other parents express their appreciation for the ability to take their special needs children to family-friendly movies, that otherwise would not be possible.

ISSUE: CONSUMER SERVICES & AWARENESS Continued

Program: Independently Speaking
Broadcast Dates/Times: February 15/5:30am
Length: 28:30
Source: Local

Description: Interview with Diane Mouser, transportation coordinator for SEMO Alliance for Disability Independence. Ms. Mouser discusses the group's shuttle service which services disabled residents in Cape Girardeau and Scott counties, as well as the costs and hours when the shuttle is available, which people are qualified to use the shuttle and how they can get registered. Another service is the Shopping Shuttle, which offers disabled residents travel to various stores at a discounted price on predetermined days. Also discussed is safety, emergency training for the drivers and shuttle operations during periods of inclement weather.

Program: Cape Chronicle
Broadcast Dates/Times: March 8/5:52am
Length: 5:06
Source: Local

Description: Nancy Jernigan, executive director for United Way of Southeast Missouri, discusses a new survey being distributed by the United Way and the Community Counseling Center to better determine the needs of the area. The survey will consist of questions concerning topics such as income, health care access, housing and education. A similar survey was conducted ten years ago, and the United Way would like to see how the community needs have changed during that time. The survey will be issued by e-mail to about 2,500 people, as well as traditional mail, and is expected to take about ten minutes to complete.

ISSUE: YOUTH ORGANIZATIONS

Program: Girl Scout Cookie Program PSAs
Broadcast Dates/Time: January 2-March 15/various
Length: 30 sec
Source: Local
Description: WDKA aired PSAs supporting the local Girl Scouts' annual cookie sales fundraising drive.

Program: Business Today – Boys and Girls Club of Cape Girardeau
Broadcast Dates/Time: March 26/4:38pm & 6:58pm
Length: 2:00
Source: Local
Description: WDKA's daily local business spotlight featured an interview with Jeff Jernigan from the Boys and Girls Club of Cape Girardeau, in which he discusses the role of the club for local youth by providing educational assistance and after school activities.

ISSUE: YOUTH ORGANIZATIONS Continued

Program: Business Today – Gus Macker Basketball Tournament

Broadcast Dates/Time: March 30/4:38pm & 6:58pm

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured an interview with Scott McNeal founder of the Gus Macker 3-on-3 Basketball Tournament. This year the tournament will be held in Cape Girardeau on August 8-9, 2015, featuring players of all ages, with proceeds from the tournament going to the Boys and Girls Club of Cape Girardeau.

ISSUE: ECONOMIC/BUSINESS DEVELOPMENT

Program: Hiring America

Broadcast Dates/Time: Sundays, January 4-March 29/6:00am

Length: 30:00

Source: Syndicated

Description: This half-hour weekly series examines employment opportunity programs which target U.S. military veterans and their families. The series showcases businesses and organizations who are targeting veterans who are seeking to turn their military experience into civilian jobs.

Program: Ag PhD

Broadcast Date/Time: Sundays, January 4-March 29/8:00am

Length: 28:30

Source: Syndicated

Description: This weekly half-hour series provides information to farmers about money-making and money-saving ideas to make their farms more successful. Each week, the show offers information on topics in which the farmer can control, such as: how to pick the proper herbicides and fertilizers, and how to stop crop damaging insects and disease.

ISSUE: EDUCATION

Program: Color Me Cape 5K Fun Run PSAs

Broadcast Date/Time: February 27-March 15/various

Length: 20 sec

Source: Local

Description: WDKA produced and aired PSAs in support of the Color Me Cape 5K Fun Run, which will be held May 2, 2015, in support of the Quest Scholarship Program which was established to provide financial assistance to area high school seniors who have chosen to continue their education.

ISSUE: EDUCATION Continued

Program: Business Today – Power of Women Luncheon

Broadcast Date/Time: March 2/4:38pm & 6:58pm

March 9/4:38pm & 6:58pm

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured interviews with Cheryl Mathis and Lydia Ness to promote the Power of Women Luncheon, held March 11, 2015, which has the goal of connecting female students of Southeast Missouri State University with other professional women in the community, as well as awarding scholarships to female students who have demonstrated an interest in serving their community.

Program: Focus on Southeast

Broadcast Date/Time: March 29/5:32am

Length: 7:07

Source: Local

Description: Interview with Suzanne Omran, assistant director of International Educational Services for Southeast Missouri State University, discussing the purpose of her department to assist international students who come to the university to further their higher education. Ms. Omran's group assists international students from registration to graduation, starting with helping with visas and immigration issues, to helping them with orientation issues when they arrive on campus, whether it's adjusting to American food or living arrangements, or learning to adapt to a different style of studying and education methods. Mr. Omran's group also works with domestic students who want to further their education by studying abroad, where also they will assist with obtaining the proper visas and papers, while advising them on any cultural issues that may arise in the country they will be visiting.

ISSUE: GOVERNMENT

Program: Cape Chronicle

Broadcast Date/Time: January 25/5:32am

Length: 7:17

Source: Local

Description: Cape Girardeau City Manager Scott Meyer discusses the extension of the city's fire tax, which will fund the purchase of new equipment, as well as help fund the construction of a new Kurry Lane fire station and a new police station. Mr. Meyer also discusses plans for a new indoor sports complex, funded by the city's restaurant tax. The complex will be large enough to host large-sized tournaments and help boost tourism, especially during the winter months.

ISSUE: GOVERNMENT Continued

Program: Cape Chronicle

Broadcast Date/Time: January 25/5:49am

Length: 7:06

Source: Local

Description: Interview with Jamie Ludwig, a social worker for the Community Caring Council. She discusses the growing problem of homeless children in southeast Missouri and southern Illinois, and how the CCC offers a housing program to help families find a shelter, as well as helping families sign up for aid programs such as food stamps and Medicare, and keeping children in school. Ms. Ludwig also discusses the difficulties of getting government officials to understand how homelessness in rural areas differs from being homeless in an urban setting.

Program: Cape Chronicle

Broadcast Date/Time: February 22/5:44am

Length: 8:14

Source: Local

Description: Interview with Cape Girardeau Assistant City Manager Molly Hood to discuss the city's Transportation Trust Fund, a half-cent sales tax to fund infrastructure and transportation needs. The next round of the T.T.F. will come up for a vote soon, and Ms. Hood invites residents to a series of public meetings to observe what the T.T.F. has financed during the past couple of decades, and the plans for what the next round of the fund will target. While the T.T.F. has in the past been used to finance large city street projects, this next round is expected to differ in that it will largely go towards maintenance of already existing roads and streets.

Program: Cape Chronicle

Broadcast Date/Time: March 8/5:40am

Length: 10:27

Source: Local

Description: Cape Girardeau County Commissioner Charlie Herbst discusses a project to help rehabilitate and consolidate some of the county's facilities following the input of a citizen's committee, which used information provided by an architectural firm which surveyed current buildings owned by the county, as well as projections of county needs during the next twenty-five years. Recommendations by the committee include the construction of a new courthouse to replace the existing administration building, construction of a parking garage, and renovations to the courthouse in Jackson. Not only would the project create more working space; but would also alleviate safety concerns and access for handicapped persons. Mr. Herbst adds that the committee also suggested financing the project with a one-percent use tax, which will be on the April 7th ballot.

ISSUE: GOVERNMENT Continued

Program: Independently Speaking
Broadcast Date/Time: March 15/5:30am
Length: 28:30
Source: Local

Description: Matthew Ridgon, Director of Operations and Public Policy for SEMO Alliance for Disability Independence, discusses his role of interacting with Missouri state legislators by informing them about issues facing people with disabilities. Mr. Ridgon discusses a proposed bill which will allow more people to be eligible for disability benefits by raising the income level for eligibility. He also speaks about how the Republican dominated legislature can affect any potential changes or expansion to the Medicaid system, as well as how handicapped people or family can reach out and try to influence their congressperson regarding issues facing the disabled. Mr. Ridgon also gives information about the rights of the handicapped through the Americans with Disabilities Act, concerning items such as service animals and handicap access in buildings, as well as how they can file complaints with the Department of Justice if the person believes they are victims of discrimination.

MISCELLANEOUS ITEMS

The following miscellaneous items aired on KBSI during the quarter. While not fitting into one of the previous listed issues, they did provide information of a public service nature to the viewers.

Program: SEMO Arts Council PSAs
Broadcast Date/Time: January 1-12/various
Length: 20 sec
Source: Local

Description: WDKA produced and aired PSAs to promote the SEMO Arts Council's annual Dingeldein Gala on January 16, 2015. The event is held each year to celebrate the achievements of local artists and supporters.

Program: Cape Chronicle
Broadcast Date/Time: January 11/5:49am
Length: 7:02
Source: Local

Description: Interview with Chris Hrabik, owner of Apple Creek Metal Works in Sedgewickville, Mo. Mr. Hrabik discusses how he began doing metal work in spite of an accident that has left him confined to a wheelchair and limited use of one arm. Examples are shown of metal sculptures and custom work that he has created for local businesses and friends. He also discusses how he has also become involved in racing rally cars, and how he tries to use his experiences to try to inspire other accident victims, as well as speaking at high schools about road safety.

MISCELLANEOUS ITEMS Continued

Program: Southeast Missouri State University MLK Celebration Dinner PSAs

Broadcast Date/Time: January 13-19/various

Length: 30 sec

Source: Local

Description: WDKA produced and aired promotional announcements supporting the Dr. Martin Luther King, Jr. Celebration Dinner, held January 21, 2015, on the Southeast Missouri State University campus. The dinner featured Soledad O'Brien, journalist for CNN and NBC, as well as founder of the Starfish Media Group, a production and distribution company dedicated to producing stories that examine divisive issues such as race, class, wealth, poverty and opportunity.

Program: Cape Chronicle

Broadcast Date/Time: February 1/5:30am

Length: 28:30

Source: Local

Description: Interview with Dr. Clarence B. Jones, former speechwriter and personal advisor to Dr. Martin Luther King, Jr. Dr. Jones gives his personal memories of Dr. King, as well as his thoughts on the challenges of the African-American community through the years since the death of Dr. King.

Program: River Tales

Broadcast Date/Time: March 22/5:32am

Length: 7:44

Source: Local

Description: As Kent Library celebrates its 75th anniversary Roxanne Dunn, special collections and archives librarian, and Bill Holland, Vice President of University Advancement and Director of University Foundation, discuss the impact of the library on the campus of Southeast Missouri State University. Ms. Dunn discusses Sadie Kent, the founder of the library. Alumni comment on how the library impacted their time at the university, including Mary Meyer, who comments on being present to witness the painting of the Thomas Hart Benton mural in the library's front lobby. One of the event's surrounding the anniversary celebration was the unveiling of the refurbished stained glass panels which portray the history of Missouri and Cape Girardeau.

Program: Business Today – Sikeston Regional Women's Show

Broadcast Date/Time: March 23/4:38pm & 6:58pm

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured an interview with Kyla Evans to discuss the Sikeston Regional Women's Show, to be held March 28, 2015. A portion of the proceeds from the event will benefit the Sikeston House of Refuge, a local women's shelter.

MISCELLANEOUS ITEMS Continued

Program: Business Today – United Way

Broadcast Date/Time: March 25/4:38pm & 6:58pm

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured an interview with Nicole Hinkle to discuss the United Way of Southeast Missouri's Dueling Pianos fundraising event, to be held May 9, 2015, in Cape Girardeau.