

WNAB-TV 58 (DTV 23) ISSUES AND PROGRAMS REPORT FOR Q3 2007

WNAB has identified many issues of public interest within the Middle Tennessee community, and has addressed them through program content, public service announcements, and non-broadcast activities. Much of WNAB's community-relevant programming comes from a program called "Comments With Dr. James Haney", a weekly half-hour series broadcast on Saturdays at 6:00 AM that features prominent TSU professor Dr. James Haney discussing current community issues and events in both interview and panel-discussion segments.

Another program aired by WNAB that serves community interests is "Hispanics Today", a weekly half-hour series broadcast on Sundays at 11:30 AM that focuses on issues relating to America's growing Hispanic population. This program features segments of particular importance and relevance to our viewing public, which includes a burgeoning Hispanic community.

The following is a brief summary of some specific issues addressed by these programs and through other means by WNAB during the third quarter of 2007:

PUBLIC HEALTH

- *Comments #610, "Lifestyle Medicine Clinic," aired 7/14/07, 22 mins*
This episode featured a discussion with Dr. Eric Westman of the newly-founded Duke Lifestyle Clinic about the emerging practice of "lifestyle medicine", focusing on modifying one's lifestyle and choices to enable better public health.
- *Hispanics Today #641 aired 7/8/07, 5 min segment*
Health Care with a Heart-Molina Stays True to its Vision

The 4th largest Hispanic business in the nation started as one doctor's dream to build clinics for people who were overlooked and underserved. At the time, conventional wisdom was that serving Medicaid patients wasn't profitable. Doctor David Molina proved skeptics wrong and today Molina Healthcare is poised to welcome its one millionth customer. Doctor David Molina's mission has become a family affair; all his children remain active in the organization that now boasts more than a billion dollars in revenue.

- *Hispanics Today #643 aired 7/22/07, 8 min segment*
D's in Diet

A study in the American Journal of Public Health reports that Texas 4th graders are a whopping 70% heavier than the national average. Researchers identified Texas' large Latino population at particular risk. Hispanic foods, rich in highly caloric foods like cheese may be part of the problem but perhaps more troubling is the sedentary life of Latino boys who are increasingly choosing video games over more strenuous activities. Texas educators are tackling the challenge by incorporating a special diet/exercise program into the school curriculum. They fear if they don't turn the tide children will be doomed to develop diabetes as a result of poor lifestyle choices.

- *Hispanics Today #643 aired 7/22/07, 5 min segment*
Interview: Jane Delgado, PhD- Diabetes, Health and the Economy

"Health doesn't happen in a vacuum," declares Dr. Jane Delgado, President and CEO of the National Alliance For Hispanic Health. Our future economy is dependent on a healthy workforce, and lost workdays as a result of poor health have a significant impact on the economy. The issue needs to be addressed with our youth. Overweight Latino children are more prone to develop diabetes and self-esteem issues. Poor self-esteem can negatively influence academic performance, making kids reluctant to take full advantage of the very educational opportunities which ultimately lead to better paying jobs.

- *Hispanics Today #645 aired 8/05/07, 6 min segment*
Engaging mind, body and soul—a Triple Play for our youth.

Triple Play is about the whole person – the mind, body and spirit. Triple Play is a day devoted to child's play. It's a program created by the Boys & Girls Clubs of America to improve the health and well-being of children.

The goal is to give children guidance in making healthy choices:

- Mind—developing a knowledge base to acquire healthy habits, such as making smart food choices, understanding appropriate portion sizes, and creating fun and healthy meals.
- Body—becoming more physically active through daily fitness and fun, including activities to get kids active and moving.
- Soul—strengthening character and reinforcing positive behavior with social recreation activities designed to improve confidence and develop interpersonal skills.

- *Hispanics Today #705 aired 9/30/07, 6 min segment*
Casa de Maryland: Health and wellness all under one roof

Healthy living need not be a luxury enjoyed by only the wealthy. Casa de Maryland makes certain of that. A non-profit in suburban Washington, Casa de Maryland was founded to serve the needs of Central and South American immigrants to the state of Maryland. In the past two decades, it has broadened its scope to include all nationalities. We visit Casa de Maryland and see firsthand how it teaches Latinos to live healthier lives.

- WNAB also donated airtime, staff and other resources as a co-sponsor of the following health-related events:
 - “All American Blood Drive” on July 14, an event benefiting the American Red Cross
 - “Relay for Life ” on August 3rd and 10th, benefiting the American Cancer Society
 - "Toucan Party" on August 8th, a party raising awareness and funds for the Cystic Fibrosis Foundation
 - MDA Telethon on September 2-3rd, an event benefiting the Muscular Dystrophy Association
 - "Nashville Diabetes Walk" September 29th, an event raising funds for the Juvenile Diabetes Research Foundation
- Additionally, WNAB aired the following PSA’s in the interest of raising public awareness of health-related issues:
 - “Lazy Bones” by the American Council of Orthopedic Surgeons encourages adults and children to be more active so they can develop strong bones and prevent osteoporosis
 - “Time For Exercise” by the US Department of Health and Human Services features the characters “Elmo” and “Luis” from “Sesame Street” encouraging healthy diet and exercise for kids
 - “Siblings” from the March of Dimes raises awareness of issues relating to premature births and encourages viewers to find out what they can do to help in their community.
 - "Broadway" from the Autism foundation, raising awareness of autism and encouraging viewers to get involved in finding a cure
 - PSA's for the local chapter of the American Red Cross encouraging the area public to donate blood and providing information about times and locations where viewers could do so

EDUCATION

- *Comments With Dr. James Haney #609, "Profile: TSU Coach Joe Gillam" aired 7/7/07, approx 23 mins*
This episode featured an in-depth profile of longtime instructor and coach Joe Gillam from Tennessee State University. Featured topics of discussion included the role of scholarship in the life of the scholar-athlete, and how he prepares his students for life not just the gridiron.
- *Comments With Dr. James Haney #561, "Challenges of Education and College Life" aired 9/15/07, approx 23 mins*
This episode centered on the difficult transition many students face between secondary education and university study. Special focus was paid on students who are the first in their families to attend college, as well as the pressures students face balancing work and study.
- *Comments With Dr. James Haney #559, "Profile: Dr. M. Johnson, TSU" aired 9/22/07, approx 23 mins*
This episode featured an in-depth profile of longtime instructor Dr. Marcus Johnson from Tennessee State University. Featured topics of discussion included Dr. Johnson's perspective on student preparedness, his philosophy on teaching, and how he came to choose education as a career.
- *Hispanics Today #641 aired 7/8/07, 6 min segment*
"Hey-Mozart" Get Kids to Tune in to Music

An innovative program held at the National Hispanic Cultural Center in New Mexico is giving children a different perspective of music. Compositions that they write are performed on stage by the New Mexico Symphony. Part of the idea is for kids to see the potential of their own creativity. The Director of the National Hispanic Cultural Center says the program helps build the center's audience base while giving children a deeper appreciation of the performing arts.
- *Hispanics Today #702 aired 9/9/07, 6 min segment*
Su inversion.com: Investing 101 for Hispanics

Not even ten years have passed since Juan Munoz arrived in the United States from Colombia. In that short time, his career in banking took off. Now this financial pro has started a website and electronic newsletter dedicated to helping his fellow Hispanics become more comfortable with the confusing world of stocks and bonds. The website www.suinversion.com is written entirely in Spanish because, as Enrique Moras, one of Juan's subscribers, explains: the language of money is often best understood in one's "mother tongue." Su Inversion reaches 17 thousand subscribers around the world and Juan has plans to unveil an English language version in coming months.

- WNAB donated staff, airtime and other resources as a co-sponsor of the following event related to education:
 - “Citipass” through August and September, an entertaining book whose sales support schools and other non-profit charities
- WNAB also addressed the issue of education through the following PSA’s:
 - “Open Your Mind” and "Forest" from the US Library of Congress promote literacy using famous books to show young viewers the worlds they can visit through reading
 - “Wonderful World” from the National Geographic Society stresses the importance of an education featuring geographic study, including the strange and fascinating places and people around the world
 - “Ask Government” encourages kids to get involved in their government, even if they aren't old enough to vote.
 - “Homework Hotline” informs viewers about Metro's Homework Hotline, where students can call in and speak to teachers from a variety of disciplines for help in their homework.

FAMILY ISSUES

- *Comments with Dr. James Haney #555, "Fatherhood Seminars," aired 9/29/07, 22 mins*
This episode focused on the efforts of a program designed to train new fathers in the importance of being present and active participants in their children's lives.
- *Hispanics Today #644 aired 7/29/07, 6 min segment*
Adoption-Finding Families for Latino Kids

There are more than a half million children in foster care including many Latinos. Some will be reunited with birth families but for the rest there are far too few adoptive parents. In Los Angeles alone, Hispanics represent the largest group of children waiting to be adopted. A kinship adoption, where a relative takes in a child, is the traditional way many Latinos have taken in orphans. But for kids in the foster care system, finding a willing relative is not always an option. Adding to the dilemma, myths and misconceptions about the kinds of kids who end up in foster care has made some prospective adoptive parents wary of filling the void.

- *Hispanics Today #701 aired 9/2/07, 6 min segment*
Las Vegas Youth Conference: Keeping Young Latinos in School

As one of America's fastest growing areas, greater Las Vegas, Nevada is experiencing some "growing pains." Namely, an increasing number of Hispanic teens who are drawn to the glitter of the strip instead of the classroom. In response to this dropout problem, the Las Vegas Latin Chamber of Commerce designed an annual Youth Leadership Conference. Francisco Gonzalez is an alumnus of just such a conference several years ago. Today Gonzalez is a college graduate and works as a conference counselor. He shares the hard lessons he learned in a Las Vegas street gang with other young Latinos in an effort to keep them in school and off the streets.

- WNAB also aired the following PSA's relating to Family Issues during the past quarter:
 - "Gift" and "Hamster" from Adopt US Kids informs viewers that one doesn't have to be a perfect parent to adopt children, one just has to try their best
 - "Train", a PSA showing the shattering effects of domestic violence and where viewers can turn for help
 - CASA Family Day PSA, promoting family communication through the simple act of sitting down to dinner as a family
- Additionally, WNAB co-sponsored the following events designed for families during this quarter:
 - Belle Meade Fall Fest, September 15-16, a free event featuring family activities in Belle Meade, TN.
 - Festival by the Lake, September 29th in Hendersonville, TN, an event benefiting the Rotary Club that featured a wide array of family-centered activities
 - Wilson County Fair, August 17-25th, an annual event with lots of rides, games, contests, and other family activities

CAREER ISSUES

- *Hispanics Today #640 aired 7/1/07, 10 min segment*
Charles Patrick Garcia

His success is the stuff of urban legend: founding Sterling Financial Group of Companies in a broom closet, the firm has grown to more than sixty offices in seven countries. He has remained active in the Latino community and has recently penned “A Message From Garcia: Yes You Can Succeed.” The book shares his commonsense approach to life and encourages others to follow suit in their own lives.

- *Hispanics Today #643 aired 7/22/07, 8 min segment*
Manuel-A Rhinestone Studded Sparkling Business Takes Center Stage
No one makes western wear like Manuel anymore. His list of clients read like a who’s who list of country music legends and rock and roll icons. Everyone from Johnny Cash to the Rolling Stones wear Manuel’s fashions on stage. The inspiration for Manuel Cuevas’ designs first flickered before his eyes in a Jalisco, Mexico movie-theater while watching American westerns. He moved to Hollywood, securing a job with the hottest rodeo tailor in town, Nudie Cohn. Manuel eventually struck out on his own, setting up shop in Nashville, where his business thrived. After more than half a century in the U.S. Manuel decided to pay tribute to his adopted country, designing 50 jackets, one for each state. The jackets, along with a retrospective of his work recently went on display at Nashville’s Frist Center for the Visual Arts.
- *Hispanics Today #641 aired 7/08/07, 6 min segment*
Latino Legislative Staffers Climb Capitol Hill

Getting a job on Capitol Hill is an important step into the world of politics, but getting in isn’t easy. It usually requires influential contacts to be “in the loop” for employment opportunities. While Latino staffers are currently underrepresented on Capitol Hill, the situation is changing. Organizations like the Congressional Hispanic Staff Association help by creating networking opportunities for young Latinos. In the words of Noe Garcia, one of Senator Bill Frist’s top policy advisors, “Somebody helped me get here. I’ve got to help the next guy...we don’t climb a mountain by ourselves.”

- *Hispanics Today #644 aired 7/25/07, 7 min segment*
In Studio Interview: Linda Denny, Women’s Business Enterprise National Council

WBENC prides itself on opening up the doors to new business opportunities for Women. For more than 7 years the Women’s Business Enterprise National Council has been a leading advocate of women owned firms, providing the mostly widely respected certification services in the nation. Certification enables women-owned and operated firm’s better footing when going after lucrative procurement contracts.

- *Hispanics Today #645 aired 8/12/07, 7 min segment*
Prima Ballerina Michele Jimenez

She takes the stage with grace and precision, looking positively regal as she dances the Nutcracker. Michele Jimenez dance career started when she was a little girl living in the Dominican Republic. Her grandmother encouraged her to take lessons and soon Michele was addicted. One day while performing with the Washington School of Ballet, the artistic director of the Washington Ballet saw her and offered her a job on the spot. Today, Michele is a principle dancer with the company and a spokesperson for dancewear manufacturer Capezio.

- *Hispanics Today #647 aired 8/19/07, 7 min segment*

Marion Luna Brem Doesn't Sell Herself Short-You Shouldn't, Either.

The title of her book "Women Make the Best Salesmen" might sound bold but Marion Luna Brem has the credentials to back it up. Diagnosed with breast cancer at age 30 her husband left her, she had no job, and no insurance. But with two young sons to raise Marion didn't give up. Despite dozens of rejections she finally landed a job in automotive sales. Five years later she opened a car dealership of her own. Her success didn't stop there. She now owns a real estate holding company, an ad agency and a stake in a chain of Texas banks. Marion believes that most women's natural ability to empathize give them an added advantage in the world of sales.

OTHER COMMUNITY SERVICE ACTIVITIES

WNAB also served the community through its internet website, posting community activities and events on its Community Calendar page. WNAB listed over 70 community events on this page during the course of the quarter. A link to this page was prominently displayed on the website's main page to make this information easy to access for visitors.

WNAB also publicized and otherwise participated in the following community events during the Third Quarter of 2007:

- Vote Springfield, Tennessee (July 1-8)
- Underage Drinking (July 1-31)
- H.A.W.C. Spay & Neuter (July 1 - Sept. 31)
- H.A.W.C. Pet Adoptions (July 1 - Sept. 31)
- Save the Predators (July 19)
- Teenage Pregnancy (July 27)
- Hot Weather Safety (July - Sept.)
- Childhood Cancer Awareness Month (August)
- Youth - Reckless Driving (August 1 - 31)
- Miracle treat Day (August 9)
- PENCIL Foundation (Aug 1 - Sept.30)
- CASA Family Day (Sept. 9)
- Celebrity Cake Decorating - July 1 (Competition of celebrities/professional bakers benefiting T.J. Martell)
- All American Blood Drive - July 14
- St. Jude Dream House - "Thanks" July 20 (PSA thanking viewers for supporting St Jude)
- Citipass - August 1-Sept. 30 (Entertainment book that benefits schools and non-profit charities)
- Relay for Life - August 3 & 10 (Relays all over Middle TN benefiting American Cancer Society)
- Toucan Party - August 08 (Party benefiting Cystic Fibrosis Foundation)
- Wilson County Fair - August 17-25 (County Fair in Lebanon benefiting local non-profits)
- MDA Telethon - Sept. 2-3 (Telethon to support people with neuromuscular diseases)
- Franklin Jazz Fest - Sept. 3 (Fest held in Downtown Franklin supporting Jazz Music)
- TDOT - School Zone Safety - Sept. 5 (Highway safety spot to alert drivers that school is open)
- Squeeze Out Hunger - Sept. 5-August 31 (Campaign to sell Lemonade for 2nd Harvest Food Bank)
- Child Safety DNA - Sept. 08 (Child Safety Identity kits at local car dealership)
- Fall Fest - Sept. 15-16 (Fest that benefits the preservation of Belle Meade Mansion)
- Festival by the Lake - Sept. 29 (Festival in Hendersonville to benefit the Rotary Club)
- Diabetes Walk - Sept. 29 (Walk in Nashville benefiting Juvenile Diabetes Research Foundation)

Following this Document is a complete list of the Public Service Announcements broadcast by WNAB during the third quarter of 2007.

M. A. Bl

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