

QUARTERLY PROGRAM TOPIC REPORT

for

WNEO/WEAO

January - March 2008

National/International Politics

Reporting the War: The Journalists Perspective

**January 14, 2008
10:30 PM 1 hr.**

When reporting about war, local news outlets face different challenges than their national and international counterparts. The focus shifts from the war itself to the local warrior as reporters strive to present coverage from the individual soldier's angle. Eric Mansfield, host of PBS 45 & 49's **NewsNight Akron** and Akron/Canton news anchor for WKYC-TV3, hosted the program. Mansfield, a recently retired major in the Ohio National Guard, saw active duty in Iraq and Kuwait for 14 months beginning in 2003. **Reporting the War** featured interviews with local media personnel, including Leon Bibb and Virgil Dominic, who discussed the challenges of choosing what to report and how to go about getting the stories.

Culture/Arts

The Jewish Americans (a three-part series)

**January 9, 16 & 23, 2008
9:00 PM 2 hr**

In the 1700s, a small number of Jews came to America, struggling to hold fast to their faith and heritage while becoming part of the emerging nation. Though they fought in the American Revolution, they were at best tolerated, at worst shunned - becoming ready scapegoats in times of crisis. Even after the U.S. Constitution guaranteed freedom of religion, states had the power to prevent Jews from voting, and their status remained uneasy. **The Jewish Americans** told the stories of Jews who have participated in major milestones and cultural phases of U.S. History.

Education

NewsNight.akron: 2007 Newsmaker of Year

**January 4, 2008
9:00 PM ½ hr**

Dr. Luis Proenza, the University of Akron's president who has led a \$300 million renovation of the university's campus and facilities, was named 2007 Akron Newsmaker of the Year by panelists of the PBS 45 & 49 series **NewsNight Akron**. The award recognizes the greater Akron individual whose work has had the most significant news impact during the past year.

CULTURE/ARTS

NOLA: PITV 000101 **Airdate:** 1/2/2008 8:00 PM 1hr.
Series Title: Pioneers of Television

This episode focused on five key sitcoms: "I Love Lucy," "The Honeymooners", "Make Room for Daddy," "The Andy Griffith Show" and "The Dick Van Dyke Show." Hundreds of episodes were culled for the most entertaining clips - including one particularly side-splitting bit by Don Knotts.

NOLA: PITV 000102 **Airdate:** 1/9/2008 8:00 PM 1 hr.
Series Title: Pioneers of Television

The stories of Steve Allen, Jack Paar and Johnny Carson headlined this episode about the formative years of late-night television. Merv Griffin also emerged as a key player on the late-night scene. (His interview for PIONEERS was his last before he died.) Regis Philbin offered revelations about his years as a late-night sidekick (to Joey Bishop). Dick Cavett and Arsenio Hall also discussed their years in the mix, and Sigourney Weaver offers personal details about her father, Pat - the creator of "Tonight." The episode was peppered with dozens of never-before-seen clips, including Johnny Carson performing in his early 20s.

NOLA: WMJH 000000 **Airdate:** 1/1/2008 9:30 PM 1 ½ hr.
Series Title: Words and Music by Jerry Herman

"When they passed out talent," Broadway star Carol Channing says of composer and lyricist Jerry Herman, "Jerry stood in line twice." Herman wrote the words and music for some of the greatest Broadway musicals ever mounted, including "Hello, Dolly!," "Mame" and "La Cage aux Folles." "Words and Music by Jerry Herman" used insightful on-camera interviews, behind-the-scenes rehearsal sessions, rare photographs and never-before-seen archival footage of original Broadway performances to create a warm, humorous and moving portrait of a living theater legend.

NOLA: PASL **Airdate:** 2/9/2008 11:00 PM 1 hr
Series Title: A Prince Among Slaves

This program told the forgotten true story of an African prince who was enslaved in Mississippi for 40 years before finally achieving freedom and becoming one of the most famous men in America.

NOLA: PBCA 000000 **Airdate:** 3/30/2008 11:30 PM ½ hr
Series Title: PBS Previews: Carrier

This program was a firsthand look at the upcoming documentary series which followed a group aboard the USS Nimitz.

EDUCATION

NOLA: MLNH 009032

Airdate: 1/1/2008 7:00 PM 1 hr

Series Title: NewsHour with Jim Lehrer; The

High school students and teachers in Alaska are helped NASA scientists collect data for a mission that aimed to learn more about the space weather that causes the aurora borealis, or northern lights.

NOLA: BIZK 101

Airdate: 2/03/2008 8:30 AM ½ hr

Series Title: Biz Kid\$

During the first episode, you learned that anybody can be a Biz Kid with effort and the right attitude. These Biz Kids identified a need, made a plan, and took action. You also met a skateboard designer, a rap music producer, a boy who started a rock-a-thon to raise money for hospital rocking chairs, and more. You also discovered the entrepreneur who built a wildly successful garden products business on ... worm poop.

NOLA: MLNH 009059

Airdate: 2/7/2008 7:00 PM ½ hr

Series Title: NewsHour with Jim Lehrer; The

John Merrow reported on the controversial practices that D.C. schools chief Michelle Rhee used to shake up the city's school system, including closing 23 schools by 2010 in a bid to tackle a \$100 million budget deficit - a move that raised a storm of protest.

NOLA: TKMB 000000

Airdate: 2/15/2008 10:00 PM 1 hr

Series Title: These Kids Mean Business

Pulitzer Prize-winning columnist Clarence Page looked at the role of entrepreneurship education as a character-building exercise in the lives of at-risk youth. The documentary told the tale of underserved youth creating and living their own versions of the American success story.

NOLA: MLNH 009084

Airdate: 3/13/2008 7:00 PM 1 hr

Series Title: NewsHour with Jim Lehrer; The

In Internet Age, Libraries Still Draw a Crowd: A survey by the Pew Internet and American Life Project found that young adults aged 18 to 30 frequent public libraries more regularly than older people, despite the advance of personal computers and the Internet. Guest essayist Julia Keller of the Chicago Tribune reflected on the road ahead for public libraries in the modern era.

NATIONAL/INTERNATIONAL POLITICS

NOLA: BMJL 001139 Airdate: 1/4/2008 9:00 PM 1 hr.
Series Title: Bill Moyers Journal

In two interviews, Bill Moyers talked with candidates shut out of key debates: Paul by Fox News from an upcoming debate in New Hampshire and Kucinich by Iowa's biggest newspaper The Des Moines Register in December. On the Friday after the Iowa caucuses, Paul and Kucinich gave their perspectives on the results, the politics, and the process as the field headed to New Hampshire.

NOLA: BMJL 001140 Airdate: 1/11/2008 9:00 PM 1 hr.
Series Title: Bill Moyers Journal

With all the talk of change coming out of the campaigns, can we expect big money to lose its grip on Washington? Bill Moyers interviewed New York Times investigative reporter and Pulitzer Prize-winner David Cay Johnston who says America's system has been rigged to benefit the super-rich.

NOLA: FRON 002109 Airdate: 2/5/2008 9:00 PM 1 hr
Series Title: Frontline

FRONTLINE and The New York Times joined forces with the Canadian Broadcasting Corporation in a major investigation of McWane, Inc., one of the most dangerous companies in America. The one-hour documentary investigated the company's environmental violations, including the illegal dumping of waste water, and questions whether current government regulations and penalties are strong enough to deter companies from allowing unsafe working conditions to persist.

NOLA: NOWD 000409 Airdate: 2/29/2008 8:30 PM ½ hr
Series Title: Now on PBS

Days before the crucial Texas and Ohio primaries, a Democratic veteran insider took us inside the last-minute strategies of the Clinton and Obama campaigns. NOW's David Brancaccio talked with Joe Trippi, the former senior advisor to John Edwards who also headed up Howard Dean's 2004 campaign, about the political road ahead.

NOLA: NOWD 000411
Series Title: NOW on PBS

Airdate: 3/14/2008 8:30 PM ½ hr

Should telecommunication companies receive retroactive immunity for their role in helping the government eavesdrop on American phone calls and e-mails? As Congress and President Bush dueled over the answer to that question, NOW on PBS interviewed a whistleblower with exclusive insight into the role played by one of those companies.