

# **WNAB-TV 58 (DTV 23) ISSUES AND PROGRAMS REPORT FOR Q3 2005**

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 that features prominent local professor Dr. James Haney discussing current community issues and events in both interview and panel-discussion segments.

Other programs aired by WNAB that serve community interests include "Hispanics Today", a weekly half-hour series that covers issues relating to America's growing Hispanic population that features segments of particular importance and relevance to our viewing public, which includes a burgeoning Hispanic community; and "Starting Over", a one-hour weekday syndicated reality-based program that explores many issues relating to women in the community, including relationships, self-esteem, weight and health, and surviving emotional trauma.

The following is a brief summary of WNAB's service to the community during the third quarter of 2005.

## **SPECIAL ACTIVITIES**

In September of 2005, much of the U.S. Gulf Coast area was devastated by hurricane Katrina. WNAB joined with some local organizations in an effort to provide much-needed relief to the victims of this disaster.

On September 9<sup>th</sup> and 10<sup>th</sup>, WNAB co-sponsored an event called "Wrestling With Katrina" along with USA Championship Wrestling and The American Red Cross. The purpose of this event was to generate donations of cash, food, clothing and other necessities for the people who were displaced by the widespread destruction of Katrina.

WNAB donated airtime for PSA's promoting the event as well as for an hour-long program on Saturday 9/10, the purpose of which was to encourage the public to attend a live event that night and bring donations to help the cause. WNAB also contributed many promotional items to be given away at the event, which raised over \$1,000 in cash donations, over 300 pounds of canned food, and several hundred pounds of clothing and other necessities for displaced persons in the area.

Additionally, two employees of WNAB (Dennis Breckey, Chief Engineer and Deborah Williams, promotions manager) were encouraged to participate in a “Grand Ole Opry” event sponsored by GAC to raise money for the hurricane victims on company time.

## **COMMUNITY ACTIVITIES**

Co-sponsored the “Movies in the Park” event on Saturdays through July (and into August because of a 1-week rain delay) for third consecutive year. WNAB provided promotional announcements for this free-to-the-public event, which is designed to bring families in the community together to have fun, make new friends, and enjoy a movie. WNAB also provided a booth where we gave away movie passes and other promotional items as well as some live entertainment through appearances by the station’s mascot, Michigan J. Frog.

Co-sponsor of the “Franklin Jazz Festival”, a free event with food, music and other entertainment designed to celebrate the historic nature of Williamson County.

WNAB also co-sponsored many other public events designed to help others by raising funds or awareness. These are enumerated in the next few sections, where specific issues are treated in more detail.

The following is a brief summary of some specific issues of interest in the community addressed by our programs and through other means by WNAB during the third quarter of 2005:

## **PUBLIC HEALTH**

- *Comments With Dr. James Haney #539* *July 30, 2005*  
This episode featured a discussion about the proliferation of AIDS in and its profound impact on white females.
- *Comments With Dr. James Haney #547* *September 10, 2005*  
This episode analyzed public health care program TennCare, established its strengths and weaknesses in the context of the legislation that keeps the program alive and functioning.
- *Hispanics Today #448* *August 28, 2005*  
This episode featured a five-minute segment with tips for viewers to lower overall caloric intake with low-fat snacks and other healthy eating tips, also explaining the impact of diet on overall health.
- During the second quarter of 2005, WNAB also promoted health issues through many non-broadcast activities, including:

- o Co-sponsorship of the Swine Ball to benefit the American Cancer Society, July 8
  - o Co-sponsorship of the Riverbank Run benefiting the Easter Seals Foundation, July 9
  - o Co-sponsorship of the ‘A Place Called Hope’ concert benefiting the Muscular Dystrophy Association (MDA), August 6
  - o Co-sponsorship of the “Toucan Party” benefiting the Cystic Fibrosis Foundation, August 9
  - o Promotional sponsorship of the Minority Bone Marrow Drive benefiting Vanderbilt Children’s Hospital, August 27
  - o Promotional sponsorship of the Australian Festival benefiting Vanderbilt Children’s Hospital, September 9-11
  - o Station Participation in the Freedom to Cruise motorcycle show benefiting United Cerebral Palsy, September 10
  - o Station Participation in the ALS Luncheon to benefit the ALS society, August 25
- WNAB also aired the following PSA’s in the interest of raising public awareness of health-related issues:
    - o “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
    - o “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
    - o “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.

## **EDUCATION**

- *Comments With Dr. James Haney #534* *July 9, 2005*  
This episode consisted of a discussion of the Civil Rights Act of 1964 in the context of its continuing impact on public education in the South.
- *Comments With Dr. James Haney #545* *September 3, 2005*  
The topic of discussion for this program was the abolition of Tennessee’s Head Start, an early education initiative.
- *Hispanics Today #441* *July 10, 2005*  
A seven-minute segment of this program looked at increased Hispanic enrollment in many rural school systems around the country, and the techniques used by

those districts to better serve their new constituents. This same episode also featured a brief message for viewers about a new free service from AOL that allows Latinos to take English as a second language courses over the Internet.

- WNAB also addressed the issue of education through the following PSA's:
  - "Skateboard" from the US Library of Congress shows kids how they can have fun with history using resources from the LOC's web site
  - "Chevy Chase" from the National PTA Association features the prominent actor encouraging parents to get involved in their kids' education by finding out about activities in their schools.
  - "Lou Diamond" from the National PTA Association features prominent actor Lou Diamond Phillips encouraging parents to get involved in their kids' education by finding out about activities in their schools
  - "Megaphone" and "Bus" from the US Army's "Operation Graduation" program feature kids going to extreme lengths to prevent their friends from dropping out of school, encouraging children to take responsibility for their own education as well as that of their friends.
  - "Cheat Sheet" from the US Army and Operation Graduation demonstrates the crucial role parental support plays in children's education.
  - "See the World" by the Girl Scouts of America encourages girls to pursue continuing education in math, engineering, and the sciences
  - "Joey" and "Montage" by the US Army and Operation graduation feature a young Hispanic boy describing the events that befall him after he leaves school, and how those things turn around once he returns

## **FAMILY ISSUES**

- WNAB aired the following PSA's relating to Family Issues during the past quarter:
  - "Lion" 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

- “Monitor” from the Bureau of Missing and Exploited Children demonstrates how easily a sexual predator can coerce children using the internet, warning parents against unsupervised online activity.
- “Casey” from the Church of Latter-Day Saints shows a girl succeeding in athletics thanks to the support of her parents, reminding viewers of the importance of spending time together as a family.
- Additionally, two syndicated programs aired by WNAB during this quarter, “The Larry Elder Show” and “Starting Over”, dealt extensively with issues relating to family. Some of the topics covered included infidelity in marriage and other trust issues, discipline of children, the death of loved ones, career choices that affect family life, and sibling rivalries. Although specific episode descriptions for these programs are not available, WNAB attests that these issues were a material part of the programs, and dealt with in a serious and mature matter.

## **CAREER ISSUES**

- *Hispanics Today #444* *July 31, 2005*  
This program featured a 4-minute segment covering an event called BizFest, created to put young Latinos on the road to success and teach them the secrets to success in entrepreneurship.
- *Hispanics Today #444* *July 31, 2005*  
This program featured as its lead story a 7-minute segment about acquiring capital for an entrepreneurial endeavor such as the start-up of a small business.
- *Hispanics Today #443* *July 24, 2005*  
This program featured a 5-minute segment about a culinary arts program called C-CAP and its impact on the career of one prospective chef.
- *Hispanics Today #446* *August 13, 2005*  
This program featured a career profile of Theresa Barrera, who went from being a cashier at her local Wal-Mart to a Vice-President of the entire corporation.
- *Hispanics Today #435* *August 21, 2005*  
This program featured a career profile of Attorney General Alberto Gonzales, describing his rise from the state government in Texas to the head of the Justice Department.
- WNAB also aired the following PSA addressing career issues:

- “For Country” from the USMC shows Marines engaged in daily activities, demonstrating how they live up to their motto.
  
- WNAB also served the community through its internet website, posting community activities and events on its “Where-A-Bouts” page. WNAB listed over 60 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.

Following this document is a complete list of the Public Service Announcements broadcast by WNAB during the third quarter of 2005, as well as episode lists and selected synopses for the programs discussed in this report.

A handwritten signature in black ink, appearing to read "Michael A. Felt". The signature is written in a cursive, flowing style.

10/5/05