

## **1st Quarter 2016**

**(January, 2016 – March, 2016)**

### **MOST SIGNIFICANT ISSUE – RESPONSIVE PROGRAMMING**

**These issues were addressed in Cumulus – Knoxville's "Community Concerns" 30-minute news program which airs on WIVK-FM, WNML-AM, WNML-FM on Sunday mornings at 5:00 am and WOKI-FM on Saturday mornings at 5:00 am.**

During this period our weekly 30 minute Public Affairs programs in the times noted above aired shows containing coverage segments of the topics noted below:

- TennCare officials are pushing health care providers to prescribe birth control implants to mothers of children with drug dependency.
- State health and law enforcement officials are warning the public about an increase in fake prescription drugs.
- Knox County health officials announce they're offering free flu vaccinations in February. Clinical Services Director Kelly Cooper says they expect flu activity to increase over the next several weeks
- State Health officials have a confirmed case of the Zika virus in Tennessee, the first recorded case in the state. Discussed how to diagnose possible Zika.
- The company president is defending the firm accused of botching TN-Ready online testing. How to know if your child's scores were affected.
- This is the week to become a quitter...That's the message from local health officials hoping smokers will lay the habit down this week, the theme for which is "It's Quittin' Time in Tennessee."
- An effort to raise Tennessee's smoking age from 18 to 21 has been defeated in the state House. The bill sponsored by Republican Rep. Bob Ramsey of Maryville failed to receive a motion in the House Agriculture Committee..
- The principal and assistant principal at South Doyle High School have been placed on administrative leave over allegations they failed to perform "the essential responsibilities and duties" associated with their jobs. What are the basic requirements of those leading our schools?
- A bid to freeze tuition at public colleges and universities in Tennessee is advancing in the state Senate.
- State lawmakers appear to be making good on a threat to defund the UT Office of Diversity and Inclusion. The Senate Education Committee voted to strip the university office of all its state funding.
- A group of UT journalism students is preparing to screen a documentary meant to shed light on neonatal abstinence syndrome in East Tennessee. The News Sentinel reports the film, "Reaching Recovery: Pregnancy and Addiction in East Tennessee,"