



**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, 2018 through March 31, 2018**

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

## WDKA-TV 1<sup>ST</sup> QUARTER 2018 ISSUES & PROGRAMS LIST

### **ISSUE: CRIME AND VIOLENCE**

Program: Cape Chronicle

Broadcast Date/Time: January 7/5:02am

Length: 7:48

Source: Local

Description: Interview with Dr. Raleigh Blasdell, Assistant Professor of Criminology at Southeast Missouri State University, to discuss ways to prevent violence and crime in the community. One of the primary ways of early prevention is to become more involved in youth mentoring programs such as Big Brothers and the Boys and Girls Club, as well as the importance of teachers and coaches in creating positive relationships with young people. Dr. Blasdell also discusses the importance of working with prisoners to help them prepare to return to life outside the prison system. She also speaks about the development of Victim Impact Panels, which allows victims to confront the prisoner and talk to them about how their lives were affected, with the hope that the criminal will develop empathy and an understanding of how their actions affect others.

Program: Cape Chronicle

Broadcast Date/Time: January 21/5:21am

Length: 6:56

Source: Local

Description: Interview with Cpl. Ryan Droege, crime analyst for the Cape Girardeau Police Department. Cpl. Droege took over the position in April, and says his job is rarely like it is often portrayed on television. Instead, he says his job consists largely of examining crime statistics and data to find patterns of crime, so that long-term plans can be developed to deter future criminal activity. Cpl. Droege also discusses how he works with other officers on investigating and new or developing crime patterns.

Program: Cape Chronicle

Broadcast Date/Time: February 4/5:02am

Length: 8:01

Source: Local

Description: Interview with Doug Austin, representing Seniors and Lawmen Together (S.A.L.T.), an organization whose goal is to create a friendly and trusting relationship between senior citizens and law enforcement in Cape Girardeau County. Mr. Austin discusses the events that S.A.L.T. holds each year to allow seniors and the local police departments to interact, including Senior Information Day, where law officers discuss matters that pertain particularly with senior citizens, such as protecting themselves from scams and what to do if they encounter a shooting situation. Other events include the Law Enforcement Memorial and the group's Christmas Celebration.

## **ISSUE: HEALTH CARE & WELFARE**

Program: Red Cross Blood Drive PSAs

Broadcast Date/Time: January 1-15/variou s

Length: 20 sec

Source: Local

Description: WDKA produced and aired a PSA promoting a Winter Blood Drive for the American Red Cross to be held January 16<sup>th</sup> in Cape Girardeau, Mo.

Program: Business Today – Options for Women, Help for Families

Broadcast Date/Time: January 16 & 31/variou s

Length: 2:00

Source: Local

Description: WDKA’s daily local business spotlight featured an interview with Michelle Scherer, representing Options for Women, Help for Families, a non-profit pregnancy help center, to promote the organization’s auction fundraiser on February 17<sup>th</sup> in Scott City, Mo.

Program: Independently Speaking

Broadcast Date/Time: January 28/5:00am

Length: 28:30

Source: Local

Description: Interview with Jane Wernsman, Executive Director of the Cape Girardeau County Health Department, to discuss 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.

Program: Business Today – Autism Awareness of SEMO

Broadcast Date/Time: February 14 & 25/variou s

Length: 2:00

Source: Local

Description: WDKA’s daily local business spotlight featured an interview with Scott Bucher, representing Autism Awareness of SEMO, to promote the organization’s Black Light Bash Trivia Night fundraiser to be held March 2<sup>nd</sup>.

## **ISSUE: HEALTH CARE & WELFARE cont.**

Program: Independently Speaking

Broadcast Date/Time: February 18/5:00am

Length: 28:30

Source: Local

Description: Interview with Janice Ballard, executive director of Heart to Heart International USA, to discuss the organizations' health care initiative in Southeast Missouri. Ms. Ballard discusses how the group has developed from a worldwide volunteer organization whose goal is to provide medical assistance and supplies to areas that have been struck by disaster; but the group has begun exploring how to bring better long-term health care to poverty stricken areas. In 2015, Heart to Heart launched a health care initiative in the Missouri bootheel region. Ms. Ballard discusses how they coordinated with local health care providers, community leaders and churches to get a better understanding of the people and their needs. The first step was to create a mobile medical clinic for the area, while the organization continues to gather ideas and information to help achieve the goal of developing a long-term health plan for the region.

Program: Business Today – Care to Learn

Broadcast Date/Time: March 14 & 24/various

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured an interview with Callie Welker, representing Care to Learn, a non-profit organization whose goal is to give nutritional and medical support to needy children in the Cape Girardeau public school system. Mr. Welker gives information on how individuals can volunteer or make a donation to the organization.

## **ISSUE: PUBLIC SAFETY**

Program: Cape Chronicle

Broadcast Date/Time: January 21/5:02am

Length: 7:45

Source: Local

Description: Interview with Mark Winkler, Regional Emergency Management Coordinator, to discuss the importance of being prepared in case of an emergency or disaster, which in the area will most likely be caused by severe thunderstorms, tornadoes or an earthquake. Mr. Winkler discusses the importance of individuals and families to be prepared in case a disaster occurs, such as maintaining a three-to-five day supply of food and water in the home, as well as necessary medications, first aid supplies, flashlights and a battery operated radio. This will allow the family to manage on their own for a few days in case emergency responders are unable to arrive quickly. Mr. Winkler also talks about the importance of families putting together an emergency plan.

## **ISSUE: SUBSTANCE ABUSE**

Program: Independently Speaking  
Broadcast Date/Time: February 11/5:00am  
Length: 28:30  
Source: Local

Description: Interview with Jane Wernsman, director of the Cape Girardeau County Public Health Center, to discuss the subject of opioid abuse in the state of Missouri. Cape Girardeau was chosen as one of nine locations in the state where summit meetings would be held to discuss the subject of opioid misuse. The meeting brought together community leaders, first responders and health departments throughout southeast Missouri. In 2016, deaths from opioid abuse rose about 35% compared to the previous year. Ms. Wernsman discussed the role of the health community to help combat the danger of becoming addicted to opioid medications, such as creating a data base of opioid prescription users; as well as the responsibilities of the patient to make sure the drugs don't end up in the wrong hands by keeping the medication in a secure place and to never share their medication with another person.

Program: Business Today – Early Prevention Impacts Community  
Broadcast Date/Time: February 19 & 24/various  
Length: 2:00  
Source: Local

Description: WDKA's daily local business spotlight featured an interview with Natalie Sandoval, representing EPIC, a non-profit organization which focuses on preventing youth substance abuse. Ms. Sandoval promotes the group's "We Have Something to Say" event, to be held February 27<sup>th</sup>, to allow youth and adults to discuss the stressful factors in kids' lives that could lead them to using drugs.

## **ISSUE: CONSUMER SERVICES & AWARENESS**

Program: Open House  
Broadcast Date/Time: Saturdays, January 6-March 31/5:30am  
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.

## **ISSUE: CONSUMER SERVICES & AWARENESS cont.**

Program: Independently Speaking  
Broadcast Date/Time: January 14/5:00am  
Length: 28:30  
Source: Local

Description: Interview with Nina Balsom, representing legal counsel for Show Me Fair Housing, to discuss changes to the Missouri Commission on Human Rights. She says the most significant change is that discrimination against a particular group of people has to be the motivating factor in a lawsuit, not just a significant factor, which makes it much more difficult to prove discrimination. Another change is that anyone with a complaint must file with the state Human Rights Commission, instead of being able to take someone directly to court. Ms. Balsom also discusses that there is no longer any prohibition from someone to retaliate against someone who has filed a complaint, and the creation of caps on the amount of damages that can be claimed.

Program: Business Today – SEMO Alliance for Disability Independence  
Broadcast Date/Time: February 13 & March 3/various  
Length: 2:00  
Source: Local

Description: WDKA's daily local business spotlight featured an interview with Jodi Seabaugh, representing SADI, to promote the organization's Madness for a Cause fundraiser and silent auction, to be held March 24<sup>th</sup>.

## **ISSUE: YOUTH ORGANIZATIONS**

Program: River Tales  
Broadcast Date/Time: March 17/5:20am  
Length: 7:30  
Source: Local

Description: A look at a pro-social program called PeaceBuilders, a positive-behavior support program, implemented by the Matthews Elementary School. According to Principal Angie Hanlin, they found that nearly every instance of bullying or argument was a result of a put-down. Mr. Hanlin says they found that the cycle of bullying could be broken by correcting any wrongs and following up with praise and positive reinforcement for good behavior. Students and teachers at the school have noticed that the children have become more helpful and friendly towards each other.

## **ISSUE: ECONOMIC/BUSINESS DEVELOPMENT**

Program: Cape Chronicle

Broadcast Date/Time: January 7/5:11am

Length: 8:03

Source: Local

Description: Interview with Scott Meyer, City Manager of Cape Girardeau, Mo., to discuss the Purpose Built Community Initiative, a program whose goal is to end generational poverty. The program consists of three main elements; developing cradle-to-career education, mixed-income housing and community wellness. Mr. Meyer says the most important component of the program is to bring together local community leaders to discuss the most effective ways to combine their resources and efforts.

Program: Ag PhD

Broadcast Date/Time: Sundays, January 7-March 25/6:30am

Length: 30:00

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 diseases.

## **ISSUE: RELIGION**

Program: Faith Focus

Broadcast Date/Time: Tuesday-Friday, January 16-March 30/5:30am

Length: 30:00

Source: Local

Description: A half-hour religious based weekly program, produced locally by the Lighthouse Ministries in Cape Girardeau, Mo.

Program: Cape Chronicle

Broadcast Date/Time: January 21/5:11am

Length: 7:41

Source: Local

Description: Interview with Matthew and Virginia DeGonia, the directors of the Cape Girardeau Salvation Army. The couple discusses their backgrounds, how they became involved with the Salvation Army, and the mission of the organization, such as providing food and shelter for the homeless and needy, providing after-school activities for children and meeting people's basic needs without discrimination.

## **ISSUE: EDUCATION**

Program: Focus on Southeast

Broadcast Date/Time: March 4/5:00am  
March 25/5:00am

Length: 28:30

Source: Local

Description: A monthly program featuring Dr. Carlos Vargas, President of Southeast Missouri State University, discussing issues and events impacting the university. Each program features a variety of topics such as student activities and welfare, academic achievements, enrollment and budgetary issues.

Program: River Tales

Broadcast Date/Time: March 17/5:09am

Length: 4:29

Source: Local

Description: A look at the Digital Media Class being offered at the Perryville Area Career and Technical Center. Instructor Stan Cook discusses the history of how the class began and developed through the years, as well as having to keep up with changes in technology. The latest trend the class has included is the use of drones in video production. The class is responsible for operating the city's cable access channel, but have also begun posting their work on YouTube and Facebook. Mr. Cook says he has heard from graduates that they are often ahead of other freshman classmates when they more on to college.

## **EDUCATIONAL PROGRAMMING**

Program: Ocean Mysteries with Jeff Corwin

Broadcast Date/Time: Mondays & Tuesdays, January 1-March 27/9:00am

Length: 30:00

Program: Calling Dr. Pol

Broadcast Date/Time: Wednesdays & Thursdays, January 3-March 29/9:00am

Length: 30:00

Program: Outback Adventures with Tim Faulkner

Broadcast Date/Time: Fridays, January 5-March 30/9:00am

Length: 30:00

Program: Rescue Me with Dr. Lisa

Broadcast Date/Time: Saturdays, January 6-March 31/10:00am

Length: 30:00

Program: Teen Kids News

Broadcast Date/Time: Saturdays, January 6-March 31/10:30am

Length: 30:00

Description: These syndicated educational programs aired on WDKA during the first quarter of 2018, targeting children ages 16 and under. More information on these programs can be found in the WDKA's quarterly Children's Television Programming Report, filed with the FCC.

## **ISSUE: GOVERNMENT**

Program: Cape Chronicle

Broadcast Date/Time: February 4/5:12am

Length: 8:17

Source: Local

Description: Interview with Ryan Shrimplin, Cape Girardeau City Planner, concerning the city's Vision 2040 project to develop a long-term plan for the city. Mr. Shrimplin discusses that the first step is to hire a consultant to collect data about the city, which will be used to develop ideas for the city's future concerning infrastructure, transportation and business. The next step is to get the people involved through a series of workshops and community events, as well as a website and on-line polls.

Program: Cape Chronicle

Broadcast Date/Time: March 11/5:02am

Length: 16:30

Source: Local

Description: Interview with the two candidates for Cape Girardeau City Councilman for Ward 2. First was incumbent Shelly Moore, who believes the biggest priority for her ward is creating a youth center, to provide activities and educational services to children outside of school. She would also like improved restroom facilities for the local parks and safer pedestrian crossings across Highway 74. Next was candidate Scott Johnson, pastor for Soulful Harvest Ministries. He would like to use his experiences as pastor to serve on the city council. He is also part of the Life Impact Team, a service organization that is created through a collaboration of local professionals. He explains how he would like to develop more business collaboration on the south side of town, as well as developing better public housing.

Program: Cape Chronicle

Broadcast Date/Time: March 11/5:20am

Length: 7:57

Source: Local

Description: Interview with Cape Girardeau City Manager Scott Meyer to discuss the Park Recreation and Storm Water Sales Tax Extension, which will be on the April 3<sup>rd</sup> ballot. Mr. Meyer reminds viewers that this is not a new tax, merely a continuation of a current tax. He discusses how the tax has funded changes in the city drainage system to help minimize flooding in the city when there is heavy rainfall. The tax has also provided the creation of several community parks, and plans on how funds from the tax would also go to the creation of a new aquatic center.

## MISCELLANEOUS ITEMS

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

Program: Business Today – Community Caring Council

Broadcast Date/Time: January 10, 20 & 30/various

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured an interview with Dwana Leible, Event Coordinator for the Community Caring Council, to promote the group's Fire and Ice Gala on February 3<sup>rd</sup>, to raise funds for the group's Heating and Cooling Utility Assistance Program.

Program: Dr. Martin Luther King, Jr. Celebration Dinner PSAs

Broadcast Date/Time: January 10-17/various

Length: 20 sec

Source: Local

Description: WDKA produced and aired announcements to promote the Dr. Martin Luther King, Jr. Celebration Dinner, held January 17<sup>th</sup> in Cape Girardeau, Mo.

Program: Event Center

Broadcast Date/Time: January 13-March 31/various

Length: 30 sec

Source: Local

Description: WDKA produced and aired a weekly community calendar promoting various community events by local non-profit organizations and groups.

Program: Business Today – Humane Society of Southeast Missouri

Broadcast Date/Time: February 12 & 23/various

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured an interview with Jennifer Sokolowski, representing the Humane Society of Southeast Missouri, to promote the organization's Raise the Woof fundraiser to be held February 24<sup>th</sup> at the Jackson, Mo., Civic Center.

### MISCELLANEOUS ITEMS cont

Program: Business Today – Power of Women Luncheon

Broadcast Date/Time: February 27 & March 6/various

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured an interview with Trudy Lee, to promote the Power of Women Luncheon and Expo, to be held April 18<sup>th</sup>. The event celebrates the achievements of women at Southeast Missouri State University, while raising money for scholarships.

Program: River Tales

Broadcast Date/Time: March 18/5:01am

Length: 3:43

Source: Local

Description: A look at the Cape River Heritage Museum, featuring Museum Curator Charlotte Slinkard and Director Margaret Ford. The feature examines the history of the museum, as well as looks at some of the exhibits about the early settlers, such as Jean-Baptiste Girardeau and Louis Lorimier, and other city leaders who have had an impact on the city, such as Louis Houck.

Program: Business Today – Walk for Women

Broadcast Date/Time: March 27/various

Length: 2:00

Source: Local

Description: WDKA's daily local business spotlight featured an interview with Cindy Gannon, representing the Southeast Missouri State Athletics Department, to promote the 11<sup>th</sup> annual Walk for Women, to be held April 7<sup>th</sup>. The event celebrates the achievements of women athletes at the school, while also raising funds for scholarships.