

# WNAB-TV 58 (DTV 23) ISSUES AND PROGRAMS REPORT FOR Q1 2011

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.

The following is a brief summary of some specific issues addressed by these programs and through other means by WNAB during the first quarter of 2011:

## EDUCATION

**Comments-- February 5, 2011 #681, "TSU and the Maytown Project" 23 min program**

**Guest: Dr. Padgett**

Dr. Haney and Dr. Padgett discussed the potential benefits of the proposed Maytown agricultural research expansion at TSU.

**Comments-- March 12, 2011 #682, "All the King's Men" 23 min program**

**Guest: Eric Capeheart**

Dr. Haney featured a discussion with the founder and executive director of Nashville-based mentoring organization. Mr. Capeheart seeks to teach young men to respect themselves and others by getting a good education as well as becoming active in their own communities.

WNAB also closed out the third season of our academic quiz show "**Westfield Insurance Quizbusters**" in third quarter. 32 schools participated in our production this year and in our tournament in Q1 2011 we awarded over \$30,000 in academic grants to the qualifying schools, including a \$10,000 grant to the champion, University School of Nashville. Each team of four students not only got to appear on the program, but also received an introduction to what goes into a television production along with a station tour and discussion of the careers available in the broadcasting industry.

We recognize that education is an important key to a good future and are proud to do our part to nurture and showcase the academic talent found in our area schools.

WNAB also aired the following PSA's related to education in the first quarter of 2011:

	<b>High School Dropout "David"</b>	Spot from the Ad council and the US Army's "Operation Graduation" raising awareness of the issues faced by high school dropouts. Appeals to stay in school and graduate.
	<b>Corporation for National and Community Service</b>	raising awareness of the need for volunteers across a wide spectrum of non-profit and community organizations across the U.S. Contact information provided for viewers who want to get involved.
	<b>Bring Learning 2 Life</b>	Service Learning education for students, teaching them to support their communities with service in conjunction with classroom assignments. Contact information provided.

## **FAMILY ISSUES**

**Comments-- February 5, 2011 #681, "Vision of Hope" 23 min program**

***Guest: Foye Dubose***

Dr. Haney spoke with with Foye Dubose, founder and CEO of Vision of Hope, an African American Youth Mentoring group that teaches young boys how to create a positive image of themselves and make important contributions to society

**Comments-- February 5, 2011 #681, "Galaxy Star Drug Prevention Program" 23 min program**

***Guest: Laurel Greenlee, Kevin Brown***

Dr. Haney met with representatives of a locally-based drug prevention program who specialize in relating to children in ways that promote family-based solutions to the endemic problem of childhood drug abuse in middle Tennessee.

**Comments-- March 5, 2011, #703, "Spirituality and Self Esteem," 23 min program**

***Guest: Dr. Poe***

Dr. Haney discusses the important role spirituality plays in keeping oneself grounded in times of crisis. Family efforts to share their spiritual beliefs were presented, and contact information was provided for families seeking to grow closer in their spiritual lives.

**Comments-- March 26, 2011, #674, "Youth Violence and Economic Well-Being" 23 min program**

***Guest: Laurel Greenlee, "Big Fella" Sims***

Dr. Haney discusses the need for better employment options for disenfranchised youth, linking it to the continuing problem of community violence as young men

are forced to seek illegal and violent means to provide for themselves and their loved ones in the absence of gainful employment.

WNAB also aired the following PSA's related to family issues during the first quarter of 2011:

<b>Ice Age- "Nobody's Perfect"</b>	Humprous spot featuring animated characters demonstrating that one doesn't have to be a perfect parent to benefit a child in need of adoption. Contact information provided.
<b>Camels with a Cause tomato 5K</b>	Promoting a local road race benefiting the local YMCA organizations.
<b>PGA- "We're Here" TN</b>	Spot promoting the sport of golf from the PGA. Contact information provided for more information.
<b>Ice Age- "Meant to Be"</b>	Humprous spot featuring animated characters demonstrating that one doesn't have to be a perfect parent to benefit a child in need of adoption. Contact information provided.
<b>Create the Good "Fatih Hill"</b>	Spot promoting the Create the Good foundation seeking to better society by promoting individual efforts and personal improvement. Web plug and contact info provided for more information.
<b>Camels with a Cause tomato 5K</b>	Promoting a local road race benefiting the local YMCA organizations.
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<b>PSA 30 Mentor a Child Colin Powell</b>	Statesman Colin Powell makes an appeal for mentoring as a teaching tool for children and young adults.
<b>TN Foster Parents</b>	Highlighting the need for foster families in middle TN. Web plug and contact info provided.

## **POLITICS AND GOVERNMENT**

### **Comments-- January 15, 2011, #680, "Iran: From Revolution to Nuclear Ambition, "**

Dr. Haney spoke with Dr. Leonard Madu about the modern history of Iran and the potential for the country's nuclear ambitions to upset the balance of power in the Middle East.

23 min program.

### **Comments-- February 12, 2011, #704, "Sudan and Haiti,"**

Dr Haney again spoke with Dr. Madu about the parallels between the continuing crisis in Haiti and how that juxtaposes with the ongoing problems in the Sudan. Careful attention was paid to the differences in public reaction to the crises in the two different nations.

23 min program

**Comments-- February 26, 2011, #676, "Afghanistan,"**

Dr. Haney and Dr. Madu continued their series of discussions on the state of political unrest around the world in 2011 with a look at the recent events in Afghanistan, examining the situation in that nation in the light of the country's recent history and in conjunction with international interventionary efforts in recent years.

23 min program.

**Comments-- March 19, 2011, #689, "Islam, Politics, and Terrorism,"**

Dr. Haney and Dr. Madu discuss the outlook for Islam in the context of global terrorist activity and the political role played by organizations who practice both fundamentalist Islam and promote or support terrorist groups.

23 min program.

WNAB also aired the following PSA's related to politics and government in the first quarter of 2011:

<b>US Navy</b>	Spot promoting the mission and benefits of the US Navy. Contact information provided.
<b>PSA 60 Foreclosure Friends in Trouble</b>	Spot raising awareness of the National Foundation for Credit Counseling, a non-profit public service that helps those who may be in too much debt.
<b>PSA 15 Foreclosure Friends in Trouble</b>	Spot raising awareness of the National Foundation for Credit Counseling, a non-profit public service that helps those who may be in too much debt.
<b>PSA 15 Making Home Affordable.gov "Struggle"</b>	Spot promoting government programs to help homeowners struggling with debt in the difficult housing market
<b>PSA 15 USO Overnight Delivery</b>	Spot reminding viewers of the importance of the USO and the benefits they provide soldiers deployed in the field. Appeal for help and a web plug.
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<b>USO "Overnight"</b>	Spot reminding viewers of the importance of the USO and the benefits they

<b>Delivery"</b>	provide soldiers deployed in the field. Appeal for help and a web plug.
<b>PSA 30 Foreclosure Friends in Trouble</b>	Spot raising awareness of the National Foundation for Credit Counseling, a non-profit public service that helps those who may be in too much debt.
<b>Ssgt Heath calhoun</b>	Spot promoting the mission of homesforourtroops.com, who builds specially adapted homes for severely wounded military veterans. Web plug and contact information provided.
<b>Womenheart.org "Take Control"</b>	Raising awareness of women's heart issues. Contact information and web plug provided.
<b>US Coast guard TN "Born ready"</b>	Spot highlights the mission of the U.S. Coast Guard showing them maintaing security and rescuing boaters in trouble. Contact information provided.
<b>TN Army national guard</b>	Promoting the mission of the TN national Guard, highlighting the emergency reponse nature of their position. Contact information and web plug provided.
<b>IRS "Groceries"</b>	Spot form the IRS and the Ad Council raising awareness of the changes to the earned income tax credit for 2011. Contact information provided for viewers seeking more information.
<b>Chubby Checker- Prescriptions</b>	Spot from the Ad council and Medicare highlighting the programs available to Medicare beneficiaries to lower their overall prescription drug costs. Web plug and contact number provided.
<b>USO "Overnight Delivery"</b>	Spot promoting the mission and purpose of the USO and its importance in supporting troops overseas; web plug and appeal fr help included

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## **PUBLIC HEALTH & SAFETY**

**Comments-- January 29, 2011, #683, "Real Estate and Health in Tennessee,"**

Dr. Haney discussed the corollary between neighborhood/community locations and health risks in Davidson county.

WNAB also aired the following PSA's related to public health and safety in the first quarter of 2011:

<b>Drunk Driving Prevention</b>	Spot from the Governors' Highway Safety Commission reminding viewers of the dangers inherent in drink driving.
<b>Children's Miracle Network</b>	Spot promoting the National Pancake Day tie-in with IHOP benefiting the Children's Mracle network, an organization dedicated to making the dreams of terminally ill children come true.
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<b>Network</b>	Children's Miracle network, an organization dedicated to making the dreams of terminally ill children come true.
<b>EPA Radon "Baby Steps"</b>	Spot humorously raising awareness of the potentially serious consequences of radon gas infiltration in Tennessee homes; describes simple testing measures to make sure viewers' homes are not dangerous.
<b>H1N1 flu Vaccination</b>	reminding viewers that it's time to get another flu vaccination, locations and contact information provided .
<b>PSA 30 Youth Reckless Driving "Eyes"</b>	Spot reminding young drivers of their responsibility for safety when in a vehicle, even if they are not driving
<b>PSA 30 Cyberbully Chicken</b>	Informing viewers of the dangers inherent in cyber-bullying. Provides contact information for viewers to get more information and resources to help.
<b>H1N1 flu Vaccination</b>	reminding viewers that it's time to get another flu vaccination, locations and contact information provided .
<b>Childhood Obesity - Looney tunes</b>	Spot from the Ad Council and the Council of Orthopedic Surgeons using humorous cartoon characters to address the problem of childhood obesity. Helpful tips provided and web plug included for more information
<b>PSA 30 Guitar Hero Dudley Brush Your Teeth</b>	Kid-focused spot from the ADA using contemporary video game imagery to remind children of the importance of dental hygiene
<b>AHA: Go Red for Women</b>	Spot promoting the American Heart Associations efforts to raise awareness of heart disease in women. Contact information and web plug provided.
<b>TN Gas Safety</b>	Local spot encouraging viewers to ensure no gas pipelines will be harmed when digging on their property; gives telltale warning signs of potential pipeline leaks or other problems and web plug for more information.
<b>Red Cross "Change A Life"</b>	Promoting the benefits of the U.S. Red Cross, reminding viewers of the importance of donating blood.
<b>Binge Drinking Doesn't Start with a Drink</b>	Spot reminding younger viewers of the dangerous road to alcohol abuse and the possible negative consequences. Contact information and web plug provided for those seeking help.
<b>On the road-- Off the Phone</b>	Spot from the Governor's Highway Safety office reminding viewers that using a cell phone while driving is a safety risk.

See attached for a complete list of the PSA's aired by WNAB in the first quarter of 2011.

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