

## WVLT-TV 2015 4th Quarter Issues Report

### CHARITY/COMMUNITY ISSUES

Show: 5AM

Title of Story: REAL MEN - JEREMY COOK

Air Date: 10/1/2015

Duration: 2:00

Format: PKG

Description: Vice President of Pinnacle is raising money for breast cancer awareness/research.

Show: 6:00 A.M.

Air Date 12/30

Duration 1:51

Format: PKG

Description: Violence due to gangs in our area. How the community is trying to do something to stop all the shootings.

Show: 7am Saturday

Title of Story: Dream Connection

Air Date: 10/17

Duration: 0:50

Format: Glass / VO / SOTVO / FSS

Description: A third grader from Karns has cystic fibrosis. The Dream Connection gave him a trip to Disney World

Show: Local 8 News First at 4:00

Title: Volunteer Spirit: Money for Africa

Date: 10-30-15

Duration: 2:24

Type: Reporter PKG

Description: A local children's clothing company, Nani Kalani Clothing, donates \$5 of every dress it sells to the Mighty Acorn Foundation, which matches American families with orphans in Kenya to help take care of them.

Show: 5:00

Title of Story: Oak Ridge Football Uniforms

Air Date: 10/2

Duration: 2:20

Format: fronted PKG

Description: Local businessman decided to donate money so two middle school teams could get a uniform upgrade.

Show: Local 8 News at 11

Title: Giving Tuesday

Date: 12-1-2015

Duration: :35

Type: VO/FSS

Description: After partnering with the other media outlets around East Tennessee, Volunteer TV was able to raise more than \$5,000 dollars for the United Way and the charities they support.

## CRIME

Show: 5AM

Title of Story: CLOWN MASK CRIMES

Air Date: 10/13/2015

Duration: 1:00

Format: MUGSHOT/VO/SOTV

Description: Series of crimes with all suspects wearing clown masks. Sound from a psychologist on why clown masks are used.

Show: 6:00 A.M.

Air Date 12/21

Format: VO/SOT

Duration: 40

Description: Lisa Perry was shot while inside her house. Her son was a suspect in the Zaevion Dobson shooting and Heather interviewed his dad.

Show: 7am Saturday

Title of Story: Stolen Scout Money

Air Date: 11/21

Duration: 1:04

Format: Glass/ VO / SOT / Glass

Description: \$1500 raised by the Boy Scouts was stolen from the troop leader's car.

Show: Local 8 News First at 4:00

Title: Jefferson Murder Update

Date: 10-2-15

Duration: 2:04

Type: Reporter Live Shot

Description: Friends and family are shocked over the murder of 7-year-old McKala Dyer. An 11-year-old boy was arrested and charged with first-degree murder.

Show: 5:00

Title of Story: Deadly gang related shootings

Air Date: 12/18

Duration: 5:15

Format: Team Coverage, vo, map, mug, live pkg, live vo/sot

Description: two die in gang related shooting, including a teen trying to shield three others

Show: Local 8 News at 11

Title: Tougher Penalties for Shoplifters

Date: 11-3-2015

Duration: 2:12

Type: PKG

Description: While shoplifting is seen in most places a misdemeanor charge, Knox County's district attorney was lobbying to charge criminals alleged to have hit the same shop or store more than once with a felony.

## **ECONOMY**

Show: 5AM

Title of Story: AUTO LOAN DEBT

Air Date: 11/17/2015

Duration: 1:00

Format: FRONTED VO/GFX

Description: FINANCIAL ANALYSTS REPORT US CAR BUYERS OWE MORE ON THEIR CARS THAN EVER BEFORE. PREDICTIONS ON CAR SALES TO GO HIGHER.

Show: 5:00 AM

Air Date: 12/29

Format: VO/SOT

Duration: :35

Description: Steven Powell did a vo sot about how New years travel is really good for Gatlinburg and how they're expecting to have another record setting year.

Show: 7am Saturday

Title of Story: Knox Regal

Air Date: 10/24

Duration: 0:43

Format: Glass/ VO / SOTVO

Description: Regal Entertainment is moving their headquarters to the south Knoxville waterfront.

Show: Local 8 News First at 4:00

Title: Money Matters: Avoiding Holiday Scams

Date: 12-14-15

Duration: 3:00

Type: PKG Interview

Description: Financial expert Trae Wieniewitz breaks down some of the top scams during the holiday season, including fly-by-night web merchants, phishing scams, charity scams, and holiday e-card scams.

Show: 5:00

Title of Story: Gov. Haslam's Big Announcement

Air Date: 10/22

Duration: 2:30

Format: Fronted PKG

Description: New company brings 500 news jobs to East Tennessee.

Show: Local 8 News at 11

Title: Knoxville Chocolate Company

Date: 12-17-2015

Duration: 2:37

Type: PKG

Description: When many stores are selling chocolate and candy made from national entities, the Knoxville Chocolate company stays true to its roots, manufactured handmade chocolate at a business that's survived for more than two decades.

## EDUCATION

Show: 5A 12/9/2015

Title of Story: NEW FIELDS

Air Date: 11/23/2015

Duration: 1:35

Format: PKG

Description: 10 MILLION DOLLAR GIFT TO KNOX COUNTY SCHOOLS FOR NEW FOOTBALL FIELDS. \$100,000 ALSO GOES TO EACH SCHOOL FOR ACADEMIC APPROVEMENT.

Show: 6:00 AM

Air Date 12/10

Format: VO/SOT/FSS

Duration: 45

Description: Governor Haslam and his family made a huge donation to all knox county schools for new football fields BUT also a big chunk of money for educational purposes. Each school gets 100,000 dollars

Show: 7 am Saturday

Title of Story: Tn Promise Mentors

Air Date: 11/21

Duration:0:39

Format: CU / VO / SOTVO

Description: 60-thousand high school seniors applied for Tennessee Promise program. They are in need of mentors.

Show: Local 8 News First at 4:00

Title: Homework Go Karts

Date: 10-8-15

Duration: 1:36

Type: Reporter PKG

Description: The Boys and Girls Club of the Smoky Mountains offers an incentive for kids to complete schoolwork by hosting a celebration party once a month at a local go-kart attraction.

Show: 5:00

Title of Story: Tennessee Promise Deadlines

Air Date: 11/2

Duration::30

Format: Side-panel

Description: Deadline approaching for students to apply for the scholarship. Also deadlines for community service and mentors.

Show: Local 8 News at 11

Title: Special Needs Lawsuit

Date: 11-4-2015

Duration: 2:18

Type: PKG

Description: Families in Knox County joined a lawsuit to say that their special needs children were not only treated unfairly, but segregated from the rest of their classes. The lawsuit went on to allege that this was happening at elementary schools so the school system would receive more money.

## **EMERGENCY PREPARATION AND RESPONSE**

Show: 5AM

Title of Story: ASK HEATHER

Air Date: 11/4/2015

Duration: 1:30

Format: FRONTED GRAPHICS

Description: WINTER WEATHER PREDICTIONS. WHEN WE COULD SEE THE COLDEST TEMPERATURES AND HOW TO SIGN UP FOR MOBILE WEATHER ALERTS FOR SEVERE WEATHER.

Show: 5:00am

Air Date: 12/29

Format: PKG

Description: Kyle Grainger did a package about the threat of weather flooding and high winds.

Show: 7 am Saturday

Title of Story: Hurricane

Air Date: 10/24

Duration: 1:58

Format: CU / PKG / Glass

Description: Looking at the damage and effects of Hurricane Patricia. 15 thousand tourists were evacuated from the coast and put into shelters.

Show: Local 8 News First at 4:00

Title: Winter Fires

Date: 11-6-15

Duration: 2:07

Type: Reporter PKG

Description: Firefighters say fall is the time to get fireplaces and chimneys ready for colder weather so that you can stay warm safely through the winter.

Show: 5:00

Title of Story: Cumberland County prepares for winter

Air Date: 11/24

Duration: 2:15

Format: PKG

Description: nine months later crews still working on repairs after an ice storm. The county is preparing for another winter.

Show: Local 8 News at 11

Title: Woman Stuck In Car Saved

Date: 11-30-2015

Duration: 2:35

Type: PKG

Description: In Roane County, a woman's car drove off the road and into a ditch, pinning her in her car. After being there for nearly a day, the sheriff's office's chief deputy saw her car, and saved her from what could have been certain death.

## HEALTH

Show: 5AM

Title of Story: DANCING AND KIDS

Air Date: 10/20/2015

Duration: 1:00

Format: FRONTED SOT/VO

Description: THE BENEFITS OF KIDS LEARNING TO DANCE GOES BEYOND HEALTH. IT HAS DEVELOPMENTAL BENEFITS AS WELL.

Show 6:00 A.M.

Air Date: 12/7

Format: Interview

Duration: 2:00

Description: Registered dietitian Khrysta Baig came on the show to do medical matters. She talked about what to eat before you workout.

Show: 7am Saturday

Title of Story: Fit Bit Challenge

Air Date: 11/14

Duration: 0:36

Format: 2SHOT / VO / SOTVO

Description: You can register your fit bit and win money for charity. This could be as much as half a million dollars for an East Tennessee charity.

Show: Local 8 News First at 4:00

Title: Big Red Bow Project

Date: 11-5-15

Duration: 1:30

Type: Reporter Looklive

Description: Lexus of Knoxville and Alzheimer's Tennessee team up to collect gifts for East Tennesseans living with dementia.

Show: 5:00

Title of Story: Baby Report Released

Air Date: 11/5

Duration: :45

Format: vo/sot

Description: Nearly 11% of all babies born in Knoxville are premature. March of Dimes helps families with premature babies.

Show: Local 8 News at 11

Title: A Brush With Death

Date: 11-24-2015

Duration: 5:15

Type: PKG

Description: After a woman's struggles with opiod addiction, she's saved by a drug that officers have just recently started to carry around. Naloxone is powerful enough to reverse the affects of a opiod overdose and save a person's life.

## HUMAN INTEREST

Show: 5AM

Title of Story: DOG BENEFIT

Air Date: 10/22/2015

Duration: 2:00

Format: PKG

Description: LOCAL RESTAURANT IS USING SOME OF THEIR PROCEEDS TO HELP A 4 YEAR OLD BOY GET A SERVICE DOG.

Show: 5:00AM

Air Date 12/4

Format: VO SOT/FSS

Description: We ran a vo sot followed by a full screen of when scott kelly won scientist of the year.

Duration: 1:00

Show: 7 am Saturday

Title of Story: Man Propose Air

Air Date: 11/7

Duration:0:39

Format: CU/ SOTVO

Description: A man proposed to his girlfriend who is a reporter on live news. She said yes.

Show: Local 8 News First at 4:00

Title: Avett Brothers

Date: 12-4-15

Duration: 1:19

Type: Reporter Looklive

Description: The Avett Brothers perform a sold-out show at the Tennessee Theatre in downtown Knoxville. It's the 4th year of their annual Legendary Giveback Concert, which has raised more than \$175,000 for charities - this year's concert benefits the Love Kitchen, the Empty Stocking Fund, and Caps for Kids.

Show: 5:00

Title of Story: Guinea Pig Rescue

Air Date: 10/2

Duration: 1:50

Format: PKG

Description: group has organized a guinea pig rescue. Hoping to help and find homes for homeless guinea pigs

Show: Local 8 News at 11

Title: Former Gang Member Gives Warning

Date: 12-22-2015

Duration: 2:28

Type: PKG

Description: After a string of gang-related shootings in Knoxville, a former gang member who made it out the organization recalls what he went through, and warns children who are considering a life in a gang about the consequences of that choice.

## **POLITICS**

Show: 5:00 a.m.

Air Date 11/23

Format: VO/SOT

Duration: 40

Description: There was an article that came out saying that Mayor Rogero was a member of the KKK and that she was racist

Show: 7 am Saturday

Title of Story: Clinton TN

Air Date: 11/21

Duration: 0:27

Format: CU/ SOT/ CU

Description: Hilary Clinton stopped in Nashville and Memphis to campaign. She talked about border control and handling attacks across the globe.

Show: Local 8 News First at 4:00

Title: Trump In Knoxville

Date: 11-16-15

Duration: 5:38

Type: Team Coverage Reporter Live Shots

Description: Thousands line up in hopes of attending Donald Trump's rally at the Knoxville Convention Center. Local supporter Beada Corum spends the morning preparing to attend the rally and introduce Trump.

Show: 5:00

Title of Story: Trump in Knoxville

Air Date: 11/16

Duration: 4:30

Format: Team Coverage, Live PKG, Live sot

Description: Republican presidential candidate Donald Trump stops in Knoxville for a rally.

Show: Local 8 News at 11

Title: 9/11 First Responders Bill

Date: 12/10/2015

Duration: 1:08

Type: PKG

Description: The Local 8 News DC Bureau followed comedian Jon Stewart as he went to different U.S. Congressional offices, hoping to persuade lawmakers to extend the Zadroga Act, a bill aimed at giving first responders to the Sept. 11, 2001 terror attacks free health care to deal with cancer and lung disease.



## **PUBLIC SAFETY**

Show: 5 AM

Title of Story: CHRISTIAN GUNS

Air Date: 10/7/2015

Duration: 1:00

Format: VO/SOT/VO

Description: GUN STORE IS OFFERING DISCOUNTS TO CHRISTIANS AFTER MASS SHOOTINGS IN OREGON.

Show: 5:00 AM

Air Date 12/8

Format: PKG

Duration:1:46

Description: Kyle Warnke did a pkg on how those "hoverboard" things aren't very safe. The state fire marshal issued a warning about the hoverboards and kyle talked to the fire department.

Show: 7 am Saturday

Title of Story: Guns On Campus

Air Date: 10/17

Duration: 1:37

Format: CU / PKG / CU

Description: A senator says that putting guns in the hands of faculty members on campus is the start to increasing safety.

Show: Local 8 News First at 4:00

Title: Free Gun Locks

Date: 10-7-15

Duration: 1:21

Type: Reporter PKG

Description: Project Child Safe ships gun locks to police departments across the country, including Alcoa, for families to use to keep kids from accessing guns. The locks are free and keep guns from shooting.

Show: 5:00

Title of Story: Human Trafficking

Air Date: 10/14

Duration: 2:15

Format: fronted PKG

Description: Knoxville officers were involved in busting a sex trafficking sting-- what to lookout for.

Show: Local 8 News at 11

Title: No Refusal Weekend

Date: 12-30-2015

Duration: 1:49

Type: PKG

Description: As a way to discourage drinking and driving, the Tennessee Highway Patrol pledge to be out in full force during the holiday weekend for New Year's Eve and Day. No refusal means people cannot refuse a blood test if there's probable cause, and in this way hope that people would choose to not drink and drive in lieu of being caught.