

# WNKY

## Problems & Issues Report

**July 1<sup>st</sup> through September 30<sup>th</sup> 2006**

Completed October 10th, 2006

## **Overview**

WNKY provides to its viewers programs and Public Services Announcements, which address issues and areas of concern in the local community.

### **Section A**

Lists regularly scheduled and special full-length programming, which provided WNKY'S most significant treatment of community issues aired during the period of, July 1<sup>st</sup> through September 30<sup>th</sup> 2006

### **Section B**

Summary of Public Service Announcements and short segments aired during the past, July 1<sup>st</sup> through September 30<sup>th</sup> 2006

### **Section C**

Lists station non-broadcast participation in, and support of, Community activities.

## Section A

Lists regularly scheduled and special full-length programming, which provided WNKY'S most significant treatment of community issues aired during the period, July 1<sup>st</sup> through September 30<sup>th</sup> 2006

### **Family Value/Relationships/Morals:**

#### **Shepherd's Chapel- (M-F, 5-6AM)**

Religious/Spiritual program based on the premised of well being through prayer and religion.

#### **Kenneth Copeland Voice of Victory- (M-F, 6-6:30AM)**

Religious/Spiritual program based on the premised of well being through prayer and religion.

#### **In Search of the Lord- (Sun. 7-7:30AM)**

This program emphasizes bible study from the Church of Christ denomination. Blends office/study setting the congregational services.

#### **Old Fashioned Gospel Hour- (Sun. 7:30-8AM)**

Regional Missionary Baptist Church program features weekly speakers. Hosted by Elder Bobby Pitt.

#### **Mass of the Air- (Sun. 10-10:30AM)**

Catholic Church services available for people unable to attend their local church in person.

#### **Tyra Banks- (Mon-Fri. 11-12PM)**

The Tyra Banks Show is a U.S. daytime talk show hosted by former American supermodel Tyra Banks. The show focuses on issues facing women today.

#### **Martha Stewart – (M-F, 10-11AM)**

Martha the nationally syndicated lifestyle series hosted by Martha Stewart, features headliners, celebrities and ordinary people taking part in fun and fascinating projects--live, in front of a studio audience. Combining Martha's signature sense of humor with her love of people and projects, the hour-long show presents inspiring ideas from cooking and entertaining, to decorating, and home renovating.

**Starting Over- (M-F 12-1PM) *Ends September 18, 2006***

Starting Over features groups of women with emotional, physical or relationship challenges who move into a large house together and work with a staff of advisers. The show works with them women to improve on their challenges while monitoring their activities and using life coaches to counsel and support them along their way.

**Dr. Phil- (M-F, 5-6PM)**

Dr. Phil is a talk show that strongly emphasizes analysis and correction of anti-social behavioral patterns and development of socially responsible attitudes, values, and actions.

**Rachael Ray (M-F, 3-4 PM) *Starts September 18, 2006***

Host Rachael Ray presents simple solutions for everyday issues, offering viewers unique take-away information as well as entertaining ways to squeeze just a little more out of life every day. Showcasing Rachael's signature warmth, energy and her boundless curiosity for all aspects of life, the series engages viewers and in-studio audiences with a personal, hands-on, celebratory approach to life the Rachael Ray way. While Rachael continues to heat up the kitchen with her creative signature dishes, she also takes her audience beyond to explore all facets of life and good living.

## **Section B**

Summary of Public Service Announcements and short segments aired  
the period of July 1<sup>st</sup> – September 30<sup>th</sup>, 2006

- I. NBC Public Service Announcements**
- II. WNKY Public Service Announcements.**





## THE MORE YOU KNOW 2005/06 – AFFILIATE MENU

<b>CODE</b>	<b>TALENT</b>	<b>TOPIC</b>	<b>LENGTH</b>
ZNBC 5301	Mariska Hargitay, Brian Williams, Josh Duhamel, Molly Sims, Benjamin Bratt, Miguel Ferrer, Sarah Chalke	Family Communication	:30
ZNBC 5302	Benjamin Bratt	Reading	:30
ZNBC 5303	Donald Trump	Family Communication	:30
ZNBC 5304	Ann Curry	Reading	:30
ZNBC 5305	Donald Faison	Monitoring TV Viewing/V-Chip	:30
ZNBC 5101	Mariska Hargitay	Self-Esteem	:10
ZNBC 5102	Brian Williams	Disaster Relief	:10
ZNBC 5103	Donald Trump	Smoking	:10
ZNBC 5104	Molly Sims	Volunteerism	:10
ZNBC 5105	Josh Duhamel	Internet Safety	:10
ZNBC 5106	Ann Curry	Diversity/Prejudice	:10
ZNBC 5107	Benjamin Bratt	Substance Abuse	:10
ZNBC 5108	Linda Cardellini	Drinking & Driving	:10
ZNBC 5109	Miguel Ferrer	Parental Involvement in School	:10
ZNBC 5110	Sarah Chalke	Child Abuse & Neglect Prevention	:10
ZNBC 5111	Donald Faison	Reading	:10
ZNBC 5112	Carson Daly	Mentoring	:10
ZNBC 5113	Mariska Hargitay	Emergency Planning	:10
ZNBC 5114	Brian Williams	Autism	:10
ZNBC 5115	Donald Trump	Substance Abuse	:10
ZNBC 5116	Molly Sims	Self-Esteem	:10
ZNBC 5117	Josh Duhamel	Mentoring	:10
ZNBC 5118	Mariska Hargitay	Diversity/Prejudice	:10
ZNBC 5119	Miguel Ferrer	Violence Prevention	:10
ZNBC 5120	Linda Cardellini	Stay in School	:10
ZNBC 5121	Donald Faison	Parental Involvement in School	:10
ZNBC 5122	Mariska Hargitay	Child Abuse & Neglect Prevention	:10
ZNBC 5123	Carson Daly	Diversity/Prejudice	:10
ZNBC 5124	Sarah Chalke	Drinking & Driving	:10
ZNBC 5125	Mariska Hargitay	Substance Abuse	:10
ZNBC 5126	Brian Williams	Volunteerism	:10
ZNBC 5127	Molly Sims	Internet Safety	:10
ZNBC 5128	Miguel Ferrer	Mentoring	:10
ZNBC 5129	Ann Curry	Hunger	:10
ZNBC 5130	Donald Faison	Monitoring TV Viewing/V-Chip	:10

### TO FOLLOW THE PSAs:

THE MORE YOU KNOW logo – fill logo and matte logo

THE MORE YOU KNOW music cuts -- :30 and :10 versions of music



## **Section C**

### **Summary of non-broadcast participation in, and in support of Community activities**