

WNAB-TV 58 (DTV 23) ISSUES AND PROGRAMS REPORT FOR Q2 2007

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.

Another program aired by WNAB that serves community interests is "Hispanics Today", a weekly half-hour series broadcast on Sundays at 11:30 AM that focuses on issues relating to America's growing Hispanic population. This program features segments of particular importance and relevance to our viewing public, which includes a burgeoning Hispanic community.

The following is a brief summary of some specific issues addressed by these programs and through other means by WNAB during the second quarter of 2007:

COMMUNITY AND GOVERNMENT

WNAB co-sponsored a forum along with the Hispanic Chamber of Commerce for the top candidates for the office of mayor of Metro Nashville on July 25, 2007. Candidates were posed questions related to education, public safety, immigration, environmental awareness, and other topics. Other news outlets were invited to cover the event and WNAB telecast the event in its entirety on Saturday, July 28th at 7:00 PM.

Not only did the public at large receive the benefit of insight into the candidates' positions on these relevant issues, but some of the students at Watkins College of Art and Design were given an introduction to television production as staff and assistants to the shoot, helping with the technical aspects of the production (pre-and post-production) as well as getting to interact with the candidates and their respective staff.

PUBLIC HEALTH

- *Comments #549, "Managing Diabetes," aired 4/28/07, 22 mins*
This episode focused on the symptoms, treatment, and prevention of diabetes in children and adults.
- *Comments #567, "Fluoride Controversy," aired 6/16/07, 22 mins*
This episode featured a discussion of the myths and realities of the addition of fluoride to the public water supply.
- *Hispanics Today #630 aired 4/22/07, 6 min segment*
Engaging mind, body and soul—a Triple Play for our youth.

Triple Play is about the whole person – the mind, body and spirit. Triple Play is a day devoted to child's play. It's a program created by the Boys & Girls Clubs of America to improve the health and well-being of children.

The goal is to give children guidance in making healthy choices:

- **Mind**—developing a knowledge base to acquire healthy habits, such as making smart food choices, understanding appropriate portion sizes, and creating fun and healthy meals.
 - **Body**—becoming more physically active through daily fitness and fun, including activities to get kids active and moving.
 - **Soul**—strengthening character and reinforcing positive behavior with social recreation activities designed to improve confidence and develop interpersonal skills.
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- *Hispanics Today #634 aired 5/20/07, 6 and 7 min segments*
D's in Diet
A study in the American Journal of Public Health reports that Texas 4th graders are a whopping 70% heavier than the national average. Researchers identified Texas' large Latino population at particular risk. Hispanic foods, rich in highly caloric foods like cheese may be part of the problem but perhaps more troubling is the sedentary life of Latino boys who are increasingly choosing video games over more strenuous activities. Texas educators are tackling the challenge by incorporating a special diet/exercise program into the school curriculum. They fear if they don't turn the tide children will be doomed to develop diabetes as a result of poor lifestyle choices.

Interview: Jane Delgado, PhD- Diabetes, Health and the Economy

“Health doesn’t happen in a vacuum,” declares Dr. Jane Delgado, President and CEO of the National Alliance For Hispanic Health. Our future economy is dependent on a healthy workforce, and lost workdays as a result of poor health have a significant impact on the economy. The issue needs to be addressed with our youth. Overweight Latino children are more prone to develop diabetes and self-esteem issues. Poor self-esteem can negatively influence academic performance, making kids reluctant to take full advantage of the very educational opportunities which ultimately lead to better paying jobs.

- WNAB also donated airtime, staff and other resources as a co-sponsor of the following health-related events:
 - “Arthritis Walk” on May 19-20, an event to raise awareness and funding for the National Arthritis Society.
 - “Relay for Life ” on April 27-29” benefiting the American Cancer Society
- Additionally, WNAB aired the following PSA’s in the interest of raising public awareness of health-related issues:
 - “Lazy Bones” by the American Council of Orthopedic Surgeons encourages adults and children to be more active so they can develop strong bones and prevent osteoporosis
 - “Time For Exercise” by the US Department of Health and Human Services features the characters “Elmo” and “Luis” from “Sesame Street” encouraging healthy diet and exercise for kids
 - “Siblings” from the March of Dimes raises awareness of issues relating to premature births and encourages viewers to find out what they can do to help in their community.
 - "Broadway" from the Autism foundation, raising awareness of autism and encouraging viewers to get involved in finding a cure
 - PSA's for the local chapter of the American Red Cross encouraging the area public to donate blood and providing information about times and locations where viewers could do so

EDUCATION

- *Comments With Dr. James Haney #554, "Ex-offenders and Re-entry into Free World," aired 6/2/07, approx 10 mins*

This episode provided a discussion of prison inmates who have served their debt and are released on parole, and the role that continuing education can play in helping them build a career after incarceration

- *Hispanics Today #639 aired 6/24/06, 6 min segment
Spoons Across America-Getting Kids Cooking*

Some pint-sized chefs from New York City recently hosted a dinner party with the help of some pretty impressive talent: New York Mayor Bloomberg's personal chef at Gracie Mansion, Feliberto Estevez. Spoons Across America, the event sponsor, is a national organization providing food and nutrition education to children and families through classroom, after-school and community based programs.

- WNAB also donated staff, airtime and other resources as a co-sponsor of the following event related to education:
 - "Walk and Roll" on April 22nd, an event raising awareness and funds for Nashville's Technology Access Center.
- WNAB also addressed the issue of education through the following PSA's:
 - "Skateboard" from the US Library of Congress shows kids how they can have fun with history using resources from the LOC's web site
 - "Megaphone" and "Bus" from the US Army's "Operation Graduation" program feature kids going to extreme lengths to prevent their friends from dropping out of school, encouraging children to take responsibility for their own education as well as that of their friends.
 - "Cheat Sheet" from the US Army and Operation Graduation demonstrates the crucial role parental support plays in children's education.
 - "Joey" and "Montage" by the US Army and Operation Graduation feature a young Hispanic boy describing the events that befall him after he leaves school, and how those things turn around once he returns.

FAMILY ISSUES

- *Comments with Dr. James Haney #562, "Family Foundation Fund," aired 5/26/07, 22 mins*

This episode focused on the efforts of a program designed to intervene in the lives of troubled youths who come from homes with no father present. Featured a detailed statistical analysis of the impact absent fathers have on the lives of the children left behind.

- *Hispanics Today #629 aired 4/15/07, 6 min segment*
Two "Forever Families" Mean Four Fewer Latino Children Waiting for Adoption

Every child deserves to be part of a *loving* family. Far too many Latino children are in the foster care system and in need of a *permanent, loving* homes. In Los Angeles County, *highest* percent of children receiving child welfare services are Hispanic. Meet three children who *might* have been among them are not — thanks to the *extraordinary efforts* of an uncle who stepped forward on their behalf.

In spite of the pervasiveness of the adoption problem, myths abound and many people hold old, outdated ideas. Adopted children are not by nature problem children or delinquents. And if you want to adopt you don't have to be rich, or married, or young to adopt a child. You don't need a large home or big bank account. You can be single, married, young or older. What you need is a stable home, *mucho carino* and the desire and commitment to give a child a permanent home and a loving family. Meet a single 40 year-old woman from New Haven whose journey to parenthood defied all these myths about adoption, and more.

- WNAB also aired the following PSA's relating to Family Issues during the past quarter:
 - "Gift" from Adopt US Kids informs viewers that one doesn't have to be a perfect parent to adopt children, one just has to try their best
 - "Hamster" from Adopt US Kids informs viewers that one doesn't have to be a perfect parent to adopt children, one just has to try their best
 - A PSA from the Bureau of Missing and Exploited Children featuring cast member of CW program "7th Heaven" discusses safe practices for children going online.

- Additionally, WNAB sponsored the following events designed for families during this quarter:
 - Our annual "Movies in the Park" events held on Wednesdays throughout May and June of this year in downtown Centennial Park provided a great opportunity for free family entertainment for Metro area families.
 - WNAB also co-sponsored Nashville's family-friendly "Earth Day" celebration on Sunday, 4/21, featuring music, food, crafts, and games for kids.
 - WNAB also aired PSA's supporting the "Rivers and Spires" festival in Clarksville, TN which provided a free opportunity for family-fun events.

CAREER ISSUES

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- *Comments #565, "Aphesis House," aired 6/23/07, 22 mins*
This episode focused on the rehabilitation and re-education of paroled offenders, who through the Aphesis House program are provided with a way to create a career path for themselves.
- *Hispanics Today #631 aired 4/29/07, 6 min segment*
Access to Capital: The Next Level of Latino Enterprise
Entrepreneurial success stories from the U.S. Hispanic business community are mounting — some of them spectacularly — and, slowly but surely, Latino financial services companies are being noticed as well. By focusing on opportunities to finance exciting Hispanic businesses, they are attracting some of the nation's biggest investors.
That is, investors like the New York City pension fund and the California Public Employees Retirement System, funds worth billions of dollars seeking low risk and high returns.

Why the sudden draw? Hispanic businesses providing goods and services to Hispanic and multicultural communities are tapping into over \$700 billion in Hispanic spending power in the U.S. — and that spending power is expected to top \$1 trillion by 2010, in part because one out of every two babies born in the U.S. today is Hispanic.
- *Hispanics Today #634 aired 5/20/07, 6 min segment*
Manuel-A Rhinestone Studded Sparkling Business Takes Center Stage
No one makes western wear like Manuel anymore. His list of clients read like a who's who list of country music legends and rock and roll icons. Everyone from Johnny Cash to the Rolling Stones wear Manuel's fashions on stage. The inspiration for Manuel Cuevas' designs first flickered before his eyes in a Jalisco, Mexico movie-theater while watching American westerns. He moved to Hollywood, securing a job with the hottest rodeo tailor in town, Nudie Cohn. Manuel eventually struck out on his own, setting up shop in Nashville, where his business thrived. After more than

half a century in the U.S. Manuel decided to pay tribute to his adopted country, designing 50 jackets, one for each state. The jackets, along with a retrospective of his work recently went on display at Nashville's Frist Center for the Visual Arts.

- *Hispanics Today #636 aired 6/3/07, 6 min segment*

Boom Times for Latino Businesses

Meet Bill Salas and the Hispanic Association of Contractors & Enterprises, and Carmen Febo, Physician and Director of Taller Puertorriqueno. Meet Raymond Yabor and his 503 Corporation ... Mercy Mosquera at two well-known restaurants, Tierra Colombiana and Mixto. Meet Varsovia Fernandez, Executive Director of the Greater Philadelphia Hispanic Chamber of Commerce. And meet others, who come from different countries in the Caribbean, Central and South America and have added their energy and their spirit to the "city of brotherly love."

Urban pundits and economists say Philadelphia is experiencing a "rebirth" for the 21st Century. Ironically, a lot of that rebirth has to do with preserving what's uniquely Latino in the many faces of the "city of brotherly love."

- WNAB also aired the following PSA addressing career issues:
 - "For Country" from the USMC shows Marines engaged in daily activities, demonstrating how they live up to their motto.

OTHER COMMUNITY SERVICE ACTIVITIES

WNAB also served the community through its internet website, posting community activities and events on its Community Calendar page. WNAB listed over 60 community events on this page during the course of the quarter. A link to this page was prominently displayed on the website's main page to make this information easy to access for visitors.

WNAB also co-sponsored the following community events:

- Nashville Kats – Apr. 7 (Arena Football game benefiting the Leukemia Lymphoma)
- Nashville Kats – May 11 (Arena Football game benefiting Nurses for Newborns)
- Nashville Kats – May 25 (Arena Football game benefiting Cystic Fibrosis Foundation)
- Nashville Kats – Jun. 23 (Arena Football game benefiting Cell Phones for Soliders)

Following this Document is a complete list of the Public Service Announcements broadcast by WNAB during the first quarter of 2007.



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