

WLAC  
Nashville, TN  
Quarterly Issues/Programs List  
Fourth Quarter, 2012  
06/10/2013

WLAC  
Quarterly Issues/Programs List

---

WLAC provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

1. Family Crisis (divorce, alcoholism, abuse, etc.)
  2. Social Problems (AIDS, racism, pollution, violence, poverty, crime, etc.)
  3. Government Concerns (taxes, elderly, healthcare, etc.)
  4. School & Youth (drugs, guns, busing, juvenile crime, education, etc.)
  5. Utilizing Nashville's Resources (free family outings, concerts, picnics, etc.)
  6. Making Nashville better
  7. Support and fund raising for kid and family programs.
  8. Volunteer Opportunities... Supporting our Troops, Red Cross.
- 

**Section I**  
**LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

Date: 10/7/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 27:00

Title of Program: Music City Magazine 2012

Joe Elvis: 10/7/12 - Brooks House - Brenda Callis - House Manager - Runs 30 min.

To Provide a safe, comfortable environment for women and children seeking shelter and to connect them with resources to help them change their lives.

<http://www.brookshouse.org/index.html>

Dan Eidem - Bill Cheney with John Hancock Financial Services and Mathew Greenwald of Mathew Greenwald & Associates join Dan Eidem to talk about why right now is the a good time to consider investing in certain stocks and

mutual funds, and which ones you should consider. They'll also discuss lagging concerns they still have on major economic issues, what investors' top priorities are right now and investors' outlook on the election.

Date: 10/14/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

Joe Elvis- 10/14/12 - Nashville Cat Rescue - Kim Kemeck – Director

Nashville Cat Rescue is a non-profit organization dedicated to rescuing cats and kittens from off the streets and from high-kill shelters and placing them into loving, permanent homes. All cats and kittens that come through our program receive superb veterinary care before they are adopted out to the public. Each Nashville Cat Rescue cat or kitten is tested for FIV/FeLV, spayed or neutered, de-wormed, given flea preventative, and given all necessary vaccinations.

<http://www.petfinder.com/shelters/TN369.html>

Rutherford County Schools spokesperson Jenna Stitzel joins Dan Eidem to talk about their efforts to provide students with healthier food options.

Date: 10/21/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

Joe Elvis- Boulevard Bolt - George Mabry - Communications Director

The 2012 Boulevard Bolt marks the 19th anniversary of this annual Thanksgiving Day event. The Boulevard Bolt holds a long tradition of serving Nashville's homeless community. In addition, many generous individuals, organizations and corporations sponsors, The Boulevard Bolt ensures that the funds are raised to help the homeless. Dan Eidem UNICEF is back with their annual trick or treat for UNICEF campaign and President and CEO Caryl Stern will share details about this year's events. And, winter wellness expert Dr. Kerri Peterson also joins Dan Eidem to talk about staying healthy this upcoming winter season.

Date: 10/28/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

Joe Elvis: Safe Haven Family Shelter - Stephanie Tinnell, House Coordinator. Safe Haven is the only shelter-to-housing program of its kind in Middle Tennessee that accepts the entire homeless family. We keep the family together and provide comprehensive services that empower them to achieve lasting self-sufficiency.

<http://safehaven.org/>

Joe Elvis: Books from Birth - Sheryl Rogers - Director

To increase literacy and school readiness while strengthening the relationships of families. Books from Birth of Middle Tennessee wants to foster a love of reading in all Middle Tennessee children.

Dan Eidem: Former governor of Oklahoma and president and CEO of the American Bankers Association Frank Keating joins Dan Eidem to discuss the impact of this year's drought on the agricultural and banking industries and provide tips for Tennessee farmers and ranchers seeking help through this cycle.

Date: 11/4/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 27:00

Title of Program: Music City Magazine 2012

11/4/12 - Friends Life - Kim Dougherty - Executive Director - Runs 12 min.

Friends Life helps adults with intellectual and developmental disabilities to grow personally, develop socially, and live productive and fulfilling lives as part of the Nashville community.

<http://friendslife.org/>

Rutherford County Schools spokesperson Jenna Stitzel tells Dan Eidem about their efforts to provide students with healthier food options.

Date: 11/11/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

11/11/12 - Mayor's Challenge 5k Run - Mayor Karl Dean - Runs 30 min.

Building on the success of the "Walk 100 Miles with the Mayor" program, last fall Mayor Karl Dean issued a new challenge to Nashvillians – walk or run a 5K (3.1 miles) with him on the streets of Downtown Nashville. More than 5,000 people participated in the inaugural Mayor's Challenge 5K Walk / Run. Now in its second year, the Mayor's Challenge 5K has expanded to include a Kids' Fun Run, a .75-mile course for children 12 years of age and under

<http://www.mayorschallenge5k.nashville.gov/>

Hacker, inventor and futurist Pablos Holman joins Dan Eidem to expose how hackers think and offer crucial advice to listeners on how they can protect personal information.

Date: 11/18/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

11/18/12 - 'Indelible' - Demetria Kalodimos - WSMV Anchor. - Runs 30 min.

INDELIBLE: THE CASE AGAINST JEFFREY WOMACK is a one hour Channel 4 investigation into the stories never told, the voices never heard, and some astounding mistakes made in the pursuit of justice. The Metro police case file and in never before heard recordings, the case unfolds like it was 1975 all over again.

<http://www.belcourt.org/events/indelible-the-case-against-jeffrey-womack.518503>

Tracy Lawrence Turkey Fry - Tracy Lawrence, founder.

Since the event's inception, Tracy and his friends in music have donated more than 4,000 turkeys and meals valued at \$84,000. Thus far, the event has raised more than \$100,000 to help Nashville's homeless.

[http://www.nashvillerescuemission.org/filter.asp?SID=1&fi\\_key=1&co\\_key=296](http://www.nashvillerescuemission.org/filter.asp?SID=1&fi_key=1&co_key=296)

Date: 11/25/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

11/25/12 - Second Harvest Food Bank - Matthew Bourlakis, Executive Director.

Second Harvest Food Bank of Middle Tennessee opened its doors in 1978 with commitment from several community leaders. The purpose of the organization was to provide a central distribution center for companies, groups and individuals who wished to help provide food for hungry people in Middle Tennessee. Second Harvest's mission is to feed hungry people and work to solve hunger issues in our community.

<http://secondharvestmidtn.org/>

A new survey of parents and their adult children found that many struggle to communicate about topics regarding finances and that significant misconceptions exist between the two because they're not having these important conversations. Chris McDermott with Fidelity Investments joins Dan Eidem with details of that survey.

Date: 12/2/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 27:00

Title of Program: Music City Magazine 2012

Segment 1:

12/2/12 - City of Hope - Mary Sadegy, Communications Director - Runs 30: min

City of Hope is recognized worldwide for its compassionate patient care, innovative science and translational research, which rapidly turns laboratory breakthroughs into promising new therapies.

<http://www.cityofhope.org/Pages/default.aspx>

Segment 2

12/2/12 - George Castineiras, Senior Vice President of Prudential Retirement, joins Dan Eidem to provide perspective on the importance of social security to retirees and strategies we can use to maximize our social security benefits.

Date: 12/9/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

Segment 1:

12/9/12 - Martha O'Bryan Center - Marsha Edwards, CEO - Runs 30 min.

On a foundation of Christian faith, Martha O'Bryan Center empowers children, youth, and adults in poverty to transform their lives through work, education, employment and fellowship.

<http://www.marthaobryan.org/>

Segment 2

12/9/12 - Waste management expert Sharon Kneiss, the president and CEO of the Environmental Industry Associations joins Dan Eidem to share helpful tips on how to minimize our waste footprint during the holiday season.

Date: 12/16/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

Segment 1:

12/16/12 - American Red Cross - Regina Raccuglia, Communications Director. - Runs 30 min.

American Red Cross Biomedical Services plays a critical role in our nation's health care system. It is the largest single supplier of blood and blood products in the United States, collecting and processing more than 40 percent of the blood supply and distributing it to some 3,000 hospitals and transfusion centers nationwide.

<http://www.redcrossblood.org/>

Segment 2

Vanderbilt Children's Hospital Guitar Giveaway - John Rich

John Rich, from Big and Rich, donated guitars to the Children's Hospital at Vanderbilt for children with life threatening diseases.

Date: 12/23/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

Segment 1:

12/23/12 - Second Harvest Food Bank - Matthew Bourlakis, Nashville Director - Runs 30 min.

Second Harvest's mission is to feed hungry people and work to solve hunger issues in our community.

<http://secondharvestmidtn.org/>

Segment 2:

12/23/12 - Tennessee-based Dollar General Literacy Foundation is teaming up with the Ad Council for the GED Achievement Campaign. The Director of the Foundation Denine Torr joins Dan Eidem with details.

Date: 12/30/12

Length of support: Ran 1 time

Duration: Aired 7:30 A.M. Length 26:33

Title of Program: Music City Magazine 2012

Segment 1:

12/30/12 - Friends Life - Kim Dougherty, Director - Runs 30 min.

Friends Life helps adults with intellectual and developmental disabilities to grow personally, develop socially, and live productive and fulfilling lives as part of the Nashville community.

<http://friendslife.org/>

Segment 2:

12/30/12 - Tennessee-based Dollar General Literacy Foundation is teaming up with the Ad Council for the GED Achievement Campaign. The Director of the Foundation Denine Torr joins Dan Eidem with details.

---

**Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

(Insert network and/or syndicator-provided programs lists here.)

---

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health Concerns	PSA: CARBON MONOXIDE SAFETY 30	000:30	017
Health Concerns	ST JUDE HOSPITAL	001:00	026
Better Environment	STOPLITTER.ORG	000:29	075
ARTS	SMITHSONIAN	000:31	004
Better Environment	AHRQ.gov	000:30	086
Better Environment	American Lung Association	000:57	161
Better Environment	The Nature Conservancy	000:35	071
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	008
DISABILITY EMPLOYMENT	DISABILITYCAMPAIGN.ORG	000:30	079
DISABILITY EMPLOYMENT	DISABILITYCAMPAIGN.ORG	001:00	083
Family Crisis Social Problems	Feeding America.org	000:32	050
Family Crisis Social Problems	USCCB.org	001:00	127
Family Crisis/N'ville Resourc	Safe Haven Family Shelter	000:15	042
Family Crisis/N'ville Resourc	Safe Haven Family Shelter	000:17	065
Family Crisis/N'ville Resourc	Safe Haven Family Shelter	000:30	155
Family Crisis/N'ville Resourc	Safe Haven Family Shelter	000:31	069
Gov't & Veteran's Issues	Fisher House	000:30	087
Gov't & Veteran's Issues	Fisher House	000:31	038
Gov't & Veteran's Issues	Marines	000:31	081

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Gov't Concerns, Volunteer Opp	USO.org	000:15	047
Gov't Concerns, Volunteer Opp	USO.org	000:30	052
Government Concerns	Air Force Reserves	000:30	156
Government Concerns	Alliance to Save Energy	001:00	161
Government Concerns	ESGR.org	000:30	088
Government Concerns	USO.org	000:30	158
Health Concerns	American Heart Association	000:30	048
Health Concerns	ARTHRITS FOUNDATION	000:30	085
Health Concerns	ARTHRITS FOUNDATION	001:00	142
Health Volunteer Opportunity	Nashville Red Cross.org	000:31	149
LUNG CANCER	American Heart Association	000:30	018
LUNG CANCER	American Heart Association	001:00	027
LUNG CANCER	AMERICAN LUNG ASSOC.	001:00	252
MILITARY AND VETERANS	Fisher House	000:30	042
Money Mgmt & Financial Educat	Nat'l Endowment of Financ Ed	000:31	045
MOVERS & SHAKERS	NAT'L MULTIPLE SCLEROSIS SOCI	000:31	045
MOVERS & SHAKERS	NAT'L MULTIPLE SCLEROSIS SOCI	000:32	040
Public & Environmental Safety	US Forestry Service	000:15	044
Public & Environmental Safety	US Forestry Service	000:30	160
Public Safety	A.T.S.S.A..org	000:31	082
Public Safety	FEMA	000:10	009
Public Safety	FEMA	000:30	049
Public Safety	RADD.org	000:30	050
Public Safety	RADD.org	000:31	160
Public Safety	US Dept of Transportation	000:30	085
Schools and Youth	Nat'l Assn of Music Merchants	000:15	115
SELF ESTEEM	SPECIAL OLYMPICS	000:24	005
SELF ESTEEM	SPECIAL OLYMPICS	000:30	063
SELF ESTEEM	SPECIAL OLYMPICS	000:31	019
STOP LITTER IN TN	STOPLITTER.ORG	000:30	146
Utilizing Area Resources	New Leash on Life	000:30	142
Veteran's Issues/Resources	IAVA.ORG	000:30	048
Veteran's Issues/Resources	Paralyzed Veterans of America	000:30	085

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Volunteer Opportunies	United Way	000:30	084
Volunteer Opportunies	Wounded Warrior Project	000:31	045