



# ISSUES/PROGRAMS LIST

3<sup>RD</sup> Quarter: July - September 2013

## TRENDS ON 3

30 Minute Local Public Affairs Show



**Host: Donna Elle**

Issue	07/06/13: "Relationships"
<p><b>Family</b> Duration: 13.5 min (45%)</p> <p><b>Education</b> Duration: 6.5 min (22%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p>There's a lack of family unity in our community as well as our country. Men/fathers not understanding their roles; children with no role models or positive influences to show them the way. Marriage and relationships as a whole is our topic on today's show.</p> <p><b>Guests:</b> Eric Terry Sr. – Real Talk Consulting Angie Wynn – Transitions</p>
Issue	07/13/13: "Educating Black Males"
<p><b>Education</b> Duration: 6 min (20%)</p> <p><b>Community</b> Duration: 7.5 min (25%)</p> <p><b>Youth</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p>The Public Education Foundation (PEF) has partnered with Hamilton County and surrounding area schools for almost 25 years providing training, research and resources to teachers and principles. They also offer financial aid information for college and scholarship advice. On this edition of Trends, host, Donna Elle, speaks with the PEF about what it takes for young black males to succeed in higher education. Then.... Yusuf Hakeem is here to talk about some of the setbacks children within our community face and how they can be resolved.</p> <p><b>Guests:</b> Yusuf Hakeem – City of Chattanooga Stacy Lightfoot – Public Education Foundation</p>

<p><b>Issue</b></p> <hr/> <p><b>Education</b> Duration: 7 min (23%)</p> <p><b>Community</b> Duration: 6.5 min (22%)</p> <p><b>Youth</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>07/20/13: “People Doing Great Things”</b></p> <hr/> <p>What rights do non-custodial parents have? Donna Elle speaks with State Representative Joanne Favors about laws affecting non-custodial parents, the changes of child support and how fathers, especially, can get help from the government. Representative Favors has held several forums in the city supporting non-custodial parents. Then – Johnny Taylor is hosting a basketball camp for youth ages 8-18 that teaches the fundamentals of basketball as well as the fundamentals of making career decisions.</p> <p><b>Guests:</b> Joanne Favors – State of Tennessee Josh Dizik – Child Support Task Force Johnny Taylor – UTC Athletics</p>
<p><b>Issue</b></p> <hr/> <p><b>Education</b> Duration: 7 min (23%)</p> <p><b>Community</b> Duration: 6.5 min (22%)</p> <p><b>Health</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>07/27/13: “Sickle Cell Discussion”</b></p> <hr/> <p>Sharon’s Senior Services is hosting the 8<sup>th</sup> annual <b>Pearl White Gala</b> featuring R&amp;B singer Johnny Gill and jazz saxophonist Andre Ward. Proceeds benefit SJK of Chattanooga, the non-profit arm of Sharon’s Adult Day Care Centers and Rose of Sharon’s Senior Village. Then – September is Sickle Cell awareness month. Angela Talley talks about her battle with sickle cell and about the under-served Sickle Cell clients in Chattanooga. Funds are needed...you can help...the Chattanooga Scenic City Sickle Cell Corporation plans to raise money with their “Laugh Out Loud Comedy Show”.</p> <p><b>Guests:</b> Sharon Kelly – Sharon’s Senior Services Angela Talley – Scenic City Sickle Cell</p>
<p><b>Issue</b></p> <hr/> <p><b>Community</b> Duration: 13.5 min (45%)</p> <p><b>Health</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>08/03/13: “Chattanooga Food Bank”</b></p> <hr/> <p>This week on Trends, the Chattanooga Area Food Bank unveils their new mission: “To lead a network of partners in eliminating hunger and promoting better nutrition in our region”. The Food Bank serves twenty counties in Tennessee and Georgia. Non-perishable items as well as monetary donations are needed and a food drive, sponsored by the City of Chattanooga Fire Department, is coming up!</p> <p><b>Guests:</b> Michael Davenport – Chattanooga Fire Fighters Association Lori Bell, Maeghan Jones – Chattanooga Area Food Bank Sandra Hollett – Partnership for Family, Children and Adults</p>

<p><b>Issue</b></p> <hr/> <p><b>Community</b> Duration: 7 min (23%)</p> <p><b>Health</b> Duration: 6.5 min (22%)</p> <p><b>Education</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>08/10/13: “Events in Chattanooga”</b></p> <hr/> <p>The 2013 Minority Health Fair takes place next Saturday, August 17<sup>th</sup> at the Eastgate Town Center from 9am - 2pm. Irvin Overton stops by with details about this annual event...Then – members from The Glory House Church are here to tell us about their back to school bash and more.</p> <p><b>Guests:</b> Irvin Overton – Minority Health Fair Clessie Foster, Joclyn Foster, Carlos Drake – The Glory House</p>
<p><b>Issue</b></p> <hr/> <p><b>Community</b> Duration: 7 min (23%)</p> <p><b>Health</b> Duration: 6.5 min (22%)</p> <p><b>Education</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>08/17/13: “Housing and Financing”</b></p> <hr/> <p>It's all about finances this week on Trends. You'll hear from various organizations working to help you achieve your life's financial goals...Valerie Brown talks about a workshop being offered to assist with renting and clearing credit; Juan Hansford tells us how more African Americans can purchase homes and build their credit in the process; and Jesse Green talks about building and protecting wealth.</p> <p><b>Guests:</b> Valerie Brown – Catholic Ministries Inc. Juan Hansford – Mortgage Investors Group Jesse Green – Capital Financial Group</p>
<p><b>Issue</b></p> <hr/> <p><b>Community</b> Duration: 7 min (23%)</p> <p><b>Health</b> Duration: 12.5 min (42%)</p> <p><b>Minority</b> Duration: 10.5 min (35%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>08/24/13 : “Mind, Body and Soul”</b></p> <hr/> <p>If you truly want to change your life, you must first change your mind....Myrtle Russell, author of the book “Small Change” and “Free Your Mind and the Best Will Follow” talks about her experiences growing up and how you can change your life mentally. Then – Cameron Russell, fitness trainer, talks about small changes you can make to be a healthier YOU. Both are trying to bring awareness to the African American community.</p> <p><b>Guests:</b> Myrtle Russell – Small Change Cameron Russell – D1 Sports Training / Small Change</p>

<p><b>Issue</b></p> <hr/> <p><b>Community</b> Duration: 7 min (23%)</p> <p><b>Health</b> Duration: 6.5 min (22%)</p> <p><b>Education</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>08/31/13: “5k and Health Fair”</b></p> <hr/> <p>There’s never a shortage of community events happening in Chattanooga and the surrounding areas. Tobe Taylor, Fitness Trainer, stops by to tell us about his child obesity 5k run...and 100 Black Men of Cleveland is hosting their annual minority health fair for the elderly...then, Tim Jones is soliciting community support for youth events planned for the Cromwell community.</p> <p><b>Guests:</b> Tobe Taylor – Tobe Taylor Fitness/Fitness Friday 100 Black Men of Cleveland Minority Health Fair Tim Jones – Cromwell Youth Development</p>
<p><b>Issue</b></p> <hr/> <p><b>Community</b> Duration: 7 min (23%)</p> <p><b>Health</b> Duration: 6.5 min (22%)</p> <p><b>Education</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>09/07/13: “iZone Schools”</b></p> <hr/> <p>What is an iZone School? Hamilton County hopes to transform its worst performing schools by building its school innovation zone. Donna Elle’s guest this week are principals from three of the five low performing schools in Hamilton County.</p> <p><b>Guests:</b> Erus Agee – Brainerd High School Crystal Sorrells – Orchard Knob Middle School Elaine Harper – Dalewood Middle School</p>
<p><b>Issue</b></p> <hr/> <p><b>Community</b> Duration: 13.5 min (45%)</p> <p><b>Education</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p><b>09/14/13: “Charming Discussion”</b></p> <hr/> <p>A modern day Charm School is available in Chattanooga. Donna sits down with husband and wife team, Dr. Angela and Rozario Slack about their Charm School for girls ages 9 to 18 – fall classes begin September 28<sup>th</sup>.</p> <p><b>Guests:</b> Rozario Slack – Get Charmed Dr. Angela Slack – Get Charmed</p>

Issue	09/21/13: "Women Taking Charge"
<p><b>Community</b> Duration: 7 min (23%)</p> <p><b>Health</b> Duration: 6.5 min (22%)</p> <p><b>Education</b> Duration: 6.5 min (22%)</p> <p><b>Minority</b> Duration: 10 min (33%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p>You are never too young, too overweight or too busy to make vital changes that will help you lose or maintain weight. Host, Donna Elle, speaks with five ladies that have made amazing lifestyle changes. They have lost between 30 and 140 pounds with good diet and consistent exercise!!</p> <p><b>Guests:</b> Robin Sturnes – HCDE Valoria Armstrong – Tennessee American Water Company Myneika Malone – Blue Cross Blue Shield Rasharon King – TVA Patrice Banks – CIGNA Healthcare</p>

Issue	09/28/13: "A Better Tomorrow"
<p><b>Community</b> Duration: 7 min (23%)</p> <p><b>Health</b> Duration: 6.5 min (22%)</p> <p><b>Education</b> Duration: 16.5 min (55%)</p> <p>Source: Local Broadcast Time: 6:00am</p>	<p>Obesity has reached epidemic proportions in this country, but according to Chris Taylor and Dr. Latifah Terry from Choice Weight Loss, "You Have a Choice"!! They chat with Donna about the significance of addressing weight loss issues and has information about a conference being planned for African Americans. Then – Richard Bennette from A Better Tomorrow is here to tell us about a new program they're offering to girls between the ages of 12 to 14.</p> <p><b>Guests:</b> Chris Taylor, Dr. Latifah Terry – Choice Weight Loss Richard Bennette – A Better Tomorrow</p>

## OTHER

Anchor	09/12/13: Re-Broadcast of Bullying Forum
David Carroll	<p>WRCB, in partnership with the Chattanooga Times Free Press and WTCI-PBS, broadcast a town hall meeting on May 19, 2012 at 7:00 pm called "The Bully Battle: A Town Hall Meeting" (re-aired on Thursday, September 12, 2013 at 2:00 pm). More than 100 community members gathered for the discussion moderated by WRCB's David Carroll and Cindy Sexton. Roger Dinwiddie, president of the International Bullying Prevention Association, participated as a member of the panel. Also included on the panel were David and Tina Long from Chatsworth, Georgia. The Long's are featured in the new film, "Bully", after their son Tyler committed suicide following years of bullying. The remaining members of the expert panel included Karen Glenn, Executive Director Hamilton County S.T.A.R.S. (Students Taking A Right Stand); Lt. Shaun Shepherd, School Resource Officer Administrator; and Oran Dixon, Student Body President, East Ridge High School. The purpose of the program was to educate both children and adults about the serious repercussions of bullying and resources available to help curb bullying.</p>

<b>Anchor</b>	<b>3 Plus You</b>
Julie Edwards Cindy Sexton Jed Mescon David Karnes	A daily program featuring local information and entertainment. Hosts Julie Edwards, Cindy Sexton, Jed Mescon and David Karnes spotlight local people and events taking place in the Chattanooga viewing area. A wide variety of topics are explored. Airing Monday through Friday 11am to Noon.
<b>Anchor</b>	<b>Crimestoppers</b>
Greg Glover	A locally-produced weekly segment in which Greg Glover focuses on an unsolved crime and solicits the public for information to the closure of the case. Rewards are offered.
<b>Anchor</b>	<b>Dateline NBC</b>
Lester Holt (occasionally by Hoda Kotb)	Dateline is a weekly television news magazine broadcast by NBC. The show, notable for its longevity on the network, has aired since 1992 and is currently anchored by Lester Holt, occasionally by Hoda Kotb. Dateline programming includes investigative journalism, true crime and human interest stories. See attached list for dates and times the programs aired during the quarter.
<b>Anchor</b>	<b>Meet The Press (NBC)</b>
David Gregory	David Gregory interviews news makers each week on topical subjects of national and international importance and conducts a round table discussion among news reporters and political leaders. The show airs Sunday 9-10am with repeats overnight Sunday at 3am.
<b>Anchor</b>	<b>Nightly News (NBC)</b>
Brian Williams (M-F) Lester Holt (Weekends)	<i>NBC Nightly News</i> , the most watched newscast in all of television, covers national and world news daily, Monday through Sunday, 6:30pm-7:00pm.
<b>Anchor</b>	<b>Today Show (NBC)</b>
<u>Main Anchors are:</u> Matt Lauer Savannah Guffrey Natalie Morales Al Roker Willie Geist	Launched in January 1952, the live broadcast provides the latest in domestic and international news, weather reports, interviews with news makers from the world of politics, business, media, entertainment and sports. Airing Monday - Friday 7am-9am.

<b>Anchor</b>	<b>Today Show (NBC)</b>
Natalie Moralis Al Roker Willie Geist Carson Daly	Launched in October of 2000, the third hour of TODAY covers national and international news, weather, entertainment, and human interest stories. Airs Monday - Friday 9am-10am.
<b>Anchor</b>	<b>Today Show (NBC)</b>
Hoda Kotb Kathie Lee Gifford	Launched in September 2007, the fourth hour of TODAY brings viewers a fresh, lively show featuring headlines and hot stories of the day, celebrity guests, musical acts, as well as today's authors, designers and chefs. Airs Monday - Friday 10am-11am
<b>Anchor</b>	<b>Rock Center w/ Brian Williams (NBC)</b>
Brian Williams	In 2011, NBC News launched <i>Rock Center with Brian Williams</i> , the networks first new primetime news magazine in nearly two decades. Airs Wednesday 9-10pm or Thursday 10-11pm.
<b>Anchor</b>	<b>Weekend Today (NBC)</b>
Lester Holt Erica Hill	The Saturday edition of NBC News TODAY covers national and world news, weather, entertainment and human interest stories. Airs Saturday 7am-9am.
<b>Anchor</b>	<b>Weekend Today (NBC)</b>
Lester Holt Jenna Wolf	The Sunday edition of NBC News TODAY covers national and world news, weather, entertainment and human interest stories. Airs Sunday 8am-9am.