

ISSUES/PROGRAMS

IST

2ND Quarter: April - June 2017



TRENDS ON 3

30 Minute Local Public Affairs Show

Host: Latrice Currie

Issue	April 1, 2017
Community Activity Duration: 30.0 min (100%)	Our guest today is Andy Mendonza, Executive Director of Widows Harvest. 30 years ago he helped start a ministry for older, low-income widows living in urban and inner city neighborhoods around Chattanooga. We find out what's happening now and how
Source: Local Broadcast Time: 5:30am	you can help. Guest: Andy Mendonza – Widows Harvest

Issue	April 8, 2017
Health Duration: 7.2 min (23.9%) Community Activity Duration: 6.3 min (21.0%) Help for Needy Duration: 9.2 min (30.6%) Leadership/Community	Trends today Our local blood donation center shares the special measures they're taking to prevent the Zika virus from hitting the Tennessee Valley. The Chattanooga Food Bank needs donations to feed 155,000 people in our area who often go hungry. An internationally known sculptor is sharing his latest work in Chattanooga's Montigue Park. And — we hear from the Coalition of Latino leaders from Dalton about their work to promote diversity in the community.
Duration: 7.4 min (24.6%) Source: Local Broadcast Time: 5:30am	Guests: Liz Culler – Blood Assurance Elizabeth Weidenaar – Chattanooga Food Bank John Henry – Sculpture Fields at Montique Park America Gruner – Dalton Latino Community and Immigrants

Issue	April 15, 2017
Education Duration: 8.3 min (27.8%) Health Duration: 13.3 min (44.4%) Youth	This week on TrendsTech TownChattanooga's technology learning center is offering summer camp that both educates and entertains. Then — hats and mammograms? We talk about this fun new approach that encourages women to have regular mammograms. And — did you know Soapbox Derby has been in Chattanooga since 2008? The local race, held in May, is coming up!
Duration: 8.3 min (27.8%)	Guests:
Source: Local Broadcast Time: 5:30am	Chris Ramsey, Jon Hoppe – Tech Town Angela Posey – Memorial Hospital Michael Stewart – Soapbox Derby



Issue	April 22, 2017
Health Duration: 12.9 min (42.9%) Community Activity Duration: 8.6 min (28.6%) Family Help Duration: 8.6 min (28.6%)	This weekChattanooga Girls Leadership Academy invites the public to participate in "Health and Beyond", an expo featuring fresh approaches for building and sustaining a healthy lifestyle. Then — Dancing with the Chattanooga Stars comes up June 3 rd . We find out how this event benefits the Partnership for Families, Children and Adults. And – First Things First is sponsoring a seminar to help couples prepare their marriage for a baby. Plus — We look at the importance of organ donations.
Source: Local Broadcast Time: 5:30am	Guests: Lauren Hammond – CGLA Gena Ellis – First Things First Tenesha Irvin – Dancing with the Chattanooga Stars Pam Everett Smith – Lung Transplant Recipient

Issue	April 29, 2017
Family Counseling	A better brain at any ageaccording to Learning RX, you can train the brain to learn
Duration: 20.0 min (66.7%) Education/Youth	easier, think faster and perform better at any age. ThenACE Summit (Adverse Childhood Experiences) talks abuse, neglect, bullying, discrimination and more. There
Duration: 10.0 min (33.3%)	is a relationship between traumatic experiences as a child and negative health as an adultwe discuss this. And — the Bethlehem Center is offering a new summer camp
Source: Local	focusing on science, technology and art which will stimulate children's minds while
Broadcast Time: 5:30am	they're having fun.
	Guests:
	Michelle Hecker Davis, Ryan Morehead – Learning RX
	Katy Barber – ACE's Summit
	Debbie Boggs, Gloria Dubose – The Bethlehem Center

Issue	May 6, 2017
Help for Needy/Animals Duration: 8.8 min (29.2%) Community Activity Duration: 7.5 min (25.0%) Economic Duration: 8.8 min (29.2%) Health Duration: 5.0 min (16.7%) Source: Local	 Walker County Animal Shelter is doing their part to end animal overpopulation by spaying, neutering animals and giving them away for free, while also encouraging pet owners to be responsible A dance workshop is being planned to get people moving and active And – there's a new app to help local restaurant owners fill their empty seats and get the word out about their special offers. Guests: Alison Smith – Walker County Animal shelter Joe Legge – Public Relations Director, Walker County Morgan Weske – Dance Workshops Matt Patterson – The House

Trends On 3 (Cont'd)



Issue	May 13, 2017
Health/Health Care Duration: 15.0 min (50.0%) Community Activity Duration: 7.5 min (25.0%) Youth Duration: 7.5 min (25.0%)	May is Mental Health Awareness Month – NAMI, the nation's largest grassroot mental health organization, is dedicated to building better lives for the millions of Americans who face mental illness everyday. Volunteers in Medicine is holding a 5K Race to raise funds to keep their doors open and provide healthcare for those who can't afford insurance. Ballet Tennessee is sponsoring an event to spotlight the importance of getting people from all backgrounds involved in the arts. And — First Things First is helping teenagers prepare for the workforce.
Source: Local Broadcast Time: 5:30am	Guests: Sylvia Phillips, Shauna Webb – National Alliance on Mental Illness Ashley Evans – Volunteers in Medicine Anna Baker Van Cura – Ballet Tennessee Reggie Madison – First Things First

Issue	May 20, 2017
Health Care Duration: 21.3 min (70.8%) Help for Needy	The Women's Fund of Greater Chattanooga works to improve the lives of women and girls in our community. They recently looked at the issue of health care and how it's impacting womenThe Salvation Army's "Beat the Heat Program" needs your help.
Duration: 8.8 min (29.2%)	Donate fans or money to help local residents stay cool this summerWe talk to two local film makers about their local documentary "Eating You Alive" scheduled to hit the
Source: Local	big screenA local woman talks about how the Go Red For Women luncheon helped
Broadcast Time: 5:30am	raise awareness and possibly save her life. Guests:
	Katie McCallie – Women's Fund of Greater Chattanooga
	Kimberly George – Salvation Army
	Merrilee Jacobs, Paul David Kennamer Jr. – Eating You Alive Documentary Kelly Shipp – GRFW

Issue	May 27, 2017
Youth Community Service Duration: 12.5 min (41.7%) Youth Duration: 7.5 min (25.0%) Health Duration: 10.0 min (33.3%)	A block party is planned for the Highland Park community. It is a way for Redemption to the Nation Church to give back and encourage students in a positive way. They will have hotdogs, hamburgers, music and prizesFirst Things First is sponsoring a 2 day event to help teens prepare for jobs, learn interview skills and apply for jobsWe learn how service dogs are helping stressed out dispatchersand we talk about how changing your diet can greatly impact your health. Guests :
Source: Local Broadcast Time: 5:30am	Quantel Lindsey, Josh Guyselman, Gary Keylon – Redemption to the Nation Church Reggie Madison – First Things First Ron Leonard – Service Dog Trainer

Trends On 3 (Cont'd)



Issue	June 3, 2017
Economic Duration: 10.0 min (33.3%) Youth Education Duration: 8.8 min (29.2%) Youth Duration: 6.3 min (20.8%) Health Duration: 5.0 min (16.7%)	A new resort is being built in Walker County. We discuss the economic impact for the areaTech Town has a new STEAM program designed for girls. STEAM is an educational approach to learning that uses Science, Technology, Engineering, the Arts and Mathematics—we hear about this and some of their other programsAlmost 72% of teens who drink get alcohol without having to pay for it. We look at how easy it is for underage children to get alcohol and have warnings for parentsA new app has been created that helps guests and patients navigate their way around the hospital! Guests:
Source: Local Broadcast Time: 5:30am	Shannon Whitfield – Walker County Commission John Hoppe – Tech Town Colleen Sheehey-Church – MADD Jean Payne – CHI Memorial

Issue	June 10, 2017
Health Care	Alzheimer's diseasewe talk about this irreversible brain disorder and services
Duration: 7.5 min (25.0%)	available to caregivers of Alzheimer patientsA new facility is opening that will
Help for Needy/Health Care	provide independent living at a reduced cost for seniors and veteransHabitat for
Duration: 7.5 min (25.0%)	Humanity is helping families become homeowners, your help is needed!Young
Economic/Help for Needy	Ladies of Power (YLOP) inspire female greatness by building confidence in young
Duration: 7.5 min (25.0%)	women, ages 12 to 18, through mentorship.
Youth	Guests
Duration: 7.5 min (25.0%)	Amy French – Alzheimer's Association
	Sharon Kelly – Age In Place
Source: Local	Dennis Neal, Ethan Collier – Habitat for Humanity and Collier Construction
Broadcast Time: 5:30am	Joyce Watson, Marnita & Jessyca Foster – Young Ladies of Power

Issue	June 17, 2017
Economic Duration: 10.0 min (33.3%) Youth Education Duration: 8.8 min (29.2%) Youth Duration: 6.3 min (20.8%) Health Duration: 5.0 min (16.7%)	A new resort is being built in Walker County. We discuss the economic impact for the areaTech Town has a new STEAM program designed for girls. STEAM is an educational approach to learning that uses Science, Technology, Engineering, the Arts and Mathematicswe hear about this and some of their other programsAlmost 72% of teens who drink get alcohol without having to pay for it. We look at how easy it is for underage children to get alcohol and have warnings for parentsA new app has been created that helps guests and patients navigate their way around the hospital!
Duration: 5.0 min (16.7%) Source: Local Broadcast Time: 5:30am	Guests: Shannon Whitfield – Walker County Commission John Hoppe – Tech Town Colleen Sheehey-Church – MADD Jean Payne – CHI Memorial



Issue	June 24, 2017
Education/Youth	Rivermont Elementary is having a one week campus renovation blitz, July 24-
Duration: 8.8 min (29.2%)	29!they need volunteers from businesses and the communityUnited Way has a
Community Activity/ Involvement	new volunteer program – a business can list areas they need to fill with volunteers, students and others can register to volunteer and it logs their hoursJune is Men's
	Health Awareness Month. We discuss how to get more men to go to the doctorand
Duration: 8.8 min (29.2%)	Dr. Medan talks to us about the opioid crisis in this area and across the country.
Health	
Duration: 12.5 min (41.7%)	Guests:
	Christine Loveridge – Rivermont Elementary STEAM Lab Teacher
Source: Local	Kim Jackson – PTA President, Rivermont Elementary
Broadcast Time: 5:30am	Donna L. Harrison – United Way
	Katy Beth Barber – The House
	Dr. Guru Medan – CHI Memorial

OTHER

Anchor	3 Plus You
Julie Edwards David Karnes	A daily program featuring local information and entertainment. Hosts Julie Edwards and David Karnes spotlight local people and events taking place in the Chattanooga viewing area. A wide variety of topics are explored. Airs Monday through Friday 11am to Noon.

Anchor	Crimestoppers
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.

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Anchor	Dateline NBC
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.



Anchor	Meet The Press (NBC)
Chuck Todd	Chuck Todd 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.

Anchor	Nightly News (NBC)
Lester Holt	NBC Nightly News, the most watched newscast in all of television, covers national and world news daily, Monday through Sunday, 6:30pm-7:00pm.

Anchor	Today Show (NBC)
Matt Lauer Savannah Guffrey Al Roker Carson Daly	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. Airs Monday - Friday 7am-9am.

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Anchor	Today Show (NBC)
Various	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.

Anchor	Today Show (NBC)
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



Anchor	Weekend Today (NBC)
Craig Melvin Sheinelle Jones Stephanie Ruhle Dylan Dreyer	The Saturday edition of NBC News TODAY covers national and world news, weather, entertainment and human interest stories. Airs Saturday 7am-9am.

Anchor	Weekend Today (NBC)
Willie Geist	The Sunday edition of NBC News TODAY covers national and world news, weather, entertainment and human interest stories. Airs Sunday 8am-9am.