

WNAB-TV 58 (DTV 23) ISSUES AND PROGRAMS REPORT FOR Q3 2006

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 third quarter of 2006:

PUBLIC HEALTH

- *Comments #513* *aired 08/26/06*
This episode featured a discussion of the childhood obesity epidemic in America with psychologist Dr. David Schlundt in the contexts of environment, personal responsibility, and psychological pressures on children.
- *Hispanics Today #542* *aired 7/16/06*
This episode featured a five-minute segment detailing Latinos increasing susceptibility to various forms of diabetes with a focus on prevention and treatment options.
- *Hispanics Today #549* *aired 9/03/06*
This episode featured a 4-minute segment about Dr. David Molina, whose clinics specializing in lower-income Medicaid patients have been successful not only financially but also in terms of better health outcomes for under-served patients.
- WNAB also donated airtime and staff and other resources as a co-sponsor of the following health-related events:

- “Walk to Cure Diabetes” on September 16th, an event benefiting the Juvenile Diabetes Research Foundation.
 - “Toucan Party” on August 8th, benefiting the Cystic Fibrosis Foundation
 - “Basketbrawl” on July 25, benefiting the United Cerebral Palsy Foundation
 - “Australian Fest” on September 15-17, benefiting Vanderbilt Children’s Hospital
- 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.

EDUCATION

- *Comments With Dr. James Haney #489* *aired 8/05/06*
 This episode took an in-depth look at the Association for the Study of Classical African Civilizations, and the intellectual, political and social challenges inherent in African world studies. It not only discussed the subject itself, but the missions of educators in the field and the challenges to be overcome in the future.
- *Comments With Dr. James Haney #531* *aired 8/12/06*
 This episode consisted of a discussion with Dr. Charles Manning of the Tennessee Board of Regents. Topics of discussion included the history and mission of the Board, Lottery scholarships and the future, challenges faced and upcoming opportunities in higher education.
- *Hispanics Today #549* *aired 9/03/06*
 This episode featured a 5-minute segment describing an innovative program held at the National Hispanic Cultural Center in New Mexico that is giving children a different perspective on music by focusing on their own creativity.
- 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

- “Chevy Chase” from the National PTA Association features the prominent actor encouraging parents to get involved in their kids’ education by finding out about activities in their schools.
- “Lou Diamond” from the National PTA Association features prominent actor Lou Diamond Phillips encouraging parents to get involved in their kids’ education by finding out about activities in their schools
- “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.
- “See the World” by the Girl Scouts of America encourages girls to pursue continuing education in math, engineering, and the sciences.
- “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

- *Hispanics Today #550* *aired 09/10/06*
This episode featured a segment about the power and benefits of adoption as seen through the eyes of three children who were almost left behind in the system until a distant uncle stepped in to help.
- WNAB also aired the following PSA’s relating to Family Issues during the past quarter:
 - “Lion” 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
 - “Monitor” from the Bureau of Missing and Exploited Children demonstrates how easily a sexual predator can coerce children using the internet, warning parents against unsupervised online activity.

- “Casey” from the Church of Latter-Day Saints shows a girl succeeding in athletics thanks to the support of her parents, reminding viewers of the importance of spending time together as a family.
- Additionally, WNAB co-sponsored the following event designed for families during this quarter:
 - The Wilson County Fair from August 18-26 provided a way for families to engage in enjoyable activities together and join in the community festivities, and WNAB was pleased to be a co-sponsor of this event.

CAREER ISSUES

- *Comments with Dr. James Haney #571* *aired 09/16/06*
This program featured conversation with Nashville mayoral candidate Howard Gentry. He discussed not only current politics, but also the qualifications and qualities that make an effective municipal leader.
- *Hispanics Today #542* *aired 7/16/06*
This episode featured a 5-minute profile of racing star Milka Duno, emphasizing her commitment to education and hard work during her rise to racing stardom.
- *Hispanics Today #544* *aired 07/30/06*
This episode’s lead story was an in-depth analysis of entrepreneurial success stories from the U.S. Hispanic community, and how those endeavors attracted big-time investors. This episode featured another 5-minute segment about a venture capital firm specializing in Hispanic endeavors.
- *Hispanics Today #545* *aired 08/06/06*
This episode was primarily devoted to the Latino business community in Virginia, where growth of Hispanic businesses outpace most of the rest of the nation. This episode also took an in-depth look at 3 different entrepreneurs and what it took to get them to to top of their respective fields.
- *Hispanics Today #550* *aired 09/10/06*
This episode featured a 6-minute segment detailing how Hispanic professionals and entrepreneurs are leaving big cities in the Northeast to set up shop in Pennsylvania Dutch country.
- 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:

- Franklin Jazz Festival, September 3-4, benefiting the Williamson County Heritage Foundation

Following this Document is a complete list of the Public Service Announcements broadcast by WNAB during the third quarter of 2006.

 10/10/06