

# **WNAB-TV 58 (DTV 23) ISSUES AND PROGRAMS REPORT FOR Q4 2005**

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 that features prominent local professor Dr. James Haney discussing current community issues and events in both interview and panel-discussion segments.

Other programs aired by WNAB that serve community interests include "Hispanics Today", a weekly half-hour series that covers issues relating to America's growing Hispanic population that features segments of particular importance and relevance to our viewing public, which includes a burgeoning Hispanic community; and "Starting Over", a one-hour weekday syndicated reality-based program that explores many issues relating to women in the community, including relationships, self-esteem, weight and health, and surviving emotional trauma.

The following is a brief summary of some specific issues addressed by these programs and through other means by WNAB during the fourth quarter of 2005:

## **PUBLIC HEALTH**

- *Hispanics Today #503* *October 16, 2005*  
This episode featured a five-minute segment with tips for viewers to lower overall caloric intake with low-fat snacks and other healthy eating tips, also explaining the impact of diet on overall health.
- *Hispanics Today #505* *October 30, 2005*  
This episode featured a five-minute segment analyzing the problem of childhood obesity and what one school district in Texas is doing to combat this epidemic.
- *Hispanics Today #505* *October 30, 2005*  
This episode featured a seven-minute segment examining the relationship between healthy workers and a healthy economy, covering factors like youth obesity and diabetes as they effect the education and job performance of the country's workers.
- *Comments With Dr. James Haney #479* *October 1, 2005*

This episode focused on the impact of the worldwide AIDS epidemic on the African-American community.

- *Comments With Dr. James Haney #485* *October 8, 2005*  
This episode featured a panel discussion with two nutrition experts discussing the role of nutrition in overall wellness.
- *Comments With Dr. James Haney #515* *October 15, 2005*  
This episode examined the unique sources that contribute to kidney disease and hypertension in African-Americans, and what can be done to mitigate them.
- *Comments With Dr. James Haney #513* *October 22, 2005*  
This episode featured an interview with pediatrician and nutrition expert Dr. Schlundt, who discussed the problem of childhood obesity.
- *Comments With Dr. James Haney #494* *October 29, 2005*  
The focus of this episode was a discussion about the relationship between health and religion, how the two complement as well as contradict one another.
- *Comments With Dr. James Haney #539* *November 5, 2005*  
This episode featured a discussion about the proliferation of AIDS in and its profound impact on white females.
- During the second quarter of 2005, WNAB also promoted health issues by participating in and promoting the “ALS Walk” on October 15, an event which raised awareness of and funding for the ALS association of TN.
- Additionally, WNAB aired the following PSA’s in the interest of raising public awareness of health-related issues:
  - o “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
  - o “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
  - o “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 #525* *December 17, 2005*

This episode featured a representative from the Center for School Choice, and advocacy group proposing modifications to the current school districting system. This show discussed the potential impact on primary education that would result.

- *Hispanics Today #509* *November 27, 2005*  
This episode featured a five-minute segment covering one state's efforts to provide continuing high school education to recent immigrants to the US.
  
- WNAB also promoted education through a co-sponsorship of the "Light Up A Life" event benefiting the Technology Access Center, a non-profit organization committed to providing education and tech skills to persons with disabilities. WNAB promoted the event through airing PSA's raising awareness.
  
- WNAB 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 #507* *November 13, 2005*  
This episode featured a five-minute segment describing unconventional but successful new trends in adoption among Latino families.
- *Comments With Dr. James Haney #462* *December 24, 2005*  
This episode featured a comprehensive discussion of family life and interpersonal relationships with Dr. Thelma Hunter of Tennessee State University.
- WNAB also promoted family issues by contributing items to the 13<sup>th</sup> Annual Celebration of Fatherhood and Family silent auction benefit held November 17.
- 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, two syndicated programs aired by WNAB during this quarter, "The Larry Elder Show" and "Starting Over", dealt extensively with issues relating to family. Some of the topics covered included infidelity in marriage and other trust issues, discipline of children, the death of loved ones, career choices that affect family life, and sibling rivalries. Although specific episode descriptions for these programs are not available, WNAB attests that these issues were a material part of the programs.

## **CAREER ISSUES**

- *Hispanics Today #501* *October 1, 2005*  
This program featured as its lead story a 7-minute segment about acquiring capital for an entrepreneurial endeavor such as the start-up of a small business.
- *Hispanics Today #501* *October 1, 2005*  
This program featured a 4-minute segment covering an event called BizFest, created to put young Latinos on the road to success and teach them the secrets to success in entrepreneurship.

- *Hispanics Today #502* *October 9, 2005*  
 This program featured a 5-minute career profile of Theresa Barrera, who went from being a cashier at her local Wal-Mart to a Vice-President of the entire corporation.
- *Hispanics Today #503* *October 16, 2005*  
 This program featured a 6-minute career profile of Jim Padilla, the only Latino to head up a major auto maker, and how hard work and determination enabled his success.
- *Hispanics Today #504* *October 23, 2005*  
 This program featured a 5-minute segment profiling successful Latino business man Charles Patrick Garcia and his common-sense approach to the world of business.
- *Hispanics Today #507* *November 13, 2005*  
 This program featured a 6-minute career profile of Cindy Nieves, Air Force cadet and jumpmaster with the Air Force's prestigious "Wings of Blue" parachute team.
- *Hispanics Today #507* *November 13, 2005*  
 This program featured 7-minute interview segment with Linda Denny from the Women's Business Enterprise Council discussing the Council's efforts to provide professional certifications for women-owned businesses.
- *Hispanics Today #509* *November 27, 2005*  
 This program featured a 5-minute career profile of US treasurer Anna Cabral, tracing her pathway to success from her birth to poor, working-class parents to the person with the most widely-circulated signature in the 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 "Where-A-Bouts" 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.

Following this Document is a complete list of the Public Service Announcements broadcast by WNAB during the fourth quarter of 2005.

*Min A. Hernandez 1-6-06*

