

3rd Quarter 2013 Issues Report

CHARITY/COMMUNITY ISSUES

Vol Spirit: Elvis & Seniors

Saturday, July 27, 2013

7:00am Newscast

Package - 2:26

Matthew Scott is an Elvis impersonator and spends time going to senior citizen's centers and performs for them.

Show: Local 8 News First at 4

Title: Stopping Bullying

Date: 7-31-13

Duration: 2:19

Type: Package

Description: How the community is coming together to stop bullying both on a physical and cyber level.

Show: 6am

volunteer spirit ribfest

8/15/2013

pkg

1:50

Money Raised from Rib Festival goes to Habitat for Humanity

Show: 5:00

Title: GOLFERS AT ETCH

Date: 8/13/13

Duration: :45

Type: vo/sot

Description: PGA OUR GOLFERS IN TOWN FOR TOURNAMENT VISIT EAT TENNESSEE CHILDREN'S HOSPITAL

Show: 5:00 a.m.

Title: Mobile Meals Telethon

Date: 07/29/2013

Duration: : 1:09

Type: VOSOT/Fullscreen graphic

Description: An annual telethon helps a mobile meals program. That program feeds 900 seniors per day. The program is in desperate need of money.

CRIME

Big Jim Haslam Burglary
Saturday, July 13, 2013
7:00am Newscast
Package - :58

Joshua Vandeventer was an employee at Pilot. He used his key to break into Jim Haslam's house and steal \$70,000 worth of jewelry from the house. He was arrested and charged with the crime.

Show: 5:00 a.m.

Title: Maryville Meth Lab

Date: 07/23/2013

Duration: : 1:39

Type: PKG

Description: Meth labs are found in dumpster behind Princess Motel – we speak with local business workers who are worried about the area

Show: Local 8 News First at 4

Title: Body Found In Park

Date: 7-18-13

Duration: 1:21

Type: Live VOSOT

Description: A man is found shot in the head at a local park. Police on scene investigating the cause.

Show: Local 8 News First at 4

Title: Fort Hood Shooter

Date: 8-6-13

Duration: 1:46

Type: Package

Description: The trial for the man accused of killing several people in a shooting a military base begins.

Show: Local 8 News First at 4

Title: Lawyer In Trouble

Date: 8-12-13

Duration: 0:55

Type: Live VO

Description: Knoxville defense attorney accused of breaking into ex-girlfriend's home and robbing her.

Show: Local 8 News First at 4

Title: Jefferson County Officer Involved Shooting

Date: 8-19-13

Duration: 1:19

Type: Live VOSOT

Description: A Jefferson Count deputy shoots and kills a suspect after the man comes out of his home and threatens authorities with a large knife.

Show: Local 8 News First at 4

Title: Greenway Safety

Date: 9-10-13

Duration: 1:13

Type: Live VOSOT

Description: After 3 attacks at Knox County parks and greenways, reporter details what local law enforcement is doing to make sure the green spaces are safe.

Show: 6am

Hawkins Woman

7/24/2013

OTS/STILL

:23

Woman accused of shooting at boys who kept driving up her driveway.

Show: 6am

Cumberland Shooting

9/6/2013

Live/Vo

1:00

Police still looking for the gunman from a weekend shooting. Walking the scene and describing the crime.

Show: 5:00

Title: BARTLEY RETRIAL

Date: 9/3/13

Duration: :25

Type: OTS

Description: RETRIAL SET FOR KENNY BARTLEY ACCUSED OF KILLING CAMPBELL COUNTY PRINCIPAL IN 2005

Show: 5:00

Title: THIEF APOLOGY

Date: 9/9/13

Duration: 2:30

Type: PKG

Description: THIEF LEAVES APOLOGY LETTER 10 YEARS LATER

Show: 5:00

Title: METH MAKER PARENTS

Date: 9/9/13

Duration: :25

Type: MUGS

Description: 2 CHARGED WITH MAKING METH IN ANDERSON COUNTY ROUNDUP

ECONOMY

Cummins Strike
Saturday, July 20, 2013
7:00am Newscast
VO/SOT - :36
Teamsters local 519 from Cummins Crossfire picket for seniority, layoff rights and better insurance.

Show: 5:00 A.M.
Title: TN Debt Ratio
Date: 7/24/2013
Duration: : :30
Type: OTS/Fullscreen graphic
Description: TN gets the lowest debt ratio in the country for the second year in a row. That could mean savings for tax payers when the state borrows money at a lower interest rate.

Show: 6am
Live at the Fair
9/3/2013
Live
2:00
Talking about the TN State fair and how farmers are able to earn big from prize animals.

Show: 5:00
Title: GAME WEEK
Date: 8/26/13
Duration: :1:30
Type: LIVE v/s
Description: Stores gear up for first UT home game and fans buy game day gear.

Show: 5:00
Title: UT TICKET SALES
Date: 9/27/13
Duration: 1:15
Type: in studio FRONTED v/s
Description: TRACKING UT FOOTBALL TICKET SALES

EDUCATION

New Teachers

Saturday, August 3, 2013

7:00am Newscast

VO/SOT - :37

One hundred new teachers learned about teacher evaluations and to get ready for the new school year.

EMERGENCY PREPARATION AND RESPONSE

School Safety

Saturday, August 10, 2013

7:00am Newscast

VO/SOT - :39

In conjunction with the Knox County Sheriff's Office and the Knox County Police Department -- Knox County schools put together an initiative to continue enforcement of safety in schools. School access control, and new and current security officers are being trained to enforce safety in schools.

HEALTH

RAM Clinic

Saturday, August 17, 2013

7:00am Newscast

Live Picture- :36

RAM held a free clinic in Blount County. They offered dental, medical and vision services to those who can't afford it.

Show: 6am

Smartphones and eyes

7/12/2013

vo/sot

1:00

How to protect your eyes from smartphone overuse.

Show: 6am

Healthwatch

8/18/2013

4xVo's

1:00

Series of health stories on eating broccoli for arthritis, obese people who remain healthy, and diabetes treatments that also prevent heart failure.

Show: 5:00
Title: UT HOSPITAL RANKED NUMBER 1
Date: 7/17/13
Duration: 1:30
Type: In studio PKG
Description: UT Hospital ranks number one in the region.

HUMAN INTEREST

Dog Adopted
Saturday, September 7, 2013
7:00am Newscast
VO - :25

Six months after students saved an injured puppy that limped onto their Claiborne County playground it was adopted. This was a follow up to the original story we did about the kids finding the puppy.

Show: Local 8 News First at 4
Title: Hump Day!
Date: 9-18-13
Duration: 2:27
Type: Package

Description: The magic, mystery and fun behind one of the nation's most popular commercials involving a camel and Wednesday.

Show: 6am
Music In Motion
9/26/2013
pkg
1:35

Non profit provides tools as well as learning devices for children with disabilities. Teasing ahead to fundraiser event for the cause.

Show: 5:00
Title: GOATS EAT KUDZU
Date: 7/3/13
Duration: 1:30
Type: PKG
Description: GOATS LET LOOSE TO EAT AWAY WEED PROBLEM

Show: 5:00
Title: YARD SALE
Date: 8/2/13
Duration: :25
Type: VO
Description: WORLD'S LONGEST YARD SALE GOES THROUGH THE REGION

Show: Local 8 News First at 4

Title: Kudzu Goats

Date: 7-3-13

Duration: 1:16

Type: Package

Description: Showing how Knox County is using goats in order to clean an area invaded by growing kudzu, employing their basic biology and saving the county money at the same time.

POLITICS

Government Shutdown

Saturday, September 21, 2013

7:00am Newscast

VO - :30

Congress worked out a short term spending bill that kept the government running through the new fiscal year. It did not however include funding for the Affordable Care Act.

Show: 5:00 a.m.

Title: Obama in Chattanooga

Date: 7/31/2013

Duration: : 1:25

Type: VOSOT/Fullscreen graphic

Description: President Barack Obama visited the Amazon facility in Chattanooga. We also read reactions from local lawmakers.

PUBLIC SAFETY

Show: 5:00 a.m.

Title: Mosquito Spraying

Date: 07/25/2013

Duration: : :20

Type: OTS/Fullscreen graphic

Description: After a confirmed case of West Nile virus in Knoxville, there will be scheduled mosquito sprayings happening around the area.

Show: Local 8 News First at 4

Title: Life Alert Scam

Date: 7-25-13

Duration: 2:00

Type: Package

Description: Robo calls going out to senior citizens involving life alert buttons and trying to get money through a scam.

Show: 6am
Don't Get Hacked On Vacation
7/4/2013
vo/sot
1:03
Tips for protecting electronic devices as you hit the road for vacation.

Show: 6am
cell phone charger fires
9/18/2013
Fullscreen
:50
Advice from local firefighters to unplug charges when not in use because of fire hazard.

SPORTS

Show: 5:00 a.m.
Title: UT New Uniforms
Date: 8/16/2013
Duration: 1:05
Type: VO/SOT
Description: A preview of the new uniforms for the Vols for the upcoming football season. The coach gives his opinion of the new look.

Show: Local 8 News First at 4
Title: Dog Days
Date: 7-9-13
Duration: 1:19
Type: Package
Description: Promotion at Tennessee Smokey's baseball games where fans are allowed to bring their dogs, with treats, fun and games.

Show: 6am
UT Fall Camp
8/6/2013
vo/sot
:50
Fall Training Camp for University of Tennessee Football Team

Show: 5:00
Title: RIVALRY THURSDAY
Date: 9/12/13
Duration: 1:30
Type: LOOKLIVE PKG
Description: RIVALRY THURSDAY MATCHUP HARDING VALLEY VS SOUTH DOYLE-- HIGH SCHOOL FOOTBALL