

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY-FM

2<sup>nd</sup> Quarter, 2012

(April 1, 2012 through June 30, 2012)

Prepared by:

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ISSUES OF CONCERN TO CINCINNATI  
ADDRESSED IN RESPONSIVE PROGRAMMING  
THE  
SECOND QUARTER, 2012

1. **Teens and Body Image/Eating Disorders:** We focus on the link between how teens view themselves and eating disorders. We examine social pressures that teens face from peers and the media to be extremely thin.
2. **Sexual Abuse:** We examined child and sexual abuse. We also devoted on-air time to discuss violent crimes against teenage girls.
3. **Summer Learning Loss:** Summer learning loss occurs when children lose the academic skills they acquired during the school year over summer vacation. We offered parents practical tips and suggestions to help prevent summer learning loss in their children.
4. **Education:** We provided information aimed at improving the standard of education for today's youth.
5. **Parenting:** We explored avenues and methods to improve parenting skills.
6. **Race Relations:** We presented information to bring a better appreciation of the culture of those of a different race, heritage or socioeconomic background.
7. **Health:** We supplied information designed to help maintain a sound mind and body.
8. **Personal Growth:** We Presented information to help listeners improve their lives—personally and professionally.
9. **Finance:** We presented information to educate listeners about the financial challenges that are relevant today.
10. **Community Involvement:** We presented information to empower listeners to get involved to help make a difference in their community through volunteer efforts and community outreach participation projects.

## PUBLIC AFFAIRS PROGRAMS

### WYGY PROGRAMS THAT ADDRESS COMMUNITY ISSUES

1. Sunday Morning Magazine

(Sundays 7:00 a.m. - 8:00 a.m.)

Locally produced show focusing on community events.

The show features interviews with local community leaders as well as national authors. The show is hosted by Rodney Lear.

Second Quarter 2012

(April 1, 2012 to June 30, 2012)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: TEENS AND BODY IMAGE/EATING DISORDERS**

**Sunday Morning Magazine**

April 15 2012 & April 22, 2012

7:00 a.m.

10:00 Minutes of a 60 Minute Program

Shaunti Feldhahn, Co-Author, Made To Crave For Young Women: Satisfying Your Deepest Desires with God. For this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. Shaunti, a social researcher, joined the show to talk about her most recent findings regarding teen girls and how they perceive themselves.

**Sunday Morning Magazine**

April 15 2012 & April 22, 2012

7:11 a.m.

13:00 Minutes of a 60 Minute Program

Janet Nash, Division of Psychiatry at Cincinnati Children's Hospital Medical Center. During this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. As a guest on the show, Mrs. Nash discussed eating disorders and how they are so often closely related to body image. She spoke about the impact the media often has on teenagers and the way they view their own bodies. Mrs. Nash detailed the medical complications that occur as a result of an eating disorder such as anorexia or bulimia.

**Sunday Morning Magazine**

April 15 2012 & April 22, 2012

7:25 a.m.

15:00 Minutes of a 60 Minute Program

Stacy Michael & Kacy Cluxton. During this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. Stacy and Kacy are identical twin sisters who battled anorexia as teens. They joined the show to share their inspiring story of how they overcame the eating disorder. The twin sisters say that images they saw in the media such as music videos and magazines triggered their bout with anorexia. They shared their journey from personal lows to seeking help to recovery, and eventually becoming comfortable with their own bodies. Today they are both registered dieticians and work with teenagers with eating disorders.

*(Teens and Body Image cont.)*

**Sunday Morning Magazine**

April 15 2012 & April 22, 2012

7:40 a.m.

10:00 Minutes of a 60 Minute Program

Misty Copeland, Classical Ballet Dancer and Soloist with the famed American Ballet Theatre in New York. During this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. In 2007, Misty Copeland became the first African American female soloist for the American Ballet Theatre. At 5'2 and 103 pounds, Misty is often referred to as a “curvy” ballet dancer. She spoke candidly about her battle to accept her body and fight the pressure to conform to the unrealistic expectations of the dance industry.

**Sunday Morning Magazine**

April 15 2012 & April 22, 2012

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Erin Hamilton, Executive Director, Girls on the Run. During this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. According to our guest, Erin Hamilton, Girls on the Run is a program that works to build confidence and self esteem in young girls through running. She says the pre-teen years are crucial when it comes to how girls view their bodies. She also explained why running is such a great way to address and help young girls deal with body image issues.

**ISSUE:       SEXUAL ABUSE**

**Sunday Morning Magazine**

April 22, 2012

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Jane Herms, Executive Director, The Family Nurturing Center. April is Child Abuse Awareness month. We spoke with Jane about the local impact of child abuse. The family Nurturing Center is a not for profit organization dedicated to ending the cycle of child abuse. According to Herms, the state of Kentucky leads the nation in child abuse deaths. Jane spoke about the many free services and programs The Family Nurturing Center provides to assist struggling families end the cycle of child abuse. These free programs include Child Abuse Treatment Services, community education and training, Every Parent's library, Kids on the block, Nurturing Parenting programs, Protect and Comfort Infants, Steward of the Children and visitation

**Sunday Morning Magazine**

June 24, 2012

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Jay Silverman, The American Academy of Pediatrics, Teen Dating Violence Study. A new study looking at teen dating violence reports that approximately 1 in 5 sexually active girls experience dating violence each year in the U.S. The study entitled Dating Violence and Associated Sexual Risks and Pregnancy Among Adolescent Girls in the United States, also found that teen girls who experience dating violence are at an increased risk for multiple high-risk sexual behaviors. These adolescent girls were more likely to report having multiple partners, not using condoms and having been pregnant. Mr. Silverman, the author of the study, joined the show to talk in-depth about the report.

**ISSUE: SUMMER LEARNING LOSS**

**Sunday Morning Magazine**

June 10, 2012

7:00 a.m.

25:00 Minutes of a 60 Minute Program

Rhonda Twitty, Teacher, Cincinnati Public Schools; Dana Clolinger, Vice President School Partnerships, Sylvan Learning Center. For this edition of the show, we focused on summer learning loss. Experts say that children often lose the academic skills they acquire during the school year over summer vacation. My guests joined the show to give listening parents several useful tips on how to prevent summer learning loss in their children.

**Sunday Morning Magazine**

June 10, 2012

7:26 a.m.

21:00 Minutes of a 60 Minute Program

Lisa Soper and Kate Toebe, Planning Committee, Summer Reading Program, The Public Library of Cincinnati and Hamilton county. For this edition of the show, we focused on summer learning loss. Experts say that children often lose the academic skills they acquire during the school year over summer vacation. Ms. Soper and Ms. Toebe joined the show to talk about the Public Library's Summer Reading Program. The program is designed to stimulate children and promote literacy through the summer months. Our guest explained how the summer reading program works. They spoke about the many activities and programs being held throughout the summer in conjunction with the Summer Reading Program and detailed the prizes and incentives offered to children that participate in the program. In addition, my guests gave listeners a list of recommended books for summer reading for preschoolers, kids, teens and adults.

**Sunday Morning Magazine**

June 10, 2012

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Emma Meltzer, Actress, Plays Junie B. Jones. For this edition of the show, we focused on summer learning loss. Experts say that children often lose the academic skills they acquire during the school year over summer vacation. To celebrate the 20<sup>th</sup> anniversary of the now beloved children's book, Junie B. Jones, the series publisher has put together a multi-city tour. Emma Meltzer, who plays Junie B. Jones, joined us over the phone to discuss the Junie B. Jones and the Stupid Smelly Bus tour. Emma says that because children connect so well with the books, the entire series is very effective with reluctant readers.

*(Summer Learning Loss cont.)*

The following Public Service Announcements aired during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **SUMMER LEARNING LOSS:**

o The Library of Congress (Literacy)

Ran: April 29, 2012

1 sixty seconds announcement

o Want To Play (Music Education)

Ran: May 6, 2012

1 fifteen seconds announcement

o The National Association for Music Education

Ran: June 10, 2012

1 sixty seconds announcement



**ISSUE: EDUCATION**

**Sunday Morning Magazine**

April 1, 2012

7:00 a.m.

21:00 Minutes of a 60 Minute Program

Nancy Kanter, Senior Vice President, Playhouse Disney; Rob LaDuca, Executive Producer, *Mickey Mouse Clubhouse*; Rick Gitelson, Executive Producer, *Handy Manny*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. In a roundtable-style discussion, the Disney team explained the educational components of their shows. Rick Gitelson, the Executive Producer of *Handy Manny*, says he works with a team of educational, bilingual and cultural consultants to ensure the show operates under a structured curriculum. The team also explained how parents can determine which shows are appropriate for their children.

**Sunday Morning Magazine**

April 1, 2012

7:21 a.m.

11:00 Minutes of a 60 Minute Program

Lisa Henson, Chief Executive Officer of The Jim Henson Company and Executive Producer of *Sid the Science Kid*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. *Sid the Science Kid* is a television series and interactive website for children ages 3-6 and the adults who care for them. To support science learning, Sid takes advantage of kids' instinctive quest to figure out the world as well as their growing sense of humor. Lisa spoke about the educational philosophy of *Sid the Science Kid*. As the Executive Producer of the show, she works closely with The National Science Education Standards Foundation.

**Sunday Morning Magazine**

April 1, 2012

7:32 a.m.

13:00 Minutes of a 60 Minute Program

Dr. Scott Sampson, Host, *The Dinosaur Train*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. *The Dinosaur Train* follows the adventures of three small dinosaurs and their mother. The educational television show, which is hosted by Dr. Scott, was designed to help preschoolers develop an interest in science. Dr. Scott is a dinosaur paleontologist who serves as the paleontology consultant for the show. While on *Sunday Morning Magazine*, Dr. Scott explained that the show teaches science and critical thinking skills to preschoolers.

(Education cont.)

**Sunday Morning Magazine**

April 1, 2012

7:45 a.m.

9:00 Minutes of a 60 Minute Program

Janice Burgess, Creator and Executive Producer, *The Backyardigans*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. Janice talked about what inspired her to create the *Backyardigans* series. According to Burgess, the show provides an opportunity for young children to explore their creativity and to use their imagination. She also spoke about the importance of cultural, ethnic and racial diversity in children's educational programming.

**Sunday Morning Magazine**

April 1, 2012

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Caitlin Sanchez, The voice of *Dora The Explorer*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. 14 year-old Caitlin Sanchez is the voice of the *Dora The Explorer*. During her time on the show, Caitlin spoke about how she got the role of *Dora*. She also talked about finding balance between school, work and the demands of the show.

**Sunday Morning Magazine**

April 8, 2012

7:27 a.m.

12:00 Minutes of a 60 Minute Program

Dan Cox, Dean of Instruction, Live Oaks School; Jessica, Student, Live Oaks School. Jessica joined the show to talk about her experience as a student in Live Oaks' vocational program. Mr. Cox spoke about the programs and services offered through the educational facility. Dan also discussed the school's upcoming community outreach event called Super Service Saturday. The event allows visitors the opportunity to visit the campus, tour labs, and learn more about career programs available to high school students and adults.

(Education cont.)

**Sunday Morning Magazine**

May 20, 2012

7:00 a.m.

9:00 Minutes of a 60 Minute Program

Scott Cohn, Senior Correspondent, CNBC. As millions of American families struggle to cope with college costs that are rising at twice the rate of inflation, CNBC investigates a system that encourages widespread borrowing—often with little regard to a student’s ability to pay—leaving the average college graduate with tens of thousands of dollars in student load debt. Scott joined *Sunday Morning Magazine* to discuss America’s college debt crisis.

**Sunday Morning Magazine**

May 27, 2012

7:00 a.m.

11:00 Minutes of a 60 Minute Program

Bob Hinman, Summer Fair; Jenny Costello, Chair, The Little Black Dress Event. According to my guest, Bob Hinman, Summer Fair will feature more than 300 fine artists and craftspeople from around the country. The event will also feature regional performers, a variety of gourmet arts, and the Youth Arts Rocks! area for kids. Hinman says that Summer Fair has grown into one of the oldest continuous art fairs drawing more than 20,000 art enthusiasts to see and purchase the works of artists from across the United States and Canada. Artists exhibit their art at the fair in categories like photography, painting, wood, ceramics, fibers, leather and jewelry. Jenny Costello joined the show to talk about The Little Black Dress Party, a fundraiser held to benefit Summer Fair.

The following Public Service Announcements aired in support of the issue of **EDUCATION:**

o Cincinnati Youth Collaborative

Ran: April 1, 2012 through June 30, 2012

56 thirty seconds announcements

o Adopt-A-Class

Ran: April 1, 2012 through June 30, 2012

34 thirty seconds announcements

o Ohio Association of Broadcasters (Every Citizen Online)

Ran: April 1, 2012 through June 30, 2012

51 thirty seconds announcements

o The Ohio Association of Broadcasters (Ohio Army National Guard)

Ran: April 1, 2012 through June 30, 2012

108 thirty seconds announcements

*(Education cont.)*

o The Ohio Association of Broadcasters (Angels on Track)

Ran: June 6, 2012 through June 30, 2012

17 thirty seconds announcements

The following Public Service Announcements aired during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **EDUCATION:**

o Adopt A Class (Tutor/Mentoring Program)

Ran: April 8, 2012; April 29, 2012; May 6, 2012; May 20, 2012

4 thirty seconds announcements

**ISSUE: PARENTING**

**Sunday Morning Magazine**

April 29, 2012

7:13 a.m.

36:00 Minutes of a 60 Minute Program

Cymbria Hess, Licensed Family & Marriage Therapist; Sharon James, Mediator and Parent Coach, Beech Acres Parenting Center. Stepfamilies, also known as blended families, are more of a norm now than ever before. At least one-third of all children in the U.S. will be part of a stepfamily before they reach age 18. The focus of this edition of *Sunday Morning Magazine* was blended families. My guests say that most blended families are able to work out their growing pains and live together successfully. Open communication, positive attitudes, mutual respect and plenty of love and patience all have an important place in creating a healthy blended family.

**Sunday Morning Magazine**

May 13, 2012

7:00 a.m.

41:00 Minutes of a 60 Minute Program

Laure Quinlivan, Council Member, Cincinnati City Council; Michelle Hopkins, Former News Anchor, WLWT-TV and WCPO-TV; Chelsie, Award-winning Afternoon Radio Show Co-Host. In celebration of Mother's Day, we invited a panel of three local celebrity moms to talk about motherhood, parenting and the challenges of being a working mom.

**Sunday Morning Magazine**

May 13, 2012

7:42 a.m.

18:00 Minutes of a 60 Minute Program

Rodney Lear, Host, *Sunday Morning Magazine* and Mother, Sandra. On this special Mother's Day edition of the show, *Sunday Morning Magazine's* host was joined by his mother, Sandra to co-host. The two of them took to the streets of Cincinnati to ask listeners a number of questions about their moms.

**Sunday Morning Magazine**

May 20, 2012

7:10 a.m.

36:00 Minutes of a 60 Minute Program

Dr. Meg Meeker, Author, Strong Fathers, Strong Daughters: 10 Secrets Every Father Should Know. In today's increasingly complicated world, it's often difficult for parents to connect with their daughters—especially for fathers. With Strong Fathers, Strong Daughters, Dr. Meeker reveals that a young woman's relationship with her father is far more important than we've ever realized and shows that daughters need their father's attention, protection, courage, and wisdom in order to become strong, confident women.

*(Parenting cont.)*

**Sunday Morning Magazine**

May 27, 2012

7:37 a.m.

23:06 Minutes of a 60 Minute Program

Deloris Jordan, Author and Family Advocate, The Jordan Institute for Families. Ms. Jordan, who is the mother of NBA legend, Michael Jordan, recently published her third children's book. She joined the show to talk about her new book, Michael's Golden Rules and her work with The Jordan Institute for Families. According to Ms. Jordan, the institute addresses family issues by bringing together experts—including families themselves—to develop and test policies and practices that strengthen families and engages communities. The mother of five very successful children, Ms. Jordan gave listeners seven tips, which she believes are essential to raising a family. In addition, she discussed her new book. The picture book stresses the importance of teamwork, friendship and always giving your personal best.

**Sunday Morning Magazine**

June 17, 2012

7:00 a.m.

59:00 Minutes of a 60 Minute Program

Wendell Young, Council Member, Cincinnati of Cincinnati; Big Dave, Popular Afternoon Radio Show Co-Host; Jonathan Hawgood, Weekend News Anchor Channel WLWT-TV; David Michael, Cast Member, Cincinnati Opera's production of Porgy & Bess. In celebration of Father's Day, we invited a panel of four well-respected men to talk about fatherhood and parenting. The panelist spoke eloquently about the rewards, pressures, challenges and the joys of fatherhood.

**Sunday Morning Magazine**

June 24, 2012

7:16 a.m.

25:00 Minutes of a 60 Minute Program

David Staal, author, Words Kids Need to Hear: To help them to be who God Made them to be. Mr. Staal's says that words matter. Words can build up or tear down, pave a path toward God or set up roadblocks. One way or another, what children hear from the adults they trust makes a significant impact—now and for years to come. While on the air, Staal stated that seven simple statements are simple to share yet are guaranteed to make a profound impact on a child's life. They are: I Believe in You, You Can Count on Me, I Treasure You, I'm Sorry, Because, No, and I Love You.

(Parenting cont.)

The following Public Service Announcements aired in support of the issue of **PARENTING:**

- o Partnership@adrug-freeCincinnati.org

Ran: April 1, 2012 through June 30, 2012

86 thirty seconds announcements

- o The Coalition For a Drug Free Greater Cincinnati

Ran: April 1, 2012 through June 30, 2012

88 thirty seconds announcements

The following Public Service Announcements aired during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **PARENTING:**

- o Adopt U.S. Kids (Adoptive/Foster Parent Recruitment)

Ran: April 8, 2012; May 13, 2012; May 20, 2012; June 17, 2012

4 fifteen seconds announcements

- o The National Runaway Switchboard

Ran: April 29, 2012; May 27, 2012; June 3, 2012

3 thirty seconds announcements

- o The National Runaway Switchboard (Bullying)

Ran: June 24, 2012

3 fifteen seconds announcements

- o The United States Department of Health and Human Services (Talk to Teens About Sex)

Ran: April 29, 2012; May 6, 2012

2 sixty seconds announcements

- o The Family Violence Prevention Fund

Ran: April 29, 2012

1 sixty seconds announcement

- o The United States Department of Health and Human Services (Fatherhood Initiative)

Ran: April 29, 2012

1 thirty seconds announcement

- o The National Drowning Prevention Alliance

Ran: May 6, 2012; May 27, 2012; June 3, 2012; June 10, 2012

4 sixty seconds announcements

**ISSUE: RACE RELATIONS**

**Sunday Morning Magazine**

June 3, 2012

7:00 a.m.

55:00 Minutes of a 60 Minute Program

Leo Calderon and Gloria Rodriguez-Milord, Advocates for Latino Inclusion. My guests are both advocates for the local Hispanic community. They joined *Sunday Morning Magazine* to promote diversity and to increase Latino awareness. While on the air, our guests spoke about the local Hispanic community, Latino culture and immigration reform. They discussed the many misconceptions that the community has about immigrants. Both guests explained why Cincinnati is so attractive to immigrants. Gloria spoke about the many difficulties she faced when she initially applied for citizenship in the United States.

**Sunday Morning Magazine**

May 27, 2012

7:12 a.m.

11:00 Minutes of a 60 Minute Program

Cullen Jones, Olympic Gold Medalist. According to figures from the USA Swimming Foundation, nearly 70% of Black children do not know how to swim, with Hispanic children trailing closely behind at 68%. The foundation has teamed up with Olympic gold medalist, Cullen Jones for its Make A Splash initiative to help more minority children learn to swim. Cullen, who is only the second African-American to win an Olympic Gold medal in swimming, joined *Sunday Morning Magazine* from his training facility in North Carolina to explain why he decided to team up with the USA Swimming Foundation for the program.

The following Public Service Announcements aired during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **RACE RELATIONS:**

o The Hispanic Scholarship Fund

Ran: April 29, 2012; June 3, 2012x2

3 sixty seconds announcements



**ISSUE: HEALTH**

**Sunday Morning Magazine**

April 8, 2012

7:00 a.m.

9:00 Minutes of a 60 Minute Program

Lisa Davis, Meals and Activities Coordinator, Ronald McDonald House. Lisa joined the show to talk about a new event that the Ronald McDonald House is hosting. The fundraiser, The Big Tab Drop, will take place at a local mall on Earth Day, Sunday April 22<sup>nd</sup>. During the event, participants are asked to donate aluminum tabs and cans. Lisa encouraged listeners to visit the Ronald McDonald website to view a copy of their wish list. During the Big Tab Drop, participants can also drop off needed items from the RMH wish list including disinfectant sprays and wipes, Ziploc bags, healthy snacks and much more. All proceeds from the event will benefit the Ronald McDonald House of Greater Cincinnati.

**Sunday Morning Magazine**

April 8, 2012

7:51 a.m.

9:00 Minutes of a 60 Minute Program

Janet Chambers, I have Wings Breast Cancer Foundation. Janet Chambers, a breast cancer survivor, founded I Have Wings shortly after she was diagnosed with breast cancer. Janet joined the show to talk about I have Wings Breast Cancer Foundation's annual fundraiser, Spring Bling, A Razzle Dazzle Luncheon. The money raised through the event will benefit women battling cancer by providing emotional and financial support, wigs and prosthetics.

**Sunday Morning Magazine**

April 29, 2012

7:00 a.m.

9:00 Minutes of a 60 Minute Program

Dr. Vicky Starr, Senior Medical Director, Merck. Heart disease is the number one killer among women age 20 and over. Dr. Starr joined the show to talk about how and why Merck has partnered up with the American Heart Association for the Go Red for Women public awareness campaign. Dr. Starr spoke at length about what women can do to decrease their risk of heart disease.

The following Public Service Announcements aired in support of the issue of **HEALTH:**

o The Alzheimer's Association of Greater Cincinnati

Ran: April 1, 2012 through June 30, 2012

105 sixty seconds announcements

(Health cont.)

- o The Ohio Association of Broadcasters (Soy Bean Council)

Ran: June 15, 2012 through June 29, 2012

8 thirty seconds announcements

- o The Ohio Association of Broadcasters (Veterans)

Ran: June 6, 2012 through June 26, 2012

19 thirty seconds announcements

The following Public Service Announcements aired during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **HEALTH:**

- o The American Diabetes Association

Ran: April 8, 2012

1 sixty seconds announcement

- o The Alzheimer's Association of Greater Cincinnati (On-Line Coaching)

Ran: April 8, 2012; April 29, 2012; May 20, 2012

3 sixty seconds announcement

- o The American Heart Association (Go Red For Women/Women Heart Health)

Ran: April 8, 2012; April 29, 2012x2

3 fifteen seconds announcement

- o The United States Department of Health and Human Services (Healthy Eating Habits)

Ran: May 20, 2012

1 thirty seconds announcement

- o The National Highway Traffic Safety Administration (Texting and Driving)

Ran: April 15, 2012; April 22, 2012; April 29, 2012

3 fifteen seconds announcements

- o The U.S. Department of Transportation (Drunk Driving)

Ran: May 27, 2012

1 thirty seconds announcement

- o Recording Artist, Actors and Athletes Against Drunk Driving

Ran: April 15, 2012; April 22, 2012

2 fifteen seconds announcements

- o The FreeStore Foodbank (Power Packs)

Ran: May 6, 2012; June 24, 2012

2 sixty seconds announcements

*(Health cont.)*

o Let's Move (Childhood Obesity Prevention)

Ran: June 10, 2012

1 thirty seconds announcement

**ISSUE: COMMUNITY ENGAGEMENT**

**Sunday Morning Magazine**

June 24, 2012

7:43 a.m.

17:00 Minutes of a 60 Minute Program

Steve Frisch, The Rusty Griswold's; Joe Jones, The Spirit of Cincinnati. My guest joined the show to talk about an upcoming event that they are sponsoring called the Rusty Ball. The event will benefit over one hundred community service organizations. After routinely being contacted by organizations to perform for charity events and far too often the band was unable to participate, Steve came up with the concept for the Rusty Ball. To support local organizations, The Rusty Griswold's started a non-profit called, The Spirit of Cincinnati and are excited about their fifth annual event that will allow charitable organizations a unique fundraising opportunity.

**ISSUE:           PERSONAL GROWTH**

**Sunday Morning Magazine**

April 8, 2012

7:11 a.m.

14:00 Minutes of a 60 Minute Program

Dr. Ian K. Smith, Author, Happy: Simple Steps to Get the Most Out of Life. Bestselling author, Ian Smith, M.D. has inspired millions to lose weight—through his extremely popular and effective diet books and through his work as medical/diet expert on VH1’s Celebrity Fit Club. As a guest on the show, he discussed his newest book, Happy. Dr. Ian says that his research shows that happiness is found in things like, family: gathering over a meal, community, getting outside of oneself, being a part of something larger, helping other, simplifying your life and slowing down. Dr. Ian believes his book, Happy, will give readers all the tools they need to spark big and permanent change in their lives.

**Sunday Morning Magazine**

April 8, 2012

7:41 a.m.

9:00 Minutes of a 60 Minute Program

Cheryl Burke, Two-time Dancing with the Stars Champion, Author, Dancing Lessons. In her book, Dancing with the Stars champion speaks candidly about her long struggle to transform self-doubt into self-confidence. She opens up in the book about her body issues and her difficulties in dealing with the media spotlight on her weight. Burke also talked about being sexually abused by a family friend at the age of six.

**Sunday Morning Magazine**

May 6, 2012

7:00 a.m.

12:00 Minutes of a 60 Minute Program

Amy Hildebrand, Legally Blind Professional Photographer. During this edition of *Sunday Morning Magazine* we focused on people that inspire—people who have triumphed over adversity. Amy Hildebrand was born blind. She was fitted for contact lens at the age of five months, making her one of the first infants studied wearing lenses. Her vision developed slowly after surgery in her teen years. Although still considered legally blind, Amy pursued her life goal and is now one of the region’s leading photographers.

*(Personal Growth cont.)*

**Sunday Morning Magazine**

May 6, 2012

7:13 a.m.

19:00 Minutes of a 60 Minute Program

Tyler Campbell, Athlete with Multiple Sclerosis. During this edition of *Sunday Morning Magazine* we focused on people that inspire—people who have triumphed over adversity. Tyler says he always knew he wanted to play professional football. His dad is football legend Earl Campbell. He received a college football scholarship and was on his way to the NFL when his life changed forever after receiving the diagnosis of MS. As a guest on the show, Tyler explained why he decided to dedicate his time to advocate on behalf of the disease and give back to those in need.

**Sunday Morning Magazine**

May 6, 2012

7:33 a.m.

15:00 Minutes of a 60 Minute Program

Laura Vikmanis, Author, *It's Not About the Pom-Pom's: How A 40-Year-Old Mom Became the NFL's Oldest Cheerleader—and Found Hope, Joy, and Inspiration Along the Way.* During this edition of *Sunday Morning Magazine* we focused on people that inspire—people who have triumphed over adversity. After sixteen years, Laura Vikmanis found the strength to leave her abusive marriage. She lost twenty pounds and was determined to realize her life-long dream of becoming a NFL Cheerleader. Laura joined the show to talk about her journey.

**Sunday Morning Magazine**

May 6, 2012

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Kirk Franklin, Gospel Music Artist. Multi-Platinum artist, Kirk Franklin has been inspiring music lovers since he burst on the scene nearly two decades ago and single-handedly changed the landscape of music with this pioneering blend of R&B, rap, gospel and contemporary music. Franklin joined the show to talk about his music, his family, and what inspires him in life.

(Personal Growth cont.)

**Sunday Morning Magazine**

May 20, 2012

7:47a.m.

13:00 Minutes of a 60 Minute Program

Dr. Creflo Dollar, Founder and Senior Pastor, World Changers Church International. Dr. Dollar is embarking on an eight city tour which includes Cincinnati. Dr. Dollar joined *Sunday Morning Magazine* to talk about the 2012 Change Experience tour. Dr. Dollar explained that he will host three daily sessions with the goal of leading men and women together in soulful reflections and self-discovery on the path to positive personal and spiritual fulfillment. While in town, Dollar will also donate resources to a deserving organization to support their invaluable services and dedication to changing and strengthening their communities.

The following Public Service Announcements aired during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **PERSONAL GROWTH:**

o The United Way (Volunteerism)

Ran: April 8, 2012x2; April 29, 2012x2; June 24, 2012

4 sixty seconds announcements

o The United Way (Volunteerism)

Ran: April 15, 2012x2; April 22, 2012; May 6, 2012; May 13, 2012; May 27, 2012;

June 10, 2012; June 17, 2012

9 fifteen seconds announcements

**ISSUE: FINANCES**

**Sunday Morning Magazine**

May 27, 2012

7:24 a.m.

12:00 Minutes of a 60 Minute Program

Mary Beth Franklin, Senior Editor, Kiplinger's Personal Finance Magazine; Mike Farrel, Executive Vice President, Retirement & Wealth Strategies Group, MetLife. As guest on *Sunday Morning Magazine*, Mrs. Franklin and Mr. Farrel spoke about retirement investing. They discussed how listeners can create their own personal pension, stretch retirement dollars and protect themselves against volatile markets while also participating in market gains.

The following Public Service Announcements aired in support of the issue of **FINANCE:**

o Ohio Association of Broadcasters (Ohio Housing Finance Agency)

Ran: June 15, 2012 through June 30, 2012

8 thirty seconds announcements

The following Public Service Announcements aired during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **FINANCE:**

o The United States Treasury (Foreclosure Prevention)

Ran: April 8, 2012

1 sixty seconds announcement

o The Department of Housing and Urban Development (Foreclosure Prevention)

Ran: May 20, 2012

1 thirty seconds announcement

o The American Institute of Certified Payable Accountants (Financial Responsibility)

Ran: May 27, 2012

1 thirty seconds announcement