

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY-FM

3<sup>rd</sup> Quarter, 2015

(July 1, 2015 through September 30, 2015)

Prepared by:

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Director, Public Affairs

**ISSUES OF CONCERN TO CINCINNATI  
ADDRESSED IN RESPONSIVE PROGRAMMING  
THE  
THIRD QUARTER, 2015**

1. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
2. **Literacy:** Educators nationwide maintain that the country is facing a literacy crisis. We spoke to authors and experts who presented information to engage young people in reading.
3. **The Foster Care System:** A countless number of children languish in the foster care system each year in this country. We presented information to help improve the quality of life for those young people who are often abused and neglected.
4. **Sexism:** We examined the adversity, stereotypes and misconceptions women often face in male dominated professions.
5. **Immigration:** We explored the myriad of issues immigrants face in the United States.
6. **Finance:** We presented information to educate listeners about the financial challenges that are pertinent today.
7. **Health:** We supplied information designed to help maintain a sound mind and body.
8. **Entrepreneurship:** We focused on owning and operating a small business and examined the impact small start-up businesses have on our economy.
9. **Teens and Body Image/Eating Disorders:** We focused on the link between how teens view themselves and eating disorders. We examined social pressures that teens face from peers and the media to be extremely thin.
10. **Environment:** We examined ways to protect the earth resources including re-purposing, and adopting a “greener” approach to life.
11. **Domestic Violence/Abuse:** We presented information to help victims of violence in the home as well as the perpetrators of this horrific crime.

## 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.

Third Quarter 2015

(July 1, 2015 to September 30, 2015)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: PARENTING**

**Sunday Morning Magazine**

July 5, 2015

7:00 a.m.

59:30 Minutes of a 60 Minute Program

Renee Mattson, Parenting Coach, Child In Bloom; Keena Stricker, Cincinnati Family Enrichment Center. For this edition of *Sunday Morning Magazine* we focused on parenting. Our guests gave tips, advice and information on how to improve parenting skills. While on the show they revealed the secrets to raising a confident child, and provided insight into parenting a special needs child. Ms. Stricker explained the concepts of attachment parenting and baby wearing. She also discussed the numerous health benefits of breast feeding. Both Mrs. Mattson and Ms. Stricker spoke at length about the importance of family dinner time.

**Sunday Morning Magazine**

September 20, 2015

7:32 a.m.

18:00 Minutes of a 60 Minute Program

Dr. Brad Sachs, Author, Emptying the Nest: Launching Your Young Adult Towards Success and Self-Reliance. Dr. Sachs spoke about what parents can do to teach their children to be independent once they reach adulthood.

**Sunday Morning Magazine**

September 27, 2015

7:33 a.m.

6:00 Minutes of a 60 Minute Program

Sandra Heinig, Regal Cinemas. As a guest on the show, Sandra Heinig spoke about Regal Cinemas' newest family engagement initiative. She announced that Deerfield Towne Center Stadium 16 Cinemas is offering sensory friendly films through a new program called My Way Matinee. My Way Matinees allows children with special needs and their family accessibility to theatres to see a family-friendly movie at a special show time—as they usually aren't able to because the parents fear it disrupts the general public. These special showings are once a month at 10am. Heinig says the theatre worked with experts in the field of autism to ensure My Way Matinees would be suitable for children with special needs.

*(Parenting cont.)*

**Sunday Morning Magazine**

September 27, 2015  
7:14 a.m.  
18:00 Minutes of a 60 Minute Program

T. Katz, Author, No Family Tree. While a family sharing a bloodline was once a social norm, non-traditional and unconventional families are more commonplace today. Katz's new book takes a look at the stigma surrounding families that are different. Katz, who was herself adopted, married a man who was also adopted as a child. While on the show, Katz spoke about her new book, No Family Tree, which parallels her own life. The book centers on a young girl who is assigned a school project to trace her family roots. Because the girl has two parents that were both adopted, her family heritage and history are totally unknown. Katz says that her book will help readers understand that family is much more than who you are related to by blood and proves that family has no boundaries.

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

o DrugFree Northern Kentucky (Heroin Abuse)

Ran: July 1, 2015 through September 30, 2015

132 thirty seconds announcements

o National Highway Safety Administration

Ran: July 1, 2015 through September 30, 2015

106 thirty seconds announcements

o Stop Bullying (Bullying Prevention)

Ran: July 1, 2015 through September 30, 2015

91 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 U.S. Forest Service (Families Re-connect by Unplugging)

Ran: July 5, 2015; August 9, 2015

2 thirty seconds announcements

o Stop Bullying (Hubbard Radio)

Ran: July 19, 2015; August 2, 2015; September 13, 2015

3 thirty seconds announcements

o Stop Bullying.gov

Ran: August 9, 2015

1 sixty seconds announcement

(Parenting cont.)

o U.S. Department of Health & Human Services (Fatherhood Initiative)

Ran: September 20, 2015  
1 fifteen seconds announcement

o The National Highway Traffic & Safety Administration (Texting While Driving)

Ran: August 9, 2015; August 23, 2015  
2 fifteen seconds announcements

o The National Runaway Switchboard

Ran: August 23, 2015  
1 fifteen seconds announcement

o DrugFree Northern Kentucky (Heroin Abuse)

Ran: August 2, 2015; September 20, 2015  
2 thirty seconds announcements

o RAADD (Recording Artists Against Drunk Driving)

Ran: August 23, 2015  
1 fifteen seconds announcement

**ISSUE: LITERACY**

**Sunday Morning Magazine**

July 12, 2015

7:00 a.m.

12:30 Minutes of a 60 Minute Program

Connie Schofield-Morrison, Author, I Got the Rhythm. For this edition of the show, which focused on illiteracy, we put together our 2<sup>nd</sup> Annual *Sunday Morning Magazine* Recommended Summer Reading list. One of the books that we selected in our Picture Book category was I Got the Rhythm by first-time author Connie Schofield-Morrison. She explained on the show that she wrote the book to bring characters to life that would be relatable to young African American children. She maintains that it's important for children of color to see images on book covers that look like them. She says the goal of the book is to encourage readers to express themselves and their uniqueness. In addition, Schofield- Morrison spoke about why she believes it's important for parents to read to their children during summer break.

**Sunday Morning Magazine**

July 12, 2015

7:13 a.m.

13:00 Minutes of a 60 Minute Program

Jen Calonita, Author, Fairy Tale Reform School: Flunked. For this edition of the show we focused on literacy and represented our 2<sup>nd</sup> Annual *Sunday Morning Magazine* Recommended Summer Reading list. One of the books that we selected in our Middle School category was Fairy Tale Reform School: Flunked by Jen Calonita. While on the program, Calonita spoke about her writing career and her latest book. She gave parents of reluctant readers advice on getting their children interested in books.

**Sunday Morning Magazine**

July 12, 2015

7:25 a.m.

8:00 Minutes of a 60 Minute Program

Sharon M. Draper, Author, Stella by Starlight. During this edition of the show we were proud to announce the books we selected for our 2<sup>ND</sup> Annual *Sunday Morning Magazine* Recommended Summer Reading list. One of the titles we picked in our Middle School category was Stella by Starlight. The author, Sharon M. Draper joined the show to talk about the novel. Mrs. Draper, former National Teacher of the Year, also provided a number of useful tips to help parents keep their child's mind sharp over the summer to curve summer learning loss.

*(Literacy cont.)*

**Sunday Morning Magazine**

July 12, 2015

7:34 a.m.

18:00 Minutes of a 60 Minute Program

John Ed Bradley, Author, Call Me By My Name. For this show, in an effort to promote literacy, we were proud to announce our picks for our 2nd Annual *Sunday Morning Magazine* Recommended Summer Reading list. One of the books we selected in our Young Adult Category was Call Me By My Name by John Ed Bradley. While on the show, Mr. Bradley explained that his novel is set in the 1960's during the height of racial tension in the country. With some of the things we are seeing in the country in 2015, Bradley says the novel is relevant to teens today. Bradley also explained why summer is a perfect time for youngsters to connect with books.

**Sunday Morning Magazine**

July 12, 2015

7:53 a.m.

7:00 Minutes of a 60 Minute Program

Ray and Karen, Radio Morning Show Host. Ray and Karen are hosting a book drive in an effort to improve literacy rates for students attending school in a local disadvantaged community. Ray and Karen joined *Sunday Morning Magazine* to talk about the book drive and to encourage listeners to donate books.

**Sunday Morning Magazine**

July 19, 2015

7:25 a.m.

9:00 Minutes of a 60 Minute Program

Ryan Murphy, Xavier University, Boys to Men program. The Literacy Network trained Xavier University students to tutor at Evanston Academy. This program, pairs an XU student with an Evanston Elementary student three days a week. The XU student works with his mentee to help improve literacy and various social skills. Mr. Murphy joined *Sunday Morning Magazine* to talk about the program.

*(Literacy cont.)*

**Sunday Morning Magazine**

August 2, 2015



7:28 a.m.  
13:00 Minutes of a 60 Minute Program

Susan Frankel, President and CEO, Crayons to Computers. While on-air, Mrs. Frankel explained that Crayons to Computers (C2C) was founded to provide teachers with essential school supplies to promote learning in the classroom. Mrs. Frankel says that Crayons to Computers provides these supplies to area public school teachers at no cost. In addition, Frankel explained how something as simple as basic school supplies can make a difference in the lives of students.

**Sunday Morning Magazine**  
September 6, 2015  
7:40 a.m.  
6:00 Minutes of a 60 Minute Program

Annie Ruth, Author, Poet, Artists and Activist. During this special edition of *Sunday Morning Magazine*, we devoted an hour to illiteracy. Annie Ruth is the creative mind behind an important new initiative called My Daddy Reads. The program encourages fathers to bond with their children through reading.

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

- o Adopt A Class (Mentor)  
Ran: July 1, 2015 through September 30, 2015  
133 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 **LITERACY:**

- o Teach.org (Teacher Recruitment)  
Ran: September 27, 2015  
1 sixty seconds announcement
- o Teach.org (Teacher Recruitment)  
Ran: July 12, 2015; September 6, 2015  
2 fifteen seconds announcements
- o The Library of Congress (Literacy)  
Ran: July 12, 2015  
1 thirty seconds announcement

*(Literacy cont.)*

- o Wanna Play (Music Education)  
Ran: July 12, 2015; July 19, 2015; August 16, 2015; September 20, 2015  
4 fifteen seconds announcements

o The United Way (Mentor Program)

Ran: July 19, 2015; September 13, 2015

2 sixty seconds announcements

o The United Way (Mentor Program)

Ran: September 13, 2015

1 fifteen seconds announcement

o Think It Up (Education Reform)

Ran: August 2, 2015; September 6, 2015; September 13, 2015; September 20, 2015

4 fifteen seconds announcements

o The United Way (Tutor/Mentor)

Ran: September 27, 2015

1 thirty seconds announcement

o The United Way (Tutor/Mentor)

Ran: August 16, 2015; August 23, 2015; September 6, 2015

3 fifteen seconds announcements

o The Hispanic Scholarship

Ran: July 19, 2015

1 thirty seconds announcement

**ISSUE: THE FOSTER CARE SYSTEM**

**Sunday Morning Magazine**

August 30, 2015

7:00 a.m.

10:00 Minutes of a 60 Minute Program

Brandy Pendleton, LSW, Director of Intake, The Bair Foundation. There are over 400,000 children living in foster care in America. During this special edition of *Sunday Morning Magazine*, we focused on the foster care system. Brandy is with the Bair Foundation, a local foster care agency. She described the trauma children in foster care often experience. She spoke about the screening and training process for potential foster parents. Mrs. Pendleton also spoke about public perceptions of foster parents. In addition, she explained what happens to children when foster homes can't be identified locally.

**Sunday Morning Magazine**

August 30, 2015

7:10 a.m.

12:00 Minutes of a 60 Minute Program

Andrew Howell and Sarah Beal, Foster Parents with The Bair Foundation. There are over 400,000 children living in foster care in America. During this special edition of *Sunday Morning Magazine*, we focused on the foster care system. Andrew and Sarah joined the show to share their experiences as foster parents. They spoke about some of the challenges they face in their roles as foster parents—including working with biological families. Additionally, they touched on the rewards and joys fostering brings to their lives.

**Sunday Morning Magazine**

August 30, 2015

7:23 a.m.

8:00 Minutes of a 60 Minute Program

Tracy Cook, Executive Director, Prokids. While on the show, Tracy spoke about the role CASA's play is the foster care system. Cook explained that a CASA (Court Appointed Special Advocate) works to advocate on behalf of abused and neglected children in the foster care system. Cook says that ProKids recruits, instructs and supports community volunteers to speak up for children who have been abused and neglected, and helps guide them into safe environments where they can thrive. Cook spoke about the need for CASA's in Cincinnati.

(The Foster Care System cont.)

**Sunday Morning Magazine**

August 30, 2015

7:32 a.m.

11:30 Minutes of a 60 Minute Program

Ashley Rhodes-Couter, Former Foster Child, Author, Three Little Words. During this special edition of *Sunday Morning Magazine*, we focused on the foster care system. Ashley Rhodes-Couter entered foster care at the age of 3-years-old. She says she was placed in fourteen foster homes over the years. She explained on-air that those moves made her feel that she was unlovable. After years of neglect and abuse, Ashley was eventually adopted by a loving family when she was 12. Today, Ashley advocates on behalf of children still in foster care in America. She has spoken on Capitol Hill, has been invited to the White House and served as a Guardian ad Litem. She and her husband have fostered 14 children under the age of five over the past three years.

**Sunday Morning Magazine**

August 30, 2015

7:43 a.m.

11:30 Minutes of a 60 Minute Program

Josh Shipp, Former Foster Child, Motivational Speaker and best-selling author. During this special edition of *Sunday Morning Magazine*, we focused on the foster care system. Josh was orphaned at birth. Until the age of 14, he shifted from one foster home to another, where he says he was mentally and physically abused. Eventually, Josh found a loving foster home and was adopted. Josh joined *Sunday Morning Magazine* to talk about his experience in foster care. Currently, Josh is the founder of Hey Josh, a company devoted to providing practical, non-preachy advice to teenagers. On-air, he spoke about a new national mentoring program he is developing to aid wayward youngsters.

**Sunday Morning Magazine**

August 30, 2015

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Bradley Bredeweg and Peter Paige, Creators, Executive Producers and Writers, ABC Family's *The Fosters*. During this special edition of *Sunday Morning Magazine*, we focused on the foster care system. Bradley and Peter joined the program to talk about why they decided to create a show about foster care. They spoke about the positive feedback they have received from viewers and those working in the foster care system. Both Bradley and Peter believe the show offers a unique opportunity for people to begin a dialogue about foster care in this country.

The following Public Service Announcements aired in support of the issue of **THE FOSTER CARE SYSTEM:**

o Cincinnati Bar Association (Run for Kids/PROKIDS Organization)

Ran: July 1, 2015 through September 30, 2015

134 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 **THE FOSTER CARE SYSTEM:**

o Adopt U.S. Kids

Ran: August 16, 2015; September 27, 2015

2 thirty seconds announcements

o Adopt U.S. Kids

Ran: August 30, 2015

1 fifteen seconds announcement

o Adopt U.S. Kids

Ran: September 6, 2015; September 13, 2015

2 sixty seconds announcements

**ISSUE:       SEXISM**

**Sunday Morning Magazine**

July 26, 2015

7:00 a.m.

60:00 Minutes of a 60 Minute Program

During this edition of the show, we hosted an on-air panel discussion featuring four dynamic women who are all succeeding in male-dominated professions. The panel included:

Captain Teresa Theetge, Cincinnati Police Department. Captain Theetge is one of three female Captains, out of 12 Captains in the Department. She is the longest tenured female Captain within the Cincinnati Police Department.

Dr. Lakshmi Kode Sammarco, Hamilton County Coroner. Dr. Sammarco is the first female to ever hold the Hamilton County Coroner position.

Patti Marshall, WKRQ Program Director, WKRQ, WUBE, WYGY, WREW Operations Manager, Hubbard Radio. Ms. Marshall is one of very few women managing radio at an executive level in the entire country.

Barbara Rayford-Smith, President and Majority Owner, Journey Steel. Ms. Rayford-Smith is the owner of her own steel company and making a name for herself in the construction industry.

**ISSUE: IMMIGRATION**

**Sunday Morning Magazine**

August 2, 2015

7:00 a.m.

26:00 Minutes of a 60 Minute Program

Dan-el Padilla Peralta, Author, UNDOCUMENTED: A Dominican Boy's Odyssey From A Homeless Shelter To The Ivey League. Peralta is one of millions of young undocumented men and women brought to the country as children. He is a gifted scholar who made his way to some of the world's most elite schools—including Princeton and the University of Oxford. Peralta joined *Sunday Morning Magazine* to share his story, and talk about his new book which recounts his real-life journey as an undocumented person in the United States, which he says eventually lead to his family being homeless for many years. Mr. Peralta spoke eloquently on the issues of racism and classism in America. Peralta also discussed the fight for immigration reform. Today, after living in the United States for nearly three decades and marrying a U.S. citizen, Peralata is still awaiting a decision on his Green Card.

**ISSUE: FINANCE**

**Sunday Morning Magazine**

July 19, 2015

7:00 a.m.

11:00 Minutes of a 60 Minute Program

Kelli Grant, Reporter, CNBC. Mrs. Grant is a writer covering personal finance and consumer spending for CNBC.com. Mrs. Grant joined the show to give listeners advice on what they need to know before giving to crowdfunding projects online. In addition, she spoke about how consumers can stretch their money on international trips. She also gave a list of eight places to visit while the U.S. dollar is stronger.

**Sunday Morning Magazine**

July 19, 2015

7:36 a.m.

12:00 Minutes of a 60 Minute Program

Marietta Jelks, Editor, Consumer Action Handbook, U.S. General Services Administration's USA.gov. Marietta says banks, credit card companies and other businesses use credit scores to estimate how likely you are to pay back money you borrow. A higher score makes it easier to qualify for a loan, or lower interest rates. But it's not just lenders who look at credit scores. A growing number of insurance companies, landlords, utility companies, and even employers review them when considering candidates. Ms. Jelks spoke on-air about how to read your credit report, raise your credit score and protect yourself from identity fraud.

**Sunday Morning Magazine**

July 19, 2015

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Drew and Jonathan Scott, Host, HGTV's, *The Property Brothers*. Drew and Jonathan Scott are the hosts of HGTV's hugely popular show, *The Property Brothers*. On the show the Brothers help couples find, buy and transform extreme fixer-uppers into their ultimate dream home. As guests on *Sunday Morning Magazine* Drew and Jonathan gave listeners important advice on hiring a contractor and finding a good real estate agent.

(Finance cont.)



**Sunday Morning Magazine**

September 20, 2015

7:00 a.m.

17:00 Minutes of a 60 Minute Program

Hill Harper, Actor, CSI: New York, Bestselling Author, The Wealth Cure: Putting Money In Its Place. After a stunning thyroid cancer diagnosis, Mr. Harper was forced to come to terms with what was really important in his life. Suddenly, all the fame, fortune or accolades no longer mattered. In his new book, Harper talks about what he discovered though his illness. He says he learned to redefine the proper relationship between money and true wealth. While on the air, Harper discussed why so many people equate money with happiness. He also explained why life insurance, a will and an emergency fund are so important.

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 Making Home Affordable (Foreclosure Prevention)

Ran: July 19, 2015

1 fifteen seconds announcement

o HUD (Foreclosure Prevention)

Ran: August 9, 2015

1 thirty seconds announcement

**ISSUE:       HEALTH**

**Sunday Morning Magazine**

July 19, 2015

7:12 a.m.

12:00 Minutes of a 60 Minute Program

Carrie Fisher, Actress, Author and Film Maker. Carrie Fisher is best known for her role as Princess Leia in the iconic *Star Wars* trilogy. She is the daughter of actors Eddie Fisher and Debbie Reynolds. Her experiences with addiction and bipolar disorder and depression—and her willingness to speak honestly about them have made her a sought-after speaker and respected advocate for these communities. Ms. Fisher joined the show to talk about her career and her mental health and substance abuse issues.

**Sunday Morning Magazine**

August 2, 2015

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Lorena Garcia, Celebrity Chef, NBC's *Food Fighters*. Venezuelan-born restaurateur, TV personality, TV producer and published author, Lorena Garcia is one of the country's leading and sought-after chefs. While on the show she gave listeners useful tips on how to prepare meals that taste good yet are healthy. Garcia says cooking with fresh herbs and spices is a good way to season up food without adding in extra calories and fats. For mom's tuning in to the program, Garcia gave examples of quick, budget-friendly, easy to prepare healthy family meals. In addition, Garcia explained why she created Big Chef, Little Chef which is a comprehensive non-profit program designed to help children and their families take control of their eating habits, and ultimately their lives. Garcia has pledged to lend her talents and expertise to create healthier recipes which are available free to any school in the country.

**Sunday Morning Magazine**

August 16, 2015

7:00 a.m.

57:00 Minutes of a 60 Minute Program

Dr. Marc Galloway, Cincinnati Sports Medicine & Orthopedic Center and Head Physician for the Cincinnati Bengals; Dr. Nicholas Edwards, Cincinnati Children's Hospital; Christopher M. Giordullo, Athletic Trainer. According to the National Safe Kids Campaign and The American Academy of Pediatrics, in the United States about 30 million children and teens participate in organized sports. And more than 3.5 million children are injured each year. For this edition of *Sunday Morning Magazine* we focused on children and sports injuries. To cover the issue, we assembled a panel of experts. Our panelist spoke about the many benefits organized sports provides to children. They also talked about concussions, overuse injuries and explained how some sports injuries can be prevented.

(Health cont.)

**Sunday Morning Magazine**

September 6, 2015

7:46 a.m.

14:00 Minutes of a 60 Minute Program

Chip Graeter, Graeter's Ice Cream; Jennifer Gault, The Cure Starts Now. Our guests joined the show to go over details about an exciting new partnership between Graeter's Ice Cream and the cancer research organization, The Cure Starts Now. Chip explained that Graeter's plans to donate proceeds from its bestselling ice cream flavor, Elena's Blueberry Pie to the Cure Starts Now in pursuit of the revolutionary "homerun" approach to cure cancers by focusing on pediatric brain cancer. In addition, Jennifer Gault spoke about the many programs and services The Cure Starts Now offers to those impacted by brain cancers.

**Sunday Morning Magazine**

September 13, 2015

7:48 a.m.

12:00 Minutes of a 60 Minute Program

Chip Pheleps, Papa John's Pizza; Dawn Berryman, The Leukemia & Lymphoma Society, Tri-State Chapter. Our guests joined the show to talk about a joint venture. Mr. Pheleps explained that during the 2015 NFL football season Papa John's would offer a one of a kind meal deal called the Who Dey special. Pheleps said 20% of each Who Dey special will be donated to The Leukemia & Lymphoma Society. Mrs. Berry spoke about the many programs and services The Leukemia and Lymphoma Society provides to those diagnosed with a blood cancer as well as their loved ones. Berryman also talked about the upcoming Night the Light Walk which is an annual fundraiser for the Leukemia & Lymphoma Society.

**Sunday Morning Magazine**

September 13, 2015

7:39 a.m.

6:00 Minutes of a 60 Minute Program

Dolvett Quince, Certified Trainer, NBC's *The Biggest Loser*. Dolvett is a trainer on *The Biggest Loser*. Quince's fitness studio in Atlanta, GA attracts such clients as Janet Jackson, Baltimore Ravens tight end Daniel Wilcox and actor Michael Jai White. Additionally, world-wide pop sensation Justin Bieber hired Quince as his personal trainer. Dolvett joined *Sunday Morning Magazine* to talk about weight management.

(Health cont.)

**Sunday Morning Magazine**

September 20, 2015

7:18 a.m.

13:00 Minutes of a 60 Minute Program

Leeza Gibbons, Co-host, *America Now* and Author of Take Two. While on the air, Ms. Gibbons discussed her show, *America Now* and her new book, Take Two. She also spoke about life after her recent divorce. In addition, Ms. Gibbons talked candidly about her work to fight Alzheimer's disease. Her mother and grandmother both died of the heart-breaking illness. Inspired by her loss, she created the Leeza Gibbons Memory Foundation (a 501c3 non-profit) and its signature programs, Leeza's Place and Leeza's Care. "After the two strongest women in my life fell prey to the thief of memory called Alzheimer's Disease, I created what we wished we had—a place to get support, help and hope along a challenging health journey," says the one-time *Entertainment Tonight* host.

**Sunday Morning Magazine**

September 20, 2015

7:52 a.m.

8:00 Minutes of a 60 Minute Program

Dr. Patricia Hannahan, Advance Dentistry. While on-air, Dr. Hannahan explained that her practice will offer free dental care to individuals in need who would otherwise go without during an effort she's spearheading called Cincy Care to Share. Dr. Hannahan's office will be offering one free cleaning, filling or extraction to adults 18 and older. Hannahan says Cincy Care to Share offers a unique opportunity for her staff to give back to the community.

**Sunday Morning Magazine**

September 27, 2015

7:00 a.m.

13:00 Minutes of a 60 Minute Program

Richard Hamburg, Deputy Director, Trust for America's Health. The Robert Wood Johnson Foundation and Trust for America's Health recently released the 12<sup>th</sup> Annual State-by-State report which examines adult obesity rates. The report also ranks the states with the highest obesity rates. Mr. Hamburg joined the show to talk about some of the findings of the report. According to Hamburg, Ohio ranks number eight among the states with the highest rates of adult obesity. Hamburg also spoke about racial and ethnic disparities when it comes to obesity rates in the U.S.

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

- o Alzheimer's Association of Greater Cincinnati

Ran: July 1, 2015 through September 30, 2015  
105 thirty seconds announcements

o The American Heart Association (Women and Heart Disease)

Ran: July 1, 2015 through September 30, 2015  
131 thirty seconds announcements

o The Ohio Association of Broadcasters (Angels on Track)

Ran: July 1, 2015 through September 30, 2015  
90 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 Play 60 (Children and Physical Activity)

Ran: July 19, 2015  
1 thirty seconds announcement

o Play 60 (Children and Physical Activity)

Ran: August 9, 2015; September 20, 2015  
2 fifteen seconds announcements

o The American Heart Association (High Blood Pressure)

Ran: July 19, 2015; August 2, 2015  
2 thirty seconds announcements

o U.S. Department of Health & Human Services (Colorectal Cancer)

Ran: August 16, 2015  
1 sixty seconds announcement

o The American Heart Association (Go Red For Women-  
Women and Heart Disease)

Ran: August 23, 2015  
1 fifteen seconds announcement

o Cincy Care to Share (Free Dental Care)

Ran: September 13, 2015  
1 thirty seconds announcement

o The U.S. Product Safety Commission (Pool Safety)

Ran: August 2, 2015  
1 thirty seconds announcement

*(Health cont.)*

o AARP (Caregiving)

Ran: August 2, 2015  
1 thirty seconds announcement

o Feeding America (Child Hunger)

Ran: July 19, 2015; August 16, 2015; September 13, 2015; September 20, 2015  
4 sixty seconds announcements

o FreeStore Foodbank (Child Hunger)

Ran: August 2, 2015  
1 sixty seconds announcement

**ISSUE:           ENTRUPRENUERSHIP**

**Sunday Morning Magazine**

August 9, 2015

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Peggy Caruso, Personal Development Coach, Author, Revolutionize Your Child's Life: A Simple Guide to Health, Wealth and Welfare of Your Child. For this edition of *Sunday Morning Magazine* we focused on young people that are becoming captains of industry—who have started their own business at a very young age. Our guest, Peggy Caruso says that parents should teach their children the principals of entrepreneurship to help them become successful adults. On-air she gave examples of simple ways parents can empower their children to reach their maximum potential. Caruso also gave advice to parents who have children that want to start a small business. In addition, Caruso maintains there are also many lessons kids can learn when a business fails.

**Sunday Morning Magazine**

August 9, 2015

7:17 a.m.

11:00 Minutes of a 60 Minute Program

Allie, Founder and Owner, Allie's Walk About; David, Allie's Dad. While on the show Allie explained the idea for the business came after she asked her dad for money when she was 9-years-old. She says his answer was no, but he followed up by saying he would teach her how to earn the money. Today, Allie is the owner of Allie's Walk About which is an extremely profitable full service pet sitting company. Allie spoke about the difficulties of starting the company. She also discussed how she handles overhead and operational expenses. In addition, Allie explained how she juggles the business, school, homework, friends and afterschool activities.

**Sunday Morning Magazine**

August 9, 2015

7:29 a.m.

15:00 Minutes of a 60 Minute Program

Madison Robinson, Founder, Fish Flops Inc. At the age of 8, Madison started her own company, Fish Flops. Today, at the age of 16-years-old, this entrepreneur has over \$1 million dollars in sales. She joined *Sunday Morning Magazine* to talk about the key to her success. She discussed everything from her business role models to her lucrative deal with retailers Macy's and Nordstrom. Robinson also discussed her plans for college and her philanthropic endeavors with the military and orphaned children. She also gave advice to other teens looking to start a business.

*(Entrepreneurship cont.)*

**Sunday Morning Magazine**

August 9, 2015

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Hannah and Alexander, Founders, Adopt A Book. After learning that local at-risk children had no access to books, Hannah and Alexander vowed to help. At the age of 9 the caring brother and sister started Adopt A Book. The non-profit organization collects and distributes new and gently used books to children in need. Today, at the age of 12-years-old these twins have collected over 21,000 books and distributed them to 29 local organizations. Passionate about reading and availability of resources, Hannah and Alexander petitioned the city to place a Little Free Library along a historic bike trail, encouraging people to share and recycle reading materials. They joined *Sunday Morning Magazine* to tell their story.

**Sunday Morning Magazine**

September 13, 2015

7:00 a.m.

36:00 Minutes of a 60 Minute Program

Tiffany L. Adams, President & Certified Consultant, Cincinnati Etiquette & Leadership Institute, LLC. Mrs. Adams joined the show to talk about dining, business and international etiquette. Adams says that dining etiquette is becoming more important as companies are incorporating formal dining as part of the interview process. With the increased use of technology in the workplace, Mrs. Adams spoke about the standards of etiquette when it comes to emails and other technology-driven areas of business. She also explained the many cultural issues that can arise when professionals conduct business abroad with international clients



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

**Sunday Morning Magazine**

August 23, 2015

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**

August 23, 2015

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**

August 23, 2015

7:25 a.m.

14:00 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 recovery to eventually becoming comfortable with their own bodies. Today they are both registered dieticians and work with teenagers battling eating disorders.

(Teens and Body Image cont.)

**Sunday Morning Magazine**

August 23, 2015

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 pressures to conform to the unrealistic expectations of the dance industry.

**Sunday Morning Magazine**

August 23, 2015

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.

**Sunday Morning Magazine**

September 6, 2015

7:33 a.m.

7:00 Minutes of a 60 Minute Program

Zina Garrison, Tennis Olympic Gold Medalist and Contestant on *NBC's The Biggest Loser*. Zina joined the show to talk about weight loss and her experience on the highly-rated television program, *The Biggest Loser*. Zina, who is currently the tennis coach for top junior tennis player, Taylor Townsend explained how she helped her young protégé come to terms with her own body image issues.

**ISSUE:        ENVIRONMENT**

**Sunday Morning Magazine**

September 6, 2015

7:00 a.m.

20:00 Minutes of a 60 Minute Program

Bill Hopple, Executive Director, Cincinnati Nature Center. As a guest on *Sunday Morning Magazine* Bill Hopple spoke about the programs and services offered to the community at-large through the Cincinnati Nature Center. According to Mr. Hopple, the Cincinnati Nature Center is spearheading a major environmental conservation initiative called Milkweed to Monarchs. Hopple explained that over the past decade, the monarch butterfly population has declined by an alarming 97%. These incredible creatures are very close to being put on the endangered species list. With the intent of educating the community on the fragile plight of the monarch butterflies, The Cincinnati Nature Center is promoting the widespread planting of milkweed in Southwest Ohio and beyond. While on-air, Mr. Hopple encouraged listeners to plant seeds to save the species.

**ISSUE:           DOMESTIC ABUSE/ABUSE**

**Sunday Morning Magazine**

September 27, 2015

7:40 a.m.

20:00 Minutes of a 60 Minute Program

Debbi Morgan, Emmy Award-winning Actress and Author, The Monkey On My Back. Debbi Morgan is best known as Dr. Angela Hubbard on the long-running soap opera *All My Children*. She joined *Sunday Morning Magazine* to discuss her deeply personal memoir. Debbi revealed on-air that early in her family history, an ugly pattern of domestic violence began—which spanned three generations of women. The abuse developed into fear, insecurity, self-doubt, and emotional trauma, which were passed down from one generation to the next. From her maternal grandmother, who was beaten by her husband, to Debbi's mother, who became pregnant as a young teen and suffered the same abuse as her mother, down to Debbi, who internalized the physical abuse she watched her mother endure. As an adult, Debbi would also face abuse in her relationships.

**Sunday Morning Magazine**

September 6, 2015

7:21 a.m.

11:00 Minutes of a 60 Minute Program

Mary Jordan and Kevin Sullivan, Co-Authors, Hope: A Memoir of Survival in Cleveland. Amanda Berry made world-wide headlines when she escaped from a Cleveland home after being kidnapped and held captive for ten years. As the disturbing details unfolded, we found that two other girls Gina DeJesus and Michelle Knight were also being held against their will by Ariel Castro. Amanda Berry and Gina DeJesus have teamed up with Pulitzer Prize winning journalists Mary Jordan and Kevin Sullivan to tell their story. While on-air, Mary and Kevin revealed that Amanda secretly kept a 2,000 page journal which was written on Little Debbie boxes, napkins and McDonalds bags. Mary explained that she traveled to Castro's home town in Puerto Rico to gain more insight into the man that lured, kidnapped, chained, repeatedly raped and psychologically abused these three young girls. Today, Mary and Kevin say both Amanda and Gina are working hard to make the most of their lives. They both are pursuing higher education and looking forward to meaningful futures.