

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

1st Quarter, 2015

(January 1, 2015 through March 31, 2015)

Prepared by:

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Director, Public Affairs

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

1. **Learning Disabilities:** Fifteen percent of the U.S. population, or one in seven Americans, has some type of learning disability, according to the National Institutes of Health. During first quarter 2015, we focused on children and learning disabilities.
2. **Employment:** We provided useful tips and information to assist those that are currently searching for employment.
3. **Health:** We supplied information designed to help maintain a sound mind and body.
4. **Race Relations:** We presented information to bring a better appreciation of the culture of those of a different race, heritage or socioeconomic background. We also explored the struggle for civil rights both nationally and internationally.
5. **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.
6. **Homelessness:** We examined the state of homelessness in Cincinnati and Northern Kentucky. We focused on the dangers homeless individuals face on a daily basis, the impact homelessness has on children, and services available to the city's homeless population.
7. **Estate Planning:** We explained the importance of a will, a trust, a living will and a living trust. We also provided tips on how to initiate end of life discussions with loved ones.
8. **Human Trafficking:** We focused on world-wide efforts to end commercial sexual exploitation of women sold into trade and are victims of human trafficking.
9. **Education:** We offered relevant guidelines and information to improve the standards of education for today's youth.
10. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
11. **Community Engagement:** We presented information to empower listeners to get involved and help make a difference in their community through volunteer efforts and community outreach participation projects.
12. **Marriage Enrichment:** Research shows that fifty percent of all marriages will end in divorce. We provided information designed to strengthen the bond of marriage.

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.

First Quarter 2015

(January 1, 2015 to March 31, 2015)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: LEARNING DISABILITIES

Sunday Morning Magazine

February 22, 2015

7:00 a.m.

40:00 Minutes of a 60 Minute Program

Mary Ann Mulcahey, Springer School and Center; Ann Hahnel, St. Elizabeth Hospital. Fifteen percent of the U.S. population, or one in seven Americans, has some type of learning disability, according to the National Institutes of Health. For this special edition of *Sunday Morning Magazine*, we focused on children and learning disabilities. My guests explained some of the more common learning disabilities such as Dyslexia, Dyscalculia, Dysgraphia, Auditor and Visual Processing Disorders and Nonverbal Learning Disabilities. They explained how children are evaluated for a learning disability and gave parents insight into the line of questions they should ask before, during and after this process. Our expert guests also spoke about the role technology is playing in the success of children diagnosed with a learning disability.

Sunday Morning Magazine

February 22, 2015

7:43 a.m.

17:00 Minutes of a 60 Minute Program

Henry Winkler, Actor, Director and New York Times-Selling Author, Here's Hank, Fake Snakes and Weird Wizards. During this edition of the show we focused on Children and Learning Disabilities. Henry Winkler is best known for his role as the ultra-cool Arthur Fonzarelli—The Fonz from the hit TV series *Happy Days*. While on *Sunday Morning Magazine* Winkler revealed that he grew up with a learning disability, but was not diagnosed until he was 31-years-old. He explained that he turned his childhood experiences of living with a learning disability into a fun-loving character in the New Times Best-Selling series, *Hank Zipzer*. From reading and memorizing scripts, Winkler spoke candidly about the difficulties of being an actor in Hollywood with a learning disability. During his time on-air, Winkler gave advice to listeners raising children with dyslexia and other learning disabilities.

ISSUE: EMPLOYMENT

Sunday Morning Magazine

January 4, 2015

7:00 a.m.

49:00 Minutes of a 60 Minute Program

Bob Anderson and Cathleen Snyder, Human Resources Consultants, Strategic HR Inc. For this edition of the show we provided useful tips and information to assist those currently searching for employment. Mr. Anderson and Mrs. Snyder, who are two of the area's top HR consultants, shared their insight into what employers are looking for on resumes. The duo also explained how technology and the digital age are impacting the job hunt. In addition, they went over the benefits work at home opportunities offers both employers and employees. Mrs. Snyder also discussed strategies for negotiating a pay increase.

Sunday Morning Magazine

January 4, 2015

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Julie A. Smith Morrow, Ph.D., Dress for Success. During her time on-air Mrs. Morrow explained the mission of Dress for Success Cincinnati is to promote the economic independence of disadvantaged women by providing professional attire, a network of support, and career development tools to help them thrive in work and life.

Sunday Morning Magazine

February 15, 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: HEALTH

Sunday Morning Magazine

January 11, 2015

7:00 a.m.

15:00 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

January 11, 2015

7:39 a.m.

19:00 Minutes of a 60 Minute Program

Nancy Hollenkamp, Co-Founder, The Aubrey Rose Foundation; Livvy Stubenrauch, the Voice of Young Anna, *Disney's Frozen*. Nancy joined the show to talk about the 12th Annual American Girl Fashion Show to benefit the Aubrey Rose Foundation. Hollenkamp explained that for the event little girls between the ages of 4-12 participate in a fashion show. Money raised from the fashion show will benefit the Aubrey Rose Foundation. The Aubrey Rose Foundation provides assistance to local families caring for children with life-threatening illnesses. Livvy Stubenrauch, the voice of young Anna in the mega hit film *Frozen* joined the show to talk about her involvement with the Fashion Show. Livvy also spoke about her experience working on *Frozen*.

Sunday Morning Magazine

January 18, 2015

7:39 a.m.

19:00 Minutes of a 60 Minute Program

Dr. Christopher Lewis, Founder and President, Village Life Outreach Project Inc. A trip to Tanzania, East Africa as a medical student inspired Dr. Lewis to form Village Life Outreach Project. The organization partners with local volunteers to improve the quality of life, health and education for impoverished villagers living in the Rorya District of Tanzania. While on the air, Dr. Lewis spoke about the health, educational and medical facilities in Africa. Through Village Life, Dr. Lewis is in the middle of building a health center to service the needs of the villagers. Village Life is focusing its efforts on helping those in the region sustain themselves by providing access to clean water and education.

(Health cont.)

Sunday Morning Magazine

February 1, 2015

7:32 a.m.

28:00 Minutes of a 60 Minute Program

Sara Bitter, Co-Chair, Cincinnati Reel Abilities Film Festival; John Lawson, Television and Film Actor. My guests explained that Real Abilities is the region's largest film festival and celebrates the lives, stories and art of people who explore and experience disability. Movie screenings and special educational programs and events will be held throughout the city for the festival. Stage, film and television actor John Lawson joined *Sunday Morning Magazine* to talk about his efforts to bring more roles for disabled actors to Hollywood.

Sunday Morning Magazine

February 15, 2015

7:51 a.m.

9:00 Minutes of a 60 Minute Program

Lori Fovel, The American Heart Association. In recognition of Heart Health Awareness Month, we invited Lori Fovel to the show to talk about women and heart health. Fovel explained on-air that heart disease is the number one killer of women. She says that because too many women are unaware of that fact, The American Heart Association introduced the Go Red for Women campaign. She also discussed the many risk factors associated with heart disease. She also spoke about a unique partnership between Macy's stores and the American Heart Association. To celebrate Heart Health Month, Macy's is offering store-wide discounts. Macy's is also featuring a Go Red for Women dress collection. In addition, to promote physical activity, Macy's is also introducing a special line of women's active wear called Ideology.

Sunday Morning Magazine

March 1, 2015

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Suzanne Somers, Actress and Author, Breakthrough: Eight Steps to Wellness. For her latest book, Suzanne Somers interviewed top doctors in the field of anti-aging medicine to uncover enlightening life-saving information. As a guest on *Sunday Morning Magazine*, Ms. Somers discussed her new book. She maintains that the publication provides information on how to improve memory, detect diabetes early, preserve eyesight, and restore hearing.

(Health cont.)

Sunday Morning Magazine

March 1, 2015

7:16 a.m.

14:00 Minutes of a 60 Minute Program

Brenita Brooks, Regional Vice President, National Kidney Foundation. While on the show, Mrs. Brooks explained that diabetes, high blood pressure, a family history of kidney failure, being over the age of 60 and a history of kidney stones are some of the common causes of kidney disease. Brooks maintains that kidney disease affects more people than breast and prostate cancers combined.

Sunday Morning Magazine

March 1, 2015

7:31 a.m.

9:00 Minutes of a 60 Minute Program

Allie K. and Jeff F. Both Allie and Jeff were diagnosed with Kidney disease. After several months on dialysis, Allie and Jeff both received donated kidney from their sisters. Today Allie and Jeff are advocates for the National Kidney Foundation. They speak to others around the city and across the nation about the importance of screening for kidney disease and the life-saving power of being an organ donor.

Sunday Morning Magazine

March 22, 2015

7:00 a.m.

11:00 Minutes of a 60 Minute Program

Dr. David Plas, Associate Professor, Department of Cancer Biology, University of Cincinnati. During this special edition of *Sunday Morning Magazine* we focused on the latest in medical breakthroughs and technology. Dr. Plas joined the show to discuss the latest in cancer research and drug therapy.

Sunday Morning Magazine

March 22, 2015

7:12 a.m.

10:00 Minutes of a 60 Minute Program

Dr. Sandra Eisele, The Christ Hospital. For this edition of the show we focused on the latest in medical breakthroughs and technology. Dr. Eisele is a pioneering surgeon who is performing the first total ankle replacement surgery in this area. While on-air, Dr. Eisele explained she is using a newer implant that is engineered with custom jigs that result in more accurate placement of the implant. In addition, Dr. Eisele spoke about what this ground-breaking procedure means to the medical community, and most importantly, to patients.

(Health cont.)

Sunday Morning Magazine

March 22, 2015

7:23 a.m.

12:00 Minutes of a 60 Minute Program

Dr. Nelesh Patil and Dr. Sadhna Verma, University of Cincinnati Hospital. During this special edition of the show we concentrated on the latest in medical breakthroughs and technology. Dr. Patil and Verma joined the program to discuss MRI Fusion Biopsy. This technology is used to treat prostate cancer. The doctors explained that targeted biopsy, using MRI fused with real-time ultrasound provide advanced images of the prostate. Dr. Verma expounded by saying this technology has the potential to revolutionize diagnosis and management through accurate localization of many prostate cancers. In addition, the doctors answered general questions about the prostate and risk factors related to prostate cancer.

Sunday Morning Magazine

March 22, 2015

7:35 a.m.

13:00 Minutes of a 60 Minute Program

Dr. Susan McElroy, Lindner Center of Hope. For this edition of the show, we focused on medical breakthroughs and technology with origins in the Tri-State. As an on-air guest, Dr. Susan McElroy spoke about an interesting study she is heading. She explained that bipolar disorder is known to have a largely genetic cause, but the precise genes and genetic mechanisms are still unknown. It has recently been found that bipolar disorder is related to obesity—people with bipolar disorder have increased rates of obesity compared to people without the illness. Dr. McElroy says like bipolar disorder, obesity also has a large genetic component, but no studies had explored the genetic association of bipolar disorder without controlling for obesity. Dr. McElroy is one of the world's top researchers in the field of bipolar disorder. She spoke on-air about the implications of this exciting new data.

(Health cont.)

Sunday Morning Magazine

March 22, 2015
7:48 a.m.
12:00 Minutes of a 60 Minute Program

Michael Quaranta, Executive Director, Oncology Service Line, The Christ Hospital Health Network; Connie Cook, Clinical Director, Oncology Service Line, The Christ Hospital Health Network. During this special edition of *Sunday Morning Magazine* we focused on the latest in medical breakthroughs and technology. The Christ Hospital Health Network is one of six hospitals in the country to receive delivery of the Edge radiosurgery system for high-precision radiosurgery. According to our on-air guests, the Edge is a powerful new alternative to traditional surgery. Mr. Quaranta explained that the Edge accurately targets tumors and other abnormalities without an incision or the need for recovery in a hospital setting. He says its knifelike beam can accurately target tumors of the lung, brain, spine and other areas that are typically more difficult to treat surgically.

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

- o Alzheimer's Association of Greater Cincinnati
Ran: March 1, 2015 through March 31, 2015
26 thirty seconds announcements

- o Ohio Network Health
Ran: January 1, 2015 through March 31, 2015
27 thirty seconds announcements

- o The American Heart Association
Ran: March 1, 2015 through March 31, 2015
25 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 St. Baldricks (Childhood Cancers)
Ran: January 11, 2015
1 thirty seconds announcement

- o The United Way/Play 60 (Children and Physical Activity)
Ran: January 11, 2015; February 1, 2015; February 8, 2015; February 22, 2015
4 fifteen seconds announcements

- o The American Heart Association (Heart Disease)
Ran: February 15, 2015; March 8, 2015
2 fifteen seconds announcements
(Health cont.)

- o The American Heart Association (Heart Disease)

Ran: March 15, 2015
1 thirty seconds announcement

o The U.S. Department of Health and Human Services (Women and Heart Disease)
Ran: February 22, 2015; March 8, 2015
2 sixty seconds announcements

o Stand Up to Cancer
Ran: March 22, 2015
1 fifteen seconds announcement

o Stand Up to Cancer
Ran: March 22, 2015
1 thirty seconds announcement

o The United Way/Play 60 (Children and Physical Activity)
Ran: March 22, 2015
1 sixty seconds announcement

o The Alzheimer's Association (Art of Making Memories)
Ran: March 29, 2015
1 sixty seconds announcement

ISSUE: RACE RELATIONS

Sunday Morning Magazine

January 18, 2015

7:00 a.m.

30:00 Minutes of a 60 Minute Program

Taylor Branch, Author, At Canaan's Edge: America in the King Years 1965-68. We spoke to Pulitzer Prize-winning and bestselling author Taylor Branch. He joined the show to talk about his latest project. The book concludes Branch's history of the civil rights movement and Dr. Martin Luther King's heroic role at the center of it all. While on *Sunday Morning Magazine*, Branch explained that the book chronicles King's efforts to hold his movement together in the face of internal factions that disagreed about strategy, tactics, and whether they could achieve their goals solely through nonviolence. Branch also spoke about the intermittent hostility Dr. King faced from President Johnson's administration. Branch also provided insight into the unrelenting harassment Dr. King endured at the hands of the FBI.

Sunday Morning Magazine

January 18, 2015

7:31 a.m.

7:00 Minutes of a 60 Minute Program

Christine King-Farris, Author, My Brother Martin: A Sister Remembers Growing up with Dr. Martin Luther King, Jr. Mrs. King-Farris joined the show to talk about her new children's book. While on the show, she revealed that she wrote the book to honor her late brother and to encourage the next generation of civil rights leaders.

ISSUE: LITERACY

Sunday Morning Magazine

January 25, 2015

7:00 a.m.

30:00 Minutes of a 60 Minute Program

Jaime Adoff, Sharon M. Draper and Katrina Kittle. For this edition of *Sunday Morning Magazine* we focused on literacy. We assembled a panel which consisted of three award-winning Young Adult authors. Each panelist described their writing style and writing process. They explained why they enjoy writing for teens and dispensed advice for teens interested in a career as a writer. They also debated the impact e-books, The Nook and The Kindle have made on the literary industry.

Sunday Morning Magazine

January 25, 2015

7:30 a.m.

30:00 Minutes of a 60 Minute Program

Loren Long, Tara Calahan King, Will Hillenbrand and Christina Wald. During this edition of the show, we focused on literacy. We put together a panel of four of the most respected Children's Book illustrators in the industry. Our panelists explained the process of illustrating books. They also discussed why illustrated picture books are the most important foundation to literacy for children. In addition, the panelist gave advice to parents of young children and teens who show a deep interest or potential as a visual artist.

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

o Adopt A Class (Mentor)

Ran: March 1, 2015 through March 31, 2015

42 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 Adopt A Class (Mentor)

Ran: February 22, 2015; March 1, 2015; March 29, 2015

3 thirty seconds announcements

ISSUE: HOMELESSNESS

Sunday Morning Magazine

March 8, 2015

7:00 a.m.

26:00 Minutes of a 60 Minute Program

Josh Spring, Executive Director, Greater Cincinnati Homeless Coalition; Kevin Finn, President & CEO, Strategies to End Homelessness. For this special edition of the show, we focused on homelessness in Cincinnati and Northern Kentucky. My guests described the factors that lead most people into homelessness. Mr. Spring and Mr. Finn say the number of homeless families seems to be increasing at alarming rates. They also talked about the dangers homeless individuals face on a daily basis. In addition, both guests gave details on the programs and services their respective organizations provide to the homeless population in Cincinnati.

Sunday Morning Magazine

March 8, 2015

7:28 a.m.

23:00 Minutes of a 60 Minute Program

Dr. James Canfield, Advocate for homeless children and Families; Ramin A. Mohajer, Executive Director, Faces without Places. Our guests joined us for a special edition of *Sunday Morning Magazine* which focused on homelessness. According to Dr. Canfield, the average age of a homeless person in America is 9 years old. During this segment, we examined homelessness among youth. Mr. Mohajer spoke about the educational impact homelessness has on children. Additionally, they explained what teachers, social workers and other school administrators can do to intervene on behalf of youngsters experiencing homelessness.

Sunday Morning Magazine

March 8, 2015

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Rashema Melson, Homeless High School Student. During this special edition of the show we focused on homelessness. Even though the stats were gravely stacked against her, Rashema Melson beat the odds. She and her family have spent the past four years living in one homeless shelter after another. Despite her dire circumstances, Rashema graduated valedictorian of her high school class. Rashema joined *Sunday Morning Magazine* to talk about her experience growing up homeless as a teenager in America. She revealed on our show that she recently received a full college scholarship. In large part to the overwhelming support she's received from the public, Melson recently established her own foundation. Through this non-profit company, Reshema plans to award other homeless or disadvantaged youth with college scholarships.

(Homelessness cont.)

The following Public Service Announcements aired in support of the issue of

HOMELESSNESS:

- o The Drop Inn Center (Homeless Shelter)
Ran: January 1, 2015 through January 31, 2015
31 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 **HOMELESSNESS:**

- o Making Home Affordable (Foreclosure Prevention)
Ran: January 11, 2015
1 sixty seconds announcement

- o Making Home Affordable (Foreclosure Prevention)
Ran: March 1, 2015
1 fifteen seconds announcement

- o Freestore Food (Childhood Hunger)
Ran: January 11, 2015; March 8, 2015
2 sixty seconds announcements

- o Feeding America (Childhood Hunger)
Ran: January 11, 2015; February 15, 2015
2 sixty seconds announcements

ISSUE: ESTATE PLANNING

Sunday Morning Magazine

February 8, 2015

7:00 a.m.

40:00 Minutes of a 60 Minute Program

Barry Zimmer, Attorney, The Zimmer Law Firm. It's a topic that everyone wants to avoid, however death is a part of life. Attorney Barry Zimmer joined *Sunday Morning Magazine* to discuss estate planning. While on the air, Zimmer explained the purpose of a will, a trust and a living trust. He says that many people operate under the misconception that a will is only for the super healthy. Zimmer discussed some of the mistakes that people often make when putting a will together. In addition, he gave advice from an estate planning standpoint in a variety of categories that are relevant to listeners including: same sex couples and small business owners.

Sunday Morning Magazine

February 8, 2015

7:40 a.m.

10:00 Minutes of a 60 Minute Program

Janet Montgomery, Hospice of Cincinnati; Barry Zimmer, Estate Planning Attorney, The Zimmer Law Firm. During our hour-long discussion on estate planning, we were joined by Janet Montgomery of Hospice of Cincinnati. Janet spoke about the services provided by Hospice. The organization recently introduced an initiative called Conversations of a Lifetime. The program encourages family members to discuss end of life decisions with their loved ones. Montgomery also explained that families should revisit the topic when any of the following occur: the death of a friend or family member, after a divorce in the family, after a diagnosis of a significant medical condition, after a decade has passed since the last talk and after a decline of physical conditions. Both Mrs. Montgomery and Mr. Zimmer spoke about the importance of a living will.

ISSUE: HUMAN TRAFFICKING

Sunday Morning Magazine

March 15, 2015

7:39 a.m.

19:00 Minutes of a 60 Minute Program

Vinny Rey, Cincinnati Bengals, Linebacker; Ryan Berg, Executive Director & Founder, The Aruna Project. Nation Football League lineman, Vinny Rey, who was The Cincinnati Bengals' nominee for the NFL Walter Payton Man of the Year Award, joined *Sunday Morning Magazine* to talk about his career and his philanthropic efforts—which include his work with the Aruna Project. Ryan Berg, the founder of the organization, explained on-air that the Aruna Project works to eliminate human trafficking in India. As our guests, Mr. Rey and Mr. Berg explained poverty, corruption, gender bias and limited educational opportunities are some of the major factors that force women and girls into trafficking. Additionally, Berg spoke about how the Aruna Project has successfully helped sexual exploited women gain freedom and find meaningful employment.

ISSUE: EDUCATION

Sunday Morning Magazine

February 15, 2015

7:38 a.m.

12:00 Minutes of a 60 Minute Program

Kenneth C. Davis, Author, Don't Know Much About the Presidents. In celebration of Presidents Day, we invited author Kenneth C. Davis to join us on the show to talk about his new book. Through a series of question-and answer formats, Davis informs readers about the political achievements, nicknames, hobbies, and even favorite foods of our presidents. While on the air, Davis spoke about quirky fun facts related to the United States Presidents.

Sunday Morning Magazine

March 1, 2015

7:41 a.m.

19:00 Minutes of a 60 Minute Program

Bill Harvey, Buddy Roger's Music. Mr. Harvey joined the show to talk about Buddy Roger's Music's LINKS (Lonely Instruments for Needy Kids) program. According to Mr. Harvey, Through LINKS people donate their used instruments to a promising young musician who cannot afford to rent or purchase one of their own. Harvey also explained why music education is so important to a child.

Sunday Morning Magazine

March 15, 2015

7:00 a.m.

17:00 Minutes of a 60 Minute Program

Michelle Anderson and Deana Sowder, Brighton Center. Michelle and Deanna joined the show to discuss how exposure to early childhood education benefits children. They also explained why the ages of 0-4 years are so crucial to children. In addition, Michelle offered parents tips and advice on how to prepare their youngsters for kindergarten. Our guests also went over some of the major warning signs that indicate that a child might have some sort of developmental delay.

(Education cont.)

Sunday Morning Magazine

January 11, 2015

7:16 a.m.

10:00 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 the ultimate dream home. As guests on *Sunday Morning Magazine* Drew and Jonathan give listeners important advice on hiring a contractor and finding a good real estate agent.

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 Teach.org (Teacher Recruitment)

Ran: January 4, 2015; February 1, 2015; February 22, 2015; March 29, 2015

4 fifteen seconds announcements

o Teach.org (Teacher Recruitment)

Ran: March 8, 2015

1 sixty seconds announcement

o The United Way (Tutor/Mentor)

Ran: January 18, 2015; March 8, 2015

2 sixty seconds announcements

o Hispanic Scholarship Fund (Minority Education)

Ran: January 11, 2015

1 thirty seconds announcement

o The United Negro College Fund (Minority Education)

Ran: January 18, 2015; March 8, 2015

2 thirty seconds announcements

o Wanna Play (Music Education)

Ran: February 15, 2015; March 15, 2015

2 fifteen seconds announcements

ISSUE: PARENTING

Sunday Morning Magazine

January 11, 2015

7:26 a.m.

11:00 Minutes of a 60 Minute Program

Victoria Rowell, Actress/Humanitarian, The Rowell Foster Children's Positive Plan. After spending eighteen years of her life in the foster care system, Victoria Rowell vowed to make a difference. In 1990, she founded The Rowell Foster Children's Positive Plan, which enriches foster children through artistic and athletic expression. During our on-air conversation, Ms. Rowell spoke about her life in foster care as well as the work she does through her foundation. She also explained her role in bringing a storyline involving foster care to daytime television.

Sunday Morning Magazine

March 15, 2015

7:18 a.m.

20:00 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 detailed seven simple statements that 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.

Sunday Morning Magazine

March 29, 2015

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Sarah Baker, Adoptive Mother and Syndicated Parenting Adoption Blogger. Sarah and her struggle with adoption were chronicled on the Oxygen Network show *I'm Having Their Baby*. After the show, which resulted in a failed adoption, Sarah and her husband decided on a different approach—an open adoption. Today they are the proud parents of a newly adopted son. Sarah joined *Sunday Morning Magazine* to talk about her extremely emotional journey to parenthood. Sarah explained why she opted for an open adoption and explained the many benefits of her decision. She also addressed the challenges as well as her biggest fears as an adoptive parent. Sarah also spoke about her syndicated blog, Grew In My Heart.

(Parenting cont.)

Sunday Morning Magazine

March 29, 2015

7:15 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.

Sunday Morning Magazine

March 29, 2015

7:33 a.m.

27:00 Minutes of a 60 Minute Program

Fredrick Goodall, Parenting Expert and Founder of the parenting website, Mocha Dad. Frederick, a father of three, says he began Mocha Dad when he noticed a need. After the birth of his first child he was looking for a website or blog that offered parenting advice from a male perspective. It was shortly afterwards that he created Mocha Dad. While on the show, Frederick went over the 10 signs that indicate that your child may be a brat and what you can do about it as a parent. He also talked about children and the use of technology— including a conversation on the most appropriate age for children to get their own cell phone. Goodall says it's important for parents to keep up with the changes in the social media sites their children are engaged.

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

o DrugFree Northern Kentucky (Herion Abuse)

Ran: March 1, 2015 through March 31, 2015

43 thirty seconds announcements

o National Highway Safety Administration

Ran: March 1, 2015 through March 31, 2015

26 thirty seconds announcements

o Stop Bullying (Bullying Prevention)

Ran: March 1, 2015 through March 31, 2015

9 thirty seconds announcements

(Parenting 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 **PARENTING:**

o The U.S. Forest Service (Family Time)

Ran: February 1, 2015

1 thirty seconds announcement

o Adopt U.S. Kids

Ran: February 8, 2015; March 29, 2015

2 thirty seconds announcements

o DrugFree Northern Kentucky (Herion Abuse)

Ran: January 18, 2015; February 1, 2015; February 22, 2015; March 1, 2015;
March 8, 2015

5 thirty seconds announcements

ISSUE: COMMUNITY ENGAGEMENT

Sunday Morning Magazine

February 8, 2015

7:51 a.m.

9:00 Minutes of a 60 Minute Program

Melanie Murray, Panera Bread. In celebration of National Random Acts of Kindness Week, Panera Bread will encourage customers to pay it forward with their new community involvement campaign, "Panera It Forward." Ms. Murray explained on-air that throughout the month of February, Cincinnati area Panera Bread locations will encourage customers to do something kind for neighbors, strangers or a co-worker.

ISSUE: MARRIAGE ENRICHMENT

Sunday Morning Magazine

February 1, 2015

7:00 a.m.

31:00 Minutes of a 60 Minute Program

Neil Chethik, Author, VoiceMail: What Husbands Really Think About Their Marriages, Their Wives, Sex, Housework, and Commitment. VoiceMail is based on a national scientific survey of nearly three-hundred husbands. Chethik says the book reveals how men feel, as well as what they think about marriage. While on the show, Chethik explained, what he refers to as the four distinct phases of Marriage: *Honeymoon* (the first 3 years), *Family* (years 4 to 20), *Empty-nest* (21-35), and *Maturity* (years 36 and beyond).