

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

3rd Quarter, 2012

(July 1, 2012 through September 30, 2012)

Prepared by:
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Director, Public Affairs

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

1. **Divorce:** Research shows that fifty percent of all American marriages will end in divorce. We focused on how divorce impacts children.
2. **Parenting:** We explored avenues and methods to improve parenting skills.
3. **Home-Schooling:** Homeschooling is the single fastest growing educational trend in the United States. Research shows that homeschooling has increased 15% per year over the past few years. It is estimated that there are between 2.5 to 4 million home-schoolers nationwide. We focused on local home-school education.
4. **Education:** We provided information aimed at improving the standard of education for today's youth.
5. **Family Finance:** We provided information to help families improve their finances—including budgeting, examining the impact that money has on marriage as well as getting preschoolers and teenagers to understand and respect money.
6. **Forgiveness:** It's been called the most potent power on earth—the power of forgiveness. We focused on the healing power of forgiveness. We also examined the link between forgiveness and one's overall health.
7. **Health:** We supplied information designed to help maintain a sound mind and body.
8. **Marriage Enrichment:** We provided information designed to strengthen the bond of marriage.
9. **Domestic Violence:** We devoted on-air time to discuss violent crimes against women. We focused on domestic violence, stalking and sexual assault.
10. **Drug Addiction:** In the United States, it is estimated that the total overall cost of substance abuse—including health and crime-related cost as well as losses in productivity, exceed half a trillion dollars annually. Implications of drug addiction include family disintegration, loss of employment, failure in school, domestic violence, child abuse, and other crimes. We explored the local impact of drug addiction.
11. **Arts Appreciation:** We celebrated the local arts scene to bring a deeper understanding and appreciation for the arts.

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 2012

(July 1, 2012 to September 30, 2012)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: **DIVORCE**

Sunday Morning Magazine

July 1, 2012

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Dr. Lawrence Birnbach, Author, How to know if it's Time to Go: A 10-Step Reality Test for Your Marriage. Divorce is a reality. Statistically, fifty percent of all American marriages will end in divorce. We devoted an entire show to the issue of divorce. Dr. Lawrence says that his book does not advocate divorce, but rather helps couples recognize the problems that may be plaguing their marriage. In the book, Dr. Birnbach provides ten steps to help people examine how severe the problems are in their marriages, what they might try to do to improve it, and, if that's not possible, whether it's time to get serious about divorce.

Sunday Morning Magazine

July 1, 2012

7:17 a.m.

22:00 Minutes of a 60 Minute Program

Ross Evans, Collaborative Family Law Attorney. Divorce is a reality. Statistically, fifty percent of all American marriages will end in divorce. We devoted an entire show to the issue of divorce. Mr. Evans joined the show to explain how collaborative divorce works. In collaborative family law, divorcing couples seek to develop consensus between the parties for a mutually acceptable settlement. The settlement can include the division of assets, spousal or child support and child custody. Evans explained that in many cases the collaborative teams consists of the collaborative attorneys, a family relations specialist, a child specialist and a financial specialist.

(Divorce cont.)

Sunday Morning Magazine

July 1, 2012

7:39 a.m.

21:00 Minutes of a 60 Minute Program

Jamie Mazza, Beech Acres Parenting Center. Divorce is a reality. Statistically, fifty percent of all American marriages will end in divorce. We devoted an entire show to the issue of divorce. Ms. Mazza joined *Sunday Morning Magazine* to discuss the impact that divorce has on children. Ms. Mazza says that children often blame themselves for the divorce. She also spoke about some of the red flag behaviors that are strong warning signs that indicate a child may be having difficulty coping with the divorce. She also explained the crucial role that educators have in identifying students struggling with issues related to divorce.

ISSUE: PARENTING

Sunday Morning Magazine

July 8, 2012

7:00 a.m.

48:00 Minutes of a 60 Minute Program

Regina Russo, Director of Marketing and Communications, Cincinnati Art Museum; Laura Powell, Afternoon Radio Show Personality; Michelle Perry, Business Owner, Incite Visual. Being a working mom can certainly be stressful. But, to make things more complicated, add in the fact that you are a respected public figure with a demanding career that comes with its own set of fame and notoriety. During this edition of the show, we were joined by a panel of three successful, high-profile working moms. Our panelist discussed the challenges of being a working mom—the stress, balancing family and career, the secrets of time management, guilt, and finding time for oneself.

Sunday Morning Magazine

July 8, 2012

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Lavinia Marshall, Founder, Totally You. Totally You was designed to empower women. While on the show, Mrs. Marshall spoke about how societal norms often hold women back from reaching their fullest potential.

Sunday Morning Magazine

July 22, 2012

7:08 a.m.

16:00 Minutes of a 60 Minute Program

Rev. Run, member of the iconic rap group, Run DMC, and star of the MTV reality Show, *Run's House*, and Author of, *Take Back Your Family*. Despite being a hip-hop icon, an ordained minister, and a reality TV star, Rev. Run's greatest accomplishment has been raising his six children—Vanessa, Angela, JoJo, Diggy, Russy, and Miley—with his wife Justine. Rev. Run joined *Sunday Morning Magazine* to talk about his new book, family and the importance of family values. In an age marked by shallow materialism and fragmented families, Rev. Run says that he and Justine wrote the book to celebrate the role of parents and share their secrets to raising a respectful and loving family that can enjoy the good times while surviving the hard ones.

(Parenting cont.)

Sunday Morning Magazine

September 9, 2012

7:42 a.m.

18:00 Minutes of a 60 Minute Program

Lytishya Borglum, National Director, Keeping Kids Safe Project. The Keeping Kids Safe Project, a national child safety organization who tours the country providing free FBI quality digital fingerprint for children, is making a stop here in the Tri-State area. Lytishya joined the show to discuss the upcoming event. Lytishya says that in addition to fingerprinting, Keeping Kids Safe has extended invitations to local organizations and law enforcement agencies to help educate children and their families on how to avoid dangerous situations. Borglum explained that the fingerprints assists law enforcement agencies and aids in the recovery of a child should they become missing.

Sunday Morning Magazine

September 9, 2012

7:21 a.m.

19:00 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.

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

o U.S. Department of Health and Human Services (Fatherhood Involvement)

Ran: July 1, 2012; July 15, 2012; August 5, 2012; August 19, 2012; September 23, 2012
5 fifteen seconds announcements

o Adopt U.S. Kids (Adoption)

Ran: July 22, 2012; August 5, 2012; September 23, 2012
3 thirty seconds announcements

o The National Runaway Switchboard (Bullying)

Ran: August 26, 2012; September 2, 2012; September 30, 2012
3 fifteen seconds announcements

o The Ad Council (On-Line Safety)

Ran: September 16, 2012
1 sixty seconds announcement

(Parenting cont.)

o U.S. Department of Health and Human Services (Talking to Teens About Sex)
Ran: September 16, 2012
1 sixty seconds announcement

ISSUE: HOME-SCHOOLING

Sunday Morning Magazine

July 15, 2012

7:00 a.m.

9:00 Minutes of a 60 Minute Program

Dr. Brian D. Ray, Founder, National Home Education Research Institute. Dr. Ray joined the show via telephone to discuss home-based education. He spoke at length about the pros, cons, myths and misconceptions surrounding home-schooling. He gave valuable tips on home-schooling gifted and special needs children. Dr. Ray also explained why he believes home-schooling seems to be a growing trend among American families. Additionally, he outlined how home-schooled students compare academically to their peers who are currently receiving a more traditional education in a public or private school setting.

Sunday Morning Magazine

July 15, 2012

7:10 a.m.

37:00 Minutes of a 60 Minute Program

Claudia Ganote, Home-Schooling Mom. Claudia is currently home schooling her three daughters. She explained on-air that she withdrew her girls from public school when she noticed how the school focused so much of the school year on state testing. She says it was more important to have her children develop a love of learning. While on *Sunday Morning Magazine* Mrs. Ganote discussed her daily teaching routine, the research efforts she puts into finding the best educational materials and resources for her girls. She also discussed grading bias and how she handles courses that are academically outside of her comfort level. Mrs. Ganote says that most people have misconceptions about home-schooling. They believe that home-based education stunts children from growing socially. Ganote disagrees and says there are local home-school bands, team sports leagues, proms and dances.

Sunday Morning Magazine

July 15, 2012

7:47 a.m.

13:00 Minutes of a 60 Minute Program

Rachel Coker, Home-Schooled Student and Author, Interrupted: Life Beyond Words. While many teenage girls may have been doodling in their notebooks daydreaming, or hanging out at the mall, 16-year-old Rachel Coker wrote her first book and got it published. Rachel joined *Sunday Morning Magazine* to explain how home-schooling prepared her for a career as a writer, and gave her a unique educational advantage over her peers attending a more traditional high school setting.

ISSUE: EDUCATION

Sunday Morning Magazine

July 29, 2012

7:47 a.m.

13:00 Minutes of a 60 Minute Program

Stephanie Walker, Community Relations Manager, Cincinnati-Hamilton County Community Action Agency; Erica Bass, Recruitment & Community Education Specialist. Stephanie and Erica joined the show to introduce listeners to the Head Start program offered through the Community Action Agency. Mrs. Bass explained that Head Start is a comprehensive early childhood education school for income-eligible families with children from age 6 weeks to 5 years old. Mrs. Bass says that teachers in the program are degreed and use a research based curriculum to prepare young children for kindergarten. Mrs. Walker gave details on the agency's Early Head Start program which targets at-risk pregnant women.

Sunday Morning Magazine

August 12, 2012

7:00 a.m.

9:00 Minutes of a 60 Minute Program

Andrew Campanella, National School Choice Week. During this week's show we provided information and tips to prepare parents and their children for back-to-school. According to Andrew Campanella of National School Choice Week, there are five things that parents can do to immediately improve their child's chances of success in their current school. Campanella says that parents should research their child's school online at www.greatschools.net and learn how their child's school ranks in academic achievement. He also suggests that parents visit their child's school more often and request more interaction with their child's teacher. Campanella says that if parents are unhappy with their child's school they should find out if they can switch their child's school by calling their local school district, state legislators, and the state's Department of Education. In addition, he recommends that parents look into virtual and digital educational options that can augment their child's classroom learning.

Sunday Morning Magazine

August 12, 2012

7:10 a.m.

11:00 Minutes of a 60 Minute Program

Dr. Bradley Jackson, Pediatrician, Premier Pediatric Group. For our back-to-school edition of the show, Dr. Jackson provided tips and information to help parents prepare their child medically for the return to the classroom.

(Education cont.)

Sunday Morning Magazine

August 12, 2012

7:22 a.m.

6:00 Minutes of a 60 Minute Program

Liz Zack, Parenting Expert, iVillage.com. It's two weeks and counting before the entire nation is back-to-school. Parents are stuffing new backpacks with school supplies, planning healthy snacks for lunchboxes, and buying new fall outfits. But a recent study revealed that 80% of moms worry about their child's ability to make friends this school year. Zack says academics at school are of chief concern, but the social aspect of school is also significant. While on the show, Zack discussed how parents can help their kids get ready to make new friends for the new school year. Zack suggests that parents take their child to the school's playground a few times to get him used to it and create positive memories. She also recommends that parents make sure their child arrives to both school and play dates promptly and well-rested. She offered proven tips and advice on how to handle things when your child is not making friends.

Sunday Morning Magazine

August 12, 2012

7:29 a.m.

11:00 Minutes of a 60 Minute Program

Rhonda Twitty, Educator, Cincinnati Public School District. Homework time can be extremely frustrating for many parents and their children. Just in time for back-to-school, Twitty joined *Sunday Morning Magazine* to talk about how parents can make the daily homework routine easier. Twitty also gave advice on how parents can get their children to concentrate during homework time. She also discussed the detriments of bribing your child to do his homework. In addition she spoke about preventing homework distractions, how to deal with homework temper tantrums and how to talk to your child's teacher if you believe they are assigning too much homework for your child.

(Education cont.)

Sunday Morning Magazine

August 12, 2012

7:40 a.m.

13:00 Minutes of a 60 Minute Program

Keith Armour, Manager of Education and Homework Support, The Public Library of Cincinnati and Hamilton County. As students head back to school, Mr. Armour joined *Sunday Morning Magazine* to talk about the many services the public library offers to students. He explained that the library's Home Work Help program provides students in grades K-12 with assistance and tutoring at eight library branches city-wide.

In addition, Armour spoke about the library's on-line program which is available to help students with their homework. This program allows students live on-line access to a professional tutor. Armour explained that all the services for homework assistance and tutoring are free.

Sunday Morning Magazine

August 12, 2012

7:53 a.m.

7:00 Minutes of a 60 Minute Program

Sherry Hang, Editor, Cincinnati Family Magazine. Mrs. Hang joined the show to explain how parents can find the best deals, discounts and values when purchasing essential back-to-school supplies and school uniforms. Hang also provided our listeners with a number of on-line resources to help them prepare for back-to-school.

Sunday Morning Magazine

August 19, 2012

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Mary A. Ronan, Superintendent, Cincinnati Public School. During this edition of *Sunday Morning Magazine*, we focused on education and honored teachers. Mrs. Ronan joined the show to talk about the issues the school district is facing. She addressed concerns about low-performing schools in the district and explained how her administration is working to improve student performance.

(Education cont.)

Sunday Morning Magazine

August 19, 2012

7:15 a.m.

6:00 Minutes of a 60 Minute Program

Michelle Shearer, National Teacher of the Year. During this edition of *Sunday Morning Magazine*, we focused on education and honored teachers. Mrs. Shearer was honored by

President Obama at a lavish ceremony in the Rose Garden of the White House as National Teacher of the Year. While on the air, Mrs. Shearer gave insight into what educators want and need from the parents of the children they are teaching. She also gave advice to teachers designed to help them succeed in the classroom.

Sunday Morning Magazine

August 19, 2012

7:20 a.m.

8:00 Minutes of a 60 Minute Program

Arne Duncan, U.S. Secretary of Education. During this edition of *Sunday Morning Magazine*, we focused on education and honored teachers. Arne Duncan was nominated to be Secretary of Education by President Barack Obama. Prior to his appointment as Secretary of Education, Duncan served as the chief executive officer of Chicago Public Schools. While on the show, Secretary Duncan explained what Americans need to do to bridge the gap between students in other countries that are currently outperforming American students in education—especially in math and science. Secretary Duncan also addressed the public versus private school debate. Finally, Duncan spoke at length about the biggest challenges he faces as the U.S. Secretary of Education.

Sunday Morning Magazine

August 15, 2012

7:28 a.m.

20:00 Minutes of a 60 Minute Program

Ron Clark, Educator and Author, *The End of Molasses Classes: Getting Our Kids Unstuck*. Ron Clark has been called “America’s Educator.” In 2000, he was named Disney’s American Teacher of the Year. Clark is also a New York Times bestselling author. He has been featured on *The Today Show* and *The Oprah Winfrey Show*. While on the show, Clark gave many examples of the non-traditional teaching methods he uses and explained why his revolutionary approach works so well in the classroom.

(Education cont.)

Sunday Morning Magazine

August 15, 2012

7:48 a.m.

12:00 Minutes of a 60 Minute Program

Mrs. LaVonne Washington and Mrs. Nancy Bosco-Walsch. During this edition of *Sunday Morning Magazine*, we focused on education and honored teachers. During this segment,

Sunday Morning Magazine host, Rodney Lear, honored two educators that inspired him as a child. Mr. Lear invited Bosco-Walsch, his 5th grade teacher and Mrs. Washington, his 12th grade English teacher, to honor and thank them for inspiring him as a youngster.

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

o Freestore Foodbank

Ran: July 1, 2012 through September 30, 2012
120 sixty seconds announcements

o The Music Resource Center

Ran: July 1, 2012 through September 30, 2012
132 thirty seconds announcements

o Adopt-A-Class

Ran: July 1, 2012 through September 30, 2012
197 thirty seconds announcements

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

Ran: July 1, 2012 through September 30, 2012
155 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

Ran: July 8, 2012; July 22, 2012; August 5, 2012; August 12, 2012; August 26, 2012; September 9, 2012
6 thirty seconds announcements

o The United Way (Volunteer, Mentor, Tutor)

Ran: July 22, 2012; August 5, 2012; August 12, 2012; September 16, 2012x3; August 26, 2012; September 9, 2012
9 sixty seconds announcements

(Education cont.)

o The United Way (Volunteer, Mentor, Tutor)

Ran: July 1, 2012; August 19, 2012; September 2, 2012; September 23, 2012
4 fifteen seconds announcements

o The Community Action Agency (Head Start Program)

Ran: August 12, 2012
1 thirty seconds announcement

o The Hispanic Scholarship Fund

Ran: August 26, 2012

1 sixty seconds announcement

o The Literacy Network of Greater Cincinnati

Ran: September 16, 2012

1 thirty seconds announcement

o The Freestore Foodbank (Power Packs)

Ran: September 16, 2012

1 sixty seconds announcement

ISSUE: FAMILY FINANCE

Sunday Morning Magazine

August 5, 2012

7:00 a.m.

13:00 Minutes of a 60 Minute Program

Todd and Laura Bruce, *DOWNSIZED*, WE TV Reality Show. Flat broke with two homes in foreclosure, a collapsed contracting business and a daily struggle to make rent, Todd and Laura Bruce are doing everything possible to keep their family of nine above the poverty line. From making a million and a half dollars a year to dumpster diving and food stamps, The Bruce family navigates the very real financial stresses of life. Todd and Laura joined *Sunday Morning Magazine* to talk about their reality show which focuses on family finance, blended families and family illness.

Sunday Morning Magazine

August 5, 2012

7:14 a.m.

22:00 Minutes of a 60 Minute Program

Cymbria Hess, Licensed Family and Marriage Therapist. Money is a leading cause of divorce. Cymbria joined the show to talk about money, marriage, finance and family, and how to make them all work together. Hess explained why so many married couples fight about money. She also discussed the importance of establishing a family budget.

Sunday Morning Magazine

August 5, 2012

7:36 a.m.

9:00 Minutes of a 60 Minute Program

Jeanette Betancourt, Senior Vice President of Outreach, Sesame Workshop. Along with beloved characters like Elmo, Big Bird and Cookie Monster, Sesame Workshop has developed a new program called For You, For Me, for Later which teaches preschool children about money. Our guest, Jeanette Betancourt, explained that everyday activities, such as a trip to the grocery store can become a learning lesson.

(Family Finance cont.)

Sunday Morning Magazine

August 5, 2012

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Karen Barrett, Vice President and Branch Manager, Charles Schwab. Charles Schwab recently launched an online initiative called Money Wise. The website teaches teenagers about financial issues—everything from saving, allowance budgeting to smart spending and investing. While on the air, Karen Barrett stated that parents are the most important financial role model for their teens. She says that parents must teach their teens about giving to those that are less fortunate.

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

o HUDD (Foreclosure Prevention)

Ran: September 16, 2012

1 sixty seconds announcement

o HUDD (Foreclosure Prevention)

Ran: July 29, 2012; September 30, 2012

2 fifteen seconds announcements

ISSUE: FORGIVENESS

Sunday Morning Magazine

September 30, 2012

7:00 a.m.

31:00 Minutes of a 60 Minute Program

Rev. Damon Lynch III, Pastor, New Prospect Baptist Church; Cymbria Hess, Family and Marriage Counselor. Rev. Lynch and Cymbria Hess discussed the spiritual aspects of forgiveness.

Sunday Morning Magazine

September 30, 2012

7:00 a.m.

31:00 Minutes of a 60 Minute Program

Mary Johnson and Oshea Israel. In 1993 16-year-old Oshea Israel murdered Mary Johnson's 20 year-old son, Laramin Bryd. Oshea Israel was convicted of the murder and was sentenced to 25 years in prison. Today, twenty years later, Mary Johnson has not only forgiven Oshea but lives next door to him. Mary now considers Oshea as her "spiritual son." They joined the show to talk about their remarkable journey to healing and forgiveness.

Sunday Morning Magazine

September 30, 2012

7:00 a.m.

31:00 Minutes of a 60 Minute Program

Dr. Robin Arthur, Chief of Psychology, The Linder Center of Hope. Dr. Arthur joined the show to explain how chronic bitterness, holding on to grudges and not forgiving others can impact ones overall health.

ISSUE: HEALTH

Sunday Morning Magazine

July 22, 2012

7:00 a.m.

7:00 Minutes of a 60 Minute Program

Larry Hagman, Actor, Liver Transplant Recipient. Larry Hagman, who 12 years ago received a liver transplant, is a passionate spokesperson for the importance of organ and tissue donation. Research shows that eighty-eight thousand Americans are currently on the waiting list for life-saving organ transplants, and ten people die each day while waiting. During his time on *Sunday Morning Magazine*, Mr. Hagman spoke about his own experience as a transplant recipient

Sunday Morning Magazine

July 29, 2012

7:00 a.m.

22:00 Minutes of a 60 Minute Program

Dr. Ben Carson, Author & World Renowned Surgeon, Take the Risk: Learning to Identify, Choose and Live with Acceptable Risk. Dr. Carson had a childhood dream of becoming a physician. Growing up in a single-parent home with dire poverty, poor grades, a horrible temper and low self-esteem, he appeared to preclude the realization of that dream until his mother, with only a third-grade education, challenged her sons to strive for excellence. Today Carson is director of the division of pediatric neurosurgery and a professor of neurosurgery, oncology, plastic surgery, and pediatrics at the Johns Hopkins Medical Institutions. He joined the show to talk about his personal and professional struggles as well as his latest book, Take the Risk.

Sunday Morning Magazine

July 29, 2012

7:23 a.m.

22:00 Minutes of a 60 Minute Program

Jane Wiehe, Health and Safety Coordinator, The American Red Cross Cincinnati Area Chapter. Jane joined *Sunday Morning Magazine* to talk about CPR. She says the Red Cross offers several classes for children as young as four years-old. Often, Ms. Wiehe explained, the classes empower youngsters and help them understand what to do if an emergency was to happen.

(Health cont.)

Sunday Morning Magazine

August 26, 2012

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Andy Swallow, President & Ceo, The Bethesda Foundation. Andy joined *Sunday Morning Magazine* to talk about Bethesda Foundation's annual event, A Gourmet Sensation. Andy says since this unique dinner by the bit event was founded more than 240 chefs have lent their expertise and talents to create over 8,000 different dishes to more than 15, 000 patrons. As a result, over \$3 million dollars have been raised to support Hospice of Cincinnati's very important mission: to create the best possible and most meaningful end-of-life experience for all who need care and support in our community.

Sunday Morning Magazine

August 26, 2012

7:28 a.m.

18:00 Minutes of a 60 Minute Program

Aaron McCargo, Jr., Host of the Food Network Show, *Big Daddy's House* and author of the book, Simply Done, Well Done. Aaron joined the show to talk about his show and newly released cookbook. While on the show, McCargo gave listeners several tips and recipes designed to help those cooking on a tight budget and those that would like to begin cooking healthier meals.

Sunday Morning Magazine

September 2, 2012

7:00 a.m.

29:00 Minutes of a 60 Minute Program

Kevin B. Jones, M.D., Author, What Doctors Cannot Tell You: Clarity, Confidence and Uncertainty in Medicine. Dr. Jones' new book explores why patients and doctors have so much trouble communicating. While on the air, Jones provided tips and useful information on how our listeners can improve their relationship with their doctor and open up the door of communication. Dr. Jones also spoke about the disadvantages to searching for medical answers on the internet instead of asking the doctor directly.

(Health cont.)

Sunday Morning Magazine

September 2, 2012

7:29 a.m.

7:00 Minutes of a 60 Minute Program

Dr. Eric Youngstrom; “Renee,” Patient Living with Bi-Polar Disorder. Dr. Youngstrom and “Renee” joined the show to talk about bi-polar disorder. Dr. Youngstrom explained why the disorder is often misdiagnosed. Dr. Youngstrom also discussed the role heredity plays in the disease. “Renee” spoke about the affect bi-polar disorder had on her and her family.

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

o The Alzheimer’s Association of Greater Cincinnati

Ran: July 1, 2012 through September 30, 2012

203 thirty seconds announcements

o Ohio Association of Broadcasters (Housing)

Ran: July 1, 2012 through September 30, 2012

83 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 Heart Association (Go Red for Women)

Ran: July 15, 2012; July 22, 2012; July 29, 2012; August 26, 2012; September 9, 2012; September 16, 2012

6 thirty seconds announcements

o U.S. Department of Health and Human Services (Woman and Heart Disease)

Ran: July 22, 2012; August 26, 2012; September 23, 2012

3 sixty seconds announcements

o Alzheimer’s Association of Greater Cincinnati

Ran: July 22, 2012; August 26, 2012; September 9, 2012; September 16, 2012; September 23, 2012

5 thirty seconds announcements

o Autism Speaks

Ran: August 5, 2012; August 15, 2012

2 fifteen seconds announcements

o The National Army Guard & Reserve

Ran: July 1, 2012; July 15, 2012; July 22, 2012

3 thirty seconds announcements

(Health cont.)

o Keep Cincinnati Beautiful (Litter Prevention)

Ran: July 1, 2012
1 fifteen seconds announcement

ISSUE: MARRIAGE ENRICHMENT

Sunday Morning Magazine

July 22, 2012

7:38 a.m.

17:00 Minutes of a 60 Minute Program

Tonya Lewis Lee, Author and Activist, Giant Steps to Change the world. Tonya, along with her husband, filmmaker, Spike Lee, recently wrote their third children's book. Tonya says the book pays tribute to those who took a step into a place where no one had ever stood. The book emphasizes the point that you don't always have to be the bravest or the strongest, you simply have to believe in something enough to overcome all odds, to conquer every obstacle and succeed. She also spoke about her working relationship with her husband.

Sunday Morning Magazine

July 22, 2012

7:56 a.m.

4:00 Minutes of a 60 Minute Program

Stedman Graham, Author and Activist. Stedman Graham and Oprah Winfrey are the ultimate super couple. With two extremely demanding careers, Mr. Graham gave listeners insight into what has made his relationship with Winfrey so strong over the years.

Sunday Morning Magazine

August 26, 2012

7:00 a.m.

25:00 Minutes of a 60 Minute Program

Patrick and Gina Neely, Host, HGTV's *Down Home with the Neely's*, Authors, The Neelys' Celebrations Cookbook: Down-Home Meals for Every Occasion. Pat and Gina phoned the show to discuss their new holiday-themed cookbook. The book, which features over 146 new recipes to celebrate every occasion from spring cleaning to graduations to welcome home meals. The husband and wife team explained the secret to being married and working together on a professional level.

Sunday Morning Magazine

September 2, 2012

7:36 a.m.

24:00 Minutes of a 60 Minute Program

Dr. Ronn Elmore, Marriage and Family Counselor, Author, An Outrageous Commitment: The 48 Vows of an Indestructible Marriage. As a guest on *Sunday Morning Magazine*, Dr. Ronn dispensed invaluable advice on how couples can develop, maintain and strengthen their marriage. Dr. Ronn spoke powerfully about common issues that many couples face including sex, money and infidelity.

ISSUE: DOMESTIC VIOLENCE

Sunday Morning Magazine

September 9, 2012

7:00 a.m.

20:00 Minutes of a 60 Minute Program

Mary Ann Worsham, Author, Scars of Silence. On July 23, 1996 Mary Ann Worsham went to bed without knowing her life would change forever that night. Her estranged husband entered the house and attacked her with a hammer while she slept, leaving her unconscious in bed until her two sons discovered her hours later. Via telephone, Worsham joined the show to talk about how she survived that attack and why she co-founded the Domestic Violence Taskforce.

ISSUE: DRUG ADDICTION

Sunday Morning Magazine

July 22, 2012

7:25 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

September 16, 2012

7:00 a.m.

48:00 Minutes of a 60 Minute Program

Steve Walkenhourst, Center for Chemical Addictions Treatment; Lonnie Lewis, Alcoholism Council of Greater Cincinnati. We hosted a special edition of the show on drug addiction. During this hour-long show, we spoke with two experts on chemical dependency. While on the air, our panelist discussed: myths and social stigmas related to use, functioning addicts, medically monitored detoxification programs, the impact drug addiction has on families, relapse and the road to recovery.

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

o Partnership@adrug-freeCincinnati.org
Ran: July 1, 2012 through September 30, 2012
125 thirty seconds announcements

o [The Coalition For a Drug Free Greater Cincinnati](#)
Ran: July 1, 2012 through September 30, 2012
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 **DRUG ADDICTION:**

o [U.S. Department of Health and Human Services \(Drunk Driving\)](#)
Ran: September 16, 2012
1 sixty seconds announcement

(Drug Addiction cont.)

o The Partnership for a Drug-Free America

Ran: September 16, 2012

1 sixty seconds announcement

ISSUE: ARTS APPRECIATION

Sunday Morning Magazine

September 23, 2012

7:00 a.m.

12:00 Minutes of a 60 Minute Program

Diahann Carroll, legendary Actress and Author, The Legs Are the Last To Go. Diahann Carroll joined the show to discuss her latest project, her memoir, The Legs Are the Last To Go. While on the air, Carroll spoke about the racism, both subtle and overt, she faced in Hollywood as a young actress in the 1950's. Carroll, who was the first black woman to win a Tony Award, and the first black women to have her own network sitcom (*Julia*), spoke passionately about her trailblazing efforts in the entertainment industry.

Sunday Morning Magazine

September 23, 2011

7:14 a.m.

11:00 Minutes of a 60 Minute Program

Ken Lamb, Director, The Cincinnati Symphony Youth Orchestra; Ben, Kat and Zack, Members of the Cincinnati Symphony Youth Orchestra. For this edition of *Sunday Morning Magazine*, we focused on the local arts scene. Mr. Lamb joined the show to talk about the orchestra. Lamb says that the program is the premier organization for youth in music locally. He explained the eligibility requirements for the program. Ben, Katie and Zack spoke about their involvement with the orchestra. They offered their perspective on the talent, discipline and commitment it takes to excel in the musical arts at such a young age. While on the show, all three students, Ben, Katie and Zack performed a solo and a group selection.

Sunday Morning Magazine

September 23, 2012

7:26 a.m.

9:00 Minutes of a 60 Minute Program

Jeanne Mam-Luft, Founder and Artistic Director, Mam-Luft Dance Company. For this edition of *Sunday Morning Magazine*, we focused on the local arts scene. Mrs. Mam-Luft joined the show to talk about her dance company. She says the company offers dance classes to novice and professional dancers. Two members of Mam-Luft's Dance Company also joined the show to talk about the challenges, rewards and discipline that goes into the art form.

(Arts Appreciation cont.)

Sunday Morning Magazine

September 23, 2012

7:36 a.m.

10:00 Minutes of a 60 Minute Program

Lady J and Curt...from Detox, Spoken Word Artists. For this edition of *Sunday Morning Magazine*, we focused on the local arts scene. Lady J and Curt joined the show to introduce our listeners to the art of spoken word. Both Lady J and Curt agreed that spoken word should not be confused with rap. Each artist delighted our audience with an in-studio performance.

Sunday Morning Magazine

September 23, 2012

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Catherine Roma, Artistic Director; Leslie, Muse—Cincinnati's Women's Choir. For this edition of *Sunday Morning Magazine*, we focused on the local arts scene. Catherine and Leslie spoke at length about Muse. The ladies agreed that the choir works to empower women and strives to inspire social change.

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

o The National Association for Music Education

Ran: August 12, 2012; August 26, 2012

2 sixty seconds announcements

o Wanna Play (Music Education)

Ran: September 23, 2012x2

2 fifteen seconds announcements

