

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY-FM

First Quarter, 2017

(January 1, 2017 through March 31, 2017)

Prepared by:

Rodney Lear  
Director, Public Affairs

**ISSUES OF CONCERN TO CINCINNATI  
ADDRESSED IN RESPONSIVE PROGRAMMING  
THE  
FIRST QUARTER, 2017**

1. **Domestic Violence:** We presented information to help victims of violence in the home as well as the perpetrators of this horrific crime.
2. **Women and Heart Disease:** Heart disease is the number one killer of women, causing 1 in 3 women's deaths each year—killing approximately one woman every minute. We focused on this deadly disease.
3. **Employment:** We provided useful tips and information to assist those that are currently searching for employment.
4. **Infertility:** 1 in 8 couples (12%) have trouble getting pregnant and suffer from some form of infertility. Only 15 states have laws that mandate insurance companies to cover some level of infertility treatment. We focused on the emotional and financial impact of infertility.
5. **Hunger:** Nearly 100,000 children in the Tri-State area may not know where their next meal is coming. Research show that hungry children are more likely to be vulnerable to illness, lack focus and energy, and score lower on achievement test.
6. **Suicide Prevention:** In the United States, a person dies by suicide every 13.7 minutes, claiming more than 38,000 lives each year. Suicide is the fourth leading cause of death in the U.S. among adults 18-65—and the second leading cause of death among teens and young adults. Considering these alarming statistics, we focused on suicide prevention.
7. **Personal Growth:** We presented information to help listeners improve their lives—personally and professionally.
8. **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.
9. **Health:** We supplied information designed to help maintain a sound mind and body.
10. **Finance:** We provided information to help families improve their finances.
11. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
12. **Education:** We offered relevant guidelines and information to improve the standards of education for today's youth.
13. **Race Relations:** We presented information to bring a better appreciation of the culture of those of a different race, heritage or socioeconomic background.

# 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. Rodney Lear hosts the show.

First Quarter 2017

(January 1, 2017 to March 31, 2017)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: DOMESTIC VIOLENCE**

**Sunday Morning Magazine**

February 26, 2017

7:00 a.m.

23:00 Minutes of a 60 Minute Program

Carolyn R. Smith, PHD, Registered Nurse, Assistant Professor and Nursing Researcher, University of Cincinnati College of Nursing. Carolyn R. Smith joined *Sunday Morning Magazine* to discuss the finding of her most recent research study that examines Teen Dating Violence. On-air, Mrs. Smith explained that as a teen she was too involved in an abusive relationship. Smith maintains that experience motivated her to study violence against women of all ages. Our on-air conversation focused on teen dating violence, signs of an unhealthy relationship, aspects of a healthy dating relationship, and the impact teen dating violence has on subsequent romantic relationships. She also mention finding of her current research study which focuses on teens who come from a household where intimate partner violence took place between their parent and their partner. She says kids who witness intimate partner violence are also more likely to engage in negative behaviors including, but not limited to, being in a violent relationship themselves.

**Sunday Morning Magazine**

March 19, 2017

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Erika Yingling, Director, Family and Community Intervention, YWCA of Greater Cincinnati. During this special edition of the show, we focused on domestic violence. Ms. Yingling, joined the show to speak about the many programs and services available to women fleeing an abusive relationship. Yingling spoke about warning signs that women can look for in their partner that might indicate abusive behavior in the future. In addition, Yingling discussed the impact domestic violence has on children.

(Domestic Violence cont.)

**Sunday Morning Magazine**

March 19, 2017

7:15 a.m.

24:00 Minutes of a 60 Minute Program

Brittani and Crystal, Survivors, of Domestic Violence. During this one-hour special edition of the show, we devoted time to discuss domestic violence. Brittani and Crystal suffered years of abuse at the hands of the same man. They joined *Sunday Morning Magazine* to share their remarkable story. Crystal explained on-air that she was married to the abuser. After years of physical, verbal and emotional abuse, Crystal divorced her abusive husband. Shortly after Crystal ended her relationship with the abuser, Brittani began dating him. Brittani's relationship quickly escalated into abuse. It was then, that Brittani and Crystal starting to form an unbreakable bond to bring their abuser to justice. Today, this man is serving time in jail for domestic violence.

**Sunday Morning Magazine**

March 19, 2017

7:40 a.m.

10:00 Minutes of a 60 Minute Program

Erik Thomas, Family Violence Prevention Project, Coaching Boys Into Men Program. We devoted an entire show to the topic of domestic violence. Erik runs a local program that works with young boys and young adult males to empower them to speak out against violence towards girls and women. Mr. Thomas joined *Sunday Morning Magazine* to discuss the program at length. Thomas also gave a few examples of how fathers can start a conversation with their sons about violence against women.

**Sunday Morning Magazine**

March 19, 2017

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Jay Edwards, Meathead Movers. During this special edition of the show, we focused on the issue of domestic violence. Jay Edwards, with a California-based company called Meathead Movers, joined the show. Jay explained on-air that Meathead Movers helps women escape abusive relationship by helping them move. Mr. Edwards says Meathead Movers has enlisted over 200 international companies through its non-profit organization, Move to End DV, to help battered women.

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 **Domestic Violence:**

o Futures Without Violence (Domestic Violence)  
Ran: January 15, 2017; March 19, 2017  
2 thirty seconds announcements

## **ISSUE: WOMEN AND HEART DISEASE**

### **Sunday Morning Magazine**

February 19, 2017

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Dr. Stephanie Dunlap, Medical Director of the UC Health Advanced Heart Failure Treatment Center. Heart Disease is the number one killer of women. *Sunday Morning Magazine* focused an entire show on the disease. Dr. Stephanie Dunlap joined the show to explain the warning signs and risk factors of heart disease. She also spoke about how women can reduce their chances of developing heart disease. Additionally, Dr. Dunlap explained the role heredity, age, smoking, obesity and diabetes plays in heart disease.

### **Sunday Morning Magazine**

February 19, 2017

7:15 a.m.

31:00 Minutes of a 60 Minute Program

Tracey, Heart Attack Survivor; Beverly, Diagnosed with Heart Disease; Phylise, Once diagnosed with Congestive Heart Failure; Golda, Diagnosed with Heart Disease. February is Heart Health Month. We devoted this edition of the show to women and heart disease. For this segment of the show, we hosted an on-air panel discussion with four women diagnosed with some form of heart disease. This group of courageous women shared details of their illness, spoke about the role heredity has played in their diagnosis, and detailed how they modified their diet and lifestyle to survive heart disease.

### **Sunday Morning Magazine**

February 19, 2017

7:46 a.m.

5:00 Minutes of a 60 Minute Program

Karen Kasich, the First Lady of Ohio. We dedicated this edition of *Sunday Morning Magazine* to the issue of Women and Heart Disease. Mrs. Kasich, who is married to the Governor of Ohio John Kasich, shared on-air that her family has an extensive history of heart disease. She maintains, her parents and grandparents all died of complications of heart disease. To combat the often-deadly disease, First Lady Kasich is collaborating with Kroger during the month of February (which is Heart Health Month) to highlight the importance of maintaining good heart health. On-air, Kasich explained that as part of the month-long partnership, Kroger pharmacies would offer personalized blood pressure and cholesterol screenings at no cost.

*(Women and Heart Disease cont.)*

### **Sunday Morning Magazine**

February 19, 2017

7:51 a.m.

9:00 Minutes of a 60 Minute Program

Andrea Schwartz, Macy's Go Red for Women Campaign. During this special edition of the show, we focused on Women and Heart Disease. Andrea Schwartz says Macy's is proud to be the national founding sponsor of the Go Red for Women campaign. Schwartz explained that during the month of February, Macy's offers customers several ways to support Go Red for Women. She says Macy's is offering shoppers the opportunity to purchase three limited-edition red dresses by top designers—10 percent of the purchase price of all three dresses will be donated to Go Red For Women. Schwartz maintains that Macy's has raised more than \$60 million since 2004 through Go Red For Women and over that time 293 lives have been saved every day according to the American Heart Association.



**ISSUE:       EMPLOYMENT**

**Sunday Morning Magazine**

January 1, 2017

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 1, 2017

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**

January 22, 2017

7:35 a.m.

11:00 Minutes of a 60 Minute Program

James Reed, Author, 101 Job Interview Questions You'll Never Fear Again. James Reed is the Chairman of REED, the recruitment specialists. Every year, REED places hundreds of thousands of people into temporary and permanent work across a number of disciplines around the world. Reed says his new book offers powerful preparation techniques, the lowdown on how to answer the most common job interview questions and - above all - how to adopt a winning mindset at interviews, one that will help you stand out from the pack and land the job.

**ISSUE:       INFERTILITY**

**Sunday Morning Magazine**

January 29, 2017

7:00 a.m.

18:00 Minutes of a 60 Minute Program

Dr. Thomas Burwinkel, The institute for Reproductive Health. During this edition of the show, we focused on the issue of infertility. Infertility affects millions of couples nationwide. With concerns over cost, testing, finding and deciding on the most effective procedures, the emotional toll of infertility can be very taxing. While on air, Dr. Burwinkel discussed the most common causes of infertility and the emotional impact infertility has on couples. The doctor also spoke about the many options available to infertile couples.

**Sunday Morning Magazine**

January 29, 2017

7:18 a.m.

10:00 Minutes of a 60 Minute Program

Laura, Infertility Patient. On-air, Laura discussed her painful battle with infertility. Laura revealed on-air that she and her husband tried to conceive a child for one year without success. After consulting and working with a fertility specialist, Laura became pregnant twice. Today she is the mother of two healthy daughters and is currently expecting her third child.

**Sunday Morning Magazine**

January 29, 2017

7:29 a.m.

23:00 Minutes of a 60 Minute Program

David and Jennifer Bross, Founders, Parental Hope. During this edition of *Sunday Morning Magazine* we focused on infertility. After years of battling infertility Dave and Jennifer Bross become parents of twins through InVitro Fertilization. As a way of giving back, Dave explained on-air, that he and Jennifer decided to donate an unused embryo to another infertile couple. “After the embryo donation success, Jen and I wanted to give back to help even more couple with infertility issue”, says David. Earlier this year, David and Jennifer founded, Parental Hope. The organization provides financial support to hopeful couples battling infertility. Parental Hope awards grants to help cover the cost of IVF treatments.

(Infertility cont.)

**Sunday Morning Magazine**

January 29, 2017

7:53 a.m.

7:00 Minutes of a 60 Minute Program

Rachel Lehmann-Haupt, Author, In Her Own Sweet Time. For this edition of the show, we focused on infertility. While on-air, Rachel Lehmann-Haupt explained that more women are choosing to freeze their eggs and take control of reproduction timing. She says young women today want it all—career, family and the perfect partner—but haven't yet figured out how it all fits together.

**ISSUE: HUNGER**

**Sunday Morning Magazine**

February 5, 2017

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Kurt L. Reiber, President & CEO, Freestore Foodbank. During this special edition of *Sunday Morning Magazine*, we focused on the issue of local hunger. Kurt, who oversees the area's largest foodbank, gave specific data on the number of children and families that are hungry. He says that most people are totally unaware that their neighbors, co-workers, and in some cases, their own extended family members, are going without food. Reiber also explained what happens when families are desperate for food. In addition, Reiber gave listeners information on how they can help combat hunger in their community.

**Sunday Morning Magazine**

February 5, 2017

7:20 a.m.

19:00 Minutes of a 60 Minute Program

Gregory Chandler Sr., Founder & President, CEO, Whole Again. We devoted the entire show to local hunger. Gregory Chandler, Sr. is the founder of Whole Again. The community outreach organization provides free food to children living in impoverished neighborhoods throughout Cincinnati. During his time on-air, Chandler explained the educational impact hunger has on children. He says youngsters that live in chronic hunger are far likely to receive poor test scores, prone to repeat a grade in school and tend to have anxiety issues. Chandler says Whole Again approaches childhood hunger in three crucial areas: meals, education and physical activity.

**Sunday Morning Magazine**

February 5, 2017

7:41 a.m.

19:00 Minutes of a 60 Minute Program

Suzy DeYoung, La Soupe. During this special edition of the show, we devoted time to address the issue of local hunger. Suzy DeYoung says she was inspired to begin her non-profit company after she saw the vast amount of salvageable food being thrown out at local grocery stores. Today, DeYoung "rescues" the discarded items—usually fruits and vegetable—to make soup to feed local hungry children and families. DeYoung says La Soupe collects about 4,000 pounds of produce a month.

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 **HUNGER**:

o Freestore Foodbank (Power Pack)

Ran: January 8, 2017; January 22, 2017; February 5, 2017; February 26, 2017; March 5, 2017;  
March 12, 2017

6 sixty seconds announcements

o Feeding America (Hunger)

Ran: March 5, 2017

1 sixty seconds announcement

o Feeding America (Hunger)

Ran: February 5, 2017x2;

2 thirty seconds announcements

**ISSUE: SUICIDE PREVENTION**

**Sunday Morning Magazine**

March 5, 2017

7:00 a.m.

18:00 Minutes of a 60 Minute Program

Lisa Brittan, Indiana/Ohio Area Director, the American Foundation for Suicide Prevention. We dedicated this edition of *Sunday Morning Magazine* to suicide prevention. Lisa was personally touched by suicide. Her son, who suffered from depression for years, took his own life as a freshman in college. Lisa has turned tears of pain into an outlet to help others heal. As a guest on the show, Brittain explained that she joined the American Foundation for Suicide Prevention to help advance research efforts to study the cause of clinical depression. Brittain, also spoke at length about the many programs and services offered through the Foundation.

**Sunday Morning Magazine**

March 5, 2017

7:24 a.m.

36:00 Minutes of a 60 Minute Program

Jerry R. and Bridgette R. For this edition of *Sunday Morning Magazine*, we focused on suicide prevention. Jerry lost his parents to a double suicide in 2011. Jerry's parents had been married for over 45 years. Jerry explained that his mother was extremely ill and his father refused to put her in a nursing home. Because of the risk of being separated, his parents made a secret suicide pact. Bridgette's 30 year-old son took his own life nearly ten years ago. Both Jerry and Bridgette joined the show to share their grief journeys. They now devote much of their time volunteering with the American Foundation for Suicide Prevention. While on-air, they discussed how their work with the Foundation has helped them heal.

**ISSUE:        PERSONAL GROWTH**

**Sunday Morning Magazine**

January 8, 2017

7:00 a.m.

12:00 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

January 8, 2017

7:13 a.m.

19:00 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

January 8, 2017

7:33 a.m.

15:00 Minutes of a 60 Minute Program

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

*(Personal Growth cont.)*

**Sunday Morning Magazine**

January 8, 2017

7:50 a.m.

10:00 Minutes of a 60 Minute Program

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



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

**Sunday Morning Magazine**

February 12, 2017

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**

February 12, 2017

7:11 a.m.

13:00 Minutes of a 60 Minute Program

Janet Nash, Division of Psychiatry at Cincinnati's 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**

February 12, 2017

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 dietitians and work with teenagers battling eating disorders.

(Teens and Body Image cont.)

**Sunday Morning Magazine**

February 12, 2017

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**

February 12, 2017

7:50 a.m.

10:00 Minutes of a 60 Minute Program

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

**ISSUE:      HEALTH**

**Sunday Morning Magazine**

January 22, 2017  
7:16 a.m.  
17:00 Minutes of a 60 Minute Program

Tonya O'Rourke, WCPO-TV News Anchor. Mrs. O'Rourke, a successful news broadcaster in Cincinnati, made the lifesaving decision to donate her left kidney to a close family friend. A strong supporter of organ and tissue donation, O'Rourke joined the program to talk about her surgery and recovery. She spoke candidly about what she learned about herself, life, family and giving through her donation journey.

**Sunday Morning Magazine**

February 26, 2017  
7:00 a.m.  
23:00 Minutes of a 60 Minute Program

Jenny McCloy, 2017 Cincinnati ReelAbilities Film Festival Co-Chair; Lisa Desatnik, Public Relations Director, ReelAbilities Film Festival; Melissa Millinovoich, Film Festival Volunteer. Our guests explained on-air that Cincinnati ReelAbilities Film Festival is a Hollywood-style film extravaganza that feature films that showcase the stories, lives and art of people who experience disabilities. As the mother of a 23-year-old disabled son, Jenny McCloy, who is the 2017 Film Festival Co-chair, said many of the movies in the film festival resonate with her real-life experiences. Melissa Millinovoich, who was once crowned Miss Wheelchair Ohio (2005), says she served on the Screening Committee. As part of the Committee, she helped select the movies featured in Film Festival. As a disabled American, Millinovich says she has serious concerns about how the disabled are depicted on television and in films. Lisa Desatnik, said the Festival is organized by Living Arrangements for the Developmentally Disabled (LADD, Inc.). The 41 year old Cincinnati-based nonprofit works to propel the inclusion and success of nearly 500 adults in Hamilton County who have developmental disabilities through housing and employment options, life skills training, and advocacy leadership.

*(Health cont.)*

**Sunday Morning Magazine**

March 12, 2017  
7:00 a.m.  
22:00 Minutes of a 60 Minute Program

Christine Hyung-Oak Lee, Author, Tell Me Everything You Don't Remember: The Stroke That Changed My Life. As a guest on the show, Christine Hyung-Oak Lee spoke about her new book. Christine explained on-air that at the age of 33, she suffered a left thalamic stroke. "I finally saw the years of my stroke laden with meaning when my husband had an affair and left me with a newborn daughter. I relied heavily on the lessons I learned from the stroke to get myself through that crisis," says Hyung-Oak Lee.

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 Alzheimer's Association (On-Line Coaching)

Ran: January 8, 2017

1 sixty seconds announcement

o U.S. Department of Health & Human Services (Women and Heart Attack Warning Signs)

Ran: January 22, 2017; March 5, 2017

2 sixty seconds announcements

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

Ran: March 5, 2017

1 sixty seconds announcement

o Stand Up to Cancer (Ovarian Cancer)

Ran: January 29, 2017

1 fifteen seconds announcement

o The American Heart Association (Go Red for Women)

Ran: February 12, 2017

1 thirty seconds announcement

o The American Heart Association (Heart Disease)

Ran: February 26, 2017; March 26, 2017

2 sixty seconds announcements

*(Health cont.)*

o The American Stroke Association (Warning Signs of Stroke)

Ran: February 26, 2017

1 sixty seconds announcement

o The American Stroke Association (Warning Signs of Stroke)

Ran: March 26, 2017

1 fifteen seconds announcement

o AARP (Caregiving)  
Ran: February 19, 2017; February 26, 2017  
2 sixty seconds announcements

**ISSUE:        FINANCE**

**Sunday Morning Magazine**

January 15, 2017

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Kelli Grant, CNBC.COM. Kelli Grant is a reporter covering personal finance and consumer spending. During her time on the program, Kelli spoke at length about a number of financial issues that affect our listeners. Kelli explained on-air that the Consumer Financial Protection Bureau is taking action against agencies that are providing consumers with misleading credit scores. As a Certified Financial Planner, Kelli gave useful advice to listeners about what they should look for on their credit report. In addition, Grant provided a list of the top ten states with the cheapest public college tuition. Grant also discussed realistic benchmarks to achieve financial security.

**Sunday Morning Magazine**

January 22, 2017

7:48 a.m.

12:00 Minutes of a 60 Minute Program

Lesley Wardlow and Miranda Taylor, Cincinnati Metropolitan Housing Authority. While on the show, Mrs. Wardlow and Mrs. Taylor explained that Cincinnati Metropolitan Housing Authority is opening its wait list for Housing Choice Vouchers—most commonly known as Section 8 vouchers. According to our guests, Wardlow and Taylor, the vouchers increase affordable housing choices for very low-income families. Families with a Housing Choice Voucher choose and lease safe, decent, and affordable privately-owned rental housing. Mrs. Taylor says that pre-applications will be accepted on-line only from January 24<sup>th</sup> – 27<sup>th</sup>. She says Cincinnati Metropolitan Housing Authority will award the vouchers through a random lottery system.

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

o        The American Institute of Certified Public Accountants (Budgeting)

Ran: February 19, 2017

1 fifteen seconds announcement

o        HUDD (Foreclosure Prevention)

Ran: March 5, 2017

1 fifteen seconds announcement

**ISSUE:        PARENTING**

**Sunday Morning Magazine**

January 15, 2017

7:46 a.m.

14:00 Minutes of a 60 Minute Program

Bill Rancic, Reality Television Star, Entrepreneur, Author, First Light. Bill Rancic burst onto the national scene as the first-ever winner of the NBC hit series *The Apprentice*. More than ten years later, he continues to wear many hats as a television producer, bestselling author, television personality, and restaurateur. During his time as a guest on *Sunday Morning Magazine*, Rancic spoke about his secret to balancing his career, charity work and the demands of Hollywood with family and fatherhood. Rancic explained why he has been so candid about his wife's, TV personality Giuliana Rancic's breast cancer diagnosis and the couple's battle with infertility. Rancic also spoke about his debut novel, First Light. "The book pulls from my own life experiences to tell a fictional story of love, survival and hope," says Rancic. "My desire is that people finish this book feeling empowered to tackle life's countless challenges and obstacles."

**Sunday Morning Magazine**

January 22, 2017

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Dr. Shefali Tsabary, Author, The Awakened Family. Dr. Shefali, who has been featured on Oprah's *Super Soul Sunday* and *Oprah's Life Class*, joined the show to discuss her newest parenting book, The Awakened Family. On-air, Dr. Shefali said her books lays out a clear path to more effective, rewarding parenting, and gives parents the tools to tune into their own needs and challenges in order to better accommodate their children's needs.

**Sunday Morning Magazine**

February 26, 2017

7:51 a.m.

9:00 Minutes of a 60 Minute Program

Michelle Grinnell, Travel Michigan. In an age of smartphones, too much screen time, sedentary lifestyles and childhood obesity, Michelle Grinnell says Michigan offers a great opportunity for families to reconnect, get active and get outdoors. With winter activities like ice climbing, dog sledding, cross-country skiing and snowmobiling, Grinnell says Michigan is the perfect winter getaway.

(Parenting cont.)

**Sunday Morning Magazine**

March 12, 2017  
7:36 a.m.  
24:00 Minutes of a 60 Minute Program

Laurie Nommsen-Rivers, PhD, Registered Dietitian and Associate Professor of nutrition in the Department of Nutritional Sciences in the University of Cincinnati College of Allied Health Sciences. Laurie joined the show to discuss breastfeeding. She says research has found that breast-fed babies have lower rates of gastrointestinal and respiratory infections, asthma, obesity, Type 1 and 2 diabetes. Additionally, Nommsen-Rivers says recent studies have linked breastfeeding to higher IQ and social boosts for babies.

**Sunday Morning Magazine**

March 26, 2017  
7:00 a.m.  
27:00 Minutes of a 60 Minute Program

Margee, Mother of a 17-year-old son with Autism; Joddy, Mother of a 12-year-old son on the Autism spectrum. Our guests gave our listeners first-hand insight into the life of a parent raising a child with special needs. From medical care to specialized therapy, Margee and Joddy also spoke on-air about the financial impact of their son's diagnosis. They also spoke about several local organizations, programs and services available to families with children with autism.

**Sunday Morning Magazine**

March 26, 2017  
7:31 a.m.  
9:00 Minutes of a 60 Minute Program

Mike and Jen Means. For this special edition of *Sunday Morning Magazine* we focused on the challenges of raising a child with special needs. Mike and Jen's 4-year-old daughter Abigail was recently diagnosed with a terrible rare terminal disease called Sanfilippo Syndrome. While on the show, the Means explained that Sanfilippo is a fatal progressive disease that primarily affects the brain of children born with this disease. Mrs. Means says children do not typically show signs of this devastating disease until 2-6 years of age. The Means are determined to raise both awareness and funds to fight the deadly disease.

*(Parenting cont.)*

**Sunday Morning Magazine**

March 26, 2017  
7:43 a.m.  
17:00 Minutes of a 60 Minute Program



Paul Daugherty, Sports Columnist, Cincinnati Enquirer and author of the book, An Uncomplicated Life: A Father's Memoir of His Exceptional Daughter. For this special edition of *Sunday Morning Magazine* we focused on the challenges of raising a child with special needs. Immediately after his daughter's birth, Paul received news that would change his life—his daughter Jillian had Down Syndrome. While on the show, Paul spoke about his experience raising his baby girl who is now a 25 years-old college graduate—who lives on her own, and is engaged to be married. He spoke masterfully about believing in his daughter's abilities, challenging those that attempted to marginalize her and his “expect, don't accept” approach to his daughter's diagnosis.

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. Department of Health & Human Services (Talking to teen about Sex)

Ran: January 8, 2017

1 sixty seconds announcement

o Fatherhood.gov (Parental Involvement)

Ran: February 19, 2017

1 sixty seconds announcement

o Fatherhood.gov (Parental Involvement)

Ran: March 19, 2017

1 fifteen seconds announcement

o Fatherhood.gov (Parental Involvement)

Ran: March 26, 2017

1 thirty seconds announcement

o Bullying Prevention

Ran: January 15, 2017; February 26, 2017

2 thirty seconds announcements

o Bullying Prevention Campaign (Hubbard Radio-Cincinnati)

Ran: January 22, 2017; March 26, 2017

2 thirty seconds announcements

(Parenting cont.)

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

Ran: February 5, 2017; March 26, 2017

2 sixty seconds announcements

o The Ad Council (Texting and Driving)

Ran: February 12, 2017

1 fifteen seconds announcement

o The National Runaway Switchboard

Ran: February 12, 2017

1 fifteen seconds announcement

o Recording Artists Actors and Athletes Against Drunk Driving (Adoptive and Foster Parent Recruitment)

Ran: February 12, 2017

1 sixty seconds announcement

o Drug-Free Northern Kentucky (Heroin Epidemic)

Ran: January 22, 2017; February 5, 2017; February 26, 2017; March 19, 2017

4 thirty seconds announcements

o National Highway Safety Administration (Texting and Driving)

Ran: February 26, 2017

1 sixty seconds announcement

o U.S. Forest Service (Family Bonding)

Ran: March 5, 2017

1 sixty seconds announcement

o Understood.org (Learning Disabilities)

Ran: February 26, 2017

1 thirty seconds announcement

o Understood.org (Learning Disabilities)

Ran: February 26, 2017

1 sixty seconds announcement

**ISSUE:        EDUCATION**

**Sunday Morning Magazine**

January 15, 2017

7:33 a.m.

12:00 Minutes of a 60 Minute Program

Shelby Doyle, Director of Communications and External Relations, National School Choice Week. As a guest on *Sunday Morning Magazine*, Shelby Doyle explained the goal of National School Choice week is to raise public awareness about the various types of education options available to children locally and nationally. These options include traditional public schools, public charter schools, magnet schools, online learning, private schools, and homeschooling. Doyle says to meet the goal the organization encourages schools, organizations and individuals to host events that embrace and celebrate school choice options.

**Sunday Morning Magazine**

March 12, 2017

7:23 a.m.

12:00 Minutes of a 60 Minute Program

Jennifer Bryan, Co-Founder and Board member, Read Aloud 15 Minutes; Dr. John Hutton, Pediatrician and Clinical Researcher, Cincinnati Children's Hospital Reading and Discovery Center. Our guests say each year as many as 3.4 million babies miss out on the basic building block for early development because they are not being read aloud to daily right from birth. Dr. Hutton says daily reading aloud fosters important brain connections that are critical for developing language and literacy skills, as well as social-emotional growth. Mrs. Bryan maintains that escalating high school dropout rates, teen pregnancy and juvenile delinquency are directly related to low literacy rates among youth.

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        The College Fund (UNCF)

Ran:    March 12, 2017

1 sixty seconds announcement

o        Think It Up (Education Reform)

Ran:    January 29, 2017; February 5, 2017

2 fifteen seconds announcements

*(Education cont.)*

o        Teach.org (Teacher Recruitment)

Ran: January 1, 2017; January 15, 2017; January 29, 2017  
3 fifteen seconds announcements

o Teach.org (Teacher Recruitment)

Ran: February 5, 2017

1 sixty seconds announcement

o Wanna Play (Music Education)

Ran: January 8, 2017

1 fifteen seconds announcement

o Communities and Schools (Education Reform)

Ran: March 5, 2017

1 sixty seconds announcement

o Adopt A Class (Mentoring Program)

Ran: January 8, 2017

1 thirty seconds announcement

o Hispanic Scholarship Fund

Ran: January 22, 2017

1 fifteen seconds announcement

o United Way (Volunteerism/Mentor)

Ran: January 8, 2017; February 12, 2017

2 fifteen seconds announcements

**ISSUE: RACE RELATIONS**

**Sunday Morning Magazine**

January 15, 2017

7:15 a.m.

19:00 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 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.