

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY-FM

3<sup>rd</sup> Quarter, 2013

(July 1, 2013 through September 30, 2013)

Prepared by:

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ISSUES OF CONCERN TO CINCINNATI  
ADDRESSED IN RESPONSIVE PROGRAMMING  
THE  
THIRD QUARTER, 2013

1. **Foster Care:** A countless number of children languish in the foster care system each year in this country. We presented information to help improve the quality of life for those young people who are often abused and neglected.
2. **Literacy:** Educators nationwide maintain that the country is facing a literacy crisis. We spoke to authors and experts who presented information to engage young people in reading.
3. **Education:** We provided information aimed at improving the standards of education for today's youngsters.
4. **Retirement:** We provided tips and information to prepare listeners for retirement.
5. **Consumerism:** We presented details to empower listeners to become better educated consumers as well as understand their purchasing power and legal rights.
6. **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.
7. **Health:** We supplied information designed to help maintain a sound mind and body.
8. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
9. **Personal Growth:** Presenting information to help listeners improve their lives—personally and professionally
10. **Community Engagement:** We presented information to empower listeners to get involved to help make a difference in their community through volunteer efforts and community outreach participation projects.

## PUBLIC AFFAIRS PROGRAMS

### WYGY-FM 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 2013

(July 1, 2013 to September 30, 2013)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: FOSTER CARE**

**Sunday Morning Magazine**

July 14, 2013

7:00 a.m.

10:00 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

July 14, 2013

7:10 a.m.

12:00 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

July 14, 2013

7:23 a.m.

8:00 Minutes of a 60 Minute Program

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

(Foster Care cont.)

**Sunday Morning Magazine**

July 14, 2013

7:32 a.m.

11:30 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

July 14, 2013

7:43 a.m.

11:30 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

July 14, 2013

7:54 a.m.

6:00 Minutes of a 60 Minute Program

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

(Foster Care cont.)

**Sunday Morning Magazine**

September 1, 2013  
7:18 a.m.  
14:00 Minutes of a 60 Minute Program

Alonzo Mourning, Former Pro Athlete, The National Basketball Association (NBA). At the age of twelve, after his parents divorced, Alonzo Mourning was placed in foster care. It was the love and support of Mourning's foster mother that served as a catalyst for Mourning to take up the sport of basketball. While on the air, he empowered foster children to stay strong and to remain focused on their life goals. He says that those in foster care should never let anyone put a negative label on them simply because they are in the system. Mourning admits that his time in foster care taught him how to give. Thusly, he started his own foundation, Zo Charities, which caters to the needs of disadvantaged children.

**Sunday Morning Magazine**  
September 22, 2013  
7:31 a.m.  
12:00 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.

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 **Foster Care:**

o Adopt U.S. Kids (Foster Care and Adoption Recruitment)  
Ran: July 14, 2013x2; September 8, 2013; September 29, 2013  
4 fifteen seconds announcements

o Adopt U.S. Kids (Foster Care and Adoption Recruitment)  
Ran: September 1, 2013  
1 sixty seconds announcement

o CASA Services (Court Appointed Special Advocate)  
Ran: August 11, 2013x3  
3 sixty seconds announcements

**ISSUE: LITERACY**

**Sunday Morning Magazine**

July 28, 2013

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**

July 28, 2013

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 during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **Literacy:**

o Wanna Play (Music Education)

Ran: August 4, 2013; August 18, 2013x2; September 29, 2013

4 fifteen seconds announcements

o The Literacy Network of Greater Cincinnati

Ran: August 11, 2013

1 sixty seconds announcement

**ISSUE:            EDUCATION**

**Sunday Morning Magazine**

August 18, 2013

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](http://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 18, 2013

7:10 a.m.

10:00 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.

**Sunday Morning Magazine**

August 18, 2013

7:20 a.m.

6:00 Minutes of a 60 Minute Program

Liz Zack, Parenting Expert, iVillage.com. Its 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 them 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.

*(Education cont.)*

**Sunday Morning Magazine**



August 18, 2013  
7:27 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 their 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.

**Sunday Morning Magazine**  
August 18, 2013  
7:40 a.m.  
11:00 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 children and teens. 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 18, 2013  
7:52 a.m.  
8:00 Minutes of a 60 Minute Program

Susan Frankel, President and CEO, Crayons to Computers. While on-air, Mrs. Frankel explained that Crayons to Computers (C2C) was founded to provide teachers with essential school supplies to promote learning in the classroom. Mrs. Frankel says that Crayons to Computers provides these supplies to area public school teachers at no cost.

*(Education cont.)*

**Sunday Morning Magazine**  
September 22, 2013

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

Chuck Bryant, Fuller Ford. Fuller Ford is partnering with The Yellow Ribbon Support Foundation to host An Evening Under the Stars. The Foundation supports deployed service members by sending them care packages and awards post-secondary education scholarships in the name of fallen soldiers from the Greater Cincinnati area.

**Sunday Morning Magazine**  
September 22, 2013  
7:25 a.m.  
5:00 Minutes of a 60 Minute Program

Marvel Gentry Davis, Arts Management and Marketing, Footlighter's Production of *Anything Goes*. Cole Porter's classic toe-tapping musical comedy *ANYTHING GOES* will be presented at The Footlighters' Stained Glass Theatre at 8<sup>th</sup> & York Streets in Newport, Kentucky. Performances begin Thursday, September 26<sup>th</sup> and run through Saturday, October 12<sup>th</sup>. Marvel joined the show to talk about the stage production.

**Sunday Morning Magazine**  
September 29, 2013  
7:53 a.m.  
7:00 Minutes of a 60 Minute Program

Carol Klotz, Great Oaks, Adult Education Program. Carol joined the show to talk about the Adult Education classes offered through Great Oaks. Mrs. Klotz explained that term II registration is now available in the fields of Photography, Welding, Culinary, Auto Detailing, Business and Computers, Foreign Language, Health and Medical and Manufacturing.

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

o Adopt A Class  
Ran: July 1, 2013 through September 30, 2013  
76 thirty seconds announcements

o The FreeStore FoodBank (Power Packs)  
Ran: July 1, 2013 through September 30, 2013  
89 thirty seconds announcements

*(Education cont.)*

o National Highway Traffic Administration (Texting While Driving)

Ran: July 1, 2013 through September 30, 2013  
101 thirty seconds announcements

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

Ran: July 1, 2013 through September 30, 2013  
62 thirty seconds announcements

o Bowtie Foundations (Breakthrough Cincinnati)

Ran: September 10, 2013 through September 15, 2013  
12 thirty seconds announcements

o The National Association of Broadcasters (We Are Broadcasters)

Ran: July 1, 2013 through September 30, 2013  
127 thirty seconds announcements

o The Ohio Association of Broadcasters (Angels on Track)

Ran: July 1, 2013 through September 30, 2013  
62 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 The Freestore Foodbank (Power Packs)

Ran: July 21, 2013; August 25, 2013; September 22, 2013  
3 sixty seconds announcements

o Adopt A Class

Ran: August 11, 2013; August 25, 2013; September 15, 2013  
3 thirty seconds announcements

o The U.S. Army (High School Dropout Prevention Campaign)

Ran: September 22, 2013  
1 sixty seconds announcement

o The National Association for Music Education

Ran: July 21, 2013  
1 thirty seconds announcement

**ISSUE: RETIREMENT**

**Sunday Morning Magazine**

August 4, 2013

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Sue Denny, Cincinnati Public Affairs Specialist for the Social Security Administration. We produced a special edition of the show on retirement. Sue says that too many Americans rely solely on social security benefits to fund their retirement. She explained that social security was set up to supplement retirement income—not to fully fund it. Mrs. Denny discussed the factors that influence the amount of monthly monetary benefits retirees receive. Denny says that social security benefits will most assuredly be around for the next generation of Americans who will retire.

**Sunday Morning Magazine**

August 4, 2013

7:15 a.m.

15:00 Minutes of a 60 Minute Program

Mike Maisel, Managing Partner, Legacy Financial Advisors. During this edition of the show we focused on retirement. Mike Maisel joined us to discuss retirement investing. Mike explained how the stock market crash of 2007 impacted those who had retirement funds invested in the market. Mike went over some of the very basic things about 401k plans, traditional pension plans and annuities. Additionally, Mike gave advice regarding retirement to listeners in their 20's and 30's. Mike says it's never too late to start planning, and gave useful information to those who entered the workforce in their late 40's and 50's.

**Sunday Morning Magazine**

August 4, 2013

7:31 a.m.

16:00 Minutes of a 60 Minute Program

Jason Fieber. Many of us dream of retiring early, but Jason Fieber is taking steps to ensure that he will retire by the time he turns 40 years-old. Jason, who is currently 31, earns a fairly average American annual salary of \$50,000.00 and has managed to save 60 to 70% of his income. By living frugally and investing his savings in the stock market, Jason has amassed nearly half a million dollars in just three short years toward his early retirement.

*(Retirement cont.)*

**Sunday Morning Magazine**

August 4, 2013

7:48 a.m.

12:00 Minutes of a 60 Minute Program

John Brady, Founder and President, Topretirements.com. During our special edition of the show which focused on retirement, John joined us with a list of the top 10 places to retire in the United States.

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 **Retirement:**

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

Ran: August 4, 2013

1 fifteen seconds announcement

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

Ran: August 11, 2013; September 1, 2013; September 22, 2013

3 thirty seconds announcements

**ISSUE: CONSUMERISM**

**Sunday Morning Magazine**

July 21, 2013

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Megan Fenno, Lifestyle Editor, CincySavers.com. To help listeners be the most educated and informed consumers, we put together a special Consumer Alert edition of *Sunday Morning Magazine*. Megan joined the show with a month by month guide of when to get the best deals on certain must-have items. Perfect for families on a budget, Megan provided a list of local restaurants that offers free meals for children. In addition, Megan detailed where listeners can go to get a free birthday meal.

**Sunday Morning Magazine**

July 21, 2013

7:16 a.m.

14:00 Minutes of a 60 Minute Program

Jamie Chilcoat, President, Automotive Service Association of Ohio. As part of our Consumer Alert edition of *Sunday Morning Magazine*, we invited a respected auto mechanic to the show to give listeners tips on how to find a trust-worthy repair person. He also explained what listeners can do if they feel a mechanic is over-charging or recommending services that aren't needed. He suggested that consumers seek a second opinion on major repairs. Additionally, Chilcoat proposed several websites and publications that listeners can seek to educate themselves about common car repairs.

**Sunday Morning Magazine**

July 21, 2013

7:32 a.m.

16:00 Minutes of a 60 Minute Program

Stewart Wolpin, Tech Guru. To help listeners be the most educated and informed consumers, we produced a special Consumer Alert edition of *Sunday Morning Magazine*. Stewart is an authority on consumer electronics. He has been reporting, reviewing, analyzing and writing about new technology products for more than 25 years. Stewart joined the show to talk about how to get the best deals on smart phones, tablets and pads. He also explained what factors consumers should consider when purchasing electronic items. Stewart also provided a list of on-line resources available to assist consumers looking to purchase technology products.

(Consumerism cont.)

**Sunday Morning Magazine**

July 21, 2013

7:50 a.m.

10:00 Minutes of a 60 Minute Program

John Matarese, Consumer Reporter, WCPO-TV. As part of our Consumer Alert edition of *Sunday Morning Magazine*, we invited consumer reporter, John Matarese to join the show. Matarese provided consumer tips on buying a new or used car. He also discussed the legitimacy of door-to-door salespeople blanketing Cincinnati trying to persuade homeowners to switch their utility service.

**Sunday Morning Magazine**

August 25, 2013

7:00 a.m.

12:00 Minutes of a 60 Minute Program

Sally Thelen, Duke Energy. Recent scams in Duke Energy's territories have left some customers out of money. These customers were scammed by individuals or companies claiming to represent Duke Energy. Sally Thelen explained on-air, that Duke customers are being contacted by scammers and told their account is past due and they must purchase a prepaid debit card to pay off their account to avoid electric service disconnection. Mrs. Thelen joined the show with tips to guard listeners against fraud.

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

o The Ohio Housing Finance Agency

Ran: July 1, 2013 through September 30, 2013

62 thirty seconds announcements

**ISSUE: DRUG ADDICTION**

**Sunday Morning Magazine**

August 11, 2013

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 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 The Partnership@drugfree.org (Drug Abuse)

Ran: July 1, 2013 through September 30, 2013

56 thirty seconds announcements

- o Coalition for a Drug-free Cincinnati (Drug Abuse)

Ran: July 1, 2013 through September 30, 2013

117 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 The National Highway Safety Administration (Texting and Driving)

Ran: August 4, 2013

1 fifteen seconds announcement

- o The National Highway Safety Administration (Buzzed Driving)

Ran: August 11, 2013

1 sixty seconds announcement

- o The Partnership@drugfree.org (Drug Abuse)

Ran: July 21, 2013

1 thirty seconds announcement

- o The Partnership for a Drug-Free Ohio (Drug Abuse)

Ran: August 11, 2013

1 sixty seconds announcement

(Drug Addiction cont.)



o The U.S. Department of Health & Human Service (Mental Health and Drug Addiction Services)

Ran: September 22, 2013

1 sixty seconds announcement

**ISSUE: HEALTH**

**Sunday Morning Magazine**

August 25, 2013

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Nicole Neihaus, Neurosurgery Fitzpatrick Chiari Fund. During her time on the air, Mrs. Neihause explained that Chiari malformation occurs when the back of the brain (called the cerebellum) goes down below the base of the skull and into the upper spinal canal. Neihause says that children may be born with this malformation or can develop it later in childhood. Nicole joined the show to talk about a local event designed to raise funds for the Neurosurgery Fitzpatrick Chiari Fund. Neihaus explained that monies raised during the event will benefit children and families currently battling the malformation.

**Sunday Morning Magazine**

September 1, 2013

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**

September 8, 2013

7:52 a.m.

8:00 Minutes of a 60 Minute Program

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

(Health cont.)

**Sunday Morning Magazine**

September 22, 2013

7:08 a.m.

15:00 Minutes of a 60 Minute Program

Bob Greene, Author, The Best Life Diet and The Best Life Diet Cookbook. Bob Greene is an exercise physiologist and certified personal trainer specializing in fitness, metabolism and weight loss. He's perhaps most noted for his work with mega-star, Oprah Winfrey. Bob joined *Sunday Morning Magazine* with information on how to get fit and stay healthy. He also spoke about the issue of diet relapse. Bob says his latest book, The Best Life Diet, goes beyond the traditional dieting rules and provides information to help readers understand both the physiology and the psychology underlying weight loss.

**Sunday Morning Magazine**

September 29, 2013

7:22 a.m.

22:00 Minutes of a 60 Minute Program

Howard Gleckman, Author, Caring for Our Parents: Inspiring Stories of Families Seeking New Solutions to America's Most Urgent Health Crisis. According to our guest, Howard Gleckman, forty million Americans are caring for an elderly parent or disabled relative.

He says that as our parent's age, more than two out of every three of them will need some personal assistance. After caring for both his own father and father-in-law, Howard says that he was inspired to write this book to aid other families facing a similar situation. He joined the show with a list of ten important facts that everyone should know when caring for an aging parent. Additionally, he discussed the many financial issues that families encounter when providing care for a senior family member.

**Sunday Morning Magazine**

September 29, 2013

7:45 a.m.

7:00 Minutes of a 60 Minute Program

Bob Harper, Trainer, NBC's *The Biggest Loser*. Bob is one of two fitness trainers on the NBC hit television show, *The Biggest Loser*. While on our show, Mr. Harper explained why men often lose weight faster than women. He also discussed the many barriers people face when battling weight gain

(Health cont.)

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

- o The Alzheimer's Association of Greater Cincinnati

Ran: July 1, 2013 through September 30, 2013

91 thirty seconds announcements

- o Cincinnati Bar Association (Run for Kids)

Ran: July 1, 2013 through September 30, 2013

84 thirty seconds announcements

- o Pro-Scan Imaging (Mammography)

Ran: September 1, 2013 through September 30, 2013

128 thirty seconds announcements

- o Colon Cancer Alliance

Ran: August 27, 2013 through September 1, 2013

10 thirty seconds announcements

- o Health Source Ohio

Ran: July 1, 2013 through September 13, 2013

75 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 U.S. Department of Health & Human Service (Women and Heart Attack Symptoms)

Ran: September 1, 2013; September 22, 2013

2 sixty seconds announcements

- o Act Against AIDS

Ran: September 22, 2013

1 thirty seconds announcement

- o Feeding America (Hunger)

Ran: July 21, 2013; August 11, 2013; August 25, 2013; September 8, 2013; September 22, 2013

5 thirty seconds announcements

- o The U.S. Department of Health & Human Service (Colon Cancer)

Ran: July 21, 2013; August 11, 2013

2 thirty seconds announcements

(Health cont.)

o AARP—American Associations of Retired Persons (Caregivers)

Ran: July 21, 2013

1 thirty seconds announcement

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

Ran: August 11, 2013

1 sixty seconds announcement

o The Alzheimer's Association of Greater Cincinnati (Walk to End Alzheimer's)

Ran: September 29, 2013x3

3 sixty seconds announcement

**ISSUE: PARENTING**

**Sunday Morning Magazine**

August 25, 2013

7:13 a.m.

35:00 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

September 1, 2013

7:00 a.m.

18:00 Minutes of a 60 Minute Program

Stedman Graham, Author, Move Without the Ball. The odds that a high school athlete will play a sport on a professional level are about 10,000 to 1. Yet according to a recent survey, 66 percent of all African-American males and 32% of all white males between the ages of 13 and 18 believe they can earn a living playing professional sports. As a guest on the show, Mr. Graham discussed his latest book, which was written to motivate teens to stay in school, work harder at their studies, and focus their energies on building their futures. According to Graham, Move Without the Ball is an encouraging guide comprised of critical life lessons from professional athletes with different backgrounds and life experiences, who share how their vision and commitment led not only to their success in sports, but to a meaningful life outside of sports.

**Sunday Morning Magazine**

September 8, 2013

7:00 a.m.

51:00 Minutes of a 60 Minute Program

Cymbria Hess, Licensed Family and Marriage Therapist; Calvin Williams, Program Director, Lighthouse REAL Dads Fatherhood Program; Sharon Said, Founder, The Cincinnati Family Enrichment Center. For this edition of *Sunday Morning Magazine*, we assembled a panel of experts to discuss the many challenges that American families face today. The panelists gave advice to single, first-time and divorcing parents. They also discussed the role technology is playing in the destruction of the family, as well as the difficulties that result when families are overscheduled. In addition, they gave examples of how parents can work to create positive and lasting memories for their children.

*(Parenting cont.)*

**Sunday Morning Magazine**

September 15, 2013

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**

September 15, 2013

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 potential.

**Sunday Morning Magazine**

September 29, 2013

7:00 a.m.

21:00 Minutes of a 60 Minute Program

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

*(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 National Runaway Switchboard (Bullying)

Ran: July 21, 2013

1 fifteen seconds announcement

o Stop Bullying.gov

Ran: August 11, 2013; August 18, 2013

2 thirty seconds announcements

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

Ran: September 8, 2013

1 fifteen seconds announcement

o The U.S. Department of Health & Human Service (Talk to teen about sex)

Ran: August 11, 2013

1 sixty seconds announcement

o The U.S. Forest Service (Un-plug and spend time with Family)

Ran: September 8, 2013; September 22, 2013

2 sixty seconds announcements



**ISSUE:           PERSONAL GROWTH**

**Sunday Morning Magazine**

September 1, 2013

7:34 a.m.

14:00 Minutes of a 60 Minute Program

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

**ISSUE: COMMUNITY INVOLVEMENT**

**Sunday Morning Magazine**

September 22, 2013

7:44 a.m.

16:00 Minutes of a 60 Minute Program

Steve, Members of the band, The Rusty Griswold's; Joe, Director of Corporate Outreach, The Spirit of Cincinnati Foundation. Our guests joined the show to talk about an upcoming event that they are sponsoring called the Rusty Ball. The event will benefit over one hundred community service organizations. After routinely being contacted by organizations to perform for charity events and far too often the band was unable to participate, Steve came up with the concept for the Rusty Ball. To support local organizations, The Rusty Griswold's started a non-profit called, The Spirit of Cincinnati

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 **Community Involvement:**

o The United Way (Volunteer/Tutor/Mentor)

Ran: August 18, 2013

1 thirty seconds announcement

o The United Way (Volunteering)

Ran: August 11, 2013

1 sixty seconds announcement

o The United Way (Volunteering)

Ran: September 15, 2013

1 fifteen seconds announcement

o Keep America Beautiful

Ran: September 22, 2013

1 sixty seconds announcement