

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

4th Quarter, 2013

(October 1, 2013 through December 31, 2013)

Prepared by:

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Director, Public Affairs

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

1. **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 4th 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
2. **Mental Illness:** Millions world-wide are impacted by mental illnesses such as bipolar disorder, depression and schizophrenia. We examined the common traits, symptoms, characteristics and behaviors associated with each of the major mental illnesses. We also discussed stigmas related to mental illness and barriers to accurate diagnosis.
3. **Children of Incarcerated Parents:** Experts say it's an under-studied population. We explored what happens to local children who have one or more of their parents serving time in prison. We examined the myriad of challenges these young people face including social stigmas, shame, delinquency, mental health issues and family reunification.
4. **Cancer:** Over a million and a half new cases of cancer are expected to be diagnosed this year. We celebrated the strength of survivors and honored those that have succumbed to the disease.
5. **Personal Growth:** We presented information to help listeners improve their lives—personally and professionally.
6. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
7. **Estate Planning:** We explained the importance of a will, a trust, a living will and a living trust. We also provided tips on how to initiate end of live discussions with love ones.
8. **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.
9. **Health:** We supplied information designed to help maintain a sound mind and body.
10. **Marriage Enrichment:** Research shows that fifty percent of all marriages will end in divorce. We provided information designed to strengthen the bond of marriage.
11. **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.
12. **Arts Appreciation:** We celebrated the local arts scene to bring a deeper understanding and appreciation for the arts.

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.

Fourth Quarter 2013

(October 1, 2013 to December 31, 2013)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: SUICIDE PREVENTION

Sunday Morning Magazine

October 13, 2013

7:00 a.m.

20:00 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 turn tears of pains 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. Additionally, she discussed the 10th Annual Out of the Darkness Walk. She maintains that the proceeds from the Walk provides essential funds for the day-to-day operation of the Foundation and helps advance its mission—to aid families impacted by the tragedy of suicide.

Sunday Morning Magazine

October 13, 2013

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 Prevent. While on-air they discussed how their work with the Foundation has helped them heal.

ISSUE: MENTAL ILLNESS

Sunday Morning Magazine

November 10, 2013

7:00 a.m.

21:00 Minutes of a 60 Minute Program

Dr. Quinton Moss, Modern Psychiatry and Wellness; Dr. Suzanne Sampang, Cincinnati's Children's Hospital, Child and Adolescent Psychiatry. For this edition of *Sunday Morning Magazine*, we focused on mental illness. Dr. Moss and Dr. Sampang joined the show to discuss mental illnesses such as bipolar disorder, depression and schizophrenia. They also spoke about common traits, symptoms, characteristics and behaviors associated with each of the major mental illnesses. In addition, they discussed stigmas related to mental illness, barriers to accurate diagnosis, and the link between spirituality and mental health.

Sunday Morning Magazine

November 10, 2013

7:22 a.m.

13:00 Minutes of a 60 Minute Program

Regina Calcaterra, Author, Etched in Sand: A True Story of Five Siblings who Survived an Unspeakable Childhood on Long Island. For this special edition of the show, we devoted an entire hour to mental illness. As a guest on the show, Mrs. Calcaterra spoke about her memoir which accounts how she and her siblings grew up with a mom with a severe mental illness. She says as a result of her mother's illness, she and her siblings had to care for one another while living in a series of foster homes and intermittent homelessness.

Sunday Morning Magazine

November 10, 2013

7:35 a.m.

25:00 Minutes of a 60 Minute Program

Mark M. and Mary S. During this particular edition of *Sunday Morning Magazine*, we focused on mental illness. Mary's son, who is currently in his early thirties, has been living with mental illness since his teenage years. Mark is the father of a 28 year son diagnosed with a mental illness. Mary and Mark joined the show to explain how their sons illnesses has impacted their lives and completely changed the dynamics of their families. Mary explained the emotional journey she's been on throughout the years. Mark admitted that in many ways he's had to mourn the loss of what his son could have become or have achieved.

(Mental Illness cont.)

Sunday Morning Magazine

November 24, 2013

7:11 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.

Sunday Morning Magazine

December 8, 2013

7:28 a.m.

13:00 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.

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 **MENTAL ILLNESS:**

- o The U.S. Department of Health and Human Services (Mental Health Services/Treatment)
Ran: October 27, 2013; November 24, 2013
2 thirty seconds announcements

ISSUE: CHILDREN OF INCARCERATED PARENTS

Sunday Morning Magazine

October 6, 2013

7:00 a.m.

28:00 Minutes of a 60 Minute Program

Yvette Harris, PhD, Author, Children of Incarcerated Parents; Kelley Eversole, Big Brothers Big Sisters of Butler County, Amachi Program. Children of incarcerated parents are too often at risk for anti-social and delinquent behavior. During this edition of *Sunday Morning Magazine*, we focused on the issues and challenges children face when one or more of their parents are locked behind bars. Our guests shared their expertise on the subject and helped to shed light on this under-studied population. Ms. Eversole oversees a program that provides mentors to area children and teens that have parents in jail. Dr. Harris spoke about her book and shared result of her extensive research study on children of incarcerated parents.

Sunday Morning Magazine

October 6, 2013

7:00 a.m.

31:00 Minutes of a 60 Minute Program

Kimberly Davis, formerly imprisoned mother of four. During this edition of *Sunday Morning Magazine*, we focused on the issues and challenges children face when one or more of their parents are locked behind bars. Kimberly is the mother of four. She was jailed for drug-related crimes. She joined the show to share her story. Kimberly says that she gave birth to her drug-addicted son while incarcerated. She spoke on-air about her struggle to kick her drug habit, re-enter the workforce, and regain custody of her children. After years of hard work, Kimberly has successfully restored her relationship with all four of her children. Today, Kimberly is attending college and plans to earn a master's degree. She is currently working with and assisting women abusing drugs and have recently lost custody of their own children.

Sunday Morning Magazine

October 6, 2013

7:00 a.m.

10:00 Minutes of a 60 Minute Program

Dr. Yvette Harris; Kelley Eversole; Kimberly Davis. During this edition of *Sunday Morning Magazine*, we focused on the issues and challenges children face when one or more of their parents are locked behind bars. We concluded the show with a roundtable discussion on the subject.

ISSUE: **CANCER**

Sunday Morning Magazine

October 20, 2013

7:00 a.m.

22:00 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 doors of communication. Dr. Jones also spoke about the disadvantages of searching for medical answers on the internet instead of asking a physician directly.

Sunday Morning Magazine

October 20, 2013

7:23 a.m.

16:00 Minutes of a 60 Minute Program

John Voso, Jr., Author, Today's Heroes: Surviving with Style; Michael Redd, Testicular Cancer Survivor. Research shows that over a million and a half new cases of cancer are expected to be diagnosed this year. We dedicated this edition of *Sunday Morning Magazine* to cancer. John recently published the book, Today's Heroes: Surviving with Style. The book contains stories of cancer survivors that are meant to inspire families facing a cancer diagnosis. Michael Redd, a cancer survivor, who is featured in the book, joined us in the studio to share his story of surviving testicular cancer. John says a large percentage of the profits from book sales will benefit the Richie White Fund. The fund honors the life of John's nephew who died as a result of an ependymoma tumor on the base of his brain.

Sunday Morning Magazine

October 20, 2013

7:40 a.m.

14:00 Minutes of a 60 Minute Program

Amy Ott, Klosterman Baking Company; Tracie Metzger, Founder and Development Director, Pink Ribbon Girls. Klosterman Baking Company and the Pink Ribbon Girls have teamed up to combat breast cancer. Tracie Metzger, a breast cancer survivor, explained on-air that she founded Pink Ribbon Girls shortly after her diagnosis over thirteen years ago. Metzger says her organization provides care and support to women who are diagnosed with breast cancer at a young age—typically in their 20's, 30's and 40's. Amy explained that Klosterman Baking Company will donate a portion of the sales of specially packaged pink loafs of bread to the Pink Ribbon Girls.

(Cancer cont.)

Sunday Morning Magazine

October 20, 2013

7:54 a.m.

6:00 Minutes of a 60 Minute Program

We aired a music montage in tribute to those that have lost their lives to breast cancer and to celebrate survivors as well as the families that have been impacted by the disease.

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 **CANCER:**

o The U.S. Department of Health and Human Services (Colon Cancer Screening)

Ran: October 20, 2013; December 1, 2013

2 sixty seconds announcements

ISSUE: PERSONAL GROWTH

Sunday Morning Magazine

October 27, 2013

7:00 a.m.

7:00 Minutes of a 60 Minute Program

Dr. Creflo Dollar, Founder and Senior Pastor, World Changers Church International. Dr. Dollar joined *Sunday Morning Magazine* to talk about his world-wide ministry. Dr. Dollar explained that his goal is to lead men and women together in soulful reflections and self-discovery on the path to positive personal and spiritual fulfillment.

Sunday Morning Magazine

December 22, 2013

7:15 a.m.

10:30 Minutes of a 60 Minute Program

Bob Colquhoun, Motivational Speaker. Bob believes the holiday season is a great time to correct any wrongdoings that may enable us to leave the past behind us and move forward. He joined the show to explain why Christmas opens the door for greater forgiveness.

Sunday Morning Magazine

December 29, 2013

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

December 29, 2013

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 always knew 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.

(Personal Growth cont.)

Sunday Morning Magazine

December 29, 2013

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.

Sunday Morning Magazine

December 29, 2013

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 nearly 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.

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 **PERSONAL GROWTH:**

o The American Institute of Certified Public Accountants

Ran: October 6, 2013; October 20, 2013; October 27, 2013

3 fifteen seconds announcements

o The American Institute of Certified Public Accountants

Ran: December 1, 2013

1 thirty seconds announcement

o The American Institute of Certified Public Accountants

Ran: November 3, 2013

1 sixty seconds announcement

ISSUE: PARENTING

Sunday Morning Magazine

October 27, 2013

7:10 a.m.

14:00 Minutes of a 60 Minute Program

Roma Downey, Actress and Activist. The charming 2010 children's book, *The Sweetest Story Bible*, is getting a fun upgrade with the help of Emmy and Golden Globe-nominated actress Roma Downey. This adorable pink storybook Bible is a collection of some of the most beloved Bible stories, and is written and illustrated to make God's word accessible to young girls. The enhanced edition, aptly titled The Sweetest Story Bible Deluxe Edition, features the voice of actress Roma Downey, who adorns every chapter with a tender audio reading on the accompanying CDs, making each tale even more heartfelt and sincere. Roma and her super television producer husband, Mark Burnett are parents of three. While on the show Roma explained how she keeps her children grounded while bring them up in the influential world of Hollywood. Roma also explained why she believes faith and spirituality are so crucial in child rearing.

Sunday Morning Magazine

November 3, 2013

7:14 a.m.

25:00 Minutes of a 60 Minute Program

David Staal, Author, Words Kids Need to Hear: To help them to be who God Made them to be. Mr. Staal's says that words matter. Words can build up or tear down, pave a path toward God or set up roadblocks. One way or another, what children hear from the adults they trust makes a significant impact—now and for years to come. While on the air, Staal stated that seven simple statements are simple to share yet are guaranteed to make a profound impact on a child's life. They are: I Believe in You, You Can Count on Me, I Treasure You, I'm Sorry, Because, No, and I Love You.

Sunday Morning Magazine

November 3, 2013

7:40 a.m.

20:00 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.

(Parenting cont.)

Sunday Morning Magazine

November 17, 2013

7:00 a.m.

36:00 Minutes of a 60 Minute Program

Cymbria Hess, Licensed Family & Marriage Therapist; Sharon James, Mediator and Parent Coach, Beech Acres Parenting Center. Stepfamilies, also known as blended families, are more of a norm now than ever before. At least one-third of all children in the U.S. will be part of a stepfamily before they reach age 18. The focus of this edition of *Sunday Morning Magazine* was blended families. My guests say that most blended families are able to work out their growing pains and live together successfully. Open communication, positive attitudes, mutual respect and plenty of love and patience all have an important place in creating a healthy blended family.

Sunday Morning Magazine

November 24, 2013

7:18 a.m.

30:00 Minutes of a 60 Minute Program

Anne R. Pierce, Author, Ship Without A Shore: America's Under-nurtured Children. Anne joined the show to discuss her book which examines the role mother's play in the lives of their children.

Sunday Morning Magazine

December 8, 2013

7:00 a.m.

10:00 Minutes of a 60 Minute Program

Zaziwe Dlamini-Manaway and Swati Dlamini, *Being Mandela*. Zaziwe and Swati are two of the granddaughters of Nelson and Winnie Mandela. Zaziwe and Swati joined the program to talk about their new reality show on Cozi TV. While on the show, the ladies discussed their grandfather's legacy, their resolve to be positive role models for black women world-wide, the pressure of carrying on the Mandela name, and being single parents.

(Parenting cont.)

Sunday Morning Magazine

December 8, 2013

7:12 a.m.

15:00 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.

Sunday Morning Magazine

December 22, 2013

7:25 a.m.

14:30 Minutes of a 60 Minute Program

Jennifer Shryock, Certified Dog Behavior Consultant and Founder of Family Paws Parent Education Programs for New and Expecting Families with Dogs. Many children will put a puppy on their Christmas wish list. Is the holiday season the best time of year to introduce a new puppy to the family? Our expert guest, Jennifer Shryock says often parents are left with the internal debate between wanting their child to experience the wonders of pet ownership and knowing that they themselves will ultimately be the ones responsible for caring, feeding and cleaning if their child fails in his or her duties.

Sunday Morning Magazine

December 22, 2013

7:53 a.m.

7:00 Minutes of a 60 Minute Program

Shawn Stockman, Grammy Award-winning Group, Boyz II Men and Judge on NBC's *The Sing Off*. Shawn joined the show to discuss how he balances the demands of his music career and family. Shawn also spoke about autism. His personal charity, Micah's Voice aids children and families affected by autism.

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

o Coalition for a Drug-Free Cincinnati

Ran: October 1, 2013 through December 31, 2013

117 thirty seconds announcements

(Parenting cont.)

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

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

Ran: October 6, 2013; October 20, 2013; November 3, 2013; December 8, 2013

4 sixty seconds announcements

o The U.S. Forest Service (Increasing Family Time/Family Bonding)

Ran: October 13, 2013; November 3, 2013; November 24, 2013; December 22, 2013

4 thirty seconds announcements

o The National Runaway Switchboard

Ran: October 13, 2013

1 sixty seconds announcement

o Adopt U.S. Kids (Foster Care)

Ran: October 27, 2013; December 22, 2013

2 sixty seconds announcements

o The Ad Council (Stop Bullying)

Ran: November 17, 2013

1 sixty seconds announcement

o The U.S. Department of Health and Human Services (Talk to Teen About Sex)

Ran: December 29, 2013

1 sixty seconds announcement

ISSUE: ESTATE PLANNING

Sunday Morning Magazine

December 1, 2013

7:00 a.m.

40:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

December 1, 2013

7:40 a.m.

18:00 Minutes of a 60 Minute Program

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

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 **ESTATE PLANNING**:

o The U.S. Treasury and HUDD (Foreclosure Prevention)

Ran: October 20, 2013; November 10, 2013; December 1, 2013

3 fifteen seconds announcements

o The U.S. Treasury and HUDD (Foreclosure Prevention)

Ran: December 1, 2013

1 sixty seconds announcement

ISSUE: LITERACY

Sunday Morning Magazine

November 24, 2013

7:00 a.m.

9:00 Minutes of a 60 Minute Program

Scott Cohn, Senior Correspondent, CNBC. As millions of American families struggle to cope with college costs that are rising at twice the rate of inflation, CNBC investigates a system that encourages widespread borrowing—often with little regard to a student’s ability to pay—leaving the average college graduate with tens of thousands of dollars in student load debt. Scott joined *Sunday Morning Magazine* to discuss America’s college debt crisis.

Sunday Morning Magazine

December 15, 2013

7:00 a.m.

6:00 Minutes of a 60 Minute Program

Alyssa Satin Capucilli, Author, Biscuit’s Christmas: Storybook Collection. To promote literacy during the holiday season, we hosted our annual Christmas Literacy edition of the show. Alyssa Satin Capucilli is the author of the beloved Biscuit book series. Mrs. Capucilli says she is proud that her books have introduced a generation of children to the love of reading. While on-air, Capucilli discussed how her parents were instrumental in fostering her appreciation of books.

Sunday Morning Magazine

December 15, 2013

7:06 a.m.

7:00 Minutes of a 60 Minute Program

Frans Vischer, Author and Illustrator, A Very Fuddles Christmas. We are proud to present our annual Christmas Literacy edition of *Sunday Morning Magazine*. During the show we spoke with Frans Vischer. Mr. Vischer discussed his new holiday-themed book. He also gave examples of how he encouraged his own children to read.

Sunday Morning Magazine

December 15, 2013

7:13 a.m.

3:00 Minutes of a 60 Minute Program

Ned Young, Author, Zoomer’s Out-of-This-World Christmas. To promote reading during the holiday season, we hosted our annual Christmas Literacy edition of the show. Ned spoke about his new children’s book, Zoomer’s Out-of-This-World Christmas. Ned explained why parents should leave a book under the Christmas tree this year.

(Literacy cont.)

Sunday Morning Magazine

December 15, 2013

7:16 a.m.

5:00 Minutes of a 60 Minute Program

Marilyn Singer, Author, Tallulah's Nutcracker. To promote reading during the holiday season, we presented our annual Christmas Literacy edition of the show. Marilyn Singer is the author of many books, spanning various genres. Her most recent book is the Christmas book, Tallulah's Nutcracker. As a guest on the show, Mrs. Singer explained why Christmas is a great time to share a book with a child or young adult.

Sunday Morning Magazine

December 15, 2013

7:21 a.m.

6:00 Minutes of a 60 Minute Program

Ray O'Ryan, Author, Galaxy Zack: A Green Christmas! On this edition of *Sunday Morning Magazine* we focused on literacy. Mr. O'Ryan spoke about his popular children's book series, Galaxy Zack. As we celebrate literacy this holiday season, Mr. O'Ryan gave clear examples of how parents can connect with their children through books and reading.

Sunday Morning Magazine

December 15, 2013

7:27 a.m.

6:00 Minutes of a 60 Minute Program

Mary Casanova, Author, One-Dog Sleigh. Just in time for the holiday, we presented our annual Christmas Literacy edition of the show. Mary Casanova spoke about her latest title, One-Dog Sleigh. Mary gave valuable advice to parents on how to promote literacy in the home during the holiday season and beyond.

Sunday Morning Magazine

December 15, 2013

7:33 a.m.

3:00 Minutes of a 60 Minute Program

Jerry Pallotta, Author, Dinosaur Christmas. During this edition of the show we focused on reading. Mr. Pallotta talked about his new holiday-themed children's picture book. Many of Mr. Pallotta's books appeal to boys and reluctant readers. He gave parents advice on how to peak their child's interest in reading.

(Literacy cont.)

Sunday Morning Magazine

December 15, 2013

7:36 a.m.

6:00 Minutes of a 60 Minute Program

Crystal Bowman, Author, Jesus, Me, and My Christmas Tree. To promote literacy, we presented our annual Christmas Literacy edition of the show. Mrs. Bowman spoke about her new Christmas book and explained why parents should leave a book under the Christmas tree, along with or instead of a toy.

Sunday Morning Magazine

December 15, 2013

7:43 a.m.

11:00 Minutes of a 60 Minute Program

Dr. Carolyn James, Senior Learning Designer, LeapFrog Inc. As part of our Annual Christmas Literacy edition of *Sunday Morning Magazine*, we invited Dr. Carolyn James to talk about LeapFrog's newest product, the LeapReaper. Dr. James explained on-air that the LeapReader focuses on three essential learning experience which include learning to read, write and learning through listening skills. Dr. James says reading and writing are part of the same learning journey and needs to be practiced concurrently.

Sunday Morning Magazine

December 15, 2013

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Dean Pitchford, Author, Nickel Bay Nick. We are proud to present our annual Christmas Literacy edition of *Sunday Morning Magazine*. Dean Pitchford is the author of the highly acclaimed books Captain Nobody and The Big One-Oh. While on the show he discussed what parents can do to promote a love of reading in their own children.

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

o Adopt A Class (Tutor and Mentoring School-based Program)

Ran: October 1, 2013 through December 31, 2013

80 thirty seconds announcements

(Literacy 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 **LITERACY**:

o Adopt A Class (Tutor and Mentoring School-based Program)

Ran: October 6, 2013; October 13, 2013; October 27, 2013; November 24, 2013; December 8, 2013; December 29, 2013

6 thirty seconds announcements

o Wanna Play (Music Education)

Ran: October 6, 2013; November 3, 2013; November 17, 2013; December 29, 2013

4 fifteen seconds announcements

o The National Association for Music Education

Ran: October 27, 2013

1 sixty seconds announcement

o The Hispanic Scholarship Fund (Music Education)

Ran: October 6, 2013

1 sixty seconds announcement

o Reading Is Fundamental (Literacy Program)

Ran: November 17, 2013

1 sixty seconds announcement

o The Literacy Network of Greater Cincinnati

Ran: December 15, 2013

1 sixty seconds announcement

ISSUE: HEALTH

Sunday Morning Magazine

October 27, 2013

7:32 a.m.

18:00 Minutes of a 60 Minute Program

Maurice Huey, Executive Director, Cincinnati Chapter, American Diabetes Association. Maurice Huey joined the show to educate our listeners about diabetes. While on the air, Mr. Huey spoke about the common types of diabetes –Type 1 and Type 2. He also discussed myths, misconceptions and complications surrounding the disease. Huey encouraged listeners to visit the American Diabetes Association’s website to take a free on-line diabetes risk assessment. Additionally, Mr. Huey spoke about the upcoming Step Out to Stop Diabetes Walk.

Sunday Morning Magazine

October 27, 2013

7:52 a.m.

8:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

November 3, 2013

7:00 a.m.

12:00 Minutes of a 60 Minute Program

Laura Rusche and Steve Wilson, Disabled American Veterans. Steve Wilson explained on-air that Disabled American Veterans helps more than 300,000 veterans each year file claims before the Veterans Administration for government benefits. Steve says many veterans are unaware of the programs, services and benefits they might qualify for as a result of their years of service. Laura Rusche also joined the show for this segment to talk about Disabled American Veterans 5k Walk. The competitive running event will raise funds to aid local injured veterans and their families on their journey to recovery. Rusche says the purpose of the 5k Walk is to bring the local community and veterans together to honor veterans of all eras who have fought bravely in service.

(Health cont.)

Sunday Morning Magazine

November 17, 2013

7:39 a.m.

8:00 Minutes of a 60 Minute Program

Dr. Nancy Synderman, Chief Medical Editor, NBC's *The Today Show*. Dr. Synderman and iVillage are continuing to join forces in a multi-platform approach to helping Americans "Kick Butt" by kicking the smoking habit. Nancy joined the show to discuss not only tips for quitting smoking, but also to explore the health problems that can result due to second-hand smoke.

Sunday Morning Magazine

December 22, 2013

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Cheryl Parker, Public Affairs Manager, AAA. During this, the busiest travel time of the year, we invited Cheryl Parker from Triple A on the show to provide tips and information to our listeners navigating the highways, byways and airways. Cheryl always went over the three deadly D's of driving: drunk or drugged driving, drowsy driving, and distracted driving.

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

o The Alzheimer's Association of Greater Cincinnati

Ran: October 1, 2013 through December 31, 2013

91 thirty seconds announcements

o FreeStore Foodbank

Ran: October 1, 2013 through December 31, 2013

92 sixty seconds announcements

o The Drop Inn Center

Ran: October 1, 2013 through December 31, 2013

23 thirty seconds announcements

o Goodwill Industries

Ran: October 1, 2013 through December 31, 2013

76 thirty seconds announcements

o Ohio Department of Jobs and Family Services (Food Assistance Program)

Ran: October 1, 2013 through December 31, 2013

48 thirty seconds announcements

(Health cont.)

- o Ohio Department of Health and Human Services (American Veterans)

Ran: October 1, 2013 through December 31, 2013

48 thirty seconds announcements

- o Ohio Department of Health and Human Services (Flu/Quit Line)

Ran: October 1, 2013 through December 31, 2013

97 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 FreeStore Foodbank (Power Packs)

Ran: October 6, 2013; October 27, 2013; December 29, 2013

3 sixty seconds announcements

- o The Alzheimer's Association of Greater Cincinnati (Helpline)

Ran: October 27, 2013; November 24, 2013; December 1, 2013

3 thirty seconds announcements

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

Ran: November 17, 2013; December 29, 2013

2 sixty seconds announcements

- o The U.S. Department of Health and Human Services (Women and Heart Disease)

Ran: October 6, 2013; October 27, 2013; November 24, 2013; December 1, 2013;
December 8, 2013

5 sixty seconds announcements

- o AARP (Care giving)

Ran: November 3, 2013

1 thirty seconds announcement

- o The National Highway Traffic Safety Administration

Ran: December 22, 2013

1 fifteen seconds announcement

ISSUE: MARRIAGE ENRICHMENT

Sunday Morning Magazine

October 27, 2013

7:27 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

December 8, 2013

7:42 a.m.

18:00 Minutes of a 60 Minute Program

Tonya Lewis Lee, Activist and Author, 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. Mrs. Lewis Lee also spoke about her working relationship with her husband.

ISSUE: COMMUNITY ENGAGEMENT

Sunday Morning Magazine

November 24, 2013

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Major Timothy Lyle, The Salvation Army. Major Lyle joined *Sunday Morning Magazine* to talk about the many services available to help families in need during the holiday season. Lyle says that the iconic red kettle campaign, their Adopt-A-Family program, and the Toy Shop are shining examples of how the organization is assisting those less fortunate during the holiday season. Major Lyle encouraged listeners to volunteer to help make a difference for struggling families.

Sunday Morning Magazine

December 22, 2013

7:40 a.m.

13:00 Minutes of a 60 Minute Program

Kimberly Heestand, Certified Volunteer Administrator. According to our guest, Kimberly Heestand, the holiday is a perfect time to volunteer. However, she says that many organizations are overloaded with volunteers. Miss Heestand advised listeners to consider volunteer opportunity beyond the Christmas season. Miss Heestand gave examples of volunteer projects that work best for families, teen and small children. She also spoke about faith-based and skill-based volunteering.

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

o The Ohio Army National Reserve

Ran: October 1, 2013 through December 31, 2013

60 thirty seconds announcements

o Ohio Association of Broadcasters (We Are Broadcasters)

Ran: October 1, 2013 through December 31, 2013

136 thirty seconds announcements

o National Highway Safety Administration

Ran: October 1, 2013 through December 31, 2013

110 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 **COMMUNITY ENGAGEMENT:**

o The United Way (Tutor and Mentoring)

Ran: October 6, 2013; October 13, 2013; October 27, 2013; November 17, 2013; December 1, 2013

5 sixty seconds announcements

o The United Way (Tutor and Mentoring)

Ran: November 10, 2013; December 22, 2013; December 29, 2013

3 fifteen seconds announcements

o Feeding America (Hunger Prevention)

Ran: October 13, 2013; October 27, 2013; November 3, 2013; November 24, 2013; December 8, 2013

5 thirty seconds announcements

o Toys for Tots

Ran: December 1, 2013; December 8, 2013

2 thirty seconds announcements

o Toys for Tots

Ran: December 1, 2013; December 8, 2013

2 fifteen seconds announcements

ISSUE: ART APPRECIATION

Sunday Morning Magazine

November 17, 2013

7:48 a.m.

12:00 Minutes of a 60 Minute Program

Mario de la Nuez, Co-Artistic Director, De la Dance Company's, *The Nutcracker Jazzed Up*. Mario joined the show to talk about De la Dance Company's production of the *Nutcracker Jazzed Up*. Mario explained that the show is a Duke Ellington twist on the Tchaikovsky classic. For the production, Mario de la Nuez brings together a large cast of dancers to re-invent this yuletide classic. The ballet opens in New York City in the 1940s with dancers swinging and bopping through the Ellington score. In the second act the stage is transformed into the magic Kingdom of the Sweets in which the full cast of classical dancers enchants the audience with traditional and familiar ballet choreography.

