

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY-FM

4<sup>th</sup> Quarter, 2016

(October 1, 2016 through December 31, 2016)

Prepared by:

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**ISSUES OF CONCERN TO CINCINNATI  
ADDRESSED IN RESPONSIVE PROGRAMMING**

## THE FOURTH QUARTER, 2016

1. **Breast Cancer:** Breast cancer is the most common cancer among women in the United States, other than skin cancer. About 182,460 women in the United States will be found to have invasive breast cancer this year. *Sunday Morning Magazine* focused on early detection and treatment. We also examined the emotional and physical toll this disease has on women and their families.
2. **Education:** We provided information aimed at improving the standard of education for today's youth.
3. **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.
4. **Retirement:** We provided tips and information to prepare listeners for retirement.
5. **Race Relations:** We presented information to bring a better appreciation of the culture of those of a different race, heritage or socioeconomic background.
6. **The Foster Care System:** 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.
7. **Health:** We supplied information designed to help maintain a sound mind and body.
8. **Child Abuse:** We discussed the impact abuse has on youngsters and examined how these issues often follow victims into adulthood.
9. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children
10. **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.
11. **Finance:** We provided information to help families improve their finances—including establishing a budget.
12. **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.

Fourth Quarter 2016

(October 1, 2016 to December 31, 2016)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: BREAST CANCER**

**Sunday Morning Magazine**

October 2, 2016

7:00 a.m.

20:00 Minutes of a 60 Minute Program

Maria, Breast Cancer Survivor. In honor of Breast Cancer Awareness Month, we devoted an entire show to the often deadly disease. Maria shared her story on-air. While she was receiving treatment for stage 3 melanoma, Maria was diagnosed with triple negative breast cancer. Today, Maria is currently considered to have “no evidence of disease,” (NED) for either diagnosis.

**Sunday Morning Magazine**

October 2, 2016

7:22 a.m.

25:00 Minutes of a 60 Minute Program

Jason Adams, Meteorologist, WCPO-TV; Rick Porter, Male Breast Cancer Survivor. October is Breast Cancer Awareness Month. We were joined on-air by two men selected for The American Cancer Society’s Real Men Wear Pink campaign. Jason Adams explained on *Sunday Morning Magazine* that during the month of October, 28 local men will be wearing pink and raising funds to end breast cancer. Adam says he got involved with the American Cancer Society after his mother’s breast cancer diagnoses and his father’s battle with prostate cancer. As a survivor of male breast cancer, Rick Porter described on-air the physical and emotion impact of the often deadly disease.

*(Breast Cancer cont.)*

**Sunday Morning Magazine**

October 2, 2016

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Melanie Murray, Panera Bread; Hannah Wallace, Community Manager, American Cancer Society's Making Strides Against Breast Cancer. For October, Breast Cancer Awareness Month, Panera Bread is partnering with The American Cancer Society for the Pink Ribbon Bagel campaign. While on the show, Melanie Murray explained that Panera Bread will donate 10 cents for each Pink Ribbon Bagel sold throughout the month to the American Cancer Society's Cincinnati Making Strides for Breast Cancer initiative. "Because of Panera Bread's continued support, The American Cancer Society is able to fund innovative breast cancer research, provide free, comprehensive information and support for those touched by breast cancer, and help people reduce their breast cancer risk or find it early when it's most treatable," says Hannah Wallace of the American Cancer Society.

**Sunday Morning Magazine**

October 23, 2016

7:00 a.m.

26:00 Minutes of a 60 Minute Program

Dr. Jennifer Gerson, Radiation Oncologist, OHC; Dr. Randy Drosick, Medical Oncologist, OHC. October is Breast Cancer Awareness Month. Dr. Jennifer Gerson, a noted Tristate board certified radiation oncologist with OHC and Dr. Randy Drosick, a highly sought-after medical oncologist joined the show to discuss breast cancer and promising treatment options.

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 **Breast Cancer:**

o Stand Up to Cancer

Ran: October 2, 2016; October 23, 2016

2 thirty seconds announcements

o Radiological Society of North America (Breast Cancer)

Ran: October 2, 2016

1 sixty seconds announcement

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

Ran: November 27, 2016

1 sixty seconds announcement

**ISSUE:            EDUCATION**

**Sunday Morning Magazine**

November 6, 2016

7:00 a.m.

50:00 Minutes of a 60 Minute Program

Nedria McClain, Principal, Hays-Porter School; Cear Baggett, Principal, Ethel M. Taylor Academy; Tim Reilly, Principal, St. Ignatius Catholic School. For this edition of the show, we focused on education. We put together a panel of three highly respected local elementary school principals and hosted an on-air roundtable discussion on the state of education here in Cincinnati. Our esteemed panel addressed teacher burn-out, over-crowded classrooms, bullying, parental involvement and standardized testing.

**Sunday Morning Magazine**

November 6, 2016

7:00 a.m.

50:00 Minutes of a 60 Minute Program

Nadia Lopez, Educator, Principal, Mott Hall Bridges Academy, Author of the book, The Bridge to Brilliance: How One Principal in A Tough Community is Inspiring the World. In 2015 a dynamic young principal Nadia Lopez, and the school she founded, Mott Hall Bridges Academy rocketed to national fame after one of her students captured the attention of Brandon Stanton and his wildly popular online site Humans of New York. That student told Stanton that his principal “Ms. Lopez think I matter,” and she was the person who most influenced his life. The post went mega-viral. Ms. Lopez found herself in the spotlight and headed to a meeting with President Obama. Ms. Lopez joined *Sunday Morning Magazine* to talk about why she founded her school and how she keeps her students motivated and excited about learning.

**Sunday Morning Magazine**

December 11, 2016

7:32 a.m.

14:00 Minutes of a 60 Minute Program

Michael Anderson, Cincinnati Reds; Jerome Wright, Director, Cincinnati Reds Urban Youth Academy. Jerome Wright explained that the Reds Urban Youth Academy provides free, year-round baseball and softball training programs for children ages 5 to 18. In addition to preparing youth to play baseball, the Academy also encourages academic achievement by providing academic tutors and mentors from local colleges and hosts college prep training classes.

*(Education cont.)*

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

o Adopt A Class (Education/Mentorship)  
Ran: October 1, 2016 through December 31, 2016  
121 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 Teach.org (Teacher Recruitment)  
Ran: October 2, 2016; October 23, 2016; November 13, 2016  
3 sixty seconds announcements

o Teach.org (Teacher Recruitment)  
Ran: November 6, 2016  
1 fifteen seconds announcement

o FreeStore Foodbank (Power Packs)  
Ran: October 9, 2016; October 23, 2016; November 13, 2016  
3 sixty seconds announcements

o The United Way (Tutor/Mentor)  
Ran: October 9, 2016; November 13, 2016  
2 sixty seconds announcements

o The United Way (Tutor/Mentor)  
Ran: December 4, 2016  
1 fifteen seconds announcement

o Wanna Play Music (Music Education)  
Ran: October 16, 2016; November 27, 2016; December 25, 2016  
3 fifteen seconds announcements

o Think It Up (Education Reform)  
Ran: October 23, 2016  
1 fifteen seconds announcement

o Hispanic Scholarship Fund  
Ran: October 30, 2016  
1 thirty seconds announcement

**ISSUE: LITERACY**

**Sunday Morning Magazine**

December 11, 2016

7:27 a.m.

6:00 Minutes of a 60 Minute Program

Chris Tebbetts, Author, Middle School the Worst Years of my Life. Chris Tebbetts along with the legendary James Patterson have joined forces to write the young adult novel, Middle School the Worst Years of my Life. Chris joined the show to talk about his new book. Additionally, Mr. Tebbetts explained why the holiday season is the perfect time for parents to promote literacy.

**Sunday Morning Magazine**

December 18, 2016

7:00 a.m.

6:00 Minutes of a 60 Minute Program

Gordon Korman, Author, Jingle: A Swindle Mystery. To promote literacy during the holiday, we hosted our annual Christmas Literacy edition of the show. Author Gordon Korman joined the show to talk about his new book, Jingle: A Swindle Mystery. While on the show, Korman dispensed advice on how to engage children in reading.

**Sunday Morning Magazine**

December 18, 2016

7:06 a.m.

7:00 Minutes of a 60 Minute Program

Matthew Reinhart, Author, Frozen. We dedicated this edition of *Sunday Morning Magazine* to literacy. Matthew Reinhart spoke on-air about his new pop-up children's book titled Frozen. Reinhart shared details on the mechanics involved in the design of pop-up books.

**Sunday Morning Magazine**

December 18, 2016

7:13 a.m.

5:00 Minutes of a 60 Minute Program

Carole Gerber, Author, Twelve Days of Christmas in Ohio. Just in time for the holidays, we presented our annual Christmas Literacy edition of the show. Author Carole Gerber spoke on-air about her new book and explained how parents can engage children in books all year long.

*(Literacy cont.)*



**Sunday Morning Magazine**

December 18, 2016

7:18 a.m.

6:00 Minutes of a 60 Minute Program

Greg Wolfe, Author, Schmelf the Hanukkah Elf. We proudly presented our annual Christmas Literacy edition of the show. While on-air author Greg Wolf shared why he believes the holiday season is the perfect time to give a book to a child.

**Sunday Morning Magazine**

December 18, 2016

7:24 a.m.

6:00 Minutes of a 60 Minute Program

Jeffery Burton, Author, The Itsty Bitsy Reindeer. During this edition of the show we focused on literacy. Author, Jeffery Burton spoke about his holiday-themed children's board book. Jeffery says that reading a book to a child provides a special bonding experience between parent and child that he believes is so very magical.

**Sunday Morning Magazine**

December 18, 2016

7:30 a.m.

10:00 Minutes of a 60 Minute Program

John Duvall, Author and Rebecca Gibbon, Illustrator, The Great Spruce. To promote reading, we presented our annual Christmas Literacy edition of the show. Children's author John Duvall and illustrator, Rebecca Gibbon have teamed up to create a heart-warming picture book. The duo also spoke about some simple ways parents can strengthen their child's reading skills.

**Sunday Morning Magazine**

December 18, 2016

7:40 a.m.

6:00 Minutes of a 60 Minute Program

Sudipta Bardhan-Quallen, Author, The Worst Twelve Days of Christmas. During our annual Christmas Literacy edition of the show, we promoted reading. Author, Sudipta Bardhan-Quallen joined the show to talk about her new children's book. Keeping in tune with the literacy theme of the show, Mrs. Bardhan-Quallen offered excellent advice to parents to help them get their children to read more.

*(Literacy cont.)*

**Sunday Morning Magazine**

December 18, 2016  
7:46 a.m.  
7:00 Minutes of a 60 Minute Program

Tyler Knott Gregson & Sarah Linden, Authors, North Pole Ninjas. During this edition of *Sunday Morning Magazine*, we focused on literacy. Guest authors Tyler Knott Gregson and Sarah Linden explained that readers of their new book, North Pole Ninjas are asked to help carry out top-secret missions that are all about helping, giving, caring, and listening. They also explained why parents should consider giving a book to their children along with a toy during the holiday season.

**Sunday Morning Magazine**  
December 18, 2016  
7:53 a.m.  
7:00 Minutes of a 60 Minute Program

R.L. Stine, Author, Young Scrooge: A very Scary Christmas. We proudly presented our annual Christmas Literacy edition of the show. R.L Stine's books are read all over the world. He has sold over 350 million books, making him one of the best-selling children's authors in history. He joined *Sunday Morning Magazine* to discuss his legendary writing career and his newest book. In closing, Mr. Stine eloquently explained how parents and educators can get reluctant readers engaged in books.

**ISSUE:           RETIREMENT**

**Sunday Morning Magazine**  
October 16, 2016  
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**

October 16, 2016

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 for retirement. He also gave useful information to those who entered the workforce in their late 40's and 50's.

**Sunday Morning Magazine**

October 16, 2016

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**

October 16, 2016

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.

**ISSUE: RACE RELATIONS**

**Sunday Morning Magazine**

October 30, 2016

7:16 a.m.

25:00 Minutes of a 60 Minute Program

David Matthews, Author, *Ace of Spades*. Growing up as a bi-racial child, who could pass as either African American or white, Matthews says he knows first-hand how Americans can be racist. Matthews admits he slipped in and out of the black and white worlds, never really knowing who or what he was. Having a true identity crisis, Matthews says he swung from virulent white racist to pontificating black militant. As a guest on *Sunday Morning Magazine*, he revealed how he was treated differently when he was perceived as a black man as opposed to a white man.

**Sunday Morning Magazine**

November 13, 2016

7:00 a.m.

26:00 Minutes of a 60 Minute Program

Dan-el Padilla Peralta, Author, *UNDOCUMENTED: A Dominican Boy's Odyssey from A Homeless Shelter to The Ivey League*. Peralta is one of millions of young undocumented men and women brought to the country as children. He is a gifted scholar who made his way to some of the world's most elite schools—including Princeton and the University of Oxford. Peralta joined *Sunday Morning Magazine* to share his story, and talk about his new book which recounts his real-life journey as an undocumented person in the United States, which he says eventually lead to his family being homeless for many years. Mr. Peralta spoke eloquently on the issues of racism and classism in America. Peralta also discussed the fight for immigration reform. Today, after living in the United States for nearly three decades and marrying a U.S. citizen, Peralata is still awaiting a decision on his Green Card.

**ISSUE: THE FOSTER CARE SYSTEM**

**Sunday Morning Magazine**

November 20, 2016

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 described 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**

November 20, 2016

7:10 a.m.

12:00 Minutes of a 60 Minute Program

Andrew Howell and Sarah Beal, Foster Parents with 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 experience as foster parents. They spoke about some of the challenges they face in their roles as foster parents—including working with biological families. Additionally, they touched on the rewards and joys fostering brings to their lives.

**Sunday Morning Magazine**

November 20, 2016

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, instructs 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.

*(The Foster Care System cont.)*

**Sunday Morning Magazine**

November 20, 2016

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 unlovable. After years of neglect and abuse, Ashley was eventually adopted by a loving family when she was 12. Today, Ashley advocates on behalf of children still in foster care. 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**

November 20, 2016

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**

November 20, 2016

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Bradley Bredeweg and Peter Paige, Creators, Executive Producers and Writers, ABC 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.

*(The Foster Care System cont.)*

**Sunday Morning Magazine**

December 11, 2016

7:16 a.m.

11:00 Minutes of a 60 Minute Program

Kyle Julian, District Sales Manager, Mattress Firm. During his time on-air, Kyle Julian, spoke at length about the various programs Mattress Firms supports that aid in the health, care and well-being of children in the foster care system. He says that Mattress Firm believes all children should experience the joy and excitement of the holiday. But for foster children, who are separated from family, friends and familiar faces, the holidays can be an especially difficult and lonely time. Kyle says that Mattress Firm is currently hosting a Toy Drive to benefit foster children to help bring much-needed joy into their lives during Christmas. In addition to the Toy Drive, Mattress Firm hosts an annual Pajama Drive and School Supply drive to assist children living in foster care.

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 **The Foster Care System:**

o The U.S. Department of Health and Human Services (Foster/Adoptive Parent Recruitment)

Ran: November 13, 2016; November 20, 2016x2; November 27, 2016

3 thirty seconds announcement



**ISSUE: HEALTH**

**Sunday Morning Magazine**

October 9, 2016

7:26 a.m.

9:00 Minutes of a 60 Minute Program

Chip Pheleps, Papa John's Pizza; Dawn Berryman, The Leukemia & Lymphoma Society, Tri-State Chapter. Our guests joined the show to talk about a joint venture. Mr. Pheleps explained that during the 2016 NFL football season, Papa John's would offer a meal deal called the Who Dey special. Pheleps said 20% of each Who Dey special will be donated to The Leukemia & Lymphoma Society. Mrs. Berry spoke about the many programs and services The Leukemia and Lymphoma Society provides to those diagnosed with a blood cancer—as well as their loved ones. Berryman also talked about the upcoming Night the Light Walk which is an annual fundraiser for the Leukemia & Lymphoma Society.

**Sunday Morning Magazine**

October 9, 2016

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Lori Fovel, The American Heart Association; Michelle and Jordan, Cyclebar. According to our on-air guests, The American Heart Association is teaming up with a local cycling company to promote health and raise both fund and awareness for the fight against heart disease through an event called Cycle-Nation. Michelle and Jordan of a locally owned Cycle company explained that Cycle-Nation will offer an opportunity for novice and advanced bike riders to cycle to improve their health and bring in monetary donations for The American Heart Association.

**Sunday Morning Magazine**

October 30, 2016

7:42 a.m.

18:00 Minutes of a 60 Minute Program

Laura Rusche and Steve Wilson, Disabled American Veterans. Mr. 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 the Disabled American Veterans 5k Walk. The competitive running event will raise funds to aid local injured veterans and their families. 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 13, 2016  
7:45 a.m.  
15:00 Minutes of a 60 Minute Program

Dr. Aparna Shah, The Christ Hospital, Department of Urogynecology. Dr. Shah specializes in female urinary incontinence and pelvic organ prolapse. She has a strong expertise in minimally invasive and robotic-assisted laparoscopic surgical treatment as well as non-surgical treatments for these conditions. She joined the show to talk about female health issues related to her specialty.

**Sunday Morning Magazine**

November 27, 2016  
7:00 a.m.  
57:00 Minutes of a 60 Minute Program

Dr. Marc Galloway, Cincinnati Sports Medicine & Orthopedic Center and Head Physician for the Cincinnati Bengals; Dr. Nicholas Edwards, Cincinnati Children's Hospital; Christopher M. Giordullo. According to the National Safe Kids Campaign and The American Academy of Pediatrics, in the United States about 30 million children and teens participate in organized sports. And more than 3.5 million children are injured each year. For this edition of *Sunday Morning Magazine*, we focused on children and sports injuries. To cover the issue, we assembled a panel of experts. Our panelist spoke about the many benefits organized sports provides to children. They also talked about concussions, overuse injuries and explained how some sports injuries can be prevented.

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

- o The Alzheimer's Association  
Ran: October 1, 2016 through December 31, 2016  
105 thirty seconds announcements
- o The American Heart Association (Women and Heart Disease)  
Ran: October 1, 2016 through December 31, 2016  
85 thirty seconds announcements
- o Drug-Free Northern Kentucky (Heroin Epidemic)  
Ran: October 1, 2016 through December 31, 2016  
120 thirty seconds announcements

*(Health cont.)*

- o The Partnership of a Drug-Free Cincinnati  
Ran: November 1, 2016 through December 31, 2016  
104 thirty seconds announcements

- o The Association of Broadcasters (Department of Veteran Services)  
Ran: November 1, 2016 through December 31, 2016  
30 thirty seconds announcements
- o Kerry Automotive (FreeStore Foodbank)  
Ran: November 1, 2016 through December 31, 2016  
203 thirty seconds announcements
- o Pigeon Forge Department of Tourism (Smokey Mountains Forest Fires)  
Ran: December 1, 2016 through December 31, 2016  
35 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 and Human Services (Women and Heart Disease)  
Ran: November 13, 2016  
1 sixty seconds announcement
- o The Alzheimer's Association  
Ran: December 25, 2016x2  
2 thirty seconds announcement
- o AARP (Caregiving)  
Ran: October 9, 2016  
1 thirty seconds announcement
- o Feeding American (Hunger)  
Ran: October 2, 2016; November 13, 2016; November 27, 2016  
3 sixty seconds announcements
- o The Entertainment Industries (Hunger)  
Ran: October 30, 2016  
1 thirty seconds announcement

*(Health cont.)*

- o Drug-Free Northern Kentucky (Heroin Epidemic)  
Ran: October 2, 2016; October 23, 2016  
2 thirty seconds announcements
- o National Highway Safety Traffic Administration (Drunk Driving)

Ran: November 13, 2016  
1 sixty seconds announcement

o National Highway Safety Traffic Administration (Drunk Driving)

Ran: October 9, 2016  
1 thirty seconds announcement

o National Highway Safety Traffic Administration (Texting While Driving)

Ran: October 16, 2016  
1 thirty seconds announcement

o Recording Artists and Athletes Against Drunk Driving

Ran: December 25, 2016  
1 fifteen seconds announcement

**ISSUE: CHILD ABUSE**

**Sunday Morning Magazine**

October 23, 2016

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Cheryl Burke, Two-time *Dancing with the Stars* Champion, Author, Dancing Lessons. In her book, the *Dancing with the Stars* champion speaks candidly about her long struggle to transform self-doubt into self-confidence. She opens up in the book about her body image issues and her difficulties in dealing with the media spotlight on her weight. Burke also spoke about being sexually abused by a family friend at the age of six.

**Sunday Morning Magazine**

October 23, 2016

7:30 a.m.

12:00 Minutes of a 60 Minute Program

Carol Lapin, Family Nurturing Center. Our guest joined the show to talk about the many programs and services the Family Nurturing Center sponsors to raise awareness of child abuse. Mrs. Lapin spoke specifically about a program the Center offers young fathers. In addition, Lapin explained why 85% of incidents of child sexual abuse are never reported.

**ISSUE: PARENTING**

**Sunday Morning Magazine**

October 9, 2016

7:36 a.m.

8:00 Minutes of a 60 Minute Program

Jay McGraw, Author, Life Strategies for Teens. Jay is the son of Phil McGraw. Jay is following closely in his dad's footsteps. He recently wrote a new book to help teens improve their quality of life.

**Sunday Morning Magazine**

October 23, 2016

7:29 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**

October 30, 2016

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Deloris Jordan, Author and Family Advocate, The Jordan Institute for Families. Ms. Jordan, who is the mother of basketball legend, Michael Jordan, recently published her third children's book Michael's Golden Rules. Jordan joined the show to talk about the new book, which she maintains stresses the importance of teamwork, friendship and always giving your personal best. Additionally, Jordan discussed 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 also gave listeners seven tips, which she believes are essential to raising a family.

*(Parenting cont.)*

**Sunday Morning Magazine**

December 11, 2016

7:00 a.m.  
16:00 Minutes of a 60 Minute Program

Victoria Morgan, Artistic Director and CEO, The Cincinnati Ballet. Victoria joined the show to talk about the Ballet's annual performance of The Nutcracker. Mrs. Morgan says The Nutcracker is a great way to introduce children to the arts and ballet. She explained that the annual performance is a family bonding experience for a number of families throughout the Tri-State.

**Sunday Morning Magazine**

December 11, 2016

7:46 a.m.  
14:00 Minutes of a 60 Minute Program

Ellen Liston, The Dollywood Company. Ellen joined *Sunday Morning Magazine* to discuss the recent forest fire that devastated Gatlinburg's Smokey Mountains. Liston explained that Dolly Parton would host a telethon to help families impacted by the forest fire. Additionally, Ms. Liston explained why Dollywood provides a unique opportunity for families to bond. Liston also spoke about some of the new attractions planned for the park for summer 2017.

**Sunday Morning Magazine**

December 25, 2016

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

Michelle Nelson and Debbie Bruemmer, 4C for Children. Both Mrs. Nelson and Mrs. Bruemmer joined the show to discuss holiday parenting issues. They gave examples of what parents can do to make sure children understand the true meaning of Christmas. Nelson explained that the Christmas season is an excellent time to teach children how to give back to those that are less fortunate through community service and volunteer projects. Both guests believe that this is an important time of year for families to bond. They provided listeners with a number of fun family-friendly activities that promote bonding.

*(Parenting cont.)*

**Sunday Morning Magazine**

December 25, 2016

7:29 a.m.  
16:00 Minutes of a 60 Minute Program

Cymbria Hess, Licensed Family and Marriage Therapist. From overnight guests to hosting the family dinner to wrapping tons of gifts to traveling, the holiday season can be incredibly stressful. Cymbria joined the show with advice and useful tips to reduce holiday stress. Cymbria explained why it's so important to find time for yourself, learn to relax, and enjoy the season with family.

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

o Anti-Bullying Campaign (Hubbard Radio)

Ran: October 1, 2016 through December 31, 2016

84 thirty seconds announcements

o The National Highway Safety Administration (Texting and Driving)

Ran: October 1, 2016 through December 31, 2016

96 thirty seconds announcements

o Futures Without Violence (Domestic Violence)

Ran: October 1, 2016 through December 31, 2016

71 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 **Parenting:**

o Hubbard Radio (Bully Prevention)

Ran: October 2, 2016; October 23, 2016

2 thirty seconds announcements

o U.S. Forest Service (Family Bonding)

Ran: October 9, 2016

1 thirty seconds announcement

o Futures Without Violence (Domestic Violence)

Ran: October 23, 2016; November 13, 2016

2 thirty seconds announcements

**ISSUE: MENTAL ILLNESS**

**Sunday Morning Magazine**

December 4, 2016

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**

December 4, 2016

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 experiencing intermittent homelessness.

**Sunday Morning Magazine**

December 4, 2016

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 son's 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.

**ISSUE:        FINANCE**

**Sunday Morning Magazine**

December 25, 2016

7:08 a.m.

8:00 Minutes of a 60 Minute Program

Valerie Coleman Morris, Financial Expert, Author, It's Your Money So Take It Personally. Valerie joined *Sunday Morning Magazine* to talk about holiday spending. Ms. Morris maintains that many Americans over spend during the holiday season. She says that it's important to have a holiday budget. She suggests that listeners refrain from using credit cards to purchase Christmas gifts—because of high interest rates and hefty late fees. Instead of overstretching one's budget, Morris believes that Americans should look at giving personal, hand-made items.

**Sunday Morning Magazine**

December 25, 2016

7:46 a.m.

14:00 Minutes of a 60 Minute Program

Hilary Farr, Co-Star of the HGTV hit show, *Love It or List It*. Hilary spoke on air about decorating on a budget. She also gave listeners her best time-saving holiday tips.

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 (Saving Money)

Ran:    October 16, 2016

1 thirty seconds announcement

o        HUD (Foreclosure Prevention)

Ran:    December 4, 2016

1 fifteen seconds announcement

**ISSUE:        COMMUNITY ENGAGEMENT**

**Sunday Morning Magazine**

October 9, 2016

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Larry Shields, St. Vincent de Paul. For over a decade the Society of St. Vincent de Paul and the University of Cincinnati's Design, Architecture, Art and Planning (DAAP) have partnered to present Retrofitting's— an annual fashion show that features fashion designs of DAAP students. Larry Shield's joined the show to talk about the event which will fund programs and services for area families in need.

**Sunday Morning Magazine**

December 25, 2016

7:19 a.m.

9:00 Minutes of a 60 Minute Program

Eric Young, St. Vincent de Paul. As a guest on the show, Mr. Young spoke about the many services and volunteer opportunities that are available at St. Vincent during the holidays. He explained why this time of the year is so crucial to the growth of the organization.

