

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

3<sup>rd</sup> Quarter, 2014

(July 1, 2014 through September 30, 2014)

Prepared by:

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**ISSUES OF CONCERN TO CINCINNATI  
ADDRESSED IN RESPONSIVE PROGRAMMING  
THE  
THIRD QUARTER, 2014**

1. **Ex-offenders and Work Re-entry:** Annually, nearly 3,000 ex-prisoners return to Hamilton County (Cincinnati) in need of housing, employment and so much more. We discussed the barriers ex-convicts face to overcome their criminal records.
2. **Homelessness:** We examined the state of homelessness in Cincinnati and Northern Kentucky. We focused on the dangers homeless individuals face on a daily basis, the impact homelessness has on children, and services available to the city's homeless population.
3. **Employment:** We provided useful tips and information to assist those that are currently searching for employment.
4. **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.
5. **Forgiveness:** It's been called the most potent power on earth—the power of forgiveness. We focused on the healing power of forgiveness. We also examined the link between forgiveness and one's overall health.
6. **Illiteracy:** A shocking 400,000 people in Greater Cincinnati lack basic literacy skills—which means they struggle to read something as simple as a children's picture book, understand a simple bank statement or comprehend the instructions on a medical bottle. We focused on the many local programs and services designed to combat illiteracy.
7. **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 4<sup>th</sup> 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.
8. **Education:** We offered relevant guidelines and information to improve the standards of education for today's youth.

(Issues cont.)

9. **Crime:** We examined the impact of crime on a local and State-wide level. We also spoke with officials about the programs and initiatives they are implementing to reduce area crime.
10. **Heroin Epidemic:** Heroin has taken a major strong hold on Cincinnati and Northern Kentucky. Many believe heroin addiction has reached epidemic proportions. In response to this explosive epidemic, Northern Kentucky has developed a \$16 million dollar, 4 year, 5-step plan to reduce the supply and demand of heroin. In an effort to raise awareness, *Sunday Morning Magazine* devoted an entire show to this growing epidemic.
  1. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
  2. **Health:** We supplied information designed to help maintain a sound mind and body

## PUBLIC AFFAIRS PROGRAMS

### WYGY PROGRAMS THAT ADDRESS COMMUNITY ISSUES

1. Sunday Morning Magazine  
(Sundays 7:00 a.m. - 8:00 a.m.)  
Locally produced show focusing on community events.  
The show features interviews with local community leaders as well as national authors. The show is hosted by Rodney Lear.

Third Quarter 2014

(July 1, 2014 to September 30, 2014)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: EX-OFFENDERS AND WORK RE-ENTRY**

**Sunday Morning Magazine**

September 7, 2014

7:00 a.m.

58:00 Minutes of a 60 Minute Program

DeAnna Hoskins, Director, Hamilton County Office of Re-Entry. Annually, nearly 3,000 ex-prisoners return to Hamilton County in need of housing, employment and so much more. For this edition of *Sunday Morning Magazine*, we discussed the barriers ex-convicts face to overcome their criminal records. My guest, DeAnna Hoskins spent time in prison. After years of being addicted to crack cocaine, Hoskins joined us to share her story. Since her release, Hoskins has turned her life around. She is a licensed clinical addiction counselor and has earned three college degrees. She also heads a program that is a national model for ex-offender services.

**Sunday Morning Magazine**

September 7, 2014

7:00 a.m.

58:00 Minutes of a 60 Minute Program

Sasha Appatova, Attorney, Ohio Justice & Policy Center. During this special edition of the show, we focused on the challenges ex-offenders face when released from prison. Sasha says there are sanctions and restrictions imposed on people with criminal records long after they complete all the terms of their sentences. She explained that there are over 800 Ohio laws which limit access to employment, housing, education, professional licensing, family relationships, civic participation and recreation. Miss Appatova, works to limited unfair legislation that impacts ex-convicts.



**ISSUE: HOMELESSNESS**

**Sunday Morning Magazine**

August 24, 2014

7:00 a.m.

26:00 Minutes of a 60 Minute Program

Josh Spring, Executive Director, Greater Cincinnati Homeless Coalition; Kevin Finn, President & CEO, Strategies to End Homelessness. For this special edition of the show, we focused on homelessness in Cincinnati and Northern Kentucky. My guests described the factors that lead most people into homelessness. Mr. Spring and Mr. Finn say the number of homeless families seems to be increasing at alarming rates. They also talked about the dangers homeless individuals face on a daily basis. In addition, both guests gave details on the programs and services their respective organizations provide to the homeless population in Cincinnati.

**Sunday Morning Magazine**

August 24, 2014

7:28 a.m.

23:00 Minutes of a 60 Minute Program

Dr. James Canfield, Advocate for homeless children and Families; Ramin A. Mohajer, Executive Director, Faces without Places. Our guests joined us for a special edition of *Sunday Morning Magazine* which focused on homelessness. According to Dr. Canfield, the average age of a homeless person in America is 9 years old. During this segment, we examined homelessness among youth. Mr. Mohajer spoke about the educational impact homelessness has on children. Additionally, they explained what teachers, social workers and other school administrators can do to intervene on behalf of youngsters experiencing homelessness.

**Sunday Morning Magazine**

August 24, 2014

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Rashema Melson, Homeless High School Student. During this special edition of the show we focused on homelessness. Even though the stats were gravely stacked against her, Rashema Melson beat the odds. She and her family have spent the past four years living in one homeless shelter after another. Despite her dire circumstances, Rashema graduated valedictorian of her high school class. Rashema joined *Sunday Morning Magazine* to talk about her experience growing up homeless as a teenager in America. She revealed on our show that she recently received a full college scholarship. In large part to the overwhelming support she's received from the public,

Melson recently established her own foundation. Through this non-profit company, Reshema plans to award other homeless or disadvantaged youth with college scholarships.

*(Homelessness 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 **HOMELESSNESS:**

o Making Homes Affordable (Foreclosure Prevention)

Ran: July 6, 2014; July 20, 2014

2 thirty seconds announcements

o Making Homes Affordable (Foreclosure Prevention)

Ran: August 31, 2014; September 21, 2014

2 fifteen seconds announcement

**ISSUE:      EMPLOYMENT**

**Sunday Morning Magazine**

August 10, 2014

7:00 a.m.

49:00 Minutes of a 60 Minute Program

Bob Anderson and Cathleen Snyder, Human Resources Consultants, Strategic HR Inc. For this edition of the show we provided useful tips and information to assist those currently searching for employment. Mr. Anderson and Mrs. Snyder, who are two of the area's top HR consultants, shared their insight into what employers are looking for on resumes. The duo also explained how technology and the digital age are impacting the job hunt. In addition, they went over the benefits work at home opportunities offers both employers and employees. Mrs. Snyder also discussed strategies for negotiating a pay increase.

**Sunday Morning Magazine**

August 10, 2014

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Julie A. Smith Morrow, Ph.D., Dress for Success. During her time on-air Mrs. Morrow explained the mission of Dress for Success Cincinnati is to promote the economic independence of disadvantaged women by providing professional attire, a network of support, and career development tools to help them thrive in work and life.

**ISSUE: MENTAL ILLNESS**

**Sunday Morning Magazine**

September 21, 2014

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**

September 21, 2014

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**

September 21, 2014

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.



**ISSUE: FORGIVENESS**

**Sunday Morning Magazine**

July 6, 2014

7:00 a.m.

31:00 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

July 6, 2014

7:32 a.m.

19:00 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

July 6, 2014

7:52 a.m.

8:00 Minutes of a 60 Minute Program

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

**ISSUE: ILLITERACY**

**Sunday Morning Magazine**

July 13, 2014

7:00 a.m.

33:00 Minutes of a 60 Minute Program

Kathy Ciarla, President, The Literacy Network of Greater Cincinnati; Brent Cooper, Read On! During this special edition of the show we focused on illiteracy in Cincinnati and Northern Kentucky. My guests say a shocking 400,000 people in Greater Cincinnati lack basic literacy skills. Mrs. Ciarla spoke about the programs and services offered to those who are illiterate in our community. She says an overwhelming majority of the clients she works with on a daily basis read below a 1<sup>st</sup> grade level. Mr. Cooper volunteers with a local literacy program called Read On! The Read On initiative was developed to reach preschool-age children to help them build early reading skills. Our guests also discussed the link between poverty and illiteracy, the challenges illiteracy presents for adults, and the common factors that prevent adults from learning to read. Mr. Cooper explained why 3<sup>rd</sup> grade is such an important indicator for literacy—and perhaps overall success in life.

**Sunday Morning Magazine**

July 13, 2014

7:33 a.m.

9:00 Minutes of a 60 Minute Program

Luz Elena Schemmel, Santa Maria Community Services, International Welcome Center. Luz Elena joined the show for our special on illiteracy. She spoke at length about the challenges local immigrants face to overcome illiteracy. Schemmel says many immigrants are illiterate in their native language which complicates matters when it comes to mastering English or any other second language. Mrs. Schemmel explained what the community gains when immigrants become literate.

**Sunday Morning Magazine**

July 13, 2014

7:43 a.m.

10:00 Minutes of a 60 Minute Program

Tara Sullivan, Young Adult Author, Golden Boy. For this edition of the show, which focused on illiteracy, we put together our first-ever *Sunday Morning Magazine* Recommended Summer Reading list. One of the books that we selected was Golden Boy written by debut novelist Tara Sullivan. We spoke with Mrs. Sullivan on-air about her acclaimed book.

(Illiteracy cont.)

**Sunday Morning Magazine**

July 13, 2014

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Annie Ruth, Author, Poet, Artists and Activist. During this special edition of *Sunday Morning Magazine*, we devoted an hour to illiteracy. Annie Ruth is the creative mind behind an important new initiative called My Daddy Reads. The program encourages fathers to bond with their children through reading.

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

**ILLTERACY:**

o The United Way (Tutoring and Mentoring)

Ran: July 27, 2014; August 24, 2014; September 28, 2014

3 sixty seconds announcements

o The United Way (Tutoring and Mentoring)

Ran: July 27, 2014; August 24, 2014

2 sixty seconds announcements

o The United Way (Tutoring and Mentoring)

Ran: September 21, 2014

1 fifteen seconds announcement

o Adopt A Class (Tutoring and Mentoring)

Ran: August 31, 2014

1 thirty seconds announcement

**ISSUE: SUICIDE PREVENTION**

**Sunday Morning Magazine**

July 20, 2014

7:00 a.m.

18:00 Minutes of a 60 Minute Program

Lisa Brittan, Indiana/Ohio Area Director, the American Foundation for Suicide Prevention.

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

**Sunday Morning Magazine**

July 20, 2014

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: EDUCATION**

**Sunday Morning Magazine**

July 27, 2014

7:00 a.m.

21:00 Minutes of a 60 Minute Program

Nancy Kanter, Senior Vice President, Playhouse Disney; Rob LaDuca, Executive Producer, *Mickey Mouse Clubhouse*; Rick Gitelson, Executive Producer, *Handy Manny*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. In a roundtable-style discussion, the Disney team explained the educational components of their shows. Rick Gitelson, the Executive Producer of *Handy Manny*, says he works with a team of educational, bilingual and cultural consultants to ensure the show operates under a structured curriculum. The team also explained how parents can determine which shows are appropriate for their children.

**Sunday Morning Magazine**

July 27, 2014

7:21 a.m.

11:00 Minutes of a 60 Minute Program

Lisa Henson, Chief Executive Officer of The Jim Henson Company and Executive Producer of *Sid the Science Kid*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. *Sid the Science Kid* is a television series and interactive website for children ages 3-6 and the adults who care for them. To support science learning, Sid takes advantage of kids' instinctive quest to figure out the world as well as their growing sense of humor. Lisa spoke about the educational philosophy of *Sid the Science Kid*. As the Executive Producer of the show, she works closely with The National Science Education Standards Foundation.

**Sunday Morning Magazine**

July 27, 2014

7:32 a.m.

13:00 Minutes of a 60 Minute Program

Dr. Scott Sampson, Host, *The Dinosaur Train*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. *The Dinosaur Train* follows the adventures of three small dinosaurs and their mother. The educational television show, which is hosted by Dr. Scott, was designed to help preschoolers develop an interest in science. Dr. Scott is a dinosaur paleontologist who serves as the paleontology consultant for the show. While on *Sunday Morning Magazine*,

Dr. Scott explained that the show teaches science and critical thinking skills to preschoolers.

(Education cont.)

**Sunday Morning Magazine**

July 27, 2014

7:45 a.m.

9:00 Minutes of a 60 Minute Program

Janice Burgess, Creator and Executive Producer, *The Backyardigans*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. Janice talked about what inspired her to create the *Backyardigans* series. According to Burgess, the show provides an opportunity for young children to explore their creativity and to use their imagination. She also spoke about the importance of cultural, ethnic and racial diversity in children's educational programming.

**Sunday Morning Magazine**

July 27, 2014

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Caitlin Sanchez, The voice of *Dora The Explorer*. During a special edition of *Sunday Morning Magazine*, we focused on television educational programming for children. 14 year-old Caitlin Sanchez is the voice of *Dora the Explorer*. During her time on the show, Caitlin spoke about how she got the role of *Dora*. She also talked about finding balance between school, work and the demands of the show.

**Sunday Morning Magazine**

August 17, 2014

7:44 a.m.

16:00 Minutes of a 60 Minute Program

Brian Leshner, Executive Director, *Activities Beyond the Classroom*; Vera Brooks, Principal, *Roberts Academy*. While on the air, Mr. Brian Leshner explained that *Activities Beyond the Classroom* is a non-profit organization that raises private funds from corporations, foundations and individuals. It awards those funds to support a variety of extracurricular activities within the Cincinnati Public School district. Mr. Leshner went on to explain that research reveals that students that don't have access to structured extracurricular activities are more likely to drop out of school, use illegal

drugs, become teen parents, smoke cigarettes and be arrested. Vera Brooks is the Principal of Roberts Academy. The school recently received a half a million dollar grant through Activities Beyond the Classroom to implement new literacy-based programs during and after school.

*(Education cont.)*

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

- o FreeStore Foodbank  
Ran: July 1, 2014 through September 30, 2014  
69 thirty seconds announcements
- o Adopt-A-Class (Youth Tutor and Mentoring Program)  
Ran: July 1, 2014 through September 30, 2014  
118 thirty seconds announcements
- o Ohio Army National Guard  
Ran: July 1, 2014 through September 30, 2014  
59 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 Wanna Play (Music Education)  
Ran: July 13, 2014  
1 fifteen seconds announcement
- o Teach.org (Teacher Recruitment)  
Ran: July 13, 2014; July 27, 2014; August 10, 2014; August 17, 2014;  
September 14, 2014  
5 fifteen seconds announcements
- o Teach.org (Teacher Recruitment)  
Ran: August 24, 2014  
1 sixty seconds announcement
- o Communities and Schools (Education)

Ran: July 20, 2014  
1 sixty seconds announcement

o Donors Choose.org (Educator Support)

Ran: August 17, 2014  
1 thirty seconds announcement

o The United Way (Donate)

Ran: August 24, 2014; August 31, 2014x2; September 7, 2014; September 14, 2014  
5 thirty seconds announcements

*(Education cont.)*

o The United Negro College Fund (Minority Education and Scholarships)

Ran: August 24, 2014  
1 thirty seconds announcement

o FreeStore Foodbank (Power Packs)

Ran: July 20, 2014; August 24, 2014  
2 sixty seconds announcements

o Feeding America (Hunger Prevention)

Ran: July 20, 2014; August 17, 2014; September 14, 2014; September 28, 2014  
4 thirty seconds announcements

**ISSUE: CRIME**

**Sunday Morning Magazine**

September 28, 2014

7:00 a.m.

23:00 Minutes of a 60 Minute Program

Mike DeWine, Ohio Attorney General. For this edition of *Sunday Morning Magazine*, we spoke to local and state representatives about crime. Ohio Attorney General, Mike DeWine spoke about the services the state of Ohio provides to victims of crimes. He also spoke about the growing heroin epidemic sweeping through Northern Kentucky and Ohio. Additionally, DeWine discussed the special Crimes Against Children unit he created to protect youth. With the raise in school gun violence, DeWine explained what his administration is doing to improve school safety state-wide.

**Sunday Morning Magazine**

September 28, 2014

7:26 a.m.

34:00 Minutes of a 60 Minute Program

Jeffery Blackwell, Cincinnati Police Chief. During this edition of the show, we spoke to local and state officials about crime. Blackwell described his initial assessment of the city, his first priorities, and biggest challenges as Cincinnati's newly-hired Police Chief. Blackwell explained why he has been instrumental in supporting and protecting the right of those in the gay, lesbian and transgender community as well as Cincinnati's growing immigrant population. Blackwell also discussed several programs he's implementing to diminish youth crime—including an initiative targeted to reduce adolescent gang involvement. Blackwell says he believes in the community approach to combat crimes in neighborhoods. He recently enlisted the help of respected local clergy to work on a special task force.

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

- o National Highway Safety Administration  
Ran: July 1, 2014 through September 30, 2014  
95 thirty seconds announcements

**ISSUE: HERION EPIDEMIC**

**Sunday Morning Magazine**

August 3, 2014

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Judge Steve Arlinghaus; Bill Mark, Northern Kentucky Drug Strike Force; Terry Carl, Kenton County Jailer. Cincinnati and Northern Kentucky is facing a true heroin epidemic. With heroin related incarcerations on the rise, Judge Arlinghaus and Jailer, Terry Carl explained how the local criminal justice system is adjusting. From a law enforcement perspective, Bill Mark discussed the measures the Drug Strike Force is taking to combat and reduce local heroin trafficking.

**Sunday Morning Magazine**

August 3, 2014

7:16 a.m.

15:00 Minutes of a 60 Minute Program

Dr. Jeremy Engel and Dr. Mike Kalfas. The Cincinnati and Northern Kentucky area is experiencing a heroin problem, which many believe has reached epidemic proportions. While on the air, Dr. Jeremy Engel explained how he was instrumental in forcing local officials to take heroin seriously. Dr. Engel convened a call to action on heroin in September of 2012. Subsequently, a core leadership team was established to identify strategies for stabilizing the heroin epidemic across eight counties in Northern Kentucky. On the show, Dr. Engel explained that primary care providers (pediatrician, family physician, general internal medicine physicians, nurse practitioners and physicians) have limited capacity to manage the very high-risk population of heroin addicted patients.

Dr. Mike Kalfas, a leading area physician, who has been very vocal as an advocate also joined *Sunday Morning Magazine*, to speak about the local heroin epidemic. Kalfas has been treating heroin addicted patients for over seventeen years. He spoke about current heroin addiction treatment methods, relapse and medically-assisted detoxification.

(Heroin Epidemic cont.)

**Sunday Morning Magazine**

August 3, 2014

7:31 a.m.

19:00 Minutes of a 60 Minute Program

Charlotte Wethington and Eric Specht. Our community is being plagued by a heroin epidemic. We produced an hour-long special edition of *Sunday Morning Magazine* to address the issue. Charlotte Wethington, lost her son Casey to heroin addiction in 2002. After the overdose death of her beloved son, Charlotte explained that she pressed legislators to initiate Casey's Law. While on the show, Wethington explained that Casey's Law allows parents, relatives, and/or friends to petition the court for treatment on behalf of a person with addiction. Eric and his wife Holly experienced the horrific overdose death of their son Nicolas only five months ago. In the short time since their son's death, Eric explained on-air, that he and his family established Northern Kentucky Hates Heroin. The organization provides support and treatment resources for family and friends of addicted individuals.

**Sunday Morning Magazine**

August 3, 2014

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Dr. Michael Marcotte, Medical Director, Helping Opiate-Addicted Pregnant Women Evolve (H.O.P.E); Tosha Hill, Licensed Social Worker, H.O.P.E. While on the show, Dr. Michael Marcotte explained that the H.O.P.E program provides care to chemically dependent women. Tosha Hill expounded on the program by saying that many of the heroin-addicted women in the program are surprisingly suburban, married, stay-at-home moms. Hill explained that the program works so well because services are offered to women on a non-judgmental basis. Dr. Marcotte spoke at length about the health implications and prognosis of children born addicted to heroin.

*(Heroin Epidemic cont.)*

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

o Drug-Free Northern Kentucky

Ran: July 1, 2014 through September 30, 2014

99 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 **HEROIN EPIDEMIC:**

o Drug-Free Northern Kentucky (Heroin Awareness/Treatment)

Ran: August 3, 2014; August 17, 2014; August 24, 2014; September 7, 2014;

September 28, 2014

5 thirty seconds announcements

**ISSUE: PARENTING**

**Sunday Morning Magazine**

August 31, 2014

7:00 a.m.

35:00 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 the age of 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. Our guests say 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**

August 31, 2014

7:37 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.

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

o Superhero Run For Kids (CASA Services)

Ran: July 1, 2014 through August 31 2014

31 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 The U.S. Forest Service (Family Time)

Ran: July 20, 2014

1 thirty seconds announcement

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

Ran: July 13, 2014

1 thirty seconds announcement

o The National Runaway Switchboard

Ran: July 6, 2014

1 thirty seconds announcement

*(Parenting cont.)*

o The National Runaway Switchboard

Ran: July 27, 2014

1 fifteen seconds announcement

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

Ran: September 7, 2014

1 thirty seconds announcement

o Stop Bulling.com

Ran: September 28, 2014

1 thirty seconds announcement

**ISSUE: HEALTH**

**Sunday Morning Magazine**

August 17, 2014

7:00 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 for more than 15,000 patrons. As a result, over \$3 million dollars has been raised to support Hospice of Cincinnati's very important mission: to create the best possible and most meaningful end-of-life experience for all who need care and support in our community.

**Sunday Morning Magazine**

August 17, 2014

7:23 a.m.

19:00 Minutes of a 60 Minute Program

Rich Walburg, National Multiple Sclerosis Society, Ohio Valley Chapter; Randy, Multiple Sclerosis Activist, Living with MS. Rich explained to listeners how Multiple Sclerosis affects the body. He also spoke about the many services the MS Society provides to those impacted by the disease. Randy, who is currently living with MS, spoke about the common warning signs and symptoms of the disease which affects 2.3 million people worldwide. Both Rich and Randy spoke about Bike MS. The event, which takes place August 23<sup>rd</sup>, is a 150 mile bike race that raises funds as well as awareness for much-needed Multiple Sclerosis programs and research.

**Sunday Morning Magazine**

August 31, 2014

7:45 a.m.

15:00 Minutes of a 60 Minute Program

David Dreith, Easter Seals Tri-State; Chris Macklin, Military Veteran. Our guests stopped by the show to talk about Tailgate Bash, a fundraising event to support military vets. David also spoke about the many programs and services Easter Seals provides to those living with disabilities. Chris Macklin, a military veteran, explained how he benefited from veteran programs at Easter Seals. He says Easter Seals worked closely with him and helped him find employment.

(Health cont.)

**Sunday Morning Magazine**

September 14, 2014

7:00 a.m.

26:00 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 to searching for medical answers on the internet instead of asking the doctor directly.

**Sunday Morning Magazine**

September 14, 2014

7:26 a.m.

10:00 Minutes of a 60 Minute Program

Dr. Michael Roizen, Best-Selling Author and Chief Wellness Officer, Cleveland Clinic.

Dr. Roizen is best known for the books he has written with Dr. Oz. Dr. Roizen says school lunches and less-than-nutritious packed lunches are contributing to a growing number of kids who are obese and unhealthy. According to him, there are hidden fats, sugars and chemicals found in some kid-favorite lunch foods. While on the show, he revealed five foods that flunked this school year.

**Sunday Morning Magazine**

September 14, 2014

7:36 a.m.

15:00 Minutes of a 60 Minute Program

Kathryn J. Glover-Grever, The HealthSource Foundation; Dr. Michael Dietz, HealthSource Physician. Our guests explained on-air that HealthSource Ohio is a non-profit primary care system serving southwestern Ohio. HealthSource offers care to all patients regardless of payment. They accept all insurances and offer a sliding scale fee for individuals who are under-insured (high deductible or co-pay limits their ability to see a Physician). In addition, Dr. Dietz spoke about HealthSource's annual fund-raiser, Race A Chair for Healthcare Office Chair Race.

(Health cont.)

**Sunday Morning Magazine**

September 14, 2014

7:36 a.m.

15:00 Minutes of a 60 Minute Program

Zina Garrison, Tennis Olympic Gold Medalist and Contestant on *NBC's The Biggest Loser*.

Zina joined the show to talk about weight loss and her experience on the highly-rated television program, *The Biggest Loser*. Zina, who is currently the tennis coach for top junior tennis player, Taylor Townsend explained how she helped her young protégé come to terms with her own body image issues.

**Sunday Morning Magazine**

August 17, 2014

7:11 a.m.

11:00 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.

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

o The Alzheimer's Association of Greater Cincinnati  
Ran: July 1, 2014 through September 30, 2014  
92 thirty seconds announcements

o The Ohio Department of Aging

Ran: July 1, 2014 through September 30, 2014  
13 thirty seconds announcements

o The Ohio Department of Veteran Services  
Ran: August 1, 2014 through August 31, 2014  
4 thirty seconds announcements

o The Ohio Association of Broadcasters (Soybean)  
Ran: August 1, 2014 through August 31, 2014  
31 thirty seconds announcements

*(Health cont.)*

o The Ohio Association of Broadcasters (Angels on Track)  
Ran: July 1, 2014 through September 30, 2014  
32 thirty seconds announcements

o Hospice Cincinnati  
Ran: August 1, 2014 through August 31, 2014  
20 thirty seconds announcements

o Stand Up to Cancer  
Ran: July 1, 2014 through July 7, 2014  
7 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 U.S. Department of Health and Human Services (Colorectal Cancer)  
Ran: July 20, 2014  
1 sixty seconds announcement

o U.S. Department of Health and Human Services (Heart Attack Warning Signs)  
Ran: July 20, 2014  
1 sixty seconds announcement

o The American Heart Association (High Blood Pressure)  
Ran: August 24, 2014; September 7, 2014  
2 thirty seconds announcements

o The American Stroke Association (High Blood Pressure)  
Ran: September 14, 2014  
1 thirty seconds announcement



