

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

2<sup>nd</sup> Quarter, 2014

(April 1, 2014 through June 30, 2014)

Prepared by:

Rodney Lear  
Director, Public Affairs

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

1. **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.
2. **Environment:** We examined ways to protect the earth resources including re-purposing, and adopting a “greener” approach to life.
3. **Foster Care:** A countless number of children languish in the foster care system each year in this country. We presented information to help improve the quality of life for those young people who are often abused and neglected.
4. **Adoption:** We focused on the myriad of issues and challenges families face on the road to adoption.
5. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
6. **Alzheimer’s Disease:** More than 5 million Americans are living with Alzheimer’s Disease. We focused on the warning signs and symptoms of Alzheimer’s. We also examined the impact the deadly disease has on caregivers and families.
7. **Race Relations:** It’s been over a decade since the Cincinnati race riots. The violent civil unrest put our city in the national spotlight. We examined efforts to improve race relations city-wide. We also focused on cultural diversity.
8. **Family:** We presented information to help strengthen the family unit.
9. **Education:** We offered relevant guidelines and information to improve the standards of education for today’s youth.
10. **Health:** We supplied information designed to help maintain a sound mind and body.
11. **Consumerism:** We presented details to empower listeners to become better educated consumers as well as understand their purchasing power and legal rights.

## 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.

## Second Quarter 2014

(April 1, 2014 to June 30, 2014)

### **MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

#### **ISSUE: CRIME**

##### **Sunday Morning Magazine**

April 6, 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. In addition, DeWine voiced his concerns for children in the foster care system. 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**

April 6, 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 Drug-Free Northern Kentucky

Ran: April 1, 2014 through June 30, 2014

123 thirty seconds announcements

(Crime cont.)

o National Highway Safety Administration  
Ran: April 14, 2014 through May 31, 2014  
88 thirty seconds announcements

**ISSUE: ENVIRONMENT**

**Sunday Morning Magazine**

April 20, 2014

7:00 a.m.

20:00 Minutes of a 60 Minute Program

Robert McCracken, The Greater Cincinnati Energy Alliance. To celebrate Earth Day we focused on how listeners can adopt a earth-friendly lifestyle. Robert spoke on the show about the many programs and services offered by the Greater Cincinnati Energy Alliance. Robert says that his agency has been successful in helping local homeowners save upwards to 35% on their energy bill by providing an energy audit. McCracken says the Energy Alliance provides financing, and the government, as well as the city (\$750), offers rebates to homeowners who take measures to make their homes more energy efficient.

**Sunday Morning Magazine**

April 20, 2014

7:21 a.m.

17:00 Minutes of a 60 Minute Program

Melanie Murray, Panera Bread; Brewster Rhodes, Executive Director, Green Umbrella. In celebration of Earth Day, we devoted the show to ways our listeners can help save the earth. Our guests spoke on-air about the partnership between Panera Bread and Green Umbrella. Melanie explained that on Earth Day, Panera Bread will be selling branded eco-friendly coffee tumblers for \$10 to help raise awareness about the need to take care of the environment by reducing waste. Net proceeds from sales of the tumblers will be donated to Green Umbrella. Brewster explained that Green Umbrella focuses on energy conservation, renewable energy, waste reduction, transportation, land management, and outdoor recreation/nature awareness.

**Sunday Morning Magazine**

April 20, 2014

7:38 a.m.

10:00 Minutes of a 60 Minute Program

Jill Dunn, Public Affairs Manager, Metro. To celebrate Earth Day we invited Jill Dunn from Cincinnati Metro to the show to discuss the measures the public bus system is taking to become more earth-friendly. On-air, Dunn explained why Metro is a green transportation alternative. She explained that Metro's fleet of 356 vehicles includes 78 new mini-hybrid busses and 27 hybrid buses. Dunn says throughout the school year, Metro's maintenance team provides hybrid technology information sessions to area high school Science, Technology, Engineering and Math (STEM) students about how hybrids work. She also maintains that Metro uses environmentally friendly practices every day including, using rainwater to wash buses, burning waste oil to heat garages and recycling and reusing motor fluids such as antifreeze, refrigerant and power steering fluid.

*(Environment cont.)*

**Sunday Morning Magazine**

April 20, 2014

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Lisa Davis, Meals and Activities Coordinator, Ronald McDonald House of Greater Cincinnati. In celebration of Earth Day, we spoke to Lisa about Ronald McDonald House's latest fundraisers, The Big Tab Drop. Lisa explained on-air that the event promotes recycling. People are asked to drop off their used pop tops and old electronics for recycling. By collecting aluminum tabs and donating them helps Ronald McDonald House care for families while their children receive much-needed medical treatment.

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

- o Public Transportation System (using public transportation to conserve energy)

Ran: April 20, 2014

1 sixty seconds announcement

- o Keep Cincinnati Beautiful

Ran: May 18, 2014

1 fifteen seconds announcement

**ISSUE: THE FOSTER CARE SYSTEM**

**Sunday Morning Magazine**

May 4, 2014

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**

May 4, 2014

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 experiences 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**

May 4, 2014

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**

May 4, 2014

7:32 a.m.

11:30 Minutes of a 60 Minute Program

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

**Sunday Morning Magazine**

May 4, 2014

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**

May 4, 2014

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**

June 8, 2014

7:16 a.m.

14:00 Minutes of a 60 Minute Program

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

**ISSUE:       ADOPTION**

**Sunday Morning Magazine**

April 13, 2014

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Sarah Baker, Adoptive Mother and Syndicated Parenting Adoption Blogger. Sarah and her struggle with adoption were chronicled on the Oxygen Network show *I'm Having Their Baby*. After the show, which resulted in a failed adoption, Sarah and her husband decided on a different approach—an open adoption. Today they are the proud parents of a newly adopted son. Sarah joined *Sunday Morning Magazine* to talk about her extremely emotional journey to parenthood. Sarah explained why she opted for an open adoption and explained the many benefits of her decision. She also addressed the challenges as well as her biggest fears as an adoptive parent. Sarah also spoke about her syndicated blog, Grew In My Heart.

**Sunday Morning Magazine**

April 13, 2014

7:15 a.m.

18:00 Minutes of a 60 Minute Program

T. Katz, Author, No Family Tree. While a family sharing a bloodline was once a social norm, non-traditional and unconventional families are more commonplace today. Katz's new book takes a look at the stigma surrounding families that are different. Katz who was herself adopted married a man who was also adopted as a child. While on the show, Katz spoke about her new book, No Family Tree, which parallels her own life. The book centers around a young girl who is assigned a school project to trace her family roots. Because the girl has two parents that were both adopted, her family heritage and history are totally unknown. Katz says that her book will help readers understand that family is much more than who you are related to by blood and proves that family has no boundaries.

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

o       Adopt U.S. Kids

Ran:   April 13, 2014

1 thirty seconds announcement

o       Adopt U.S. Kids

Ran:   May 4, 2014x2; May 11, 2014; May 18, 2014; June 22, 2014

5 fifteen seconds announcements

**ISSUE: PARENTING**

**Sunday Morning Magazine**

April 13, 2014

7:33 a.m.

27:00 Minutes of a 60 Minute Program

Fredrick Goodall, Parenting Expert and Founder of the parenting website, Mocha Dad. Frederick, a father of three, says he began Mocha Dad when he noticed a need. After the birth of his first child he was looking for a website or blog that offered parenting advice from a male perspective. It was shortly afterwards that he created Mocha Dad. While on the show, Frederick went over the 10 signs that indicate that your child may be a brat and what you can do about it as a parent. He also talked about children and the use of technology— including a conversation on the most appropriate age for children to get their own cell phone. Goodall says it's important for parents to keep up with the changes in the social media sites their children are engaged.

**Sunday Morning Magazine**

May 11, 2014

7:00 a.m.

23:00 Minutes of a 60 Minute Program

Rodney Lear, Host, *Sunday Morning Magazine* and Mother, Sandra. On this special Mother's Day edition of the show, *Sunday Morning Magazine's* host was joined by his mother, Sandra to co-host. The two of them took to the streets of Cincinnati to ask listeners a number of questions about their moms.

**Sunday Morning Magazine**

May 11, 2014

7:24 a.m.

6:00 Minutes of a 60 Minute Program

Laure Quinlivan, Former Council Member, Cincinnati City Council; Michelle Hopkins, Former News Anchor, WLWT-TV and WCPO-TV; Chelsie, Award-winning Afternoon Radio Show Co-Host; Laura Powell, Radio Show Co-Host; Regina Russo, News Reporter; Michelle Perry, Business Woman and Lavinia Marshall, Totally You for Women. In celebration of Mother's Day, we invited a panel of celebrity moms to talk about motherhood, parenting and the challenges of being a working mom.

(Parenting cont.)

**Sunday Morning Magazine**

May 11, 2014

7:29 a.m.

11:00 Minutes of a 60 Minute Program

Kelly J. Wallace, Correspondent, iVillage. On this special Mother's Day edition of the show, *Sunday Morning Magazine's* host was joined by his mother, Sandra to co-host. Guest Kelly Wallace spoke about a recent study sponsored by *NBC's The Today Show* and iVillage that revealed how working women feel about their jobs. The survey, which found that salary is still the top employment consideration for 97% of working moms surveyed—beating out a family-friendly work environment (91%), job enjoyment (91%), flexible hours (86%), a short commute (83%) and health insurance for the family (81%).

**Sunday Morning Magazine**

May 11, 2014

7:40 a.m.

20:00 Minutes of a 60 Minute Program

Rodney Lear, Host, *Sunday Morning Magazine* and Mother, Sandra. On this special Mother's Day edition of the show, *Sunday Morning Magazine's* host was joined by his mother, Sandra to co-host. The two of them took to the streets of Cincinnati to ask listeners a number of questions about their moms.

**Sunday Morning Magazine**

June 8, 2014

7:31 a.m.

17:00 Minutes of a 60 Minute Program

Jay Silverman, The American Academy of Pediatrics, Teen Dating Violence Study. A new study looking at teen dating violence reports that approximately 1 in 5 sexually active girls experience dating violence each year in the U.S. The study entitled Dating Violence and Associated Sexual Risks and Pregnancy Among Adolescent Girls in the United States, also found that teen girls who experience dating violence are at an increased risk for multiple high-risk sexual behaviors. These adolescent girls were more likely to report having multiple partners, not using condoms and having been pregnant. Mr. Silverman, the author of the study, joined the show to talk in-depth about the report.

(Parenting cont.)

**Sunday Morning Magazine**

June 15, 2014

7:00 a.m.

59:00 Minutes of a 60 Minute Program

Wendell Young, Council Member, Cincinnati of Cincinnati; Big Dave, Popular Afternoon Radio Show Co-Host; Jonathan Hawgood, Weekend News Anchor, WLWT-TV; David Michael, Professional Opera Singer; Judge Fanon Rucker and Stay-At-Home Dad, Bryan G. In celebration of Father's Day, we invited a panel of six well-respected men to talk about fatherhood. The panelist spoke eloquently about the rewards, pressures, challenges and joys of fatherhood.

**Sunday Morning Magazine**

June 22, 2014

7:33 a.m.

11:00 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 the 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**

June 29, 2014

7:00 a.m.

59:30 Minutes of a 60 Minute Program

Renee Mattson, Parenting Coach, Child In Bloom; Keena Stricker, Cincinnati Family Enrichment Center. For this edition of *Sunday Morning Magazine* we focused on parenting. Our guest gave tips advice and information on how to improve parenting skills. While on the show they revealed the secrets to raising a confident child and provided insight into parenting a special needs child. Ms. Stricker explained the concepts of attachment parenting and baby wearing. She also discussed the numerous health benefits of breast feeding. Both Mrs. Mattson and Ms. Stricker spoke at length about the importance family dinner time.

(Parenting cont.)

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

o Safe Kids

Ran: April 1, 2014 through April 30, 2014

27 thirty seconds announcements

o U.S. Forest Service (Families Re-connect by Unplugging)

Ran: April 20, 2014; May 18, 2014; June 29, 2014

3 thirty seconds announcements

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

Ran: April 27, 2014

1 thirty seconds announcement

o Drug-Free Northern Kentucky (Heroin Epidemic)

Ran: April 6, 2014; May 25, 2014; June 8, 2014

3 thirty seconds announcements

o Stop Bullying.com (Bullying Prevention)

Ran: April 6, 2014

1 thirty seconds announcement

o The National Runaway Switch Board (Bullying Prevention)

Ran: June 1, 2014

1 thirty seconds announcement

**ISSUE: ALZHEIMER'S DISEASE**

**Sunday Morning Magazine**

April 27, 2014

7:19 a.m.

15:00 Minutes of a 60 Minute Program

Dr. Dean Hartley, Director of Science Initiatives, The Alzheimer's Association. Dr. Hartley is a key researcher within the Alzheimer's community. While on the show, Dr. Hartley discussed the latest findings on the risk factors related to Alzheimer's. Dr. Hartley says the government recently designated millions of dollars to Alzheimer's research. Although this is very promising, Hartley explained why more money is still needed to find a cure. Outside of money, Hartley says that lack of volunteers for medical trials is yet another barrier to Alzheimer's research. The doctor says currently there are no effective treatment methods available to slow down the progression on Alzheimer's disease.

**Sunday Morning Magazine**

April 27, 2014

7:35 a.m.

15:00 Minutes of a 60 Minute Program

Leeza Gibbons, Co-host, *America Now* and Author of Take Two. While on the air, Ms. Gibbons discussed her show, *America Now* and her new book, Take Two. She also spoke about life after her recent divorce. In addition, Ms. Gibbons talked candidly about her work to fight Alzheimer's disease. Her mother and grandmother both died of the heart-breaking illness. Inspired by her loss, she created the Leeza Gibbons Memory Foundation (a 501c3 non-profit) and its signature programs, Leeza's Place and Leeza's Care. "After the two strongest women in my life fell prey to the thief of memory called Alzheimer's Disease, I created what we wished we had—a place to get support, help and hope along a challenging health journey," says the one-time *Entertainment Tonight* host.

**Sunday Morning Magazine**

April 27, 2014

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Diana Bosse, Alzheimer's Association of Greater Cincinnati. Mrs. Bosse joined the show to talk about the Alzheimer's Association's spring event, The Art of Making Memories. She says the money raised during this signature art-themed event allows the Association to continue to provide free programs and services to families impacted by a diagnosis of Alzheimer's disease.

(Alzheimer's Disease cont.)



The following Public Service Announcements aired in support of the issue of **ALZHEIMER'S DISEASE**:

- o The Alzheimer's Association

Ran: April 1, 2014 through June 30, 2014

99 thirty seconds announcements

- o Alzheimer's Association of Greater Cincinnati (Art of Making Memories Event)

Ran: April 20, 2014; April 27, 2014

2 thirty seconds announcements

- o AARP (Support for Caregivers)

Ran: June 8, 2014

1 thirty seconds announcement

**ISSUE: RACE RELATIONS**

**Sunday Morning Magazine**

June 1, 2014

7:00 a.m.

59:30 Minutes of a 60 Minute Program

Dr. Ericka King-Betts, Executive Director, Cincinnati Human Relations Commission; Shakila Ahmad, President, Islamic Center of Greater Cincinnati; Simon Sotelo, Vice President, Hispanic Chamber Cincinnati USA. For this edition of the show, we assembled a panel of area local leaders representing the African American, Muslim American and Hispanic communities to have an on-air roundtable discussion on diversity and race relations in Cincinnati. Our guests spoke eloquently about racism in the city, racial stereotypes, the treatment of local immigrants and cultural differences. We closed the show with each panelist giving their take on what we all can do to help strengthen race relations, bridge the gap, and help promote diversity.

**ISSUE:       FAMILY**

**Sunday Morning Magazine**

May 18, 2014

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Cheryl Parker, Public Affairs Manager, AAA. To promote family bonding, we produced a show on affordable family-friendly summer vacations ideas. Cheryl Parker from AAA joined the show to provide traveling tips for families navigating the highways, byways and airways. She also dispensed advice on how to handle unexpected problems that may arise on the road such as a sick family member, cancelled flights or car trouble.

**Sunday Morning Magazine**

May 18, 2014

7:16 a.m.

17:00 Minutes of a 60 Minute Program

Jeff Davis, Vice President of Operations, Sesame Place. To help promote family bonding we provided details on budget-friendly summer vacation ideas. Sesame Place is a Sesame Street inspired theme park located in Langhorne, Pennsylvania. While on-air, Mr. Davis spoke about Sesame Place and explained why family vacations provide a fun way for families to bond and spend much-needed quality time together.

**Sunday Morning Magazine**

May 18, 2014

7:25 a.m.

10:00 Minutes of a 60 Minute Program

Morgan Greenlee, The Indianapolis Convention & Visitors Association. For this edition of the show we focused on affordable family-friendly summer vacation ideas. Research shows that a summer vacation creates the perfect opportunity for families to get a break from the everyday routine and come together and bond. Indianapolis is a simple 90 minute drive from Cincinnati. With the world largest Children's Museum, a new 8-mile cultural trail, the Zoo and great family dining, Greenlee says Indianapolis is the perfect weekend getaway for families.

*(Family cont.)*

**Sunday Morning Magazine**

May 18, 2014

7:36 a.m.

7:00 Minutes of a 60 Minute Program

Jamie Jewell, Sleeping Bear Dunes Visitors Bureau. During this special edition of *Sunday Morning Magazine*, we focused on family friendly vacations. Mrs. Jewell explained why summer is an ideal time for families to come together and bond during a road trip. Sleeping Bear Dunes National Lakeshore is located in Northwestern Lower Michigan—about an eight hour drive from Cincinnati and Northern Kentucky. With white sand dunes and miles of beaches, Mrs. Jewell says many people believe the region looks like the Caribbean. Recognized as one of 40 must-see places to take your kids before they're grown, Mrs. Jewell says Sleeping Bear Dunes National Lakeshore is packed with fun family-friendly activities that are sure to help families relax while bonding.

**Sunday Morning Magazine**

May 18, 2014

7:43 a.m.

8:00 Minutes of a 60 Minute Program

Trish McGee, Dollywood. During this show we presented information to help families learn, grow, explore and bond during summer vacation. Iconic country music star, Dolly Parton opened her theme park Dollywood in Pigeon Forge, Tennessee nearly 30 years ago. Trish McGee joined the show to talk about Dollywood. McGee says that Dollywood is a great destination for families seeking a unique way to spend quality time together. Because Dolly Parton believes so much in preserving the family unit, the famed singer plans to open a new 306 room resort for families.

**Sunday Morning Magazine**

May 18, 2014

7:51 a.m.

9:00 Minutes of a 60 Minute Program

Brian Campbell, Adventures on the Gorge. To promote family bonding, we produced a show on Affordable Family-Friendly Summer Vacations ideas. We provided information on budget-friendly getaways for families with the ultimate goal of helping them bond. Mr. Campbell says his resort is great for families that love an adventure.

(Family cont.)

**Sunday Morning Magazine**

May 25, 2014

7:19a.m.

24:00 Minutes of a 60 Minute Program

Dr. Ronn Elmore, Marriage and Family Counselor, Author, An Outrageous Commitment: The 48 Vows of an Indestructible Marriage. As a guest on *Sunday Morning Magazine*, Dr. Ronn dispensed invaluable advice on how couples can develop, maintain and strengthen their marriage. Dr. Ronn spoke powerfully about common issues that many couples face including sex, money and infidelity.

**ISSUE:        EDUCATION**

**Sunday Morning Magazine**

May 25, 2014

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Jeff and Collette Martin, Co-Chairs, Summerfair 2014. Summerfair will feature more than 300 fine artists and craftspeople from around the country as well as regional performers and a variety of gourmet foods. Mr. Martin explained that the event drew record-breaking crowds last year. He says that Summerfair has grown into one of the oldest continuous art fairs. Artists exhibit their art at the fair in categories such as photography, painting, wood, ceramics, fibers, leather and jewelry. Collette also spoke about The Little Black Dress party, which is a fundraiser held to benefit Summerfair. The Martins explained that Summerfair provides scholarships to deserving art students.

**Sunday Morning Magazine**

June 8, 2014

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Diane Smiley, The Public Library of Cincinnati and Hamilton County. Experts say that children often lose the academic skills they acquire during the school year over summer vacation. Ms. Smiley joined the show to talk about the Public Library's Summer Reading Program. The program is designed to stimulate children and promote literacy through the summer months. Our guest explained how the summer reading program works. She also spoke about the many activities and programs being held throughout the summer in conjunction with the program. She also discussed the many prizes and incentives offered to children that participate in the program.

**Sunday Morning Magazine**

June 22, 2014

7:00 a.m.

21:00 Minutes of a 60 Minute Program

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

*(Education cont.)*

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

o Adopt-A-Class (Youth Tutor and Mentoring Program)

Ran: April 24, 2014 through June 30, 2014

93 thirty seconds announcements

o FreeStore Foodbank

Ran: April 21, 2014 through June 30, 2014

60 thirty seconds announcements

o Ohio Army National Guard

Ran: April 2, 2014 through June 30, 2014

60 thirty seconds announcements

o The United Way (Mentoring and Tutoring)

Ran: April 6, 2014; May 25, 2014; June 15, 2014

3 sixty seconds announcements

o The United Way (Mentoring and Tutoring)

Ran: May 18, 2014

1 fifteen seconds announcement

o Teach.org (Teacher Recruitment)

Ran: April 13, 2014; April 27, 2014; May 11, 2014; June 8, 2014

4 fifteen seconds announcements

o Adopt A Class (School-based Mentoring and Tutoring)

Ran: April 13, 2014

1 sixty seconds announcement

o Wanna Play (Music Education)

Ran: April 27, 2014; May 11, 2014; May 25, 2014; June 22, 2014

4 fifteen seconds announcements

o Community and Schools (High School Drop-Out Prevention)

Ran: June 22, 2014

1 thirty seconds announcement

**ISSUE:       HEALTH**

**Sunday Morning Magazine**

April 27, 2014

7:00 a.m.

18:00 Minutes of a 60 Minute Program

Hill Harper, Actor, CSI: New York, Bestselling Author, The Wealth Cure: Putting Money In Its Place. After a stunning thyroid cancer diagnosis, Mr. Harper was forced to come to terms with what was really important in his life. Suddenly, all the fame, fortune or accolades no longer mattered. In his new book, Harper talks about what he discovered through his illness. He says he learned to redefine the proper relationship between money and true wealth. While on the air, Harper discussed why so many people equate money with happiness. He also explained why life insurance, a will and an emergency fund are so important.

**Sunday Morning Magazine**

May 25, 2014

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Joseph Pinnell and Amanda Mills, The American Heart Association's Heart Chase. Mr. Pinnell spoke on-air about the 3<sup>rd</sup> Annual Heart Chase sponsored by The American Heart Association. Pinnell, who describes Heart Chase as a combination of the television game shows *The Amazing Race* and *Minute-to-Win-It*, says Heart Chase is an innovative community event that provides a fun, new way to promote healthy living. Mrs. Mills pointed to the fact that cardiovascular disease and stroke are our nation's #1 and #4 killers. She explained that much of these problems can be reduced, or even eliminated, with healthy living, exercise and healthy lifestyle habits. Both Pinnell and Mills believe Heart Chase offers a unique opportunity to introduce healthy activity and proper nutrition into the lives of those who live a sedentary lifestyle.

**Sunday Morning Magazine**

June 8, 2014

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Ashley Rich, Make A Wish Foundation; Brodie (7 years old), Cincinnati Walk for Wishes Honorary Wish Child; Josh and Sarah, Brodie's Parents. Our guests joined the show to talk about the 11<sup>TH</sup> Annual Cincinnati Walk for Wishes event. The Walk raises funds to help grant the wishes of ill children.

(Health cont.)



**Sunday Morning Magazine**

June 22, 2014

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Jeff Branhan, Race Coordinator, Hyde Park Blast; Brooke Desserich, Founder, Executive Director, The Cure Starts Now. Ours guests explained that the Hyde Park Blast was co-founded by Cheryl Koopman and Chad Sims, both Hyde Park residents, as a way for the community to have fun, be active and raise money for a good cause – the fight against cancer.

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

o Findlay Market

Ran: May 1, 2014 through June 30, 2014

196 thirty seconds announcements

o American Traffic (Traffic Worker Safety)

Ran: May 1, 2014 through June 30, 2014

40 thirty seconds announcements

o Stand Up to Cancer

Ran: April 1, 2014 through June 30, 2014

35 thirty seconds announcements

o Ohio Soybean Council

Ran: May 1, 2014 through June 30, 2014

17 thirty seconds announcements

o The U.S. Department of Health and Human Services (Youth and Physical Activity)

Ran: May 25, 2014

1 sixty seconds announcement

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

Ran: May 25, 2014

1 sixty seconds announcement

o Feeding America (Child Hunger)

Ran: May 25, 2014

1 sixty seconds announcement

o Feeding America (Child Hunger)

Ran: April 6, 2014; June 22, 2014

2 thirty seconds announcements

**ISSUE: CONSUMERISM**

**Sunday Morning Magazine**

June 22, 2014

7:22 a.m.

10:00 Minutes of a 60 Minute Program

Drew and Jonathan Scott, Host, HGTV's, *The Property Brothers*. Drew and Jonathan Scott are the hosts of HGTV's hugely popular show, *The Property Brothers*. On the show the Brothers help couples find, buy and transform extreme fixer-uppers into their ultimate dream home. As guests on *Sunday Morning Magazine* Drew and Jonathan gave listeners important advice on hiring a contractor and finding a good real estate agent.

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

o Institute for Certified Public Accountants (Financial Responsibility)

Ran: May 25, 2014

1 thirty seconds announcement