

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

1st Quarter, 2014

(January 1, 2014 through March 31, 2014)

Prepared by:

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Director, Public Affairs

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

1. **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.
2. **Caregiving:** More than 34 million Americans provide care for a family member who is chronically ill or disabled. We focused on the challenges and other issues that caregivers face.
3. **Women and Heart Disease:** Heart disease is the number one killer of women, causing 1 in 3 women's deaths each year—killing approximately one woman every minute—making heart disease more deadly than all forms of cancer combined. We focused on the deadly disease.
4. **Health, Fitness and Wellness:** We supplied information designed to help maintain a sound mind and body.
5. **Education:** We offered relevant guidelines and information to improve the standards of education for today's youth.
6. **Divorce:** Research shows that fifty percent of all American marriages will end in divorce. We focused on how divorce impacts children.
7. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
8. **Retirement:** We provided tips and information to prepare listeners for retirement.
9. **Organ and Tissue Donation:** More than 3, 000 Ohioans are waiting for a life-saving transplant at any given time. One Ohioan dies every other day waiting for a life-saving transplant. We present information to educate listeners about organ and tissue donation.
10. **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.

First Quarter 2014

(January 1, 2014 to March 31, 2014)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: HERION EPIDEMIC

Sunday Morning Magazine

February 2, 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

February 2, 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

February 2, 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 sons, 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 the 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 retreatment resources for family and friends of addicted individuals.

Sunday Morning Magazine

February 2, 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: February 6, 2014 through March 31, 2014
68 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: February 2, 2014; February 9, 2014
2 thirty seconds announcements

- o The U.S. Department of Health & Human Services (Mental Health & Substance Abuse)
Ran: March 23, 2014
1 thirty seconds announcement

ISSUE: CAREGIVING

Sunday Morning Magazine

March 16, 2014

7:00 a.m.

22:00 Minutes of a 60 Minute Program

Marilyn Anderson and Henrietta Swearingin. Both Marilyn and Henrietta are the primary caregivers for their husbands. Nine years ago, Marilyn's husband was diagnosed with Alzheimer's disease. Henrietta's husband was recently diagnosed with head and neck cancer. The ladies joined *Sunday Morning Magazine* to talk about the challenges of caring for an ill loved one. Henrietta spoke about the emotional stresses placed on her as a caregiver. She explained that she is on a fixed income and the added expenses such as gasoline, prescriptions and the specific dietary needs of her husband has put a financial strain on the household. Marilyn spoke about the pain of seeing the person you love most slowly slip away and lose cognitive functions.

Sunday Morning Magazine

March 16, 2014

7:22 a.m.

28:00 Minutes of a 60 Minute Program

Bern Nadette Stanis, Actress, Author, Poetic, Humanitarian and Activist. Bern Nadette Stanis is best known as the quick witted, sexy savvy Thelma Evans, from the groundbreaking sitcom, *Good Times*. After her beloved mother was diagnosed with Alzheimer's disease the multi-talented actress became an activist to combat the devastating disease. Stanis joined *Sunday Morning Magazine* to discuss her career and her struggles as the primary caregiver for her ill mother. Today, Stanis is a National Spokesperson for the Alzheimer's Association. In the role she travels the country to speak directly with minorities groups to raise awareness of the deadly disease. She also spoke about her upcoming Alzheimer's benefit gala which will be held in Atlanta on April 19, 2014 and Phoenix in May 2014.

Sunday Morning Magazine

March 16, 2014

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Kathleen McFalls, Alzheimer's Association of Greater Cincinnati, Early Stage Programs Coordinator. Kathleen joined the show to discuss the many programs and services provided by the Alzheimer's Association of Greater Cincinnati designed specifically for caregivers and their families.

(Caregiving 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 **Caregiving:**

o American Association of Retired Persons--AARP (Caregiving)

Ran: February 9, 2014; March 16, 2014

2 thirty seconds announcements

o The Alzheimer's Association of Greater Cincinnati

Ran: March 16, 2014

1 thirty seconds announcement

ISSUE: WOMEN AND HEART DISEASE

Sunday Morning Magazine

February 16, 2014

7:00 a.m.

13:00 Minutes of a 60 Minute Program

Dr. Monica Hunter, Cardiologist. Heart disease is the number one cause of death for women. On this edition of *Sunday Morning Magazine* we focused on women and heart disease. Dr. Monica Hunter joined the show to discuss the risk factors and warning signs of a heart attack. She also explained the role heredity, age, smoking, obesity and diabetes plays when it comes to women and heart disease. In addition, she spoke about ways to prevent and reduce a woman's chances of developing heart problems. The doctor also explained why a diagnosis of heart disease presents a greater challenge in women than men.

Sunday Morning Magazine

February 16, 2014

7:14 a.m.

13:00 Minutes of a 60 Minute Program

Megan Johns, Heart Attack Survivor. At the tender age of 21-years-old, Megan experienced a heart attack. On-air, Megan described the events that led up to her heart attack. She said that she began having symptoms on the day before she was scheduled to graduate from college. After the heart attack her doctor discovered that she had a rare disease that causes her body to produce excessive amounts of cholesterol. Megan shared how she has modified her diet and lifestyle to stay healthy. She encouraged women to listen to their bodies when signs and symptoms of a heart attack occur.

(Women and Heart Disease cont.)

Sunday Morning Magazine

February 16, 2014

7:28 a.m.

16:00 Minutes of a 60 Minute Program

Michele and Meghan Roswick. At birth Michele was diagnosed with Mitral Valve Prolapse, Pulmonary Stenosis, and an Atrial Septal Defect. Basically, she was born with a hole in her heart. While on the show, Michele explained that she had open heart surgery in the early 1980's at the age of 1-year-old. She said originally, doctors told her she would never be able to have kids and would have an overall sickly life. Throughout her life she has continued to prove them wrong. Today she is the mother of three healthy children and is gaining strength on a daily basis. Meghan was born with Hypoplastic Left Heart Syndrome, which basically means she was born with half a heart. As a show guest, Meghan explained that she underwent four open heart surgeries by the time she was 2 ½ to reroute her circulatory system. Meghan is a fighter. A competitive gymnast—for 14 years, she trained for 20 hours per week. She is now a competitive free-style skier. And last year, she added long distance runner to her list of accomplishments by competing in a local 15K marathon.

Sunday Morning Magazine

February 16, 2014

7:44 a.m.

9:00 Minutes of a 60 Minute Program

Nancy Zwick, Registered Dietician, The Dairy Council. February is Heart Health Awareness Month. During this edition of the show we focused on women and heart disease. Nancy joined the show with tips and advice on what to eat to improve and maintain a healthy heart.

Sunday Morning Magazine

February 16, 2014

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Lori Fovel, American Heart Association, The Heart Mini Marathon and Walk. In recognition of Heart Health Awareness Month, we invited Lori Fovel to the show to talk about an upcoming mini marathon which is designed to promote heart health and raise money for the American Heart Association.

(Women and Heart Disease 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 **Women and Heart Disease:**

o The U.S. Department of Health and Human Services (Signs of a Heart Attack)

Ran: January 19, 2014; February 16, 2014; March 23, 2014

3 sixty seconds announcements

o The American Heart Association (Go Red for Women)

Ran: February 16, 2014x3

3 thirty seconds announcements

ISSUE: HEALTH, FITNESS AND WELLNESS

Sunday Morning Magazine

February 9, 2014

7:00 a.m.

26:00 Minutes of a 60 Minute Program

Stacy and Kacy Cluxton, Cluxton Consulting. Stacy and Kacy Cluxton are identical twin sisters who as teens both suffered with Anorexia Nervosa. They joined *Sunday Morning Magazine* to talk about their battle with the eating disorder. After years of treatment the sisters have totally recovered and are now both registered dietitians. During the interview Stacy and Kacy spoke about the new consulting company they recently launched. Kacy explained on-air that the new company is based on intuitive eating. She says that intuitive eating is a process based approach that helps their clients find peace with food. Stacy discussed the ten principles of intuitive eating. She says the first principle is rejecting the diet mentality. She says that diets don't work and only cause people to feel guilty and bad about themselves.

Sunday Morning Magazine

February 9, 2014

7:27 a.m.

24:00 Minutes of a 60 Minute Program

Mary Beth Knight, Revolution Fitness. At the age of 30, after 12 years as a smoker, and being clinically obese, Mary Beth Knight decided to change her life. She stopped smoking, started working out and lost more than 50lbs. Two years after her last cigarette Mary Beth competed in the Ironman. Today she is a certified personal trainer and owns her own fitness studio, Revolution Fitness. As a guest on *Sunday Morning Magazine*, Mary Beth spoke about some of the latest trends in exercise such as spinning, Pilates, yoga, Zumba and TRX. She also offered exercise tips to the parents of teenagers who are living a sedentary lifestyle—spending too much time on computers, television and gamer screens. A certified trainer of Pre/Post Natal exercise, Mary Beth also discussed on-air the benefits of physical fitness for pregnant women.

Sunday Morning Magazine

February 9, 2014

7:52 a.m.

8:00 Minutes of a 60 Minute Program

Rachel Frederickson, Winner of *NBC's The Biggest Loser*. Just days after being crowned the winner of *NBC's The Biggest Loser*, Rachel Frederickson joined *Sunday Morning Magazine* to discuss her on-air weight loss journey. From the lights, the cameras, the embarrassing weigh-ins and having her struggle with her weight play out while millions watched, Frederickson spoke candidly about her experience on *The Biggest Loser*. She started the show weighing 260lbs, lost 155lbs, and today weighs 105lbs. While on the show, she addressed critics who are saying on-line that she is now too thin.

(Health, Fitness and Wellness cont.)

Sunday Morning Magazine

March 23, 2014

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Dr. Montiel Rosenthal, Injury Prevention Programs, The Ohio Chapter of the American Academy of Pediatrics. Research shows that injuries are the leading cause of death and disability for Ohio children. According to my guest, Dr. Rosenthal, three local practices recently began a statewide program that works to ensure that patients have a safe environment to live, learn and play. Rosenthal explained that through the Injury Prevention program, physicians at participating practices can provide important information and answer questions about how to best prevent injuries through things such as proper car seat use, newborn safe sleep practices and home environment modifications.

Sunday Morning Magazine

March 23, 2014

7:18 a.m.

11:00 Minutes of a 60 Minute Program

Dr. Betsy Levick, Chief, Radiation Department, Oncology Hematology Care, Inc. Dr. Levick joined *Sunday Morning Magazine* to discuss the wide array of services offered to cancer patients and their families through OHC. While on-air, Dr. Levick explained the difference between a radiation oncologist and a medical oncologist. Dr. Levick, who specializes in both breast and prostate cancers, says that OHC offers patient-centered care using a unique team approach.

The following Public Service Announcements aired in support of the issue of **Health, Fitness and Wellness:**

o Drop Inn Center (Homelessness)

Ran: January 4, 2014 through January 5, 2014

22 thirty seconds announcements

o Findlay Market

Ran: February 27, 2014 through March 2, 2014

49 thirty seconds announcements

o National Kidney Foundation

Ran: March 13, 2014

1 thirty seconds announcement

(Health, Fitness and Wellness 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 **Health, Fitness and Wellness:**

o Autism Speaks

Ran: January 5, 2014

1 thirty seconds announcement

o Autism Speaks

Ran: March 9, 2014

1 fifteen seconds announcement

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

Ran: February 23, 2014

1 thirty seconds announcement

o The American Red Cross

Ran: January 12, 2014

1 fifteen seconds announcement

o St. Baldrick Foundation (Stand Up to Cancer)

Ran: January 19, 2014

1 thirty seconds announcement

o Feeding America (Hunger Prevention)

Ran: March 23, 2014

1 sixty seconds announcement

o Feeding America (Hunger Prevention)

Ran: March 30, 2014

1 thirty seconds announcement

ISSUE: EDUCATION

Sunday Morning Magazine

January 5, 2014

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Mary A. Ronan, Superintendent, Cincinnati Public School. During this edition of *Sunday Morning Magazine*, we focused on education and honored teachers. Mrs. Ronan joined the show to talk about the issues the school district is facing. She addressed concerns about low-performing schools in the district and explained how her administration is working to improve student performance.

Sunday Morning Magazine

January 5, 2014

7:15 a.m.

6:00 Minutes of a 60 Minute Program

Michelle Shearer, 2011 National Teacher of the Year. During this edition of *Sunday Morning Magazine*, we focused on education and honored teachers. Mrs. Shearer was honored by President Obama at a lavish ceremony in the Rose Garden of the White House as National Teacher of the Year. While on the air, Mrs. Shearer gave insight into what educators want and need from the parents of the children they are teaching. She also gave advice to teachers designed to help them succeed in the classroom.

Sunday Morning Magazine

January 5, 2014

7:20 a.m.

8:00 Minutes of a 60 Minute Program

Arne Duncan, U.S. Secretary of Education. During this edition of *Sunday Morning Magazine*, we focused on education and honored teachers. Arne Duncan was nominated to be Secretary of Education by President Barack Obama. Prior to his appointment as Secretary of Education, Duncan served as the chief executive officer of the Chicago Public Schools. While on the show, Secretary Duncan explained what Americans need to do to bridge the gap between students in other countries around the world that are currently outperforming American students in education—especially in math and science. Secretary Duncan also addressed the public versus private school debate. Finally, Duncan spoke at length about the biggest challenges he faces as the U.S. Secretary of Education.

(Education cont.)

Sunday Morning Magazine

January 5, 2014

7:28 a.m.

20:00 Minutes of a 60 Minute Program

Ron Clark, Educator and Author, The End of Molasses Classes: Getting Our Kids Unstuck. Ron Clark has been called “America’s Educator.” In 2000, he was named Disney’s American Teacher of the Year. Clark is also a New York Times bestselling author. He has been featured on *The Today Show* and *The Oprah Winfrey Show*. While on the show, Clark gave many examples of the non-traditional teaching methods he uses and explained why his revolutionary approach works so well in the classroom.

Sunday Morning Magazine

January 5, 2014

7:48 a.m.

12:00 Minutes of a 60 Minute Program

Mrs. LaVonne Washington and Mrs. Nancy Bosco-Walsch. During this edition of *Sunday Morning Magazine*, we focused on education and honored teachers. During this segment, *Sunday Morning Magazine* host, Rodney Lear, honored two educators that inspired him as a child. Mr. Lear invited Bosco-Walsch, his 5th grade teacher and Mrs. Washington, his 12th grade English teacher, to honor and thank them for inspiring him as a youngster.

Sunday Morning Magazine

January 12, 2014

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Marie Carr, Author, The Prepared Parent’s Operational Manual: Sending Your Child to College. During this edition of *Sunday Morning Magazine*, we focused on preparing students for college. Mrs. Carr and her husband sent three daughters to college. She chronicled her years of experience in her book and offers indispensable advice to parents sending their children off to college. While on the show, Mrs. Carr spoke about controlling debt in college, keeping students safe on campus and caring for ill children from miles away.

(Education cont.)

Sunday Morning Magazine

January 12, 2014

7:14 a.m.

9:00 Minutes of a 60 Minute Program

Laura Krauze, Huntington Learning Center. During this edition of *Sunday Morning Magazine*, we focused on preparing students for college. Ms. Krauze joined the show to give parents useful tips, advice and information to prepare students planning to take college admission tests such as the ACT and SAT. Ms. Krauze explained the differences between the two tests. She also spoke about the college test preparation programs and courses available at Huntington.

Sunday Morning Magazine

January 12, 2014

7:23 a.m.

9:00 Minutes of a 60 Minute Program

Shannon McDaniel-Myers, Financial Aid Advisor, University of Cincinnati. During this edition of *Sunday Morning Magazine*, we focused on preparing students for college. As a guest on the show, Shannon spoke about the challenges students often face when it comes to receiving college financial aid. She provided information to help parents assist their children as they navigate through the financial aid process.

Sunday Morning Magazine

January 12, 2014

7:32 a.m.

8:00 Minutes of a 60 Minute Program

Paul Paeglis, College Advantage, Ohio Tuition Trust Authority. During this edition of *Sunday Morning Magazine*, we focused on preparing students for college. According to our guest, College Advantage is Ohio's 529 prepaid college tuition program. Paeglis explained that funds invested in the plan can be used for higher education expenses such as tuition and room and board fees at any accredited college in the country—2 year, 4 year, public, private, in-state, out-of-state. Paeglis says the plan is easy, affordable and flexible.

(Education cont.)

Sunday Morning Magazine

January 12, 2014

7:40 a.m.

10:00 Minutes of a 60 Minute Program

Danielle Metz, Graduated from college debt-free. During this edition of *Sunday Morning Magazine*, we focused on preparing students for college. Danielle dreamed of graduating from college debt-free. She joined the show to explain to listeners exactly how she made her dream a reality. Danielle says she used a pay-as-you-go approach to finance her college education. When she couldn't afford a semester, she simply would take off and work to save money. Danielle says she worked odd jobs, including a local grocery store—which provided a college saving program that also helped her pay for school. Danielle says she called her school's financial aid office regularly to inquire about any and all funding that might be available. In total, it took Danielle seven years to earn her bachelor degree from Milligan College, a private university in Northeast Tennessee.

Sunday Morning Magazine

January 12, 2014

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Lia Lenart, Journalist, USA TODAY. During this edition of *Sunday Morning Magazine*, we focused on preparing students for college. Lia is a graduate of the prestigious Harvard University. She joined the show with 10 tips to help college freshman ace their first year of college. Among her advice to freshman: keep in touch with high school friends, find a mentor, sleep and trust your instincts.

Sunday Morning Magazine

January 19, 2014

7:00 a.m.

25:00 Minutes of a 60 Minute Program

Brian Leshner, Executive Director, Activities Beyond the Classroom. 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 these 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.

(Education cont.)

Sunday Morning Magazine

January 19, 2014

7:26 a.m.

7:00 Minutes of a 60 Minute Program

Christine King-Farris, Author, My Brother Martin: A Sister Remembers Growing up with Dr. Martin Luther King, Jr. Mrs. King-Farris joined the show to talk about her new children's book. While on the show, she revealed that she wrote the book to honor her late brother and to encourage the next generation of civil rights leaders.

Sunday Morning Magazine

January 19, 2014

7:35 a.m.

13:00 Minutes of a 60 Minute Program

Ann MacDonald, Girl Scouts of Western Ohio. Ann MacDonald joined the show to talk about the many programs and services Girl Scouts offers to young girls in our community. Ann also spoke about Girl Scout cookie sales. She explained that the proceeds from the annual sale provide funding for essential operating and key educational programs for girls. Through the cookie sale, Mrs. MacDonald says Girl Scouts learn goal setting, decision making, money management skills as well as business ethics.

Sunday Morning Magazine

March 30, 2014

7:00 a.m.

17:00 Minutes of a 60 Minute Program

Sarah Taylor, Career Specialist, Live Oaks School; Kelsey, Student, Live Oaks School. Kelsey joined the show to talk about her experience as a student in Live Oaks vocational program. Ms. Taylor spoke about the programs and services offered through the educational facility. Ms. Taylor also discussed the school's upcoming community outreach event called Super Service Saturday. The event allows visitors the opportunity to visit the campus, tour labs, and learn more about career programs available to high school students and adults.

(Education cont.)

Sunday Morning Magazine

March 30, 2014

7:30 a.m.

10:00 Minutes of a 60 Minute Program

Marvel Gentry Davis, de la Dance Company, Dance Cincinnati 2014. Marvel joined the show to talk about the 3rd annual dance festival, Dance Cincinnati 2014. According to Ms. Davis, the festival provides unmatched performance opportunities for young and established choreographers, upcoming companies and offer the Cincinnati community ongoing access to diverse dance voices. The festival also offers invaluable professional development opportunities for rising choreographers and companies alike.

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

o Ohio Association of Broadcasters (National Guard)

Ran: January 6, 2014 through March 31, 2014

62 thirty seconds announcements

o Ohio Association of Broadcasters (U.S. Coast Guard)

Ran: March 24, 2014 through March 31, 2014

5 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: March 2, 2014; March 23, 2014

2 fifteen seconds announcements

o The Library of Congress (Literacy)

Ran: March 9, 2014

1 sixty seconds announcement

o The Freestore Foodbank (Power Packs)

Ran: January 19, 2014; March 23, 2014

2 sixty seconds announcements

o The United States Army (Drop Out Prevention)

Ran: January 19, 2014

1 thirty seconds announcement

o TEACH (Teacher Recruitment campaign)

Ran: March 30, 2014

1 fifteen seconds announcement

(Education cont.)

o United Way (Mentor/Tutor)

Ran: January 5, 2014; January 12, 2014

2 fifteen seconds announcements

o United Way (Volunteer/Mentor/Tutor)

Ran: January 19, 2014; March 9, 2014

2 sixty seconds announcements

o Keep Cincinnati Beautiful

Ran: January 26, 2014; February 23, 2014

2 thirty seconds announcements

ISSUE: **DIVORCE**

Sunday Morning Magazine

January 26, 2014

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Dr. Lawrence Birnbach, Author, How to know if it's Time to Go: A 10-Step Reality Test for Your Marriage. Divorce is a reality. Statistically, fifty percent of all American marriages will end in divorce. We devoted an entire show to the issue of divorce. Dr. Lawrence says that his book does not advocate divorce, but rather helps couples recognize the problems that may be plaguing their marriage. In the book, Dr. Birnbach provides ten steps to help people examine how severe the problems are in their marriages, what they might try to do to improve it, and, if that's not possible, whether it's time to get serious about divorce.

Sunday Morning Magazine

January 26, 2014

7:17 a.m.

22:00 Minutes of a 60 Minute Program

Ross Evans, Collaborative Family Law Attorney. Divorce is a reality. Statistically, fifty percent of all American marriages will end in divorce. We devoted an entire show to the issue of divorce. Mr. Evans joined the show to explain how collaborative divorce works. In collaborative family law, divorcing couples seek to develop consensus between the parties for a mutually acceptable settlement. The settlement can include the division of assets, spousal or child support and child custody. Evans explained that in many cases the collaborative teams consists of the collaborative attorneys, a family relations specialist, a child specialist and a financial specialist.

Sunday Morning Magazine

January 26, 2014

7:39 a.m.

21:00 Minutes of a 60 Minute Program

Jamie Mazza, Beech Acres Parenting Center. Divorce is a reality. Statistically, fifty percent of all American marriages will end in divorce. We devoted an entire show to the issue of divorce. Ms. Mazza joined *Sunday Morning Magazine* to discuss the impact that divorce has on children. Ms. Mazza says that children often blame themselves for the divorce. She also spoke about some of the red flag behaviors that are strong warning signs that indicate a child may be having difficulty coping with the divorce. She also explained the crucial role that educators have in identifying students struggling with issues related to divorce.

ISSUE: PARENTING

Sunday Morning Magazine

February 23, 2014

7:00 a.m.

56:00 Minutes of a 60 Minute Program

Greg Matusak, Tim Lanter and Bryan Gehrum, Stay-At-Home Dads. More men than ever are staying at home to raise the children while moms head off to work. In fact, according to a recent study, 13% of America men are opting to stay at home with their children. During this edition of the show, we spoke to a panel comprised of three stay-at-home fathers. The men spoke about the misconceptions that society has about stay-at-home dads. The panelist also explained how men approach the challenges of being a stay-at-home parent much differently than how a mom might. In addition, the gentleman discussed why they believe they have a closer relationship with their children than most dads.

Sunday Morning Magazine

March 9, 2014

7:00 a.m.

58:00 Minutes of a 60 Minute Program

Eric Washington, Cincinnati Health Department; Nzinga Bryd, Centerpoint Health, Teen Parent Program; Dr. Bradley Jackson, Pediatrician, Premier Pediatrics Group; Rick Scholtz, President, Pure Hope; Joan Van Epps, Psychologist, Centerpoint Health. *Sunday Morning Magazine* hosted an hour-long on-air panel discussion on the topic of teens and sex. Our panelist spoke about the rise in the number of teens contracting sexually transmitted diseases and explained why self-worth and self-esteem are contributing factor when it comes to teens engaging in sex. Our panel also discussed how both the media and technology are contributing to our overly sexualized culture. In addition, they explained why parents must begin a dialog with their teens about this extremely important topic.

Sunday Morning Magazine

March 30, 2014

7:19 a.m.

10:00 Minutes of a 60 Minute Program

Iyanla Vanzant, Author and Motivational Speaker. Via telephone, Iyanla Vanzant joined the program to impart her wisdom to our listeners. Vanzant, who was an abused teenage mother, found the strength to leave her violent marriage to return to school to receive a law degree. Vanzant is the author of nine inspirational books. Currently, Vanzant is acting as a life coach on her own show, *Iyanla Fix My Life* which airs on OWN—The Oprah Winfrey Network.

(Parenting cont.)

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

o Safe Kids

Ran: March 17, 2014 through March 31, 2014

15 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. Department of Health and Human Services (Talk to Teens About Sex)

Ran: March 9, 2014

1 sixty seconds announcement

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

Ran: January 5, 2014; February 23, 2014

2 thirty seconds announcements

o Adopt U.S. Kids

Ran: January 12, 2014

1 fifteen seconds announcement

o Adopt U.S. Kids

Ran: March 30, 2014

1 thirty seconds announcement

o U.S. Forest Service (Family Time)

Ran: January 26, 2014

1 thirty seconds announcement

o That's Not Cool (On-line Predators)

Ran: February 9, 2014

1 sixty seconds announcement

o National Runaway Switchboard

Ran: February 23, 2014

1 thirty seconds announcement

o American Foundation for Suicide Prevention (Teen Suicide)

Ran: February 23, 2014

1 sixty seconds announcement

(Parenting cont.)

o The Ad Council/Stop Bullying.com (Bully Prevention)

Ran: March 23, 2014

1 sixty seconds announcement

o The National Highway Safety Administration (Texting and Driving)

Ran: March 2, 2014

1 fifteen seconds announcement

ISSUE: RETIREMENT

Sunday Morning Magazine

March 2, 2014

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

March 2, 2014

7:15 a.m.

15:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

March 2, 2014

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

March 2, 2014

7:48 a.m.

12:00 Minutes of a 60 Minute Program

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

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

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

Ran: March 2, 2014

1 fifteen seconds announcement

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

Ran: March 23, 2014; March 30, 2014

2 thirty seconds announcements

o U.S. Army Reserve (Employment Retention)

Ran: January 26, 2014

1 thirty seconds announcement

o Making Home Affordable (Foreclosure Prevention)

Ran: February 23, 2014; March 9, 2014; March 30, 2014

3 fifteen seconds announcements

ISSUE: ORGAN DONATION

Sunday Morning Magazine

March 23, 2014

7:32 a.m.

14:00 Minutes of a 60 Minute Program

Brenita Brooks, Regional Vice President, National Kidney Foundation. While on the show, Mrs. Brooks explained that diabetes, high blood pressure, a family history of kidney failure, being over the age of 60 and kidney stones are some of the common causes of kidney disease. Brooks maintains that kidney disease affects more people than breast and prostate cancers combined.

Sunday Morning Magazine

March 23, 2014

7:46 a.m.

14:00 Minutes of a 60 Minute Program

Allie K. and Jeff F. Both Allie and Jeff were diagnosed with Kidney disease. After several months on dialysis, Allie and Jeff both received donated kidney from their sisters. Today Allie and Jeff are advocates for the National Kidney Foundation. They speak to others around the city and across the nation about the importance of screening for kidney disease and the life-saving power of being an organ donor.

Sunday Morning Magazine

March 30, 2014

7:41 a.m.

19:00 Minutes of a 60 Minute Program

Andi O'Malley, LifeCenter Organ Donor Network. April is National Donate Life Month. Mrs. O'Malley joined *Sunday Morning Magazine* to talk about organ and tissue donation. She discussed the need for donors here in the Cincinnati area. She also explained how a single donor can potentially save up to eight lives through organ donation and improve the lives of up to 50 people through tissue and eye donation. O'Malley also discussed Life Center's Green Chair Campaign. The goal of the campaign is to raise awareness about organ, eye and tissue donation throughout Ohio, and to add more names to the Ohio Donor Registry.

ISSUE: CONSUMERISM

Sunday Morning Magazine

January 19, 2014

7:50 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 the ultimate dream home. As guests on *Sunday Morning Magazine* Drew and Jonathan give listeners important advice on hiring a contractor and finding a good real estate agent.

