

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

4th Quarter, 2012

(October 1, 2012 through December 31, 2012)

Prepared by:

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Director, Public Affairs

ISSUES OF CONCERN TO CINCINNATI
ADDRESSED IN RESPONSIVE PROGRAMMING
THE
FOURTH QUARTER, 2012

1. **AIDS/HIV (World AIDS Day):** It's been over thirty years since the first cases of AIDS were diagnosed. In recognition of World AIDS Day, we hosted a special edition of *Sunday Morning Magazine*. During the show we focused on the latest information on HIV research, testing and prevention as well as advances in medical treatment for the virus.
2. **Cancer:** Over a million and a half new cases of cancer are expected to be diagnosed this year. We celebrated the strength of survivors and honored those that have succumbed to the disease.
3. **Caring for the Elderly:** We provided information to help protect the elderly from abuse.
4. **Entrepreneurship:** We focused on owning and operating a small business and examined the impact small start-up businesses have on our local economy.
5. **Literacy:** Educators nationwide maintain that the country is facing a literacy crisis. We spoke to authors and experts who presented information to engage young people in reading.
6. **Teens and Body Image/Eating Disorders:** We focus on the link between how teens view themselves and eating disorders. We examined social pressures that teens face from peers and the media to be extremely thin.
7. **Personal Growth:** We presented information to help listeners improve their lives—personally and professionally.
8. **Finance:** We presented information to educate listeners about the financial challenges that are relevant today.
9. **Parenting:** We explored avenues and methods to improve parenting skills.
10. **Community Engagement:** We presented information to empower listeners to get involved to help make a difference in their community through volunteer efforts and community outreach participation projects.
11. **Health:** We supplied information designed to help maintain a sound mind and body.
12. **Marriage Enrichment:** We provided information designed to strengthen the bond of marriage.

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 personalities. The show is hosted by Rodney Lear.

Fourth Quarter 2012

(October 1, 2012 to December 31, 2012)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: AIDS/HIV (WORLD AIDS DAY)

Sunday Morning Magazine

November 25, 2012

7:00 a.m.

42:00 Minutes of a 60 Minute Program

Dr. Judith Feinberg, University of Cincinnati, Infectious Disease Center, AIDS Trials Unit; Adam Reilly, The HIV Prevention Project. In recognition of World AIDS Day, we hosted a special edition of *Sunday Morning Magazine*. Dr. Feinberg and Mr. Reilly spoke about the latest information on HIV research, testing, prevention and advances in medicine. Dr. Feinberg says that the life expectancy of HIV infected patients is currently 70 years. However, Dr. Feinberg pointed out that HIV is a continuing epidemic among young men of color (17-24) and African American women. Mr. Reilly provided information on local free HIV testing sites. Reilly described the testing process and explained why anonymous testing is available. Both Dr. Feinberg and Mr. Reilly agreed that everyone should be tested for HIV/AIDS. Dr. Feinberg concluded the segment with information on a new preventive HIV therapy recently approved by the Federal Drug Administration that will be available to those at high risk of getting the virus.

Sunday Morning Magazine

November 25, 2012

7:00 a.m.

17:00 Minutes of a 60 Minute Program

Jamar Rogers, Musician, HIV Activist and former contestant on NBC's Hit Show *The Voice*. In recognition of World AIDS Day, we hosted a special edition of the show. While on *Sunday Morning Magazine*, Jamar explained why he publicly came out as HIV positive on national television. During the show, Jamar spoke candidly about his addiction to crystal meth. Jamar admits that sharing used drug needles and years of promiscuity were both contributing factors that lead to his HIV status. Jamar says he auditioned for *The Voice* because he wanted to start a national conversation, and change the face of HIV. Jamar's new single *High* will be released to coincide with World AIDS Day.

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 **AIDS/HIV (WORLD AIDS DAY)**:

o Act Against AIDS

Ran: November 25, 2012x2

2 thirty seconds announcements

ISSUE: CANCER

Sunday Morning Magazine

October 7, 2012

7:00 a.m.

20:00 Minutes of a 60 Minute Program

Dr. Nelish Patil, Urologist, University Hospital; Gerald Atkins, Nurse Practitioner, University Hospital. Research shows that over a million and a half new cases of cancer are expected to be diagnosed this year. We dedicated this edition of *Sunday Morning Magazine* to cancer. Both Dr. Patil and Nurse Practitioner, Gerald Atkins joined the show to talk about prostate cancer. They discussed screening, diagnoses and new treatment options.

Sunday Morning Magazine

October 7, 2012

7:22 a.m.

28:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

October 7, 2012

7:42 a.m.

9:00 Minutes of a 60 Minute Program

Casey Faber, The American Cancer Society. As a guest on the show, Mrs. Faber spoke about the breast cancer and the American Cancer Society's upcoming Making Strides Against Breast Cancer Walk. Casey says the inspiring event unities communities to celebrate people who have battled breast cancer.

(Cancer cont.)

Sunday Morning Magazine

October 7, 2012

7:53 a.m.

7:00 Minutes of a 60 Minute Program

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

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

o The American Cancer Society (Mammograms)

Ran: October 7, 2012

1 thirty seconds announcement

o The American Cancer Society (Prostate Cancer)

Ran: October 7, 2012

1 thirty seconds announcement

ISSUE: CARING FOR THE ELDERLY

Sunday Morning Magazine

November 4, 2012

7:00 a.m.

34:00 Minutes of a 60 Minute Program

Mary Day, Pro Seniors; Laurie Petrie, Council on Aging of Southwestern Ohio. We focused the entire show to caring for the elderly. Our guests spoke about care options available to our aging population.

Sunday Morning Magazine

November 4, 2012

7:29 a.m.

10:00 Minutes of a 60 Minute Program

Sharon, Activist for the Elderly. Sharon says that she cared for her aging mother in her home for several years. However, when things became too much for her to manage, Sharon decided that a nursing home was the best option. Sharon joined the show to share her story.

Sunday Morning Magazine

November 4, 2012

7:44 a.m.

16:00 Minutes of a 60 Minute Program

Krista Powers, The Alzheimer's Association of Greater Cincinnati; Kristen Rice, Committee Chair, Blondes vs. Brunettes. Blondes vs. Brunettes is a fundraiser for the Alzheimer's Association. Krista and Kristen spoke about the event and Alzheimer's disease.

The following Public Service Announcements aired in support of the issue of **CARING FOR THE ELDERLY:**

o The Alzheimer's Association of Greater Cincinnati

Ran: October 1, 2012 through December 31, 2012

195 sixty 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 **CARING FOR THE ELDERLY:**

O The Alzheimer's Association of Greater Cincinnati (On-line Counseling)

Ran: October 7, 2012; December 2, 2012

2 sixty seconds announcements

(Caring for the Elderly cont.)

o The Alzheimer's Association of Greater Cincinnati

Ran: October 21, 2012; October 28, 2012; November 4, 2012; November 11, 2012;
December 23, 2012; December 30, 2012

6 thirty seconds announcements

ISSUE: ENTREPRENEURSHIP

Sunday Morning Magazine

October 14, 2012

7:00 a.m.

38:00 Minutes of a 60 Minute Program

Kristin Kitchen, Owner, Six Acres Bed and Breakfast; Corey Ward, Co-Owner, Tom+Chee; Clifford Bailey, Founding President & CEO, TechSoft Systems, Inc. During this edition of *Sunday Morning Magazine* we focused on owning and operating a small business. We invited three successful entrepreneurs on the show to have a round table discussion on how to manage a profitable start-up business. Our panelist provided insight and advice on customer services, managing employees, accounting and book-keeping. The panelist also spoke at length about how they funded their businesses and how they prepared their formal business plan. In addition, they also discussed the amount of personal sacrifice, self-confidence and self-discipline it takes to manage and grow a small, start-up business.

Sunday Morning Magazine

October 14, 2012

7:40 a.m.

20:00 Minutes of a 60 Minute Program

Chelsea Koglmeir, The Brandery; Erika Patterson, Cintrifuse; Corey Drushal, Bad Girl Ventures, Inc. During this edition of *Sunday Morning Magazine* we focused on owning and operating a small business. Our panelist joined the show to talk about how their companies are working to provide untraditional funding for small businesses. According to Miss Koglmeir, The Brandery is a nonprofit that provides seed money to entrepreneurs, pairs them with local branding talent, and puts them through a twelve week business education course. Ms. Erika Patterson explained the goal of Cintrifuse is to rejuvenate entrepreneurship by nurturing small businesses. The initiative includes an investment fund of \$55 to \$100 million in venture capital with the goal of funding Cincinnati start-ups. Cintrifuse will act as an incubator that will be used to connect entrepreneurs, investors and advisors all over the region. Bad Girl Ventures is an educational and micro-finance organization dedicated to inspiring and supporting women entrepreneurs in all the key elements of their business. Corey Drushal, explained on air, that Bad Girl Ventures enables female entrepreneurs to build and sustain well managed, profitable businesses through guidance, education and access to capital.

ISSUE: LITERACY

Sunday Morning Magazine

December 9, 2012

7:00 a.m.

9:00 Minutes of a 60 Minute Program

Jonathan Emmett, Author, The Santa Trap. In an effort to promote literacy, we spoke to authors about the importance of reading. While most children will receive toys for Christmas, our guest authors stressed that parents must advocate and promote literacy during the holiday season.

Sunday Morning Magazine

December 9, 2012

7:10 a.m.

5:00 Minutes of a 60 Minute Program

Selena Alko, Author and Illustrator, Daddy Christmas & Hanukkah Mama. Our guest author explained why a book under the tree is a great way to promote literacy.

Sunday Morning Magazine

December 9, 2012

7:15 a.m.

9:00 Minutes of a 60 Minute Program

Deborah Underwood, Author, The Christmas Quite Book. In an effort to promote literacy, we spoke to authors about the importance of reading. While most children will receive toys for Christmas, our guest authors stressed that parents must advocate and promote literacy during the holiday season.

Sunday Morning Magazine

December 9, 2012

7:25 a.m.

6:00 Minutes of a 60 Minute Program

Mark Teague, Illustrator, How Do Dinosaurs Say Merry Christmas? & How Do Dinosaurs Say Happy Chanukah? Our guest explained why the holiday season provides the perfect opportunity to celebrate the importance of reading.

(Literacy cont.)

Sunday Morning Magazine

December 9, 2012

7:32 a.m.

7:00 Minutes of a 60 Minute Program

Katherine Tegen, Author, Snowman Magic. Mrs. Tegen gave examples of how parents can promote literacy in the home all year long.

Sunday Morning Magazine

December 9, 2012

7:40 a.m.

9:30 Minutes of a 60 Minute Program

David Rubel, Author, The Carpenter's Gift. In an effort to promote literacy, we spoke to authors about the importance of reading. While most children will receive toys for Christmas, our guest authors stressed that parents must advocate and promote literacy during the holiday season.

Sunday Morning Magazine

December 9, 2012

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Judi Barrett, Author, Santa from Cincinnati. Judi says that it's important that parents model reading in the home. She explained that children should see their parents reading every day.

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

- o Freestore Foodbank (Power Packs—Meals for Students)

Ran: October 1, 2012 through December 31, 2012

130 sixty seconds announcements

- o The Music Resource Center

Ran: October 1, 2012 through December 31, 2012

120 thirty seconds announcements

- o Adopt-A-Class

Ran: October 1, 2012 through December 31, 2012

182 thirty seconds announcements

- o Ohio Association of Broadcasters (Every Citizen Online)

Ran: October 1, 2012 through December 31, 2012

65 thirty seconds announcements

(Literacy cont.)

- o The Ohio Association of Broadcasters (Ohio Army National Guard)

Ran: October 1, 2012 through December 31, 2012
130 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 **LITERACY:**

o Adopt-A-Class

Ran: October 7, 2012; October 28, 2012; December 2, 2012; December 9, 2012;
December 23, 2012
5 thirty seconds announcements

o The Library of Congress (Literacy)

Ran: October 7, 2012
1 sixty seconds announcement

o The Freestore Foodbank (Back Pack)

Ran: October 7, 2012; October 21, 2012; December 2, 2012
3 sixty seconds announcements

o Wanna Play (Music Education)

Ran: October 14, 2012; December 2, 2012; December 9, 2012; December 16, 2012;
December 23, 2012
5 fifteen seconds announcements

o The Hispanic Scholarship Fund

Ran: October 28, 2012
1 sixty seconds announcement

ISSUE: TEENS AND BODY IMAGE/EATING DISORDERS

Sunday Morning Magazine

November 18, 2012

7:00 a.m.

10:00 Minutes of a 60 Minute Program

Shaunti Feldhahn, Co-Author, Made To Crave For Young Women: Satisfying Your Deepest Desires with God. For this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. Shaunti, a social researcher, joined the show to talk about her most recent findings regarding teen girls and how they perceive themselves.

Sunday Morning Magazine

November 18, 2012

7:11 a.m.

13:00 Minutes of a 60 Minute Program

Janet Nash, Division of Psychiatry at Cincinnati Children's Hospital Medical Center. During this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. As a guest on the show, Mrs. Nash discussed eating disorders and how they are so often closely related to body image. She spoke about the impact the media often has on teenagers and the way they view their own bodies. Mrs. Nash detailed the medical complications that occur as a result of an eating disorder such as anorexia or bulimia.

Sunday Morning Magazine

November 18, 2012

7:25 a.m.

14:00 Minutes of a 60 Minute Program

Stacy Michael & Kacy Cluxton. During this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. Stacy and Kacy are identical twin sisters who battled anorexia as teens. They joined the show to share their inspiring story of how they overcame the eating disorder. The twin sisters say that images they saw in the media such as music videos and magazines triggered their bout with anorexia. They shared their journey from personal lows to recovery to eventually becoming comfortable with their own bodies. Today they are both registered dietitians and work with teenagers battling eating disorders.

(Teens and Body Image cont.)

Sunday Morning Magazine

November 18, 2012

7:40 a.m.

10:00 Minutes of a 60 Minute Program

Misty Copeland, Classical Ballet Dancer and Soloist with the famed American Ballet Theatre in New York. During this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. In 2007, Misty Copeland became the first African American female soloist for the American Ballet Theatre. At 5'2 and 103 pounds, Misty is often referred to as a “curvy” ballet dancer. She spoke candidly about her battle to accept her body and fight the pressures to conform to the unrealistic expectations of the dance industry.

Sunday Morning Magazine

November 18, 2012

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Erin Hamilton, Executive Director, Girls on the Run. During this edition of *Sunday Morning Magazine*, we focused on the issue of teens and body image. According to our guest, Erin Hamilton, Girls on the Run is a program that works to build confidence and self esteem in young girls through running. She says the pre-teen years are crucial when it comes to how girls view their bodies. She also explained why running is such a great way to address and help young girls deal with body image issues.

ISSUE: PERSONAL GROWTH

Sunday Morning Magazine

December 2, 2012

7:00 a.m.

12:00 Minutes of a 60 Minute Program

Amy Hildebrand, Legally Blind Professional Photographer. During this edition of *Sunday Morning Magazine* we focused on people that inspire—people who have triumphed over adversity. Amy Hildebrand was born blind. She was fitted for contact lens at the age of five months, making her one of the first infants’ studied wearing lenses. Her vision developed slowly after surgery in her teen years. Although still considered legally blind, Amy pursued her life goal and is now one of the region’s leading photographers.

Sunday Morning Magazine

December 2, 2012

7:13 a.m.

19:00 Minutes of a 60 Minute Program

Tyler Campbell, Athlete with Multiple Sclerosis. During this edition of *Sunday Morning Magazine* we focused on people that inspire—people who have triumphed over adversity. Tyler says he always knew he wanted to play professional football. His dad is football legend Earl Campbell. He received a college football scholarship and was on his way to the NFL when his life changed forever after receiving the diagnosis of MS. As a guest on the show, Tyler explained why he decided to dedicate his time to advocate on behalf of the disease and give back to those in need.

Sunday Morning Magazine

December 2, 2012

7:33 a.m.

15:00 Minutes of a 60 Minute Program

Laura Vikmanis, Author, It’s Not About the Pom-Pom’s: How A 40-Year-Old Mom Became the NFL’s Oldest Cheerleader—and Found Hope, Joy, and Inspiration Along the Way. During this edition of *Sunday Morning Magazine* we focused on people that inspire—people who have triumphed over adversity. After sixteen years, Laura Vikmanis found the strength to leave her abusive marriage. She lost twenty pounds and was determined to realize her life-long dream of becoming a NFL Cheerleader. Laura joined the show to talk about her amazing journey.

(Personal Growth cont.)

Sunday Morning Magazine

December 2, 2012

7:50 a.m.

10:00 Minutes of a 60 Minute Program

Kirk Franklin, Gospel Music Artist. Multi-platinum artist, Kirk Franklin has been inspiring music lovers since he burst on the scene nearly two decades ago and single-handedly changed the landscape of music with this pioneering blend of R&B, rap, gospel and contemporary music. Franklin joined the show to talk about his music, his family, and what inspires him in life.

Sunday Morning Magazine

October 21, 2012

7:00 a.m.

38:00 Minutes of a 60 Minute Program

Lawrence Hawkins III (37), Founding Partner, Hawkins and Ludwig; Dr. Ellen Air (35), Neurosurgeon, Mayfield Clinic; Ben Fry (23), Founder, Fry Holdings; Yvette Simpson (34), Council Member, Cincinnati of Cincinnati. For this show, we hosted a round table discussion with four young adults who are blazing trails here in Cincinnati. Our panelists spoke about how they achieved success at a young age. They talked about their role models, personal motivation, age discrimination, self-imposed and outside pressures, finding life balance and what they hope to accomplish by the time they turn 50 years old.

ISSUE: FINANCE

Sunday Morning Magazine

October 21, 2012

7:42 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

December 16, 2012

7:08 a.m.

8:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

December 16, 2012

7:46 a.m.

14:00 Minutes of a 60 Minute Program

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

(Finance cont.)

Sunday Morning Magazine

December 23, 2012

7:06 a.m.

7:00 Minutes of a 60 Minute Program

Angie Hicks, Consumer Expert. An estimated 60 million Americans will travel this holiday season, meaning most of us can expect long lines at airports and crowded highways as we head home for the holidays. While rising gas prices, heightened security concerns and changes in procedures at the nation's airports have been front page news in recent months, it doesn't appear that these factors have caused most travelers to change their plans. Angie joined *Sunday Morning Magazine* to give listeners advice for holiday travel.

Sunday Morning Magazine

December 23, 2012

7:40 a.m.

8:00 Minutes of a 60 Minute Program

Preston Bailey, Celebrity Event Designer. Preston Bailey has worked with royalty, business leaders and celebrities such as Oprah Winfrey, Donald Trump, Joan Rivers and Liza Minnelli. While on the air, Preston offered tips on recycling everything from holiday greeting cards to wrapping paper to stylishly reduce cost and benefit the environment.

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 **FINANCES:**

o Making Home Affordable

Ran: October 14, 2012

1 thirty seconds announcement

ISSUE: PARENTING

Sunday Morning Magazine

October 28, 2012

7:44 a.m.

16:00 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 for young girls. The enhanced edition, aptly titled The Sweetest Story Bible Deluxe Edition, features the voice of actress Roma Downey, who adorns every chapter with a tender audio reading on the accompanying CDs, making each tale even more heartfelt and sincere. Roma and her super television producer husband, Mark Burnett are parents of three. While on the show Roma explained how she keeps her children grounded while bring them up in the influential world of Hollywood. Roma also explained why she believes faith and spirituality are so crucial in child rearing.

Sunday Morning Magazine

December 16, 2012

7:00 a.m.

7:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

December 16, 2012

7:29 a.m.

16:00 Minutes of a 60 Minute Program

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

(Parenting cont.)

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

- o Partnership@adrug-freeCincinnati.org
Ran: October 1, 2012 through December 31, 2012
115 thirty seconds announcements
- o The Coalition For a Drug Free Greater Cincinnati
Ran: October 1, 2012 through December 31, 2012
127 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 U.S. Department of Health and Human Services (Talk To Teens About Sex)
Ran: December 2, 2012
1 sixty seconds announcement
- o U.S. Department of Health and Human Services (Talk To Teens About Sex)
Ran: October 21, 2012
1 thirty seconds announcement
- o U.S. Department of Health and Human Services (Fatherhood Involvement)
Ran: October 7, 2012; November 11, 2012
2 thirty seconds announcements
- o The National Runaway Switchboard (Bullying)
Ran: October 28, 2012; November 18, 2012
2 fifteen seconds announcements
- o The Ad Council (Texting and Driving)
Ran: November 18, 2012
1 fifteen seconds announcement
- o Recording Artists and Athletes Against Drunk Driving
Ran: November 18, 2012; December 16, 2012; December 23, 2012
3 fifteen seconds announcements

ISSUE: COMMUNITY ENGAGEMENT

Sunday Morning Magazine

October 28, 2012

7:00 a.m.

18:00 Minutes of a 60 Minute Program

Steve, John and Eric, Members of the band, The Rusty Griswold's. My guest joined the show to talk about an upcoming event that they are sponsoring called the Rusty Ball. The event will benefit over one hundred community service organizations. After routinely being contacted by organizations to perform for charity events and far too often the band was unable to participate, Steve came up with the concept for the Rusty Ball. To support local organizations, The Rusty Griswold's started a non-profit called, The Spirit of Cincinnati.

Sunday Morning Magazine

November 11, 2012

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Major Timothy Lyle, The Salvation Army. Major Lyle joined *Sunday Morning Magazine* to talk about the many services available to help families in need during the holiday season. Major Lyle explained that the Salvation Army has experienced a substantial increase in the number of families needing services from the organization as a result of the on-going economic challenges the country has experienced. Lyle says that the iconic red kettle campaign, their Adopt-A-Family program, and the Toy Shop are shining examples of how the organization is assisting those less fortunate during the holiday season.

Sunday Morning Magazine

December 16, 2012

7:19 a.m.

9:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

December 23, 2012

7:00 a.m.

5:30 Minutes of a 60 Minute Program

Major Timothy Lyle, The Salvation Army. Major Lyle joined *Sunday Morning Magazine* to update us on the Red Kettle Campaign and other holiday-focused programs and services offered during this season of giving.

(Community Engagement cont.)

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

o The Drop Inn Center (Homelessness)
Ran: December 26, 2012 through December 31, 2012
7 thirty seconds announcements

o LaRosa's (FreeStore Foodbank Donation Appeal)
Ran: November 26, 2012 through December 31, 2012
70 thirty seconds announcements

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

o The United Way (Volunteerism/Mentor/Tutor)
Ran: October 7, 2012; October 28, 2012
2 sixty seconds announcements

o The United Way (Volunteerism/Mentor/Tutor)
Ran: October 7, 2012; November 4, 2012; November 18, 2012; December 9, 2012x2;
December 16, 2012x2; December 23, 2012
8 fifteen seconds announcements

o Adopt U.S. Kids (Foster Parent Recruitment)
Ran: October 7, 2012; October 21, 2012; December 9, 2012; December 23, 2012
4 fifteen seconds announcements

ISSUE: HEALTH

Sunday Morning Magazine

October 28, 2012

7:19 a.m.

7:00 Minutes of a 60 Minute Program

Bob Harper, Trainer, NBC's *The Biggest Loser*. Bob is one of three fitness trainers on the NBC hit television show, *The Biggest Loser*. While on our show, Mr. Harper explained why men often lose weight faster than women. He also discussed the many barriers people face when battling weight gain.

Sunday Morning Magazine

November 11, 2012

7:00 a.m.

13:00 Minutes of a 60 Minute Program

Allison Bethel, Executive Director, Cincinnati Chapter of the Cystic Fibrosis Foundation; Bill Weber, Chair Person, Celebrity Waiters Luncheon; Kylie Meyers, 12 year-old Patient Living with Cystic Fibrosis and Luncheon Honoree. Our guest joined the program to talk about Cystic Fibrosis and an exciting new breakthrough treatment for the disease. They also discussed the Cystic Fibrosis Foundation's 26th Annual Celebrity Waiter Luncheon.

Sunday Morning Magazine

December 23, 2012

7:28 a.m.

10:00 Minutes of a 60 Minute Program

Jan Borgman, Bereavement Coordinator, Cincinnati Children's Hospital. The holiday season is usually filled with joy, but for those that have recently experienced the death of a loved one this can be a very painful time of year. Jan Borgman, spoke about ways to cope with holiday grief.

Sunday Morning Magazine

December 30, 2012

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Suzanne Somers, Actress and Author, Breakthrough: Eight Steps to Wellness. For her latest book, Suzanne Somers interviewed top doctors in the field of anti-aging medicine to uncover enlightening, life-saving information. As a guest on *Sunday Morning Magazine*, Ms. Somers discussed her new book. She maintains that the publication provides information on how to improve memory, detect diabetes early, preserve eyesight, and restore hearing.

(Health cont.)

Sunday Morning Magazine

December 30, 2012

7:15 a.m.

11:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

December 30, 2012

7:27 a.m.

8:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

December 30, 2012

7:36 a.m.

6:00 Minutes of a 60 Minute Program

Bob Harper, Trainer, NBC's *The Biggest Loser*. Bob is one of three fitness trainers on the NBC hit television show, *The Biggest Loser*. While on our show, Mr. Harper explained why men often lose weight faster than women. He also discussed the many barriers people face when battling weight gain.

Sunday Morning Magazine

December 30, 2012

7:44 a.m.

16:00 Minutes of a 60 Minute Program

Bob Greene, Author, [The Best Life Diet](#) and [The Best Life Diet Cookbook](#). Bob Greene is an exercise physiologist and certified personal trainer specializing in fitness, metabolism and weight loss. He's perhaps most noted for his work with mega-star, Oprah Winfrey. Bob joined *Sunday Morning Magazine* with information on how to get fit and stay healthy during the New Year. He also spoke about the issue of diet relapse. Bob says his latest book, [The Best Life Diet](#), goes beyond the traditional dieting rules and provides information to help readers understand both the physiology and the psychology underlying weight loss.

(Health cont.)

Sunday Morning Magazine

December 23, 2012

7:48 a.m.

12:00 Minutes of a 60 Minute Program

Clint Carter, Associate Editor, Men's Health Magazine. The average person consumes an extra 600 calories between Thanksgiving and New Year's, which translates to an extra six pounds of weight gain. Clint Carter says that everybody is entitled to a bit of indulgence during the holidays, but he warns there's a fine line between festive and fattening. Mr. Carter joined the show to talk about the worse foods to eat during the holiday season. He also offered healthier alternatives to fattening holiday favorites.

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

o Ohio Department of Health (Diabetes/Flu Vaccine)

Ran: October 1, 2012 through December 31, 2012

20 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 (Men's Health)

Ran: October 7, 2012

1 thirty seconds announcement

o U.S. Department of Health and Human Services (Healthy Eating)

Ran: December 30, 2012

1 fifteen seconds announcement

o Let's Move (Youth Exercise)

Ran: December 30, 2012x2

2 fifteen seconds announcements

o U.S. Department of Health and Human Services (Women & Heart Attacks)

Ran: October 14, 2012; October 21, 2012; December 23, 2012

3 sixty seconds announcements

o The American Cancer Society (Go Red for Women---Women & Heart Attacks)

Ran: October 28, 2012; November 4, 2012; November 18, 2012; December 30, 2012

4 thirty seconds announcements

ISSUE: MARRIAGE ENRICHMENT

Sunday Morning Magazine

November 11, 2012

7:13 a.m.

31:00 Minutes of a 60 Minute Program

Neil Chethik, Author, VoiceMale: What Husbands Really Think About Their Marriages, Their Wives, Sex, Housework, and Commitment. VoiceMale is based on a national, scientific survey of nearly three-hundred husbands. Chethik says the book reveals how men feel, as well as what they think about marriage. While on the show, Chethik explained, what he refers to as the four distinct phases of Marriage: *Honeymoon* (the first 3 years), *Family* (years 4 to 20), *Empty-nest* (21-35), and *Maturity* (years 36 and beyond).

Sunday Morning Magazine

December 23, 2012

7:13 a.m.

12:30 Minutes of a 60 Minute Program

Patrick and Gina Neely, Host, HGTV's *Down Home with the Neely's*, Authors, The Neelys' Celebrations Cookbook: Down-Home Meals for Every Occasion. Pat and Gina phoned the show to discuss their new holiday-themed cookbook. The book features over 146 new recipes to celebrate every occasion from spring cleaning to graduations to welcome home meals. They also gave pointers on how to make a holiday celebration memorable for both the host and the guests. In addition, the husband and wife team explained the secret to being married and working together on a professional level.

