

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

4th Quarter, 2014

(October 1, 2014 through December 31, 2014)

Prepared by:

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Director, Public Affairs

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

1. **Domestic Violence:** Cincinnati has experienced a number of high-profile cases involving domestic violence. We presented information to help victims, children, and the perpetrators of this horrific crime.
2. **Breast Cancer:** Breast cancer is the most common cancer among women in the United States, other than skin cancer. About 182,460 women in the United States will be found to have invasive breast cancer this year. *Sunday Morning Magazine* focused on early detection and treatment. We also examined the emotional and physical toll this disease has on women and their families.
3. **Health, Fitness and Wellness:** We supplied information designed to help maintain a sound mind and body.
4. **Literacy:** A shocking 400,000 people in Greater Cincinnati lack basic literacy skills—which means they struggle to read something as simple as a children’s picture book, understand a simple bank statement or comprehend the instructions on a medical bottle. We focused on combatting illiteracy.
5. **Parenting:** We provided information to help parents improve their parenting skills and ultimately strengthen their bond with their children.
6. **Family Finance:** We provided information to help families improve their finances—examining the impact that money has on marriage. We also focused on family budgeting and getting preschoolers and teenagers to respect the power money.
7. **Marriage Enrichment:** Research shows that fifty percent of all marriages will end in divorce. We provided information designed to strengthen the bond of marriage.
8. **Entrepreneurship:** We focused on owning and operating a small business and examined the impact small start-up businesses have on our local economy.
9. **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.
10. **Personal Growth:** We presented information to help listeners improve their lives—personally and professionally.

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.

Fourth Quarter 2014

(October 1, 2014 to December 31, 2014)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: DOMESTIC VIOLENCE

Sunday Morning Magazine

October 12, 2014

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Kendall Fisher, Executive Director, Women Helping Women. During our one hour special, *Sunday Morning Magazine* focused on the issue of domestic violence. Ms. Fisher joined the show to discuss common myths related to domestic violence. She also spoke about battered women's syndrome and the impact that domestic violence has on society. Fisher explained why it's important for women in abusive relationships to have a safety plan. In addition, she spoke about the warning signs that women can look for in their partner that might indicate abusive behavior in the future.

Sunday Morning Magazine

October 12, 2014

7:16 a.m.

17:00 Minutes of a 60 Minute Program

DeAnne, Domestic Violence Survivor. As a teen, DeAnne was involved in a very abusive relationship. After three years and two children, DeAnne was determined to escape the violence. DeAnne joined *Sunday Morning Magazine* to talk about her experience as a battered woman. She explained why she stayed in the relationship for so long, why she was afraid to reach out for help and how her children inspired her to leave.

Sunday Morning Magazine

October 12, 2014

7:33 a.m.

7:00 Minutes of a 60 Minute Program

Theresa Singleton, Director, Protection from Abuse, YWCA of Greater Cincinnati. Theresa joined our special edition of *Sunday Morning Magazine* to talk about male victims of domestic violence. According to Ms. Singleton, males are victims 15% of the time—the other 85% are women. Singleton explained why men face barriers to help that women don't often face. She says that most men are so ashamed of the abuse that they rarely tell anyone. Mrs. Singleton says that all men have a responsibility to protect women from abuse. She also spoke about the special programs that are available to male victims of domestic violence.

(Domestic Violence cont.)

Sunday Morning Magazine

October 12, 2014

7:40 a.m.

20:00 Minutes of a 60 Minute Program

Dr. Barbara Boat, Cincinnati Children's Hospital. During our one hour special, *Sunday Morning Magazine* focused on the issue of domestic violence. Dr. Boat joined the show to discuss the impact that domestic violence has on children. She says these children are often more aggressive and more prone to start fights in school and on the playground. Sadly, she says most children that experience violence in the home develop a sixth sense and can often sense the next round of abuse. She spoke about the responsibility of teachers and pediatricians who might suspect that a child is living in a violent home.

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 **Domestic Violence**:

o The Family Violence Prevention Fund

Ran: October 12, 2014

1 thirty seconds announcement

ISSUE: BREAST CANCER

Sunday Morning Magazine

October 19, 2014

7:00 a.m.

27:00 Minutes of a 60 Minute Program

Dr. Rebecca Bechhold, Medical Oncologists, OHC, Oncology, Hematology Care. October is Breast Cancer Awareness month. In recognition, we produced an hour-long show on breast cancer. Dr. Rebecca Bechhold joined the show to talk about breast cancer risk factors, screening, symptoms, genetic testing and recent breakthroughs in treatment. In addition, Dr. Bechhold explained that OHC has a team approach when it comes to treating breast cancer.

Sunday Morning Magazine

October 19, 2014

7:28 a.m.

5:00 Minutes of a 60 Minute Program

Amy Ott, Klosterman Baking Company. For the third consecutive year, Klosterman Baking Company and the Pink Ribbon Girls have teamed up to combat breast cancer. The Pink Ribbon Girls provide care and support to women who are diagnosed with breast cancer at a young age—typically in their 20's, 30's and 40's. Amy explained that Klosterman Baking Company will donate a portion of the sales of specially packaged pink loafs of bread to the Pink Ribbon Girls.

Sunday Morning Magazine

October 19, 2014

7:34 a.m.

13:00 Minutes of a 60 Minute Program

Nikki Williams, The American Cancer Society; Jen, Volunteer, American Cancer Society's Look Good and Feel Better Program. Nikki joined the show to talk about the many programs and services The American Cancer Society offers to women battling breast cancer. Jen is a certified cosmetologist who volunteers her services to help cancer patients look and feel better after or during a breast cancer diagnosis. Jen says she helps style wigs and teaches women make-up techniques to hide some of the side-effects of medical treatment.

(Breast Cancer cont.)

Sunday Morning Magazine

October 19, 2014

7:49 a.m.

11:00 Minutes of a 60 Minute Program

Leiann Hedrick and Jacque Kelly, Kingsgate Marriott, Brides Against Breast Cancer. According to my guests, Brides Against Breast Cancer and its Nationwide Tour of Gowns will be making a stop in Cincinnati offering hundreds of new or gently worn bridal dresses. The organization and its gown sales fund programs and services that are free to cancer patients and their families.

Leiann explained the event offers an opportunity for brides-to-be to find their dream gown at a greatly reduced cost while making a difference.

The following public service announcements aired during *Sunday Morning Magazine* (Sunday's 7:00 a.m.-8:00 a.m.) in support of the issue of **Breast Cancer:**

o Stand Up to Cancer/Safe Way Foundation (Breast Cancer)

Ran: October 19, 2014

1 thirty seconds announcement

ISSUE: HEALTH, FITNESS AND WELLNESS

Sunday Morning Magazine

October 5, 2014

7:00 a.m.

57:00 Minutes of a 60 Minute Program

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

Sunday Morning Magazine

October 26, 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. Stacy believes diets don't work and only cause people to feel guilty and bad about themselves.

(Health, Fitness and Wellness cont.)

Sunday Morning Magazine

October 26, 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

October 26, 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-in outfits 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.

Sunday Morning Magazine

November 2, 2014

7:38 a.m.

7:00 Minutes of a 60 Minute Program

Dolvett Quince, Certified Trainer, *NBC's The Biggest Loser*. Dolvett is a 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 as his personal trainer. Dolvett joined *Sunday Morning Magazine* to talk about weight management.

(Health, Fitness and Wellness cont.)

Sunday Morning Magazine

November 2, 2014

7:47 a.m.

13:00 Minutes of a 60 Minute Program

Leslie Winert and Steve Wilson, Disabled American Veterans. Mr. Wilson explained on-air that Disabled American Veterans helps more than 300,000 veterans each year file claims before the Veterans Administration for government benefits. Steve says many veterans are unaware of the programs, services and benefits they might qualify for as a result of their years of service. Leslie Winert also joined the show for this segment to talk about Disabled American Veterans 5k Walk. The competitive running event will raise funds to aid local injured veterans and their families. Winert says the purpose of the 5k Walk is to bring the local community and veterans together to honor veterans of all eras who have fought bravely in service.

Sunday Morning Magazine

November 16, 2014

7:17 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.

Sunday Morning Magazine

December 14, 2014

7:15 a.m.

14:00 Minutes of a 60 Minute Program

Ashley Rich, Make A Wish Foundation; Andrea Schwartz, Macy's. Macy's is teaming up with Make A Wish to help seriously ill children and their families. Our guests joined the program to talk about this unique partnership. Mrs. Schwartz explained that Macy's will generously donate \$1 for every Christmas letter sent to Santa at the North Pole—via its nationwide stores or online. Ashley Rich spoke about how important it is to grant the wishes of the critically ill children that she serves. She says research indicates that fulfilling a wish often empowers young people to fight.

(Health, Fitness and Wellness cont.)

Sunday Morning Magazine

December 21, 2014

7:49 a.m.

11:00 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 everyone 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.

Sunday Morning Magazine

December 28, 2014

7:29 a.m.

12:00 Minutes of a 60 Minute Program

Carrie Fisher, Actress, Author and Film Maker. Carrie Fisher is best known for her role as Princess Leia in the iconic *Star Wars* trilogy. She is the daughter of actors Eddie Fisher and Debbie Reynolds. Her experiences with addiction and bipolar disorder and depression—and her willingness to speak honestly about them have made her a sought-after speaker and respected advocate for these communities. Ms. Fisher joined the show to talk about her career and her mental health and substance abuse issues.

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

o Alzheimer's Association of Greater Cincinnati

Ran: October 1, 2014 through December 31, 2014

109 thirty seconds announcements

o Ohio Health Network

Ran: December 8, 2014 through December 31, 2014

18 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, Fitness and Wellness:**

o The Department of Health and Human Services (Colon Cancer)

Ran: October 5, 2014

1 sixty seconds announcement

(Health, Fitness and Wellness cont.)

- o The Department of Health and Human Services (Gynecological Cancer)
Ran: November 2, 2014; November 16, 2014
2 sixty seconds announcements
- o The Department of Health and Human Services (Gynecological Cancer)
Ran: November 16, 2014; December 28, 2014
2 thirty seconds announcements
- o Stand Up To Cancer
Ran: November 16, 2014
1 fifteen seconds announcement
- o The Department of Health and Human Services (Healthy Eating)
Ran: October 12, 2014
1 fifteen seconds announcement
- o The Department of Health and Human Services (Women and Heart Attack)
Ran: October 19, 2014; December 28, 2014
2 sixty seconds announcements
- o The American Heart Association (Women and Heart Disease)
Ran: December 28, 2014
1 thirty seconds announcement
- o Play 60 (NFL-National Football League)
Ran: December 14, 2014
1 sixty seconds announcement
- o Play 60 (NFL-National Football League)
Ran: November 16, 2014
1 thirty seconds announcement
- o Play 60 (NFL-National Football League)
Ran: November 2, 2014; November 9, 2014; December 7, 2014
3 fifteen seconds announcements
- o Autism Speaks
Ran: October 12, 2014
1 thirty seconds announcement
- o Autism Speaks
Ran: November 23, 2014
1 fifteen seconds announcement

(Health, Fitness and Wellness cont.)

o The American Cancer Society

Ran: October 12, 2014

1 sixty seconds announcement

o OHC (Cancer Care)

Ran: October 19, 2014

1 thirty seconds announcement

o AARP

Ran: October 26, 2014

1 sixty seconds announcement

o The Alzheimer's Association of Greater Cincinnati (On-line Coaching)

Ran: November 30, 2014

1 sixty seconds announcement

ISSUE: LITERACY

Sunday Morning Magazine

December 7, 2014

7:00 a.m.

6:00 Minutes of a 60 Minute Program

Judy Schachner, Author, SkippyJon Jones, Snow What. To promote literacy during the holiday, we hosted our annual Christmas Literacy edition of the show. Judy Schachner is the author of the popular SkippyJon Jones series. She is celebrating the 10th anniversary of the #1 New York Times Bestselling books. While on the show, Schachner gave advice on how to engage reluctant readers in book.

Sunday Morning Magazine

December 7, 2014

7:06 a.m.

8:00 Minutes of a 60 Minute Program

John Rocco, Author, Blizzard. We proudly presented our annual Christmas Literacy edition of *Sunday Morning Magazine*. During the show we spoke with author John Rocco about his new holiday-themed book. While on the show, Rocco gave examples of how he encouraged his own children to read.

Sunday Morning Magazine

December 7, 2014

7:14 a.m.

4:00 Minutes of a 60 Minute Program

Allison McGhee, Author, Star Bright: A Christmas Story. During this edition of the show we focused on reading. Allison McGhee is a Pulitzer Prize nominated writer. As a guest on *Sunday Morning Magazine*, she spoke about her new holiday-themed children's picture book, Star Bright: A Christmas Story. She explained on-air, why it's important to introduce children to books at a very young age.

Sunday Morning Magazine

December 7, 2014

7:19 a.m.

9:00 Minutes of a 60 Minute Program

Roseanne Greenfield Thong, Author, 'Twas Nochebeuena. Just in time for the holiday, we presented our annual Christmas Literacy edition of the show. While on the show, Greenfield Thong, explained why she often writes bilingual stories—many of which are told in both English and Spanish. She gave advice to parents to help them promote and celebrate literacy throughout the holiday season and beyond.

(Literacy cont.)

Sunday Morning Magazine

December 7, 2014

7:28 a.m.

5:00 Minutes of a 60 Minute Program

Deirdre Gill, Author, Outside. On this edition of *Sunday Morning Magazine* we focused on literacy. Author Deirdre Gill joined the show to talk about her newest book, Outside. Both Mrs. Gill and her husband write and illustrate books for children. She spoke about some of the many ways she promoted literacy in her home and how she worked to instill a love for reading in her own children.

Sunday Morning Magazine

December 7, 2014

7:33 a.m.

9:00 Minutes of a 60 Minute Program

Daphne Benedis-Grab, Author, The Angel Tree. As a way to promote reading during the holiday, we proudly presented our annual Christmas Literacy edition of the show. Mrs. Benedis-Grab gave examples of ways parents can promote literacy in the home all year long.

Sunday Morning Magazine

December 7, 2014

7:41 a.m.

6:00 Minutes of a 60 Minute Program

Dandi Daley Mackall, Author, The Legend of St. Nicolas. We proudly presented our annual Christmas Literacy edition of the show. Mrs. Mackall is the author of several books for children. She joined us to talk about her new book, The Legend of St. Nicolas. Mrs. Mackall spoke about some simple ways parents can strength their child's reading skills.

Sunday Morning Magazine

December 7, 2014

7:47 a.m.

7:00 Minutes of a 60 Minute Program

Tonya Bolden, Author, Beautiful Moon: A Child's Prayer. To promote reading, we presented our annual Christmas Literacy edition of the show. Tonya is a Coretta Scott King Honor Award-winning author. A great majority of her books deal with history—African American history in particular. She explained on-air why she is so passionate about telling stories rooted so richly in history. She also discussed why she believes parents should give a child a book this holiday season.

(Literacy cont.)

Sunday Morning Magazine

December 7, 2014

7:54 a.m.

6:00 Minutes of a 60 Minute Program

Jon Scieszka, Author, Frank Einstein and the Anti-Matter Motor. Just in time for the holidays, we presented our annual Christmas Literacy edition of the show. Jon Scieszka has sold over 11 million copies of his New York Times Bestselling books. As a guest on *Sunday Morning Magazine* Mr. Scieszka spoke eloquently about his passion to bring books of interest to young boys who are reluctant readers. While on-air he offered excellent advice to parents to help them get their boys to read more books.

Sunday Morning Magazine

December 14, 2014

7:00 a.m.

14:00 Minutes of a 60 Minute Program

Jeff Kinney, Author, Diary of a Wimpy Kid, The Long Haul. Jeff Kinney is the author of the hugely popular Dairy of a Wimpy Kid series. His books have sold over 75 million copies and have been printed in 41 different languages. While on-air Mr. Kinney explained why his humor-filled books have connected so well with children and have been so effective with reluctant readers.

Sunday Morning Magazine

December 14, 2014

7:29 a.m.

15:00 Minutes of a 60 Minute Program

Dr. Jody Sherman LeVos, Learning Team Director, LeapFrog Inc. We invited Dr. Sherman LeVos to talk about LeapFrog's newest product, LeapTV. She explained on-air that LeapTV is the first educational active video gaming system from LeapFrog that gets kids physically active while teaching a range of skills across reading, mathematics, science and problem solving. With so many American children living sedentary lifestyles, Sherman LeVos maintains that LeapTV is the perfect way to get our young people moving, active and learning at the same time.

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

o Adopt A Class

Ran: October 1, 2014 through December 31, 2014

136 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: November 2, 2014; November 16, 2014; November 23, 2014; November 30, 2014; December 28, 2014

5 thirty seconds announcements

o The Hispanic Scholarship Fund

Ran: November 2, 2014

1 thirty seconds announcement

o Wanna Play (Music Education)

Ran: October 5, 2014; October 19, 2014; November 30, 2014; December 28, 2014

4 fifteen seconds announcements

o Reading is Fundamental (Literacy)

Ran: December 7, 2014; December 14, 2014

2 thirty seconds announcements

o The United Way (Donation Request)

Ran: October 5, 2014

1 fifteen seconds announcement

o The United Way (Tutor/Mentor)

Ran: October 19, 2014; December 21, 2014

2 sixty seconds announcements

o The United Way (Tutor/Mentor)

Ran: October 19, 2014

1 thirty seconds announcement

o The United Way (Tutor/Mentor)

Ran: October 23, 2014; November 30, 2014

2 fifteen seconds announcements

o Teach.org (Teacher Recruitment)

Ran: October 19, 2014

1 sixty seconds announcement

o Teach.org (Teacher Recruitment)

Ran: November 23, 2014; December 7, 2014; December 14, 2014

3 fifteen seconds announcements

ISSUE: PARENTING

Sunday Morning Magazine

November 2, 2014

7:00 a.m.

36:00 Minutes of a 60 Minute Program

Dr. Meg Meeker, Author, Strong Fathers, Strong Daughters: 10 Secrets Every Father Should Know. In today's increasingly complicated world, it's often difficult for parents to connect with their daughters—especially for fathers. With Strong Fathers, Strong Daughters, Dr. Meeker reveals that a young woman's relationship with her father is far more important than we've ever realized and shows that daughters need their father's attention, protection, courage, and wisdom in order to become strong, confident women.

Sunday Morning Magazine

November 16, 2014

7:00 a.m.

15:00 Minutes of a 60 Minute Program

Michele Swope, District Child Evaluation Specialist, Kentucky's First Steps. Michele explained on-air that Kentucky's First Steps serves children from birth to age 3 who are developmentally delayed. She says the program is designed to provide appropriate services and support to families to enhance children's growth and development. Michele also discussed some of the many factors that cause developmental delays in a child. In addition, she explained the long term benefits when children have access to early intervention services.

Sunday Morning Magazine

December 14, 2014

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Elizabeth Pierce, Cincinnati Museum Center. Elizabeth says the Cincinnati Museum Center offers a unique experience for families to learn, grow and bond. She spoke on-air about the many educational programs and exhibits available at the Museum. Pierce also discussed the programs available for children who are home-schooled.

(Parenting cont.)

Sunday Morning Magazine

December 28, 2014

7:13 a.m.

15:00 Minutes of a 60 Minute Program

Rev. Run, member of the iconic rap group, Run DMC, and star of the MTV reality Show, *Run's House*, and Author of, Take Back Your Family. Despite being a hip-hop icon, an ordained minister, and a reality TV star, Rev. Run's greatest accomplishment has been raising his six children—Vanessa, Angela, JoJo, Diggy, Russy, and Miley—with his wife Justine. Rev. Run joined *Sunday Morning Magazine* to talk about his new book, family and the importance of family values. In an age marked by shallow materialism and fragmented families, Rev. Run says that he and Justine wrote the book to celebrate the role of parents and share their secrets to raising a respectful and loving family that can enjoy the good times while surviving the hard ones.

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

- o Drug-Free Northern Kentucky (Heroin Epidemic)

Ran: October 1, 2014 through December 31, 2014

114 thirty seconds announcements

- o National Highway Safety Administration (Texting While Driving)

Ran: October 1, 2014 through December 31, 2014

109 thirty seconds announcements

- o FreeStore Foodbank

Ran: October 1, 2014 through December 31, 2014

82 thirty seconds announcements

- o FreeStore Foodbank (Empty Bowl)

Ran: October 1, 2014 through December 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 Adopt U.S. Kids (Foster Parenting and Adoption)

Ran: October 5, 2014; December 21, 2014

2 thirty seconds announcements

- o The Ad Council (Family Bonding)

Ran: November 9, 2014

1 thirty seconds announcement

(Parenting cont.)

- o Stop Bullying
Ran: November 9, 2014
1 sixty seconds announcement

- o U.S. Department of Health and Human Services (Fatherhood Initiative)
Ran: November 23, 2014; December 30, 2014
2 thirty seconds announcements

- o U.S. Department of Health and Human Services (Talk to teens about sex)
Ran: November 30, 2014
1 sixty seconds announcement

- o Drug-Free Northern Kentucky (Heroin Epidemic)
Ran: October 26, 2014; November 2, 2014; November 16, 2014; December 21, 2014;
December 28, 2014
5 thirty seconds announcements

- o The National Highway Traffic and Safety Administration (Texting & Driving)
Ran: November 9, 2014
1 fifteen seconds announcement

- o The U.S. Department of Transportation (Drunk Driving)
Ran: December 21, 2014
1 fifteen seconds announcement

- o The FreeStore Foodbank (Power Packs)
Ran: November 30, 2014
1 sixty seconds announcement

- o The National Runaway Switch Board (Bullying)
Ran: December 28, 2014
1 fifteen seconds announcement

ISSUE: FAMILY FINANCE

Sunday Morning Magazine

November 23, 2014

7:00 a.m.

13:00 Minutes of a 60 Minute Program

Todd and Laura Bruce, *Downsized*, WE TV Reality Show. Flat broke with two homes in foreclosure, a collapsed contracting business and a daily struggle to make rent, Todd and Laura Bruce are doing everything possible to keep their family of nine above the poverty line. From making a million and a half dollars a year to dumpster diving and food stamps, the Bruce family navigates the very real financial stresses of life. Todd and Laura *joined Sunday Morning Magazine* to talk about their reality show which focuses on family finance, blended families and family illness.

Sunday Morning Magazine

November 23, 2014

7:14 a.m.

22:00 Minutes of a 60 Minute Program

Cymbria Hess, Licensed Family and Marriage Therapist. Money is a leading cause of divorce. Cymbria joined the show to talk about money, marriage, finance and family and how to make them all work best together. Hess explained why so many married couples fight about money. She also discussed the importance of establishing a family budget.

Sunday Morning Magazine

November 23, 2014

7:36 a.m.

9:00 Minutes of a 60 Minute Program

Jeanette Betancourt, Senior Vice President of Outreach, Sesame Workshop. Along with beloved characters like Elmo, Big Bird and Cookie Monster, Sesame Workshop has developed a new program called *For You, For Me, for Later* which teaches preschool children about money. Our guest, Jeanette Betancourt, explained that everyday activities, such as a trip to the grocery store can become a learning lesson.

(Family Finance cont.)

Sunday Morning Magazine

November 23, 2014

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Karen Barrett, Vice President and Branch Manager, Charles Schwab. Charles Schwab recently launched an online initiative called *Money Wise*. The website teaches teenagers about financial issues—everything from saving, allowance budgeting to smart spending and investing. While on the air, Karen Barrett stated that parents are the most important financial role models for their teens. She says that parents must teach their teens about giving to those that are less fortunate.

Sunday Morning Magazine

December 21, 2014

7:35 a.m.

12:00 Minutes of a 60 Minute Program

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

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

o Ohio Association of Broadcasters (Ohio Department of Jobs and Family Services)

Ran: October 1, 2014 through December 31, 2014

8 thirty seconds announcements

o Ohio Association of Broadcasters (Veteran Services)

Ran: November 3, 2014 through November 30, 2014

8 thirty seconds announcements

o Ohio National Guard

Ran: October 1, 2014 through December 31, 2014

57 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 **Family Finance:**

o HUDD (Foreclosure Prevention)

Ran: November 9, 2014

1 thirty seconds announcement

(Family Finance cont.)

o HUDD (Foreclosure Prevention)
Ran: November 23, 2014
1 fifteen seconds announcement

ISSUE: MARRIAGE ENRICHMENT

Sunday Morning Magazine

December 28, 2014

7:00 a.m.

10:00 Minutes of a 60 Minute Program

Dr. Phil McGraw, Talk Show Host and Author, Relationship Rescue and Strategies for Life. Dr. Phil McGraw joined *Sunday Morning Magazine* to talk about his books. He gave advice on how to rebuild relationships, families, and finances.

Sunday Morning Magazine

December 28, 2014

7:43 a.m.

17:00 Minutes of a 60 Minute Program

Tonya Lewis Lee, Activist and Author, Giant Steps to Change the world. Tonya, along with her husband, filmmaker, Spike Lee, recently wrote their third children's book. Tonya says the book pays tribute to those who took a step into a place where no one had ever stood. The book emphasizes the point that you don't always have to be the bravest or the strongest, you simply have to believe in something enough to overcome all odds, to conquer every obstacle and succeed. She also spoke about her working relationship with her husband.

ISSUE: ENTRUPRENUERSHIP

Sunday Morning Magazine

November 9, 2014

7:00 a.m.

16:00 Minutes of a 60 Minute Program

Peggy Caruso, Personal Development Coach, Author, Revolutionize Your Child's Life: A Simple Guide to Health, Wealth and Welfare of Your Child. For this edition of *Sunday Morning Magazine* we focused on young people that are becoming captains of industry—who have started their own business at a very young age. Our guest, Peggy Caruso says that parents should teach their children the principals of entrepreneurship to help them become successful adults. On-air she gave examples of simple ways parents can empower their children to reach their maximum potential. Caruso also gave advice to parents who have children that want to start a small business. In addition, Caruso maintains there are also many lessons kids can learn when a business fails.

Sunday Morning Magazine

November 9, 2014

7:17 a.m.

11:00 Minutes of a 60 Minute Program

Allie, Founder and Owner, Allie's Walk About; David, Allie's Dad. While on the show Allie explained the idea for the business came after she asked her dad for money when she was 9-years-old. She says his answer was no, but he followed up by saying he would teach her how to earn the money. Today, Allie is the owner of Allie's Walk About which is an extremely profitable full service pet sitting company. Allie spoke about the difficulties of starting the company. She also discussed how she handles overhead and operational expenses. In addition, Allie explained how she juggles the business, school, homework, friends and afterschool activities.

Sunday Morning Magazine

November 9, 2014

7:29 a.m.

15:00 Minutes of a 60 Minute Program

Madison Robinson, Founder, Fish Flops Inc. At the age of 8, Madison started her own company, Fish Flops. Today, at the age of 16-years-old, this entrepreneur has over \$1 million dollars in sales. She joined *Sunday Morning Magazine* to talk about the key to her success. She discussed everything from her business role models to her lucrative deal with retailers Macy's and Nordstrom. Robinson also discussed her plans for college and her philanthropic endeavors with the military and orphaned children. She also gave advice to other teens looking to start a business.

(Entrepreneurship cont.)

Sunday Morning Magazine

November 9, 2014

7:45 a.m.

15:00 Minutes of a 60 Minute Program

Hannah and Alexander, Founders, Adopt A Book. After learning that local at-risk children had no access to books, Hannah and Alexander vowed to help. At the age of 9 the caring brother and sister started Adopt A Book. The non-profit organization collects and distributes new and gently used books to children in need. Today, at the age of 12-years-old these twins have collected over 21,000 books and distributed them to 29 local organizations. Passionate about reading and availability of resources, Hannah and Alexander petitioned the city to place a Little Free Library along a historic bike trail, encouraging people to share and recycle reading materials. They joined *Sunday Morning Magazine* to tell their story.

ISSUE: COMMUNITY ENGAGEMENT

Sunday Morning Magazine

November 16, 2014

7:47 a.m.

13:00 Minutes of a 60 Minute Program

Larry Ashcraft, The Salvation Army. Major Ashcraft joined *Sunday Morning Magazine* to talk about the many services available to help families in need during the holiday season. Ashcraft says 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. Major Ashcraft encouraged listeners to volunteer to help make a difference for struggling families.

Sunday Morning Magazine

December 21, 2014

7:00 a.m.

19:00 Minutes of a 60 Minute Program

Kathy Smith, Executive Director, Kenzie's Closet; Danielle Jordan, Performer, Rodger's and Hammerstein's Cinderella. Our guests explained that Broadway in Cincinnati is teaming up with Kenzie's Closet, to help make dreams come true for financially disadvantaged girls in the tri-state area through an initiative called Bring the Bling. Patrons are encouraged to bring new or gently-used costume rhinestone jewelry when they come to see Cinderella at the Aronoff Center, January 6th -18th. Those donations go directly to the local non-profit organization Kenzie's Closet. Over 350 low-income high school students are invited to shop for prom dresses and accessories each year at Kenzie's Closet at no cost. Those that attend a performance of Cinderella can be part of creating the magic of prom memories for these young ladies as Kenzie's Closet is in need of costume rhinestone earrings, necklaces, bracelets and tiaras. Kathy Smith says more than 3,000 students have been helped over the last 9 years through Kenzie's Closet. Danielle spoke about the upcoming production of Cinderella and her connection to Bring the Bling.

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

o **Drop Inn Center**

Ran: October 1, 2014 through December 31, 2014

29 thirty seconds announcements

o **Ohio Association of Broadcasters (Ohio Department of Agriculture)**

Ran: November 3, 2014 through December 14, 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 **Community Engagement**:

o Feeding America (Hunger Prevention)
Ran: October 5, 2014; December 28, 2014
2 thirty seconds announcements

o Feeding America (Hunger Prevention)
Ran: November 2, 2014; December 21, 2014
2 sixty seconds announcements

ISSUE: PERSONAL GROWTH

Sunday Morning Magazine

November 30, 2014

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

November 30, 2014

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’s always known that he wanted to play professional football. His dad is football legend Earl Campbell. Tyler 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

November 30, 2014

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 journey.

(Personal Growth cont.)

Sunday Morning Magazine

November 30, 2014

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

December 21, 2014

7:20 a.m.

14:00 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.