

HUBBARD RADIO CINCINNATI, LLC.

ISSUES AND PROGRAMS REPORT

FOR

WYGY

1<sup>st</sup> Quarter, 2012

(January 1, 2012 through March 31, 2012)

Prepared by:

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

1. **Bullying:** Thousands of children go to school every day filled with fear; others feign illness to avoid being taunted at school. Research show that children who are victimized by bullies spend most of their time thinking up ways to avoid the trauma and have very little energy left for learning. We discussed the impact that bullying has on children, and how parents and educators can work together to stop bullies.
2. **Health:** We supplied information designed to help maintain a sound mind and body.
3. **Family:** Presenting information to strengthen the family unit.
4. **Youth:** We discussed important issues that today's young people face.
5. **Marriage Enrichment:** Research shows that fifty percent of all marriages will end in divorce. We provided information designed to strengthen the bond of marriage.
6. **Family Finance:** We provided information to help families improve their finances—including establishing a budget. We also discussed the impact that money has on marriage. We provided tips and information to help both preschoolers and teenagers understand and respect money.
7. **Heart Disease:** Heart disease is the number one killer of women. We devoted a significant amount of on-air time to this deadly issue. Our goal is to help increase awareness of the disease and to help better educate both women and men on how to reduce their risk.
8. **Homeownership:** A few years ago, the nation faced a record number of home foreclosures. We examined the current housing market, which is finally rebounding.
9. **Education:** We provided information aimed at improving the standard for education for today's youth.

## 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 2012

(January 1, 2012 to March 31, 2012)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: BULLYING**

**Sunday Morning Magazine**

March 25, 2012

7:00 a.m.

24:00 Minutes of a 60 Minute Program

Carmen, Target of Bullies; Mary, Carmen's Mom. Last year we produced a show on teens and the many issues that young people face. After the show aired, we received a very touching email from the mother of one of the teen panelist on the show. In the email, the mother talked about how her son was the target of bullies on more than one occasion. While on the show, Carmen recounted the two physical attacks that he suffered at the hands of bullies. The attacks left Carmen with bruises, a broken wrist and a concussion. Mary explained why she chose to press charges after the attacks. She also discussed the many barriers she faced from her son's school, the police and the judicial system.

**Sunday Morning Magazine**

March 25, 2012

7:32 a.m.

28:00 Minutes of a 60 Minute Program

Barbara Coloroso, Author, The Bully, The Bullied and the Bystander: From Preschool to High School—How Parents and Teachers Can Help Break the Cycle. According to my guest, Barbara Coloroso, bullying is a life-and-death issue that we ignore at our children's peril. She says that thousands of children go to school every day filled with fear. While on the show, Coloroso helped listeners to recognize the characteristics of bullies. Coloroso says that there are three kinds of bullying and went over the seven steps that parents must take if their child is the target of bullies. She also discussed the differences and similarities in the way boys and girls bully.

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 **BULLYING:**

o The United States Crime Prevention Coalition (Youth Gun Violence)

Ran: January 22, 2012; March 25, 2012

2 sixty seconds announcements

o The National Runaway Switchboard

Ran: March 18, 2012

1 thirty seconds announcement

*(Bullying cont.)*

o The American Foundation for Suicide Prevention

Ran: March 18, 2012

1 sixty seconds announcement

o The Ad Council (On-line Predators)

Ran: February 5, 2012; March 18, 2012

2 sixty seconds announcements

**ISSUE: HEALTH**

**Sunday Morning Magazine**

January 1, 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.

**Sunday Morning Magazine**

January 1, 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**

January 1, 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**

January 1, 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 two 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.

(Health cont.)

**Sunday Morning Magazine**

January 1, 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.

**Sunday Morning Magazine**

January 22, 2012

7:00 a.m.

49:00 Minutes of a 60 Minute Program

Jackie, an eighteen year Breast Cancer Survivor; Chrissy, a three year breast cancer survivor; Sherri, a four year breast cancer survivor; Gerald, the husband of Jackie—our eighteen year breast cancer survivor. About 182,460 women in the United States will be found to have invasive breast cancer. About 40,480 women will die from the disease this year. We hosted a special edition of *Sunday Morning Magazine* which focused on breast cancer. During that powerful show, we spoke to three courageous breast cancer survivors about their diagnosis and their battle with the disease. My guests also discussed their choice of treatment and their darkest moments. Gerald, the husband of Jackie, joined the show to give listeners a male perspective on breast cancer. Gerald talked about his role in helping his wife beat this often deadly disease.

**Sunday Morning Magazine**

February 19, 2012

7:00 a.m.

22:00 Minutes of a 60 Minute Program

Dr. Kate Cronan, Kids Health. With the start of 2012, KidsHealth.org released their annual list of Children's Health Issues to Watch. Dr. Cronan joined the show to talk about the issues that made the list for 2012. Dr. Cronan explained how Kids Health compiles their yearly list. Among the health issues for parents to watch out for: the risks of postponing or avoiding vaccinations, helping teens take charge of their own health care, the rise of eating issues and disorders, prenatal surgery and mobile health apps.

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

o Ohio Association of Broadcasters (Ohio National Guard)

Ran: January 1, 2012 through March 31, 2012

50 thirty seconds announcements

(Health cont.)

o Ohio Association of Broadcasters (Ohio Department of Health)

Ran: January 1, 2012 through March 31, 2012

43 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: March 18, 2012

1 fifteen seconds announcement

o The United States Health Department (Eating Healthy)

Ran: January 1, 2012; January 22, 2012; February 26, 2012; March 4, 2012

4 fifteen seconds announcements

o Let's Move (Youth Obesity Prevention)

Ran: January 1, 2012

1 fifteen seconds announcement

o The American Cancer Society (Prostate Cancer)

Ran: January 1, 2012

1 thirty seconds announcement

o The American Cancer Society (Breast Cancer)

Ran: January 22, 2012x4; March 25, 2012

5 thirty seconds announcements

o The United States Health Department (Youth Exercise)

Ran: January 1, 2012; January 22, 2012; March 4, 2012

3 sixty seconds announcements

o Autism Speaks

Ran: January 8, 2012; January 22, 2012; February 26, 2012

3 fifteen seconds announcements

o Autism Speaks

Ran: February 5, 2012

1 sixty seconds announcement

o The U.S. Department of Transportation (Drunk Driving)

Ran: January 22, 2012

1 thirty seconds announcement



*(Health cont.)*

o Alzheimer's Association of Greater Cincinnati (On-Line Coaches)

Ran: January 8, 2012; March 4, 2012; March 25, 2012

3 sixty seconds announcements

o The United States Health Department

Ran: January 1, 2012

1 fifteen seconds announcement

**ISSUE: FAMILY**

**Sunday Morning Magazine**

January 8, 2012

7:00 a.m.

58:00 Minutes of a 60 Minute Program

Cymbria Hess, Licensed Family and Marriage Therapist; Calvin Williams, Program Director, Lighthouse REAL Dads Fatherhood Program; Sharon Said, Founder, The Cincinnati Family Enrichment Center. For this edition on *Sunday Morning Magazine*, we assembled a panel of experts to discuss the many challenges that American families face today. The panelist gave advice to single, first-time and divorcing parents. They also discussed the role technology is playing in the destruction of the family as well as the difficulties that result when families are overscheduled. In addition, they gave examples of how parents can work to create positive and lasting memories for their children.

**Sunday Morning Magazine**

March 18, 2012

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 a woman. In addition, the gentleman discussed why they believe they have a closer relationship with their children than most dads.

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:**

o The Church of Jesus of Latter-Day Saints

Ran: January 8, 2012; February 26, 2012

2 thirty seconds announcements

o The United States Department of Health and Human Services (Adoption)

Ran: January 15, 2012; February 19, 2012

2 fifteen seconds announcements

o The United States Department of Health and Human Services (Fatherhood)

Ran: January 22, 2012; January 29, 2012; March 4, 2012; March 18, 2012; March 25, 2012

5 thirty seconds announcements

**ISSUE:        YOUTH**

**Sunday Morning Magazine**

January 15, 2012

7:00 a.m.

11:00 Minutes of a 60 Minute Program

Zach Hunter, Author, Be The Change. Much too often we hear negative stories in the media about teenagers. During this edition of *Sunday Morning Magazine*, we introduced listeners to three teens that are making a positive impact in their community and on a global scale. When Zach Hunter first burst onto the antislavery scene at just 12 years of age, he captured the attention of a nation with his sincere passion to help those less fortunate. After learning that there were 27 million cases of slavery in the world—many of them ages 5-17—Hunter embarked on an international campaign to do something about it. Now, at the age of 19 years-old, Zach is the author of three powerfully inspirational books. Zach joined the show to talk about his efforts to end slavery world-wide.

**Sunday Morning Magazine**

January 15, 2012

7:12 a.m.

23:00 Minutes of a 60 Minute Program

Karen D'Agostino and Max Raffel, the Music Resource Center; Devonte, Singer-songwriter. Much too often we hear negative stories in the media about teenagers. During this edition of *Sunday Morning Magazine*, we introduced listeners to three inspiring teens. Devonte is among the most promising new artists to emerge from Cincinnati. Devonte is currently a freshman at the acclaimed Berklee College of Music in Boston. The talented 18 year-old crooner was influenced by the Music Resource Center. The Music Resource Center is a multifaceted teen center that uses recording and performing arts, as well as life skills mentoring to create a sense of empowerment and accomplishment in the urban community.

**Sunday Morning Magazine**

January 15, 2012

7:37 a.m.

23:00 Minutes of a 60 Minute Program

Meredith and Angela Stutz. Much too often we hear negative stories in the media about teenagers. During this edition of *Sunday Morning Magazine*, we introduced listeners to three teens that are making a positive impact in their community and on a global scale. Meredith is the co-founder and co-director of Kids Character Camp. The program uses music, art and drama to teach children positive values such as honesty, contentment and courage. The caring 17 year-old participated in a Hurricane Katrina rebuilding mission trip and has traveled to Kenya to carry out life-saving mission work.

*(Youth cont.)*

**Sunday Morning Magazine**

February 26, 2012

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 factors 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.

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

o Cincinnati Youth Collaborative

Ran: January 1, 2012 through March 31, 2012

261 thirty seconds announcements

o The Music Resource Center

Ran: January 1, 2012 through March 31, 2012

106 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 **YOUTH:**

o The United States Department of Health and Human Services (Talk To Teens About Sex)

Ran: January 22, 2012; February 5, 2012; February 26, 2012; March 4, 2012; March 25, 2012

6 sixty seconds announcements

**ISSUE: MARRIAGE ENRICHMENT**

**Sunday Morning Magazine**

March 11, 2012

7:00 a.m.

31:00 Minutes of a 60 Minute Program

Neil Chethik, Author, VoiceMail: What Husbands Really Think About Their Marriages, Their Wives, Sex, Housework, and Commitment. VoiceMail 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**

March 11, 2012

7:36 a.m.

24:00 Minutes of a 60 Minute Program

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

**ISSUE: FAMILY FINANCE**

**Sunday Morning Magazine**

January 29, 2012

7:00 a.m.

13:00 Minutes of a 60 Minute Program

Todd and Laura Bruce, *DOWNSIZED*, WE TV Reality Show. Flatbroke 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**

January 29, 2012

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**

January 29, 2012

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.

**Sunday Morning Magazine**

January 29, 2012

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 model for their teen. She says that parents must teach their teens about giving to those that are less fortunate.

**ISSUE: HEART DISEASE**

**Sunday Morning Magazine**

February 5, 2012

7:00 a.m.

25:00 Minutes of a 60 Minute Program

Dr. Karen Gersch, Cardiothoracic Surgeon. Heart disease is the leading cause of death in the United States. In fact, it is the number one killer of women. During a special edition of *Sunday Morning Magazine*, we focused on heart disease. Dr. Gersch joined the show to explain the many risk factors and warnings signs of heart disease. She also discussed why heart attacks in women present a greater challenge for physicians than men. Dr. Gersch, who is a pioneer in robotic heart surgery, spoke about the ground-breaking minimal invasive procedure. According to Gersch, as a result of the surgery, a patient's recovery time is two weeks as opposed to traditional surgery's eight week recovery period.

**Sunday Morning Magazine**

February 5, 2012

7:28 a.m.

17:00 Minutes of a 60 Minute Program

Chris Sherman and Julie Shapero, Bethesda Cardiac Rehab at the Tri-Health Pavilion. Heart disease is the leading cause of death in the United States. In fact, it is the number one killer of women. During a special edition of *Sunday Morning Magazine*, we focused on heart disease. Both guests work with heart attack patients on a daily basis. They joined the show to discuss cardio rehab. Chris monitors and helps implement exercise programs for recent victims of heart attacks. Julie, a registered dietician, works with patients to develop a heart healthy diet plan.

**Sunday Morning Magazine**

February 5, 2012

7:48 a.m.

12:00 Minutes of a 60 Minute Program

Brian Bishop, Heart Attack Survivor. Heart disease is the leading cause of death in the United States. In fact, it is the number one killer of women. During a special edition of *Sunday Morning Magazine*, we focused on heart disease. At the age of twenty-eight, Brian had a heart attack. Brian says after he woke up in the intensive cardiac care unit, he vowed to change his life. He began exercising, made the choice to eat healthier and lost 113 pounds. In less than six years, Brian participated in this first triathlon. Brian joined the show to share his inspirational story.

*(Heart Disease cont.)*

**Sunday Morning Magazine**

February 19, 2012

7:52 a.m.

8:00 Minutes of a 60 Minute Program

Dr. Nancy Synderman, Chief Medical Editor, NBC News. February is National Heart Healthy month. The Today Show's Chief Medical Editor, Dr. Nancy Synderman and iVillage are joining forces in a multi-platform approach to help men learn more about heart health—and to teach women how to get their man to be more heart healthy. As a guest on *Sunday Morning Magazine*, Dr. Synderman discussed the specific concerns and issues men have with maintaining heart health and to offer expert advice on how women can help their men keep their hearts fit

o The American Heart Association (Go Red For Women)

Ran: January 1, 2012; February 5, 2012

2 thirty seconds announcements



**ISSUE: HOMEOWNERSHIP**

**Sunday Morning Magazine**

February 12, 2012

7:00 a.m.

18:00 Minutes of a 60 Minute Program

Scott Dunn, President, Southern Ohio Association of Realtors. Scott joined the show to talk about how the real estate market is rebounding after the huge hit two years ago with the number of local foreclosures. Scott also explained the role of a realtor and the importance of a home inspection. He spoke about the positives and negatives associated with purchasing a foreclosed home. In addition, Mr. Dunn gave listeners information on down payment assistance programs available to first-time home buyers.

**Sunday Morning Magazine**

February 12, 2012

7:19 a.m.

15:00 Minutes of a 60 Minute Program

Carolyn Rolfes, Certified Green Professional, President of Potterhill Homes and Vice President of the Homebuilders Association of Greater Cincinnati. As a certified green professional, Ms. Rolfes spoke about the benefits of building an environmentally-friendly home. She gave listeners tips on how to make their existing home more energy efficient. Additionally, Rolfes explained how her company, Potterhill Home is leading the way in energy efficiency by designing and building local homes with a net-zero energy cost.

**Sunday Morning Magazine**

February 12, 2012

7:35 a.m.

15:00 Minutes of a 60 Minute Program

John Ballantyne, Contractor, The Leland Group. We have all heard the nightmare stories of families hiring a contractor which results in disaster. Mr. Ballantyne joined the show to help listeners avoid horror stories. He explained what licenses and insurance policies to ask for before hiring a contractor. Ballantyne also explained what fee percentages should and should not be paid up front. In addition, he discussed the average cost of a kitchen and bathroom remodel.

**Sunday Morning Magazine**

February 12, 2012

7:51 a.m.

9:00 Minutes of a 60 Minute Program

Sabrina Soto, Host, HGTV's The High Low Project. As a guest on *Sunday Morning Magazine*, Sabrina gave listeners tips on how to decorate their homes on a budget, how to select art work and how to stage a home to sell.

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 **HOMEOWNERSHIP:**

o Department of Housing and Urban Development (Affordable Homeownership)

Ran: February 19, 2012; March 4, 2012

2 sixty seconds announcements

o Department of Housing and Urban Development (Affordable Homeownership)

Ran: February 12, 2012

1 thirty seconds announcement

o Department of Housing and Urban Development (Affordable Homeownership)

Ran: February 12, 2012

1 fifteen seconds announcement

o U.S. Department of Energy (Energy Efficiency)

Ran: February 12, 2012

1 thirty seconds announcement

o Neighborworks (Foreclosure Prevention)

Ran: March 11, 2012

1 thirty seconds announcement

o Neighborworks (Foreclosure Prevention)

Ran: March 18, 2012

1 fifteen seconds announcement

**ISSUE: EDUCATION**

**Sunday Morning Magazine**

March 4, 2012

7:00 a.m.

50:00 Minutes of a 60 Minute Program

Sallie Westheimer, Executive Director, 4C for Children; Patricia Gleason, CEO, Cincinnati Early Learning Centers; Stephanie Byrd, Executive Director, Success by Six. During this special edition of *Sunday Morning Magazine*, we spoke to three of the area's leaders in Early Childhood Care & Education. They spoke eloquently about the development of young children. They gave listeners tips on how to select an early education care program for their child. Our expert panel also gave advice on how to prepare a child for their first year of school. They gave valuable insight into how parents can help make their child's transition into Kindergarten as smooth as possible. In addition, they stressed the importance of reading to young children.

**Sunday Morning Magazine**

February 19, 2012

7:24 a.m.

27:00 Minutes of a 60 Minute Program

Taylor Branch, Author, At Canaan's Edge: America in the King Years 1965-68. We spoke to Pulitzer Prize-winning and bestselling author Taylor Branch. He joined the show to talk about his latest project. The book concludes Branch's history of the civil rights movement and Dr. Martin Luther King's heroic role at the center of it all. While on *Sunday Morning Magazine*, Branch explained that the new book chronicles King's efforts to hold his movement together in the face of internal factions that disagreed about strategy, tactics, and whether they could achieve their goals solely through nonviolence. Branch also spoke about the intermittent hostility Dr. King faced from President Johnson's administration. Branch also provided insight into the unrelenting harassment Dr. King endured at the hands of the FBI.

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

- o Ohio Association of Broadcasters (Every Citizen On-line---Computer Literacy)

Ran: February 20, 2012 through March 31, 2012

25 thirty seconds announcements

- o Ohio Association of Broadcasters (US Coast Guard)

Ran: February 20, 2012 through February 10, 2012

8 thirty seconds announcements

- o The Literacy Network

Ran: January 11, 2012

2 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 The United Way (Dropout Prevention)

Ran: January 22, 2012; March 11, 2012; March 25, 2012  
3 sixty seconds announcements

o The United Way (Dropout Prevention)

Ran: January 15, 2012; January 22, 2012; February 5, 2012; March 4, 2012  
4 thirty seconds announcements

o The United Way (Dropout Prevention)

Ran: January 29, 2012; February 19, 2012; March 4, 2012  
3 fifteen seconds announcements

o Adopt A Class

Ran: January 8, 2012; January 22, 2012x2; January 29, 2012; February 19, 2012;  
February 26, 2012; March 11, 2012; March 25, 2012  
8 thirty seconds announcements

o The National Association for Music Education

Ran: January 22, 2012; March 2012; March 25, 2012  
3 sixty seconds announcements

o The Library of Congress (Literacy)

Ran: February 5, 2012  
1 thirty seconds announcement

o The Hispanic Scholarship Fund

Ran: March 4, 2012  
1 sixty seconds announcement

o Keep Cincinnati Beautiful

Ran: January 22, 2012; March 18, 2012  
2 thirty seconds announcements

o The American Red Cross

Ran: March 11, 2012  
1 sixty seconds announcement

o The Freestore Foodbank

Ran: February 5, 2012; March 4, 2012; March 11, 2012; March 25, 2012  
4 sixty seconds announcements

