

WKRC  
Cincinnati, OH  
Quarterly Issues/Programs List  
Second Quarter, 2014  
07/01/2014

WKRC  
Quarterly Issues/Programs List

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WKRC provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **CHARITY:** Taste of the NFL
- **Community:** Upcoming Events for Cincinnati Parks
- **ECONOMIC DEVELOPMENT:** Deal to allow new construction at the Banks
- **Government:** The streetcar will cost more than expected
- **HEALTH:** OHC--Blood Cancers
- **Public Safety:** Youth Homelessness

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**Section I**  
**LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Safety	SUNDAY SUPPLEMENT/Segment #1	Outburst over reckless homicide sentence	Mark Piepmeier/Ham Co	04/06/2014 06:59 AM	009:34
Public Safety	SUNDAY SUPPLEMENT/Segment #2	Batting her heroin problem in Ohio	Mike Dewine/AG	04/06/2014 07:09 AM	010:56
CHARITY	SUNDAY SUPPLEMENT/Segment #3	A few weeks left for Check Out Power Pack	Kurt Rieber, Freestore	04/06/2014 07:20 AM	008:28

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
CHARITY	SUNDAY SUPPLEMENT/Segment #1	March of Dimes-March for Babies	Keith Leadon/March of Dimes	04/13/2014 07:00 AM	007:23
CHARITY	SUNDAY SUPPLEMENT/Segment #2	March for Babies-Team Rubinstein	Melanie Rubinstein/Babies	04/13/2014 07:08 AM	014:34
Public Safety	SUNDAY SUPPLEMENT/Segment #3	Indian Hill Fire Investigation	Matt Alter/Fire Union Pres	04/13/2014 07:22 AM	006:59
Community	SUNDAY SUPPLEMENT/Segment #1	Flying Pig Marathon	Iris Simpson-Bush, Flying Pig	04/20/2014 07:00 AM	016:07
CHARITY	SUNDAY SUPPLEMENT/Segment #2	Greater Cincinnati March for Babies	Keith Leadon/March of Dimes	04/20/2014 07:16 AM	007:28
ECONOMIC DEVELOPMENT	SUNDAY SUPPLEMENT/Segment #3	Deal to allow new construction at the Banks	Greg Hartmann/Ham Co Comm	04/20/2014 07:24 AM	005:50
Community	SUNDAY SUPPLEMENT/Segment #1	Chilifest and Firefighter Games	Gary Auffart/Newport Fire	04/27/2014 07:00 AM	012:36
Community	SUNDAY SUPPLEMENT/Segment #2	Cincinnati's Flying Pig Marathon	Iris Simpson-Bush, Flying Pig	04/27/2014 07:13 AM	008:09
Community	SUNDAY SUPPLEMENT/Segment #3	National Alliance on Mental Illness Walk	Rick Barnhart/NAMI	04/27/2014 07:21 AM	008:30
CHARITY	SUNDAY SUPPLEMENT/Segment #1	Dragonfly Foundation fundraisers	Ria Davidson/Dragonfly	05/04/2014 07:00 AM	010:25
CHARITY	SUNDAY SUPPLEMENT/Segment #2	Stamp Out Hunger	Kurt Rieber, Freestore	05/04/2014 07:11 AM	014:27
Community	SUNDAY SUPPLEMENT/Segment #3	National Alliance on Mental Illness Walk	Rick Barnhart/NAMI	05/04/2014 07:25 AM	004:47

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
CHARITY	SUNDAY SUPPLEMENT/Segment #1	Animal Life Rescue	Dr. David Ellison	05/11/2014 07:00 AM	008:45
Community	SUNDAY SUPPLEMENT/Segment #2	Upcoming Events for Cincinnati Parks	Lou Sand/Park Board	05/11/2014 07:08 AM	014:27
CHARITY	SUNDAY SUPPLEMENT/Segment #3	Dragonfly Foundation Golf Outings	Ria Davidson/Dragonfly	05/11/2014 07:23 AM	006:12
CHARITY	SUNDAY SUPPLEMENT/Segment #1	Freestore Foodbank Hunger Walk	Kurt Rieber, Freestore	05/18/2014 07:00 AM	005:10
HEALTH	SUNDAY SUPPLEMENT/Segment #2	OHC--Blood Cancers	Dr. Jim Essell/OHC	05/18/2014 07:05 AM	017:55
Community	SUNDAY SUPPLEMENT/Segment #3	Park Board Summer Events	Lou Sand/Park Board	05/18/2014 07:23 AM	005:51
CHARITY	SUNDAY SUPPLEMENT/Segment #1	Celebrity Waiter Night	Andy Dalton/Bengals QB	05/25/2014 07:00 AM	002:31
HEALTH	SUNDAY SUPPLEMENT/Segment #2	OHC--Blood Cancers	Dr. Jim Essell/OHC	05/25/2014 07:03 AM	017:55
Public Safety	SUNDAY SUPPLEMENT/Segment #3	Prosecutor sets up Heroin Hotline	Mike Gmoser/BC Prosecutor	05/25/2014 07:21 AM	008:39
CHARITY	SUNDAY SUPPLEMENT/Segment #1	Celebrity Waiter Night and Taste of the NFL	Andy Dalton/Bengals QB	06/01/2014 06:59 AM	013:59
Public Safety	SUNDAY SUPPLEMENT/Segment #2	Chris Smitherman on crime and attacks downtown	Chris Smitherman, Council	06/01/2014 07:13 AM	007:44
Public Safety	SUNDAY SUPPLEMENT/Segment #3	Questions over Brogan Dulle's Death	Dave Bailey/Assistant PD Chief	06/01/2014 07:21 AM	007:23

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
CHARITY	SUNDAY SUPPLEMENT/Segment #1	Taste of the NFL	Kurt Rieber, Freestore	06/08/2014 07:00 AM	011:37
Public Safety	SUNDAY SUPPLEMENT/Segment #2	Crackdown on gang activity in Avondale	James Whalen/CPD	06/08/2014 07:12 AM	009:42
HEALTH	SUNDAY SUPPLEMENT/Segment #3	Men's Health Issues	Dr. Mark Delworth/Urology	06/08/2014 07:22 AM	007:39
Community	SUNDAY SUPPLEMENT/Segment #1	Lumenocity Ticket Questions	David Mann/Vice Mayor	06/15/2014 07:00 AM	009:00
Public Safety	SUNDAY SUPPLEMENT/Segment #2	Teen Curfew Changes Considered	James Whalen/CPD	06/15/2014 07:09 AM	012:47
HEALTH	SUNDAY SUPPLEMENT/Segment #3	Father's Day Health Issues	Dr. Mark Delworth/Urology	06/15/2014 07:22 AM	007:37
Government	SUNDAY SUPPLEMENT/Segment #1	Cincinnati's Mayor Weighs in on Tolls	John Cranley/Cincinnati Mayor	06/22/2014 07:00 AM	009:48
Public Safety	SUNDAY SUPPLEMENT/Segment #2	Youth Homelessness	Jim Neil, Ham Co Sheriff	06/22/2014 07:10 AM	015:35
Community	SUNDAY SUPPLEMENT/Segment #3	A Salute to Service	Lou Sand/Park Board	06/22/2014 07:26 AM	004:26
Government	SUNDAY SUPPLEMENT/Segment #1	The streetcar will cost more than expected	PG Sittenfeld, City Council	06/29/2014 07:00 AM	014:59
Government	SUNDAY SUPPLEMENT/Segment #2	Music Hall and Union Terminal named endangered	Greg Hartmann/Ham Co Comm	06/29/2014 07:15 AM	009:51
Public Safety	SUNDAY SUPPLEMENT/Segment #3	Update on McMicken Avenue barricades	Cpt. Mike John/CPD	06/29/2014 07:25 AM	003:41

**Section II**  
**NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

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### Section III PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----		001:00	343
-----	CC PSA	000:33	047
ARTHRITIS	ARTHRITIS FOUNDATION	000:26	001
ARTHRITIS	ARTHRITIS FOUNDATION	000:28	001
AUTISM SPEAKS/2011/30	AUTISM SPEAKS WALK	000:30	010
CHILD HUNGER	FREESTORE FOODBANK	000:31	023
CHILDHOOD ASTHMA	Ad Council	000:15	129
CHILDHOOD ASTHMA	Ad Council	000:20	177
CHILDHOOD ASTHMA	Ad Council	000:30	081
CHILDHOOD ASTHMA	Ad Council	000:56	088
CHILDHOOD ASTHMA	Ad Council	001:00	051
COMMUNITY INVOLVEMENT	POLICE WEEK	000:33	008
EMERGENCY PLAN	Ad Council	000:15	208
EMERGENCY PLAN	Ad Council	000:30	271
EMERGENCY PLAN	Ad Council	000:58	055
EMERGENCY PLAN	Ad Council	001:00	097
FESTIVAL	CITY OF NEWPORT	000:31	006
HUNGER	Ad Council	000:30	264
HUNGER	ST VINCENT DE PAUL	000:15	006
HUNGER 5K	FREESTORE FOODBANK	000:32	012

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
METRO/SORTA	METRO/SORTA	000:30	010
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	004
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	009
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	027
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	002
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	056
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	236
NFL	FREESTORE FOODBANK	000:31	006
MILITARY AND VETERANS	PSA-COAST GUARD	001:00	001
HEALTH AND WELLNESS	PSA-DIABETES	000:30	033
HEALTH AND WELLNESS	PSA-DIABETES	001:00	004
FAMILY	PSA-FAMILY 15	000:15	155
HEALTH AND WELLNESS	PSA-GET REAL	001:00	245
MILITARY AND VETERANS	PSA-MARINES	000:56	221
MILITARY AND VETERANS	PSA-NATIONAL GUARD	001:00	171
Relay For Life American Cance	American Cancer Society	000:29	233
SMALL PARK	CINCINNATI PARK BOARD	000:30	026
SOYBEAN COUNCIL	OAB	000:30	020
SPRAY & NEUTER	Joanie Bernard Foundation	000:30	106
TEACH	Ad Council	000:15	257
TEACH	Ad Council	000:30	112
TEACH	Ad Council	001:00	095
TRAFFIC SERVICES	OAB	000:29	008
underprivileged children	NEEDIEST KIDS OF ALL	000:30	042
VETERANS	CINCINNATI PARK BOARD	000:31	024