

## ION Media Networks

WPXK-TV, Jellico, Tennessee

Quarterly Issues/Program List

4<sup>th</sup> Quarter 2018

WPXK-TV provides its viewers with educational and informational programming and public service announcements that address issues of concern for the community we serve. Among the issues determined to be of most concern to the community during the preceding quarter were:

- Education and Well Being of Children
- Health and Social Well Being
- Socio Economic Issues
- Environment
- Crime

This report contains a representative example of the issue responsive programming aired at various times on our station.

## CHILDREN'S PROGRAMMING

Qubo Kids Corner is a block of regularly scheduled E/I Programming addressing educational topics of interest to children. The featured shows airing on Fridays in "Qubo Kids Corner" are *Animal Science*, *Look Kool*, and *Giver*.

**Animal Science** – Animal Science is a half hour educational and informational program that provides interesting factoids about a variety of animals. It is specifically produced for the 13 to 16 year old age group, but is also a highly entertaining program for a more general audience, in particular younger children ages 8 to 12. The program's quick moving segments, and cool graphics is sure to capture the interest of the intended audience.

**Look Kool** – Look Kool is a 30 minute program designed for children 6 to 9. On every episode, the male host, Hamza, interacts with an animated robot cat, a historical guest (played by Hamza in costume), children, and other animated creatures. The basic premise of the show is the idea that math is everywhere and each episode includes real children who help Hamza solve mathematical or scientific curiosities. Look Kool works hard to highlight for learners the link between the lesson and real life in order to activate and keep the children's interest. Live action children in real world settings put the lesson of the episode into action by seeking its value within everyday life. Look Kool is a highly educational program and speaks to the curious minds and active imaginations of elementary age kids and encourages the transfer of knowledge out into one's everyday life.

**Giver** – Giver is a live action series suitable for children 6 to 9. In each episode the young adult host enlists the help of children in the area to work together to improve playgrounds in their community. Together, the children select a theme for the new playground and make decisions on how to make their park great. The lesson of this series support a child's social and emotional development and encourages volunteerism and teamwork.

## **CHILDREN'S ISSUES**

**ACF & National Responsible Fatherhood Clearinghouse (Via Ad Council)** - Highlights the positive outcomes that result from fathers and daughters engaging in a simple game of catch. The video captures the one-of-a-kind bond forged between fathers and daughters of all ages who connect through this shared moment.

**Foster More** - Shines a light on the amazing potential of kids and families in the foster care system, and empowers all foster kids to reach their dreams through education. Foster More encourages all of us to play a part in ensuring that foster youth receive the support, nurturing, and guidance they need to succeed in life.

**Girl Scouts** - When they're advocating for our communities, discovering the outdoors, exploring science and technology, or powering new adventures as part of the Girl Scout Cookie Program, Girl Scouts discover they can achieve anything! Girl-led, expert-approved, and volunteer-supported, Girl Scouts helps girls discover their strengths and change the world.

**One Simple Wish** - Empowers people to spread love, hope and joy to children impacted by foster care, abuse and neglect. The campaign promotes foster care awareness around the holiday season.

**St. Jude Research Hospital** – Leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

## **HEALTH AND SOCIAL WELL BEING**

**The American Parkinson Disease Association (APDA)** – The largest grassroots network is dedicated to fighting Parkinson's disease (PD) and works tirelessly to assist the more than 1 million Americans with Parkinson's disease live life to the fullest in the face of this chronic, neurological disorder.

**Autism Speaks** - Dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of individuals with autism and their families through advocacy and support; increasing understanding and acceptance of people with autism spectrum disorder; and advancing research into causes and better interventions for autism spectrum disorder and related conditions. Autism Speaks enhances lives today and is accelerating a spectrum of solutions for tomorrow.

**Foundation for a Better Life** - "Everything I do, I do it for you." That enduring lyric performed by Bryan Adams has inspired millions around the world. It holds a message of compassion, commitment...and caring. Enjoy the range of tender and inspiring moments depicted in our newest video—from firemen rescuing a small child to a mother moving heaven and earth just to get everyone off to school. We hope, in some small way that watching this message will help you recognize your own caring nature and "pass it on!"

**Foundation for a Better Life** - There is a special something about successful people. Even when they fail there is an inner strength that keeps them moving forward. Popular books share insights and often delve deep to explain this phenomena with sports legends, business executives, scientists, inventors, educators and artists. We think you will enjoy a charming but instructional moment in a young ballerina's life with Justin Bieber's "Born to Be Somebody." This young girl reminds us that underlying every accomplishment in the face of opposition is the all-important trait of Confidence... Pass It On.

## **SOCIO-ECONOMIC**

**Hunger Is** - A joint charitable program of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Award-Winning actress Viola Davis continues to join forces with EIF

**Helping Families Thrive - Feeding America (Via Ad Council)** - Nearly 13 million children, that's 1 in 6 kids, in the U.S. struggle with hunger. Kids who don't get enough to eat begin life at a serious disadvantage. As they grow up, these kids are more likely to have health problems and experience difficulty in school and in other social situations. Feeding America is the nation's leading domestic hunger-relief charity, providing meals to more kids than any other charitable organization in the U.S. The assets encourage audiences to help end of the story of hunger by visiting [FeedingAmerica.org](http://FeedingAmerica.org).

**The Jon Bon Jovi Soul Foundation** – Exists to combat issues that force families and individuals into economic despair. Through the funding and creation of programs and partnerships, they support innovative community efforts to break the cycle of poverty and homelessness.

**Joyful Heart Foundation** - Aimed to challenge typical gender norms in order to raise boys who grow up to respect women.

## ENVIRONMENT

**Just Add Water (World Vision)** - Dedicated to building awareness around how best to solve clean water crises globally, with a focus on how a lack of clean water specifically effects girls and women.

## CRIME

**Project Roadblock (Via Ad Council)** - Highlights the increase in drunk driving related fatalities during the holiday season and the financial consequences of buzzed driving, with the goal of inspiring awareness of the dangers of driving buzzed so as to motivate people to plan ahead and designate a sober driver this holiday season.