

## ION Media Networks

WPXK-TV, Jellico, Tennessee

Quarterly Issues/Program List

2<sup>nd</sup> Quarter 2020

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
- COVID-19
- Law Enforcement Appreciation
- Faith/Inspiration
- Health and Social Well Being
- Socio Economic Issues
- Crime

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

## Education and Well Being of Children

In 2020, with the COVID-19, approximately 45 million K-12 children have been home – many are living in disconnected homes – ION recognized the importance to continue to provide a safe zone with free over the air Educational and Informational Kids television and, additionally, wanted to thank our educators across America through a partnership with First Book to help get books distributed to the most vulnerable of the kids.

Below are the programs we ran:

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 and Zoo Clues*.

**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. The program's quick moving segments, and cool graphics is sure to capture the interest of the intended audience.

**Zoo Clues** – Zoo Clues is a 30 minute program specifically created for young people between the ages of 13 and 16. The program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparison to their own human characteristics. The show's clever narration links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

**First Book (ION Television)** - Today, there are millions of American children without access to books of their own. So when schools close, there are real consequences for kids in high poverty areas. Without books or ability to participate in online learning, they miss out on valuable resources to learn and excel. ION partnered with First Book to promote the efforts of sending new books to support children in homeless shelters, meal sites, and neighborhoods across the country.

**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.

**Engaging Dads (Via Ad Council) -** encourages men share a moment with their children which feature fathers and children dancing with and alongside each other to show the smallest moments can make the biggest difference.

**Adoption From Foster Care At Home (Via Ad Council) –**125,000 youth in the U.S. foster care system are currently waiting for adoptive families, and only 5% of all children adopted in 2017 were between the ages of 15 and 18. Adoption from Foster Care at Home encourages potential parents to consider adopting a teen inspired by real stories to highlight the rewards of welcoming teens into their hearts and homes.

**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.

**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.

## COVID-19

**In response to the Coronavirus, we produced and aired not only health tips but tips on other topics to help Americans deal with the pandemic. See brief descriptions that follow:**

**(Distance Learning)** ION Television has some positive tips to help children with distance learning from home. These simple but important tips are building blocks that will help children focus and succeed in their new learning environment.

**(Health Care First Respond)** ION Television would like to acknowledge the dedication, selflessness and thank those on the front lines of the COVID-19 pandemic who risk their well-being to provide care to those in need.

**(Local Business)** ION Television has some positive tips to support local economies while following social distancing rules during these unprecedented times. Tips such as ordering from local business online and purchasing gift cards to help small business who may be struggling through the pandemic.

**(Nurse Appreciation)** ION Television celebrates National Nurses Month in May 2020. We thank nurses' for their bravery, compassion and dedication during these unprecedented times.

**(Cooking)** ION Television has some positive tips to help get through days spent at home with some tips for meal preparation that encourage creative, productive time in the kitchen to help ease stress during extended time spent at home.

**(Pet CVD)** ION Television has some positive tips to help get through days spent at home with our pet friends such taking walks, one on one time, and social media post with your pets.

**(Mental Health Stay Positive)** ION Television has some positive tips that will help mental stress. These will help improve health and mood through establishing routines, physical activity and keeping in touch with loved ones through social media.

**(Work From Home)** ION Television has some positive tips to help as many people are establishing new work environments at home away from their colleagues. These simple tips will help create an environment conducive to success amid new distractions while working from home.

**Coronavirus Response (via NAB)** – ION, in partnership with NAB and the Administration, began in March to inform our viewers of the impact of COVID-19. Our outreach to the communities we serve had initially focused on the importance of hygiene. As we have all learned more about COVID-19, we continue to expand our outreach to include Social Distancing, Symptoms and Testing. We ask our viewers to visit both the CDC as well the coronavirus.gov websites for more information during this time.

**Coronavirus Response (via Ad Council)** - The Ad Council, in partnership with the White House, Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS) and both television and radio broadcasters provide information for Americans regarding steps to take in order to protect themselves and others during COVID-19 pandemic:

Information included in our airings:

- Hygiene
- Social Distancing
- Symptoms and Testing

We encourage our viewers to visit coronavirus.gov for more information.

**Coronavirus Response (via American Red Cross)** - The mission of the American Red Cross is for healthy blood donors to schedule an appointment to donate blood now to ensure a sufficient supply of blood and prevent shortages.

**Coronavirus Response (via CDC Foundation)** - The CDC Foundation is the only organization created by Congress to raise support for CDC, including during emergencies like COVID-19 pandemic. Today, CDC is seeking assistance in helping them spread the word out to the general public that the CDC Foundation is serving as the lead among nonprofits to build support for CDC's public health defenders.

## **LAW ENFORCEMENT APPRECIATION**

**Law Enforcement Appreciation** - Inspired by National Law Enforcement Day, the network created specific programming that honors the commitment and dedication to those that serve the nation in a law enforcement capacity. In addition, ION developed specific programming under the campaign umbrella "Full Disclosure," which feature four FBI Special Agents. In their sit-down interviews, they shared firsthand accounts about what they love about their job, the difference they make in people's lives, inspirational stories, and their real perspective on other relevant topics.

## FAITH/INSPIRATION

### **Monday – Friday**

**6:30 am / 30 minutes**

**Les Feldick** - What Les really likes is teaching the Bible. He has been teaching home-style Bible classes for over 40 years. His teaching is non-denominational, and his students come from diverse denominations and backgrounds. It was through one of these classes that a student helped open the door for his "*Through the Bible*" television program. Les starts his classes in Genesis 1:1 and works all the way through the Bible. All the Scriptures quoted are referenced from the King James Version. Les comments that "Once a class has been 'Through the Bible' with me, we generally start over and do it again."

### **Monday – Saturday**

**5:00 am - 6:00 am / 60 minutes**

**Inspiration Today** - "Our Purpose" Our God-given mission is to impact people for Christ worldwide through media. Through cable television, satellite broadcast and digital streaming we are spreading the Gospel all over the world. Our vision is to shine the Light of the Gospel to every continent, in every major language group, and through every form of technology.

### **Fridays**

**6:00 am / 30 minutes**

**Key of David** - For over 25-years Gerald Flurry has presented world events in the light of Bible prophecy on the *Key of David* program. *The Key of David* covers today's most important events with a unique perspective. Not only does the program tell you what is happening to our society and our world, but also, more importantly, it tells you why.

The program's title reflects its distinctive approach: relying on the Bible and the "key of David" vision for insight and interpretation of today's turbulent world events. The Key of David unlocks the overall purpose for mankind, and this overarching understanding puts today's chaotic and seemingly insoluble problems into right perspective.

### **Sundays**

**7:00 am / 30 minutes**

**David Jeremiah** - David Jeremiah's commitment to Bible Strong teaching with an emphasis on content—not causes, current events, or politics—is Turning Point's trademark. Creative vignettes, special musical selections, and seasonal productions supplement his messages, but the purpose of every program is to draw men and women into knowledge of God's Word. Study materials designed to engage participants in the Word of God accompany each broadcast. These innovative resources combined with the unchanging Truth of God's Word continue to fuel the growth of Turning Point's broadcast ministries.

**Sundays****7:30 am / 30 minutes**

**Leading The Way** - Dr. Michael Youssef is leading the way for people living in spiritual darkness to discover the light of Christ. By passionately proclaiming uncompromising Truth through creative methods, *Leading The Way's* international team of experts is uniquely providing hope that is revolutionizing lives here at home and around the world. *Leading The Way* also produces DVDs, CDs, books, a monthly devotional magazine, and daily e-devotionals to reach the lost and encourage believers in their faith. The ministry utilizes field ministry teams to evangelize seekers and disciple new believers. Dr. Youssef's unique perspective has given him a platform to speak boldly into today's issues and provide Biblical solutions to the challenges Christians are facing today.

**Sundays****8:00 am / 30 minutes**

**In Touch Ministries** - is an American evangelical ministry founded by Charles Stanley. Dr. Stanley has been said to demonstrate a practical, keen awareness of people's needs and provide Christ-centered, biblically-based principles for everyday life. The ministry's stated mission is "At In Touch Ministries, our mission is to lead people worldwide into a growing relationship with Jesus Christ and to strengthen the local church. We remain committed to advancing the gospel from person to person and place to place as quickly, clearly, and irresistibly as possible."



## **HEALTH AND SOCIAL WELL BEING**

**Foundation Fighting Blindness** – Their urgent mission is to drive the research that will provide preventions, treatments and cures for people affected by retinitis pigmentosa, age-related macular degeneration, Usher syndrome and the entire spectrum of retinal degenerative diseases.

**Foundation for a Better Life** - Patience is hardest to find when you need it the most! In a charming moment where a young boy innocently sloshes through wet cement we find ourselves asking the question, “What would I do?” We think you'll smile with relief and take away a good reminder. Patience... Pass it On.

**Foundation for a Better Life** - Every great song has some truth we find in our own lives. “Home,” performed by Michael Bublé expresses perhaps a universal feeling about the yearning we have to go home. And each one of us has a place, a time, a person a wish that we call home. And family is often at the heart of what we call home. We hope you enjoy this message. Family... Pass It On.

**Foundation for a Better Life** - Achievement comes in many forms. For some it's attaining a top grade in school, losing weight or excelling in a sport, for others it's overcoming an obstacle, attaining accolades at work or building a relationship. Whatever the goal, it takes much effort, skill and courage to achieve great things. Set to the uplifting song "Hall of Fame" this message inspires viewers to achieve their own goals... Pass It On.

**Foundation for a Better Life** - We all have dreams of what we would like to become someday or something we would like to accomplish in our lifetime. Unfortunately, self-doubt can often take over, keeping us from realizing our dreams. The truth is, with a little hard work and belief in ourselves, anything is possible. "I Believe" by Bon Jovi serves as the perfect backdrop for this message about Believing in Your Dreams... Pass It On.

**Foundation for a Better Life** - Based on a true story, this poignant moment in a concert hall reminds us how even the most embarrassing situations can be turned around with a little patience and Encouragement.

**Foundation for a Better Life** - Aretha Franklin's “Respect” is part of our lives. This message motivates, inspires and is a reminder that good people are all around us. Respect...Pass It On.

**Foundation for a Better Life** - Imagine Dragons' “Love” is a powerful reminder that we really are one people. And it is Love that truly brings us together. You viewers will appreciate this remarkable song with a timely message. Love... Pass It On.

**Foundation for a Better Life** - Kenny Chesney's “Get Along” is the perfect antidote for our times. It is happy! It is doable! It feels good! Yes! Get Along... Pass It On.

**Wildfire Prevention (Via Ad Council)** - For 75 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, “Only you can prevent wildfires,” is the heart of one of America’s longest running PSA campaigns. To honor his birthday, Betty White, Stephen Colbert, Al Roker, and Jeff Foxworthy use animated emoji technology to lend their voices that expand on Smokey’s message “Only you can prevent wildfires.”

**National Park Foundation** – Exists to help preserve a special place in your community. So much more than vast landscapes, there are urban parks, cultural treasures, and historical places—all within the National Park System. A park can even be a feeling or a state of mind. With more than 400 national parks and thousands of historic and recreational lands across the country, there are endless ways for you to find your unique connection.

**Arbor Day Foundation** – Exist to help preserve our forests. Our forests provide wildlife habitat, natural beauty and recreational opportunities. They filter our air and our water. They are vital to life as we know it. And they need our help. Critical efforts to revitalize forests across the country—and around the globe—are underway to ensure that they live on for future generations, and you can support this important work.

**Appreciating Natural Resources (Reducing Food Waste Junk Food) (Via Ad Council)** – Aimed to combat food waste from its largest source ----- consumers. Provides encouragement to consumers to reduce the amount of food they trash in their homes, thereby saving the water, energy and money that are lost along with it.

**U.S Air Force** - Their mission is to fly, fight and win in air, space and cyberspace. Our rich history and their vision guide Airmen as they pursue their mission with excellence and integrity to become leaders, innovators and warriors.

**Coalition to Salute Americas Heroes** – Their mission is to support wounded veterans and their families, inform viewers of the role that wounded veterans’ spouses and caregivers play, raise awareness about the Coalition’s programs and provide resources to veterans and their families via [www.saluteheroes.org](http://www.saluteheroes.org).

**Inspire Creativity** - The Maker Movement is a rapidly growing global community of millions of people who are using technology to create handmade custom items as an alternative to mass produced products. Even with this growing participation, the movement remains on the fringe of mainstream awareness. Infosys Foundation USA’s mission is to help get the word out about the movement.

## **SOCIO-ECONOMIC**

**Childhood Hunger - 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. Their mission is mobilizing the public to end hunger in America.

**Child Poverty – Red Nose Day Special Celebrity Escape Room** – Their mission is to end child poverty by funding programs that keep children safe, healthy, and educated. Through the power of entertainment, it brings people together to laugh and have fun, all while raising life-changing cash for the children that need it the most. Since their debut in 2015, they have raised over \$230 million and have positively impacted over 25 million children in America, and around the world.

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

**CARE** - CARE International's mission is to serve individuals and families in the poorest communities in the world. Drawing strength from our global diversity, resources and experience, they promote innovative solutions and are advocates for global responsibility.

**Best Friends Animal Society** - Nearly 2,000 dogs and cats killed every day in shelters across the country. Their mission is working together with passionate people alongside shelters, rescue groups and other animal welfare organizations, Best Friends is determined to reduce that number to zero by the year 2025. When you spread the word about Best Friends' work to Save Them All, you'll help the animals get that much closer to finding best friends and forever homes of their own.

## **CRIME**

**Project Roadblock** - Project Roadblock inspires dialogue about the dangers of drinking and driving and subsequently motivates men 21-34 years-old to stop driving 'buzzed.'

**Driving Responsibly (Via Ad Council)** – Aimed to go beyond showing people the potential crashes and gruesome end results. Their mission addresses the fact that individuals are personally engaging in a behavior that they know is dangerous and remind young adults 16-34 that no one is special enough to text and drive.

**Responsible Driving** - Road safety is everyone's responsibility - passenger vehicle drivers, truck drivers, bus drivers, bicyclists and pedestrians. The Federal Motor Carrier Safety Administration (FMCSA) developed *Our Roads, Our Safety* to raise awareness about sharing the road safely with large trucks and buses.