

WPXK-TV, Jellico, Tennessee

ION Television License, LLC

Quarterly Issues/Program List

First Quarter 2022

WPXK-TV's obligation is to ascertain the important issues and needs of the communities within our broadcast coverage area and to provide quarterly reports on the station's responses and coverage of these issues.

Among the issues determined to be of most concern to the community during the preceding quarter were:

- Education and Well Being of Children
- Faith/Inspiration
- Health and Social Well Being
- Socio-Economic Issues
- Crime

From January 1 through March 31, 2021, WPXK-TV addressed the above community issues and needs through the following on-air programs and public service announcements. The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

WPXK-TV airs programming on the ION TV schedule. Below are the programs that ran:

EDUCATION AND WELL BEING OF CHILDREN

The regularly scheduled E/I programming addressing educational topics of interest to children airing on Fridays are *Science Max*, *Animal Science*, and *Xploration: Awesome Planet*.

## **Friday**

**7am- 8am / 30 minutes**

**Science Max** – Science Max is a half-hour educational and informational program for kids who are curious about the world around them. The animation is bright. The host is lively, funny, and engaging and speaks directly to the viewer. Each 30 minutes, live-action episode consists of Phil (the host) taking every day “small science experiments” and making them huge/life-sized. The aim is to educate viewers 6 to 10 years old about science by doing experiments and explaining the science along the way.

## **Friday**

**8am – 9am / 30 minutes**

**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 are sure to capture the interest of the intended audience.

## **Friday**

**9am – 10am / 30 minutes**

**Xploration: Awesome Planet** – Xploration: Awesome Planet is a half-hour live-action earth science program for 13- to 16-year-olds. The host, Phillippe Cousteau, is in every episode. He travels to different places and learns about the earth and its behavior, and he meets with different scientists in each location.

## **FAITH/INSPIRATION**

## **Monday – Thursday and Sunday**

**4:30 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."

## **Saturday**

**4:30 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."

*Below are the public service announcements that ran on ION TV.*

**EDUCATION AND WELL BEING OF CHILDREN**

**First Responders Children's Foundation** - Children know how crucial it is to look for people who can help them, and First Responders Children's Foundation knows how crucial it is to look out for those helpers, so they can keep coming to our rescue, day, and night. Firefighters, police and medical personnel spring to life from the sweet drawings of children all over the USA who join together to cheer on our brave and courageous heroes. We still live in a world where kids have heroes they can look up to - America's first responders! **(Total times aired: 7 / Length :15, :30, :60)**

**Childcare (The Toy Foundation (Worldwide Headquarters of Play)** - Play has always been essential to a child's healthy development, but it is even more critical to our well-being now. As families continue to adjust to the many challenges caused by the COVID-19 pandemic, play can provide much-needed stress relief to both kids and adults, help ease anxiety, and keep the little ones entertained and learning at the same time. A diverse cast of families playing inside of homemade forts together as they share how play benefits both kids and adults. **(Total times aired: 2/ Length :15. :30)**

**HEALTH AND SOCIAL WELL BEING**

**Foundation for a Better Life provides uplifting messages based on values they hope most individuals would find encouraging and relevant in an effort to encourage people to bring out the best in themselves. See brief descriptions that follow:**

**(Wet Cement)** Patience is hardest to find when you need it the most! In a charming moment where a young boy innocently sashes 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. **(Total times aired: 2 / Length :05, :10)**

**(Hall of Fame)** 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. **(Total times aired: 1 / Length :60)**

**(Bus)** 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. **(Total times aired: 3 / Length :10, :20)**

**(Love)** 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. **(Total times aired: 1 / Length :30)**

**Find Your Park (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. **(Total times aired: 2 / Length :60)**

**National Park Foundation (The Call)** - National parks show us that life can be both beautiful and complex. They are spaces where we can go to escape the stresses of our everyday lives. They also embody the essence of a nation forged by the powerful forces of nature, the chronicles of conflict, a spirit of innovation, and an enduring vision of democracy for all. For over 50 years, the National Park Foundation has been dedicated to supporting our parks – ensuring that they thrive and inspire wonder for generations to come. Encourages people everywhere to discover their own personal connections to national parks and demonstrate the importance of safeguarding America’s special places. **(Total times aired: 7 / Length :15, :30).**

**Replanting our Nation’s Forests (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. **(Total times aired: 3 / Length :60)**

**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) **(Total times aired: 5 / Length :30, :60).**

**Why I Make Pilloton (Infosys Foundation PSN)** - 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 to inspire creativity and help get the word out about the movement. **(Total times aired: 1 / Length :60)**

#### SOCIO-ECONOMIC

**Care Manifesto (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. **(Total times aired: 13 / Length :30)**

**Global Force for Good (Lions Clubs International)** - During this difficult time, when many are feeling isolated and struggling with the unknown, Lions Clubs International is

reminding our communities: “Where There’s a Need, There’s a Lion” to increase awareness of how Lions are providing innovative, impactful service during this challenging time for the world. **(Total times aired: 6 / Length :30, :60)**

**CRIME**

**One Decision (Ad Council: Driving Responsibly)** – 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 reminds young adults 16-34 that no one is special enough to text and drive. **(Total times aired: 3 / Length :60)**

*Below are additional public service announcements that ran on ION TV.*

PSA	Length	Total Times Aired
Achievement	:05	1
Caring	:05	3
Compassion	:05	3
Dinner	:10, :30, :60	12
Do Your Part	:05	2
Easterseals	:15, :30, :60	18
Gratitude	:20, :30, :60	19
Haircut	:10, :20, :30, :60	18
Helping Others	:05	1
Imagine	:30, :60, 1:30	14
Kindness	:05	1
Loyalty	:30	11
Mailbox	:10, :30, :60	17
Volunteering	:05	1
Wet Cement	:20	1
News Literacy Week 2022	:15, :30	21
V1 Scripps Veterans HR PSA	:30	2
V2 Scripps Veterans HR PSA	:30	2
V3 Scripps Veterans HR PSA	:30	3