

# CUNNINGHAM BROADCASTING CORPORATION

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**WYZZ, Peoria, Illinois**

## QUARTERLY ISSUES/PROGRAMS LIST – 1<sup>st</sup> Quarter 2018

The following is a listing of some of the significant issues responded to by WYZZ, Peoria, Illinois, along with the most significant programming treatment of those issues for the 1st Quarter period, 1/1/18-3/31/18. This listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

### Regular Programs

WYZZ regularly airs local news, weather and traffic reports on Good Day Central Illinois Monday – Friday 7-9am; Fox News at 9pm on Monday – Sunday.

Description of Issue	Regular Programs	Air Date(s)	Time	Duration	Narration of Type and Description
Education	WYZZ News at 9	01/10/18	9:06pm	1:52	<b><u>Teacher/Sub Shortage:</u></b> School districts around the state are not only short on full-time teachers, but also substitutes. The state is considering measures that would make it easier to get a teacher’s license or get a sub certificate.
Education	WYZZ News at 9	02/13/18	9:08pm	1:01	<b><u>Washington Growth:</u></b> The City of Washington is experiencing major growth, including a projected 11% increase in high school students in the next 5 years. The district has approved using \$3 million in cash bonds to make improvements and expansions.
Children/Youth	WYZZ News at 9	01/25/18	9:05pm	1:40	<b><u>JFL Proposals:</u></b> A state legislator is proposing banning tackling in Junior Football Leagues. This comes amid heightened awareness of concussions in the sport and the long-term effects they can have. Those who oppose the bill say it’s in youth football where players can learn the proper techniques for tackling without getting injured.

Children/Youth	WYZZ News at 9	02/08/18	9:02pm	1:57	<b>Teen Online Safety:</b> A new study shows 75% of teens report sharing personal information about their family or themselves to strangers online. Law enforcement officials are encouraging parents to sit down with their children to talk about online safety.
Health/Healthcare	WYZZ News at 9	01/05/18	9:34pm	1:52	<b>Durbin at Vets' Home:</b> U.S. Senator Dick Durbin visits the Illinois Veterans Home Quincy, where several residents have been diagnosed with Legionnaires' disease. Sen. Durbin is calling on the state to do more to protect our aging veterans.
Health/Healthcare	WYZZ News at 9	03/08/18	9:22pm	1:32	<b>Imodium Overdoses:</b> Nationwide, more people are turning to the anti-diarrhea medicine Imodium to get high, with some overdosing. Local law enforcement says they haven't seen the trend make its way to Central Illinois yet, but are keeping it on their radar. A pharmacist says the high dosage can lead to heart problems and death.
Consumer Issues	WYZZ News at 9	01/04/18	9:01pm	1:47	<b>Kroger's Closing:</b> Kroger announces it is closing two of its locations in some of Peoria's poorest neighborhoods, creating food deserts. Community organizations are working together to provide transportation to shoppers to get to another grocery store.
Consumer Issues	WYZZ News at 9	02/14/18	9:21pm	1:56	<b>Valentine's Economy:</b> Americans are spending more than \$19 billion for Valentine's Day this year. We catch up with a local candy store and a flower shop who are cashing in on the holiday.

Business & Industry	Good Day Central Illinois	01/12/18	7:02am	1:19	<b>CAT/OSF Announcement:</b> A building originally intended to be part of Caterpillar's new World Headquarters was set to remain empty after the company announced it was leaving Peoria. However, the company announced it would donate the property to OSF HealthCare, which plans to turn it into its new headquarters. It will bring hundreds of jobs to downtown Peoria.
Business & Industry	WYZZ News at 9	01/03/18	9:01pm	2:22	<b>Proposed Tipping Changes:</b> A new proposal would change the way you tip servers in restaurants. Servers would be paid minimum wage and pool their tips together to be split evenly between the restaurant staff. Opponents say tipping is meant to reward good service and should be kept the same.
Public Health	Straight Talk	01/07/18	6:30am	30:00	<b>Topic:</b> Substance Abuse. Addiction is a family illness and a person's addiction will impact at least 6 other people, especially their family. Spouses and children are most impacted by a person's addition. Karen Moore, LCSW will discuss how a family is impacted by addiction and the signs and symptoms of addition; how and where to get help.  Resource: National drug treatment helpline: <a href="http://www.samsha.gov/findhelp/national-helpline">www.samsha.gov/findhelp/national-helpline</a>  Sponsor: SAMSHA
Public Health	Straight Talk	02/04/18	6:30am	30:00	<b>Topic:</b> Rising Above Addiction. The opiate epidemic has taken the lives of 64,000 Americans, many of them young people, parents, and families. Rising Above Addiction is a model program for every community in the country. We will talk to Tammy Lofink about the death of her son and how she took that grief and turned it into helping other people. We will also talk about how treatment can help the addict and the family  Guest: Tammy Lofnik  Resource: <a href="http://www.risingaboveaddiction.com">www.risingaboveaddiction.com</a>

Public Health	Straight Talk	03/04/18	6:30am	30:00	<p><b>Topic:</b> Substance Abuse in the LGBT Community. The LBGT community has a higher alcohol and drug abuse rate than the rest of the population and there are much fewer programs that provide treatment to them. Tyler Howard is a therapist who has worked with the LGBT community and will add insight into the best ways of helping those addicted to alcohol and drugs.</p> <p>Guest: Tyler Howard, Additions Therapy</p> <p>Resource: Trevor Lifeline 866-488-7386 www.thetrevorproject.org</p>
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### Public Service Announcements

WYZZ, Peoria, IL, aired 2553 public service and announcements and during this quarter, covering a number of topics that range from education, health, public safety, etc. These public service announcements air at various times and may run anywhere from 0:05 seconds to 0:60 seconds in length. WYZZ regularly airs public notice announcements notifying the public about the availability of children's programming, equal employment opportunity, and public file reports. Weather alerts and announcements are regularly broadcasted and posted on WYZZ and www.ciproud.com on an as-needed basis. WYZZ is a participating station in our area's Emergency Alert System.

Description of Issue	Public Service Announcements	Air Date(s)	Time	Length	Narration of Type and Description (identify non-profit or community group)
Child Passenger Safety	<p>"Their Future"</p> <p>"Question Everything"</p> <p>"Know It Alls"</p>	01/01/18- 03/31/18	In rotation	:30	<p>Parents constantly worry about their children's safety, yet car crashes aren't even on their radar as a real danger. These PSAs encourage parents and caregivers with children ages 0-12 to visit <a href="http://www.safercar.gov/therightseat">www.safercar.gov/therightseat</a> website, which helps parents find the right car seat for their child's age and size and also features NHTSA's best practices.</p> <p>Sponsor: National Highway Traffic Safety Administration</p>

Discovering Nature	<p>“Kayak”</p> <p>“Deer Staring Contest”</p> <p>“Forest Light Show”</p> <p>“Redwoods”</p> <p>“Short Drive”</p>	01/01/18-03/31/18	In rotation	:30	<p>Discovering Nature PSAs remind parents and caregivers that families don’t have to go far to find green spaces, parks, preserves, and other outdoor destinations. By visiting <a href="http://www.DiscoverTheForest.org">www.DiscoverTheForest.org</a> or <a href="http://www.DescubreelBosque.org">www.DescubreelBosque.org</a> one can learn where to connect with nature right in their own neighborhoods.</p> <p>Sponsor: U.S. Forest Service</p>
Shelter Pet Adoption	<p>“Toast”</p> <p>“Bento Cat”</p> <p>“Hamilton Pug”</p> <p>“Pets”</p>	01/01/18-03/31/18	In rotation	:30	<p>Each year, 6-8 million dogs and cats will enter shelters and rescue groups, yet only half will be adopted. This leaves millions of healthy and treatable dogs and cats who still need our help to find a home. Millions of Americans will look for a new cat or dog to bring home in 2017. These PSAs encourage your community to find a new best friend. Adopt today.</p> <p>Sponsor: Maddie’s Fund, The Humane Society of the United States</p>
Financial Literacy	<p>“Chase”</p> <p>“Perfect Family”</p>	01/01/18-03/31/18	In rotation	:30	<p>The Ad Council’s Financial Literacy campaign aims to help young adults develop smart savings habits. Together we can help them start building towards their dreams today, and prepare them for tomorrow.</p> <p>Sponsor: AICPA, American Institute of CPAs</p>
Type 2 Diabetes Prevention	<p>“Pre-Diabetes Test”</p> <p>“Bacon Lovers”</p> <p>“Busy Mom”</p>	01/01/18-03/31/18	In rotation	:15 and :30	<p>Surprisingly, nearly 90% of people with prediabetes don’t even know they have it. In the first-ever national prediabetes awareness campaign, these PSAs assert that no matter how busy life may be, no one is excused from prediabetes. This campaign encourages people to learn their risk of type 2 diabetes by taking a short online test at the their campaign website, which also features information on prediabetes as well as lifestyle programs and tips to help people reverse their risk.</p> <p>Sponsor: AMA, CDC, and American Diabetes Association</p>

Reducing Food Waste	“Life of Strawberry” “Junk Food” “Chopped”	01/01/18- 03/31/18	In rotation	:30 and :60	Most families don’t realize how much food they toss out – an average of 1000 pounds per year per family of 4. In an imaginative new PSA, a single strawberry personifies the wondrous lifecycle of food and the loss of resources when it goes unconsumed. The campaign’s website SaveTheFood.com shows how making shopping lists, freezing food, and using leftovers can significantly reduce the 20 pounds of food each person throws away in a single month.
R Baby Foundation	“Find ERNow”	01/01/18- 03/31/18	In rotation	:15, :20, and :30	R Baby Foundation has raised over \$10,000,000 to fund grants that directly improve pediatric emergency care for our children. 90% of funds go directly to programs that improve care. R Baby Foundation was born for a single purpose: to save as many babies’ lives as possible. We’re the first and only foundation focused on making sure every emergency room is prepared to give babies and children lifesaving care. Join us to help deliver optimal pediatric emergency training, research, treatment and equipment. Through R Baby funding and collaborating with experts at Massachusetts General Hospital, the findERnow app launched in April.  Sponsor: R Baby Foundation
Bullying Prevention	“Reach Out” “I am a Witness” “Anthem” “Ben’s Story”	01/01/18- 03/31/18	In rotation	:15 and :30	The statistics are staggering: more than 13 million kids – 1 in every 4 – experience some form of bullying, and 88% of 13-17 year olds witness cyber-bullying on social media. New teen-targeted PSAs feature celebrities and bold animation letting teens know that many of their peers also want to put an end to bullying and that together, with the right tools, they can make a difference. Bullying prevention resources available on <a href="http://www.IWitnessBullying.org">www.IWitnessBullying.org</a> .

Texting and Driving Prevention	<p>“Afterlife”  “Be a Friend”  “Both Eyes on the Road”  “Just Enough Time”  “Just Drive”</p>	01/01/18-03/31/18	In rotation	:15 and :30	<p>Although most people agree that looking at a phone while driving is distracting and can increase the chance of an accident, a lot of drivers still think “it can’t happen to me”. That means drivers in your community are posting, liking, commenting, and browsing while they’re behind the wheel, even though they know it’s a bad idea. No matter how confident a person is in their driving skills, there are no special abilities that make it safe to use a phone while driving. New PSAs aim to remind young adults 16-34 that being special in all other aspects of their lives doesn’t make them special enough to text and drive.</p> <p>Sponsor: National Highway Traffic Safety Administration, State Attorneys General</p>
Pathways to Employment	<p>“1 Sec Resume”  “Mute”  “Hard to See”  “Atypical”</p>	01/01/18-03/31/18	In rotation	:30	<p>The average time a resume spends on an HR manager’s desk is 7 seconds, and candidates are often immediately dismissed if they don’t yet possess typical professional credentials. Currently an opportunity divide exists in the united States. This campaign encourages hiring managers to look beyond the traditional resume and consider alternative talent pipelines of Opportunity Youth. Opportunity Youth are a motivated, resilient pool of untapped talent who will be unstoppable in their jobs, like they’re unstoppable in life. Hiring managers can discover new ways to develop great talent and guild a more diverse workforce at <a href="http://www.GradsOfLife.org">www.GradsOfLife.org</a>.</p> <p>Sponsor: Year Up</p>
Foreclosure Prevention Assistance	<p>“Frozen”</p>	01/01/18-03/31/18	In rotation	:30	<p>Many Americans are still facing the devastating prospect of losing their homes. The Foreclosure Prevention Assistance campaign increases awareness of the free Making Home Affordable® government program. The PSAs encourage homeowners to call 888-995-HOPE and speak one-on-one with a HUD-approved housing expert to discuss solutions that are available based on their individual circumstances.</p> <p>Sponsor: US Department of Treasury, US Department of Housing and Urban Development (HUD)</p>

Lung Cancer Screening	“Saved by the Scan”	01/01/18-03/31/18	In rotation	:15 and :30	<p>Every 3-1/2 minutes, someone dies from lung cancer – the nation’s #1 cancer killer of men and women. Lung cancer screening, a low-dose CT scan, saves lives; screening is the key to early detection. Approximately 9 million people are at risk for lung cancer, but if only half of the nation were screened, more than 15,000 lives could be saved. The new PSAs from the American Lung Association urge former smokers to visit <a href="http://www.savedbythescan.org">www.savedbythescan.org</a> or speak with their doctor about getting screened.</p> <p>Sponsor: American Lung Association</p>
Saving for Retirement	“Travel” “House Hunting” “College”	01/01/18-03/31/18	In rotation	:15 and :30	<p>America is facing a looming retirement savings crisis and future generations will have a lower standard of living due to financial insecurity. Today, many average working households have virtually no retirement savings and many face increased burden of debt. People age 50+ are the fastest growing age segment, and can expect to pay for a longer retirement.</p> <p>Sponsor: AARP</p>
Project Roadblock	“Viral Consequences” “Life’s Doors”	01/01/18-03/31/18	In rotation	:30	<p>Project Roadblock is a multiplatform drunk driving prevention campaign exclusive to the local broadcast television stations and is the largest annual station-supported initiative of a single PSA campaign. Through continued support of Project Roadblock, and in combination with other drinking and driving prevention efforts, alcohol-impaired driving fatalities have <b>decreased 20%</b> from 13,099 in 2005 to 10,497 in 2016. However, fatalities are up 1.7% since 2015, indicating a need for your continued support.</p> <p>Sponsors: TVB, NHTSA, and the Ad Council</p>

Home Fire Campaign	"Sound the Alarm"	0/01/18- 3/31/18	In rotation	:30	<p>Every day, 7 people die in home fires, mostly in homes that lack working smoke alarms. Sadly, children and the elderly disproportionately lose their lives. The American Red Cross wants to improve the odds and save lives - that's why we launched our Home Fire Campaign in 2014. A critical part of the campaign is Sound the Alarm, a series of home fire safety and smoke alarm installation events across the country. Together with fire departments and other community partners, Red Cross volunteers canvass at-risk neighborhoods, install free smoke alarms, replace batteries in existing alarms, and provide fire prevention and safety education.</p> <p>Sponsor: The American Red Cross</p>
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