

# WYZZ -TV – Peoria, IL

## QUARTERLY ISSUES/PROGRAMS LIST – 1st Quarter 2015

The following is listings of some of the significant issues responded to by WYZZ-TV, Peoria, IL, along with the most significant programming treatment of those issues for the 1st Quarter period, 01/01/2015-3/31/2015. This listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Regular Programs					
Station WYZZ regularly airs local news, weather and traffic reports 9pm-10:00pm Monday-Friday 9am-10am Sunday.					
Description of Issue	Regular Programs-WYZZ FOX News at 9 Monday-Friday	Air Date(s)	Time	Duration	Narration of Type and Description
Education	FOX News at 9	3/2/15	9:30 p.m.	1:50	Peoria's District 150 is investing \$6,000 into its special education program this year. The MOVE program, or "Movement Opportunities Via Education" was introduced last summer for those with physical disabilities and teachers and families are already seeing plenty of progress.
Education	FOX News at 9	3/23/15	9:01 p.m.	1:45	Peoria's District 150 proposing layoffs and cuts to programs to help handle cuts from the state. District officials are going to have to make more cuts if Governor Rauner's budget also gets passed.
Political	FOX News at 9	2/4/15	9:04 p.m.	:40	Congressman Aaron Schock caught a lot of heat for decorating part of his office with a Downtown Abbey theme. He had to pay for it because elected officials are not allowed to accept gifts or services with more than \$50 value. He has since resigned.

Political	FOX News at 9	3/18/15	9 p.m.	1:50	Illinois State Senator Darin LaHood announced he will be running for the 18 <sup>th</sup> Congressional seat Schock is giving up.
Safety	FOX News at 9	1/12/15	9:12 p.m.	1:50	Peoria Police say ShotSpotter helped reduce crime 30% in December. It helps officers locate a scene within minutes. The department is working to expand to two more neighborhoods.
Crime	FOX News at 9	2/3/15	9 p.m.	1:15	A 12-year-old was shot to death and left in the street. Peoria Police still haven't found Demarcus Payne's killer.
Health	FOX News at 9	2/6/15	9:26 p.m.	2:25	People across the country wore red for the day. It raises awareness for heart disease. We talked with the staff at the Unity Point Health-Proctor cardiac unit.
Health	FOX News at 9	2/19/15	9:17 p.m.	:25	The elderly have a higher risk of hypothermia so we were giving tips to help. We encouraged people to go to shelters and check in on their older friends and neighbors.

Finance	FOX News at 9	2/12/15	9:24p.m.	:55	People are choosing not to sign up for health care. They say the penalty fees for not signing up are cheaper than the insurance itself.
Finance	FOX News at 9	2/3/15	9:06 p.m.	:20	More than \$50 million is going back into Illinois' pension systems. Standard and Poor's paid out a total of \$1.4 billion over claims it inflated ratings to risky investments to increase profits before the 2008 financial crisis.

### Public Service Announcements

WYZZ, Peoria, IL, aired public service and announcements 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.wyzz43.com](http://www.wyzz43.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
Learning and Attention Issues	"Miscommunication"	1/01/2015-3/31/2015	In rotation	:15, :30, & :60	In the U.S., one in five children struggles with a learning and/or attention issue. That's 15 million kids ages 3–20, and many of their issues go undiagnosed. The adults in their lives often have a hard time understanding their issues due to misconceptions and a lack of information and resources. As a result, children with learning and attention issues often face both academic and social challenges. However, with the right strategies and support, they can succeed in the classroom—and outside of it, too. This campaign aims to increase the number of parents who are actively helping and seeking
Learning and Attention Issues	"Directions"	1/01/2015-3/31/2015	In rotation		

					help for their children with learning and attention issues. Parents are encouraged to visit <a href="http://Understood.org">Understood.org</a> , a comprehensive free online resource that empowers parents through personalized support, daily access to experts and specially designed tools to help the millions of children with learning and attention issues go from simply coping to truly thriving.
Children's Oral Health	"Manners"	1/01/2015-3/31/2015	In rotation	:15, :30, & :60	The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated with obesity, diabetes and heart disease. Despite high rates of dental decay in children, research shows that many parents lack information about oral health. Furthermore, according to an Ad Council survey, 75% of parent's report that their child sometimes or frequently forgets to brush their teeth. This campaign aims to improve children's oral health by educating parents about the importance of a healthy mouth and motivating them to modify their children's behaviors through simple, low-cost, preventative strategies. The PSAs communicate the importance of brushing for two minutes, twice a day to prevent tooth pain later. Parents are directed to <a href="http://2min2x.org">2min2x.org</a> , where they can find fun 2-minute videos that kids can watch while brushing.
Children's Oral Health	"Dressing Lesson"	1/01/2015-3/31/2015	In rotation		
Children's Oral Health	"Cooking Lesson"	1/01/2015-3/31/2015	In rotation		
Children's Oral Health	"Bike Lesson"	1/01/2015-3/31/2015	In rotation		
Women's Heart Disease	"Ceiling Crasher"	1/01/2015-3/31/2015	In rotation	:15, :30, & :60	While heart disease is commonly dismissed as a man's disease, it is actually a leading killer of women in this country, claiming more female lives than all forms of cancer combined. Although it kills 1 in 3 women's deaths each year — approximately one woman every minute — only 1 in 5 are aware of this health threat. The Women's Heart Disease campaign aims to dispel the myth that heart disease and stroke are a man's disease. The PSAs depict a strong woman breaking barriers in different decades, demonstrating that women can do anything men can do and that unfortunately includes dying from heart disease and stroke. Audiences are directed to <a href="http://GoRedForWomen.org">GoRedForWomen.org</a> where they can sign up to be members, learn about heart disease and find tools for living heart healthy lives.

Stroke Awareness	“Wedding”	1/01/2015-3/31/2015	In rotation	:15, :30, & :60	Stroke is the number four killer in this country and is the leading cause of long-term disability. Immediate emergency medical treatment may greatly reduce long-term disability caused by stroke. This campaign aims to educate the public about the signs of a stroke and urge them to act quickly at the sudden onset of the signs to help prevent the devastating effects caused by stroke.
	“Body Language”	1/01/2015-3/31/2015	In rotation		
Caregiver Assistance	“Spoon”	1/01/2015-3/31/2015	In rotation	:15, :30	Family support is critical to the care needed for older adults as they age, but often comes at substantial costs to those providing the care and to their families. According to the "Caregiving in the U.S." report, in 2009, there were roughly 42.1 million caregivers in the U.S., providing an estimated \$450 billion worth of unpaid care to aging relatives and friends. A popular misconception is that caregivers are paid medical professionals, when in reality; most caregivers are family members or friends who are also working and managing their own families at the same time. For many, the caregiving role starts with simple things like scheduling a doctor's visit, but gradually expands until it becomes a major commitment in their lives. In recognition of the essential role caregiver's play, the PSAs depict the circle of life and how roles change often without us even noticing.
	“Bath”	1/01/2015-3/31/2015	In rotation		
Pathways to Employment	“Atypical”	1/01/2015-3/31/2015	In rotation	:15, :30	Today in the United States, companies are struggling to fill more than 4 million entry-level positions, while 6 million 16-to-24 year olds remain out of work, out of school, and without access to the economic mainstream. These young adults, known as the Grads of Life, are motivated, loyal, hard workers who take responsibility for their futures, but lack opportunity often because they have yet to earn traditional credentials that employer's value. For many businesses, the hiring process is largely built around points of elimination and a series of assumptions. Through its PSAs, the Grads of Life campaign will educate hiring influencers about this pool of untapped talent and encourage them to rethink their business practices and take action. The TV, radio, print, outdoor, and digital

					PSAs are designed to drive employers to the campaign website, GradsofLife.org, where they can find the information, tools, and resources necessary to build employment pathways for these young adults. The Grads of Life stand ready to show the world that sometimes the best candidates aren't the ones businesses are used to, but they are exactly who they need.
Foundation for a Better Life Foundation for a Better Life Foundation for a Better Life Foundation for a Better Life St. Jude Autism Awareness Autism Awareness Autism Awareness	“Wonderful World” “Special Athlete” “Never Too Late” “Homer” “Because of You” “Times Have Changed” Truck” “1 in 60”	1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015	In rotation In rotation In rotation In rotation In rotation In rotation In rotation In rotation	:15, :30, & :60	Autism is the fastest-growing developmental disorder in the United States. Today, 1 in 68 children is diagnosed with autism, a 33% increase in just the last two years. This campaign aims to raise awareness of and increase parental knowledge about the prevalence of autism and to empower parents to take action if their child is not meeting certain developmental milestones. Parents are encouraged to learn the signs of autism at <a href="http://autismspeaks.org/signs">autismspeaks.org/signs</a> .
Dept. of Veterans Affairs Coalition to Salute America’s Heroes Adoption from Foster Care Adoption from Foster Care Adoption from Foster Care	“My Reason to Serve” “Hire Smart and Bet on a Vet” “Skating” “Tree house” “Suitcase”	1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015 1/01/2015-3/31/2015	In rotation In rotation In rotation In rotation In rotation	:15, & :30	There are currently more than 402,000 children in the public child welfare system. Of these approximately 102,000 are waiting for an adoptive family. The campaign issues a call to action to prospective families asking them to consider adopting a child from foster care.

Recycling  Recycling	“Journey”  “Stadium”	1/01/2015- 3/31/2015  1/01/2015- 3/31/2015	In rotation  In rotation	:30, & :60  :15	When we recycle, we give garbage another life. Shampoo bottles transform into hairbrushes. Body wash bottles become toothbrushes. Toilet paper rolls turn into tissue boxes. Today, curbside recycling programs exist in 63% of American communities— making it more possible than ever to give new life to the products we use. Even so, only about a third of the 1,600 pounds of garbage every American generates each year gets recycled or composted. Don't let littler linger in landfills when it still has more to give! Motivate your community to learn more about what they can recycle—including bathroom and other personal care products—and to make recycling an everyday habit. Think what we could create if we all worked together to turn more trash into treasure.
Food Safety Education  Food Safety Education	“Cook”  “Separate”	1/01/2015- 3/31/2015  1/01/2015- 3/31/2015	In rotation  In rotation	:15, :30	Food borne illness, or food poisoning, is a serious public health threat in the United States. The CDC estimates that 48 million Americans – or approximately 1 in 6 people – could get sick from food poisoning this year alone, resulting in roughly 128,000 hospitalizations and 3,000 deaths. Fortunately, consumer education focused on practicing safe food-handling behaviors and preparation practices can help reduce the risk. PSAs aim to raise awareness about E.coli and Salmonella microbes, highlighting specific actions individuals and families alike can take to help prevent these invisible but dangerous food borne pathogens from making them sick. All campaign elements direct audiences to FoodSafety.gov, where they can access myriad food safety resources. One quick tip: Unless refrigerated at 40°F or below, illness-causing bacteria can grow in perishable foods within two hours.
Child Passenger Safety	“Flashback”	1/01/2015- 3/31/2015	In rotation	:30 & :60	Motor vehicle crashes are a leading cause of death for children age 1 through 12 years-old. Based on 2012 NHTSA crash data, each day an average of almost 2 children (age 12 and younger in a passenger vehicle) were killed and 332 injured. This fatality rate could be reduced by about half if the correct child safety seat were always used. Through market research we've found that audiences are overconfident and think their kids are safe in the car. Parents constantly worry about their children's safety, yet car crashes aren't even on their radar as a real danger. New PSAs released in 2012 use

					anecdotal humor to show how parents today like to be up on the latest facts about their children, but many times forget about car seat safety. The PSAs encourage parents and caregivers with children ages 0-12 to visit <a href="http://safercar.gov/therightseat">safercar.gov/therightseat</a> . The website helps parents find the right car seat for their child's age and size and also features NHTSA's best practices.
Bullying Prevention	“Lockers”	1/01/2015-3/31/2015	In rotation	:15, :30, & :60	The bullying statistics are staggering, with more than 80% of high school students in the U.S. reporting that they witness bullying at least once a week. Statistics also show that more than 1 in 4 children a year (13 million) experience some form of bullying (as the bully, bullied or both). Parents, unfortunately, are often not properly prepared to deal with the complexities of bullying today. Bullying is a concern for parents, but not something they proactively discuss with their children until it directly impacts their child. However, research shows that when parents talk to their kids about bullying, their children are more likely to take action to stop bullying. The objective of this campaign is to raise awareness about the seriousness of bullying, and encourage parents to talk to their children about the safe steps they can take to be more than a bystander in a bullying situation.
Crime Awareness/Tips	“Crimestoppers”	1/01/2015-3/31/2015	In rotation	:60	
1 in 5 Initiative	“Learning Ally”	1/01/2015-3/31/2015	In rotation		
“Chase”	Financial Literacy	1/01/2015-3/31/2015	In rotation	:60	Americans between the ages of 25 to 34 often have big decisions to make. Is it time to buy a home? Get married? Start a family? These decisions are exciting – but they can potentially be expensive. Unfortunately, too many young adults lack the financial literacy skills to launch their lives and start saving for their futures. The Ad Council's Financial



					Literacy campaign aims to help young adults develop smart savings habits. New public service advertisements (PSAs) encourage young adults to make savings a part of their everyday routine, directing them to free online tools where they can develop the savings savvy they will need throughout their lives. Join our campaign to make sure young people in your community develop smart savings habits. Together, we can help them start building towards their dreams today – and prepare them for tomorrow.
<b>Community Activities</b>					
A web-based community calendar and activities list is posted on <a href="http://www.ciproud.biz/events/">http://www.ciproud.biz/events/</a> to address several issues in the community. Organizations submit events via web, email, and/or mail. Station sponsored events are also listed <a href="http://www.centralillinoisproud.com/home">http://www.centralillinoisproud.com/home</a> by station staff.					
Description of Issue	Community Activities (broadcast/non-broadcast/both)	Date(s)	Time	Location	Narration of Type and Description
