

CUNNINGHAM BROADCASTING CORPORATION

2000 WEST 41ST STREET, BALTIMORE, MARYLAND 21211

Phone: 410.662.9688 Fax: 410.662.0816

WYZZ, Peoria, IL

QUARTERLY ISSUES/PROGRAMS LIST – 2nd Quarter 2015

The following is listings of some of the significant issues responded to by Station WYZZ, Peoria, IL, along with the most significant programming treatment of those issues for the 2nd Quarter period, 04/01/15-06/30/15. 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 at 9:00pm Monday-Friday

Description of Issue	Regular Programs FOX News at 9 Monday-Friday	Air Date(s)	Time	Duration	Narration of Type and Description
Education	FOX News at 9	4/29/15	9:07p.m.	:20	Bradley University named an interim president. Dr. Stan Liberty temporarily replaces Joanne Glasser, who retired at the end of May. Liberty had worked part-time in the university's Department of Electrical and Computer Engineering. School leaders are still searching for a permanent replacement for Glasser.
Education	FOX News at 9	6/17/15	9:32p.m.	:25	Dunlap school board appointed a new member. Bruce Hay submitted his resignation in May after 14 years on the board because he got a job out of state. The district chose Karen Disharoon out of four candidates. She is a volunteer and parent in the district. Her term expires in 20-17.
Crime	FOX News at 9	4/29/15	9:06p.m.	:25	The Peoria man who pleaded guilty to a deadly DUI crash is sentenced to three and a half years in prison. Jeffrey Steele, Jr. will serve two years of supervised release after prison. Police say Steele rear-ended Doris King's car on Sterling Avenue near Westminster last August, killing her and injuring her daughter.
Crime	FOX News at 9	4/29/15	9:05p.m.	:30	Two 18 year olds were arrested for pushing a woman to the ground, hitting her repeatedly, and taking her purse when she got off a CityLink bus in Peoria. It happened late last March in the 600 block of West Main Street. She had injuries to her face, hand, and chipped a tooth.

Health	FOX News at 9	4/27/15	9:06p.m.	1:00	The medical marijuana program in Illinois is off to a slow start, but officials say now is the time to apply. Governor Rauner approved dispensary locations in January. Illinois will allow those eligible to purchase up to 2.5 grams of marijuana every two weeks. To qualify you have to have an approved, doctor-confirmed illness, complete a lengthy application, and pay an annual fee.
Health	FOX News at 9	6/25/15	9:04p.m.	:30	Niagara Bottling is recalling 14 brands of bottled spring water produced at two Pennsylvania plants. The company says the operator of one of its springs didn't tell Niagara about e-coli bacteria in a spring source. The company sells the water under the brands Niagara, Acadia, ACME, Big Y, Best Yet, 7/11, Nature's Place, Pricerite, Super-chill, Morning Fresh, Shaws, Shoprite, Western Beef Blue, and Wegman's.
Political	FOX News at 9	4/23/15	9:03p.m.	:30	Tazewell County is sending the bill for its special election to former congressman Aaron Schock. They asked him to pay for their election costs to fill his former seat. The board chairman told us Tazewell's cost of both the primary and general special elections will be just under \$200,000. It's hundreds of thousands of dollars they say they did not have in the budget.
Political	FOX News at 9	5/29/15	9:02p.m.	:35	The legislature took a second look at the Governor Rauner's plans to balance the budget. The governor says if the Democrats couldn't reach a compromise by June 1 negotiations would continue through June. He says he won't call a special session and cost the taxpayers more money. Rauner remarked the Democrat party made zero efforts to work with him on his reform.
Finance	FOX News at 9	4/23/15	9:35p.m.	:20	Profits at Caterpillar are up over the first three months of this year, compared to last. New numbers, however, show employment is down by more than 3,000 full-time positions. CAT says that is due to restructuring. The report also shows first quarter sales and revenues were down 4% from this time last year.
Safety	FOX News at 9	6/23/15	9:05p.m.	:45	Senators hammered Takata during another hearing over the company's massive airbag recall. More than 33 million vehicles have been impacted by the faulty airbags. The metal devices used to inflate the bags can explode and send shrapnel flying. A new report that looks at Takata's internal emails suggests the company momentarily stopped global safety audits to save money. Takata reps say the e-mail were misinterpreted.

Public Service Announcements

Station WYZZ, Peoria, IL, aired 2760 public service announcements during this 2nd 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. Station 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 on an as-needed basis. Station 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)
<p>Learning and Attention Issues</p> <p>Learning and Attention Issues</p>	<p>“Miscommunication”</p> <p>“Directions”</p>	<p>4/01/2015-6/30/2015</p> <p>4/01/2015-6/30/2015</p>	<p>In Rotation</p> <p>In Rotation</p>	<p>:15, :30, & :60</p>	<p>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 help for their children with learning and attention issues. Parents are encouraged to visit Understood.org, 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.</p>
<p>Children's Oral Health</p> <p>Children's Oral Health</p> <p>Children's Oral Health</p> <p>Children's Oral Health</p>	<p>“Manners”</p> <p>“Dressing Lesson”</p> <p>“Cooking Lesson”</p> <p>“Bike Lesson”</p>	<p>4/01/2015-6/30/2015</p> <p>4/01/2015-6/30/2015</p> <p>4/01/2015-6/30/2015</p> <p>4/01/2015-6/30/2015</p>	<p>In Rotation</p> <p>In Rotation</p> <p>In Rotation</p> <p>In Rotation</p>	<p>:15, :30, & :60</p>	<p>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 2min2x.org, where they can find fun 2-minute videos that kids can watch while brushing.</p>

Women's Heart Disease	"Ceiling Crasher"	4/01/2015-6/30/2015	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 each year –approximately one woman every minute–only 1 in 5 is 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 GoRedForWomen.org where they can sign up to be members, learn about heart disease and find tools for living heart healthy lives.
Stroke Awareness	"Wedding" "Body Language"	4/01/2015-6/30/2015 4/01/2015-6/30/2015	In Rotation 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.
Caregiver Assistance	"Spoon" "Bath"	4/01/2015-6/30/2015 4/01/2015-6/30/2015	In Rotation 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 caregivers play, the PSAs depict the circle of life and how roles change often without us even noticing.

Pathways to Employment	“Atypical”	4/01/2015-6/30/2015	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 but they are exactly who they need.
Autism Awareness	“Times Have Changed”	4/01/2015-6/30/2015	In Rotation	:15,:30, & :60	Autism is the fastest-growing developmental disorder in the United States. Today1 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 autismspeaks.org/signs .
Autism Awareness	“Truck”	4/01/2015-6/30/2015			
Autism Awareness	“1 in 60”	4/01/2015-6/30/2015			
Foundation for a Better Life	“Wonderful World”	4/01/2015-6/30/2015			
Foundation for a Better Life	“Special Athlete”	4/01/2015-6/30/2015			
Foundation for a Better Life	“Never Too Late”	4/01/2015-6/30/2015			
Foundation for a Better Life	“Homer”	4/01/2015-6/30/2015			
St. Jude	Because of You”	4/01/2015-6/30/2015			

Adoption from Foster Care	“Skating”	4/01/2015-6/30/2015	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.
Adoption from Foster Care	“Tree House”	4/01/2015-6/30/2015			
Adoption from Foster Care	“Suitcase”	4/01/2015-6/30/2015			
Recycling	“Journey”	4/01/2015-6/30/2015	In Rotation	:30, & :60	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 litter 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-ant to make recycling an everyday habit. Think what we could create if we all worked together to turn more trash in treasure.
Recycling	“Stadium”	4/01/2015-6/30/2015	In Rotation	:15	
Food Safety Education	“Cook”	4/01/2015-6/30/2015	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 individual 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 40F or below, illness-causing bacteria can grow in perishable foods within two hours.
Food Safety Education	“Separate”	4/01/2015-6/30/2015			

Child Passenger Safety	"Flashback"	4/01/2015-6/30/2015	In Rotation	:30 & :60	<p>Motor vehicle crashes are a leading cause of death for children age 1 through 12 years-old. Based on 2012 NHRSA 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 safercar.gov/the right seat. The website helps parents find the right car seat for their child's age and size and also features NHTSA's best practice.</p>
Bullying Prevention	"Locker"	4/01/2015-6/30/2015	In Rotation	:15, :30, & :60	<p>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 show 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.</p>

Crime Awareness/Tips	"Crimestoppers"	4/01/2015-6/30/2015	In Rotation	:60	Local Police Forces recreate unsolved crimes and ask the viewers to call in any tips or information they may have about this crime.
1 in 5 Initiative	"Learning Ally"	4/01/2015-6/30/2015	In Rotation	:60	Learning Ally provides a wide range of services for individuals with print disabilities such as dyslexia and visual impairments, as well as the people who support them. This includes services for parents such as phone consultations, webinars, support networks and information on specialists and tutors; and services for teachers such as classroom management tools, professional development workshops and lesson plans. Learning Ally also offers a robust digital audiobook library that includes the world's largest collection of audio textbooks. The library, which in 2014 contained nearly 80,000 titles, includes a broad variety of specialty and academic subjects, from kindergarten through post-graduate and professional. Borrowers must provide a certification of their disability, and may borrow titles through an individual membership, through their association with a member institution such as a school, or both. In recent years, approved borrowers had paid no charges of fees for this service thanks to funding provided by the U.S. Department of Education. Since the federal appropriation was eliminated in 2011, Learning Ally began requiring an annual membership fee for individuals, currently \$119, with hardship waivers available for those who qualify. Support software for mainstream mobile devices or Learning Ally's ReadHear software for Mac and PC are available to members free of charge. Institutional memberships are also provided at various fee levels to public and private schools, colleges and universities.

Chase	“Financial Literacy”	4/01/2015-6/30/2015	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 saving habits. New public service advertisements (PSAs) encourage young adults to make saving a part of their everyday routine, directing them to fee online tools where they can develop the saving savvy they will need.
National Association of Broadcasters	“We Are Broadcasters”	4/01/2015-6/30/2015	In Rotation	:60	No matter where you are, whenever important news happens, your local TV and radio stations bring you the information and entertainment you seek on every screen in your life. Whether it’s your TV, smartphone, car dashboard, laptop, tablet or radio, broadcasters are at your fingertips-anytime of the day-delivering the breaking news and emergency information you rely on and providing the music and shows that you love most. Delivering this valuable free service to all your screens is just the beginning. As a vital part of the community and one of the nation’s largest public service providers, local TV and radio stations donate immense resources – on and off air - to raise money for charities and help their neighbors. And stations’ investigative journalists spend countless hours uncovering corruption and standing up for consumers on the issued that matter most.

Community Activities

A web-based community calendar and activities list is posted on <http://www.ciproud.biz/events/> to address several issues in the community. Organizations submit events via web, email, and/or mail. Station sponsored events are also listed <http://www.centralillinoisproud.com/home> by station staff.

Description of Issue	Community Activities (broadcast/non-broadcast/both)	Date(s)	Narration of Type and Description
Red Cross Heartland Heroes	One Time Event	5/21/2015	The News Department on behave of WYZZ took part in the Red Cross Heartland Heroes award ceremony. The Red Cross partnered with WYZZ because the station already has the CI Heroes segment that we air. As part of our partnership Evelyn Wilkerson interviewed the band “Brushville” who were part of the awards ceremony. They talked about their

			music and being involved in the Heartland Heroes event. Main anchor, Maria Chandler provided live interviews with guests and members of the Red Cross. Chief Meteorologist Chris Yates provided live weather from the event for our evening news casts.
Jeff Mulligan/News Director	Appearance	5/21/2015	Jeff Mulligan/News Director made an appearance at the retirement party for WEEK-TV anchor Tom McIntyre.
Elite Graduation	One Time Event	5/21/2015	Jeff Mulligan/News Director and WYZZ anchor Evelyn Wilkerson attended the "Elite" graduation. Elite is a group that helps Peoria at risk youth stay in school and lead successful lives by heading off to college.