

CUNNINGHAM BROADCASTING CORPORATION

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WYZZ, Peoria, IL

QUARTERLY ISSUES/PROGRAMS LIST – 1st Quarter 2024

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 1st Quarter period, 01/01/2024 to 03/31/2024. 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 Monday – Friday 7 a.m.; Monday through Sunday Fox News at 9 p.m.					
Description of Issue	Regular Programs	Air Date(s)	Time	Duration	Narration of Type and Description
CHILDREN/YOUTH	NEWS	1/4/2024	21:50:35	0:01:38	THIS WEEK'S "EXTRA EFFORT" WINNER IS A STATE-RANKED BOYS BASKETBALL TEAM. BUT IT'S WHAT THE ILLINI BLUFFS TIGERS DID EARLY ON A SATURDAY MORNING LAST MONTH THAT'S MAKING A DIFFERENCE IN THE COMMUNITY.
COMMUNITY	NEWS	1/9/2024	8:19:53	0:01:33	REMEMBERED FOR HIS DECADES OF DEDICATION TO HELPING OTHERS FIND COMFORT AND PEACE DURING UNCERTAIN TIMES. HOW THIS WEEK'S "CI HERO" IS BEING REMEMBERED BY CARLE HEALTH METHODIST
EDUCATION	NEWS	1/19/2024	21:01:11	0:01:39	THE FUTURE OF A PEORIA CHARTER SCHOOL IS UP IN THE AIR. WE LOOK AT WHAT THE NEXT STEPS ARE IN DECIDING IF CLASSROOMS WILL REMAIN OPEN NEXT YEAR.
POLITICS	NEWS	1/24/2024	7:38:01	0:02:06	CENTRAL ILLINOIS VOTERS ARE ALREADY PREPARING TO VOTE IN A NUMBER OF LOCAL RACES, BUT IT'S THE RACE TO THE WHITE HOUSE IN ILLINOIS THAT IS BECOMING UNIQUE. WE LOOK AT HOW OTHER PRIMARIES ARE AFFECTING US LOCALLY.

CHILDREN/YOUTH	NEWS	2/1/2024	21:50:48	0:01:43	THIS WEEK'S "EXTRA EFFORT WINNER" IS A FLASHY BASKETBALL PLAYER. BUT KEAUNTREY BARNES IS QUIETLY INFLUENCING A LOT OF YOUNG PEOPLE IN FARMINGTON.
POLITICS	NEWS	2/12/2024	21:00:00	0:02:20	AS PRIMARY SEASON CONTINUES, ELECTION SIGNS IN METAMORA ARE BEING VANDALIZED. WEE VISITED METAMORA TO SPEAK WITH THOSE CLOSE TO THE SITUATION, WHO ARE SHOCKED AND DISAPPOINTED BY THE INCIDENTS.
BUSINESS & INDUSTRY	NEWS	2/21/2024	7:37:21	0:02:09	BUSINESS IS "POPPING" FOR ONE PEORIA BUSINESS OWNER. WE HIGHLIGHT HER AS PART OF OUR "OPEN FOR BUSINESS" SERIES
EDUCATION	NEWS	2/23/2024	7:16:57	0:05:18	AS PART OF BLACK HISTORY MONTH, WE ARE FOCUSING ON THE INSTITUTIONS OF HIGHER LEARNING CREATED FOR THE BETTERMENT OF BLACK PEOPLE. THOSE INSTITUTIONS ARE THE NATION'S BLACK COLLEGES AND UNIVERSITIES. WE SPEAK WITH CENTRAL ILLINOIS ALUMNI AND SEE THE IMPACT THEIR EDUCATION HAS ON OUR COMMUNITY.
COMMUNITY	NEWS	2/26/2024	8:18:59	0:01:30	IN THIS WEEK'S "CI HERO" SEGMENT, WE'RE HIGHLIGHTING A PEORIA VOLUNTEER WHO SUPPORTS AREA YOUTH. SEE WHY GLORIA WILSON IS THIS WEEK'S HERO.

COMMUNITY	NEWS	3/4/2024	8:49:45	0:01:37	DURING MARCH, WE ARE HIGHLIGHTING AWARENESS OF BLEEDING DISORDERS. AND IN THIS WEEK'S "CI HEROES" WE'RE DRAWING ATTENTION TO THE WORK OF A WORLD-RENOWNED BLOOD DOCTOR IN PEORIA.
EDUCATION	NEWS	3/5/2024	8:30:35	0:01:50	GOVERNOR PRITZKER WANTS TO STICK TO AN AGREEMENT THE STATE MADE IN 2017. HE WANTS TO GIVE 350 MILLION DOLLARS TO K THROUGH 12 EDUCATION IN THE STATE. BUT ADVOCATES THINK THAT AGREEMENT MIGHT NEED TO CHANGE
BUSINESS & INDUSTRY	NEWS	3/6/2024	8:19:19	0:01:55	THE OWNER OF A PEKIN-BASED FOOD TRUCK IS ENTERING YEAR TWO IN BUSINESS AND THE SUCCESS SO FAR, IS MORE THAN HE IMAGINED.
POLITICS	NEWS	3/14/2024	7:33:47	0:02:41	ILLINOIS' 88TH HOUSE DISTRICT INCLUDES ALL OR PARTS OF MACON, DEWITT, PIATT, AND MCLEAN COUNTIES. REPUBLICAN CANDIDATES REGAN DEERING AND CHUCK ERICKSON ARE MAKING THEIR FINAL PITCH TO VOTERS BEFORE TUESDAY.
BUSINESS & INDUSTRY	NEWS	1/31/2024	8:17:39	0:02:12	A FAMILY FROM CALIFORNIA IS MAKING WAVES IN CENTRAL ILLINOIS WITH THE NEWEST BARBECUE RESTAURANT.

CHILDREN/YOUTH	NEWS	3/1/2024	21:24:33	0:01:39	THIS WEEK'S "EXTRA EFFORT" WINNER WILL SOON PLAY STATE TITLE BASKETBALL. BUT BRIGID DOOLEY IS ALREADY A CHAMPION OF NOTRE DAME HIGH SCHOOL.
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Public Service Announcements

WYZZ, Peoria, Illinois, aired 3150 public service and announcements during this quarter, covering several 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	Time	Length	Narration of Type and Description (identify non-profit or community group)
Adoption from Foster Care	<ul style="list-style-type: none"> ○ Suitcase ○ At Home ○ Real Rewards ○ Dinner 	01/01/2024 to 03/31/2024	In rotation	:30/:15/:10 :15 :15 :30 :30/:15	Thousands of teens in foster care are waiting for the love and support from a family, but unfortunately almost 20,000 young people leave foster care without a family every year. Families that adopt teens provide them with stability during a critical period in their lives. Teens that have been adopted are more likely to graduate, go to college, and be more emotionally secure than their peers that have 'aged out' of foster care without the security and encouragement of family. Sponsor: U.S. Department of Health and Human Services' Administration for Children and Families, AdoptUSKids

<p>American Heart Association</p>	<ul style="list-style-type: none"> ○ Jen ○ Gail ○ Jeff ○ Tessa 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:10</p>	<p>The American Heart Association is the largest not-for-profit funding source for cardiovascular and cerebrovascular disease research next to the federal government, resulting in 14 Nobel Prize winners and several important medical breakthroughs including techniques and standards for CPR, the first artificial heart valve, implantable pacemakers, cholesterol inhibitors, microsurgery, and drug-coated stents.</p> <p>Sponsors: The American Heart Association</p>
<p>Distracted Driving Prevention</p>	<ul style="list-style-type: none"> ○ I Was Driving ○ Eyes Up ○ Good Habit ○ Its Just Not Worth It ○ Winning Formula ○ Phone Down ○ First Domino ○ I Was Driving 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30</p>	<p>Messaging while driving—whether sending a text, commenting on a photo, or connecting with friends via an app—is dangerous. But even though 94% of Americans recognize it’s dangerous to send a text while driving, and 91% recognize it’s dangerous to read one, many people still do it.</p> <p>Sponsors: National Highway Traffic Safety Administration</p>
<p>Diversity & Inclusion</p>	<ul style="list-style-type: none"> ○ Gentle Giant ○ Barbera ○ Maddy 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30/:15</p>	<p>Bias and discrimination are among the most pressing issues facing our nation today. Love Has No Labels is a movement to promote acceptance and inclusion of all people across race, religion, gender, sexual orientation, age and ability.</p> <p>Sponsors: Ad Council</p>

Ending Hunger	<ul style="list-style-type: none"> ○ I Am Hunger ○ Helping Can Be Easy ○ Teacher ○ Song – Revised 	01/01/2024 to 03/31/2024	In rotation	:30/:15	<p>In 2020, 1 in 5 people turned to the charitable food sector for help. The pandemic presented a perfect storm with long-lasting impacts: disruptions to the supply chain and increased need for help. This year, 34 million people (1 in 10) including 9 million children (1 in 8), may experience food insecurity. The lingering effects of the pandemic and increasing food prices are adding to the stress on food banks and forcing families whose budgets are tight to turn to food banks to make ends meet.</p> <p>Sponsor: Feeding America</p>
Fatherhood Involvement	<ul style="list-style-type: none"> ○ Kofi Kingston ○ Juan ○ Howard 	01/01/2024 to 03/31/2024	In rotation	:30/:15	<p>What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy.</p>
High Blood Pressure Control	<ul style="list-style-type: none"> ○ Get Down Masked 	01/01/2024 to 03/31/2024	In rotation	:30	<p>Nearly half of all American adults have high blood pressure, yet only about 1 in 4 individuals have their condition under control. Because of the pandemic and persisting health inequities, there is an exacerbated high blood pressure impact on communities of color, particularly for Black, Hispanic/Latina, and Native American adults.</p> <p>Sponsors: American Heart Association and American Medical Association</p>

<p>Marie Corps</p>	<ul style="list-style-type: none"> ○ Why We Fight ○ Quality Citizens ○ Anthem 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30</p>	<p>Generations of Marines have fought and won for our Nation and then returned home as quality citizens who visibly and positively impact their communities and those around them. This is because every Marine makes the same promise: To remain faithful to the cause of our Nation, to the Corps, and to each other.</p> <p>Sponsor: The US Marines Corps</p>
<p>National Insurance Crime Bureau</p>	<ul style="list-style-type: none"> ○ Protecting Your Car Against Auto Theft 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30</p>	<p>By the time you finish reading this paragraph, another vehicle will be stolen somewhere in the U.S. Vehicle theft is a big business, frequently run by organized crime rings that are out to make huge profits, and they are doing it at <i>your</i> expense. Vehicle theft is driven by money and greed – it is a dangerous business that victimizes everyone.</p> <p>Sponsors: National Insurance Crime Bureau</p>
<p>No Kid Hungry</p>	<ul style="list-style-type: none"> ○ The Difference – Revised 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:60 :60 :30 :30 :30</p>	<p>No Kid Hungry is a national campaign run by Share Our Strength, a nonprofit working to solve problems of hunger and poverty in the United States and around the world. After 25 years of successfully investing in local nonprofits and helping find the best approaches to eradicating poverty and hunger, Share Our Strength launched No Kid Hungry in 2010. To learn more, visit https://www.nokidhungry.org/.</p> <p>Sponsors: No Kid Hungry</p>

<p>Safe Gun Storage</p>	<ul style="list-style-type: none"> ○ Justin ○ Kids Find Everything ○ Safe Storage Saves Lives 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30/:15</p>	<p>The End Family Fire campaign highlights the importance of safe gun storage and introduces the term “family fire,” giving a name to any shooting that involves an improperly stored or misused gun found in the home. Unintentional shootings, suicide, and intentional shootings are all forms of family fire.</p> <p>With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe.</p> <p>Sponsor: Brady</p>
<p>Save the Children</p>	<ul style="list-style-type: none"> ○ Every Child Deserves a Future 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30</p>	<p>Save the Children (STC) is the first global movement for children, boldly declaring that children have rights. Today, STC champions the rights of the world’s 2.3 billion children. Working in over 100 countries, doing whatever it takes to give children a healthy start in life, and the opportunity to learn and protection from harm. In 2020 alone, STC reached more than 197 million children, including 1.1 million here in America. As the world’s leading expert on childhood, we believe that every child deserves a future.</p> <p>Sponsor: Save the Children</p>
<p>Transforming Hiring & Diversifying Talent</p>	<ul style="list-style-type: none"> ○ Employers ○ STARS ○ Tear the Paper Ceiling 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30/:15</p>	<p>The U.S. labor market has a perceived shortage of qualified workers, yet millions of workers with in-demand skills are being overlooked, undervalued, and filtered out before even being considered. We call these over 70 million workers STARS: workers</p>

					<p>Skilled Through Alternative Routes. STARs make up 50% of the U.S. workforce and have developed valuable skills through community college, workforce training, bootcamps, certificate programs, military service, or on-the-job learning, rather than through a bachelor's degree.</p> <p>Sponsor: Ad Council Creative Studio, Ogilvy New York</p>
<p>Veterans Crisis Prevention</p>	<ul style="list-style-type: none"> ○ Boil ○ Battle Buddy ○ Women Veterans ○ The Question 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30/:15</p>	<p>Veterans are at higher risk for suicide compared to the general population. The suicide rate among Veterans in 2021 was 71.8% higher than non-Veteran adults in the U.S., according to the 2023 National Veteran Suicide Prevention Annual Report. Stressful life events like divorce, job loss, or housing troubles can be risk factors for suicide. Among Veterans, these challenges can be compounded by the stigma around seeking help.</p> <p>Sponsor: U.S. Department of Veterans Affairs</p>
<p>Youth Fentanyl Awareness</p>	<ul style="list-style-type: none"> ○ Real Deal – Econ ○ Real Deal – Chemistry ○ Real Deal – Pediatric 	<p>01/01/2024 to 03/31/2024</p>	<p>In rotation</p>	<p>:30/:15</p>	<p>In 2021, there were nearly 108,000 drug overdose deaths - the highest number recorded in a 12-month period and a staggering 52 percent increase over the last two years. This rise in overdose-related deaths is being fueled by the prevalence of synthetic opioids, like fentanyl, which were involved in an estimated 66% of overdose deaths during this time period.</p> <p>Sponsors: Ad Council</p>

Youth Vaping Prevention	<ul style="list-style-type: none">○ Denial○ Do the Vape Talk	01/01/2024 to 03/31/2024	In rotation	:30/:15	<p>Vaping can cause irreversible lung damage and affect kids' brain development, but parents can play a vital role in preventing their kids from using e-cigarettes. Thousands of kids start vaping every day, so it's important for parents to have proactive and ongoing conversations about the dangers of trying e-cigarettes.</p> <p>Sponsor: American Lung Association</p>
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