

ION Media Networks

WPXR-TV, Roanoke, North Carolina

Quarterly Issues/Program List

2nd Quarter 2020

WPXR-TV provides its viewers with educational and informational programming and public service announcements that address issues of concern for the community we serve. Among the issues determined to be of most concern to the community during the preceding quarter were:

- Education and Well Being of Children
- COVID-19
- Faith/Inspiration
- Health and Social Well Being
- Socio Economic Issues
- Crime
- Faith/Inspiration

This report contains a representative example of the issue responsive programming aired at various times on our station.

Education and Well Being of Children

In 2020, with the COVID-19, approximately 45 million K-12 children have been home – many are living in disconnected homes – ION recognized the importance of education for all American children and, partnered with First Book to support book distribution to the most vulnerable.

First Book (ION Television) - Today, there are millions of American children without access to books of their own. So when schools close, there are real consequences for kids in high poverty areas. Without books or ability to participate in online learning, they miss out on valuable resources to learn and excel. ION partnered with First Book to promote the efforts of sending new books to support children in homeless shelters, meal sites, and neighborhoods across the country.

ACF & National Responsible Fatherhood Clearinghouse (Via Ad Council) - Encourages men to share a moment with their children and highlights the positive outcomes that result from fathers and daughters engaging in such moments. The video captures the one-of-a-kind bond forged between fathers and daughters of all ages who connect through this shared moment.

Engaging Dads (via AD Council) - Encourages men to share a moment with their children which feature fathers and children dancing with and alongside each other to show the smallest moments can make the biggest difference.

Adoption From Foster Care At Home (Via Ad Council) –125,000 youth in the U.S. foster care system are currently waiting for adoptive families, and only 5% of all children adopted in 2017 were between the ages of 15 and 18. Adoption from Foster Care at Home encourages potential parents to consider adopting a teen inspired by real stories to highlight the rewards of welcoming teens into their hearts and homes.

Foster More - Shines a light on the amazing potential of kids and families in the foster care system, and empowers all foster kids to reach their dreams through education. Foster More encourages all of us to play a part in ensuring that foster youth receive the support, nurturing, and guidance they need to succeed in life.

St. Jude Research Hospital – Leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

COVID-19

Coronavirus Response (via NAB) – ION, in partnership with NAB and the Administration, began in March to inform our viewers of the impact of COVID-19. Our outreach to the communities we serve had initially focused on the importance of hygiene. As we have all learned more about COVID-19, we continue to expand our outreach to include Social Distancing, Symptoms and Testing. We ask our viewers to visit both the CDC as well the coronavirus.gov websites for more information during this time.

Coronavirus Response (via Ad Council) - The Ad Council, in partnership with the White House, Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS) and both television and radio broadcasters provide information for Americans regarding steps to take in order to protect themselves and others during COVID-19 pandemic:

Information included in our airings:

- Hygiene
- Social Distancing
- Symptoms and Testing

We encourage our viewers to visit coronavirus.gov for more information.

Coronavirus Response (via American Red Cross) - The mission of the American Red Cross is for healthy blood donors to schedule an appointment to donate blood now to ensure a sufficient supply of blood and prevent shortages.

Coronavirus Response (via CDC Foundation) - The CDC Foundation is the only organization created by Congress to raise support for CDC, including during emergencies like COVID-19 pandemic. Today, CDC is seeking assistance in helping them spread the word out to the general public that the CDC Foundation is serving as the lead among nonprofits to build support for CDC's public health defenders.

FAITH/INSPIRATION

Monday – Friday

10:00 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."

Monday – Saturday

4:00 am - 5:00 am / 60 minutes

Inspiration Today - "Our Purpose" Our God-given mission is to impact people for Christ worldwide through media. Through cable television, satellite broadcast and digital streaming we are spreading the Gospel all over the world. Our vision is to shine the Light of the Gospel to every continent, in every major language group, and through every form of technology.

Mondays

10:00 am / 30 minutes

Berean Bible

Transformed By Grace is a weekly television program produced by the Berean Bible Society. Pastor Kevin Sadler presents the transforming power of God's grace. The Berean Bible Society was founded over seventy-five years ago for the sole purpose of helping believers understand and enjoy the Word of God. Our Organization holds without apology to all the fundamentals of the Christian faith and is evangelical, that is, we believe that salvation is by grace through faith alone on the basis of the shed blood of Christ.

The program also emphasizes the importance of proclaiming the whole counsel of God in light of the Pauline revelation. Insofar as Paul is the apostle of the Gentiles, it is our firm conviction that in his epistles alone we have the doctrine, position, walk, and destiny for the Church, the Body of Christ, during the dispensation of Grace.

HEALTH AND SOCIAL WELL BEING

Foundation Fighting Blindness – Their urgent mission is to drive the research that will provide preventions, treatments and cures for people affected by retinitis pigmentosa, age-related macular degeneration, Usher syndrome and the entire spectrum of retinal degenerative diseases.

American Parkinson Disease Association (Live With Optimism) - The largest grassroots network dedicated to fighting Parkinson's disease (PD) and works tirelessly to assist the more than 1 million Americans with Parkinson's disease live life to the fullest in the face of this chronic, neurological disorder.

Foundation for a Better Life - Patience is hardest to find when you need it the most! In a charming moment where a young boy innocently sloshes 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.

Foundation for a Better Life - Every great song has some truth we find in our own lives. "Home," performed by Michael Bublé expresses perhaps a universal feeling about the yearning we have to go home. And each one of us has a place, a time, a person a wish that we call home. And family is often at the heart of what we call home. We hope you enjoy this message. Family... Pass It On.

Foundation for a Better Life - 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.

Foundation for a Better Life - We all have dreams of what we would like to become someday or something we would like to accomplish in our lifetime. Unfortunately, self-doubt can often take over, keeping us from realizing our dreams. The truth is, with a little hard work and belief in ourselves, anything is possible. "I Believe" by Bon Jovi serves as the perfect backdrop for this message about Believing in Your Dreams... Pass It On.

Foundation for a Better Life - Based on a true story, this poignant moment in a concert hall reminds us how even the most embarrassing situations can be turned around with a little patience and Encouragement.

Foundation for a Better Life - 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.

Foundation for a Better Life - 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.

Foundation for a Better Life - Kenny Chesney's "Get Along" is the perfect antidote for our times. It is happy! It is doable! It feels good! Yes! Get Along... Pass It On.

Wildfire Prevention (Via Ad Council) - For 75 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, "Only you can prevent wildfires," is the heart of one of America's longest running PSA campaigns. To honor his birthday, Betty White, Stephen Colbert, Al Roker, and Jeff Foxworthy use animated emoji technology to lend their voices that expand on Smokey's message "Only you can prevent wildfires."

Wildlife Conservation - Viewers are encouraged to be a hero for wildlife as well through five simple steps: Advocate, Volunteer, Donate, Share and Visit. They hope the public joins their heroes and engages with local and national zoos and aquariums to expand their commitment to wildlife conservation.

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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.

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.

Appreciating Natural Resources (Reducing Food Waste Junk Food) (Via Ad Council) - Provides encouragement to consumers to reduce the amount of food they trash in their homes, thereby saving the water, energy and money that are lost along with it.

U.S Air Force - Their mission is to fly, fight and win in air, space and cyberspace. Our rich history and their vision guide Airmen as they pursue their mission with excellence and integrity to become leaders, innovators and warriors.

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.

Inspire Creativity - 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 is to help get the word out about the movement.

SOCIO-ECONOMIC

Childhood Hunger - Feeding America (Via Ad Council) - Nearly 13 million children, that's 1 in 6 kids, in the U.S. struggle with hunger. Kids who don't get enough to eat begin life at a serious disadvantage. Their mission is mobilizing the public to end hunger in America.

Joyful Heart Foundation - Aimed to challenge typical gender norms in order to raise boys who grow up to respect women.

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.

Best Friends Animal Society - Nearly 2,000 dogs and cats killed every day in shelters across the country. Their mission is working together with passionate people alongside shelters, rescue groups and other animal welfare organizations, Best Friends is determined to reduce that number to zero by the year 2025. When you spread the word about Best Friends' work to Save Them All, you'll help the animals get that much closer to finding best friends and forever homes of their own.

CRIME

Project Roadblock (Via Ad Council) - Project Roadblock inspires dialogue about the dangers of drinking and driving and subsequently motivates men 21-34 years-old to stop driving 'buzzed.

Driving Responsibly (Via Ad Council) – 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 remind young adults 16-34 that no one is special enough to text and drive.

Responsible Driving - Road safety is everyone's responsibility - passenger vehicle drivers, truck drivers, bus drivers, bicyclists and pedestrians. The Federal Motor Carrier Safety Administration (FMCSA) developed *Our Roads, Our Safety* to raise awareness about sharing the road safely with large trucks and buses.