

WPPX-TV, Wilmington, Delaware

ION Television License, LLC

Quarterly Issues/Program List

4<sup>th</sup> Quarter 2018 (As Amended)

WPPX-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
- Health and Social Well Being
- Socio Economic Issues
- Environment
- Crime

From October 1 through December 31, 2018, WPPX-TV addressed the above community issues and needs through the following on-air programs and public service announcements. The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

*WPPX-TV airs programming on the ION TV schedule. Below are the programs that ran.*

#### *EDUCATION AND WELL BEING OF CHILDREN*

Qubo Kids Corner is a block of regularly scheduled E/I Programming addressing educational topics of interest to children. The featured shows airing on Fridays in “Qubo Kids Corner” are *Animal Science*, *Look Kool*, and *Giver*.

#### **Friday**

**8am-9am / 30 minutes**

**Animal Science** – Animal Science is a half hour educational and informational program that provides interesting factoids about a variety of animals. It is specifically produced for

the 13- to 16-year-old age group but is also a highly entertaining program for a more general audience, in particular younger children ages 8 to 12. The program's quick moving segments, and cool graphics are sure to capture the interest of the intended audience.

### **Friday**

#### **9am-10am / 30 minutes**

**Look Kool** – Look Kool is a 30-minute program designed for children 6 to 9. On every episode, the male host, Hamza, interacts with an animated robot cat, a historical guest (played by Hamza in costume), children, and other animated creatures. The basic premise of the show is the idea that math is everywhere, and each episode includes real children who help Hamza solve mathematical or scientific curiosities. Look Kool works hard to highlight for learners the link between the lesson and real life in order to activate and keep the children's interest. Live action children in real world settings put the lesson of the episode into action by seeking its value within everyday life. Look Kool is a highly educational program and speaks to the curious minds and active imaginations of elementary age kids and encourages the transfer of knowledge out into one's everyday life.

### **Friday**

#### **10am-11am / 30 minutes**

**Giver** – Giver is a live action series suitable for children 6 to 9. In each episode the young adult host enlists the help of children in the area to work together to improve playgrounds in their community. Together, the children select a theme for the new playground and make decisions on how to make their park great. The lesson of this series supports a child's social and emotional development and encourages volunteerism and teamwork.

*Below are the public service announcements that ran on ION TV.*

#### *EDUCATION AND WELL BEING OF CHILDREN*

**ACF & National Responsible Fatherhood Clearinghouse (Via Ad Council)** - Highlights the positive outcomes that result from fathers and daughters engaging in a simple game of catch. The video captures the one-of-a-kind bond forged between fathers and daughters of all ages who connect through this shared moment. **(Total times aired: 65 / Length :30, :60).**

**Girl Scouts** - When they're advocating for our communities, discovering the outdoors, exploring science and technology, or powering new adventures as part of the Girl Scout Cookie Program, Girl Scouts discover they can achieve anything! Girl-led, expert-

approved, and volunteer supported, Girl Scouts help girls discover their strengths and change the world. **(Total times aired: 91 / Length :15, :30, :60).**

**One Simple Wish** - Empowers people to spread love, hope and joy to children impacted by foster care, abuse and neglect. The campaign promotes foster care awareness around the holiday season. **(Total times aired: 33 / Length :30).**

**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. **(Total times aired: 1 / Length :60).**

#### *HEALTH AND SOCIAL WELL BEING*

**Autism Speaks** - Dedicated to promoting solutions, across the spectrum and throughout the life span, for the needs of individuals with autism and their families through advocacy and support; increasing understanding and acceptance of people with autism spectrum disorder; and advancing research into causes and better interventions for autism spectrum disorder and related conditions. Autism Speaks enhances lives today and is accelerating a spectrum of solutions for tomorrow. **(Total times aired: 28 / Length :15, :30, :60).**

**Foundation for a Better Life** - “Everything I do, I do it for you.” That enduring lyric performed by Bryan Adams has inspired millions around the world. It holds a message of compassion, commitment...and caring. Enjoy the range of tender and inspiring moments depicted in our newest video—from firemen rescuing a small child to a mother moving heaven and earth just to get everyone off to school. We hope, in some small way that watching this message will help you recognize your own caring nature and “pass it on!” **(Total times aired: 84 / Length :30, :60).**

**Foundation for a Better Life** - There is a special something about successful people. Even when they fail there is an inner strength that keeps them moving forward. Popular books share insights and often delve deep into explaining this phenomenon with sports legends, business executives, scientists, inventors, educators and artists. We think you will enjoy a charming but instructional moment in a young ballerina’s life with Justin Bieber’s “Born to Be Somebody.” This young girl reminds us that underlying every accomplishment in the face of opposition is the all-important trait of Confidence... Pass It On. **(Total times aired: 42 / Length :15, :30).**

**Stand Up 2 Cancer** - Stand Up 2 Cancer's mission is to increase awareness of and educate about the critical importance of individual contributions, such as getting screened

regularly and participating in clinical trials, to continue advancing progress against cancer. **(Total times aired: 12 / Length :15, :60).**

**Suzanne Wright Foundation** - Code Purple is a Suzanne Wright Foundation initiative to drive urgency and action in the fight against pancreatic cancer. The improvement in survival rates for breast, colon, prostate and other cancers demonstrates how the power of advocacy and focused funding can drive research and save lives. Pancreatic cancer is an emergency that requires an innovative, focused approach. **(Total times aired: 8 / Length :30).**

#### *SOCIO-ECONOMIC*

**Hunger Is** - A joint charitable program of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Award-Winning actress Viola Davis continues to join forces with EIF. **(Total times aired: 9 / Length :30).**

**Helping Families Thrive - 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. As they grow up, these kids are more likely to have health problems and experience difficulty in school and in other social situations. Feeding America is the nation's leading domestic hunger-relief charity, providing meals to more kids than any other charitable organization in the U.S. The assets encourage audiences to help end the story of hunger by visiting [FeedingAmerica.org](http://FeedingAmerica.org). **(Total times aired: 19 / Length :30, :60).**

**The Jon Bon Jovi Soul Foundation** – Exists to combat issues that force families and individuals into economic despair. Through the funding and creation of programs and partnerships, they support innovative community efforts to break the cycle of poverty and homelessness. **(Total times aired: 39 / Length :15, :30).**

**Joyful Heart Foundation** - Aimed to challenge typical gender norms in order to raise boys who grow up to respect women. **(Total times aired: 8 / Length :30).**

#### *ENVIRONMENT*

**Just Add Water (World Vision)** - Dedicated to building awareness around how best to solve clean water crises globally, with a focus on how a lack of clean water specifically effects girls and women. **(Total times aired: 52 / Length :15, :30, :60).**

#### *CRIME*

**Project Roadblock (Via Ad Council)** - Highlights the increase in drunk driving related fatalities during the holiday season and the financial consequences of buzzed driving,

with the goal of inspiring awareness of the dangers of driving buzzed so as to motivate people to plan ahead and designate a sober driver this holiday season. **(Total times aired: 3 / Length :15).**