

# ION Media Networks

WPPX-TV, Wilmington, Delaware

Quarterly Issues/Program List

1<sup>st</sup> Quarter 2019

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
- Crime

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

## 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 *Safari Tracks*, *Animal Science*, and *Zoo Clues*.

**Safari Tracks** – Safari Tracks is a thirty minute program designed for a young audience range of 13 to 16 year olds that highlights the informational and educational aspects of the animal kingdom in the given environment of Africa. The series lends itself respect to the natural world and initiates discussion of issues relating to that world and encourages drawing of conclusions based upon information presented. The programs concluding segment contains a sardonically toned mock quiz that serves as reinforcement and review of the material covered in the program.

**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. The program's quick moving segments, and cool graphics is sure to capture the interest of the intended audience.

**Zoo Clues** – Zoo Clues is a 30 minute program specifically created for young people between the ages of 13 and 16. The program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparison to their own human characteristics. The show's clever narration links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

**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.

**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.

**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 helps girls discover their strengths and change the world.

## **HEALTH AND SOCIAL WELL BEING**

**The American Parkinson Disease Association (APDA)** – The largest grassroots network is 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** - 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** - 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** - Patience is hardest to find when you need it the most! In this charming moment where a young boy innocently sashes 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.

**Leukemia & Lymphoma Society (LLS)** – The world's largest voluntary health agency dedicated to blood cancer. The LLS mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services.

**Stand Up To Cancer** - 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.

## SOCIO-ECONOMIC

**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 of the story of hunger by visiting [FeedingAmerica.org](http://FeedingAmerica.org).

**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.

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

## **CRIME**

**Law Enforcement Appreciation** - To promote ION's "Law Enforcement Appreciation Week," inspired by National Law Enforcement Day, the network created programming that honors the commitment and dedication to those that serve the nation in a law enforcement capacity. In addition, ION developed specific programming under the campaign umbrella "Full Disclosure," which feature four FBI Special Agents. In their sit-down interviews, they shared firsthand accounts about what they love about their job, the difference they make in people's lives, inspirational stories, and their real perspective on other relevant topics. The project was very well received externally at the local and national level in a time when media may not focus on the work of our law enforcement agencies from the local sheriff to the FBI. The campaign was appreciated by the very people protecting our citizens as evidenced by testimonials we have received. The campaign also focused on recruiting opportunities for law enforcement.

**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.