

WWHO-TV
ISSUES AND PROGRAMMING REPORT
Third Quarter 2016

Following is a list of some of the significant issues responded to by WWHO-TV, Chillicothe, OH, along with the most significant programming treatment of those issues for the period of July 1, 2016 to September 30, 2016. This list is by no means exhaustive. The order in which the issues appear does not reflect priority or significance.

The following topics were identified as areas of concern for area residents:

Health
Economy
Public Safety
Government
Education
Charity
Community Outreach
Technology
Nature/Environment
Station Events

WWHO aired public service announcements in 3rd Quarter 2016 that served both local and national issues and organizations. WWHO continues to provide extensive air-time to more than 100 organizations on an annual basis, national and local, and focuses on full-circle outreach efforts dedicated to the issues and concerns of Central Ohio.

WWHO airs encore local news coverage M-F from 12:00A-12:30A.



Prepared by; Danielle Turner, Station Manager, Manhan Media, Inc.

1) Health

Subject	Length	Date(s) Aired
<p><u>Are You That Guy?:</u> Announcement from the National Foundation for Infectious Diseases</p>	<p>:30 Public Service Announcement</p>	<p>In rotation 7/1/16-9/30/16</p>
<p><u>Caregiver Assistance:</u> More than 40 million Americans currently care for an aging loved one. It may start with a simple errand or scheduling a doctor's appointment, but over time caregiving can expand to a significant responsibility. Many caregivers are boomer women, often sandwiched between the needs of their parents and their own kids. These women want to provide the best possible care, but can feel stressed and isolated when they can't meet their own high expectations. The impact is significant: 1 of 5 caregivers reports a decline in the quality of their physical, emotional and social well-being. New Caregiver Assistance PSAs spotlight AARP's online Caregiving Resource Center as a source of valuable information, tips and tools to help women not only care for their older loved ones but also care for themselves</p>	<p>1:00 Public Service Announcements</p>	<p>In rotation 7/1/16-9/30/16</p>
<p><u>Food Safety --</u> Alvin and the Chipmunks star in this public service announcement to remind viewers to always practice safe food preparation habits by following four key steps: clean, separate, cook and chill.</p>	<p>:30 Public Service Announcement</p>	<p>In rotation 7/1/16-9/30/16</p>
<p><u>Nitrate Advisory Lifted:</u> Recent rains have washed the nitrates out of the water. The advisory issued last week has</p>	<p>1:30 News Segment</p>	<p>7/5/16 12:09AM</p>

been lifted. A new project expected to be completed by the end of 2017 will remove nitrates at an atomic level from water coming into the treatment plant.		
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2) Economy

Subject	Length	Date(s) Aired
<u>Amazon Hiring:</u> Amazon is hiring for thousands of full-time positions at its new fulfillment center in Etna Township. The facility is under construction but the company says the facility will work alongside cutting edge technology like Amazon robots.	:30 News Segment	7/12/16 12:18AM
<u>Circleville Plant Groundbreaking:</u> Sofidel Group, an Italian paper making facility, broke ground near State Route 23 and Pittsburgh Road in Circleville. Sofidel makes toilet paper, and has 7 plants in the U.S. The new site is set to start operating in 2018. Sofidel plans to hire 300 workers next year.	1:00 News Segment	7/11/16 12:18AM
<u>New Alcohol Limit Rules:</u> Package discusses the business effect of the lifted Alcohol by Volume (ABV) restrictions in Ohio will have on the many craft brewers. The state has lifted the 12% ABV that has been in effect.	:30, 1:00 Public Service Announcements	In rotation 7/1/16-9/30/16

3) Public Safety

Subject	Length	Date(s) Aired
<u>Project Roadblock:</u> This is a multiplatform drunk driving prevention campaign.	2:00 News Segment	8/9/16 12:02AM

4) Government

Subject	Length	Date(s) Aired
<u>Bexley Mobile Ban:</u> Package discusses the Bexley city wide ban on the use of cell phones.	2:00 News Segment	8/9/16 12:02AM
<u>Bexley No Cell Phone Use:</u> Package discusses the ban the City of Bexley implemented on talking on your cell phone while driving within its city limits. They already ban texting and driving. Bluetooth headsets are still allowed.	2:00 News Segment	9/13/16 12:09AM
<u>Issue One:</u> A special election on Issue one is tomorrow. Issue One would shift the Columbus City Council from seven at large members to 13 members, 10 would be elected from wards and 3 members elected city wide.	2:30 News Segment	8/1/16 12:09AM
<u>Public Safety Director Announced:</u> Mayor Andrew Ginther announced his appointment of a new Public Safety Director, Ned Pettus. The new Mayor took six months to arrive at the decision. Pettus will oversee 70% of the General Fund Budget along with firefighters and 1,900 police officers.	2:30 News Segment	7/14/16 12:18AM
<u>Special Election –Issue One:</u> Special Election on Issue One coverage and updates	1:30 News Segment	8/2/16 12:03AM

5) Children/Education

Subject	Length	Date(s) Aired
Columbus School Levy: The Columbus Public Schools is asking for over \$100 million school levy which would increase property taxes in Columbus by 10%. Superintendent Dr. Dan Good says if it doesn't pass, the district will have to make reductions in some programs and services.	2:00 News Segment	8/17/16 12:15AM

6) Charity

Subject	Length	Date(s) Aired
Gas Buy Down: Two west side churches are trying to bring people together following recent police involved shootings. Life Point Church along with Hope City House of Prayer teamed up at the Certified gas station on West Broad Street and offered to help buy gas for people in the area at \$1 off. Both Pastors say they are working to bring the community together. The pastors say they helped a couple hundred people buy gas.	1:00 News Segment	7/17/16 12:06AM

7) Community Outreach

Subject	Length	Date(s) Aired
Adoption: 108,000 children in the US foster care system are awaiting adoption. New PSAs spotlight the need to help older teens in foster care find permanent, loving homes. More than 41% of children photolisted on AdoptUSKids.org are ages 15-18 and need the guidance of	:30 Public Service Announcements	In rotation 7/1/30-9/30/16

<p>caring parents to handle the experiences of their teen years—from their first date to their first time behind the wheel. An engaging new PSA campaign vividly demonstrates that "You don't have to be perfect to be a perfect parent" for teens in foster care—they'll love you just the way you are.</p>		
<p>Local Animal Shelter Support: Humane Society for Shelter Pets – Animal Shelters – The Humane Society for Shelter Pets is an organization dedicated to fostering a broad base of support for America's local pet shelters and humane societies. HSSP counts more than 800 shelters, rescues, and humane societies among its supporters. Pet shelters work tirelessly to help homeless animals find homes, but unfortunately, many shelters are in chronic need of additional funding. They work with local shelters and others to educate Americans about the need to support local pet shelters, as well as address the misperception that national animal charities work locally. HumaneForPets.org.</p>	<p>:30 Public Service Announcement</p>	<p>In rotation 7/1/16-9/30/16</p>
<p>Louisiana Rising: a Louisiana flood relief concert. Harry Connick Jr and Randy Jackson will be cohosting this event to raise money for the Louisiana flood victims. The Baton Rouge flooding has been a very significant event. Donations to the Red Cross and other charities are well short of what is needed there. This benefit concert will benefit the Red Cross and other charities.</p>	<p>2 Hour Special</p>	<p>9/5/16 8P-10P on 53.2</p>
<p>US Marines: Pride of the</p>	<p>1:00 Public Service</p>	<p>In rotation 7/1/16-9/30/16</p>

Nation, For our Country –a public service announcement to thank those that serve our country.	Announcement	
Values.com – Always Love You: It has been said that "love makes the world go round." In fact, the love of a parent, spouse, partner, friend or family member is often what helps us through the good times and bad, and makes life such a beautiful journey. We hope you will enjoy this celebration of love set to the iconic song "I Will Always Love You" performed by Charice.	:30, 1:30 Public Service Announcement	In rotation 7/1/16-9/30/16
Values.com Annie's Song: The earth we all share is beautiful. It provides our food, the air we breathe and vast wonders to behold. It gives so much to each of us and requires only kindness in return. We hope you will be inspired as you take a visual tour of the earth while gliding on the melody of John Denver's classic "Annie's Song." Our beautiful world... Pass It On.	:30 Public Service Announcement	In rotation 7/1/16-9/30/16
Value.com College : Looking back on the milestones of our lives, it is important to recognize those who have made our path a little easier. Perhaps it was a parent, a teacher, a coach, a mentor or someone we simply call "friend." We think this scenario will resonate with many people-where a young woman, headed off to college stops...and expresses to her father her appreciation for "everything." We all have someone who helped us get to where we are today.	:30, 1:00 Public Service Announcement	In rotation 7/1/16-9/30/16
Values.com Deli: Set in a real deli, this public service	:10, :20, :30 Public Service Announcement	In rotation 7/1/16-9/30/16

announcement reminds us that simple gratitude for an everyday action can change a person's day.		
<p><u>Values.com Guitar Hero:</u> When we try something new, we are taking a risk. It makes us susceptible to criticism or even ridicule. These are often difficult times when a kind word of encouragement may be all we have to keep us going. Where would any of us be without people who believe we can do the impossible?</p> <p>This commercial affirms the notion that in the big and small moments of our lives we have to remember to keep going-to live our dreams. Bon Jovi's anthem, "We Weren't Born to Follow," provides a triumphant crescendo for this public service announcement.</p>	:20, :30 Public Service Announcement	In rotation 7/1/16-9/30/16
<p><u>Values.com Homer:</u> A friendly neighborhood game of baseball ends with a broken window and a decision to make. Will any of Spencer's teammates help him take responsibility for the accident? Or will they abandon him to solve the problem on his own? The famous song "That's What Friends Are For" becomes the anthem for this message about Loyalty... Pass It On.</p>	:30 Public Service Announcement	In rotation 7/1/16-9/30/16
<p><u>Values.com – I Believe:</u> 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</p>	:30, 1:30 Public Service Announcement	In rotation 7/1/16-9/30/16

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		
<u>Values.com – My Wish:</u> Jeffrey Steele and his co-writer Steve Robson created the poignant song "My Wish" which was performed by Rascal Flatts and featured in the commercial. In the video, Jeffrey shares his insights about this song and the importance of the people who really care about us—and our own role in keeping those relationships close.	:30, 1:30 Public Service Announcement	In rotation 7/1/16-9/30/16
<u>Values.com –Never Too Late:</u> In a lighthearted moment at a senior center birthday party we discover that it's never too late to "think young."	:10, :20, :30 Public Service Announcement	In rotation 7/1/16-9/30/16
<u>Values.com –Road Rage:</u> We've all been there... someone does something that angers us and our first reaction is to say words we know we should not. Our reaction can sometimes give a bad example. This message captures a stressful time in traffic when a little girl gives her father a gentle reminder to think before speaking.	:10, :20, :30 Public Service Announcement	In rotation 7/1/16-9/30/16
<u>Values.com –Special Athlete:</u> Special Athlete features a story that touches hearts and reminds us for a moment that not all victories happen at the finish line. For anyone who has ever watched athletes with disabilities the scene of stopping the action to rescue a competitor is a common one. No one is left unaffected by their innocent concern for others. The message is further lifted by the remarkable song,	:05, :10, :20, :30 Public Service Announcement	In rotation 7/1/16-9/30/16

“Get Back Up” by TobyMac. We hope you enjoy this message of Sportsmanship.		
Values.com Wonderful World: The world we live in is an incredible place filled with beauty, majesty, mystery and wonder. From the towering mountains to the endless oceans teeming with life, from the magic of watching a child grow to our amazing human capacity to form relationships, this world is truly awe - inspiring. Set to the tune of Louis Armstrong’s iconic song, this message reminds us that “It’s a Wonderful World”... Pass It On.	:30, 1:30 Public Service Announcement	In rotation 7/1/16-9/30/16

8) Technology

Subject	Length	Date(s) Aired
Digital Hitchhiking: a public service announcement to educate the public about the risks and hazards of transportation network companies (TNCs).	1:00 Public Service Announcement	In rotation 7/1/16-9/30/16

9) Nature/Environment

Subject	Length	Date(s) Aired
Recycling: 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	:30 Public Service Announcement	In rotation 7/1/16-9/30/16

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—and to make recycling an everyday habit. Think what we could create if we all worked together to turn more trash into treasure.		
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10) Station events

Date	Description
7/20/16	Job Boot Camp – sponsored job fair free to the public
7/22/16-7/24/16	Jazz & Rib Fest – sponsorship of a festival that is free to the public
Ongoing	Station tours as scheduled