

# CUNNINGHAM BROADCASTING CORPORATION

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**WYZZ – Peoria, Illinois**

## QUARTERLY ISSUES/PROGRAMS LIST – 4th Quarter 2023

The following is listings of some of the significant issues responded to by Station WYZZ, Peoria, Illinois, along with the most significant programming treatment of those issues for the 4th Quarter period, 10/1/2023-12/31/2023. This listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

### Regular Programs

Station WYZZ regularly airs local news, weather, and traffic reports (7-9am; 5:30-6pm; 9-10pm Mon-Fri and Sat and Sun 9-9:30pm).

Description of Issue	Regular Programs	Air Date(s)	Time	Duration	Narration of Type and Description
Children/Youth	News	10/5/2023	21:48:52	0:01:42	This Extra Effort winner plays softball and her numbers on the tennis court are big. But Julia Wojotowicz might be better in the classroom.
Community	News	10/10/2023	7:09:24	0:01:57	Offering hope to those coming of dark situations. For years, Angel Cruz has embodied the term "service" through his outreach in the Peoria community. See how he is embracing both dedication and Latino pride.
Government (Local)	News	10/11/2023	21:33:15	0:01:47	Navigator Heartland Greenway is withdrawing its application to the state for its multi-state CO2 pipeline. It's the second time they have withdrawn the proposal. We look at what this latest development means for central Illinois.
Business	News	10/25/2023	8:12:42	0:01:56	Creating memories and a unique experience. That's the goal of one local business owner. We see how they are "linking people together"
Crime/Law Enforcement	News	10/26/2023	7:31:32	0:06:18	In a story only on WMBD, a teen girl opens up about her experience stealing cars in Peoria. It's a growing problem not only for the city, but nationwide. In a search for solutions, we talk with the girl and her mother.

Government (Local)	News	11/7/2023	21:32:43	0:02:09	Private school students and parents from central Illinois and around the state rallied in the capitol today. They are pushing lawmakers to continue a scholarship program that benefits private school students. Many parents are worried about the future of the "Invest in Kids" program and what ending it would mean.
Crime/Law Enforcement	News	11/15/2023	21:00:50	0:02:11	There is a new crime data resource for the community by the Peoria Police Department. It's goal is to create transparency, legitimacy, and trust. It's called the 'Know More... No More' campaign.
Business	News	11/15/2023	17:35:00	0:01:52	Aerial arts, circus skills and tumbling are all things you can learn at the Small-Town Circus in Hanna City. For the owner, opening her doors has been a healing journey.
Children/Youth	News	11/16/2023	21:49:45	0:01:36	This Extra Effort winner starts their basketball season next week and put their preseason training on pause to help area veterans. It's the entire Normal West Basketball program.
Community	News	11/20/2023	8:14:42	0:01:34	This week's Central Illinois Heroes are focused on bringing stability to those battling food insecurity. Here's how the 10th annual Day of Stuffing would not be complete without community contributions, and the volunteerism of numerous people.
Government (Local)	News	12/1/2023	8:37:21	0:01:50	Many in central Illinois are reacting on news that the capitol will be lacking in holiday spirit this year. The Secretary of State's office says no religious holiday displays will be put up this year due to the ongoing construction.

Business	News	12/6/2023	21:07:13	0:01:42	Brothers are making puffs in Eureka. We look at how the pair are serving up pizza, one slice at a time.
Crime/Law Enforcement	News	12/10/2023	7:17:26	0:04:10	The first-degree murder trial for Brandon Walker is set to start this day. The Peoria County man is accused of fatally neglecting his 8-year-old son Navin Jones last year. We've been following the case for two years. Now we're looking at the aftermath of Navin's death through Police lenses with the body cam footage.
Community	News	12/12/2023	8:47:51	0:02:02	More than 45,000 lights, all synchronized to music. This Central Illinois Hero is the Motter Family.
Children/Youth	News	12/14/2023	21:49:20	0:01:30	This Extra Effort winner is a two-sport athlete at Brimfield. But it's what future nursing student Kylee Vaughn does away from sports that makes her special.

### Public Service Announcements

Station (WYZZ), (Peoria, IL), aired 3,425 public service and announcements and during this quarter, covering a number of 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. Station (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 (ciproud.com) on an as-needed basis. Station (WYZZ) is a participating station in our area's Emergency Alert system.

Description of Issue	Public Service Announcements	Air Date(s)	Time	Length	Narration of Type and Description (identify non-profit or community group)
Benefits Awareness	"Guiding Light" "Guiding Light – Mental Health" "Guiding Light – Healthcare" "Guiding Light – Food"	10/01-12/31/23	In rotation	:15/:30 seconds	Over the past year, American has faced the worst economic downturn since the Great Depression. People in need may not know which assistance programs they qualify for or how to navigate them. 211 is a one-stop resource for help accessing essential resources we all deserve. Nonprofit.  Sponsor: United Way
Adoption	"Suitcase" "Morning Time" "Teen Proofing" "At Home"	10/01-12/31/23	In rotation	:15/:30 seconds	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. Teens

	<p>“Real Rewards”  “Sisters”  “Duffle”  “Dinner”  “Mailbox”</p>				<p>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. Nonprofit.</p> <p>Sponsors: US Department of Health and Human Services, Administration for Children and Families, and Adopt US Kids</p>
Belonging	<p>“Rich’s Story”  “Belonging”</p>	10/01-12/31/23	In rotation	:30 seconds	<p>We all want to feel safe and included in the community we call home, but today, too many of our neighbor’s experience exclusion, isolation, harassment, and even violence based on their identity. Nonprofit.</p> <p>Sponsor: Ad Council</p>
Discovering Nature	<p>“Our Colors”  “Am I a Tree”  “Forest Trail”  “Lake Trail”  “Mountain Trail”</p>	10/01-12/31/23	In rotation	:15/:30 seconds	<p>Since 2009, the Ad Council and USDA Forest Service’s Discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature. Our new creative work highlights the power of music to inspire meaningful experiences in nature, where families can deepen their connection with each other and the outdoors Nonprofit.</p> <p>Sponsor: US Forest Service</p>
Emergency Preparedness	<p>“Alone Together”  “Caring for Myself”  “Sneezing and Coughing”  “Surgeon General High-Risk Audience”  “If You Are Sick”  “Time to Wash Your Hands”</p>	10/01-12/31/23	In rotation	:30 seconds	<p>In recent years, devastating earthquakes, pandemics, tornadoes, floods, and wildfires have highlighted the need for Americans to prepare for natural disasters. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan. Nonprofit.</p> <p>Sponsor: Federal Emergency Management Agency (FEMA)</p>

Empowering Girls in STEM	<p>“Back in Time”  “STEM in Sports”  “Unstoppable STEM”  “Make the Change”</p>	10/01-12/31/23	In rotation	:15/:30 seconds	<p>While women make up half of the U.S. college-educated workforce, they hold only a little over a fourth of all STEM jobs. Research shows that young girls like STEM subjects – science, technology, engineering, and math – but often feel that STEM isn’t for them due to outdated stereotypes. Girls are scared to fail in STEM, but She Can STEM shows girls that STEM is in everything, and experimenting is part of the journey. Nonprofit.  Sponsor: Ad Council</p>
Poison Control	“Make the Call”	10/01-12/31/23	In rotation	:30 seconds	<p>2,200,000 poisonings occur annually, with nearly 50% of all exposures involving children younger than age 6. To address this threat, the Human Resources &amp; Service Administration (HRSA) continues its Poison Help campaign with “Make the Call” series of PSAs. By calling a Poison Helpline, hospital visits can be prevented as 68% of poison exposures can be controlled by direction provided over the phone. Nonprofit.  Sponsors: Human Resources &amp; Services Administration (HRSA)</p>
Fatherhood Involvement	<p>“Howard”  “Dance Like a Dad: NASCAR”</p>	10/01-12/31/23	In rotation	:30 seconds	<p>What is #Dadication? It is just like dedication, but it means that as a father, you never stop being a dad. There is no one right way as long as you show up for your kids, even when it’s not so easy. The Fatherhood Involvement campaign PSAs highlight the diverse experiences of real dads who share a commitment to being there for their kids through parenting high lights and challenges. By acknowledging the hard work, they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children.  Nonprofits.  Sponsors: U.S. Department of Health and Human Services’ Administration for Children and Families, National Responsible Fatherhood Clearinghouse</p>

Middle School Mental Health	"Sound It Out"	10/01-12/31/23	In rotation	:30 seconds	<p>There is a mental health crisis among our country's youth. Young adolescents (10-14) are experiencing increased rates of mental health challenges and particularly youth of color, face the additional trauma of systemic racism and greater challenges in addressing the support they need. Nonprofit.</p> <p>Sponsor: Pivotal Ventures</p>
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