

WWHO-TV
ISSUES AND PROGRAMMING REPORT
First Quarter 2017

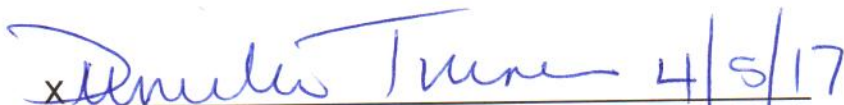
Following is a list of some of the significant issues responded to by WWHO-TV, Chillicothe, OH, along with the most significant programming treatment of those issues for the period of January 1, 2017 to March 31, 2017. This list is by no means exhaustive. The order in which the issues appear does not 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
Station Events

WWHO aired public service announcements in 1st Quarter 2017 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.

 4/5/17

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

1) Health

Subject	Length	Date(s) Aired
Blood Donation Shortage: The American Red Cross is sounding the alarm over what it calls a severe blood shortage. It says donations in November and December were 37,000 short of what was needed. Nearly 100 blood drives across Ohio had to be canceled because of bad weather. The Red Cross says it is a struggle to get people to donate this time of year.	1:00 News Segment	1/5/17 12:26AM

2) Economy

Subject	Length	Date(s) Aired
Giant Eagle Closures: Giant Eagle is closing three stores and one GetGo gas station around Columbus. They will be relocating approximately 200 employees to other stores around town.	1:00 News Segment	1/4/17 12:08AM
The Limited Closing: Central Ohio Retailer and one time clothing giant The Limited has now gone totally digital, closing all physical locations. There have been massive sales at the stores over the past few weeks as the company has tried to eliminate inventory.	2:00 News Segment	1/9/17 12:08AM
Store Closings: Experts say not to panic about several businesses closing their doors in central Ohio. We found out this week that Giant Eagle, Macy's, Sears, and K-Mart are just a few of the companies closing their stores here. Economists say the closings are not an indication of the economy here in Central Ohio. Much of the reason for closing is the growing trend of more online sales. Experts say one positive sign for the local	:30 News Segment	1/5/17 12:26AM

economy is the focus on Central Ohio by other stores. Ikea, Amazon, and Kroger are three big ones spending millions of dollars in the area.		
<u>Bob Evans Restaurants Sold:</u> Bob Evans plans to sell its restaurants to Golden Gate Capital. Golden Gate will take over in a deal worth \$500 million. In a separate deal, the New Albany-based Bob Evans will buy a potato company and plan to focus on selling products in grocery stores. Bob Evans' CEO says the deal will allow the restaurants to grow and remain true to the values of founder Bob Evans.	1:00 News Segment	1/25/17 12:06AM
<u>Construction Worker Shortage:</u> Discusses when it comes to construction, the problem isn't the lack of jobs. It's the lack of skilled younger workers. The Construction Trades Career Fair is targeting high school students and young adults interested in construction.	2:00 News Segment	1/27/17 12:15AM

3) Public Safety

Subject	Length	Date(s) Aired
<u>Violent Offender:</u> Discusses the pros and cons of the State Legislator's idea to establish a violent offender registry similar to the sex offender registry.	2:30 News Segment	2/14/17 12:01AM
<u>OSU Safe Ride Program:</u> A program at Ohio State is getting students safely around campus. The service is really easy to use. Students just need to call a number and request a ride, give basic information the driver will need like pickup time and	2:00 News Segment	3/1/17 12:05AM

location. The driver also needs to see a Buck- id. The Student Safety Service is available every day of the week, from 7 PM to 3 AM.		
Project Roadblock: This is a multiplatform drunk driving prevention campaign.	:30, 1:00 Public Service Announcements	In rotation 1/1/17-3/31/17

4) Government

Subject	Length	Date(s) Aired
Library Funding Cuts: Ohio library council official's states that Ohio ranks first in the nation for library visits. But with Governor Kasich's proposed budget cuts, libraries that rely 100% on state funding could see a huge blow to many of its services. There are more than 6 counties. Ohio Governor John Kasich's new proposed budget cuts many libraries could take a huge hit. Ohio's public library fund now faces a \$7 million cut in Governor's Kasich's new two-year budget plan. In central Ohio they rely 100% on state funding. If those funds get cut, it's not clear how those libraries will stay afloat.	2:00 News Segment	2/6/17 12:17AM
East Main Street District Meeting: The Eastmoor neighborhood in east Columbus is looking to revitalize a stretch of East Main Street. The area is between Bexley and Whitehall. A public hearing was held about creating what is called a "Special Improvement District". The city says it would help support small businesses through	1:00 News Segment	3/20/17 12:10AM

<p>safety patrols, street cleanings and beautification projects. Councilman Shannon Hardin says this is all about community involvement. Hardin says this has been tried in other areas of Columbus, and it's been pretty successful.</p>		
<p><u>Hamilton Road</u> <u>Improvements:</u> The city wants to expand and improve safety along Hamilton Road between Morse Road and Menerey Lane. The city held an open house to let the community know about the plan. They say they want to widen the street to reduce congestion. The plan also calls for safety improvements for pedestrians and bikers. Work is expected to start in the summer of 2018.</p>	1:00 News Segment	3/28/17 12:10AM
<p><u>Senate Bill 199/CCW Bill:</u> New rules in Ohio could allow more people to carry guns in places like airports. Senate Bill 199 recently got Governor John Kasich's signature. So, it'll be law in a few months. It allows people with concealed-carry licenses to have their guns in airport common areas. The law will also do the same for places like day cares and certain government buildings. Ohio continues to see an increase in the number of concealed carry permits being issued.</p>	1:00 News Segment	1/7/17 12:03AM

5) Children/Education

Subject	Length	Date(s) Aired
<p><u>Bullying –I am a Witness:</u> 90 percent of teens ages 12-17 who have witnessed some form of online cruelty say they have ignored mean behavior on social media, and more than a third (35 percent) have done this frequently (Pew Research Center's Internet& American Life Project). Research has shown that the bystander can play a pivotal role in stopping bullying. In a groundbreaking effort to empower teens to speak up when they see bullying, the Ad Council and an unprecedented coalition of media, corporate and non-profit partners are launching the I Am A Witness campaign. The campaign aims to stop bullying by activating the "silent majority" of kids who witness it each day transform them from passive bystanders into a united, empowered and active collective that will speak up against bullying.</p>	<p>:30 Public Service Announcements</p>	<p>In rotation 1/1/17-3/31/17</p>
<p><u>Columbus Public Schools State of the District:</u> Discusses the state of the district. Dr. Dan Good, District Superintendent says with voters approving a levy last year, the district can add more teachers, pay for building maintenance, and improve security among other items.</p>	<p>2:00 News Segment</p>	<p>1/24/17 12:01AM</p>

<p><u>Columbus Africentric Ribbon Cutting:</u> The story discusses a ceremonial ribbon cutting for the new Columbus Africentric campus on the east side. The nearly \$40 million facility opened last month. It has 44 classrooms for elementary, middle and high school students. The campus also has the largest sports venue in the district.</p>	:30 News Segment	1/24/17 12:03AM
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6) Charity/Community Outreach

Subject	Length	Date(s) Aired
<p><u>Humane Ohio Meeting:</u> Animal rights activists are joining forces to bring sweeping changes for dogs in Ohio. The group calling itself The Humane Coalition of Ohio is made up of people from animal rights groups from all over the state. Nearly 100 animal rights activists from across Ohio are coming together with the goal to get rid of puppy mills and rescue more dogs from local shelters.</p>	1:00 News Segment	1/2/17 12:15AM
<p><u>Bo Jackson Facility Opens:</u> Bo Jackson's elite sports center is now open in Hilliard. The athletic center on Cosgray Road is 114,000 square feet. Big enough for a football field, baseball infield, and softball infield, among much else. Athletes of all ages can now train at the facility.</p>	1:00 News Segment	1/5/17 12:08AM
<p><u>Local Animal Shelter Support:</u> 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</p>	:30 Public Service Announcement	In rotation 1/1/17-3/31/17

<p>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><u>Cops Help Homeless:</u> Discusses how the Genoa Township Police have “Care Bags” to hand out to the homeless. Each backpack has toiletries and information on where to get help. They also contain morale boosters like socks, and crossword puzzle to pass the long nights. It’s a way to build trust and a rapport among those too afraid to speak up.</p>	2:00 News Segment	2/3/17 12:08AM
<p><u>Meals on Wheels:</u> When you bring someone a meal, you show that you care. And, for the more than 2.4 million seniors who depend on Meals on Wheels each year, a quick chat and a warm hello can make all the difference in the world. More than 2 million dedicated volunteers make up the backbone of Meals on Wheels, a national, community-based network committed to seniors’ health, safety and well-being. Together, this network delivers 1 million meals to seniors in need each day. They also provide important safety checks – and make meaningful connections with seniors in their communities. Simply by</p>	:15, :30, 1:00 Public Service Announcements	In rotation 1/1/17-3/31/17

dedicating their time to serving seniors in need, volunteers can make an incredible difference. With 1 in 6 seniors already facing the threat of hunger and the senior population projected to double by 2050, Meals on Wheels has a pressing need to recruit new volunteers. The new campaign, "America, Let's Do Lunch", invites Americans to "donate their lunch break" to deliver meals to seniors in need. Visit AmericaLetsDoLunch.org to sign up to volunteer with Meals on Wheels in your local community. -		
US Marines: Pride of the Nation, for our Country –a public service announcement to thank those that serve our country.	1:00 Public Service Announcement	In rotation 1/1/17-3/31/17
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, 1:00, 1:30 Public Service Announcement	In 1/1/17-3/31/17
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, 1:00, 1:30 Public Service Announcement	In rotation 1/1/17-3/31/17

<p><u>Value.com College :</u> 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.</p>	<p>:30, 1:00 Public Service Announcement</p>	<p>In rotation 1/1/17-3/31/17</p>
<p><u>Values.com Deli:</u> Set in a real deli, this public service announcement reminds us that simple gratitude for an everyday action can change a person's day.</p>	<p>:10, :20, :30 Public Service Announcement</p>	<p>In rotation 1/1/17-3/31/17</p>
<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? 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>	<p>:30 Public Service Announcement</p>	<p>In rotation 1/1/17-3/31/17</p>
<p><u>Values.com – Hall of Fame:</u> Achievement comes in many forms. For some it's attaining a top grade in school, losing weight or excelling in a sport,</p>	<p>:30, 1:00 Public Service Announcements</p>	<p>On rotation 1/1/17-3/31/17</p>

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		
Values.com Homer: 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.	:30, 1:00 Public Service Announcement	In rotation 1/1/17-3/31/17
Values.com – I Believe: 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	:30, 1:00, 1:30 Public Service Announcement	In rotation 1/1/17-3/31/17
Values.com –Imagine: Every good thing that has ever been achieved began with an idea—a dream that something better is actually possible. Skeptics likely doubted, friends wondered, and still the idea survived. Our society depends upon ordinary people to think the extraordinary—someone to	:30, 1:00, 1:30 Public Service Announcements	In rotation 1/1/17-3/31/17

<p>simply ask, even in the face of criticism, why not? Could a cure for an incurable disease exist, how far is too far to travel, can children's hunger be alleviated, can everyone get a good education? John Lennon's "Imagine" provides a thoughtful and inspiring backdrop for you to Imagine... the Possibilities</p>		
<p><u>Values.com – Let Em In:</u> A frustrating moment in traffic is usually short-lived but can put anyone into a bad mood. Likewise, a kind gesture in those tense situations can have a positive effect on the person receiving our kindness and, of course, on us. "Let 'Em In" is sure to bring a smile when you recall this happening in your own life.</p>	<p>:10, :30 Public Service Announcements</p>	<p>In rotation 1/1/17-3/31/17</p>
<p><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.</p>	<p>:30, 1:00, 1:30 Public Service Announcement</p>	<p>In rotation 1/1/17-3/31/17</p>
<p><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."</p>	<p>:10, :30 Public Service Announcement</p>	<p>In rotation 1/1/17-3/31/17</p>

<u>Values.com – Open Door:</u> This message offers a simple reminder to be aware of others when going through a door in a public place. Most of us likely wish we would have done this more often. We believe that viewers will appreciate this moment of decision when a teen has to choose between doing the right thing or staying with his friends.	:05, :10, :30 Public Service Announcements	In rotation 1/1/17-3/31/17
<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 1/1/17-3/31/17
<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, "Get Back Up" by TobyMac. We hope you enjoy this message of Sportsmanship.	:10, :30, 1:00 Public Service Announcement	In rotation 1/1/17-3/31/17
<u>Values.com Wonderful World:</u> 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	:30, 1:00, 1:30 Public Service Announcement	In rotation 1/1/17-3/31/17

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.		
<u>Zoo Day Free Admission:</u> The Columbus Zoo was overwhelmed for the free zoo day. The warm weather had cars lined up and waiting up to an hour to get in. According to the zoon over 60,000 people showed up.	2:00 News Segment	2/20/17 12:05AM

7) Station events

Date	Description
2/5/17	Job Boot Camp – sponsored job fair free to the public