

WKRC – Cincinnati, OH

Other Broadcast / Non-Broadcast Efforts

2021

WKRC broadcasts a minimum of three hours weekly, programs which provide both educational and informational needs of children. We believe that these programs have unlimited value.

Our general audience programs which serve children 16 years of age and under include our local news which airs Mon-Fri 5-7am, Mon-Fri 9-10am, Mon-Fri 12-12:30pm, Mon-Fri 4-6:30pm, Mon-Sun 11-11:30pm, Sat 5-8am and Sun 8-9am & 11:30am-12pm.

WKRC Local News Programming includes:

Good Morning Cincinnati 5-7am

Good Morning Cincinnati – 9-10am

Local 12 News at Noon

Local 12 News 4-6:30pm

Local 12 News 11-11:35pm

Good Morning Cincinnati Saturday – 5-8am

Good Morning Cincinnati Sunday – 8-9am & 11:30am-12pm

What's Happening in Health – 6-7am

WKRC airs weekly political programs covering topics that affect the viewing area.

Full Measure w/ Sharyl Attkisson

America This Week

Spotlight on America

WKRC airs all the CBS Network News programming including:

CBS This Morning – Mon-Fri 7-9am

CBS Evening News – Mon-Sun – 6:30-7pm

CBS Saturday Morning – 8-10am

CBS Sunday Morning – 9-10:30am

Face The Nation – Sun 10:30-11am

60 Minutes – Sun 7-8pm

CBS News Breaking News Cut-ins

Non-Broadcast Efforts directed toward children include numerous public appearances by News personnel. Public appearances are ongoing projects. Examples include...

SPCA Cincinnati 2/6/21 - Adopt-A-Pet telethon / fundraiser.

NKY Restaurant Association 2/16/21 Sheila Gray Mardi Gras for Homeless Children fundraiser

South Ripley Elementary School 2/24/21 Brad Maushart Weather teaching for a group of students

Villa Madonna Academy 2/1/21 John Gumm Weather / Science teaching for a group of students

Villa Madonna Academy 2/20/21 John Gumm Villarama virtual fundraiser

American Heart Association 2/1/21 Paula Toti Kyle Inskeep Virtual video message for February Heart Month

Foundation Fighting Blindness 2/28/21 Paula Toti Assembled gift baskets and donations for the Cincinnati chapter / national auction event

Bowling Green State University 2 x's in March

Duane Pohlman Guest lecturer for a capstone journalism class

University of Cincinnati 2 x's in March

Duane Pohlman Guest lecturer for journalism class

Investigative Projects Team at Bowling Green 2 x's in Duane Pohlman Zoom meetings to guide investigative Green State March projects team

Ohio Valley Voices 3/6/21 Bob Herzog Emceed live online event from the Cincinnati Shakespeare Company

Cinti. Rotary's Jefferson Awards lunch 3/25 Bob Herzog Created introduction video

Provided voiceovers for all of the finalists' videos produced by our Marketing Dept.

HR RELATED ACTIVITIES (JOB SHADOW, JOB FAIR, CAREER DAY)

University of Cincinnati Virtual Job event 3/27/21 Linda O'Brien Doug Lillibridge

(9) virtual interviews with students/potential interns were conducted 9:00 a.m. to Noon.

Sigma Delta Chi Society of Professional Journalists 4/7/21 Pohlman Competition Judge

Oak Hills High School PTA 4/10/21 Herzog Ladies Night Fundraiser

American Red Cross 4/12/21 Gray Emcee Virtual Fundraiser

Northern Kentucky Chamber 4/22/21 Toti Emcee Virtual Education Awards event

JDRF 5/8/21 Herzog Emcee Virtual Cincinnati of the Year Gala

Alzheimer's Association of Greater Cincinnati 5/13/21 Herzog Emcee Art of Making Memories
virtual event

Fernside Center for Grieving Children 5/14/21 Herzog Emcee Fernside Classic event

Oak Hills Alum & Educational Foundation 5/19/21 Herzog Annual Recognition Dinner

City of Cheviot 6/2/21 Herzog Cicada March parade/judge floats & costumes

Education Center of Rising Sun Indiana 6/10/21 Poteet STEM camp virtual Q & A on meteorology

Riverfest Fireworks / Newport on the Levee 9/5 Toti anchored

Foundation for Fighting Blindness 9/18 Toti served as media chair and formed walk team for Vision Walk

Freestore Foodbank Rubber Duck Regatta Aug/Sept Herzog honorary chair, appeared in promo spots,
and a Facebook Live to promote

Cincinnati Rotary Club 8/7 Herzog emceed Believe 2 Achieve event in support of Down

Syndrome Assoc, Stepping Stones from Camp Ally, and Visionaries + Voices

Harvest Home Fair 9/9 Herzog represented station in Harvest Home Parade

Oktoberfest Zinzinnati 9/17 Herzog represented station in the Gemutlichkeit Games

Oktoberfest Zinzinnati 9/18 Herzog represented station by leading a Chicken Dance on stage
at the event

Price Is Right Live at the Aronoff 9/25 Herzog represented the station by kicking off the 4 p.m. show

Whitney Strong Foundation 9/25 Herzog emceed A Night for Life event

Sophie's Angel Run 9/26 Herzog kicked off & emceed postrun ceremony to support brain tumor research at Children's hospital and several scholarships

Miami University Freshman Student 9/22 Herzog interviewed for public speaking project

Westwood Women's Club 9/27 Mongillo spoke at club meeting

Breast Cancer Pink Ribbon Girls " Ignite the Fight " 10/1 Mongillo emceed fundraiser

Bishop Fenwick High School 10/13 Winter-presentation to students on broadcast career

St. John the Evangelist Church 10/13 Herzog: speaker for Spirited Seniors Luncheon

Cincinnati Business Courier 10/21 Herzog: emceed Forty Under 40 Awards Dinner

Mardi Gras for Homeless Children 11/1 Kickoff program – Sheila Gray

Cancer Family Care Wine Tasting 11/6 Toti and Arsenault emceed

Cancer Free Kids 11/12 Herzog/Gumm: virtually emceed Celebration of Champions gala

Greater Cinti., Assoc. Black Journalist & YWCA discussion 11/13 Panelist/Geraghty (News Director)

Working in Neighborhoods 11/15 Herzog: emceed Hall of Fame dinner

Thanksgiving Day Race 11/25 Herzog: kicked off race & participated in promo

Joe Nuxhall Miracle League's Covid Can't Campaign 11/29 Facebook live: Herzog and Gray

Lebanon Ohio Horse & Carriage Parade 12/4 Emcee – Sheila Gray

Salvation Army Red Kettle Campaign 12/17 Facebook live: Lomax, Gray, Dalton, Herzog