WLWT 2019 (4th Quarter: 15-week reporting period)

In 2019, as part of its continued multi-platform commitment to tackle the Addiction Epidemic in our community, WLWT has produced daily news stories focusing on this topic and in particular the faces of those impacted in our communities, primarily children. During this quarter, WLWT scheduled a special 1.5 hour edition of “Teen Kids News” (Episodes 1644/1645/1646) on Sunday, September 22nd from 1:00pm-2:30pm; a special 1.5 hour edition of “Teen Kids News” (Episodes 1707/1705/1703) on Sunday, November 3rd from 1:30pm-3:00pm; and a special one-hour edition of “Teen Kids News” (Episodes 1714/1715) from 2:00pm-3:00pm. These airings of the program were intended to help increase audience awareness of the program and to further educate and inform our teenage viewers of current events and learning tools that can be used for future reference during the current school year and beyond. Engaging teen viewers is a principal goal of the station’s airing of these Special Edition episodes. The station notified listing guides about these Special Episodes, and the station aired hourly informational crawls to promote the Special Edition episodes. Also, on Sunday, December 29th from 1:00pm-2:00pm, WLWT re-aired Earth Odyssey (Episodes 201/202) with the proper E/I bug due to the automation system error that occurred on the original episodes the station received from the network and aired on November 30th. WLWT continued its community outreach for the 18th year with its annual Coat Drive, with a focus on collecting coats for children. WLWT provided 3427 coats to those in local communities during the months of November and December.