

Community Issues and
Programs
Report

WTOG TV

4th Quarter 2020

Attached hereto are descriptions of the WTOG CW 44 treatment of local issues addressed by the station through programming, public service announcements or outreach during the report period.

The following pages indicate issues ascertained by WTOG, a listing of regularly scheduled programs and a listing, if applicable of WTOG community outreach activities.

Submitted by Tracy Letize; reviewed by Michelle Calachino, V.P./General Manager.

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Michelle Calachino
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1/6/2021

Michelle Calachino
V.P. / General Manager

Date

LIST OF COMMUNITY PROBLEMS AND ISSUES

4th Quarter 2020

The following issues were compiled from ascertainment interviews conducted by WTOG-TV management and from issues that become prevalent within the local communities during 4th Quarter 2020

- ART
- CHARITIES
- COMMUNITY
- CRIME
- DISABILITY
- EDUCATION
- ENVIRONMENT
- FAMILY
- HEALTH
- RACE RELATIONS / MINORITY ISSUES
- SAFETY
- SUBSTANCE ABUSE

WTOG-TV QUARTERLY ISSUES/PROGRAMS LIST

October 1, 2020 through December 31, 2020

Attached are listings of broadcasts or broadcast segments that, in the Station's judgment, reflect the most significant programming treatment of ascertained issues during the preceding three-month period. The Station also produced and broadcast public service announcements promoting local community events and campaigns.

CW44 NEWS AT 10 - A regularly scheduled news broadcast focusing on current issues and events. Aired Monday-Friday at 10pm and 10:30pm.

BAYSIDE - A half-hour weekly public affairs program featuring local representatives of foundations and charities focused on helping the Tampa Bay community. Broadcast dates and times as indicated in the report.

MENTORING KINGS - A quarterly one hour special celebrating mentoring initiatives and activities of black male celebrities, business entrepreneurs, educators, political and community leaders. Exploring how these men have become "Mentoring Kings." Seeking to discover a solution, this special reveals men who have successfully built their careers from the ground up and have reached back to bring the youth along. This program tells in-depth stories of black men who have played a major role (with sizable results in mentoring), that ultimately leads our black youth to making positive contributions in their community. **Aired Saturday 10/24/20 12p-1p.**

TUNNEL TO TOWERS- This annual special honors the sacrifice of firefighter Stephen Siller who laid down his life to save others on September 11, 2001. The special also honors our military and first responders who continue to make the supreme sacrifice of life and limb for our country. **Aired Sunday 10/24/20 1PM-2PM.**

AFRICAN AMERICAN SHORT FILMS - A quarterly one hour special featuring short films starring, produced, written or directed by African American filmmakers. **Aired Saturday 12/19/20 1p-2p**

PUBLIC SERVICE ANNOUNCEMENTS: WTOG CW44 is airing and sponsoring PSAs. PSAs in rotation primarily focused on issues related to Coronavirus pandemic including Feeding America, Flattening the Curve, supporting small businesses, and the Red Cross.

WTOG-TV CW 44

4th QUARTER 2020 LISTING OF COMMUNITY ISSUES AND PROGRAMS

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 10/4/20 10am

Duration: 20:50

Foundation: **OASIS – Just Giving**

Description: OASIS Network is grassroots, volunteer-driven organization, serving underprivileged students in Hillsborough County. We provide clothing, shoes, hygiene items and other basic necessities to students in need of assistance.

This program is made possible through a unique partnership with some 140 social workers of Hillsborough County School District. When a social worker identifies a child lacking basic necessities, the social worker visits one of our facilities to select whatever items the child may need-- free of charge!

Issue: COMMUNITY

Program: CW 44 News at 10pm

Air Date: 10/9/20

Time: 10pm

Duration: 1:00

Description: A few routes in Tampa Bay are soon to see some autonomous shuttle traffic. BEEP, the self-driving autonomous shuttle company based out of Lake Nona, Florida is celebrating their one year anniversary on the road. Upon launch, the autonomous shuttles served a one mile route within a 17-square-mile planned development located 7 miles south of Orlando International Airport in the City of Orlando.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 10/11/20 10am

Duration: 20:50

Foundation: **NAMI**

Description: NAMI Florida's Mission is to improve the quality of life of individuals and their families affected by mental illness through education, support and

advocacy. The vision is that persons with severe and persistent mental illness can recover and lead productive and meaningful lives within their community of choice. They have 24 affiliates in communities across Florida providing education, advocacy, and support groups for people with mental illnesses and their loved ones. Each affiliate includes family members, friends, professionals, and consumers whose lives have been impacted by mental illness. Affiliates also help members access psychiatric services, treatment, benefits, medication, and housing.

Issue: PUBLIC SAFETY

Program: CW 44 News at 10pm

Air Date: 10/13/20

Time: 10pm

Duration: 2:38

Description: It was a deadly weekend across Tampa Bay as several traffic accidents led to fatalities at intersections known to be dangerous for pedestrian crossings. Over the weekend, three deaths were the result of separate pedestrian versus vehicle accidents across Tampa Bay. CW44's Andrea Alvarez spoke with an local advocate for pedestrian safety who says crosswalk provisions are long overdue. In an effort to protect the safety of pedestrians and bicyclists, the Hillsborough County Sheriff's office says they're turning their attention to focus on dangerous intersections.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 10/18/20 10am

Duration: 20:50

Foundation: **SPCA Tampa Bay**

Description: SPCA Tampa Bay is the only non-profit, animal welfare agency that runs an open-admission animal shelter, pet training facility and public veterinary center in Pinellas County. Our shelter in Largo cares for more than 8,000 animals annually that have been surrendered by their owners, along with injured wildlife. This show was used to promote their year-end fundraising event on Thursday, November 12th.

Issue: POLITICS

Program: CW 44 News at 10pm

Air Date: 10/24/20

Time: 10pm

Duration: 2:38

Description: Celebrating 100 years right now, the League of Women Voters has had their work cut out for them in 2020. They're a nonpartisan political organization that focuses on empowering voters, defending democracy and urging the community to advocate for issues that they care about. This year, the League sent out thousands of handwritten cards to voters to urge them to use their voice to vote right now.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 10/25/20 10am

Duration: 20:50

Foundation: **Florida Covering Kids and Families**

Description: No one plans to get sick or hurt, but most people need medical care at some point. Health coverage helps pay for these costs and protects you from very high expenses. Did you know the average cost of a 3-day hospital stay is \$30,000? Or that fixing a broken leg can cost up to \$7,500? Having health coverage can help protect you from high, unexpected costs like these. There are other important benefits of health insurance. Plans available in the Health Insurance Marketplace (and most other plans) provide free preventive care. They also cover some costs for prescription drugs.

Issue: COMMUNITY

Program: CW 44 News at 10pm

Air Date: 10/30/20

Time: 10pm

Duration: 1:39

Description: Residents and visitors of downtown St. Pete now have another commuting option in which to explore the city. Officials with the City of St. Petersburg announced Thursday that E-scooters will be available for rent starting immediately, giving St. Pete residents and visitors a new, environmentally friendly way to get around downtown. Partner companies Razor and VeoRide will be begin rolling out approximately 250 e-scooters into the downtown core.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 11/1/20 10am

Duration: 20:50

Foundation: **SPCA Tampa Bay**

Description: SPCA Tampa Bay is the only non-profit, animal welfare agency that runs an open-admission animal shelter, pet training facility and public veterinary center in Pinellas County. Our shelter in Largo cares for more than 8,000 animals annually that have been surrendered by their owners, along with injured wildlife. This show was used to promote their year-end fundraising event on Thursday, November 12th.

Issue: POLITICS / ECONOMY

Program: CW 44 News at 10pm

Air Date: 11/3/20

Time: 10pm

Duration: 3:04

Description: Hoping to sway last minute voters, one advocacy group points out the negative impact to Florida if Amendment two is passed. Last week Florida workers shared their perspective with the CW44 News at 10 on amendment two on the Florida ballot to raise the minimum wage. Workers making minimum wage across Florida are protesting current wages in hopes to convince last minute voters to mark their ballot in favor of amendment two on Florida's ballot come Tuesday. The amendment would raise the minimum wage from \$8.56 to \$15 an hour over time. This week, we spoke with policy advocacy organization, Americans for Prosperity, which says it's not as glamorous as it may seem at first look. The group opposes that amendment and says it could cost hundreds of thousands of Floridians their jobs.

Issue: CRIME

Program: CW 44 News at 10pm

Air Date: 11/7/20

Time: 10pm

Duration: 2:37

Description: According to court documents, from March 2014 through February 2019, McIntyre operated SHM Gulf Enterprises, LLC, doing business as Tampa Gift Card King (“GCK”). Located in Tampa, GCK was a secondhand dealer where individuals sold their unused, or partially used, returned merchandise cards and retail gift cards, some of which were procured via theft or fraud, for a percentage of the cards’ face value in exchange for cash. Thereafter, McIntyre and his co-conspirators resold the returned merchandise cards and gift cards even though they knew some of the cards had been obtained via theft or fraud. McIntyre and his co-conspirators also conducted other illicit transactions involving the cards and used the proceeds for their personal enrichment.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 11/8/20 10am

Duration: 20:50

Foundation: **CDC University Health of Tampa**

Description: Founded in 1992, CDC of Tampa has built a proven track record of reducing disparities for people and communities throughout Tampa, Hillsborough County and beyond. In the years ahead, we're committed to scaling our efforts as we continue working to realize our vision for a thriving Tampa Bay region in which every community is equitable, diverse and engaged.

Issue: COMMUNITY / ENVIRONMENT

Program: CW 44 News at 10pm

Air Date: 11/13/20

Time: 10pm

Duration: 3:17

Description: Residents across Tampa Bay are continuing to document the impact and aftermath of tropical storm Eta. Both Pinellas and Hillsborough County officials declared local states of emergency ahead of the storm. Although the storm has passed, flood hazards still remain for places like Pinellas County after heavy rain caused high rising water in low-lying areas. In both Hillsborough and Pinellas County, crews began work Thursday morning to clear the roadways with chainsaws and other hurricane response equipment removing fallen trees and branches. Residents can document their property damage online with the damage assessment tool – or report flooding and road problems.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 11/15/20 10am

Duration: 20:50

Foundation: **Tampa Area Baha'i Race Unity Task Force**

Description: Racism is the most challenging issue confronting America. A nation whose ancestry includes every people on earth, whose motto is *E pluribus unum*, whose ideals of freedom under law have inspired millions throughout the world, cannot continue to harbor prejudice against any racial or ethnic group without betraying itself. Racism is an affront to human dignity, a cause of hatred and division, a disease that devastates society. The Tampa Area Baha'i Race Unity Task Force was designed to discuss building racial unity in the Tampa Bay area.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 11/22/20 10am

Duration: 20:50

Foundation: **WeSeeU**

Description: Many children in our underserved communities, not only depend on school for meals but also for educational activities as simple and important as reading a book, coloring, drawing, cutting, or writing. Due to the COVID 19 Crisis shutdown of schools, many children don't have access to these items.

WeSeeU Inc and the Tony Dungy Family Foundation have joined together to create Activity Packets for these children. The Activity Packets consist of reading books, coloring crayons, markers, pencils, a coloring/activity book, flash cards, word cross/math puzzle books, glue sticks, sidewalk chalk, jump ropes and more. The goal is to provide supplies to keep their minds and hands active during this crisis.

Issue: COMMUNITY / CRIME

Program: CW 44 News at 10pm

Air Date: 11/28/20

Time: 10pm

Duration: 3:42

Description: As businesses begin wrapping up day one of the holiday shopping season, local law enforcement officers are just getting started on holiday patrol

operations. Although police face some added challenges this year, like face coverings mixed with the potential for shoplifting, officers are making Covid adjustments. Even if the shopping numbers aren't shattering records this year though, local law enforcement will act as if nothing has changed when it comes to their patrol numbers. About a dozen or more officers per shift will monitor foot traffic at different popular locations like Clearwater Mall and Westfield Countryside.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 11/29/20 10am

Duration: 20:50

Foundation: **Florida Covering Kids and Families**

Description: No one plans to get sick or hurt, but most people need medical care at some point. Health coverage helps pay for these costs and protects you from very high expenses. Did you know the average cost of a 3-day hospital stay is \$30,000? Or that fixing a broken leg can cost up to \$7,500? Having health coverage can help protect you from high, unexpected costs like these. There are other important benefits of health insurance. Plans available in the Health Insurance Marketplace (and most other plans) provide free preventive care. They also cover some costs for prescription drugs.

Issue: COMMUNITY / CRIME

Program: CW 44 News at 10pm

Air Date: 12/2/20

Time: 10pm

Duration: 1:00

Description: In 2020, the holiday season has become all about timing: when to order online gifts so that they arrive on time and when to keep a close eye out for their arrival. This is because drawbacks, like package thieves or porch pirates are becoming more prevalent with the convenience of online shopping. This story offers tips on preventing package theft in the local community.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 12/6/20 10am

Duration: 20:50

Foundation: **Gulf Coast Jewish Family & Community Services**

Description: Gulf Coast Jewish Family and Community Services, Inc. has been serving Florida since 1960. The Agency is non-religious and its mission is to protect the vulnerable and help people achieve fulfilling lives by empowering individuals and strengthening families. When the agency began in 1960, its core programming was to provide counseling and family support services to the Jewish community in Pinellas County. The agency was incorporated as a 501(c)3 in 1974. At that time, Gulf Coast JFCS began to diversify its array of services through public funding and broadened its scope to serve people of all backgrounds.

Issue: COMMUNITY

Program: CW 44 News at 10pm

Air Date: 12/12/20

Time: 10pm

Duration: 1:00

Description: For the seventh year in a row, the City of St. Petersburg has scored a [perfect 100](#) on the Human Rights Campaign's annual Municipal Equality Index (MEI) – the only nationwide assessment of LGBTQ inclusion in municipal law, policies and services.

Issue: COMMUNITY

Program: CW 44 News at 10pm

Air Date: 12/12/20

Time: 10pm

Duration: 3:12

Description: SPCA Tampa Bay, the Clearwater Marine Aquarium and other rescue organizations are all coming together this week to celebrate Winter and Hope's (2 rescued Dolphins) rescue anniversaries by bringing puppies and foster families in the mix. By allowing the community to have a moment to bond with animals from land and sea they can inspire more pet adoptions in the local area.

Issue: COMMUNITY

Program: CW 44 News at 10pm

Air Date: 12/12/20

Time: 10pm

Duration: 2:15

Description: A Pasco County business owner says her boat rental business is booming due in part to the coronavirus pandemic and has advice to help keep fellow neighboring businesses from going under. She suggested teaming up with local professional organizations to ask for help with new business ideas that may take hold in the pandemic.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date: 12/13/20 10am

Duration: 20:50

Foundation: **CDC University Health of Tampa**

Description: Founded in 1992, CDC of Tampa has built a proven track record of reducing disparities for people and communities throughout Tampa, Hillsborough County and beyond. In the years ahead, we're committed to scaling our efforts as we continue working to realize our vision for a thriving Tampa Bay region in which every community is equitable, diverse and engaged.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date 12/20/20 10am

Duration: 20:50

Foundation: **NAMI**

Description: NAMI Florida's Mission is to improve the quality of life of individuals and their families affected by mental illness through education, support and advocacy. The vision is that persons with severe and persistent mental illness can recover and lead productive and meaningful lives within their community of choice. They have 24 affiliates in communities across Florida providing education, advocacy, and support groups for people with mental illnesses and their loved ones. Each affiliate includes family members, friends, professionals, and consumers whose lives have been impacted by mental illness. Affiliates also help members access psychiatric services, treatment, benefits, medication, and housing.

Issue: EDUCATION/ HEALTH/ COMMUNITY/CHARITY

Program: Bayside

Air Date 12/27/20 10am

Duration: 20:50

Foundation: **OASIS – Just Giving**

Description: OASIS Network is grassroots, volunteer-driven organization, serving underprivileged students in Hillsborough County. We provide clothing, shoes, hygiene items and other basic necessities to students in need of assistance.

This program is made possible through a unique partnership with some 140 social workers of Hillsborough County School District. When a social worker identifies a child lacking basic necessities, the social worker visits one of our facilities to select whatever items the child may need-- free of charge!

Issue: HEALTH / PUBLIC SAFETY

Program: CW 44 News at 10pm

Air Date: 12/30/20

Time: 10pm

Duration: 3:00

Description: With the new year approaching, there's an increased demand for COVID testing. This report focused on testing options and tips on how to get through the process more efficiently. Also, drive-thru vaccination clinics are now available for pre-registered applicants.