

WNYS 4Q 2019 Listing of Significant Programming Treatment of Local Issues

During 4Q 2019, WNYS addressed local issues in the Syracuse community through continuation of its far-reaching campaign to educate and inform viewers and help solve community issues and problems as described below:

Throughout the calendar quarter, the station aired and sponsored public service announcements for many causes, putting a particular spotlight on certain issues through a public service campaign called “Reach Out Central New York.”

Each issue given this priority distinction received up to 1,000 (or even more) :30 second announcements in the quarter, potentially reaching well over one million viewers in central New York. The announcements ran at all times of the day: morning, afternoon, evening, sometimes even in high demand dayparts such as sports and prime time. All of the programs came at no cost to the provider. WNYS and co-owned Syracuse market station WSYT provided free production of the announcements, and all of this programming ran free of charge, resulting in benefits to the community measured in the tens of thousands of dollars.

During the quarter, “Reach Out Central New York” emphasized and addressed the following five local issues, among others:

1. **Homelessness/Poverty.** In response to the persistent problem of homelessness/poverty in the community, this programming highlighted a local shoe repair vendor, who volunteers to repair/upgrade shoes, then distributes the refurbished shoes to the Rescue Mission, which in turn provides them to the homeless or disadvantaged. Viewers were asked to donate shoes to this cause.
2. **Humane Treatment of Animals.** This programming successfully focused viewers’ attention on the need of the local Humane Society for funds with which to build a new, state-of-the-art shelter, a key to preventing overpopulation of cats and dogs and finding them good homes as pets.
3. **Nutrition.** Against the background of unmet nutritional needs in the community, this programming provided viewers information about New York State’s healthy choices program for women, infants, and children, where families meeting certain income thresholds can get financial support to purchase nutritional foods. Many families do not realize they may qualify for this assistance, so the announcement directs them to the appropriate website and phone number to obtain additional help..
4. **Homelessness/Hunger.** In response to the problems of homelessness and hunger in the Syracuse community, this programming promoted “The Mission”, a local organization committed to generating awareness of and providing assistance for the homeless and hungry. “Music for the Mission” created a song “We are One” available for sale. This programming promoted the sale and the music, and all events the Mission conducts to help them combat hunger in Central New York.
5. **Employment.** Syracuse area residents need good jobs and Syracuse area employers need to find good employees. This programming provided viewers with guidance on bridging the employer/employee gap by encouraging viewers to go to the “Fair” on the station website. There, they could find useful information in their search, with links to resume and cover letter writing, interview tips, and links to local employment ads.