

WIYC Programs and Issues
Fourth Quarter 2022 Report
October 1, 2022 to December 31, 2022

WIYC is a COZI TV affiliated television station licensed to Troy, Alabama and serves the Black Belt and River Region of Central Alabama, including Montgomery, Alabama.

WIYC is owned by Woods Communications Corporation (WCC) and is the sister station to WCOV and WALE (low power television station). The ownership transfer to WCC was completed in 2nd quarter 2018 with a goal of fortifying WIYC to improve as a station by joining with a stronger station (WCOV is the Fox Affiliate for Montgomery, Alabama) and to upgrade facilities and programming operations, thus benefiting the public interest.

Improvement of operational facilities continues to be in process to serve viewers with better over the air reception of a good quality signal. Already, a more powerful transmitter, antenna and a back-up operations system have been installed to improve reach and ensure technical ability to broadcast. During second quarter 2021, WideOrbit software was implemented, which is used for the efficient operational delivery of station programming. WIYC's viewers are served by the continued operational improvements to the technical facility.

Serving the needs of our viewers, WIYC participates in the Emergency Alert System (EAS). Improvement is planned to implement other non-weather-related news breaking notifications.

Issues that are addressed with programming include:

1. **Personal Development.** Information provided educates viewers about various science topics and the practical and commercial implementation of science. Information is provided to increase understanding of the global community. Individual inspirational stories and exposure to opportunities are addressed.
2. **Professional Development.** Exposure to career and lifestyle alternatives are provided to enable awareness of a broad selection of choices.
3. **Education.** Program material shared results in increased viewer knowledge in areas including science, technology, environmental stewardship, healthy cooking, physical fitness, civics, and a variety of other training material presented in an entertaining and engaging manner.
4. **Resources.** Services available to address physical, mental, and social needs are communicated.
5. **Safety.** Safety includes physical safety, as well as security of health and family.

The COZI TV network broadcasts an American programming block called “The More You Know”. This programming block meets federally mandated educational and informational programming guidelines. PSAs are also aired during these programs. Programs included are:

Earth Odyssey with Dylan Dreyer
One Team – The Power of Sports
Roots Less Traveled
Vets Saving Pets
Voyager with Josh Garcia
Wild Child

Cozi Program Summaries

Sunday from 8:00am to 11:00am

Earth Odyssey with Dylan Dreyer – E/I, K13-16 Earth Odyssey with Dylan Dreyer is a live action, half-hour television program designed to meet the educational and informational needs of children 13-16. This program will take viewers on an incredible journey to the wildest points on the globe, uncovering the connection between the environment, the wildlife, and human beings that surround them. Hosted by Meteorologist Dylan Dreyer, the program will reveal a new destination each week, ranging from Africa, Indochina, the Middle East, and many untamed islands around the world. Audiences will come face to face with fascinating native animals, some cute and some dangerous, while educating teen viewers with amazing facts about nature and wildlife. Earth Odyssey with Dylan Dreyer gives audiences a captivating look at the symbiosis between all living things in the most larger-than-life places on Earth.

One Team: The Power of Sports – E/I, K13-16 “One Team: The Power of Sports” is a live action, half-hour television program designed to meet the educational and informational needs of children aged 13-16. This program features stories that focus on diversity, inclusion and how sports often bring people together for a common goal that goes beyond the playing field. Hosted by Corey Robinson, this series shines a light on people who have used sports to overcome obstacles or to help their community. Viewers will learn the value of acceptance, and how everyone deserves a fair shot in life. No matter the level of competition, “One Team: The Power of Sports” demonstrates the impact sports can have on people, regardless of their gender, background or the color of their skin.

Roots Less Traveled – E/I, K13-16 - Two family members, often from different generations, gain a newfound understanding and respect for each other as they set out on a quest to learn more about their family history by solving a mystery in their family tree. The duos discover the truth behind the tales that have been passed down in their family, from rumors of a relative who sailed on the Titanic to stories of homesteaders forging a new path for future generations. On journeys to unique places around the globe, these family members grow closer as they gain wisdom not only about themselves, but also about how their past has helped shape their present.

Vets Saving Pets, - E/I, K13-16 Vets Saving Pets is a live action, half hour television program designed to meet the educational and informational needs of children aged 13-16. This program examines the interpersonal stories of veterinary professionals working to save the lives of animals in need of urgent medical care. Vests Saving pets takes place at the Emergency Veterinary Trauma Center in Toronto, one of the busiest veterinary facilities in Canada. Viewer are exposed to new emergency cases that will teach audiences about the wide array of specialties within veterinary medicine such as critical care, oncology, cardiology, neurology, anesthesiology, dermatology,

dentistry, and surgery. Audiences will witness first-hand the dedication and determination of these veterinary specialists as they work tirelessly to save their animal patients.

The Voyager with Josh Garcia - E/I, K13-16 with the world traveler as our guide, “The Voyager with Josh Garcia” takes audiences on an exciting and culturally rich voyage around the globe. Traveling by ocean, each episode brings audiences to the world’s most incredible destinations as we join Josh on a personal journey to discover, understand and immerse in the hidden beauty, diverse traditions and unique cruise each port has to offer. As we meet local cultural experts, learn authentic regional stories and taste indigenous dishes, Josh inspires us to celebrate and explore the people, places and cultures of our world.

Wild Child - E/I, K13-16 Wild Child is a live-action; half hour television program designed to meet the educational needs of children aged 13-16. “Wild Child” will take viewers on an adventure to meet the cutest, most curious, most fascinating baby animals on the planet. Along the journey, audiences will witness the incredible bond that exists within the animal kingdom between parents and their children. Hosted by Sheinelle Jones, “Wild Child” will reveal how these untamed youngsters are born, how they play and how they learn to survive in the wild. Each week, viewers will witness a wide variety of wild animal children in their first years on Earth as they overcome environmental challenges and threats from predators.

COZI Public Service Announcements

Discovering Nature campaign sponsored by U.S. Forest Service. Since 2009, the Ad Council and USDA Forest Service’s discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature. This PSA highlights the power of authentic storytelling to showcase the forest as a place where families can deepen their connection with each other and the outdoors, while making the forest a part of the story. Stories come to life at local parks and forests. They’re places full of wonder, where imagination thrives, stories come to live, and memories are made.

PSA: Mountain Trail

PSA: Our Colors

Ending Hunger campaign sponsored by Feeding America. These are uncertain times for everyone, but for households facing hunger, the corona virus fallout—including school closures and job disruptions—can present an even greater threat. Millions of Americans, including children, will turn to food banks for much needed support. As the largest hunger-relief organization in the United States, The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. Updated PSAs encourage audiences to donate to Feeding America’s COVID-19 Response Fund to help families in this time of urgent need.

PSA: Jeanie Garth

PSA: Scarlett Johansson

The Fatherhood Involvement campaign PSAs highlight the diverse experiences of real dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard-work they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children. U.S. Department

of Health and Human Resources' Administration for Children and Families, Office of Family Assistance

PSA: Fatherhood Involvement – Worm

First Domino Ad Council campaign sponsored by National Highway Traffic Safety Administration, State Attorneys General. Messaging while driving – whether sending a text, commenting on a photo, or connecting with friends via an app – is dangerous. But even though 94% of Americans recognize it's dangerous to send a text while driving, and 91% recognize it is dangerous to read one, many people still do it. To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.

PSA: Domino

Suicide Prevention campaign drives to SeizeTheAwkward.org, where visitors can explore resources and tools to help them start a conversation with a peer around mental health. Young adulthood is a critical time, when many people experience mental health issues and significant stress from life transitions like moving from home and beginning college or a career. Seize the Awkward empowers young adults to help friends who are struggling with mental health issues (and who may be at risk for suicide) by encouraging them to consistently start and sustain conversations about mental health with their friends. The new iteration of the campaign, “Whatever Gets You Talking,” showcases the variety of ways young people can start and continue those conversations with their friends, whether that be through a GIF, emoji, call or text. Sponsored by the American Foundation for Suicide Prevention and The Jed Foundation.

PSA: Whatever Gets You Talking

Texting and Driving Prevention campaign PSAs address safety. Messaging while driving— whether sending a text, commenting on a photo, or connecting with friends via an app—is dangerous. But even though 94% of Americans recognize it's dangerous to send a text while driving, and 91% recognize it's dangerous to read one, many people still do it. To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving. Sponsored by National Highway Traffic Safety Administration (NHTSA)

PSA: Phone Down

IF/THEN® seeks to further advance women in science, technology, engineering and math (STEM) by empowering current innovators and inspiring the next generation of pioneers. Rooted in a firm belief that there is no better time to highlight positive and successful female professional role models, IF/THEN® is designed to activate a culture shift among young girls to open their eyes to STEM careers by: (1) funding and elevating women in STEM as role models, (2) convening cross-sector partners in entertainment, fashion, sports, business and academia to illuminate the importance of

STEM everywhere, and (3) inspiring girls with better portrayals of women in STEM through media and learning experiences to pique their interest in STEM careers.

PSA: If then #1

PSA: If then #2

We are currently working to add additional entertaining and informational programming on WIYC. The primary affiliation, COZI TV network, broadcasts America's most beloved and iconic television series from the NBC / Universal library to provide an entertaining experience to WIYC viewers. MyNet, Hero's and Icons, Court TV Mystery, TBD, Comet and Charge! are current WIYC program offerings. Continued improvement of programming is in progress.

WIYC broadcasts Public Service Announcements (PSAs) to inform and educate viewers. Raising public awareness of relevant issues is an important community service. Some of these PSAs are include in COZI programming. Other PSAs serving the local area are broadcast each day. Serving the community with reliable, relevant, and informational programming is an important goal and we are excited about the progress made so far!

Local Public Service Announcements

WCOV Gives Back is a PSA series highlighting organizations in the community that address and serve community needs.

These public service announcements address resources available to the community for physical, mental, and social wellness. The following are local organizations included in this series.

Common Ground provides developmental programs, camps, and activities while connecting youth to resources and mentors.

Family Sunshine Center sponsors a program that addresses suicide prevention by providing information about mental health among the organizations many resources.

Mercy House is a safe house in Montgomery within the Washington Park community and one of many tools to re-direct lives. Mercy House provides a number of services to the community such as a food pantry, clothes closet, supervised computer access and much more.

Montgomery Area Council on Aging (MACOA) is the Montgomery Area Council on Aging. We have partnered to provide the elderly community with a hot meal once a week (Meals on Wheels). Information on how to become a volunteer for a route is offered during these spots.

Other public serve announcements address state level resources available and / or programs relevant to the community and are sponsored by the Alabama Broadcaster's Association.

ABA – ALABAMA DEPARTMENT OF PUBLIC HEALTH Alabama is experiencing an outbreak of Hepatitis A, a contagious, vaccine-preventable liver infection that is spread in the feces of infected

people. Failure to wash hands after using the restroom or changing a diaper can result in the spread of this vaccine preventable disease. The Alabama Department of Health continues to provide information about Covid-19 vaccinations and Covid-19 general information across the state.

ABA - ALABAMA ARMY NATIONAL GUARD The Alabama Army National Guard members are ready to respond to emergencies at a moment's notice. These first responders are crucial to our Nation's defense; protecting citizens during emergencies and helping communities recover from natural disasters. This campaign shares the Guard's commitment to our community, and to providing our citizen soldiers with the opportunities to lead, learn, and gain in-demand job skills – all while serving part-time, close to home, and receiving educational and financial benefits. The spots are titled "Be First" and "Make a Difference".

ABA - DEPARTMENT OF LABOR The Alabama Department of Labor is tasked with providing workers and employers with resources to help train and employ a skilled workforce. They also have resources to connect potential employees with employers across the state. In order to assist people across the state, the DOL has opened Career Centers in numerous locations. During the Covid-19 pandemic, these centers have been closed to the public. Additionally, instructions to the DOL website in order to file unemployment claims is provided.

DEPARTMENT OF VETERANS AFFAIRS Military Exposure. Were you exposed to hazardous materials while serving in the military, and have an illness or condition as result? Whether you need healthcare or want to file a disability compensation claim. The VA is here to help. You may be eligible for VA disability benefits. To learn more about military exposures, eligibility, and VA disability benefits, visit: <http://va.gov/military-exposures> to learn more and apply today.

HOMES FOR OUR TROOPS Building Homes = Rebuilding Lives. This non-profit organizations' mission is to build and donate specially adapted custom homes nationwide for severely injured post-9/11 Veterans, to enable them to rebuild their lives.

Woods Communication Corporation**WIYC PSA Broadcast Totals Summary 4th Quarter 2022**

	Oct	Nov	Dec	4th Qtr Totals
ABA – AL DEVELOPMENTAL DISABILITIES NETWORK	39	31	62	132
ABA - ALABAMA TOURISM	82	89	123	294
ABA – ALDHR	34	51	82	167
ABA – DEPARTMENT OF LABOR	34			34
ABA - PALS	59	80	110	249
ABA – VETERANS AFFAIRS	39	52	65	156
PSA – DEPT OF VERTRANS AFFAIRS	127	129	152	408
PSA – HOME FOR OUR TROOPS	132	141	156	429
PSA – WCOV GIVES BACK – COMMON GROUND	75	88	111	274
PSA – WCOV GIVES BACK - FSC	80	96	113	289
PSA – WCOV GIVES BACK - MACOA	82	98	113	293
PSA – WCOV GIVES BACK – MERCY HOUSE	123	144	179	446
	1212	1260	1523	3995

