

WIYC Programs and Issues

First Quarter 2023 Report

January 1, 2023, to March 31, 2023

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 the second quarter 2021, Wide Orbit 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 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. Viewers 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 cuisine 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

ADPH Mpox: Mpox is a very rare disease caused by infection with the Mpox virus. It is usually found in Central and West Africa and does not occur naturally in the United States. However, cases have recently been identified in the U.S. While the state of emergency for the 2022 outbreak has been declared over, people should continue to take measures to protect themselves, get vaccinated, and get tested when needed. Those in high-risk situations should talk to their healthcare provider about treatment. Knowledge of how the Mpox virus spreads continues to evolve. Data suggest that gay, bisexual, and other men who have sex with men make up the majority of cases in the current Mpox outbreak. However, anyone, regardless of sexual orientation or gender identity, who has been in close personal contact with someone who has Mpox is at risk. Take steps to prevent getting Mpox. If you have any symptoms of Mpox, talk to a healthcare provider.

PSA: Mpox Vaccine

Adult Protective Services: AL DHR is launching a brand-new campaign aimed at protecting the elderly population in our state. There are two :30 TV spots and one :30 radio spot that give examples of elderly persons being abused or abandoned by family or care givers. The spots provide a 1-800 number where people can report suspected abuse.

PSA: Elder Abuse

Clean Fuels Coalition: The Alabama Clean Fuels Coalition (ACFC), a nonprofit membership-based organization, is the state's principal coordinating point for alternative fuels and advanced technology vehicles. ACFC is a member of the U.S. Department of Energy's Clean Cities program. The promotion of clean, renewable, domestic energy sources helps reduce our dependence on foreign oil, improves local air quality, and increases economic development investments in our local communities.

PSA: Clean Fuels Electric Vehicles

Alabama Developmental Disabilities Network: The Alabama Developmental Disabilities Network has launched a Covid-19 vaccination PEP campaign for persons with disabilities. Persons with disabilities are at higher risk for exposure and serious illness than the general population. This messaging encourages them to get vaccinated.

These spots for radio and television remind persons with disabilities that if they live in a care facility or rely on close contact with their caregivers, their risk of exposure to Covid-19 is greater. In addition, people with disabilities are more likely to have other complicated health risks like diabetes or heart disease. The spots encourage people to call the ADDN for more information.

PSA: Covid-19 Vaccinations for Persons with Disabilities

Alabama Tourism: The Alabama Tourism Department is charged with promoting the state's attractions, including sites built around natural resources and historic places. Tourism is not only important in the process of teaching Alabamians and visitors about the state's rich resources and history, but also a major economic driver. Tax revenue collected at tourist sites around the state are critical for the operating budget on an annual basis.

The Tourism Department's "All in One Ticket" (AIOT) campaign promotes a brand-new initiative. Sites across the state have come together through the Department to participate. A consumer may purchase one of these AIOTs and visit as many of the listed sites as possible during the life of the ticket, which they may determine at the time of purchase.

PSA: All in 1 Ticket

ALDHR: Many of us are familiar with foster care for children in Alabama. But how many of us realize that there are adults who need a foster home as well? Through hardships or circumstances beyond their control, quite a few adults find themselves in need of a "helping hand." Some are elderly men and women whose families are unable or unavailable to care for them. Others may be elderly or disabled young adults living on their own and cannot care for themselves.

Are these adults any less deserving of our devotion and care simply because they are older? Absolutely not. Foster care for an elderly or young disabled adult not only warms their hearts and minds (as well as yours); it also allows them to remain a vital part of our community.

PSA: Adult Foster Care

ALDOT Alabama Department of Transportation has two spots rotating starting July 2020 until further notice. One spot focuses on Railway Safety... “Never try to beat and train. It is a deadly game.” The second spot focuses on making drivers aware of the consequences of littering along our roadways. The new PEP campaign is designed to make Alabama drivers aware that tossing trash out of your window can result in a \$500 fine. The second infraction will cost \$1,000.

PSA: ALDOT Trash Cost

PSA: Rail Safety

DHR These new spots, one :30 for radio and one :30 for TV, both feature University of Alabama Head Football Coach Nick Saban. Coach Saban and his wife Terry have their own foundation that serves children. So, it’s a natural fit that he would talk about the need for adoptive and/or foster parents. Because Alabama stations air DHR PEP spots, the agency receives more than 100 inquiries each year from families willing to “open their hearts and open their homes” to children in need. Thank you!

AL DHR has provided a new spot featuring Auburn University football Coach Gus Malzhan, one :30 for radio and one :30 for TV. Coach Malzhan talks about the need for adoptive and/or foster parents. Because Alabama stations air DHR PEP spots, the agency receives more than 100 inquiries each year from families willing to “open their hearts and open their homes” to children in need.

PSA: Malzhan

PSA: Saban

PALS: Alabama PALS is a 501 C-3 Not for Profit statewide organization dedicated to providing and implementing anti-litter programs for all Alabama counties, cities, communities, schools and other groups striving to enhance their environmental and economic impact through a litter free, cleaner and more beautiful environment.

PSA: Alabama Adopt-A-Stream Program

Veterans Affairs: Alabama has a strong military presence and military service often crosses many generations of our families. As a result, there are thousands and thousands of veterans living in the

state. Data from 2018 indicated that 140 of those Alabamians committed suicide in that year. Nationally, the rate of Veteran suicides was an average of 17.6 per day. The Alabama Department of Veterans Affairs is working to provide resources to veterans and their friends and families to reduce this tragic number.

The Alabama Department of Veterans Affairs campaign is designed to encourage family and friends to be there for veterans suffering PTSD and depression, conditions which can lead to suicide. There is also messaging directed at veterans to encourage them to reach out for help.

PSA: Suicide Prevention

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 included 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 Communications Corporation**WIYC PSA Broadcast Totals Summary 1st Quarter 2023**

	Jan	Feb	March	1st Qtr 2023
ABA/ADHR			19	19
ABA/ADPH MPOX			8	8
ABA/ADULT PROTECTIVE SERVICES (DHR)	130	120	75	325
ABA/AL CLEAN FUELS COALITION	108	100	64	272
ABA/AL DEVELOPMENTAL DISABILITIES NETWORK	170	159	100	429
ABA/AL TOURISM	155			155
ABA/ALDHR	153	140	86	379
ABA/ALDOT			9	9
ABA/DHR			10	10
ABA/PALS	131	120	76	327
ABA/VETERANS AFFAIRS	130	120	91	341
PSA/Department of Veterans Affairs	1			1
PSA/Homes for Our Troops	1			1
PSA/WCOV CHARITY	62	56	47	165
PSA/WCOV GIVES BACK/COMMON GROUND	43	39	35	117
PSA/WCOV GIVES BACK/FSC	64	59	50	173
PSA/WCOV GIVES BACK/MACOA	58	52	45	155
PSA/WCOV GIVES BACK/MERCY HOUSE	135	120	105	360
Grand Total	1341	1085	820	3246