

WIYC Programs and Issues

Second Quarter 2023 Report

April 1, 2023, to June 30, 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 Montgomery, TV License Company, LLC and is the sister station to WCOV and WALE (low power television station). The ownership transfer to Montgomery, TV License Company, LLC from Woods Communications Corporation was completed in 2nd quarter.

Improvement of operational facilities continues to be in process to serve viewers with better over the air reception of an excellent 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. 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 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.

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.

COZI Public Service Announcements

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

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

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

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

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!

ADPH Mpox: Mpox is a 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

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

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

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.

Woods Communications Corporation				
WIYC PSA Broadcast Totals Summary 2nd Quarter 2023				
	April	May	June	Totals
ABA/ADHR	660	1000	1140	2800
ABA/ADPH MPOX	424	650	702	1776
ABA/ALDOT	616	865	960	2441
ABA/DHR	772	1090	1200	3062
ABA/VETERANS AFFAIRS	736	1065	1164	2965
PSA/WCOV CHARITY	204	300	342	846
PSA/WCOV GIVES BACK/COMMON GROUND	152	200	234	586
PSA/WCOV GIVES BACK/FSC	200	300	324	824
PSA/WCOV GIVES BACK/MACOA	200	250	300	750
PSA/WCOV GIVES BACK/MERCY HOUSE	436	625	702	1763
Grand Total	4400	6345	7068	17813