

# **WIYC Programs and Issues**

## **Third Quarter 2023 Report**

### **July 1, 2023, to September 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.

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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.

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## **News at 9**

**WIYC FOX NEWS AT NINE  
MONDAY – FRIDAY 9:00PM TO 9:35PM**

WIYC Fox News at Nine delivers information regarding local community events, crime, weather, sports, business and economic updates, education, and political information.

8/29/23 – Public Safety

- Maxwell Air Force Base is serving as a FEMA staging area for Hurricane Idalia. The federal management agency began their hurricane response support to the gulf coast at maxwell air force base. Approximately 80 deliveries will be made today. and an estimate of little over 350 deliveries will be made within the next few days with supplies. the last time efforts such as this

were made. was in 2022 when hurricane Ian came through the gulf coast. being proactive and having a plan is critical in a time of need and 18 years ago today Katrina hit down at the gulf coast and we learned some hard lessons there and the wheel oil machine that you see out here today is a lot of the hard work that many people of the U.S government state local as well have put in to make sure that a lot of those hard lessons learned back then 18 years ago today are not relearned with this upcoming storm the trucks will be loaded up with tarps, water, food, infant care, and generator systems

#### 8/30/23 – Crime Prevention and Law Enforcement

- Montgomery police have charged a suspect. In the murder of 66-year-old rickey Daniel. Daniel was found fatally shot in the 4200 block of Sussex drive on august 25th. After Crimestoppers issued a person of interest in the case. Authorities were able to locate and arrest Jalyn Greene. Greene is charged with capital murder. She is being held in the Montgomery County jail. Without bond.

#### 9/1/23 - Crime Prevention and Law Enforcement

- The Autauga County Sheriff's Office has arrested one person in a dog fighting ring in Plantersville. Deputies uncovered the operation Friday morning. in the 1600 block of Vernon Sheppard Road. At least 30 dogs were seized. Investigators say they were mostly pit bulls, but there are other breeds as well. We've got animal cruelty as I know is a charge plus other charges pending multiple counts a total of about 35 dogs, we've been able to recover and 2 x 2 rescue out of Helena is taking the animals which is we're grateful for that. We're stepping in right now to take care medically to make sure all these animals get treated like they should be treated they will get medical care and evaluated and so far, we have not dealt with Any that are aggressive with humans The dogs are now in the care of Two-by-Two Animal Rescue in Helena. The Chilton County Sheriff's Office is assisting in the ongoing investigation.

#### 9/4/23 – Community Events

- For many people, Labor Day just wouldn't be the same without barbecues and there were several places in the River Region where you could find it today. Prattville's Service League started their Labor Day Barbecue tradition back in 1952. The Prattville Service League Labor Day Barbecue is held every year.to raise money that will be distributed to ten to twenty organizations in the River Region. This includes groups like the YMCA, sheriff's department, fire department, and the human society. This is the event's 70th year, and they had a variety of vendors so people could shop while they ate. There were also pony rides and bingo for the kids and local entertainment from different dance groups. In the past, the Prattville Service League's barbecue has raised more than eleven thousand dollars. we just want to thank everybody for coming out we weren't able to have it last year, we weren't able to have it the year of covid, so you know it's just means so much that as soon as we are back in that the community is back in it with us. The organization is welcoming new members, so if you are a woman who lives in or around Autauga County and you'd like to get involved, go to the Prattville Service League's Facebook page for more information.

## 9/5/23 – Civic Affairs

- The three-judge panel blocked the use of the state's newly drawn congressional map in next year's elections. Federal judges will now handle drawing new congressional lines for Alabama after lawmakers didn't create a second district where Black voters at least came close to comprising a majority as suggested by the court. Our Alabama legislature has been directed again to redraw our congressional map. Because the map that they submitted, which we knew was not going to work, did not work. I expected this from the beginning, from the onset. That the three-judge panel would tell the Alabama Legislature that this was incorrect. And that they would have to put a special master up to draw the new map. And the reason why you're doing that is because they have no faith that the legislature is going to do anything different from what it did this last time. This is a win for this fragile democracy. You know each time I think that things are near hopeless because we have a Republican majority, Trump majority in the legislature and our Supreme Court, but for this court which included two Trump appointees, to come to the conclusion that these three maps have to be redrawn by September the 25th. That is an amazing victory in this time of so much political conflict and controversy. This changes the complexion of next year's elections. And I think that the courts will come down with the lines pretty quickly because you've got to draw the lines. Wes Allen, the Secretary of State, has said I need them by October 1st. Alabama is expected to appeal the decision to the U.S. Supreme Court. The Alabama Republican Party issued this statement concerning the court's decision "While we respect the Court, we are disappointed in its decision, and we trust that the State will ultimately prevail in this litigation.

## 9/6/23 - Crime Prevention and Law Enforcement

- A traffic stop by ALEA troopers led to a chase that ended in a crash this morning. around 9:24 a.m. a chase involving a 2009 Ford F-150 pickup truck started on U.S. 331. near the Highland Home area in Crenshaw County. It began when the pickup driver fled the scene during a traffic stop. the truck eventually crashed on U.S. 331. near the 82-mile marker in Montgomery County. The driver and a passenger were both injured and taken to Baptist Medical Center for treatment.

## 9/7/23 – Public Safety

- Montgomery Police need your help finding a fugitive. 39-year-old Centario Williams IS wanted for nine domestic violence-related warrants. He is 6-foot-3 and weighs about 162 pounds. Crimestoppers is offering a cash reward starting at \$500 dollars for information leading to his capture. If you have a tip, call 215-STOP

## 9/8/23 – Public Safety

- Sheriff Mike Granthum says suspects have been identified in the case and investigators are in the process of obtaining warrants. They were just spraying bullets. They didn't care. They had no respect for human life whatsoever. Granthum says deputies responded to a shots fired call on the 800 block of Moody Circle at around 1:30 Wednesday morning and found a house and a car that were riddled with bullet holes. He says a mother, her 15-year-old daughter and her 5-year son were all inside the house asleep when someone drove by and opened fire on their home. We're looking at attempted, I mean, not only shooting-into-an-occupied-dwelling which is actually a

felony. But we're looking at attempted murder. Any time you pull a trigger, and you shoot a house up that many times, you have one intention. And that's to kill. Granthum says the woman and her 5-year-old were injured in the incident. They were taken to the Vaughan E-R where they were treated and then released. If you can't sleep in your own house and feel safe in your own house, there's something wrong with that. Granthum says the shooting may have been connected to the shooting death of a 23-year-old woman in Selma earlier this week. We do have some videos. We have recovered a vehicle from the scene. And we're in the process of gathering warrants on some people now. And we're going to bring these people to justice. In Dallas County, I'm GM, WCOV News at Nine. Thanks George. If you have information about either of the shootings, call Crime Stoppers at 215-STOP. Your anonymous tip could lead to a cash reward

#### 9/11/23 – Community Events

- Prattville hosted its annual 9-11 "honor and remembrance" ceremony at the city's Public Safety Building. City officials say the ceremony remembers the day of the attack and honors the lives of the fallen. Flags were set up to mimic the World Trade Center Twin Towers. Each flag represents a life that was lost as a result of the attack. "There are flags representing those who died on flights, there are flags representing those at the Pentagon. There are flags representing those in the World Trade Center. And then of course, the first responders who lost their lives as a result of sacrifice in rescue efforts." "I know I sat in front of my television for days and days watching and just seeing how the country just pulled together. And we were very strong at that point in time. And it was sad that all the people that gave their lives did, but I believe their lives were not in vain" Two thousand nine hundred and seventy-seven Americans died in the attack on that dark day.

#### 9/12/23 – Community Events

- A deaf mother of eight in West Alabama now has nothing and nowhere to go after a fire destroys her home. Reporter George McDonald has more on this. The fire left three adults and 10 children homeless and without transportation which means that they have no place to go and no way to get there. 43-year-old Savannah Tower of Selma is deaf and non-verbal. Three weeks ago, her house caught fire and burned to the ground. It's been a struggle for her and her family ever since. "It's hard already, just living. It gets even harder after you lose everything," Tower contacted us hoping we could tell her story and reach out to the community for the help her family needs. "She wants them to know that we really need their help. We need to get a home and some kind of vehicle. And help with getting the kids clothes and stuff for school." Erica Tower and her boyfriend and their two kids live with her mother as she works towards becoming a nurse. She knows how to sign, and she helps her mom take care of business. "Most of the time they don't listen to her because they think she don't know what's going on because she's hearing impaired." An attitude the Tower family hasn't let destroy their spirit like the fire destroyed their things. "We have worked so hard towards getting that house and that truck. We were on track to doing better things. And everything was ruined once that fire came through." In Selma, GM, WCOV News at Nine. A "go-fund-me" page has been set up to try and help Savannah Tower. If you'd like to find out more, go to our news partner's website, "WAKA.com" and look for this story

#### 9/13/23 – Public Safety

- Authorities in south Alabama are searching for an inmate who escaped this morning. Christopher Bates left from his assigned job location in Gulf Shores in Baldwin County. Around 10:41 this morning, Bates is 34 years old, 5-foot 4 inches tall. And weighs around 144 pounds. Authorities say Bates was wearing an Alabama Department of Corrections uniform when he fled. And has since changed into unknown clothing. If you have information that could lead to his capture, call Crimestoppers at 215-stop.

#### 9/14/23 – Education and Development

- Autauga County Schools held its last of two budget hearings under new superintendent Lyman Woodfin. Stakeholders were able to share ideas and suggestions during the meeting, with feedback provided during the second budget hearing. With the last of the two budget hearings, an analysis will be made regarding where Autauga County schools are as a system. There have been a few challenges within this past year's fiscal year budget, but the superintendent is optimistic in hoping to turn things around. We face funding challenges; there's no two ways around that, but I don't want anybody in our community to feel like that we're not being good stewards of their funds because we were going to absolutely attack this school year as much as we possibly can to make sure that we are using our funds as well as we can. The ending fund balance for this year's fiscal period is at \$29.2 million.

#### 9/15/23 – Crime Prevention and Law Enforcement

- Tallahassee police say an 8-year-old child on a bicycle was hit by a vehicle this morning. It happened around 6:43 a.m. near the intersection of Oak Heights Road and Powers Avenue. The vehicle was heading westbound on Oak Heights Road, approaching Powers Avenue as the child was crossing over Oak Heights. The child was life-flighted to Children's Hospital in Birmingham for treatment of serious injuries. The driver stayed on the scene. No charges or citations were issued. Details of the collision are being investigated.

#### 9/18/23 – Education and Development

- Montgomery hosted its College and Career Fair today at the Multiplex. MPS Seniors had exclusive access to attend the College and Career Fair from 10:00 a.m. – 2:00 p.m. The College and Career Fair was open to the public starting at 3:00 to 7pm. We are hoping that kids come in this afternoon, and we are hoping that kids come in this afternoon. I'm actually fine; you know a variety of colleges and careers that don't necessarily require a college education. Originally, I'm from Birmingham but living in Montgomery, you really don't realize how small it is, so I think being able to have all the schools come together and network and get the information out to the number of students that are here, I think it's awesome. The college and career fair was tailored to high school juniors and seniors, parents, guidance counselors, and administrators.

## 9/19/23 - Volunteer Opportunities, Programs, and Efforts

- The Montgomery county commission designated September as hunger action. as part of that designation, the county commission presented a proclamation to the heart of Alabama food bank. Feeding America, the nation's largest domestic hunger-relief organization has organized the annual call to action. Heart of Alabama Food Bank is part of that network. Last year alone, it distributed 27 million pounds of food to those in need. across 35 counties. Montgomery County alone as I totally commission has 32,000 residents who fall into this category of food insecurity and so is a real battle every day that we need not only us at the heart of Alabama food bank our volunteer our donors we need everybody in the community along with this fight, so this proclamation help bring awareness and helps people understand the seriousness of what we are dealing with. Get More information in the fight against hunger at [hafb.org](http://hafb.org).

## 9/20/23 – Public Safety

- The 187th Fighter Wing held an active-shooter training exercise for their security forces and Montgomery SWAT. A staged active shooter exercise that combined both local emergency responders. First responders on base. And the police department swat team. It was a joint exercise to practice an integrated response to a potential active-shooter scenario. We like to exercise things like this from time to time exercise the agreements that we have between our community first responder partners, fire department police department things like that those agreements have been in place for decades but until you exercise those agreements and actually put those agreements into practice you don't know what you have or dealing with so we like to do that from time to time just to make sure those processes continue to work as planned the exercise took place at the headquarters building

## 9/22/23 – Crime Prevention and Law Enforcement

- The Covington county sheriff's office needs your help identifying a robbery suspect. A business called "our country store" in Ony-Cha was robbed on September 21st. Investigators say the suspect entered the business with a silver, semi-automatic handgun. And held up the place. The suspect is a man wearing black pants, a blue sweatshirt, and dark-colored shoes. Crimestoppers is offering a cash reward. for information leading to his identification and arrest. if you have a tip, call 215-STOP.

## 9/25/23 - Crime Prevention and Law Enforcement

- People who lose their lives in a homicide are not the only victims. Grieving loved ones are murder victims too. The Dallas County community commemorated National Day of Remembrance for Murder Victims Day in Selma Monday. Four months after her 23-year-old son Joseph Goodwin was found murdered in Selma Roseta Shields is still trying to cope with the violent way he died. a gunshot wound to the chest, and he was burned up in his car. I mean, I'm still shocked behind it because I know that my child didn't bother anybody. He wasn't that type of person. Hearing that that happened to him, because he wasn't that type of person, it was like someone just stabbed you and just took your heart clean out your chest. I still don't feel good. What happened to him? Shields says Goodwin had worked as a welder and he was a good person.



She says the silence surrounding his murder investigation is making their whole family feel some kind of way. Like nobody doesn't, they aren't concerned. Like his life don't even matter. He matters. He was somebody. I heard nothing about it on the news or nothing. It like, to me it's like hush hush. Investigators identified 24-year-old Deonte Olds as a suspect in the case. And a warrant has been issued for his arrest on a charge of capital murder. Lt. Ray Blanks says U-S Marshals are searching for Olds right now. The US Marshals is a fugitive taskforce. Their duty every day is to track down wanted suspects all over this country. Once they apprehend him, no matter where he is at, we'll go get him. I just want justice. I just want justice. In Selma, I'm GM, Thank you George. Anyone with information about the case or the whereabouts of Deonte Olds call Selma Police at 874-2125 or Crimestoppers at 215-STOP

#### 9/26/23 - Crime Prevention and Law Enforcement

- It's been 20 years and I hope that no one ever have to experience what I have experienced in my life In the early morning hours of September 26, 2003-- 32-year-old Eric Nelams was shot and killed in his driveway. I still sometimes see flashbacks \*\*\*\*6 second silence\*\*\*crying from seeing my son laying there on the ground with bullets in his head and I wasn't allowed to touch him or anything just stand there with a broken heart Under the cover of night the would be assailant fled without a trace but now investigators are uncovering information that Eric's family hopes will bring justice Someone took a son from her someone took a brother from someone took a father from their son and my children they still haven't dealt with it because he was more like a father figure to them so they all have this person that is missing from their life and it's hard to recover from that and it's difficult for me to fathom that no one knows anything a son, brother, father and military veteran gone leaving his loved ones to mourn what is lost It changed my life in that I didn't trust people as much. Because these people were in his life, life close to him. My heart is still broken, I just don't know. I must trust in the Lord to give me strength to go on. If you have any information that could help, call Crimestoppers that number-- 215 - STOP

#### 9/28/23 – Public Safety

- As the threat of a drought looms across Alabama, The Alabama Forestry Commission has issued a \*statewide\* Fire Alert. urging everyone to only burn items \*outdoors\* when permitted. Fires, even under great conditions, can be dangerous but become extremely difficult to control, like now, when the land is dry. Anyone hoping to burn things like leaves, fields, grassland, or woodland within the city limits may be subject to prosecution for committing a Class B misdemeanor. Those in country areas are also discouraged to burn as grounds are dry due to lack of rain. Fires can quickly get out of control and that puts a strain on resources. You have your volunteer fire departments, they're your first line of defense against wildfires so they can get extended running all over the place and then we come behind them if it exceeds their capabilities. This Fire Alert will remain in effect until rescinded by the State Forester.

#### 9/29/23 – Community Events

- It's officially fall. and we know what that means! It's pumpkin patch season! The Cornfield County Farms Pumpkin Patch in Wetumpka is gearing up for opening weekend. Preschool students from around the area came out today to enjoy this year's harvest and activities ahead of

Saturday's grand opening. Along with the pumpkin patch, there are many activities to enjoy on the farm including. a corn maze, a sunflower maze, corn cob canyon, and a zipline across the wooded area of the property with plenty of room to expand. The farm that you're seeing here is only about 15 acres and that's from the pumpkin patch to willow springs road, but we have about 250 acres here pretty much from Woodley springs road to fire station one and then from Redland road to the creek on will springs road. The pumpkin patch is open September 30th thru October 29th

#### 9/30/23 – Community Events

- The color pink has a very special meaning today. Action 8 news hosted the annual tickled pink women's expo at the multiplex at Cramton bowl. and all proceeds raised will benefit the Cancer Wellness Foundation. The community came out to enjoy Entertainment, guest speakers, Cash Prizes, and a chance to shop at more than 100 vendors. Teresa Lawson shares the details. Give me one reason to stay here. Our 9th annual Tickled Pink Fundraiser kicked off with excitement and expectation I enjoy events like this I come every year except the very first year they did it I have never been before, and I was just curious as to what it's like to be among people who are supporting breast cancer and the things I've gone through. Each year this even brings the community together in hopes to having fun, giving back and raising awareness I just always enjoy coming down here to the tickled pink and just the atmosphere here and the fact that it is for breast cancer awareness although breast cancer is widely known to affect women more than 2,000 men are diagnosed each year When I first learned that men can get breast cancer as well I was sort of startled. And so, yeah, I pay close attention to it. I find myself checking myself and I share it with male friends of mine so I think it's good awareness this event isn't just about cancer or just for cancer survivors it's about wellness, total healing and maintaining the body we're blessed with There's so much information that is available here you can get information on how to screen for the cancer and everything and on what you need to do and then you meet survivors and everything and people who are going through treatment and it's just, you can be a blessing to someone and they can be a blessing to you all at the same time. One of the highlights of each year's Tickled Pink. is the big reveal of the survivor makeover winners. This year, we have two ladies who are cancer survivors. who now have new looks! the first lovely lady is Bernadette Clay, who is from Montgomery. She found out she had Stage 3 breast cancer in 2007. and had one breast removed. Then in 2020, Bernadette learned she had Stage 2 cancer in her other breast. That was treated through radiation. and she is NOW cancer free. C is helping me stay positive because when you go through cancer, I went through it three times and being positive is so true and you got to speak it and you got to think it and that's the key thing right there and I like. I thank WAKA I have never won anything before, so I am grateful I'm thankful. Our second Survivor Makeover winner is Ellaine Lowry of Montgomery. She was also diagnosed with breast cancer in 2007. Her mother died of breast cancer when Ellaine was 15. Ellaine had a rare type of cancer that only affects about 5-percent of patients. She also has a gene mutation that can lead to ovarian cancer. Ellaine thanks her family and God for making it through. Just a pickup just know that I know people care about people with breast cancer but just to really be involved in it and to just have somebody pamper me for a little while after just being through it is amazing. Both wonderful women were pampered with haircuts and styling, makeup and skincare, clothing, and accessories!

## COZI Public Service Announcements

**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

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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

**ALDOT – Covid-19** 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 be 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.

PSA: Covid-19

**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

**Alabama Tourism** - The Alabama Tourism Department has returned to the PEP program after a long hiatus. We're glad they remember how great our stations are and the success the PEP program can bring to their projects! At the end of last week, Tourism announced a new statewide initiative called the "All In One ticket" (AIOT). Tourist attractions across the state are working together through the Tourism office to make their experiences more affordable. Purchase an "AOIT" through Tourism for a specific period of time and visit as many of the participating sites as you can during that time! You can get this special ticket through Tourism's new app and where tickets are sold online. Tourism is a huge economic driver for our beautiful state. We're fortunate have mountains, plains, rivers, forests, historical sites and the beach. It truly is "Alabama the Beautiful". Thank you for helping promote our home and contributing to our state's prosperity at the same time.

PSA: All in 1 Ticket

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### **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.

**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.

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.

**Allen Media Broadcasting  
WIYC PSA Broadcast Totals Summary 3rd Quarter  
2023**

|  | July      | August     | September  | Grand Total |
|--|-----------|------------|------------|-------------|
| Alabama Broadcasters Association/Adult Protective Services |           | 50         | 58         | 108         |
| Alabama Broadcasters Association/Alabama Tourism           |           | 117        | 128        | 245         |
| Alabama Broadcasters Association/ALDHR                     |           | 81         | 90         | 171         |
| Alabama Broadcasters Association/ALDOT                     |           | 84         | 90         | 174         |
| Alabama Broadcasters Association/Department of Labor       |           | 87         | 89         | 176         |
| Alabama Broadcasters Association/DHR                       |           | 124        | 134        | 258         |
| Alabama Broadcasters Association/MPOX                      |           | 102        | 107        | 209         |
| Alabama Broadcasters Association/Veterans Affairs          |           | 83         | 93         | 176         |
| COZI - PHONE DOWN  | 2         | 1          | 1          | 4           |
| COZI - WORMS   | 3         | 3          | 3          | 9           |
| COZI - WHATEVER GETS YOU TALKING                           | 5         | 4          | 4          | 13          |
| DOMINO   | 3         | 3          | 3          | 9           |
| IF THEN #1   | 11        | 10         | 9          | 30          |
| IF THEN #2   | 10        | 8          | 8          | 26          |
| MOUNTAIN TRAIL   | 5         | 4          | 4          | 13          |
| Our Colors   | 5         | 4          | 4          | 13          |
| PSA JENNIE GARTH   | 4         | 2          | 3          | 9           |
| PSA SCARLETT JOHANSON                                      | 2         | 1          | 1          | 4           |
| WCOV Mercy House   |           |            | 44         | 44          |
| WCOV Gives Back Common Ground                              |           | 88         | 96         | 184         |
| <b>Grand Total</b>   | <b>50</b> | <b>856</b> | <b>969</b> | <b>1875</b> |