

WYME-TV Quarterly Issues
Fourth Quarter 2016 Report
Covering October 1, 2016 through December 31, 2016

Through informal ascertainment and oral communications with community members, at-large, it was determined that among the concerns of the Gainesville community were the following issues:

Community Activities and Events

Healthcare and Medical News

Consumer Information

The following pages reflect descriptions of programming broadcast on WYME during 4th quarter that respond to the needs of the community.

WYME-TV Quarterly Issues

Issue: Consumer Information

Program: Alachua County Talks

Type of Program: Locally produced weekly half hour regarding County issues and concerns

Airdate: Sundays, Fourth Quarter 2016
October 1, 2016 through December 31, 2016

Airtime: 9am

Duration: 30 Minutes

Description: This program is a local interview show produced by the County of Alachua. The host interviews various county employees who discuss matters of concern for Alachua County residents addressing such issues as regulation, conservation, education, government offices and their functions and other pertinent issues.

WYME-TV Quarterly Issues

Issue: Community Activities and Events

Program: The Ilene Silverman Show

Type of Program: Locally Produced Public Affairs Program

Airdate: Sundays, Fourth Quarter 2016
October 1, 2016 through December 31, 2016

Airtime: Sundays, 10am

Duration: 30 Minutes

Description: On a weekly basis, we air this locally produced public affairs program which covers a wide array of community issues, including crime, education, politics, health, etc.

WYME-TV Quarterly Issues

WYME-TV Quarterly Issues

Issue: Health

Program: Gainesville Health Connection

Type of Program: Locally produced half hour regarding health issues and choices

Airdate: Sundays, Fourth Quarter 2016
October 1, 2016 through December 31, 2016

Airtime: 10:30am

Duration: 30 Minutes

Description: The show that travels North Central Florida answering viewers questions as to how we can all feel more confident in our health, our appearance and our overall well-being.

Public Service Announcement List Fourth Quarter 2016

National Parks Foundation – Happy 100th – PSA that celebrates the 100th Birthday of the National Parks Services.

Disability Awareness – PSA shows persons with disabilities go through their day as independent citizens. ABLE United makes it possible for persons with disabilities to work and save and be independent with less worries.

Democracy in Action – Informs viewers that something big is happening with this year's Presidential election. It encourages viewers to make sure they are registered to vote and then get to their polling place on election day.

Emergency Preparedness – Don't Wait – Urges viewers to not wait to make an emergency plan with their family.

Emergency Preparedness – Wireless Alerts - The Ready PSA campaign from FEMA is designed to prepare American families for an effective response to whatever natural or man-made disaster may come next. While the country has experienced recent devastating natural disasters, such as earthquakes, wildfires, tornados and hurricanes, only 20% of Americans say they feel very prepared for a disaster. This PSA focuses on receiving emergency notifications via your cell phone.

VA Make the Connection –When the Welcome Fades – The PSA help's veterans and their families realize how hard it can be to go back to a normal family life after returning home from military service. It lets them know they are not alone and how VA Make the Connection can help.

Crossroads – Shows a young veteran who has returned home having nightmares and being startled by everyday noises and packages along the road on his way to work. His boss says you are late again. He asks if everything is okay? The veteran says the same thing, different day. The boss asks if he has looked at the website? The PSA encourages veterans who are experiencing mental health challenges to visit website Make the Connection.net for help.

Homeland Security – Protect Your Everyday – This PSA shows Americans from every walk of life just doing what they do each and every day. It talks about how sometimes something might happen that does not seem quite right, that it is not paranoia, it is about standing up and protecting our community. All the details add up to make a bigger picture. It encourages viewers, if they see something, to say something.

Help Hospitalized Veterans – Lee Greenwood/Kris Kristofferson – This PSA explains to the viewers about the (HHV) Help Hospitalized Veterans Program. HHV provides arts and craft kits to hospitalized veterans with their rehabilitation and PTSD.

National Parks Foundation – Parks – A visually exciting PSA showing how our National Parks are everything from natural wonders to historical wonders. Encourages viewers to, get out there, and find your park.

Financial Education – Smart About Money – Gives viewers information about a free, on-line resource called Smart About Money, where they can learn more about personal finances.

Texting and Driving Prevention –Todd – This PSA shows our main character Todd going through his day, doing all kinds of good for others around him, until he gets a text while driving. Todd picks up his phone to look at his text. The PSA says that is so unlike you Todd. The message ends with Stop the Texts, Stop the Wrecks.

Buzzed Driving Prevention –Bar Math - The overall campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving is Drunk Driving. The most recent work focuses on the financial consequences specifically.

Life’s Doors – Shows a young successful business man going through his day and having a drink after work and then getting in his car and being arrested for DUI. This PSA explains how a DUI Conviction will financially cost you. The PSA continues by showing a better outcome if this young executive would just call a taxi, instead of getting behind the wheel. Buzzed Driving is Drunk Driving.

Viral Consequences – Throughout this PSA there are a group of young ladies on their cell phones texting and getting pictures from a group of guys at a bar. They meet up for drinks and proceed to take a ride in one of the guy’s car. They are pulled over by law enforcement and then gets a DUI conviction. Buzzed Driving is Drunk Driving and will cost you up to \$10,000.

High Blood Pressure – Resignation - This campaign aims to raise awareness of the consequences of living with high blood pressure. Audiences are encouraged to get their blood pressure to a healthy range and to learn how at Heart.org/Blood Pressure.

Shelter Pet Adoption - PSAs encourage prospective pet owners to adopt one of these loyal, joyful bundles of unconditional love— whether a playful puppy, a demure cat, or a wise older dog —and welcome them home. Irresistible cats and dogs tell their own stories of how they came to be shelter pets in PSAs that encourage your community to get #Down2Adopt.

Recycling – This campaign shows ordinary household products and how by recycling you can give your garbage a new life.

Bullying Prevention – I Am Witness – This PSA shows a lonely animated character being bullied, both physically and on-line. It poses a question to the viewer that they can just watch or they can do something. It goes on to show on-line support and encouragement to the person being bullied. Messages of friendship appear. It ends with: When you see bullying, use this emoji to do something about it.

Scam Awareness – PSA’s bring awareness to some of the most common scams, such as internet purchase scam, charity scam, imposter scam, lottery scam, romance scam and person-in-need scam.

Foundation for Better Living – values.com – A series of kid friendly PSA's which encourage viewers to respect one another and the world around us.

I Believe - We all have dreams of what we would like to become someday or something we would like to accomplish in our lifetime. Unfortunately, self-doubt can often take over, keeping us from realizing our dreams. The truth is, with a little hard work and belief in ourselves, anything is possible. "I Believe" by Bon Jovi serves as the perfect backdrop for this message about Believing in Your Dreams... Pass It On.

Homer/Loyalty - A friendly neighborhood game of baseball ends with a broken window and a decision to make. Will any of Spencer's teammates help him take responsibility for the accident? Or will they abandon him to solve the problem on his own? The famous song "That's what Friends Are for" becomes the anthem for this message about Loyalty... Pass It On.

American Heart Association – Hands Only CPR – Reminds viewers the two easy steps to do, when they see someone has collapsed from heart failure. First call 911 then push hard and fast, with the palms of your hands together in the center of the chest to the beat of "Stayin' Alive."

Selective Service – Benefits of Registration – Reminds young men who are turning 18 that they must register with Selective Service. PSA list the benefits they will maintain when they are properly registered.

AmeriCorps – Want to Join AmeriCorps? – Viewers are shown how to sign up for volunteer opportunities within their state with AmeriCorps.

Domestic Violence/Sexual Assault Prevention – Excuses – PSA has celebrities giving the most common excuses victims give when they have been the victim of domestic violence and sexual assault. It encourages victims and others who are aware of someone be victimized to speak out.

Arbor Day Foundation – It's Your Nature Explore! – A kid friendly PSA which encourages parents to allow their children to safely explore the wonders of nature through various activities such as gardening. Growing bodies and minds grow better when they connect with nature.

Stand Up 2 Cancer – PSA emphasizes the point that it takes everyone working together to beat cancer. Viewers are directed to www.standup2cancer.org to learn more about how they can join the fight against cancer.