

WSPX-TV, Syracuse, New York  
ION Television License, LLC

Quarterly Issues/Program List  
1<sup>st</sup> Quarter 2018 (As Amended)

WSPX-TV provides its viewers with educational and informational programming and public service announcements that address issues of concern for the community we serve. Among the issues determined to be of most concern to the community during the preceding quarter were:

- Education and Well Being of Children
- Human Services
- Poverty
- Cancer Awareness
- Sexual Assault Awareness
- Bullying Prevention
- Diversity
- Research and Public Policy

From January 1 through March 31, 2018, WSPX-TV addressed the above community issues and needs through the following on-air programs and public service announcements. The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

*WSPX-TV airs programming on the ION TV schedule. Below are the programs that ran.*

**EDUCATION AND WELL BEING OF CHILDREN**

Qubo Kids Corner is a block of regularly scheduled E/I Programming addressing educational topics of interest to children. The featured shows in “Qubo Kids Corner” are *Thomas Edison’s Secret Lab*, *Secret Millionaire’s Club*, and *Zoo Clues*.

**Friday**

**8am-9am / 30 minutes**

**Thomas Edison’s Secret Lab** – Thomas Edison’s Secret Lab is designed to stimulate interest in and inspire excitement about science and technology among 8-11-year-olds as it introduces them to a broad range of basic scientific concepts, as well as to an eclectic array of famous scientists and inventors. The series aims to increase elementary school children’s engagement with science by making it fun, exciting, comprehensible ... and most of all, cool. In this series, four kids stumble onto

a secret lab left behind by famed inventor Thomas Edison. Guided by Edison's holographic image, and accompanied by their trusty robot sidekick Von Bolt, the kids learn about science through a series of informative – and hilarious adventures.

### **Friday**

**9am-10am / 30 minutes**

**Secret Millionaire's Club** – The Secret Millionaire's Club is designed to stimulate curiosity about, interest in, and knowledge of the world of economics, business, and financial literacy among 8-12-year-olds. It invites children to follow the antics and adventures of four entrepreneurial teens as they discover the basics of smart, responsible money-management, then use that knowledge to help others. In this animated series, Warren Buffett acts as a mentor to this group of kids who have international adventures in business and meet some very interesting guest stars along the way including Jay-Z, Shaquille O'Neal, Nick Cannon, Kelly Rowland, Bill Gates, and more.

### **Friday**

**10am-11am / 30 minutes**

**Zoo Clues** – Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backward? Are whales' fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. The investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom. Both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues leaves viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

*Below are the public service announcements that ran on ION TV.*

### *HUMAN SERVICES*

**Foundation for a Better Life** - Promoting the virtue of confidence - FBL's mission statement is to promote campaigns that can benefit a specific community. **(Total times aired: 28 / Length :15, :30).**

**Feeding America** - Organization that highlights the prevalence of childhood hunger and provides information regarding avenues for solutions. **(Total times aired: 66 / Length :15, :30, :60).**

**Foundation for a Better Life** - Promoting the virtue of Gratitude - FBL's mission statement is to create public service campaigns that can benefit a specific community. **(Total times aired: 35 / Length :30, :45, :60).**

**Foundation for a Better Life** - Promoting the virtue of Caring/Empathy - FBL's mission statement is to promote campaigns that can benefit a specific community. **(Total times aired: 31 / Length :30, :60).**

**FosterMore** - Awareness of the benefits of the Foster Care system. **(Total times aired: 66 / Length :30, :60).**

**Foundation for a Better Life** - Promoting the virtue of Achievement - FBL's mission statement is to promote campaigns that can benefit a specific community. **(Total times aired: 61 / Length :30, :60).**

**Foundation for a Better Life** - Promoting the virtue of Belief - FBL's mission statement is to promote campaigns that can benefit a specific community. **(Total times aired: 47 / Length :30, :60, :90).**

**Foundation for a Better Life** - Promoting the virtue of Imagination - FBL's mission statement is to promote campaigns that can benefit a specific community. **(Total times aired: 46 / Length :30, :60, :90).**

**Foundation for a Better Life** - Promoting the virtue of Parenthood - FBL's mission statement is to promote campaigns that can benefit a specific community. **(Total times aired: 36 / Length :30, :60, :90).**

#### *POVERTY*

**Jon Bon Jovi Soul Foundation** - The Jon Bon Jovi Soul Foundation exists to combat issues that force families and individuals into economic despair. Through the funding and creation of programs and partnerships, they support innovative community efforts to break the cycle of poverty and homelessness. **(Total times aired: 61 / Length :15, :30).**

#### *CANCER AWARENESS*

**Stand Up To Cancer** - Stand Up To Cancer's mission is to increase awareness of and educate about the critical importance of individual contributions, such as getting screened regularly and participating in clinical trials, to continue advancing progress against cancer. **(Total times aired: 91 / Length :15, :30, :60).**

**Code Purple** - Raising awareness around pancreatic cancer sufferers and research. **(Total times aired: 53 / Length :15, :30).**

**American Lung Association** - Promoting advanced screening and awareness as a means to prevent lung cancer related fatalities. **(Total times aired: 36 / Length :30).**

**Stand Up To Cancer** - Promotion of immunotherapy as a means to treat cancer. **(Total times aired: 39 / Length :15, :30, :60).**

#### *SEXUAL ASSAULT AWARENESS*

**Joyful Heart Foundation** - Dedicated to challenging societal norms that perpetuate cycles of sexual violence against women and girls. **(Total times aired: 9 / Length :30).**

**Joyful Heart Foundation** - Aimed to challenge typical gender norms in order to raise boys who grow up to respect women. **(Total times aired: 3 / Length :30).**

### *BULLYING PREVENTION*

**I Am A Witness** - Sharing a personal firsthand account of one child's experience with bullying to raise awareness. **(Total times aired: 20 / Length :60).**

### *DIVERSITY*

**Love Has No Labels (via Ad Council)** - The Ad Council's Love Has No Labels is a campaign that encourages people to examine and challenge their own implicit bias. **(Total times aired: 44 / Length :15, :30, :60).**

### *RESEARCH AND PUBLIC POLICY*

**The Department of Transportation's National Highway Traffic Safety Administration (NHTSA)** - Expressing the importance of children and teens being buckled in at all times while a vehicle is moving. **(Total times aired: 32 / Length :15, :30).**