

**WTVU-CD
Syracuse, NY**

**ISSUES/PROGRAMS LIST
3rd Quarter Ending
September 30, 2021**

It has been determined that the following issues of concern were addressed through programming directed to Syracuse and Central New York:

- 1. Community event information**
- 2. Culture**
- 3. Education**
- 4. Public Safety and Health**

Program Title: Your Community Connection (locally produced)

Schedule: Sunday 6:00 am – 6:30 am

Dates: 7/1/2021 – 9/30/2021

Program Description: Your Community Connection keeps viewers informed of current and future scheduled events happening within the viewing area and also includes community and cultural events as well as information on upcoming courses for self-improvement and education.

Topics:

7/4/21: Food Bank of Central New York – Guest: Karen Belcher, Executive Director. Food Bank of CNY is a not-for-profit organization working to eliminate hunger through nutritious food distribution, education, and advocacy in cooperation with the community. Karen says they partner with 282 emergency food programs in 11 counties including Cayuga, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego and St. Lawrence. Karen discussed Food Bank vs. Food Pantry. Food banks do not distribute food directly to the public. A food bank is a warehouse and distribution center where food is solicited, received, inventoried then distributed to the local pantries and soup kitchens. Karen talked about the food assistance programs for those looking for

**other ways to supplement their grocery budget. Contact information:
foodbankcny.org**

7/11/21: Make-A-Wish CNY- Guest: Kate Veley, Corporate Philanthropy Director. For over 40 years, Make-A-Wish has been granting life-changing wishes for children and families. Kate spoke about the foundation in general. Every 20 minutes across our country a child is diagnosed with a critical illness. The job of Make-A-Wish is to grant a wish. A wish is hope and is also motivation. Kate states it gives them the courage to comply with their medical treatments. Parents are given hope that they might finally feel they can be optimistic. Kate talked about the difficulty of granting wishes during the pandemic, and how Make-A-Wish pivoted and found new ways of granting wishes. She also mentioned the need of donations including air miles, hotel points and corporate sponsors. Make-A-Wish is always looking for volunteers and all the information can be found online at wish.org. Contact information: facebook.com/makeawish or youtube.com/makeawish

7/18/21: Longhouse Council – Guest: Grey Roland - Scout Executive CEO. Grey started off talking about the fact programs were at a standstill because of covid last summer and are just recently getting back to one on one meetings. The number of kids going to camp in 2021 exceeds the number that attended in 2019. Grey talked about the summer camping at the Scouting facilities including Camp Woodland and Camp Sabattis. Grey also touched on Cub Scouting as well. Scouting is a COED program now for ages 14 to 21. Grey spoke about the importance of scouting for both boys and girls. Grey went into detail about the 53rd annual “Scout Power” event coming up on July 28th. Scout Power’s 2021 guest speaker is Colonel Michael Fossum, USAFR (ret). Besides being a lifelong Scouter, Mike is a recipient of the Distinguished Eagle Scout Award, a former Scoutmaster, and even promoted the BSA’s STEM award while floating weightless in space. He is passionate about the value of Scouting and credits the program and unlocking the future to countless youth across the globe. He is a recognized ambassador for Scouting throughout the world. Registration is available on CNY Scouts website. Contact information: cnyscouts.org.

7/25/21: Mary Nelson Youth Center – Guest: Mary Nelson. Mary Nelson spoke about their back to school backpack giveaway upcoming on August 21st. Mary started off refreshing us on the beginnings of the youth center 16 years ago following the loss of her nephew to violence. Mary said it all originated from the backpack program and she wanted a place we could see the kids all the time. Catholic Charities reached out to her as they had an unused building available. Mary said she was nominated for the mom’s dream comes true, on the Regis & Kelly show in 2008. They awarded her a furnished house and also gave her a \$50,000 check to do whatever she wanted. Mary took that money and opened up a center that kids can come to and have somewhere to go for after school programs and do different activities. There is a big need for backpacks and back-to-school donations which can be dropped off at the center. Mary says there are so many programs available

to our youth and all are listed on their website. Donations are accepted online as well as info on volunteering. Contact information: marynelsonyouthcenter.com/

8/1/21: Friends Forever Animal Rescue – Guest: Casey Newton, Founder. Casey Newton joins us to talk about her Friends Forever Animal Rescue which is a 501c3 not-for-profit organization and a NYS Registered animal rescue group dedicated to helping the stray, sick and abandoned animals in Central New York. Casey said it all started as a small group of foster homes and now has grown into a rescue with its own facility that houses many pets looking for a new forever home. Friends Forever was established in 2002 when founder Casey Newton came upon a mom and kitten who needed help. Since 2002, Friends Forever has placed over 10,000 homeless or unwanted pets into new homes. They currently take in dogs, cats, rabbits, rats, mice and other small pets. They also help with providing assistance to individuals who may need help getting their pet spayed/neutered and educate the general public on the importance of proper vaccine protocol as well as the benefits from spaying/neutering. Friends Forever relies solely on donations. Casey encourages listeners to visit the website to see the pets available for adoption, applications to adopt, donations and to volunteer. Contact information: foreverfriendsny.com

8/8/21: David’s Refuge – Guest: Kate Houck, Executive Director. Kate explained the purpose of David’s Refuge and its beginnings which were to provide respite, resources and support to parents and guardians of children with special needs or life-threatening medical conditions where they can be refreshed, restored and renewed in their role as caregivers. Parenting can be a difficult under any circumstances, but especially challenging for those who provide full time care to children with special needs. Help is always needed. It can be by making an investment, supporting an event and there is a monthly circle of giving or even a legacy giving. By making a gift to fellow parents, you also invest in the well-being of their children. Kate talked about the upcoming first Pineview Run Celebrity Challenge in conjunction with and to benefit David’s Refuge. Drivers compete for the fastest time. Beginning August 25th, the more money they raise, the more time is shaved off their fastest record. Contact information: davidsrefuge.org

8/15/21 – American Heart Association – Guest: Kristy Smorol, Communications Director. Kristy joins us to chat about the American Heart Association. The AHA has been fighting heart disease and stroke and helping families and communities thrive. It is working to create a world free of heart disease and stroke and a world where everyone can achieve the best possible health which starts right here in Central New York. In creating a Culture of Health in Syracuse, Kristy says there is no quick fix, no one way to solve complex health issues that are affecting this generation and those to come. That is why they are focused on the areas within communities where there is an opportunity to make the greatest impact. Kristy emphasizes that all of us together can improve quality of life, ensure healthy environments, strengthen the economy, elevate care, and change policy for all in Central New York. Kristy talked about upcoming events and CPR training opportunities. Contact information: heart.org

8/22/21 - Alzheimer's Association of Central NY – Guest: Cathy James, CEO. Cathy spoke about Alzheimer's being an irreversible, progressive brain disorder and being the most common form of dementia. Alzheimer's accounts for 60 – 80% of all dementia cases. She also spoke about their signature upcoming event on September 26th, “The Walk to End Alzheimer's.” It's held annually in more than 600 communities nationwide and is the biggest fundraising event of the year and largest event to raise awareness of the disease. The link to register is: alz.org/walk.

8/29/21 - Syracuse Rescue Mission Alliance – Guest: Dan Sieburg, Chief Executive Officer. The Rescue Mission was founded in Syracuse in 1887, and has a long history of serving those in need. Their programs have evolved over the decades, with values of faith, hope and love forming the foundation of the Rescue Mission's service. Their mission is to share hope, end hunger and homelessness, change lives and strengthen communities, one person at a time. Dan talked about some of the ways to help the Syracuse Rescue Mission. When visiting a local grocery store, you can make a quick and easy meal donation by asking your cashier to scan a \$2.34 Scan-Away Hunger coupon at checkout. In Onondaga County, one in ten adults are at risk of going hungry on any given day. For families and individuals at risk of Hunger, the Rescue Mission serves three meals daily, every day of the year in their Clarence L. Jordan Food Service & Culinary Education Center. Contact information: rescuemissionalliance.org

9/5/21 - Chadwick Residence, Inc. – Guest: Jenni Gratien, Executive Director. Jenni spoke about Chadwick Residence's goal is to provide supportive housing and a variety of professional service for homeless woman and their children in an environment that empowers them to develop the knowledge and skills necessary to increase their self-sufficiency. Chadwick Residence relies on the support of volunteers and donations to serve women at risk with housing assistance both on our premises and in the community. Contact information: chadwickresidence.org

9/12/21 – On My Team 16 – Guest: Jordan Zapisek, Director. OMT16 is a non-profit organization designed to comfort and support pediatric oncology patients, families and caregivers by raising money through athletics. The organization was inspired by Jack Sheridan, a young baseball pitcher from Syracuse NY. Jack was diagnosed with leukemia on May 29th, 2014, his sophomore year of high school. Through the tremendous support and encouragement from family, friends, strangers and the medical community, Jack was able to beat cancer after 3-1/2 years of treatment. Jack is currently attending college and playing baseball at LeMoyne College in Syracuse. Jordan reminds us that each year 15,700 children under the age of 18 are diagnosed with cancer and sadly 12% of those children will not survive. That means on any given day, approximately 43 children in the U.S. will be diagnosed with cancer. By supporting OMT16, you can help relieve the pain, suffering and loneliness felt by those children and their families. OMT 16 creates the “WE” in team. Jordan talked about the upcoming event “The Climb” on November 20th at the State Tower Building in Syracuse. 338 Steps or 20 flights of

stairs are what people will climb to help pediatric cancer patients. This year will be the first of the "Carry a Kid" program where participants will be matched with a child who has been battling cancer, has beaten cancer or has lost their battle with the disease. Contact information: Omt16.org

9/19/21 - Alzheimer's Association of Central NY Guest: Cathy James, Executive Director. Cathy joined us and spoke about the upcoming "Walk To End Alzheimer's," Sunday, September 26th at SRC Event Center at Onondaga Community College. All funds raised through Walk to End Alzheimer's further the care support and research efforts of the Alzheimer's Association. The Alzheimer's Association is a nonprofit 501c3 organization and all donations are tax-deductible. Cathy spent some time talking about Alzheimer's and the difference between dementia and Alzheimer's. Dementia is not a normal part of aging. It is caused by damage to brain cells that affects their ability communicate, which can affect thinking, behavior and feelings. Alzheimer's is a degenerative brain disease that is caused by brain changes following cell damage. It leads to dementia symptoms that gradually worsen over time. The most common early symptom of Alzheimer's is trouble remembering new information because the disease typically impacts the part of the brain associated with learning first. Currently, 410,000 New Yorkers are living with Alzheimer's disease and more than 1 million families and friends are providing care. Contact info: Alz.org.

9/26/21 – NAMI Syracuse (an affiliate of NAMI-NYS and NAMI (National Alliance on Mental Illness) - Guest: Margaret Bristol, Ed.D. - Board Member; Executive Committee & Co-Chair Veterans Committee. NAMI is a non-profit, self-help, support and advocacy organization dedicated to improving the lives of all persons affected by mental illness through outreach, education, and community collaboration. Dr. Bristol spoke about mood disorders, the signs and symptoms of those with a mental issue as well as where to obtain help by attending various sessions. A mental illness is a condition that affects a person's thinking, feeling, behavior or mood in a non productive way. These conditions deeply impact day-to-day living and may also affect the ability to relate to others. Mental health conditions are far more common than are generally thought, mainly because people don't like to, or are scared to, talk about them. One in five U.S. adults experience mental illness each year and one in twenty experience serious mental illness each year. One in six U.S youth aged 6-17 experience a mental health disorder each year. 50% of all lifetime mental illnesses begin by age 14 and 75% by age 24. NAMI advocates to improve the lives of people affected by mental health conditions. Contact info: namisyracuse@namisyracuse.org