

**WTVU-CD  
Channel 22.1  
Syracuse, NY**

**ISSUES/PROGRAMS LIST  
3rd Quarter Ending  
September 30, 2015**

**It has been determined that the following issues of concern were addressed through programming directed to Syracuse and its surrounding communities:**

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

**Program Title: Eye on Central New York (locally produced)**

**Schedule: Sunday 6:00 am – 6:30 am**

**Dates: 7/1/2015 – 9/30/2015**

**Program Description: Eye On Central New York keeps viewers informed of current and future scheduled events happening within the viewing area and also includes weather, traffic, and community and cultural events as well as information on upcoming courses for self improvement and education.**

**Special Topics:**

**7/5/15: Alzheimer's Association – discussed annual event Racing for a Cure Event to benefit the Association. The Association announced that \$10,000 was presented by Pole Position.**

**7/12/15: Ronald McDonald House of Central New York – discussed Christmas in July event and also a new larger house to serve more families in need.**

**7/19/15: Golisano Children's Hospital – discussed 6<sup>th</sup> annual Barber-Q event at Saving Face Barber Shop 8/2/15. All donations to benefit the hospital.**

**7/26/15: Everson Museum – Everson announces Joy, Beauty & Wonder – a new exhibition coming to the museum 9/26 – 11/15/15. Explore original works selected from photographers of all ages expressing their inspiration.**

**8/2/15: Ronald McDonald House Charities of Central New York operates the Ronald McDonald House year-round as a “home away from home” for families whose children are hospitalized with serious illnesses or injuries. Discussed donation drives and wish list items.**

**8/9/15: American Red Cross – discussed the Red Cross' urgent call for most needed blood types as they are facing a massive shortage of certain blood types. Also discussed that they provide shelters and emotional support to victims of a disaster.**

**8/16/15: Golisano Children's Hospital – discussed the Trauma/Burns Unit & ASAP Medical Missions. Also, the “Paddle for a Cause” event 9/12/15 with live music kayaking, paddle boarding and face painting. Donation required to attend.**

**8/23/15: American Red Cross – discussed local blood drives, importance of giving blood, types most needed, where you can donate and how to download their new “App.”**

**8/30/15: Alzheimer's Association Central New York Chapter – Event “Walk to End Alzheimer's 9/11/15. Interested volunteers can sign up and eat at Pizzeria Uno where 20% of the bill will go to the Alzheimer's Association.**

**9/6/15: Muscular Dystrophy Association – discussed the MDA's purpose as the world's leading non-profit health agency dedicated to finding treatments and cures for MD, amyotrophic lateral sclerosis and other neuromuscular diseases.**

**9/13/15: HABA-USA – Haba's 3<sup>rd</sup> annual Fall Toy event. Discussed the free toy fest where children can play with dozens of award winning toys and games on 9/19/15.**

**9/20/15: National Down Syndrome Society – discussed the annual “Buddy Walk” on 9/27/15 to celebrate Down Syndrome Awareness Month in October and to promote the acceptance and inclusion of people with the syndrome.**

**9/27/15: Everson Museum of Art - discussed the upcoming “Baby and Me” tours where babies can enjoy stimulating colors and shapes of artwork. Also discussed upcoming Halloween events: Art Making, Mini Pumpkin Painting and the family film “The Boxtrolls.”**