

**WTVU-CD  
Syracuse, NY**

**ISSUES/PROGRAMS LIST  
4th Quarter ending  
December 31, 2022**

**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: 10/1/2022 – 12/31/2022**

**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:**

**10/2/22: McMahon Ryan Child Advocacy Center – Guest: Colleen Merced, Executive Director - Colleen talked about the organization is gearing up for their Kickoff 4 Kids on Thursday October 13<sup>th</sup>, 2022 at SRC Arena at Onondaga Community College. She also told us a bit more the Advocacy Center. McMahon Ryan serves more than 1,000 children each year while also supporting public programs that raise awareness of child abuse. If anyone suspects abuse and someone is in immediate danger, call 911. Abuse can come in many different forms such as sexual abuse, physical abuse, emotional abuse, and neglect and that it occurs more than one may think. Nationally, five children die every day because of abuse and neglect. Anyone can help by donating, volunteering and even sponsoring as**

each contribution has a direct impact on the Onondaga County community. Their website is: [mcmahonryan.org](http://mcmahonryan.org)

**10/9/22: [SyracuseGoRed.Heart.org](http://SyracuseGoRed.Heart.org) – Guest: Jackie Ferrari, Chairwoman – Jackie is the Founder/CEO at American Fashion Network, LLC in Syracuse, and is this year’s Chairwoman of the local Syracuse Chapter of the American Heart Association’s event “Go Red for Women” which is part of the AHA’s worldwide effort to increase women’s heart health awareness and serve as a catalyst for change to improve the lives of women locally, nationally, and globally. The 2022 Syracuse Go Red for Women Luncheon with the American Heart Association is being held October 13<sup>th</sup>, 2022 at the OnCenter. Jackie stressed how important Go Red for Women is, as one in three women are dying from cardiovascular disease. The event will feature 12 women who are national volunteers that have been selected to represent a diverse sisterhood of survivors, who actively, urgently and passionately champion the Go Red for Women movement. The volunteers will share their powerful survivor stories to raise awareness of heart disease and stroke in women and inspire others to take charge of their own health and mental well-being. Tickets may be purchased online at [SyracuseGoRed.heart.org](http://SyracuseGoRed.heart.org)**

**10/16/22: [VaccinateYourFamily.org](http://VaccinateYourFamily.org) – Guest: Serese Marotta, Advocacy & Education Director – Vaccinate Your Family is a national nonprofit organization. Serese spoke not just about Covid, but about whether or not to get a flu shot has always been a part of the conversation for this time of year. The organization focuses on raising awareness of the critical need for timely immunizations, increasing the public’s understanding of the benefits of vaccines, increasing confidence in the safety of vaccines, ensuring that all families have access to lifesaving vaccines and advocating for policies that support timely vaccination. Serese Marotta spoke of how serious the flu can be and her personal experience of losing her healthy five-year-old son, Joseph, to influenza during the 2009 H1N1 pandemic. Since then, she has made it her mission to help support other individuals and families that have been personally impacted by vaccine-preventable diseases and increase public awareness about the life-saving value of vaccines. Their website is: [VaccinateYourFamily.org](http://VaccinateYourFamily.org)**

**10/23/22: Second Chance Canine Adoption Shelter – Guest: Kim Ford, President – The Adoption Shelter opened its doors October 16, 2015. Kim shared that since then, over 500 dogs have been adopted and over 140 inmates have gone through the program. Second Chance is an innovative and progressive program that pairs inmates at Jamesville Correctional Facility with dogs rescued off the streets of the city of Syracuse for mutual rehabilitation. The inmates work with a certified trainer to acquire the handling skills needed to train the dogs. Animal shelters and organizations that help homeless animals are very busy, especially since the pandemic began in 2020 when many people adopted animals when they were home. Once their schedules transitioned back to normal, many people in the general public no longer had time for them. Kim discussed that the program is primarily designed**

to give both inmates and dogs a second chance and ultimately go their separate ways for a full life. Website: [JamesvilleSecondChance.com](http://JamesvilleSecondChance.com)

**10/30/22: The Junior League of Syracuse – Guest: Amanda Perrine, President –** Amanda discussed that The Junior League of Syracuse is holding their annual fall fundraiser, “The Holiday Shoppes.” It will be their 27th year, November 11 - 13, 2022 at the New York State Fairgrounds. The Junior League of Syracuse is an organization of women whose mission is to advance women’s leadership for meaningful community impact through volunteer action, collaboration, and training. The Junior League of Syracuse is one of 292 leagues in the United States, Canada, Mexico, and the United Kingdom, with a membership over 150,000 women strong. Amanda tells us the organization has become a recognized leader for developing and supporting projects that provide meaningful program for women, children and families. Website: [JLSyracuse.org](http://JLSyracuse.org)

**11/6/22: Hope for Heather – Guest: Frieda Weeks - President/Founder –** Frieda spoke about Hope for Heather is holding their annual Hope and Heels Fashion Show and Brunch on Sunday, November 13, 2022 at the Marriott Syracuse Downtown. Frieda Weeks is their Founder and Director. Frieda lost her daughter Heather to cancer in 2008. Ovarian Cancer is the leading cause of death from gynecological cancers in the United States and the fifth leading cause of cancer death among American Women. Each year, approximately 20,000 American women are diagnosed with ovarian cancer and about 15,000 women die of the disease. Hope for Heather's mission is to raise funds to support ovarian cancer research, to promote education and awareness, and to help to provide comfort to women and their families devastated by cancer. Frieda talked about the many upcoming fund-raising events, where to get help, and how to donate. Website: [hopeforheather.org](http://hopeforheather.org)

**11/13/22: Upstate Cord Blood Bank – Guest: Dr. Matthew Elkins, Medical Director –** Dr. Elkins discussed that Tuesday November 15, 2022, is World Cord Blood Day, and it should be known that Syracuse is home to New York’s only public cord blood collection center located at Upstate Health on the Community General Campus. This makes it possible for any woman who gives birth at all three hospitals in Syracuse to donate their cord blood, which is free, painless and can be used to save the lives of those with cancer and 80 other diseases. Since the Upstate Cord Blood Bank opened in 2017, Upstate Cord has received donations from over 1,100 Central NY families. Adding more cord blood units from those of diverse racial and ethnic backgrounds increases the likelihood that patients in need of life-saving transplants will find a match. Dr. Elkins explained that cord blood is blood that remains in the placenta and in the attached umbilical cord after childbirth. Cord blood is collected because it contains stem cells, which can be used to treat hematopoietic and genetic disorders such as cancer. Website: [UpstateCordBloodBank.com](http://UpstateCordBloodBank.com)

**11/20/22: The Syracuse School District – Guest: Rachel Murphy, Director of Food and Nutrition –** Rachel discussed that The Syracuse School District is keeping kids well fed so they can focus on learning which is the main goal for the Food and

**Nutrition program within the Syracuse City School District. Further, the program is committed to the optimal development of every student. The School District believes that for students to have the opportunity to achieve personal, academic, developmental, and social success, they need to create positive, safe and health-promoting learning environments at every level and in every setting throughout the school year. Interested audience members can learn more about the nutrition program, how to apply for assistance and meal locations and more by visiting [SyracuseCitySchools.com](http://SyracuseCitySchools.com)**

**11/27/22: Ronald McDonald House – Guest: Jen Leitgeb, Development Director – Jen spoke about that The Ronald McDonald House is celebrating 40 years having opened their doors on Thanksgiving Day in 1982. Ronald McDonald House Charities of CNY provides a temporary home for families with seriously ill children that travel to Syracuse for medical care. While they cannot make medicine taste better or take away painful treatments, they can help lessen the burden and ensure families have the stability and resources to get and keep their child healthy and happy. We talked of the many ways you can help or donate, including the many events throughout the year. Website: [rmhcny.org](http://rmhcny.org)**

**12/4/22: The Salvation Army Syracuse – Guest: Major Charles Roberts, Director of Operations for Onondaga County – Major Roberts discussed The Salvation Army Syracuse Area Services is once again behind the annual Christmas Bureau Distribution Day where food and toys are distributed to nearly 10,000 people on December 21, 2022 at the OnCenter in Syracuse. The Major spoke about the event in detail and reminded us registration for the Christmas Bureau is still going and you do have to be income eligible to register. For those who would like to volunteer and/or organize a food, book or toy drive, all of the information is available on their website at [SASYR.org](http://SASYR.org). The Major spoke of The Salvation Army needing bell ringers for the holiday season. There are 27 red kettles across Onondaga County. The money raised through the red kettle donations is used to support local programs in Syracuse and Central NY. Website: [SASYR.org](http://SASYR.org)**

**12/11/22: PACE CNY – Guest: Karen Anthony MS, RN Director of Clinical Operations - Karen told us about the services of PACE CNY and the importance of such as our parents become older and may need care. PACE CNY can help you or your loved one receive the care needed to age in place at home. PACE CNY has been providing services since 1997. It is one of only 123 PACE nonprofit providers in 31 states. PACE CNY is a unique alternative to nursing home care, providing a wide spectrum of care and services to individuals in various environments, meeting all their medical and social needs while enabling them to remain at home as long as possible. PACE CNY provides relief from the stress of caregiving with a program that provides and coordinates all types of care. Website: [pacecny.org](http://pacecny.org)**

**12/18/22: American Red Cross – Guest: Lisa Mistretta - Manager, Donor Recruitment - Lisa talked about the upcoming “Holiday Heroes” blood drive Tuesday 12/27 thru Saturday 12/31/22 at Destiny USA. Lisa reminded us that**

**medical conditions and emergencies require blood don't stop for the holidays or a pandemic, nor do treatments for heart conditions, organ transplants, and treatment for cancer or sickle cell disease. That's why blood donations remain essential to the health of the community. Lisa said the holiday season is about giving and what better way to celebrate than by filling a desperate need and donating blood. It's easier than ever to schedule an appointment online and find a location near you. We talked about what it takes to host a blood drive all the information is on their website [RedCross.org](http://RedCross.org)**

**12/25/22: David's Refuge – Guest: Kate Houck, Executive Director - Kate explained the purpose of David's Refuge and its beginnings. They are to provide respite, resources and support to parents and guardians of children with special needs or life-threatening medical conditions where they will 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 making an investment, support of an event, 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. Website: [davidsrefuge.org](http://davidsrefuge.org)**