

WIYC Programs and Issues
Fourth Quarter 2021 Report
October 1, 2021, to December 31, 2021

WIYC is a COZI TV affiliated television station licensed to Troy, Alabama and serves the Black Belt and River Region of Central Alabama, including Montgomery, Alabama.

WIYC is owned by Woods Communications Corporation (WCC) and is the sister station to WCOV and WALE (low power television station). The ownership transfer to WCC was completed in 2nd quarter 2018 with a goal of fortifying WIYC to improve as a station by joining with a stronger station (WCOV is the Fox Affiliate for Montgomery, Alabama) and to upgrade facilities and programming operations, thus benefiting the public interest.

Improvement of operational facilities continues to be in process to serve viewers with better over the air reception of a good quality signal. Already, a more powerful transmitter, antenna and a back-up operations system have been installed to improve reach and ensure technical ability to broadcast. During second quarter 2021, WideOrbit software was implemented, which is used for the efficient operational delivery of station programming. WIYC's viewers are served by the continued operational improvements to the technical facility.

Serving the needs of our viewers, WIYC participates in the Emergency Alert System (EAS). Improvement is planned to implement other non-weather-related news breaking notifications.

Issues that are addressed with programming include:

1. **Personal Development.** Information provided educates viewers about various science topics and the practical and commercial implementation of science. Information is provided to increase understanding of the global community. Individual inspirational stories and exposure to opportunities are addressed.
2. **Professional Development.** Exposure to career and lifestyle alternatives are provided to enable awareness of a broad selection of choices.
3. **Education.** Program material shared results in increased viewer knowledge in areas including science, technology, environmental stewardship, healthy cooking, physical fitness, civics, and a variety of other training material presented in an entertaining and engaging manner.
4. **Resources.** Services available to address physical, mental, and social needs are communicated.
5. **Safety.** Safety includes physical safety, as well as security of health and family.

The COZI TV network broadcasts an American programming block called "The More You Know". This programming block meets federally mandated educational and informational programming guidelines. PSAs are also aired during these programs. Programs included are:

Earth Odyssey with Dylan Dreyer

Vets Saving Pets

Voyager with Josh Garcia

Cozi Programing Summaries
Sunday from 8:00am to 11:00am

Earth Odyssey With Dylan Dreyer – E/I, K13-16

Earth Odyssey With Dylan Dreyer is a live action, half-hour television program designed to meet the educational and informational needs of children 13-16. This program will take viewers on an incredible journey to the wildest points on the globe, uncovering the connection between the environment, the wildlife, and human beings that surround them. Hosted by Meteorologist Dylan Dreyer, the program will reveal a new destination each week, ranging from Africa, Indochina, the Middle East, and many untamed islands around the world. Audiences will come face to face with fascinating native animals, some cute and some dangerous, while educating teen viewers with amazing facts about nature and wildlife. Earth Odyssey with Dylan Dreyer gives audiences a captivating look at the symbiosis between all living things in the most larger-than-life places on Earth.

Vets Saving Pets, - E/I, K13-16

Vets Saving Pets is a live action, half hour television program designed to meet the educational and informational needs of children aged 13-16. This program examines the interpersonal stories of veterinary professionals working to save the lives of animals in need of urgent medical care. Vests Saving pets takes place at the Emergency Veterinary Trauma Center in Toronto, one of the busiest veterinary facilities in Canada. Viewer are exposed to new emergency cases that will teach audiences about the wide array of specialties within veterinary medicine such as critical care, oncology, cardiology, neurology, anesthesiology, dermatology,

dentistry, and surgery. Audiences will witness first-hand the dedication and determination of these veterinary specialists as they work tirelessly to save their animal patients.

The Voyager with Josh Garcia - E/I, K13-16

With the world traveler as our guide, "The Voyager with Josh Garcia" takes audiences on an exciting and culturally rich voyage around the globe. Traveling by ocean, each episode brings audiences to the world's most incredible destinations as we join Josh on a personal journey to discover, understand and immerse in the hidden beauty, diverse traditions and unique cruise each port has to offer. As we meet local cultural experts, learn authentic regional stories and taste indigenous dishes, Josh inspires us to celebrate and explore the people, places and cultures of our world.

We are currently working to add additional entertaining and informational programming on WIYC. The primary affiliation, COZI TV network, broadcasts America's most beloved and iconic television series from the NBC / Universal library to provide an entertaining experience to WIYC viewers. Continued improvement of programming is in progress.

Court TV

For nearly two decades, Court TV has brought high-profile courtroom dramas into American living rooms. Court TV is devoted to live gavel-to-gavel coverage, in-depth legal reporting and expert analysis of the nation's most important and compelling trials. This civic education allows viewers to experience first-hand how the court system works. This program educates viewers in the general public about how court trials operate and how justice is carried out in the courtroom.

Several recent trials covered on Court TV include:

Scott Peterson Resentencing (12-2-21), Michigan School Shooting Suspect Arraigned (12-2-21) Duante Wright Family Attorney Interview (12-3-21), Ghislaine Maxwell Trial (12-3-21), Jessie Smollett Testimony (12-6-21), Larry Nassar Survivor (12-14-21), Derek Chauvin Plea (12-15-21), George Floyd Family Interview (12-15-21), Kim Potter Testimony (12-17-21), Jon Benet Ramsey Technology update (12-22-21), Truck Driver Sentence Reduction (12-31-21)

WIYC broadcasts Public Service Announcements (PSAs) to inform and educate viewers. Raising public awareness of relevant issues is an important community service. Some of these PSAs are include in COZI programming. Other PSAs serving the local area are broadcast each day.

Serving the community with reliable, relevant, and informational programming is an important goal and we are excited about the progress made so far!

Local Public Service Announcements

WCOV Gives Back is a PSA series highlighting organizations in the community that address and serve community needs.

These public service announcements address resources available to the community for physical, mental, and social wellness. The following are local organizations included in this series.

Common Ground provides developmental programs, camps, and activities while connecting youth to resources and mentors.

Family Sunshine Center sponsors a program that addresses suicide prevention by providing information about mental health among the organizations many resources.

Mercy House is a safe house in Montgomery within the Washington Park community and one of many tools to re-direct lives. Mercy House provides a number of services to the community such as a food pantry, clothes closet, supervised computer access and much more.

Montgomery Area Council on Aging (MACOA) is the Montgomery Area Council on Aging. We have partnered to provide the elderly community with a hot meal once a week (Meals on Wheels). Information on how to become a volunteer for a route is offered during these spots.

Other public service announcements address state level resources available and / or programs relevant to the community and are sponsored by the Alabama Broadcaster's Association.

ABA – ADULT PROTECTIVE SERVICES

The AL DHR is launching a new campaign aimed at protecting the elderly population in our state. ABA has issued a series of spots to remind viewers of the issues related to elderly abuse. These spots give examples of elderly persons being abused or abandoned by family or care givers. The spots provide a 1-800 number where people can report suspected abuse.

ABA – ALABAMA DEPARTMENT OF PUBLIC HEALTH

Alabama is experiencing an outbreak of Hepatitis A, a contagious, vaccine-preventable liver infection that is spread in the feces of infected people. Failure to wash hands after using the restroom or changing a diaper can result in the spread of this vaccine preventable disease.

ABA – ALABAMA DEVELOPMENTAL DISABILITIES NETWORK

The Alabama Developmental Disabilities Network has launched a Covid-19 vaccine campaign for persons with disabilities. Persons with disabilities are at a higher risk for exposure and serious illness than the greater population. This messaging encourages them to get vaccinated. These spots remind persons with disabilities that if they live in a care facility or rely on close contact with their caregivers, their risk of exposure to Covid-19 is greater. The spots encourage people to call the ADDN for more information.

ABA – AL STD TESTING

The Alabama Department of Public Health is making free STD home test kits available to Alabamians because STDs, including HIV, continue to be a significant public health risk in the state. The kits are free and confidential, and the spot provides website information where the kits may be ordered.

ABA – ALDOT

The Alabama Department of Transportation (ALDOT) is bringing awareness to two issues of great importance to our state for the remainder of the year. Spot announcements will air on the following subject matter: Railway Safety and Move Over when you see flashing lights. "Never try to beat a train. It is a deadly game." The second spot focuses on making drivers aware of the consequences of littering along our roadways. The campaign is designed to make Alabama drivers aware that tossing trash out of your window can result in a \$500 fine. The second infraction will cost \$1,000.

ABA - ALABAMA ARMY NATIONAL GUARD

The Alabama Army National Guard members are ready to respond to emergencies at a moment's notice. These first responders are crucial to our Nation's defense, protecting citizens during emergencies and helping communities recover from natural disasters. This campaign shares the Guard's commitment to our community, and to providing our citizen soldiers with the opportunities to lead, learn, and gain in-demand job skills – all while serving part-time, close to home, and receiving educational and financial benefits.

ABA - DEPARTMENT OF LABOR

The Alabama Department of Labor is tasked with providing workers and employers with resources to help train and employ a skilled workforce. They also have resources to connect potential employees with employers across the state. In order to assist people across the state, the DOL has opened Career Centers in numerous locations. During the Covid-19 pandemic, these centers have been closed to the public.

ABA – DEPARTMENT OF HUMAN RESOURCES

Alabama Department of Human Resources is working to increase the number of adoptions and foster care families for in-state children. Because Alabama stations air these spots, the agency receives more than 100 inquiries each year from families willing to “open their hearts and open their homes” to children in need.

ALABAMA DANCE THEATRE – MISTLETOE

The Alabama Dance Theater will open its 35th “Season of Poetry” with Montgomery's holiday production of “Mistletoe”. “Favorite Dances of Christmas” showcases a collage of dances set to beautiful music. The Alabama Dance Theater is thrilled to return to the Troy University's David Theater for the Performing Arts.

MONTGOMERY LIONS CLUB CHILI COOKOFF

The Capital City Chili Cookoff began in 2004 as a way to raise money for the Montgomery Lions Club Community Foundation, a 501-c(3) organization that supports the charities of the Montgomery Lion's Club. Montgomery Lions Club serves with our resources and volunteer efforts to conserve sight, provide assistance to youth, develop young leaders and foster international understanding and friendship.

OAKWOOD CEMETARY PROJECT

The Oakwood Cemetery Project is a joint project between the Montgomery County Historical Society and the City of Montgomery to create an online searchable database and map of Oakwood Cemetery's 38,076 burial sites that span the city's last 200 years.

Woods Communications Corporation
WIYC Local PSA Summary 4th Quarter 2021

	Oct	Nov	Dec	4th Qtr 2021
ABA/ADULT PROTECTIVE SERVICES	65	83	87	235
ABA/AL DEPT OF PUBLIC HEALTH	36	102	111	249
ABA/AL DEVELOPMENTAL NETWORK	43	101	15	159
ABA/AL STD TESTING	54			54
ABA/ALDOT	88	108	105	301
ABA/ARMY NATIONAL GUARD	166	193	202	561
ABA/DEPARTMENT OF LABOR	90	104	107	301
ABA/DHR	109	126	130	365
PSA/ADT/MISTLETOE	46	59		105
PSA/ OAKWOOD CEMETARY	129	149	155	433
PSA/CHILI COOKOFF 2021	24			24
PSA/-WCOV CHARITY	79	85	87	251
PSA/-WCOV GIVES BACK - COMMON GROUND	55	63	66	184
PSA/-WCOV GIVES BACK - FAMILY SUNSHINE CENTER	73	85	89	247
PSA/-WCOV GIVES BACK-MACOA	77	80	88	245
PSA/-WCOV GIVES BACK - MERCY HOUSE	171	195	201	567
	<u>1,305</u>	<u>1,533</u>	<u>1,443</u>	<u>4,281</u>

COZI Public Service Announcements

The Fatherhood Involvement campaign PSAs highlight the diverse experiences of real dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard-work they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children. U.S. Department of Health and Human Resources' Administration for Children and Families, Office of Family Assistance

PSA: Fatherhood Involvement – Worm

Texting and Driving Prevention campaign PSAs address safety. Messaging while driving—whether sending a text, commenting on a photo, or connecting with friends via an app—is dangerous. But even though 94% of Americans recognize it's dangerous to send a text while driving, and 91% recognize it's dangerous to read one, many people still do it. To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving. Sponsored by National Highway Traffic Safety Administration (NHTSA)

PSA: Phone Down

Suicide Prevention campaign drives to SeizeTheAwkward.org, where visitors can explore resources and tools to help them start a conversation with a peer around mental health. Young adulthood is a critical time, when many people experience mental health issues and significant stress from life transitions like moving from home and beginning college or a career. Seize the Awkward empowers young adults to help friends who are struggling with mental health issues (and who may be at risk for suicide) by encouraging them to consistently start and sustain conversations about mental health with their friends. The new iteration of the campaign, "Whatever Gets You Talking," showcases the variety of ways young people can start and continue those conversations with their friends, whether that be through a GIF, emoji, call or text. Sponsored by the American Foundation for Suicide Prevention and The Jed Foundation.

PSA: Whatever Gets You Talking

Ending Hunger campaign sponsored by Feeding America. These are uncertain times for everyone, but for households facing hunger, the coronavirus fallout—including school closures

and job disruptions—can present an even greater threat. Millions of Americans, including children, will turn to food banks for much needed support. As the largest hunger-relief organization in the United States, The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. Updated PSAs encourage audiences to donate to Feeding America’s COVID-19 Response Fund to help families in this time of urgent need.

PSA: Jeanie Garth

PSA: Scarlett Johansson

Discovering Nature campaign sponsored by U.S. Forest Service. Since 2009, the Ad Council and USDA Forest Service’s Discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature. This PSA highlights the power of authentic storytelling to showcase the forest as a place where families can deepen their connection with each other and the outdoors, while making the forest a part of the story. Stories come to life at local parks and forests. They’re places full of wonder, where imagination thrives, stories come to live, and memories are made.

PSA: Mountain Trail

PSA: Our Colors

First Domino Ad Council campaign sponsored by National Highway Traffic Safety Administration, State Attorney’s General. Messaging while driving – whether sending a text, commenting on a photo, or connecting with friends via an app – is dangerous. But even though 94% of Americans recognize it’s dangerous to send a text while driving, and 91% recognize it is dangerous to read one, many people still do it. To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.

PSA: Domino