

QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by Station **WNYO, Buffalo, New York**, along with the most significant programming treatment of those issues for the period **October 1 through Decemeber 31, 2014**. The listing is by no means exhaustive.

The issues are determined by station personnel's interaction with the community.

FULL LENGTH PUBLIC AFFAIRS PROGRAMMING

SPECIAL PROGRAMMING RESPONSIVE TO COMMUNITY ISSUES 4th Quarter 2014

Short Segment and Spot-length Educational and Informational Programming

PUBLIC SERVICE ANNOUNCEMENTS

Name of Organization: Ad Council
Name of P.S.A. Arnie Dog
Duration: :30
Message of P.S.A. – Pet Adoption
These P.S.A.'s aired 389 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: USO
Name of P.S.A. Help Homeless Vets
Duration: :30, :15
Message of P.S.A. – Help vets who have nowhere to go
These P.S.A.'s aired 64 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: UNICEF
Name of P.S.A. Trick or Treat
Duration: :30
Message of P.S.A. – Trick or Treat safety
These P.S.A.'s aired 48 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: NAB
Name of P.S.A. Anthem
Duration: :30
Message of P.S.A. – Informing the public what we broadcasters do for the community
These P.S.A.'s aired 48 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: NYSBA
Name of P.S.A. Buzzed Driving
Duration: :30
Message of P.S.A. – Buzzed driving is drunk driving
These P.S.A.'s aired 35 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: 911 memorial
Name of P.S.A. Astronaut
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Visit the 911 memorial
These P.S.A.'s aired 91 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. 1 in 68.
Duration: :30
Message of P.S.A. – Autism Awareness
These P.S.A.'s aired 215 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. Child Passenger Safety
Duration: :30
Message of P.S.A. – Information regarding the correct way for children to ride in a vehicle.
These P.S.A.'s aired 133 times in various dayparts from October 1 through December 31, 2014.

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PUBLIC SERVICE ANNOUNCEMENTS (continued)

Name of Organization: National Guard
Name of P.S.A. Storm
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – The National guard provides support during catastrophies.
 These P.S.A.'s aired 139 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. Wedding
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Stroke Awareness
 These P.S.A.'s aired 130 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. Texting and Driving Prevention
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Stop texting and driving
 These P.S.A.'s aired 161 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Substance Abuse
Name of P.S.A. Solitary Confinement
Duration: :30, :20, :15, :10
Message of P.S.A. – Mental Health awareness
 These P.S.A.'s aired 151 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. Bully Prevention
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – Bullying is wrong
 These P.S.A.'s aired 169 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Easter Seals
Name of P.S.A. Dixon Center for Veterans
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Support Vets at the Dixon Center
 These P.S.A.'s aired 11 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. Do It
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Firearm storage
 These P.S.A.'s aired 202 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: NYSBA
Name of P.S.A. Turtle soup
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Stop wildlife crime
 These P.S.A.'s aired 291 times in various dayparts from October 1 through December 31, 2014.

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PUBLIC SERVICE ANNOUNCEMENTS (continued)

Name of Organization: Ad Council
Name of P.S.A. I Want to be Recycled
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Recycle and save the planet.
These P.S.A.'s aired 386 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. AARP Caregiver Assistance
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Assistance is available for caregivers.
These P.S.A.'s aired 226 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. This is Why
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Foreclosure Prevention
These P.S.A.'s aired 132 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. Syndi
Duration: :60, :30, :20, :15, :10
Message of P.S.A. – It's time we bring an end to domestic violence and sexual assault.
These P.S.A.'s aired 94 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. We Can Help Us
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –If you are in trouble, go to Reachout.com for help.
These P.S.A.'s aired 78 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ad Council
Name of P.S.A. Adopt us Kids
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Adopt a child, change a life
These P.S.A.'s aired 141 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: American Association of Orthodontists
Name of P.S.A. Show Your Smile
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Local Orthodontists offer discounted check ups.
These P.S.A.'s aired 191 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: NYSBA
Name of P.S.A. E Claims made simple
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –E claim your insurance.
These P.S.A.'s aired 51 times in various dayparts from October 1 through December 31, 2014.

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PUBLIC SERVICE ANNOUNCEMENTS (continued)

Name of Organization: JDRF
Name of P.S.A. Vision
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Support Juvenile Diabetes Research Foundation
These P.S.A.'s aired 20 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Susan G Komen
Name of P.S.A. Race for the Cure
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Breast Cancer awareness
These P.S.A.'s aired 19 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: NYSBA
Name of P.S.A. Friends in Trouble
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Credit counseling help.
These P.S.A.'s aired 147 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: WNYO
Name of P.S.A. Military Greetings
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Holiday greetings from local military members.
These P.S.A.'s aired 473 times in various dayparts from October 1 through December 31, 2014.

Name of Organization: Ten Lives Adoption Agency
Name of P.S.A. Ten Lives
Duration: :60, :30, :20, :15, :10
Message of P.S.A. –Support Ten Lives Adoption Agency
These P.S.A.'s aired 5 times in various dayparts from October 1 through December 31, 2014.

PUBLIC SERVICE ANNOUNCEMENTS AND CAMPAIGNS
PRODUCED LOCALLY BY WNYO
4th Quarter 2014

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OTHER BROADCAST AND PROMOTIONAL ACTIVITIES **SERVING THE COMMUNITY**

COMMUNITY CALENDAR WEB PAGE

WNYO-TV created a **COMMUNITY CALENDAR** web page during the 4th Quarter 2014. The page listed various events and information for local not-for-profit organizations, examples of which follow, in alphabetical order:

Amherst Lions Club
American Cancer Society
Amherst Museum
Autistic Services, Inc.
Big Brothers/Big Sisters of Niagara
Buffalo & Erie County Public Library
Buffalo Audubon Society
Buffalo Fantasy League
Buffalo Zoo
Cancer Wellness Center
Carnival Kids Steel Orchestra
Collins Draft Horse, Ox and Pony Club
D'Youville College International Students Club
Gilda's Club of Western New York
Gloria J. Parks Community Center
Kenmore Mercy Hospital Foundation
Lupus Alliance of WNY
March of Dimes
NAACP
Niagara Regional theater Guild
Olean Earth Day Coalition
Salvation Army
Sanborn Historical Society
Scleroderma Foundation of WNY
Society of St. Vincent de Paul
St. Mary's School for the Deaf
US Coast Guard Auxiliary
WNY Independent Living Project

VARIOUS CHURCH GROUPS, SCHOOLS, VOLUNTEER FIRE COMPANIES & FRATERNAL ORGANIZATIONS

NON-BROADCAST ACTIVITIES **SERVING THE COMMUNITY**

WNYO-TV has a website at www.mytvbuffalo.com on which it posts many community events and information.

Such announcements are limited to not-for-profit, charity or community organizations.

To enhance public awareness of these announcements, WNYO promotes the website address during its on-air Community Calendar PSA's.