

## **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. –infomrations 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 4<sup>th</sup> 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](http://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.