

WSYT 2Q 2022 Listing of Significant Programming Treatment of Local Issues

During 2Q 2022, WSYT addressed local issues in the Syracuse Community through continuation of its far-reaching campaign(s) to educate and inform viewers and help solve community issues and problems as described below.

Throughout the calendar quarter, the station aired and sponsored public service announcements for many causes, putting a spotlight on certain issues through a public service campaign called “Reach Out Central New York.”

Each issue given this priority distinction received between 200 - 500 (or even more) :30 second announcements in the quarter, potentially reaching well over one million viewers in central New York. The announcements ran at all times of the day: morning, afternoon, evening, sometimes even in high demand dayparts such as sports and prime time.

During the quarter, “Reach Out Central New York” emphasized and addressed the following five local issues, among others:

1. **Clear Path for Veterans:** Central NY is home to many veterans, and there is a major army base (Fort Drum) just north of the station’s coverage area. Clear Path for Veterans is an organization focused on the needs of veterans from all eras. These PSA’s highlighted Clear Path’s facility in Central NY, and encourage veterans to attend many events and workshops.
2. **Get Voting:** PSA created as part of the Syracuse Gets Real initiative, encouraging the public to vote, and provides info on how to register to vote, where to vote, and how to request an absentee ballot.
3. **Crouse Hospital:** PSA aim is to collect donations that benefit our first line responders to the COVID-19 pandemic.
4. **CENY Parkinson's Walk:** Making life better for those afflicted with Parkinson's is the goal of this PSA. By donating or walking, the public is asked to join the movement, and help fund the research of Parkinson's and enhance the lives of those affected by the disease.
5. **Ukraine PSA:** A PSA created after the invasion of Ukraine to offer support in various ways to the people of Ukraine. Leads people to foxsyracuse.com where there are links to various local charities that are accepting help/support to give to Ukraine.

During the quarter, WSYT also aired the following:

Monday – Friday at 6:30am a 30-minute financial news show, Business First with Angela Miles, designed to enlighten viewers on current news and investment ideas from the world of finance.

Monday – Friday at 10:30pm a 30-minute national news show, National News Tonight, where trusted journalists offer the latest information in critical news stories that take place across the United States as well as one’s local community.