

**WTKO-CD
Channel 13/13.1
Oneida, NY**

**ISSUES/PROGRAMS LIST
2nd Quarter Ending
June 30, 2015**

It has been determined that the following issues of concern were addressed through programming directed to Syracuse and its surrounding communities:

- 1. Community event information**
- 2. Traffic**
- 3. Culture**
- 4. Education**
- 5. Public Safety and Health**
- 6. Weather**

Program Title: Eye on Central New York (locally produced)

Schedule: Sunday – Friday 6:00 am – 6:30 am

Dates: 4/1/2015 – 6/30/2015

Program Description: Eye On Central New York keeps viewers informed of current and future scheduled events happening within the viewing area and also includes weather, traffic, and community and cultural events as well as information on upcoming courses for self improvement and education.

Special Topics:

4/5/15: Make-A-Wish of Central New York – discussed about how Make-A-Wish grants wishes of children diagnosed with life-threatening medical conditions in the U.S. Also discussed was the CNY Kids' Expo coming up on 5/3/15 at the NYS Fair Grounds Horticulture building.

4/12/15: American Red Cross – discussed that is the end of “Red Cross Month,” but the start of the “Summer Safety” program with tips on preventing and helping

people through disasters within the home. Also, the importance of giving blood was discussed which is always lacking during the summer months.

4/19/15: Muscular Dystrophy Association – discussed the “MDA Lock-Up” event coming up on 6/18/15. Muscle disease is a critical health problem that takes away abilities like running, dancing, hugging and even breathing. Becoming a “jail bird” is helping raise donations toward finding new treatments and cures.

4/26/15: Ronald McDonald House Charities of CNY – discussed that The House operates 24 hours a day year round as “a home away from home” for families whose children are hospitalized with serious illnesses or injuries. Ronald McDonald House is hosting the 7th Annual Bella Casa Fashion Show on 4/30/15.

5/3/15: Fayetteville Farmers’ Market – discussed the 2015 season with upcoming events, involvement , beef producers, featured chefs and the East Area Family YMCA with fun activities for kids, family and more all summer. The Market primarily centers on producers who are within a 40-mile radius.

5/10/15: Everson Museum of Art – discussed upcoming “Craft & Craft” event featuring craft beer and craft artists on 7/23/15. This will take place before the start of the Syracuse Arts & Crafts Festival. The public can enjoy beer from local breweries and listen to live local music.

5/17/15: Alzheimer’s Association – discussed “The Longest Day” upcoming event on 6/21/15 which is a race to raise funds on the longest day of the year. It is a sunrise to sunset event about patience, strength and endurance and the challenge that reflects the experiences of the nearly 15 million caregivers on a daily basis.

5/24/15: Scleroderma Foundation – discussed the “Stepping Out to Cure Scleroderma Walk” fund raising event on June 14th, 2015. The disease, also known as systemic sclerosis, is a chronic connective tissue disease that causes hardening of the skin.

5/31/15: Everson Museum of Art – discussed the importance of the museum in Syracuse, its hours, location, upcoming events, exhibitions, summer art camp for the youth, funding, and becoming an Everson Museum docent (volunteer tour guide).

6/7/15: American Red Cross – discussed the “placenta accreta” condition whereby the placenta attaches abnormally to the myometrium (the muscular layer of the uterine wall). This condition requires a large amount of blood transfusions throughout the pregnancy. This is one of the reasons why the Red Cross needs the public to give blood regularly.

6/14/15: Make-A-Wish of Central New York – discussed the second annual “Walk On the Wildside” event 7/17/15 at the Wild Animal Park in Chittenango to honor the Heitkamp family who lost their daughter due to the negligence of boaters

driving under the influence of drugs. As a result, “Tiffany’s Law” has been passed which requires all prior convictions of driving any vehicle under the influence of intoxication to be considered during any subsequent sentencing of a BWI (boating while intoxicated) conviction.

6/21/15: Ovarian Cancer Walk/Run – discussed the 7th Annual Maureen O’Hara Teal There’s a Cure event to raise money for ovarian care awareness and education with proceeds going to national organizations and locally to Grace’s CNY Support Group for Women with Ovarian & Gynecological Cancers.

6/28/15: Operation Northern Comfort – discussed the 2015 Salt Potato Open Golf Tournament event set for 8/22/15 at Foxfire, Baldswinville, NY to support housing for disabled veterans by providing labor and donations in time of need.

3/29/15: Hiscock Legal Aid Society – Discussed the upcoming events on 3/30/15: “Trampoline Dodgeball,” and “Jumping for Justice” at Sky Zone to benefit the Hiscock Legal Aid Society which promotes the fundamental right of every person to equal justice under the law. Also discussed specialized projects: Domestic Violence and international victims.