

**WTKO-CA  
Channel 13  
Oneida, NY**

**ISSUES/PROGRAMS LIST  
1st Quarter Ending  
March 31, 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: 1/1/2015 – 3/31/2015**

**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:**

**1/4/15: American Red Cross – “3 Day OK” Initiative –stressing the importance of being prepared in the case of an emergency! Discussed educating Onondaga County residents to be self-reliant during the first three days of a large scale emergency.**

**1/11/15: Wanderer’s Rest Humane Association – Wanderer’s Rest Association is an open admission shelter dedicated to providing the highest quality care and compassion for the animals entrusted to them while leading our community to**

**create a more humane society. Upcoming event: Black Tie and Tails at the Landmark Theatre Sun. 2/21/15.**

**1/18/15: ACR Health/AIDS Community Resources – discussed AIDS and how to raise money for the debilitating disease. Discussed about the way people can help raise money, volunteer, etc. The event that took place at Greenwood Winery entitled the “Charqueree” was also discussed. The event helped ACR Health raise funds and also get awareness out.**

**1/25/15: Red House Arts Center – The events “Red House Gone Wilde” – discussed upcoming month of shows by or about Oscar Wilde: Man of No Importance 1/21 – 2/8/15; Gross Indecency: 1/22 – 2/5/15; The Importance of Being Earnest: 1/28 - 2/8/15. Also discussed, were the upcoming summer acting opportunities and classes.**

**2/1/15: Joseph’s House for Women – Discussed its mission promoting the sanctity of life and the dignity of women by providing a nurturing home for mothers facing an unplanned pregnancy. The women learn lifelong lessons on parenting, nutrition, finances, etc.**

**2/8/15: Syracuse Challenger – Discussed the fully accessible fields that will enable the Syracuse Challenger Little League Baseball Division to have a permanent location for children with special needs to play baseball on a regularly scheduled basis. Also discussed fundraising and DeWitt Parks involvement.**

**2/15/15: Girl Scouts of NY & PA – talked about all of the different cookies available, and chatted about the new flavors that are available. Also discussed a new “app” that’s out and all of the good things that Girl Scouts do for the community.**

**2/22/15: Lupus Alliance – discussed “What is Lupus” its symptoms and living with the condition. Also discussed the “Walk Along for Lupus event, Sun. 3/22 beginning at 8:30 am**

**3/1/15: Fayetteville Farmers’ Market – discussed market now open through the summer at the Fayetteville Town Center. Discussed special wine events every Thursday noon-6pm through 10/15/15**

**3/8/15: American Red Cross – discussed March is “Red Cross Month.” Upcoming events: “3 Day OK,” blood drives, disaster relief. During Red Cross month, volunteers can help create everyday heroes in the community by reminding the general public that it doesn’t take a cape or superpowers to help save lives and that anyone can do it.**

**3/15/15: Meals On Wheels and ACR Health – Discussed all of the people Meals On Wheels is helping in our community and throughout the country. Also discussed how the station staff saw a first hand demonstration when the Meals On Wheels “kitchen” stopped by the station to see it in action. The organization is feeding**

**many people who cannot leave their homes due to health reasons. ACR Health discussed the “Dirty T-Shirt” event downtown as another way to raise money for the LBGT programs that ACR helps with.**

**3/22/15: Cystic Fibrosis Foundation – discussed the upcoming “Great Strides Walk” on 5/30/15 with Amy Spranger, the organization’s Executive Director. Discussed the need for volunteers to help with the event and a call for people willing to volunteer in general.**

**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.**