

WCNY-TV ISSUES/PROGRAMS REPORT

For the Period of January 1, 2009 – March 31, 2009

Title	Description	Source	Type	B'cast Time/Date
<u>HEALTH</u>				
ALZHEIMER'S: THE COST OF GROWING OLD	Program focused on new research about the disease and effectiveness of on-going treatments.	APT	Gen. Int.	1/4/09 3pm, 30 mins.
FOOD FOR THOUGHT	Christine Tanchak, executive director of Loretto's Day Break program, and Shannon Mahon, a certified therapeutic recreation specialist, both spoke about the programs offered to adults with special physical and medical needs.	WCNY	Gen. Int.	2/5/09 12:30pm, 12 mins.
<u>ENVIRONMENT</u>				
NOVA – The Big Energy Gamble	Program looked at the country's recent trend pushing for alternative methods of energy and whether they might be successful.	PBS	Gen. Int.	1/20/09 8pm, 56mins.
<u>ECONOMY</u>				
FINANCIAL FITNESS	This live weekly series features financial advisors offering their take on economic trends and addressing viewer questions.	WCNY	Gen. Int.	Thursdays 8pm most weeks.

CENTRAL ISSUES

Debbie Sydow, president of Onondaga County Community College and Marilyn Higgins, of the Metropolitan Development Agency, spoke about what local educational institutions and businesses need to do to help survive in the current economic downturn.

Gen. Int.

2/27/09
10pm, 26 mins.

EDUCATION

DOUBLE DOWN

Three students from two different schools compete in this nearly weekly game show featuring questions pertaining to their class work and current events.

Gen. Int.

Sundays
at 6 and 6:30 pm

JR. LAB RATZ

This special pilot program aims to motivate teens to approach science with confidence and enthusiasm and to enroll in the state's Science, Technology, Engineering and Math (STEM) courses.

Gen. Int.

1/25/09
7 pm, 26 mins.

WCNY/POST STANDARD SPELLING BEE

Thirty-five of the best spellers in grades 4-8 across Central New York competed in this annual event, trying to win a trip to the national event in Washington, D.C.

Gen. Int.

2/7/09
2pm, 2 ½ hrs.

SOCIAL and FAMILY CONCERNS

FOOD FOR THOUGHT

Peter Ricardo of the Central New York Food Bank, spoke about the need for food contributions being a year-round need for many families in the area.

Gen. Int.

1/7/09
12:30pm, 12 mins.

CENTRAL ISSUES Syracuse Mayor Matt Driscoll and Onondaga County District Attorney Bill Fitzpatrick spoke about new programs to combat an increase in criminal activity in the city. WCNY Gen. Int. 1/9/09 10pm, 26mins.

FOOD FOR THOUGHT Chris Leonard, president of Spay and Neuter Syracuse, and Lisa Chilenza, of Pet Pointers on News 10 Now, spoke about fundraisers to help programs aimed at controlling pet populations. WCNY Gen. Int. 2/19/09 12:30pm, 12 mins.

CENTRAL ISSUES Laurie Murray of the Vera House, a non-profit organization in Syracuse working to end domestic and sexual abuse, spoke about their white ribbon and other fundraising and awareness programs. WCNY Gen. Int. 3/20/09 10pm, 26mins.

CULTURAL ISSUES, RECREATION

GREAT PERFORMANCES – Cyrano de Bergerac PBS Gen. Int. 1/7/09 2 ½ hrs.
 Kevin Kline starred in this classic story about a 17th Century warrior/poet who was hopelessly handicapped in the romantic arena due to his large nose.

FOOD FOR THOUGHT Onondaga County Parks representative John Cooley talked about a number of winter activities slated at various county parks to encourage families and individuals to get out and enjoy the local resources. WCNY Gen. Int. 1/9/09 12:30pm, 12 mins.

GOVERNMENT, POLITICS

GOVERNOR'S STATE OF THE STATE

Governor David Paterson presented his address on the state of New York in this annual program from the Capitol Building in Albany.

WCNY

Gen. Int.

1/7/09

1 pm, 90 mins.

FOOD FOR THOUGHT

Peter Wiseby, executive director of the Seward House in Auburn, talked about the correlation between the Lincoln and upcoming Obama presidencies that include Secretaries of State from New York state -- Henry William Seward for Lincoln and Hillary Rodham Clinton for Obama.

WCNY

Gen. Int.

1/19/09

12:30pm 12mins.

INAUGURATION

Live coverage of the inauguration of President Barack Obama as the country's 44th President.

PBS

Gen. Int.

1/20/09

11am, 2 ½ hrs.

CENTRAL ISSUES SPECIAL: THE INAUGURATION

Series host George Kilpatrick was joined by New York NOW's host Susan Arbetter and Cazenovia College Professor Bob Green discussed the significance of the Inauguration of Barack Obama while addressing questions from some local school students in this live event.

WCNY

Gen. Int.

1/20/09

1:30 pm, 26mins.

GET READY FOR DIGITAL TV

Program explained the FCC-mandated switch from analog to digital broadcast for all TV stations and the benefits and options the change will provide.

PBS

Gen. Int.

2/2/09

11pm, 26mins.

CENTRAL ISSUES

State Senator David Valesky and Assemblyman Brian Kolb addressed the economic challenges facing legislators in developing this year's state budget.

WCNY

Gen. Int.

3/6/09

10pm, 26mins.