

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:  
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM  
Sunbury, Pennsylvania

PROGRAM NAME:            WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER:            April to June, 2019

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
  - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.
  
- WQKX-FM – Hourly newscasts:
  - Weekdays 6:00A.M. to 5:00P.M.,
  - Saturdays 9:00A.M. to 12:00P.M.,
  - Sunday 11:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. These stories air in a variety of key newscasts throughout the day.
  
- WEGH-FM – Hourly newscasts:
  - Weekdays 6:00 A.M. to 8:00A.M.PROGRAM LENGTH: Three (3) 2-minute newscasts, total time 6-minutes daily. This news story aired at 6am, 7am or 8am.
  
- WMLP-AM – Hourly newscasts:
  - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 1-minute daily local newscasts, total time 4-minutes daily. This news story aired at 6:30am, 7:30am 8:30am and 9:30am.
  
- WVLY-FM – Hourly newscasts:
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AIR DATES:            OTM: 4-2-19, Newscasts 4-3-19

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PROBLEM ADDRESSED: The issues associated with:

- 1) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 2) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 3) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 4) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 5) Children and youth. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Chip Cruz, Susquehanna University junior, studying biomedical science, co-chair Panhellenic Council

Holly Jones, Susquehanna University sophomore, studying neuroscience, co-chair Panhellenic Council

Cheryl Staurulakis, movie producer

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the upcoming showing of the documentary, “Someone You Love: The HPV Epidemic,” talking about the presence of the HPV virus, prevention and other education intended to stem the HPV epidemic in young people. The students talked about their volunteer efforts to bring the film, and the filmmaker to campus.

We aired a 20-minute interview with the guests, with Chris Markle of Susquehanna University serving as producer, lining up the guests. As admissions director, he oversees the coordination of the film and the appearance, and he says SU is working hard to education students about HPV.

They were on WKOK Sunrise, as guests, and then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES:            OTM: 4-11 -19, Newscasts 4-12-19

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PROBLEM ADDRESSED: The issues associated with:

- 6) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 7) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 8) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 9) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 10) Children and youth. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Chris Markle, Senior Development Officer, Susquehanna University

Abdul Alzahrani, Susquehanna University Computer Science, Junior

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on an upcoming meal being sponsored by the Greater Susquehanna Valley United Way Diversity and Inclusion Impact Council featuring two Saudi students from Susquehanna University. They will discuss their culture, as well as their welcoming in The Valley.

We aired a 10-minute interview with our guests to talk about the 'state of race' in The Valley, the work they are all doing to promote diversity and welcoming. We talked about incidents of racism and opportunities for people to get involved.

They were on WKOK Sunrise, as guests, and then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES:            OTM: 4- 23-19, Newscasts 4-24-19

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PROBLEM ADDRESSED: The issues associated with:

- 11) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 12) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 13) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 14) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 15) Children and youth. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Dr. Alexander Riley, Professor of Sociology, Bucknell University

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the series of talks at Bucknell entitled 'The '60s at 50s,' bringing several noted academic figures in to talk about legacies and consequences of the 1960s. He previewed the talk by Dr. Glenn Loury, Merton P. Stoltz Professor of the Social Sciences and professor of economics, Brown University; author of *The Anatomy of Racial Inequality*.

We aired a 10-minute interview with Dr. Riley to talk about the remaining racial inequalities in our Valley and in the world. We discussed how many activities, comments and institutions have changed significantly for the better, but how the current racial inequalities play out, how the symptoms of insufficient change are being experienced. He had many examples.

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AIR DATES:                    OTM: 4-24-19, Newscasts 4-25 -19

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PROBLEM ADDRESSED: The issues associated with:

- 16) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 17) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 18) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 19) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 20) Children and youth. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Harry Mathias, Superintendent, Central Columbia School District

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the unique and highly successful career tract oriented high school curriculum and facilities at the Central Columbia School District. We discussed the freshmen career identification process, the facility and staff changes which target possible careers for students.

We aired a 20-minute interview recorded at the high school so we could see the school and the students first hand. We were reporting on the district's innovative and comprehensive, four-year, career intensive pre-college/job/college/life-long-learning program they call...high school. We talked about how the building was altered to handle the student/graduation centered program that looks more like a Penn State/Trade School/Career-mini-college than a high school

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AIR DATES: OTM: 5-1-19, Newscasts 5-2 -19

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PROBLEM ADDRESSED: The issues associated with:

- 21) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 22) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 23) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 24) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 25) Children and youth. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Connie Kistler and Cynthia Reid, among the organizers and leaders of a regional diaper drive. They are residents of the Sunbury area.

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on a diaper drive being advanced by the Greater Susquehanna Valley United Way 'Local Vision' committee. They work on gathering diapers for distribution to families, and contacting family leaders to offer more assistance. The diaper pantries become a clearing house for information and education.

We aired a 20-minute interview with the guests as we discussed what leads to the poverty the families experience, and what long term solutions can be tried to alleviate difficulties. The interview focused on the many activities to drop off and pick up diapers. They also gathered and distributed other baby items.

They were on WKOK Sunrise, as guests, and then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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- WMLP-AM – Hourly newscasts:
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- WVLY-FM – Hourly newscasts:
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AIR DATES:                    OTM: 5-8 -19, Newscasts 5-9-19

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PROBLEM ADDRESSED: The issues associated with:

- 26) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 27) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 28) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 29) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 30) Children, youth and teens. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Stacey Piccuch / Director of Community Impact / Greater Susquehanna Valley United Way,

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on a GSVUW event where ‘Teens and Technology’ was talked about. We discussed their event where they and Transitions of PA have teens and their parents information about technology, websites, social media and other digital communication was discussed.

We aired a 20-minute interview with the guest to find out about the hazards facing teens on social media, how texting can lead to problems with teens and what parents can do to instruct and monitor kid’s activities. We discussed the recent incident where a teen was picked up by an out of state offender.

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PROBLEM ADDRESSED: The issues associated with:

- 31) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 32) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 33) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 34) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 35) Children, youth and teens. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Allison Beddall, 7<sup>th</sup> grader Selinsgrove Area Middle School

Murphy O'Brien, 7<sup>th</sup> grader, Selinsgrove Area Middle School

April Metzger, Selinsgrove Middle School teacher and advocate

Joanne Troutman, president and CEO, Greater Susquehanna Valley United Way

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the Greater Susquehanna Valley United Way's Teen Mental Health Task Force which produces activities, events and education related to teen mental health problems and concerns. We discussed cases where mental health struggles lead to suicide or other negative outcomes.

We aired a 20-minute interview with the guests as they prepared for an upcoming fundraiser and awareness raising event. We talked about what happens in youth as adolescence gets underway and their brains become more mature, there can be new issues that the child didn't have before. We discussed stigma, prevention and anxiety.

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PROBLEM ADDRESSED: The issues associated with:

- 36) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 37) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 38) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 39) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 40) Children and youth. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Emily Mrusko, Assistant Director, Union Snyder Community Action Agency

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on services the USCAA has available to former Wood- Mode (and all unemployed individuals), the increase in need and the increase in help. We talked about the role of human service agencies, the Wood-Mode Working Family Fund, and we'll even discuss their upcoming help sessions.

We aired a 10-minute interview with the guest to discuss their help for families impacted by poverty, families with transportation issues, and the many children, youth and teens who are affected by the massive layoffs in Snyder County and the joblessness that followed. We discussed mental health services, career services and family financial aid.

She was on WKOK Sunrise, as a guest, and then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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PROBLEM ADDRESSED: The issues associated with:

- 41) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 42) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 43) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 44) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
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GUESTS ADDRESSING THE PROBLEM:

Kimberly Smith, Safety Press Officer, PennDOT District 3-0

Michael Diehl, Program Coordinator, North Central Highway Safety Network

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on summer safety tips, child car seat best practices, heat stroke and summer travel safety tips. We talked about the science of making sure your car seat is ideally suited for your child, properly installed and we'll discuss other tips. General transportation needs and safety information was talked about.

We aired a 20-minute interview with the guests in part to discuss efforts underway to help address transportation issues in The Valley. We talked about the work of the guests as it relates to training people who are young drivers, and older drivers. We talked about teen driver's higher accident rates.

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AIR DATES:                    OTM: 6-25-19, Newscasts 6-26-19

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PROBLEM ADDRESSED: The issues associated with:

- 46) Poverty. Local families living on the margin, food insecurity and the cycle of poverty.
- 47) Transportation. In a rural area, with no mass transit, rides to work, higher education and health care is an issue.
- 48) Substance abuse. The opioid crisis, the impact of addiction and overdoses, and the impact on lives and families.
- 49) Diversity. Our area can be very insular, bullying issues in schools, and blatant incidents occur.
- 50) Children, youth and teens. Making sure that education, early childhood initiatives, and family opportunities are discussed and talked about.

GUESTS ADDRESSING THE PROBLEM:

Dr. Anthony Ragusea, Psychologist, Evangelical Community Hospital

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on suicide prevention, including among teenagers. We talked about the pressures from adults and teens face from job loss, adolescent issues and past trauma can be factors in a suicide. We talked about how professionals can often miss the signs of suicide and what we all should be looking out for.

We aired a 20-minute interview with the guest as Evan is providing additional services to the families of people laid off from the Wood-Mode plant. We discussed the pressures families after job loss and how people can get help. We talked about the hard to spot signs of suicide among children.

He was on WKOK Sunrise, as a guest, and then excerpts of his remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.