

ISSUES & PROGRAM REPORTS

WIXT-AM LITTLE FALLS, NY

4Q 2023

Program that addresses issues is 'For The Record.' It airs on Sunday mornings at 6 o'clock. ISSUES OF CONCERN TO LITTLE FALLS, NY (HERKIMER COUNTY) ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 4th QUARTER OF 2023:

HEALTH AND SAFETY

10/29 Vicky Orilio, Marketing Manager of Slocum Dickson Medical Group, spoke of the company's involvement in "Making Strides Against Breast Cancer," benefits of the upcoming Pediatric Flu Clinics. 11/26 Dr. Mohsin Syed, Internal & Addiction Medicine- Slocum Dickson Medical Group held a discussion on Diabetes: Symptoms, risks in residents & staying healthy during the holidays.

COMMUNITY APPEAL

10/22 Josh from Cayo Industrial Warehouse Of Horror talked about the unexpected economic impact of haunted houses in CNY. 11/12 Lara Nash from Mohawk Valley Business Women's Network discussed a "Women in Business" expo - looking at doing business in CNY as female owned businesses. 11/19 Steven Bulger from ICAN went over the Elevate CNY Sports Complex in Westmoreland, and the benefit to families with children in sports especially in AYSO Soccer. 12/24 Sean Farrell, & Colleen Kain Martin from the Irish Cultural Center Of Mohawk Valley discussed what the ICCMV do, and how they help the community including St. Paddy's Parade & Irishfest. 12/31 Denys & Alicia from New Hartford Eye Associates went over the importance of local businesses supporting other local businesses.

PUBLIC SAFETY

10/1 – Oneida County Sheriff discussed the Opiate Task Force "Save a Life Campaign" distributing NARCAN to area business. 10/15 Oneida County Sheriff discussed "Share the Road" public safety and sharing the roadway with farm equipment.

CHARITY

10/8 Joe Schmidt of Rescue Mission of Utica discussed their annual fundraiser "Gourmet Gala," and where the funds will be going, and who they'll be helping throughout CNY. 11/5 Leslie Nicolette- the Rescue Mission Of Utica spoke of a drive for local homeless, volunteering opportunities and how many people are served on Thanksgiving Day. 12/10 Cassandra with the Center For Family Life & Recovery on the "Heart Warming Campaign" where they are collecting coats, hats, & gloves to distribute to local people in need this winter. 12/17 Susan Woods with Rescue Mission Of Utica looking for donations of hats, gloves & socks. Upcoming Christmas meal for the community where they'll feed over 1400 people (dine-in & delivery). "12 Day Of Christmas fundraising Campaign."

RECRUITMENT

12/3 Brian Jweid with Oneida County on a recruitment drive looking to employ local residents for 9-11 operators and more.

10/1

Guest: Rob Maciol - Oneida County Sheriff

Topic: Opiate Task Force "Save a Life Campaign" distributing NARCAN kits to area businesses

10/8

Guest: Joe Schmidt - Rescue Mission Of Utica

Topic: Annual Fundraiser "Gourmet Gala" and where the funds from this event will be going and who they're helping in CNY

10/15

Guest: Rob Maciol - Oneida County Sheriff

Topic: 'Share The Road' Public Safety, sharing local roadways with Farm Equipment

10/22

Guest: Josh from Cayo Industrial Warehouse Of Horror

Topic: Unexpected Economic impact of haunted houses in CNY

10/29

Guest: Vicky Orilio - Marketing Manager from Slocum Dickson Medical Group

Topic: Slocum-Dickson's involvement in this year's Making Strides Against Breast Cancer, benefits of the upcoming Pediatric Flu Clinics

11/5

Guest: Leslie Nicolette- the Rescue Mission Of Utica

Topic: Drive for local homeless, volunteering opportunities and how many people are served on Thanksgiving day

11/12

Guest: Lara Nash from Mohawk Valley Business Women's Network

Topic: Women in business expo. Looking at doing business in CNY as female owned businesses

11/19

Guest: Steven Bulger from ICAN

Topic: Elevate CNY Sports Complex in Westmoreland. The benefit to local families with children in sports especially if they're involved in AYSO Soccer.

11/26

Guest: Dr. Mohsin Syed, Internal & Addiction Medicine- Slocum Dickson Medical Group

Topic: Diabetes discussion: Symptoms, Risks in residents & staying healthy during the holidays

12/3

Guest: Brian Jweid- Oneida County

Topic: Recruitment drive. Looking to employ local residents for 9-11 operators and more

12/10

Guest: Cassandra- Center For Family Life & Recovery

Topic: Heart Warming Campaign where they are collecting coats, hats, & gloves to distribute to local people in need this winter.

12/17

Guest: Susan Woods- Rescue Mission Of Utica

Topic: Looking for donations of Hats, Gloves & Socks. Upcoming Christmas meal for the community where they'll feed over 1400 people (dine-in & delivery). 12 Day Of Christmas fundraising Campaign

12/24

Guest: Sean Farrell, & Colleen Kain Martin from the Irish Cultural Center Of Mohawk Valley

Topic: What the ICCMV do, and how they help the community including St. Paddy's Parade & Irishfest

12/31

Guest: Denys & Alicia from New Hartford Eye Associates

Topic: Importance of local businesses supporting other local businesses