

## ISSUES PROGRAMS LIST

There follows a listing of some of the significant issues responded to by Station WQHZ, WRIE, WXKC, WXTA, along with the most significant programming treatment of those issues for the period \_\_\_\_\_ to \_\_\_\_\_. This listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

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|---|---|---|
| <p>1. Retired Colonel Denise Gross, Chair of Employer Support of the Guard &amp; Reserve, Dept of Defense</p> <p>2. Nicole Leone, Community &amp; Marketing Coordinator, Community Blood Bank of NWPA &amp; WNY</p> | <p>North Coast Views<br/>Sunday, Jan 4, 2015<br/>6:00am - 30 min</p>  | <p>1. Learned about what kind of training and commitment it takes to join the ROTC or National Guard – and how it has changed from being only a “weekend warrior” to expecting to do active duty. Heard how the purpose of the ESGR is to inform both the soldiers and their employers what is expected of them in the working relationship by law – and helping both parties with any challenges they may face. Reviewed the programs offered to assist the reserve personnel find a job (including resume writing – clothing, mock interviews, etc – by partnering with local programs) and assistance for the employer with what to expect and how to implement the partnership. Learned about the Freedom Award – the highest award given to employers for their commitment and assistance to the reserve and guard and how to nominate a business. Also talked about volunteer possibilities to help facilitate the process. 18m 15s</p> <p>2 Learned that January is National Blood Donor Month and got details on criteria for donation both blood and platelets. Heard about some incentives for giving and how your blood is used when you give. 12m 15s</p>   |
| <p>1. Dave Chord, Director &amp; Sarah Gudgeon, Erie VA Medical Center</p>  | <p>North Coast Views<br/>Sunday, Jan 11, 2015<br/>6:0am - 30 min</p>  | <p>1. We met the new Director and talked about some new initiatives at the Erie VA Medical Center – including the recently unveiled court program for veterans – where local law and court officials watch for veterans that come through the system, and give them access to the programs that can help them turn their lives around. We also talked about a new healthy cooking demonstration series – that is actually open to the entire community. Reviewed the many mental health programs and support groups available for both veterans and their families and reminded everyone about the upcoming health fair, as well as volunteer opportunities. 28m15s</p>   |
| <p>1. Nancy Irwin, Girl Scouts, NWPA</p> <p>2 Kathy Iorio &amp; Dr. Tony Snow, co-founders of Wellsville</p> <p>3. Cindy Filson, co-founder, Cody’s Wheels of Hope</p>  | <p>North Coast Views<br/>Sunday, Jan 18, 2015<br/>6:00am - 30 min</p> | <p>1, Talked about Girl Scout Cookie sales – as well as the new raisin &amp; gluten free cookie. Reviewed the mission of the Girl Scouts – to empower girls and help in all aspects of life – building each year on their skillsets, depending on their age. Also heard about the importance of the cookie sales program – teaching girls many lessons, from goal setting to public speaking. Heard about how to get involved as a member, or volunteer. 9m40s</p> <p>2. Heard some suggestions on how to get the whole family involved in a New Year’s resolution – to tackle responsibilities and chores around the house together. Had suggestions for screen time and limitations to keep children and youth safe and to promote a more healthy lifestyle as a family. Got website details where there are more tips and suggestions. 9m40s</p> <p>3. Learned that Cindy’s grandson died just before his 5<sup>th</sup> birthday. He had received a bike for Christmas and was never able to ride it. In his honor, the family gave his bike to a child in the hospital that had a life threatening disease and was asked by the hospital if there was any way some of the other children facing the same challenges could also have a bike. It</p> |

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|   |   | <p>turns out that Cody's loved ones had given the family money and they purchased bikes for those children – and the idea of Cody's Wheels of Hope was born. They have expanded to giving toys with wheels to many children all over the country through just donations from the public – including 2 fundraisers throughout the year. Talked about how to get a set of wheels, how to donate and how to volunteer. 10m20s</p>  |
| <p>1. Juliette Engfield, Penn State Extension</p> <p>2. Rose Graham, President, Sisters of St Joseph Neighborhood Network</p> <p>3. Cindy Plymyer, 2<sup>nd</sup> Harvest Food Bank</p> | <p>North Coast Views<br/> Sunday, Jan 25, 2015<br/> 6:00am - 30 min</p> | <p>1 Learned that Penn State Ext has offices in just about every county in PA. They focus on outreach and education for the community, working a lot with agriculture and agricultural business. Got details on “Exploring a Small Farm Dream” a class that will be held for the first time in Erie with details on how to start a business from bee keeping &amp; selling honey or maple syrup - to raising goats and selling goat cheese. They help people think through the lifestyle changes, financial resources, marketing and a business plan. Heard registration for Erie now and Slippery Rock in the future. 8m25s</p> <p>2. Heard how the Neighborhood Network got its start and the programs that it has added to assist the children and families in the Little Italy area on the West side, then learned that they are expanding and duplicating some of the programs on the East side. Learned they always need volunteers to help with reading, the arts, and assisting with the 3 community gardens (one of which is a part of a work readiness program) Talked about a fundraiser coming soon – Guess That Tune – and learned how to get involved in not just the game – but every other aspect of their work, 12m45s</p> <p>3. Reviewed that 2<sup>nd</sup> Harvest is the only true Food Bank in the surrounding 11 counties – and they supply food for the area pantries. Talked about two of the programs offered ...the senior box program, a federal program that gives a box of food to qualifying seniors with healthy foods, so they do not have to choose between medication or rent and healthy food. Also learned about the backpack program that sends healthy food home with 3<sup>rd</sup> and 4<sup>th</sup> graders, so they have food for the weekend. This is in 3 counties and they are trying to expand this program. Reminded everyone that with a \$1 donation they 2<sup>nd</sup> harvest can get \$17 worth of food &amp; mentioned that if you are not able to donate money, your time is very important – and the whole family can volunteer together on Saturdays – businesses, individuals and groups are all welcome. 7m50s</p> |

We have also rotated PSA announcements highlighting the following:

Family Services, Big Brother, Big Sister – reminding everyone how easy it is to impact the life of a child in this mentoring program

Erie County Library- they have books – but, much more – music, movies, language instruction and more – most of it free!

Lucy's 1<sup>st</sup> Step – free assistance for parents who have lost a child

NAMI – group classes to assist individuals and family members dealing with mental health challenges

2<sup>nd</sup> Harvest Food Bank – highlighting the problem with many that go hungry in our area – and how to help

Erie VA Medical Center – asking veterans to see if they are eligible for health care -- and reminding veterans and their families that there is help for the emotional challenges

Multicultural Resource Center- reminding the community that there are many services to assist with diversity training and classes to learn about other cultures

Therapy Dogs United- letting folks know how they can get themselves and their dogs involved in helping with therapy services for children and adults

Career Link – remind employers and those looking for employment that there are many free services to help find each other

Safe Harbor/Safe Line- how to get help for sadness or bullying issues

Environment Erie – reminding everyone how to help

ExpERIENCE Childrens Museum – letting you know how to get more info

Make A Wish – telling you 3 ways to help children with life threatening illnesses

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| <p>1 Amanda Brown Sisseem, Executive Director, Erie Arts &amp; Culture</p> <p>2 John DeMarco, Executive Director, Presque Isle Partnership</p>   | <p>North Coast Views<br/>Sunday, Feb 1, 2015<br/>6:00am - 30 min</p>  | <p>1. Learned about how Erie Arts &amp; Culture started as the Arts Council of Erie, to assist with new struggling programs in the Arts – like the Phil and the Playhouse. Heard about their rebranding and the addition of Heritage to the help them thrive in our area. Talked about how important it is to support the arts in the school system and how it helps in all aspects of our youth. Heard about a new program, Cultural Loop- a Park and Ride service that makes a loop in the downtown area – for free, to encourage everyone to take advantage of the arts and entertainment downtown. 19m20s</p> <p>2 Reviewed some of the projects that have been worked on by the partnership – including the most recent – the lighthouse. Heard about the new idea of a tree house and nature play area. Got details about the Joe Roots Frostbite Open, where you can golf on the frozen bay.. 9m10s</p>  |
| <p>1. Gina Klofft, Division Director &amp; Marquite Saminowski, Board Member, Volunteer, American Heart &amp; Stroke Assoc</p> <p>2. Sue Garfield Heuvel, Free Prom Dress Giveaway</p> | <p>North Coast Views<br/>Sunday, Feb 8, 2015<br/>6:0am - 30 min</p>   | <p>1 We talked about how important heart health is for everyone in the family – but, during heart month they try to get the word out about how women need to pay close attention to signs of a heart attack (as they can be very different from the symptoms for men) – We learned about Marguerite’s story about finding later in life about a congenital heart defect and how that makes her even more passionate about informing women and families about adopting a healthy lifestyle, to minimize the chances for heart disease. Got tips on shoveling and learned about free tools online and during lunch and learns at work. 21m</p> <p>2. Heard how Sue used to have a consignment shop – and when she closed it, she and her daughter decided that instead of discarding the formal dresses, they would give them to girls getting ready for prom. They started to collect dresses, shoes and accessories from the community – and now they have about 600 dresses that they make available to everyone in the area that needs a dress for prom. Learned how you can drop off dresses throughout the year – and how to contact Sue if you would like to volunteer. 8m</p> |
| <p>1. Denise Kolivoski, Executive Director, NAMI Erie County (National Alliance on Mental Illness)</p>   | <p>North Coast Views<br/>Sunday, Feb 15, 2015<br/>6:00am - 30 min</p> | <p>1, Talked about how NAMI, a national program, started here in Erie when a professor and his wife had a daughter with mental illness, and they wanted to raise awareness and show there is no shame in getting help – whether you are the person struggling – or family members that may not know how to cope with changes – or communicate with their loved one. Heard about their 2 main programs – Peer to Peer and Family to Family, free to the public – with tools to help everyone in the family. Also previewed some of the fundraising opportunities coming in the near future. 17m30s</p>   |

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| <p>2 Jim Tingley, Course Leader, Erie Power Squadron</p>   |   | <p>2. Heard how the national group got started in New England, actually teaching the Navy how to navigate with maps – it evolved into a group with a passion for passing on information about boat safety, and certification classes for all forms of sailing, boating and jet skiing. Learned that the classes are free – as the instructors are volunteers, however, you do have to pay for materials. 11m</p>  |
| <p>1. Colleen Szymczak-Gross, associate development manager with the National Multiple Sclerosis Society Western Pennsylvania Chapter, Erie Branch.</p> <p>2. Mary McElrith-Jones, United Healthcare Children's Foundation Medical Grants</p> <p>3. Mary Ann Geary, Connecting Hands</p> | <p>North Coast Views<br/>Sunday, Feb 22, 2015<br/>6:00am - 30 min</p> | <p>1. Learned that MS has no known cause or cure. Reviewed some of the symptoms and learned it seems to usually affect those between 20-50 and can differ in severity. More research is needed. Heard how, even though this is a chapter of the national MS Society and some money does go toward research, much of the money does stay here to assist with those struggling with the disease. Heard about a couple of fund raisers coming up, including the MSquesrade. 9m40s</p> <p>2. Heard how United Healthcare started this grant program 9 years ago – only funded through them, to give up to \$5,000 to those who fit their criteria (the child is under 16 – you have to be a US citizen –and pay for commercial insurance...it does not have to be through United Healthcare!) &amp; need assistance with payments for a procedure or equipment that is either not covered – or not completely covered by your plan. They have expanded their ways to raise money for this program...the company and its employees still fund much of it, but they also have a children's book series that can be purchased through Amazon.com – or "Grins to Go" – a boredom busting bag for children in the hospital – or any child. United Healthcare does donate some of each of these items to hospitals and the rest of the money goes to the grant program. 9m</p> <p>3. Learned that this non-profit holds indoor garage sales to raise money for other non-profits. They initially did this only for a program that sadly lost funding. They still wanted to make a difference in the community, so Pam Will, President of Connecting Hands came up with this idea. They do 3 or 4 per year inside the Kinetco warehouse. They are all volunteers and they accept donations of anything but clothing throughout the week – year round. 10m30s</p> |

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| Martine Holquist, Volunteer Coordinator, Crime Victim Center   | North Coast Views<br>Sunday, March 1, 2015<br>6:00am - 30 min  | Learned that, although they started off as the Rape Crisis Center, the Crime Victim Center has expanded their services to help anyone who has any form of a Crimes committed against them. All of their services are free – from information on what to expect throughout the courts and legal processes, to counseling, to help with filing the correct paperwork for reimbursement – and this help is available no matter when the crime occurred. 28m40s   |
| Pam Marlowe, Public Relations Coordinator, Better Business Bureau, Western PA  | North Coast Views<br>Sunday, March 8, 2014<br>6:0am - 30 min   | Heard about how the BBB is a non-profit members organization, that began to promote truth in advertising. You are able to join as a business or non-profit if you promise to run your activities within their guidelines. Consumers can use their services for free –to check on a business to see if they are a member in good standing – to report a business if they are not being truthful- to check out a non-profit to see where their monies are spent – and to get details on current scams. This is a way that the BBB has expanded. We got details on how to keep your identity safe – and, especially now (at tax time) what the IRS will and will not do – so you do not get targeted by scammers. 28m50s   |
| 1. Diane Sickles, Branch Manager, Juvenile Diabetes Research Foundation (JDRF)<br><br>2. Rodney Cray, CEO & Founder of Stay Focused Health & Wellness Center | North Coast Views<br>Sunday, March 15, 2014<br>6:00am - 30 min | 1. Learned that parents started JDRF because they felt like they needed to help others going through the same things they were. Reviewed the difference between Type 1& Type 2 Diabetes – and that, although they concentrate on Type 1 – they changed their name to reflect that all ages have been diagnosed, not just children or juveniles. Heard about the challenges that parents and individuals face with this unpreventable, unpredictable auto-immune disease that shuts down the pancreas. We talked about the many strides that have been made through research, especially recently , helping to change in the lives of those living with diabetes. Reminded the community how to get more information and updates – and how to donate – specifically right now, how to join in on their Beach Ball Gala fundraiser. 17m20s<br>2. Learned that Rodney was a division 1 football player, playing for the U of Maryland – and that he has been a personal trainer for 19yrs. When he came to Erie, he volunteered with youth – mentoring them to make healthy choices. He opened the Stay Focused Health & Wellness Center as the “for profit” arm of his business – and then partnered with the Erie School System for the “non profit” Gears and Gear Up program – a 3 yr commitment at Pfeiffer-Burleigh – along with fitness and self esteem programs that will be offered around the area for youth and. Talked about volunteering opportunities. 11m5s |

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| <p>1. Greg Sikora, Carol Pifer, Multicultural Community Resource Center</p> <p>2. Lynne Gotham, Parkinson Partners of NWPAs – Angela Badaracco, Running for Parkinson’s</p> | <p>North Coast Views<br/>Sunday, March 22, 2014<br/>6:00am - 30 min</p> | <p>1. Reviewed some of the services that are offered for immigrants and refugees, including ESL and day care services. Heard about some of the improvements to the facility. Learned about a new fundraiser, “Who Wants to be an American Citizen” – got details on how to participate and how to volunteer, if you are not able to attend. 9m40s</p> <p>2. Learned what Parkinson’s is, how Parkinson Partners got started – and went over how different people react differently with symptoms and treatment. Heard Angela’s story – she was diagnosed with early onset Parkinson’s at the age of 34. She started her own awareness campaign, before she knew about Parkinson’s Partners. Both women are passionate about getting the word out about support – and about a run they have coming up. 19m45s</p> |
| <p>Patty Puline, Director, Safe Kids Erie</p>   | <p>North Coast Views<br/>Sunday, March 29, 2015<br/>6:00am - 30 min</p> | <p>Learned that Safe Kids used to be associated with the Health Dept – however, their grant monies shifted - and it looked like Save Kids would not continue. LECOM stepped in to support the program, so they are still able to get the message out about how high the statistics are for accidental childhood deaths and give information and tools to combat that. Talked about dangers in all aspects of the home, toys, shopping, etc. Learned about a free expo with more info coming up. Heard how families can get free fire detectors, car seats and bike/skateboard helmets – as well as how to request that someone come to care givers’ homes to inspect them and be sure that everything is safe – including lead testing. 28m</p>  |

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