

Responsive Programming
First Quarter 2018
Tower Broadcasting, Elmira

Programs aired at various times on WOKN, WLKY, WELM, WEHH

January 7, 2018

Community Focus with David Taylor Smith and Elvis
15 minutes

On the eve of Elvis's 85th birthday, a discussion of the continued relevance of Elvis and the way his music not only changed pop music forever, but also comes cross-generationally even today. The use of his music in movies and in Disney productions and even in children's tv shows like the ever popular PBS kids "Dinosaur Train".

January 14

Community Focus on the Economics of Music with Ray Ross
15 minutes

A discussion on music "following the money" over the decades even to today and how what we listen to is parsed out to producers and writers that may not have had anything to do with the particular song whose success depended on support from a particular person of influence. Case in point the famous theme from the "Tonight Show with Johnny Carson". That song was chosen as the theme after Johnny Carson was given a piece of the proceeds.

January 21

Community Focus on Autism with Local Autism Speaker R. LeVere
15 minutes

Autism now affects one in every 68 children in the United States. Mr. LeVere told us the many forms and degrees of autism as a condition of both children and adults alike. He and his wife have a child on the spectrum who is in his late 20s. He told us the many ways that his son has struggled and also the inspiration his son has given them every day. Mr. LeVere's son Andrew is a well known and extremely talented local artist.

January 28

Community Focus - Prospects For The 2018 Wine Year And New Delivery Methods
15 minutes

We spoke with Coyote Moon Winery about their views of the very cold winter on their 2018 grape crops. So far the fast and early freeze led to a bumper crop of ice grapes in January....however there is some concern on damage done by the extreme cold....time will of course tell. This winery is increasing sales by canning some of their wines....they are delivered in small cans. The taste remains very good and the convenience is making it a big seller. You can just tuck a can in your pocket or purse. Many buyers place them in their freezers for a quick, easy and very refreshing wine slushy.

February 4

Community Focus On The New Boy Scout Venture Program

15 minutes

Though the Venture Program is for young men, not boys, it has become very popular with the over 18 segment and has given former BoyScouts a reason to stay in the program. The Sullivan Trail/Finger Lakes Region is very large and the program is different in each area. The young men get together and chose a topic that they want to pursue. Very very popular in this area is the topic of guns/gun safety and of course hunting. Also popular with the young men is a deeper pursuit of computer technology and STEM.

February 11

Community Focus On Event Planning With Crystal City Party Center

15 minutes

Sooner or later we all find ourselves having to plan a big event, we went to the party professionals to find out what is popular with eventgoers today. The answer continues to surprise me.....its "country" all the way. Barn weddings are still very "in"but she advised us not to think of the family farm...."event barns" are cropping up all over the area. A great way to use former unused space and these "barns" have been renovated or built to include regular bathrooms and catering kitchens. But the emphasis is still on casual.

February 18

Community Focus On The Compeer Program in Chemung County

15 minutes

With the current concerns over people who are slightly mentally ill, we visited the people at Compeer at their annual Compeer Golf event at Arnot Mall. Compeer is a program within Family Services, but not funded by them. The Compeer Program pairs volunteers up with Compeer clients in a mentoring relationship (with young children in school) and in a buddy relationship with adults. The volunteers spend time with the Compeer clients in order to help them feel accepted and cared for. The Compeer Golf event is of course their biggest and most attended fundraiser.

February 25

Community Focus On Cottage Industries with Denise Huffner

15 minutes

In an effort to augment finances we all know someone that is working out of their home, crafting, building, and using their natural talents to create products that they can sell to others. Denise has been doing this for years both out of her home and in storefronts.....she has tried almost all of the delivery platforms, and she shared her knowledge, successes and not so successful ventures.....from Etsy to eBay, Pinterest, Facebook and today a shop of cottage crafters, owned by her cousin just opening up on the Southside. The long and short of it.....it's not easy and you seldom get paid what your time is worth. But she wouldn't have it any other way.

March 4

Community Focus With The Family Reading Partnership

15 minutes

The Family Reading Partnership has one clear focus...to get kids to read by reading to them. A good share of the volunteers are teachers who know the importance of reading and they are vehement in their work. You've seen the huge signs on businesses across town, and of course the little red bookshelves in doctors offices, businesses, schools, everywhere where you will find kids. All that they ask is that you take a book...for free...and read it with your child. She also focused on the importance of reading to children that can read to themselves...reading books that are a bit above their level and then talking about what they have read to help them increase their comprehension.

March 11

Community Focus With First Tee

15 minutes

First Tee is an international youth development organization that teaches golf and its inherent values to young people through both in school and after school programs. They reinforce values like respect, integrity and perseverance through golf. The local First Tee program is very active and this year was able to have a storefront at the Arnot Mall during the winter. All of the other seasons you can find them at golf courses across the region. This year they have teamed up with several local schools to bring the program in as part of the fitness curriculum. They firmly believe in good golfers make good people, and after listening to him it's hard not to agree.

March 18

Community Focus On Ancestry with Ray Ross

15 minutes

It's becoming a new craze especially with the aging of baby boomers....researching your ancestry. And it's becoming easier too. We spoke with Ray Ross who has been researching his roots for some time and he has used most all of the common methods out there. His enthusiasm was evident. He has used Ancestry.com, and online the sites of the Latter Day Saints....and of course DNA through sending your saliva in special vials to be analyzed. He told of his successes, questions it has raised and of course the warning that you might find things you never expected or worse yet didn't want to know.

March 25

Community Focus On The Big Flats Library's Sky Lab

15 minutes

Librarian Robert Henderson of Big Flats Library talked to us about a program he started in December to get people to stop looking down at their cellphones and whatnot and start looking up....at the stars. The library wanted us to become acquainted and knowledgeable about things in our own backyards....the stars and planets. The session in December was a lecture of sorts on the sky and its

inhabitants. We talked also about the second in the series a partnership with the National Soaring Museum and Corning Community College to bring their portable Sky Lab to Harris Hill. The Sky Lab is a tentlike blowup creating a mini-sky where the director of the Corning College Planetarium teaches you to find the stars and planets in your own backyard.