

**ISSUES & PROGRAM REPORTS**

**FOR**

WSCP-AM Sandy Creek, N.Y

FOR 4th (October 1st – December 31st) QUARTER 2015

Prepared by Gary Dennis

**ISSUES OF CONCERN TO SANDY CREEK N.Y., OSWEGO COUNTY ADDRESSED  
IN RESPONSIVE PROGRAMMING IN THE 4th QUARTER 2015:**

**WOMEN'S ISSUES Inc. VETERANS:** Local women's rights editor publishes articles Promoting average women in the community as well as those who Stand out. Also let's not forget that women can be military Veterans as well as men. Women sometimes don't get the credit They deserve.

**HEALTH:** Complete coverage of Childhood Lead Prevention Week with Intention of raising community awareness. Lead poisoning is easily Preventable in young children. Free cancer screening is still available To all local residents who do not have health insurance. Residents, Many of which are elderly, still do not have adequate health insurance.

**CHILDCARE:** Local author of children's books explains how to raise preschoolers to Mature into emotionally mature adults who are confident in the areas Science, technology and math. Also how the rise of the internet is Affecting our children's grow potential.

**DISABLED/HOSPICE CARE:** Detailed coverage of how the disabled in our community Can find help and support. The necessary human and financial resources Are available to allow them to achieve their potential. Hospice of CNY Presents the Anita Award to outstanding members of the community.

**RESCUE MISSION/HOLIDAY CHARITIES:** In depth coverage of the contributions Made to the community by the Rescue Mission and the Salvation Army. Also many community charities benefit from an annual event In a small town south of Syracuse.

WSCP-AM Program that addresses community issues. "Issues And Answers Our Community" Sunday morning 6AM - 6:30AM 4th Quarter 2015

**Most Significant Issue–Responsive Programming**  
4th Quarter 2015 (October 1<sup>st</sup> through December 31<sup>st</sup>)

**ISSUE: WOMEN'S ISSUES Inc. VETERANS**

Airdate: 10-4-15      Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Mary McCandless – Editor Women of Upstate N.Y. Magazine

**TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

Women of Upstate N.Y. Magazine (based in Cicero/North Syracuse)

Was established 2 years ago and features articles about the ordinary

Local women who do so many extraordinary things in our community.

A detailed discussion on the upcoming fundraiser: Emmi's Farm Market's Pink Pumpkins for Breast Cancer on October 10<sup>th</sup> – 15<sup>th</sup>. This local business hosts many fundraisers benefiting the local community such as the upcoming Fashion show in December.

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Airdate: 10-18-15      Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor(s):**

Kayleen Wilkinson – Marketing Director Clear Path for Veterans

Char Marx – Wellness Director Veterans Army Nurse Corp

**TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

It was pointed out that women are veterans too. All too often we tend to think of veterans as being male. A detailed discussion about the upcoming Women's Served speaker event, including several issues that are unique to female veterans and their families. Why is it important to offer events and programs like this to women? Also a brief overview of what this organization offers to all local veterans.

Future events and promotions discussed as well.

**ISSUE: HEALTH**

Airdate: 10-25-15      Airtime: Sundays 6am - 6:30am

**“ISSUES AND ANSWERS OUR COMMUNITY”**

**Host:** Gary Dennis

**Contributor:**

Ann Barnett – Onondaga County Public Health Educator

**TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

Childhood lead prevention week is October 25 – 31. The purpose of this detailed discussion is to raise awareness. Childhood lead poisoning is considered one of the most preventable environmental diseases among young children. Approximately 8% of young children in Onondaga County have been identified as having blood lead levels above CDC’s guidelines. What causes lead poisoning in children and how can it be prevented.

Airdate: 11-22-15      Airtime: Sundays 6am - 6:30am

**“ISSUES AND ANSWERS OUR COMMUNITY”**

**Host:** Gary Dennis

**Contributor(s):**

Emily Young – Onondaga County Health Department Educator  
Cancer Services Program

Karyn L. Johnson – OCHD Educator – Immunization Action Plan

**TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

A serious discussion about health issues starting with the free cancer screening clinics offered by the Onondaga County Health Department to eligible persons without health insurance. Even with the Affordable Health Act in place many citizens still find themselves, for whatever reasons, without health insurance. Also with the flu season upon us a detailed discussion on how to avoid contracting the flu virus in the first place by receiving a flu shot. Free clinics are offered for those who qualify.

**ISSUE: CHILDCARE**

Airdate: 10-11-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

David Weber – Science fiction and fantasy author and concerned Parent

**TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

A detailed discussion on how the internet is changing the way our children read. Our guest worries that this amazing technology is wasted on social media, video games, and other questionable attention-getters. Learning to respect the written word through books, no matter what the format is crucial for the continuing education of our children as they mature. Is there a healthy balance parents can establish with their children between reading and video games? Also discussed ways to keep children safe on the internet.

Airdate: 11-29-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Community Leader:**

Danielle Linder – Member of the Society for Children's Book Writer's & Illustrators and children's book author

**TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

A deep discussion of how to raise preschoolers to grow into emotionally intelligent people who are confident in the areas of science, technology, engineering and math. Currently we're lacking talent in these fields and almost forcing companies to hire outside the country. Unless we introduce our children to these fields early on, they will be intimidated by the time they get to junior high. Also a conversation about her books and how they help prepare our young people for higher education.

**ISSUE: DISABLED/HOSPICE CARE**

Airdate: 11-8-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Shannon Richard – Assistant Director of Development and Public Affairs – ARC of Madison Cortland

**TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

The Arc of Madison Cortland provides leadership in the field of disabilities, supporting people in every manner possible and developing the necessary human and financial resources to allow all members of the community to achieve their potential. Also encouraging independence and choice in decisions affecting the lives of people with developmental disabilities.

a brief overview of their upcoming fundraiser in Oneida.

Airdate: 11-15-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor(s):**

Michael Desiderio – Executive Director of the MBA Council

William Pfohl – Communications Officer Hospice of CNY

**TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

A very detailed discussion on the importance of a Master's degree in today's competitive job market. It's important to address the coming leadership and skill gaps in business in order to succeed in the real world. What is the difference between a conventional MBA degree and an EMBA degree? 16.8% increase in salary, 41% of graduates received promotions and over 53% received new responsibilities, are just some of the positive benefits covered. Also a brief discussion concerning the upcoming Anita Awards presented by the Hospice of CNY.

**ISSUE: RESCUE MISSION/HOLIDAY CHARITIES**

Airdate: 12-6-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Alan Thornton – Chief Executive Director Rescue Mission of Syracuse

**TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

A Holiday program featuring the many contributions of the local Salvation Army. On Thanksgiving Day over 2,000 meals were served with the help of over 450 volunteers. 1,200 lbs. of turkey, 20 gallons of gravy and 375 pies as an example. The Salvation Army still needs donations of ham and turkey as we head into the Christmas season. Also needed sponsors to provide Christmas gifts for under privileged families and individuals in our community. A plea for yearend contributions to provide shelter and meals every day of the year.

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**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor(s):**

Jim Greene – Producing Director for A Dicken's Christmas

Sandi Mulconry – Group M Productions

**TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

A Dicken's Christmas is now in its 22<sup>nd</sup> season and still growing. A very family friendly event. Last year over 20,000 visitors enjoyed this annual attraction. It opens the Friday after Thanksgiving and runs noon to 4pm every Saturday and Sunday through December 20<sup>th</sup>, with a limited show, noon to 2:30p on Christmas Eve. The entire local community enjoys an economic boost from this event, even though most all the festivities are free.

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Public Service Announcements  
4th Quarter 2015  
October 1<sup>st</sup> through December 31<sup>st</sup>

Throughout the quarter WSCP-AM aired daily/periodic PSA's providing information on a variety of local community activities and issues. Representative examples of such PSA's include the following:

Homeland Security  
US Department of Veterans  
Special Olympics  
NEA (National Education Association)  
St. Jude  
Wounded Warrior Project  
U.S. Dept of Health And Human Services (anti-smoking)  
HHS (senior long term care)  
American Lung Association (anti-smoking)  
Humane Society  
HRSA (tissue donation)  
Stop Toxic Litter  
American Cancer Society



# **COMMUNITY ASCERTAINMENTS**

For 4th Quarter (October 1<sup>st</sup> – December 31st 2015)

## STATION ASCERTAINMENT CONTACT

Community Issues and Interviews

**Markets:** Syracuse and Oswego  
Onondaga, Madison and Oswego Counties

**Stations:** WTKW-FM - Bridgeport, N.Y.  
WTLA-AM - North Syracuse, N.Y.  
WZUN\_FM - Phoenix, N.Y.  
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Was established 2 years ago and features articles about the ordinary  
Local women who do so many extraordinary things in our community.  
A detailed discussion on the upcoming fundraiser: Emmi's Farm Market's Pink Pumpkins  
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**Airdate:** 11-1-15      **Airtime:** Sundays 6am - 6:30am

### **"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

David White – NYSG Recreation and Tourism Specialist

### **TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

A wrap up of the past spring/summer recreational and boating season including the highly successful proposed National Marine Sanctuary in nearby Lake Ontario. This project could bring significant economic, educational and recreational benefits to our region. The proposal is based on the vast cultural and historic resources that lie beneath the waters of Lake Ontario and promote, preserve and protect the area's unique assets.

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**Airdate:** 11-15-15      **Airtime:** Sundays 6am - 6:30am

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**Contributor(s):**

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**Airdate:** 12-6-15      **Airtime:** Sundays 6am - 6:30am

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**Host:** Gary Dennis

**Contributor:**

Alan Thornton – Chief Executive Director Rescue Mission of Syracuse

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**Contributor(s):**

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Sandi Mulconry – Group M Productions

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**Airdate:** 12-20-15      **Airtime:** Sundays 6am - 6:30am

### **"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Susan Carder – President and COO of Motivating the Masses and author

### **TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

As we wind down the holiday season a detailed discussion on how to handle holiday related stress and interpersonal conflicts. It's important to make time for yourself especially this time of the year. Many tips offered for dealing with financial strain often encountered this time of year. Yes, you can have a happy holiday on a budget. How ones diet and proper exercise can effect ones mental attitude toward life in general.

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**Airdate:** 12-27-15      **Airtime:** Sundays 6am - 6:30am

### **“ISSUES AND ANSWERS OUR COMMUNITY”**

**Host:** Gary Dennis

**Contributor:**

Whitney Lemon – Marketing Manager Google

### **TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:**

All about local businesses and how they can take advantage of new and exciting internet technology available to them. The program known as Let's Put Our Cities On the Map offers small business owners free websites and online training. Google recently held a free seminar in Downtown Syracuse at Sky Armory and is planning one in Utica shortly. One of their goals is to prove to small business owners that getting online is not expensive and time consuming.