

ISSUES & PROGRAM REPORTS

FOR

WSCP-AM Sandy Creek, N.Y

FOR 4th (October 1st-December 31st) QUARTER 2014

Prepared by Gary Dennis

**ISSUES OF CONCERN TO SANDY CREEK N.Y., OSWEGO COUNTY
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 4th QUARTER 2014:**

CHARITIES/COMMUNITY SERVICES: The United Way of Central New York
Has been serving our area for over 90 years. PEACE Inc. is
Attempting to recruit volunteers for the upcoming season.

CONSUMERISM/TAXATION: October is cyber security awareness month and
With the upcoming holiday season we get tips on how to
Save money through coupons and smart shopping. Free
Tax preparer's lessons are available for volunteers who qualify.

HEALTH: Childhood lead poisoning week is October 19-26.
And October is also breast cancer awareness month.
The OCHD wants to promote their free cancer services
Programs available to the public.

ENTREPRENEURSHIP/ECONOMY: First coverage of a ground breaking
Event in Oswego County, an economic and education summit
Held in Altmar. A local entrepreneur shares her success stories.

AGRICULTURE/IMMIGRATION: President Obama's recent action on
Immigration and its impact on the local community especially
Farmers.

WSCP-AM Program that addresses community issues. "Issues And Answers Our
Community" Sunday morning 6AM. 4th Quarter 2014

Most Significant Issue–Responsive Programming
4th Quarter 2014 (October 1st through December 31st)

ISSUE: CHARITIES/COMMUNITY SERVICES:

Airdate: 10-5-14 Airtime: Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributor(s):

Frank Lazarski – President United Way of CNY

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Detailed coverage of the United Way of CNY and how it helps the local community.

The United Way has been serving our area for over 90 years, starting as the Community Chest during WW1. The organization assesses the greatest needs of the community and then funds those programs that best address these needs. Most of the dollars raised are through company workplace campaigns, through payroll deduction, and all of the money donated stays in the area.

Local agencies apply for program funding every three years. A group of trained volunteers reviews the program proposals and makes its recommendations on funding. The United Way currently funds 34 agencies providing more than 90 local programs.

Airdate: 11-16-14 Airtime: Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributor(s):

Shiann Brown – Family Resource Director PEACE Inc.

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

In an effort to promote economic opportunity in the community PEACE Inc. approached us requesting air time to help recruit volunteer tax preparers for their very popular CASH (creating assets, savings and hope) program.

This program trains volunteers to become IRS certified tax preparers.

Retired or current workers with an interest in numbers, outgoing people skills and are willing to help, are encouraged to participate.

Over 70% of all tax filers in Onondaga County may be eligible for this free tax prep service and are not aware of it.

ISSUE: CHARITIES/COMMUNITY SERVICES cont...

Airdate: 12-21-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors (s):

Lynn Hy – Food Bank of CNY

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

In depth coverage of the impact of the Food Bank of Central New York and its partner programs.

88% of participants agreed that receiving food at emergency food programs helped them get food they could not receive any other way.

90% of participants said that receiving food at the emergency food program helped them save money they could use of other bills.

An estimated 1 in 6 Americans rely on food assistance programs.

The CNY Food Bank also has several programs that help move people from needing assistance to self-sufficiency.

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Airdate: 11-30-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

William Pfohl – Communications Officer Hospice of CNY

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

15 minutes of a 30 minute program

Hospice of Central New York is presenting a free to the public photography show and reception weekdays from 9AM till 4:30PM through the end of December.

Over 40 photographs depicting places, people and events in our area by local photographers. Also discussed the holidays can be especially hard on those losing loved ones and volunteers are needed to assist.

ISSUE: CONSUMERISM/TAXATION:

Airdate: 10-12-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Roy Taylor – Local tax preparer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

October is Cyber Security Awareness Month and a detailed discussion on raising awareness about cyber-based threats and staying safe online. Also coverage of the rising number of tax scams to local taxpayers. The IRS will never call you directly to ask for back payments or for any reason for that matter.

Education and awareness in government, the private sector, and the community at large are essential in addressing the constantly evolving and increasing threats to the security of information.

Simple actions you can take to stay safe online include:

- Set strong passwords with eight or more characters.
- Don't share passwords.
- Limit the amount of personal information that you share online.

Airdate: 11-23-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Lauren Greutman – Local frugal living expert and entrepreneur

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

With the upcoming holidays we asked our local expert to help us find the bargains. Does Black Friday even exist any more? Mrs. Greutman is a blogger, public speaker, mother of four, brand advocate and author among other things. She has appeared on WNBC in New York City, Dr Oz, as well as many local TV and radio shows. She also writes a monthly feature for Syracuse Woman Magazine, a weekly column for the Syracuse Post Standard Newspaper and is the owner of a highly popular website "I Am That Woman" which is slowly reaching national prominence. Her website features coupons for downloading and printing from pretty much every merchant in the area (and beyond). She also shares hot tips on current sales promotions and use of her free website can save consumers a lot of money on grocery's and other consumer products.

ISSUE: CONSUMERISM/TAXATION cont....

Airdate: 12-14-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Geoffrey Gloak – New York State Department of Taxation

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

With holiday shopping in full swing we want to remind consumers of the New York State Tax Department's sales tax holiday. What this means is that items of clothing and footwear sold for less than \$110 each are exempt (in local counties) from 50% of the sales tax. This tax "break" is especially relevant during the holiday shopping period, but is a year 'round benefit for consumers who are encouraged to buy locally and support community businesses. Also discussed the benefits of New York's new online system to file and remit sales tax.

ISSUE: HEALTH:

Airdate: 10-19-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Ann Barnett – Onondaga County Health Department

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Childhood lead poisoning prevention is October 19-26.

Childhood lead poisoning is considered one of the most preventable environmental diseases among young children.

Approximately 8% of children in Onondaga County have been identified as having blood levels above CDC's (Center for Disease Control) guidelines.

Almost 72% of homes in Onondaga County were built before 1978, the year adding lead to paint was banned in the United States.

The good news is that childhood lead poisoning is preventable.

Airdate: 10-26-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Emily Young – Onondaga County Health Department

Patsy Catsos – Registered Dietitian and Author

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

October is breast cancer awareness month.

The Onondaga County Health Department contacted us requesting air time to promote their free cancer services programs. These services include:

Free pap tests for women between the ages of 40 and 64 who do not have health insurance. Free breast cancer screening (mammogram) for women between the ages of 40 and 64 who do not have health insurance. Breast cancer may not have any Symptoms in its early stages, making routine screening very important. According to the American Cancer society breast cancer is the second most common type of Cancer detected among women in the U.S. after skin cancer. Free colorectal cancer screening. Available free for men and women ages 50 – 64 that do not have current health insurance.

Free cervical cancer screening. Available to women between the ages of 40 and 64 who do not have health insurance.

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ISSUE: ENTREPRENEURSHIP/ECONOMY:

Airdate: 11-2-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Angela Moonan – Community Coordinator & Local Entrepreneur

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

_First coverage of the very first ever held event in Oswego County; An economic and education summit held at the Tailwater Lodge in Altmar. The event was a complete success covering ideas on such local topics as manufacturing industries, housing and real estate, education, arts and culture and many others. The meeting was well attended by the public and hosted a series of expert speakers on how to improve the community.

This local entrepreneur is the owner of blue i marketing. (lower case by design.) with the goal of taking your local company to the next level through story telling, entertaining presentations, marketing and public relations, social media, E-publishing, mobile marketing etc. etc.. Our guest is also a very talented Jazz singer. With several popular CD's to her credit.

Airdate: 11-9-14 Airtime: Sundays 6am - 6:30am

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Host: Gary Dennis

Contributor(s):

Angela Moonan – Community Coordinator & Local Entrepreneur

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Part two of our conversation with local entrepreneur Angela Moonan, this week concentrating on marketing and public image presentations. What are common mistakes made by local small business owners and how to avoid them. Also tips on web design and the importance of advertising in this digital world.

The importance of supporting local merchants and products.

ISSUE: ENTREPRENEURSHIP/ECONOMY cont...

Airdate: 12-28-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors (s):

Gary Lucas – Regional Vice President United Financial Services
Contributing financial writer for the Post Standard
And local Author.

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

As the calendar year ends a discussion on last minute money saving tax tips for parents with children in college or about to enter college. How to apply for financial aid and an explanation of the much misunderstood 529 plan. Is there a point where a family can make too much money to qualify for financial aid and college scholarships?

Airdate: 11-30-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Carolyn Mack – Local artist and co-owner Bungobox
John Taylor - Co-owner Bungobox

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

15 minutes of a 30 minute program

2 local entrepreneur's share their success story about this earth friendly concept that helps movers solve a common problem and that is where do you find cardboard boxes anymore? You can rent these plastic reusable and recyclable moving boxes and it helps keep waste out of our landfills.

ISSUE: AGRICULTURE/IMMIGRATION:

Airdate: 12-7-14 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Steve Ammerman – Public Affairs Manager New York Farm Bureau

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

In light of President Obama's recent executive action on immigration we requested Mr. Ammerman come on with us and explain what this legislation means to the local community. In the short term this is much needed immigration reform but unfortunately is not a long term solution. Local farmers have called for reform to deal with the existing labor shortage.

Also discussed:

- Appropriation of \$17.6 million to protect farmland across New York State.
- The Craft Beverage Bill.
- First ever interagency task force on agriculture.
- The improvement of water quality for more than 200 farms.
- Danger to farmers from the EPA's "Land Grab" program

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Public Service Announcements
4th Quarter 2014
October 1st through December 31st

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:

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

COMMUNITY ASCERTAINMENTS

For 4th Quarter (October 1st – December 31st 2014)

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.
WKRL-FM - North Syracuse, N.Y.
WTKV-FM – Oswego, N.Y.
WKRH-FM – Minetto, N.Y.
WSGO-AM – Oswego, N.Y.
WSCP-AM – Sandy Creek, N.Y.

Airdate: 10-5-14 **Airtime:** Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributor(s):

Frank Lazarski – President United Way of CNY

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Charities:

Detailed coverage of the United Way of CNY and how it helps the local community.

The United Way has been serving our area for over 90 years, starting as the Community Chest during WW1. The organization assesses the greatest needs of the community and then funds those programs that best address these needs. Most of the dollars raised are through company workplace campaigns, through payroll deduction, and all of the money donated stays in the area.

Local agencies apply for program funding every three years. A group of trained volunteers reviews the program proposals and makes its recommendations on funding. The United Way currently funds 34 agencies providing more than 90 local programs.

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Airdate: 10-12-14 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Roy Taylor – Local tax preparer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Consumerism/Protection

October is Cyber Security Awareness Month and a detailed discussion on raising awareness about cyber-based threats and staying safe online. Also coverage of the rising number of tax scams to local taxpayers. The IRS will never call you directly to ask for back payments or for any reason for that matter. Education and awareness in government, the private sector, and the community at large are essential in addressing the constantly evolving and increasing threats to the security of information.

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Airdate: 10-26-14 **Airtime:** Sundays 6am - 6:30am

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Contributor(s):

Emily Young – Onondaga County Health Department
Patsy Catsos – Registered Dietitian and Author

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Contributor(s):

Angela Moonan – Community Coordinator & Local Entrepreneur

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Contributor(s):

Angela Moonan – Community Coordinator & Local Entrepreneur

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Contributor(s):

Shiann Brown – Family Resource Director PEACE Inc.

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

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Contributor(s):

William Pfohl – Communications Officer Hospice of CNY
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Host: Gary Dennis

Contributor(s):

Steve Ammerman – Public Affairs Manager New York Farm Bureau

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Agriculture/Immigration

In light of President Obama’s recent executive action on immigration we requested Mr. Ammererman come on with us and explain what this legislation means to the local community. In the short term this is much needed immigration reform but unfortunately is not a long term solution. Local farmers have called for reform to deal with the existing labor shortage.

Also discussed:

Appropriation of \$17.6 million to protect farmland across New York State.

The Craft Beverage Bill.

First ever interagency task force on agriculture.

The improvement of water quality for more than 200 farms.

Danger to farmers from the EPA’s “Land Grab” program

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Airdate: 12-21-14 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors (s):

Lynn Hy – Food Bank of CNY

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Hunger and the needy

In depth coverage of the impact of the Food Bank of Central New York and its partner programs.

88% of participants agreed that receiving food at emergency food programs helped them get food they could not receive any other way.

90% of participants said that receiving food at the emergency food program helped them save money they could use of other bills.

An estimated 1 in 6 Americans rely on food assistance programs.

The CNY Food Bank also has several programs that help move people from needing assistance to self-sufficiency.

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.
WKRL-FM - North Syracuse, N.Y.
WTKV-FM – Oswego, N.Y.
WKRH-FM – Minetto, N.Y.
WSGO-AM – Oswego, N.Y.
WSCP-AM – Sandy Creek, N.Y.

Airdate: 12-28-14 **Airtime:** Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributors (s):

Gary Lucas – Regional Vice President United Financial Services,
Contributing financial writer for the Post
Standard and local Author.

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Financial

As the calendar year ends a discussion on last minute money saving tax tips for parents with children in college or about to enter college. How to apply for financial aid and an explanation of the much misunderstood 529 plan. Is there a point where a family can make too much money to qualify for financial aid and college scholarships?