

ISSUES & PROGRAM REPORTS

FOR

WSCP-AM Sandy Creek, N.Y

FOR 2nd (April 1st – June 30th) QUARTER 2014

Prepared by Gary Dennis

**ISSUES OF CONCERN TO SANDY CREEK N.Y., OSWEGO COUNTY
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 2nd QUARTER 2014:**

POP CULTURE: Local celebrities share stories about the past and
Talk about the rich culture this area enjoys.

ECONOMY/AGRICULTURE: New York's economy over the past year grew at an
All time high and the State's unemployment rate stands
At an all time low. The positive and negatives of the new
Farm bill on local consumers.

ELDERLY CARE: Local Hospice sponsors its spring fund raiser, the first of
several held during the year.

ENVIRONMENT/RECYCLING: What does earth day mean to the average citizen?
People should act like every day is earth day.

SOCIAL SERVICES & DISABILITIES ARC of Onondaga has been providing
quality programs for people with disabilities of all ages.

OSWEGO COUNTY ISSUES: A detailed conversation over several weeks
covering the serious issues confronting Oswego County
residents and community leaders.

WSCP-AM Program that addresses community issues. "Issues And Answers Our
Community" Sunday morning 6AM. 2nd Quarter 2014

Most Significant Issue–Responsive Programming

2nd Quarter 2014 April 1st through June 30th

ISSUE: Pop Culture

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 4-6-14 Airtime: Sundays 6am - 6:30am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Phil Markert – Local media celebrity

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part one of a multi part feature on the Arts, Music, Theatre and pop culture in the Central New York area. A brief history on Mr. Markert's background going back fifty or more years. Markert was featured in the recently published book "The History Of Syracuse Television" by Christy Casiano. (a recent guest as well). Markert also appeared in two major Hollywood movies and a Television series before returning to the area.

This area is rich with local theatre groups such as Syracuse Stage, Central New York Playhouse, The Syracuse Talent Company, Redhouse Arts Center and the many church and school productions as well.

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate 5-25-14 Airtime Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Nancy Roberts – Local writer, theatre and broadcast celebrity

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part two of a multi part feature on the Arts, Music, Theatre and pop culture in the Central New York area. Central New York is rich in culture. Our guest specializes in telling stories, writing articles, shooting videos, animations, voice overs, scripts, websites, editing and more. She shares her memories from her 8 years as a writer and on air talent for PBS (WCNY) Television in Syracuse.

A conversation about the local based Central New York Creative Writers Group in which any person is encouraged to join and share the experience of literature. The group has just published a book "Short Order" which is currently selling quite well on Amazon.com

ISSUE: Pop Culture cont

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 6-1-14 Airtime: Sundays 6am - 6:30am

Host: Gary Dennis

20 minutes of a 30 minute program

Contributors:

Nancy Roberts – Local writer, theatre and broadcast celebrity

Russ Madlener – Senior Director of Small Business Microsoft Corp

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

An excellent discussion directed at local small business owners who are confused or overwhelmed by the new wave of IT technology. Technology is moving faster than ever. A new Microsoft survey shows that 60 per cent of respondents say they would consider taking their business elsewhere if a company uses outdated technology. Now that Microsoft has just ended support for the widely used XP system companies that don't upgrade are risking being left behind. Detailed coverage on how small local business can save money and run more efficiently with the proper tech upgrades.

Also we continue our conversation on local pop culture and Nancy shares ideas on how her own small business is so successful.

ISSUE: Economy/Agriculture

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate 4-13-14 Airtime Sunday 6am

Host: Gary Dennis

21 minutes of a 30 minute program

Contributors:

Chris White – NYSNews.gov

Melissa Sullivan – Mayflower Director of Marketing
Communication

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

New York State's economy grew by over 12,000 jobs and that's an all time high. More good news as statewide unemployment rate remains at a five year low. The sector with the most growth (job gains) was Educational and Health Services at +40,800 followed by Trade, Transportation and utilities at +27,500 and Professional and Business Services at + 25,300. Also noted was that the unemployment rate for the City of Syracuse dropped from 8.9 (February 2013) to 7.5 currently.

Also discussed was the interesting fact that more and more women are relocating to better job opportunities as they become the "bread winners" of the family. Many tips and ideas were shared on how to save money, avoid pitfalls and choose the proper moving company for their specific needs.

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 5-18-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Steve Ammerman – Manager of Public Affairs NYS Farm Bureau

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A through discussion concerning the recently passed farm bill and its positive and negative effects on farmers as well as the general population. This initiative recognizes that farming is important to the rural economies of the country. The bad part of this legislation is that it cuts SNAP benefits (food stamps) for the underprivileged in our community. However New York State has approved a grant of \$457 million to negate the federal cuts. This action benefits over 300,000 households.

Also discussed:

The local effects of the 2014 Wine, beer and Cider Summit.

New York Sate Farm Bureau highlights 2014 priorities.

New York State farmers donated a record amount to regional food banks.

Budget, tax relief and legislative priorities for the upcoming year.

ISSUE: Elderly Care

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 4-20-14 Airtime: Sunday 6am

Host: Gary Dennis

22 minutes of a 30 minute program

Contributors:

William Pfohl – Communications Officer Hospice Of CNY

Chris McGinnis – Travel Expert

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Hospice of Central New York requested promotional time to promote their spring fund raiser "Celebrating Life Through Chocolate". This event features local chocolatiers featuring samples of their most delectable creations. There will also be wine tasting and a silent auction with affordable items. Proceeds from this event are used to help terminally ill Central New York patients and their families. It also helps fund a children's summer camp for underprivileged and terminally ill children.

Also discussed spring and summer travel and vacation tips including:

Should you wait to book a summer vacation or do it now?

How are airfares, gas prices and hotel rates looking this year as

Compared to last?

And several other money saving tips for local travelers.

ISSUE: Environment/Recycling

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 4-27-14 Airtime: Sunday 6am

Host: Gary Dennis 19 minutes of a 30 minute program

Contributors:

Kristen Lawton – OCRRA Public Information Officer

Chris Ivan – Director of Communications YMCA of Greater Syracuse

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Earth Day was Tuesday April 22nd. What does this mean to local citizens? Earth Day is the perfect time to purge your home of toxic materials. Thermometers and thermostats contain mercury which is considered to be hazardous waste. We discuss how to properly dispose of these items. According to the New York State Department of Environmental Conservation, exposure to high levels of mercury is particularly damaging to children and unborn babies.

Also: Compost Sites are now open for the season. Yard waste such as tree limbs, brush, vines, pine cones, grass clippings, leaves etc. can be exchanged for high quality compost. Who is the Recycler of the Year?

Each year the YMCA sponsors (among many other things) Health Kids Day.

At different branches local children will be treated to games, human foosball, playground games, water slide races, arts and crafts and lots more. All these activities are free for parents and children. Also coverage of how the "Y" sponsored CNY Corporate Games benefits the entire community

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 5-4-14 Airtime: Sunday 6am

Host: Gary Dennis 30 minutes of a 30 minute program

Contributors:

Kristen Lawton – OCRRA Public Information Officer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part two of our series on recycling and its extreme importance to the community. A very detailed discussion on how home owners, gardeners and landscapers can get ready for spring and summer. OCRRA's Amboy and Jamesville compost sites are now open for the season. Resident's are urged to purchase a site pass which entitles them to unlimited drop off of yard waste and they may haul away up to 6 cubic yards of high quality mulch or compost from either site. The compost sites are open Monday – Saturday 9am – 4pm through November 29th.

OCRRA is a not for profit public benefit corporation created by the New York State Legislature that serves the community by providing a comprehensive solid waste management system.

Also host informed listeners of the new red license plates issued to state and local emergency response vehicles. These vehicles have immediate access to locations impacted during a state emergency. The public needs to be educated to this fact

ISSUE: Social Services/Disabilities

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 5-11-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Ellen Gutmaker – Executive Director ARC of Onondaga

Lauren Kochian – Director of Marketing and Development
ARC of Onondaga

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

In 1951 a group of concerned parents got together to ensure their children received the best educational and social services possible. Since then, ARC of Onondaga has been providing quality programs for people with developmental disabilities of all ages.

Arc of Onondaga is one of the largest providers of services to people with developmental disabilities in Onondaga County serving thousands of individuals and their families and employing over 500 people. With nearly 40 different sites throughout Central New York, Arc provides a wide array of services including residential, day, and evening care for local children with disabilities.

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 6-8-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Bettie Graham – C.E.O. The Determination Center of C.N.Y

Bill Pfohl – Communications Officer Hospice of CNY

Chris Iven - YMCA

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

What is the Determination Center and how does it serve
The local community, especially inner city youth.

A new partnership between the State Office for the aging,
The State Office of Court Administration and the New York State
Bar Association to find new ways to provide affordable legal
services to senior citizens with disabilities.

A recent Supreme Court decision that makes it almost
impossible to sue firms for failing to provide adequate
warnings of a drugs dangers.

Also:

Site work has begun on the new Northwest Family YMCA, the Hospice of CNY
charity fundraiser golf tournament and an update on business expansion under
the new Start Up NY program.

ISSUE: Oswego County Issues

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 6-15-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Shawn Doyle – Oswego County Legislator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part one of three parts covering the economic issues of importance to Oswego County.

Some of the issues covered include:

- ***Recent Oswego County Balloon Fest which was a moderate success at best
- ***The recently restored Kallet Theatre in Pulaski recently hosted a rock concert featuring the 70's group Firefall. It was a huge success.
- ***The annual Farmers Market opened last week with a large crowd.
- ***The upcoming Oswego County Fair July 2n – 6th in Sandy Creek.
- *** Trash pickup, recycling and other misc. issues.

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 6-22-14 Airtime: Sundays 6am - 6:30am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors (s):

Shawn Doyle – Oswego County Legislator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part two of three parts covering the economic issues of importance to Oswego County.

Issues covered include:

- ***The Snow Foundation and its contributions to the community
- ***The Halfshire Historical Society
- ***Cooperative Extension 4H children's program.
- ***Final preparations for the upcoming Oswego County Fair.
- ***Highway improvement

ISSUE: Oswego County Issues cont

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 6-29-14 Airtime: Sundays 6am - 6:30am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors (s):

Shawn Doyle – Oswego County Legislator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part three and our final part in the series covering the issues of concern to residents of Oswego County. Important topics of discussion included:

***Waste management and treatment.

***The County's upcoming budget vote.

***Tourism and its importance to the local communities.

. Especially along the shores of Lake Ontario and other bodies of water
Including lakes and streams.

***Public safety

***Health and human services.

Public Service Announcements
2nd^t Quarter 2014
April 1st through June 30th

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:

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 2nd Quarter (April 1st – June 30th 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: 4-6-14 **Airtime:** Sundays 6am - 6:30am

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Contributors:

Phil Markert – Local media celebrity

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Airdate: 4-13-14 **Airtime:** Sundays 6am - 6:30am

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Contributors:

Chris White – NYSNews.gov
Melissa Sullivan – Mayflower Director of Marketing
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Also discussed was the interesting fact that more and more women are relocating to better job opportunities as they become the "bread winners" of the family. Many tips and ideas were shared on how to save money, avoid pitfalls and choose the proper moving company for their specific needs.

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Airdate: 4-27-14 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors:

Kristen Lawton – OCRRA Public Information Officer
Chris Ivan – Director of Communications YMCA of Greater
Syracuse

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Earth Day was Tuesday April 22nd. What does this mean to local citizens? Earth Day is the perfect time to purge your home of toxic materials. Thermometers and thermostats contain mercury which is considered to be hazardous waste. We discuss how to properly dispose of these items. According to the New York State Department of Environmental Conservation, exposure to high levels of mercury is particularly damaging to children and unborn babies. Also: Compost Sites are now open for the season. Yard waste such as tree limbs, brush, vines, pine cones, grass clippings, leaves etc. can be exchanged for high quality compost.

Who is the Recycler of the Year?
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Stations: WTKW-FM - Bridgeport, N.Y.
WTLA-AM - North Syracuse, N.Y.
WZUN_FM - Phoenix, N.Y.
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WTKV-FM – Oswego, N.Y.
WKRH-FM – Minetto, N.Y.
WSGO-AM – Oswego, N.Y.
WSCP-AM – Sandy Creek, N.Y.

Airdate: 6-22-14 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors (s):

Shawn Doyle – Oswego County Legislator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part two of three parts covering the economic issues of importance to Oswego County.

Issues covered include:

- ***The Snow Foundation and its contributions to the community
- ***The Halfshire Historical Society
- ***Cooperative Extension 4H children's program.
- ***Final preparations for the upcoming Oswego County Fair.
- ***Highway improvement

STATION ASCERTAINMENT CONTACT

Community Issues and Interviews

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Airdate: 6-29-14 **Airtime:** Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributors (s):

Shawn Doyle – Oswego County Legislator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part three and our final part in the series covering the issues of concern to residents of Oswego County. Important topics of discussion included:

- ***Waste management and treatment.
- ***The County’s upcoming budget vote.
- ***Tourism and its importance to the local communities
Especially along the shores of Lake Ontario and other bodies of water
Including lakes and streams.
- ***Public safety
- ***Health and human services.