

ISSUES & PROGRAM REPORTS

FOR

WSCP-AM Sandy Creek, N.Y

FOR 1st (January 1st- March 31st) QUARTER 2015

Prepared by Gary Dennis

**ISSUES OF CONCERN TO SANDY CREEK N.Y., OSWEGO COUNTY
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 1st QUARTER 2015:**

FINANCIAL/TAXES: With the Christmas shopping season now over with its time to pay the bills. How to handle the debt that is now coming due. Tips on how to properly prepare your taxes and answers to common Questions and how to avoid an audit.

MILITARY/CHARITIES; On February 24-27 2015 the Marine Corp. will offer an Education workshop at Paris Island South Carolina. Accepted Local Volunteers will tour the recruit depot. Oswego will host it's 10th annual Warm Up Oswego Festival 2/6-8 and other local events.

UNEMPLOYMENT/ENVIRONMENT: The New York State economy added over 30,000 private sector jobs and marks the largest monthly gain in Two years. Tipped workers will receive a raise effective 12/31/15. Recently the EFC approved a \$5 million short term loan for landfill Closure in the town of Salina.

TOURISM/TRAVEL; Winter and summer tourism destinations in Oswego County As well as safety precautions for ice fishermen and snowmobilers. Also when's the best time to plan your vacation and many money saving tips for local travelers.

CONSUMERISM/SAFETY: The bitter winter weather has caused an unusually high Number of vehicle accidents. How to drive more safely in These poor conditions. Also how to submit an accident claim and Deal with greedy insurance companies.

WSCP-AM Program that addresses community issues. "Issues And Answers Our Community" Sunday morning 6AM. 1st Quarter 2015

Most Significant Issue–Responsive Programming
1st Quarter 2015 (January 1st through March 31st)

ISSUE: FINANCIAL/TAXES:

Airdate: 1-11-15 Airtime: Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributor:

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

With the Christmas season now behind us a detailed discussion on how to handle the debt that is now coming due with a strong emphasis on how to handle excessive credit card balances. How to work with credit card companies in general. Not all plans are for everybody. What to look out for when applying for credit and how to avoid the pitfalls. We discuss how to build your credit history and the quickest way to ruin it as well. With the tax season just beginning coverage of the Affordable Care Act (Obamacare) and the major affect it can have on your tax return.

Low oil and gasoline prices and its effect on everyday consumers and a word of warning: don't get used to it.

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TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Part two of our conversation with our financial expert. This time focusing on savings and investments and how to save and prepare for retirement. An explanation of the many different plans available to citizens nearing or already in retirement. It's not as complicated as it seems but can be overwhelming to the uneducated. More on taxes and tax preparers.

ISSUE: FINANCIAL/TAXES cont...

Airdate: 2-8-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Roy L Taylor – Local tax preparer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

15 minutes of a 30 minute program

Part one of our discussions concerning everything local tax payers need to know about filing tax returns (State and Federal) for 2014.

Airdate: 2-15-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Roy L Taylor – Local tax preparer.

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Part two of our in depth discussion on tax preparation and filing tips.

Some of the topics covered include:

What is the age limit for claiming a child as a dependent? Do college students have to file an income tax return? How to qualify for head of household status, what is earned income tax credit? And how to qualify.

A clarification of the upcoming health insurance deadline (February 15th) and how it affects taxpayers.

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ISSUE: MILITARY/CHARITIES:

Airdate: 1-18-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Casey Goodgion – US Marine Corps Station Commander

Daniel Holt – US Marine Corps Recruiter

Helen Hudson – AFL-CIO Community Services Liaison United Way

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Complete and detailed coverage of the 2015 Marine Corps Education Workshop (February 24 – 27) conducted at Parris Island, South Carolina and Marine Corps Air Station Beaufort, South Carolina. Accepted volunteers will tour the recruit depot and witness the basic training of future Marines. You will be invited to experience several aspects of recruit training and visit the airfield operations complex as well as other aviation facilities. Transportation, lodging and meals are provided by the government.

Full details of the 15th annual MLK (Martin Luther King) Day of Service Food and Clothing Drive.

Donations of winter wear are in most need for our community as well as baby formula, diapers, cleaning supplies, toiletries and school supplies. This event helps over 400 local families.

Airdate: 2-1-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Nathan Emmons – Chairperson Warm Up Oswego Festival

Shawn Doyle - Oswego County Legislator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Coverage of the 10th annual Warm up Oswego Festival. Raising thousands of dollars for local school activities and charities. Over 1000 people expected to attend this annual event designed to put some fun into the long dreary winter season. Some of the many events include: 2K race, costume sled races, snowman building contest, chili cook off, fireworks, crafts fair and more.

The Salmon River Winter Fest. Held 2/6 – 8 has the same goals. Raising funds for local youth programs, food pantry, Fire Department and more. Some of the events include Polar splash in the Salmon River (supervised by FD EMT's) Children's activities, skating, sled dogs, local vendors, BBQ and more.

ISSUE: MILITARY/CHARITIES cont....

Airdate: 2-8-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

William Pfohl – Communications Officer Hospice of CNY

Roy L Taylor – Local tax preparer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

15 minutes of a 30 minute program

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

Over 35 works of art depicting places, people and activities in our area by local Artists. The event is free to the public.

Also discussion of a major upcoming fundraiser hosted by the Automobile Dealers of CNY at the On Center in Syracuse and the upcoming Alzheimer's workshops in March hosted by Hospice of CNY.

Part one of our discussions concerning everything local tax payers need to know about filing tax returns (State and Federal) for 2014.

Airdate: 3-22-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Oscar Vergara – Director Big Brothers Big Sisters of Syracuse

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Big Brothers Big Sisters a program of P.E.A.C.E. Inc. worked with approximately 600 children ages 6-12 in Onondaga County in 2014.

The majority of children currently in the program come from a single parent home and because of the lack of extended family need support and help. Other issues facing these children and their families include economic limitations, due mostly to a single income, living conditions (neighborhoods providing very little opportunities) and neglect because of the needs of other siblings.

There are currently 58 children on the waiting list, 27 boys and 21 girls.

There is a pressing need for more male volunteers. Also detailed discussion on the upcoming fund raiser "Bowl For Kid's Sake".

ISSUE: UNEMPLOYMENT/ENVIRONMENT:

Airdate: 2-22-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Dave White – NY Sea Grant Recreation & Tourism Specialist

Chris White (no relation) – NYS Department of Labor

Stephen Ferrara – Executive Director NYS Nurse Practitioners Assoc.

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

NYS economy added over 30,000 private sector jobs and statewide unemployment drops to 5.8% in December. This job count marks the largest monthly gain in two years and outpaces the nation. Local business firm in Syracuse adds over 70 positions with more to come. Tipped workers to receive an increase effective 12/31/15.

The cold season is running about normal this year but flu cases are on the rise and a warning against over medicating.

Part one of our in depth discussion concerning boating safety and the dangers of ice fishing on local lakes.

Airdate: 1-4-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Kristen Lawton – OCRRA Public Information Officer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Detailed coverage of the Onondaga County Resource and Recovery Association and how it benefits the local community.

Complete coverage on how to recycle all those holiday wrapping, containers (such as cardboard) boxes, ribbons and even the Christmas tree itself. Dead Christmas trees and be recycled into mulch by taking them to either the Amboy or Jamesville compost sites.

Also discussed the EFC approved \$5 million short term loan for landfill closure in the town of Salina and the controversial proposed partnership between Onondaga and Cortland counties.

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ISSUE: TOURISM/TRAVEL:

Airdate: 3-1-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Frank Lazarski – President United Way of CNY

Dave White – NY Sea Grant Recreation & Tourism Specialist

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

In depth discussion of the brand new 2-1-1 informational phone service for five upstate communities including: St. Lawrence, Jefferson, Lewis, Oswego and Onondaga. The goal of 2-1-1 is to provide a 24/7 helpline providing health and human service information to anyone seeking assistance. This service will be especially helpful to the elderly, disabled, Veterans, and anyone with a personal crisis. This new service is free and confidential and soon will be offered in different languages to better serve a diverse community. Funding provided in part by the United Way.

Part two of our conversation covering winter as well as summer tourism and safety precautions for ice fishermen and snowmobilers.

Airdate: 3-29-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors (s):

Yvonne Conte – Noted local motivational speaker and Founder of Day of Joy. Winner of the Zonta International Crystal Award.

Chris McGinnis – Nationally known travel expert

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

Detailed coverage of the fifth annual Day of Joy conference held at the Believers Chapel in Cicero. It's a day long program of inspirational speakers, skits, vendors, and live music targeted to a mostly female audience. Over 900 women are expected to attend this year's program. All profits from the day benefit Vera House aiding abused women in CNY. Attendees are invited to bring nonperishable food items to donate to the North Area Meals on Wheels program. After this years bitter winter what to expect from the upcoming vacation season. When to book a vacation and many money saving tips for local travelers. A word to the wise: everything travel related will be more expensive, with the possible exception of gasol

ISSUE: CONSUMERISM/SAFETY:

Airdate: 3-8-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Mike Orso – Consumer advocate and President Nick Orso's Body Shop

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

The stated goal of Mr. Orso's business is to make a difference in the community. The unusually harsh winter has created an unusual amount of traffic accidents, fortunately mostly fender benders. A detailed conversation on how to be better prepared to drive safely in these poor conditions. The main cause of most of these unnecessary accidents is driver indifference, distractions and failure to maintain proper control of their automobile. Also many motorists owning four wheel, all wheel or SUV type vehicles have a false sense of security and tend to over drive in bad conditions and put themselves and everyone around them in danger.

Also how to submit an accident claim, deal with insurance companies and make sure you're getting a proper repair for your vehicle.

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Airdate: 3-15-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Michele Ledoux – Executive Director Cornell Cooperative Extension

Emily Young – Onondaga County Health Department Educator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

New York State ranks second nationally in maple syrup production and is a major economic driver especially in the northern counties of the state. Coverage of the Maple Trail App now available for everyone to download for free. This App also helps lead consumers to the various 2015 Maple weekend sites and provides information on such activities as shopping, restaurants & hotel accommodations. March is Colorectal Cancer Awareness Month and the Onondaga County Health Department is offering free screening for those who qualify. These screenings are available to residents of Onondaga County residents between the ages of 50 & 64 without health insurance.

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Public Service Announcements
1st Quarter 2015
January 1st through March 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:

Special Olympics
NEA (National Education Association)
American Cancer Society
St. Jude
YMCA
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
HRSA (tissue donation)
Stop Toxic Litter

COMMUNITY ASCERTAINMENTS

For 1st Quarter (January 1st – March 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.
WKRL-FM - North Syracuse, N.Y.
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WSGO-AM – Oswego, N.Y.
WSCP-AM – Sandy Creek, N.Y.

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Contributor(s):

Kristen Lawton – OCRRA Public Information Officer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Environment/recycling

Detailed coverage of the Onondaga County Resource and Recovery Association and how it benefits the local community.

Complete coverage on how to recycle all those holiday wrapping, containers (such as cardboard) boxes, ribbons and even the Christmas tree itself. Dead Christmas trees and be recycled into mulch by taking them to either the Amboy or Jamesville compost sites.

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Contributor(s):

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Daniel Holt – US Marine Corps Recruiter
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Airdate: 2-1-15 **Airtime:** Sundays 6am - 6:30am

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Host: Gary Dennis

Contributor(s):

Nathan Emmons – Chairperson Warm Up Oswego Festival
Shawn Doyle - Oswego County Legislator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Fund raising/Charities

Coverage of the 10th annual Warm up Oswego Festival. Raising thousands of dollars for local school activities and charities. Over 1000 people expected to attend this annual event designed to put some fun into the long dreary winter season. Some of the many events include: 2K race, costume sled races, snowman building contest, chili cook off, fireworks, crafts fair and more. The Salmon River Winter Fest. Held 2/6 – 8 has the same goals. Raising funds for local youth programs, food pantry, Fire Department and more. Some of the events include Polar splash in the Salmon River (supervised by FD EMT's) Children's activities, skating, sled dogs, local vendors, BBQ and more.

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William Pfohl – Communications Officer Hospice of CNY
Roy L Taylor – Local tax preparer

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Contributor(s):

Roy L Taylor – Local tax preparer.

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What is the age limit for claiming a child as a dependent? Do college students have to file an income tax return? How to qualify for head of household status, what is earned income tax credit? And how to qualify.

A clarification of the upcoming health insurance deadline (February 15th) and how it affects taxpayers.

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Chris White (no relation) – NYS Department of Labor
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Airdate: 3-1-15 **Airtime:** Sundays 6am - 6:30am

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Host: Gary Dennis

Contributor(s):

Frank Lazarski – President United Way of CNY
Dave White – NY Sea Grant Recreation & Tourism Specialist

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Community services/local tourism

In depth discussion of the brand new 2-1-1 informational phone service for five upstate communities including: St. Lawrence, Jefferson, Lewis, Oswego and Onondaga. The goal of 2-1-1 is to provide a 24/7 helpline providing health and human service information to anyone seeking assistance. This service will be especially helpful to the elderly, disabled, Veterans, and anyone with a personal crisis. This new service is free and confidential and soon will be offered in different languages to better serve a diverse community. Funding provided in part by the United Way.

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Host: Gary Dennis

Contributor(s):

Mike Orso – Consumer advocate and President Nick Orso's Body Shop

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Consumerism/Safety

The stated goal of Mr. Orso's business is to make a difference in the community. The unusually harsh winter has created an unusual amount of traffic accidents, fortunately mostly fender benders. A detailed conversation on how to be better prepared to drive safely in these poor conditions. The main cause of most of these unnecessary accidents is driver indifference, distractions and failure to maintain proper control of their automobile. Also many motorists owning four wheel, all wheel or SUV type vehicles have a false sense of security and tend to over drive in bad conditions and put themselves and everyone around them in danger.

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Contributor(s):

Michele Ledoux – Executive Director Cornell Cooperative Extension
Emily Young – Onondaga County Health Department Educator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

30 minutes of a 30 minute program

New York State ranks second nationally in maple syrup production and is a major economic driver especially in the northern counties of the state. Coverage of the Maple Trail App now available for everyone to download for free. This App also helps lead consumers to the various 2015 Maple weekend sites and provides information on such activities as shopping, restaurants & hotel accommodations. March is Colorectal Cancer Awareness Month and the Onondaga County Health Department is offering free screening for those who qualify. These screenings are available to residents of Onondaga County residents between the ages of 50 & 64 without health insurance.

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: 3-22-15 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors (s):

Oscar Vergara – Director Big Brothers Big Sisters of Syracuse

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Youth/Charity

Big Brothers Big Sisters a program of P.E.A.C.E. Inc. worked with approximately 600 children ages 6-12 in Onondaga County in 2014.

The majority of children currently in the program come from a single parent home and because of the lack of extended family need support and help. Other issues facing these children and their families include economic limitations, due mostly to a single income, living conditions (neighborhoods providing very little opportunities) and neglect because of the needs of other siblings.

There are currently 58 children on the waiting list, 27 boys and 21 girls.

There is a pressing need for more male volunteers. Also detailed discussion on the upcoming fund raiser "Bowl For Kid's Sake".

STATION ASCERTAINMENT CONTACT

Community Issues and Interviews

Markets: Syracuse and Oswego
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Stations: WTKW-FM - Bridgeport, 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: 3-29-15 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors (s):

Yvonne Conte – Noted local motivational speaker and Founder of Day of Joy. Winner of the Zonta International Crystal Award.

Chris McGinnis – Nationally known travel expert

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Women's issues, charities/Travel

Detailed coverage of the fifth annual Day of Joy conference held at the Believers Chapel in Cicero. It's a day long program of inspirational speakers, skits, vendors, and live music targeted to a mostly female audience. Over 900 women are expected to attend this year's program. All profits from the day benefit Vera House aiding abused women in CNY. Attendees are invited to bring nonperishable food items to donate to the North Area Meals on Wheels program. After this years bitter winter what to expect from the upcoming vacation season. When to book a vacation and many money saving tips for local travelers. A word to the wise: everything travel related will be more expensive, with the possible exception of gasoline.

