

**ISSUES & PROGRAM REPORTS**

**FOR**

WSCP-AM Sandy Creek, N.Y

FOR 4th (October 1<sup>st</sup> – December 31st) QUARTER 2016

Prepared by Gary Dennis

**ISSUES OF CONCERN TO SANDY CREEK N.Y., OSWEGO COUNTY ADDRESSED  
IN RESPONSIVE PROGRAMMING IN THE 4th QUARTER 2016:**

**VETERANS AFFAIRS:** Coverage of local VFW's and details of important Fundraising efforts benefiting local veterans. A discussion concerning The services of the VA Hospital in downtown Syracuse. Any Vet is Welcome.

**PUBLIC HEALTH:** October 23<sup>rd</sup> – 29<sup>th</sup> is national lead poisoning week. The Onondaga County Health Department is informing the Public about the danger to our children, elderly and pregnant Women. How to determine if your home is a hazard and more.

**AUTOMOBILE SAFETY:** Local KIA dealers offering advice to potential buyers (of any brand automobile) on how to choose the right vehicle For their needs. Also detailed discussion concerning all the new Safety features now found standard on new models.

**INTERNET SECURITY/EDUCATION:** With the holiday season approaching Over 80% of consumers will be making purchases online over The internet. And with that comes serious security concerns. Advice given to local shopper on how to avoid being hacked and What to do if it happens to you or a family member.

**CHRISTMAS AND THE COMMUNITY:** Our Christmas conversation with Charles Dickens (AKA Jim Greene) about one of the community's most Popular Christmas attractions. This family friendly event is now in its 23<sup>rd</sup> year and supports many community charities.

WSCP-AM Program that addresses community issues. "Issues And Answers Our Community" Sunday morning 6AM. 4th Quarter 2016

**Most Significant Issue–Responsive Programming**  
4th Quarter 2016 (October 1<sup>st</sup> through December 31<sup>st</sup>)

**VETERANS AFFAIRS:**

Airdate: 10-2-16      Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Joe Hall – Manager Mattydale VFW

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

VFW manager contacted us in seeking help for their fundraising efforts Which benefit local veterans. Upcoming fundraisers include a Sunday steak bake, Bingo, weekly and weekend live music from local artists and bands, karaoke and other events that help sustain the Post.

Airdate: 11-13-16      Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributors:**

William Graser – US Army retired, member Congressional  
Liaison Focus Group and author

Bill Pfohl – Communications Officer Hospice of CNY

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

A veteran's weekend special about veterans from WW11, the Korean Conflict, Vietnam, right up through Afghanistan and about the importance of preserving their stories for future generations. A discussion about helping understand and appreciating our veterans through firsthand accounts and personal stories set against historical context. Also what are the important issues veterans are struggling with? Hospice of CNY asked us to help them recruit volunteers.

## **PUBLIC HEALTH:**

Airdate: 10-23-16 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Ann Barnett – Public Health Educator Onondaga County Health Dept.

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

October 23<sup>rd</sup> – 29<sup>th</sup> is National Lead Poisoning Awareness week. The Onondaga County Health Department contacted us to help them spread the word on how this is still a danger to our children, elderly and pregnant women in our community.

The most common cause of lead poisoning is lead paint and lead dust found in homes built before 1978. In Syracuse an astounding 92% of homes have been built before 1978. Tips offered on how to determine if your home is a potential hazard and what to do if your child has ingested lead paint.

## **AUTOMOBILE SAFETY:**

Airdate: 11-27-16 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

James Bell – Director of Corporate Communications, Kia Motors

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

There are four local Kia Dealers in the Syracuse region. Discussion covered general information on car buying and not just on the Kia brand. Much information offered to buyers as to finding the right vehicle within budget and should you choose a sedan, SUV, crossover or even a light duty truck. Considering the long hard winters in our area, all-wheel drive or four wheel drive vehicles should be considered when buying. Also tips on financing and the latest safety updates.

## **INTERNET SECURITY/EDUCATION:**

Airdate: 12-4-16 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Gary Davis – Chief Consumer Security Specialist Intel

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

81% of consumers will be buying holiday gifts online this Christmas season.

A very detailed discussion about the security of their identities while online. Hackers are constantly searching for unsecure connections. Nearly half of these consumers are

Uncertain if they are taking proper security measures. Also discussed:

-What are the most hackable holiday gifts?

-How can consumers avoid risks while purchasing tech gifts?

-Where to get more information and more safety tips.

Airdate: 12-18-16 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Michael Desiderio – Executive Director Executive MBA Council

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

A very detailed discussion on the importance of an MBA degree and is a must for anyone looking to move up in the world of business. More people than ever are enrolling in MBA programs to increase their skills, enhance career development and gain new perspectives in business. Also, more women than ever are earning MBA degrees to break the glass ceiling.

## **CHRISTMAS AND THE COMMUNITY:**

Airdate: 12-11-16      Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Jim Greene – Producing Director: A Dicken's Christmas

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

Our annual Christmas show with Charles Dickens. A Dickens Christmas draws more than 20,000 visitors to Central New York to relive a magical time in our history. A portion of the profits benefit local charities. This family friendly event is now in its 23<sup>rd</sup> year and features horse drawn carriage rides, a Christmas parade, a snowman building contest free hot chocolate and much more.

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Airdate: 12-25-16      Airtime: Sundays 6am – 6:30am

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader**

Reverend Michael Lessard – Dean of Pastoral Care Associates

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

A special Christmas presentation explaining the meaning and joy of the holiday season. A welcoming and uplifting message to people of all faiths. The importance of faith In our lives.

Public Service Announcements  
4th Quarter 2016  
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:

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 4th Quarter 2016 (October 1<sup>st</sup> through December 31st)



## 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:** 10-2-16      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor:**

Joe Hall – Manager Mattydale VFW

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

VFW manager contacted us in seeking help for their fundraising efforts which benefit local veterans. Upcoming fundraisers include a Sunday steak bake, Bingo, weekly and weekend live music from local artists and bands, karaoke and other events that help sustain the Post.

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WKRH-FM - Minetto, N.Y.  
WSGO-AM - Oswego, N.Y.  
WSCP-AM - Sandy Creek, N.Y.

**Airdate:** 10-9-16      **Airtime:** Sundays 6am – 6:30am

### **Issues and Answers: Our Community**

**Host:**

Gary Dennis

**Community Leader:**

Salvatore M. Buscemi – Founder of the Commercial Investor and  
Former investment banker

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

A detailed discussion on the future of investing and consumer protection. Does the future belong to “robo advisors”? A robo adviser (not really a robot) Is actually a computer schedule programmed to follow the highest standards of consumer protection and have been praised for their easy, low cost approach to investing and are held to the same standards of human advisors. However, Mr. Buscemi is not a fan of these “robots” and stresses the importance of public education on the subject and even offers free copies of his book to our listeners.

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WSGO-AM – Oswego, N.Y.  
WSCP-AM – Sandy Creek, N.Y.

**Airdate:** 10-16-16      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor:**

Jay Correia – Founder and owner DreamCo Design and member  
Legislative Affairs Committee.

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

A recent law has been passed in New York State that makes fantasy sports betting now legal. A very detailed discussion about these sports web sites such as FanDuel and DraftKings. Is this Gambling or more a game of skill which is the position Mr. Correia holds. Brick and mortar Casinos view fantasy sports as a direct threat to their business Model which we dispel.

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**Host:** Gary Dennis

**Contributor:**

Ann Barnett – Public Health Educator Onondaga County Health Dept.

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**Airdate:** 10-30-16      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor:**

Lucas Puente – Economist

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

A very detailed discussion about a new survey conducted among small business owners in the Syracuse area. The Small Business Friendliness Data Report did not produce very encouraging results and showed even worse economic conditions for growth than last year according to local businessmen and women. The poor results were attributed to tax regulations and health and safety laws. Syracuse ranked lower than Buffalo, Rochester, Albany and even New York City.

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

### **Issues and Answers: Our Community**

**Host:** Gary Dennis

### **Community Leader:**

Stefanie Noble – Spokesperson Syracuse YMCA

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

Coverage of a new program created by the YMCA called Kids Day Out or Zoe for President which is an initiative to host child care services on Election Day, Nov 8<sup>th</sup>, Providing busy parents the opportunity to make it more convenient to go to the polls and vote. The program is being offered at the East Area Family YMCA, the Manlius YMCA, the Southwest YMCA at OCC and the North Area Family YMCA. The YMCA is the largest provider of child care in the country.

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**Airdate:** 11-20-16      **Airtime:** Sundays 6am - 6:30am

### **Issues and Answers: Our Community**

**Host:**

Gary Dennis

**Community Leader:**

Pamela Martin – Author, Political Activist, Chairwoman Emerita

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

Coverage of the recent presidential election as it relates to our community. A fair bipartisan analysis of the two major presidential candidates and the deep division we're seeing in our country. The host challenged Ms. Martin as to whether the President Elect will hold to his campaign promises. Also a discussion about her bestselling books that revolve around free speech, election corruption, gun control, women's rights and more.

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**Contributor:**

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**Contributor:**

Gary Davis – Chief Consumer Security Specialist Intel

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Jim Greene – Producing Director: A Dicken's Christmas

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

**Host:** Gary Dennis

**Contributors:**

Michael Desiderio – Executive Director Executive MBA Council

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A very detailed discussion on the importance of an MBA degree and is a must for anyone looking to move up in the world of business. More people than ever are enrolling in MBA programs to increase their skills, enhance career development and gain new perspectives in business. Also, more women than ever are earning MBA degrees to break the glass ceiling.

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Reverend Michael Lessard – Dean of Pastoral Care Associates

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