

ISSUES & PROGRAM REPORTS

FOR

WSCP-AM Sandy Creek, N.Y

FOR 1st (January 1st- March 31st) QUARTER 2016

Prepared by Gary Dennis

**ISSUES OF CONCERN TO SANDY CREEK N.Y., OSWEGO COUNTY ADDRESSED
IN RESPONSIVE PROGRAMMING IN THE 1st QUARTER 2016:**

RECYCLING: With the Christmas shopping season now over with its time to Dispose of all the boxes, ribbons and wrapping papers. This Waste needs to be properly recycled and guidelines are described In detail. Also, it's not too early to consider spring composting.

GUN VIOLENCE: Unfortunately local gun violence has been featured in the news way Too much. Mothers against Gun Violence was created as a Valuable resource for victims and families of senseless gun Crimes. Martin Luther King Jr. Day promotions discussed.

ECOLOGY/AGRICULTURE: Three projects are currently underway with a little more Than \$40,000 in Great Lakes Research Consortium funding which examine The use of innovative and emerging technologies to help the costal Communities deal with costal storms and invasive species.

WOMEN'S ISSUES/BRANDING: Todays modern technologies are having an impact on On women's work, careers, and maybe most importantly leadership. What areas have the most growth opportunities for women? Also how to maintain one's brand while surviving attacks.

ELDERLY CARE/CANCER AWARENESS: March is colorectal awareness month. The Onondaga County Health Department offers free cancer screening Year round, but promotes it the most heavily in March. What's involved in caregiving for our elderly?

WSCP-AM Program that addresses community issues. "Issues And Answers Our Community" Sunday morning 6AM. 1st Quarter 2016

Most Significant Issue–Responsive Programming
1st Quarter 2016 (January 1st through March 31st)

RECYCLING:

Airdate: 1-10-16 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:

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 how to properly dispose of electronic equipment such as televisions, computers, cellphones, video games and more.

GUN VIOLENCE:

Airdate: 1-17-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Helen Hudson – Co-founder of Mothers Against Gun Violence

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A detailed discussion of gun violence which has been prominent in the news recently. This is a community based resource for victims and families of senseless gun crimes. Also, full details of the 16th annual MLK (Martin Luther King Jr.) 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.

ECOLOGY/AGRICULTURE:

Airdate: 1-24-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Dr. Gregory L. Boyer – Professor of biochemistry at SUNY College and
Director of the Great Lakes Research Consortium

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A through discussion of three projects underway with a little over \$40,000 in GLRC (Great Lakes Research Consortium) funding. These projects are examining the use of innovative and emerging technologies and the results will help coastal community's better deal with invasive species and prepare for lake effect storms. Also how education in these emerging fields can lead to promising job opportunities for young college students.

Airdate: 2-21-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Carol Gillis – New York Beef Council (based in Westmoreland)
Dr. Michael J. Baker – Cornell University Beef Cattle Extension
Ronald Kuck – Dairy and Livestock Educator Cornell
Cooperative Extension

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

In depth overview of the local beef industry and trends (if any) of growth in production statewide. A look at consumer indicators and research and marketing projects that helps the beef industry in both production and sales. For example, a recent collaboration with CNY producers to pool cattle for sale. What are beef checkoff dollars and details on the upcoming New York Farm Show at the NYS Fairgrounds February 25-27th?

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WOMEN'S ISSUES/BRANDING:

Airdate: 1-31-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Dr. Tracey Wilen – University Scholar and Author

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A very informative and detailed discussion concerning the impact of technology on work, careers, and women's leadership. In what areas will you find the most growth opportunities for employment in the future? The aging (senior) population is one of the most promising jobs driver in 2016 and beyond. Also there is a growing demand for blue collar and skilled workers as well. What is a micropreneur? Another area that promises future job growth is franchising and why you don't have to be a millionaire to get started.

Airdate: 2-7-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Pamela J. Green – Business and branding expert and author

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A discussion about branding and how to maintain one's brand while surviving attacks. Some examples given of celebrities who have saved their brand and some who haven't. How does local branding of an average person differ from someone who is not a celebrity? A detailed discussion of the new book Think Like A Brand. The difference between a personal brand and a business brand.

WOMEN'S ISSUES/BRANDING cont.

Airdate: 3-20-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Randi Jean Veiberg – Historian Women's History Month

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Research shows that men have higher self-esteem than women and that both men and women show age graded increases in self-esteem. A discussion on the numerous programs and organizations focused on increasing women's self-confidence. Organizations such as the girl scouts and girl.org encourage girls to take healthy risks. Women are encouraged to run their own business to create their own culture and successful environment.

ELDERLY CARE/CANCER AWARENESS:

Airdate: 3-6-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Odell Glenn Jr. – Ordained minister, educator and motivational
Speaker

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

An in depth conversation about caregiving for the elderly, personal health, public speaking and faith. Mr. Glenn is a public health advocate for asthma, Alzheimer's disease and traumatic brain injury related diseases. He attends local forums and seminars about these illnesses as well as participating in 5K runs and walk fundraisers. At his church, he is the coordinator for activities associated with young adults ages 18-59.

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Airdate: 3-13-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Emily Young – Onondaga County Health Department Educator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

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. A person's chances of developing cancer can be increased by certain factors such as:

**A family history of colorectal cancer.

**A personal history of inflammatory bowel disease.

**Had polyps of cancer in the past.

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Public Service Announcements
1st Quarter 2016
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 2016)

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: 1-3-16 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Dave Bullard - Past associate of host & NYS Fair Spokesperson

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Conversation covering the highlights (good and bad) of the past year including
The loss of 3 personal friends and local broadcasters. Also discussed: Future plans
For the Lakeside Amphitheatre, Downtown Syracuse renovation and more.

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Host: Gary Dennis

Contributor:

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WSCP-AM - Sandy Creek, N.Y.

Airdate: 2-14-16 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Dr. Harold Katz – Nationally acclaimed Doctor and Author

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A fun Valentine's Day special devoted mostly to why couples like to kiss.

Dr. Katz has appeared on "Good Morning America", "Early Show", "The View" with Barbra Walters and many other national and local TV shows.

Items discussed include:

- Why couples who kiss regularly tend to live longer.
- Kissing is good for your teeth.
- Kissing transfer's testosterone.
- Why dark chocolate is the best gift for your "honey"

And several more fun facts about the holiday

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Airdate: 2-28-16 **Airtime:** Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributor:

Sherry Brantley –Certified Life Coach

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

The purpose of this conversation is to determine why so many people fail at attaining their goals in life, and why success rates are not very high. Many New Year’s resolutions, for example, are broken or long forgotten by now. This boils down to three excuses: time, money and fear. If we can adjust our focus and emphasis just a bit, we can achieve so much more. We explore how to overcome the excuses and self-imposed barriers to fulfill success. Our guest is the author of the book “STEPP: Start to Exercise Personal Power”

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Airdate: 3-6-16 **Airtime:** Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

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Contributor:

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Speaker

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Airdate: 3-13-16 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Emily Young – Onondaga County Health Department Educator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

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. A person's chances of developing cancer can be increased by certain factors such as:

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Host: Gary Dennis

Contributor:

Randi Jean Veiberg – Historian Women’s History Month

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Research shows that men have higher self-esteem than women and that both men and women show age graded increases in self-esteem. A discussion on the numerous programs and organizations focused on increasing women’s self-confidence. Organizations such as the girl scouts and girl.org encourage girls to take healthy risks. Women are encouraged to run their own business to create their own culture and successful environment.

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Airdate: 3-27-16 **Airtime:** Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributor:

Repeat show – Host ill

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES: