

ISSUES & PROGRAM REPORTS

FOR

WSCP-AM Sandy Creek, N.Y

FOR 2nd (April 1st – June 30th) QUARTER 2016

Prepared by Gary Dennis

**ISSUES OF CONCERN TO SANDY CREEK N.Y., OSWEGO COUNTY ADDRESSED
IN RESPONSIVE PROGRAMMING IN THE 2nd QUARTER 2016:**

SYRACUSE CULTURE/HISTORY: Complete coverage of The Most, in downtown Syracuse, which also houses the Bristol IMAX Omnitheatre and The Milton J. Rubenstein Museum of Science and Technology.

SCHOOL NUTRITION/CHILDRENS CHARITIES & EDUCATION: Details about the Statewide School Breakfast/Lunch Program which is an important issue for The community. 25% of students in our area attend school hungry. The contributions made to our area made by Charity for Children.

FINANCIAL RETIREMENT AND FUNERAL PLANNING: Advice from a financial expert On personal income growth and retirement planning. Predicted stock Market crash (BREXIT) and offered better solutions for income security. Very detailed information on the importance of pre-planning ones Funeral.

PUBLIC LIBRARIES/VETERANS CHARITY: Coverage of the renovation of the downtown Onondaga County Public Library. New educational opportunities offered Are widely accepted by the community. Author of book offers all proceeds To the Intrepid Heroes Fund.

FUNDRAISERS (BOY SCOUTS, RESCUE MISSION, CHURCHES, OTHERS): A discussion On community fundraisers that benefit area churches, organizations, Boy Scouts and others.

WSCP-AM Program that addresses community issues. "Issues And Answers Our Community" Sunday morning 6AM. 2nd Quarter 2016

Most Significant Issue–Responsive Programming
2nd Quarter 2016 (April 1st through June 30th)

SYRACUSE CULTURE/HISTORY:

Airdate: 4 -3 -16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Tony Ortega – Executive Vice President the Most Foundation

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Complete coverage of the Most, which also houses the Bristol IMAX Omnitheatre and the Milton J. Rubenstein Museum of Science and Technology. This includes multiple exhibits, gift shops and much more family entertainment. Most all exhibits are highly educational as well. This venue located in Armory Square, Downtown Syracuse, offers educational programs in science, technology, engineering and math. A discussion about past and future fund raisers as well.

Airdate: 4-10-16 Airtime: Sundays 6am- 6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader:

Emilio Iodice – American History Professor and Author

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Author of "2016, Selecting the President: The Most Important Decision You Will Ever Make" A very detailed but localized discussion on how we should elect our next president. Jobs and education are two major issues in the Central New York area. Without naming names, which candidates are best suited to address our issues as well as nationally and globally. Our guest worked in several administrations as a minister in key U.S. missions, including Mexico City, Madrid and Paris. We were fortunate to be able to talk with such a distinguished individual.

SCHOOL NUTRITION/CHILDRENS CHARITIES & EDUCATION:

Airdate: 4-24-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Jessica Pino Goodspeed – Child Nutrition Programs Specialist Hunger Solutions New York

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Slightly over 20% of low income children in the Syracuse and Utica-Rome area Participate in the Statewide School Breakfast/Lunch Program and that's a big problem for the area. New York State as a whole is among the lowest performing states in reaching low income National School Lunch Program (NSLP) participants. What this means is that in our area approximately 23% of students attend school hungry which limits their ability to learn and function normally. Programs are in place to feed these children and HSNY is trying to get the word out through the media and school administrators.

Airdate: 5-8-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Nina Albino – Executive Director and Co-Founder Charity for Children

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

This nonprofit organization serves the entire Central New York Area with many valuable services including financial assistance with travel related travel expenses, free educational seminars, advocacy, referral and much more. Charity for Children was founded in 2004 by Nina Albino and Kathleen Miller-Murphy with the idea to not just help children with health issues, but their parents and families as well. Also discussed several upcoming fundraisers.

Airdate: 5-29-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Scott Spencer – Director of Advocacy Annie E. Casey Foundation

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Coverage of the Annie E. Casey Foundation and its mission of protecting the children of incarcerated parents in CNY; how this impacts their development and ways to help improve their situations and prospects for success going forward. There are 148,000 children in New York who have incarcerated parents, fourth in the nation and not a statistic to be proud of. Also discussed racial disparities are a distressing reality, with the fact that African American and Latino kids will have an incarcerated parent is seven times greater than whites.

Airdate: 6-26-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Mark P. Friedlander – Creator Krasnow Institute

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

We discuss how to keep our children's minds engaged in education over the summer vacation period. Our guest is a Korean War veteran with a successful local law practice.

FINANCIAL RETIREMENT AND FUNERAL PLANNING:

Airdate: 5-22-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Robert Kiyosaki – Author and co-author of 2 books with Donald Trump

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A rare opportunity to interview a financial genius with ties to a presidential candidate. Some non-political conversation (as much as could be expected) about Donald Trump But with more emphasis on Mr. Kiyosaki's advice on personal financial income growth and retirement planning. A candid conversation on why he and Trump are billionaires and the rest of us are not. Not a big fan of the stock market. Also detailed discussion on his books with Trump and his own (20 and counting) as well and how they can benefit common everyday people.

Airdate: 5-15-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Jamie Worden –New York State licensed Funeral Director

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A very detailed discussion on the importance of pre planning a loved one's funeral arrangements. 80% of people do not plan ahead for this inevitable moment at the end of one's life. Planning a funeral can be a complicated affair, which can be made much more difficult with the addition of emotional stress. Most funerals cost in the neighborhood of 8 -10 thousand dollars, but can vary greatly of course. Pre planning meetings with a licensed funeral professional are usually free.

PUBLIC LIBRARIES/VETERANS CHARITY:

Airdate: 6-5-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Peter Mceilven

Contributor:

Susan Reckow - Administrator for Syracuse City Public Libraries

Liz Steinberg - Publicity Chairperson St. Sophia Greek Orthodox Church

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Most of the renovation of the downtown Onondaga County Public Library have been complete. A detailed discussion about the re-arrangement of the building and new educational opportunities, including the new maker area where people can do varied activities such audio recording and sewing. Next weekend is the time for the annual Greek Cultural Festival at St. Sophia's Greek Orthodox Church in Dewitt.

Airdate: 4-17-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

William Wooditch – CEO and founder Wooditch Group and Author

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Author of the book "Always Forward" (among others) with all proceeds being donated to the Intrepid Fallen Heroes Fund. A detailed discussion on the relationship of happiness and success as it pertains to business goals and life in general.

What are the keys to success and what role does fear play in keeping people from achieving their goals? Important goals are being adaptable, willing to risk intelligently and do the things needed to make a difference in the life of others as well as your own.

.FUNDRAISERS (BOY SCOUTS, RESCUE MISSION, CHURCHES, OTHERS):

Airdate: 6-19-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors:

Rick Nelson – Owasco Lake Watershed Association

Kendall Slee – Rescue Mission Alliance

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

The ninth annual Owasco Lake Day will be on June 22nd at Emerson Park. A discussion of this important fundraiser for the community including a brief history. Admission and parking are free and features children's games, live music from local bands and musicians, pontoon boat rides and more. The local Boy Scouts will be selling picnic style foods as a fundraiser. Also the Rescue Mission of Syracuse is presenting its largest fundraising event as well.

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Public Service Announcements
2nd Quarter 2016
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:

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 2nd Quarter 2016 (April 1st through June 30th)

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

Airdate: 4-10-16 **Airtime:** Sundays 6am- 6:30am

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Host:

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Community Leader:

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Contributor:

William Wooditch – CEO and founder Wooditch Group and Author

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Host: Gary Dennis

Contributor:

Jessica Pino Goodspeed – Child Nutrition Programs Specialist Hunger
Solutions New York

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Airdate: 5-1-16 **Airtime:** Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributor:

John Gardner – Host of Tech Garage and ASE certified technician

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Spring time maintenance tips for the local motorist after a long cold winter. This is the pothole season in Central New York and a detailed discussion about the severe damage that can be caused to your car or truck from running over potholes. What are the key components comprising your vehicles front end suspension system and how damage, if ignored, can result in thousands of dollars in repair bills. How to avoid this expense by being proactive with your annual maintenance. Also the importance of tire pressures, how the TPM (tire pressure monitor system) works and what to do if the check engine light comes on.

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Contributor:

Jamie Worden –New York State licensed Funeral Director

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"ISSUES AND ANSWERS OUR COMMUNITY"

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Contributor:

Scott Spencer – Director of Advocacy Annie E. Casey Foundation

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Coverage of the Annie E. Casey Foundation and its mission of protecting the children of incarcerated parents in CNY; how this impacts their development and ways to help improve their situations and prospects for success going forward. There are 148,000 children in New York who have incarcerated parents, fourth in the nation and not a statistic to be proud of. Also discussed racial disparities are a distressing reality, with the fact that African American and Latino kids will have an incarcerated parent is seven times greater than whites.

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

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Tom Kraeutler – Home Depot Spokesperson

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

With Father's Day fast approaching a detailed discussion on what dads may want from their local "hardware" store. The number one item on many dad's want list is tools. Tools, tools, and more tools, any guy can always use another tool. Coverage of the latest and greatest in that category as well as tips for the economy minded as well. What are the latest apps and cool gadgets that a do it yourselfer dad can apply to the home or auto. A discussion of Mr. Kraeutler's new book "My Home, My Money Pit". Also tips on how to save money on home improvement in general.

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