

ISSUES & PROGRAM REPORTS

FOR

WSCP-AM Sandy Creek, N.Y

FOR 1st (January 1st – March 31st) QUARTER 2014

Prepared by Gary Dennis

**ISSUES OF CONCERN TO SANDY CREEK N.Y., OSWEGO COUNTY
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 1st QUARTER 2014:**

RECYCLING: Recycling programs vary from county to county.
How to properly recycle in Onondaga County: the difference between trash and “treasure”

HEALTH: CANCER/DIABETES: January is radon prevention month. A conversation about the potential dangers of radon poisoning. Also breast cancer and diabetes awareness.

HOMELESS AND NEEDY: Coverage of the Samaritan Center in Syracuse to help promote its donor appeal. Their goal is to feed the homeless and needy men, women, and children of Syracuse.

TAXES: What every taxpayer needs to know at tax time. Should you do it yourself or hire a professional? A list of legal deductions and more.

HOUSING: In depth coverage of the goal to eliminate substandard housing in Syracuse. Housing is made available to selected families through interest free mortgages.

VETERANS AFFAIRS: A conversation about the role of the local VFW and American Legion posts. Moral and some financial support offered to many Vets in need. Information offered about the local VA Hospital.

WSCP-AM Program that addresses community issues. “Issues And Answers Our Community” Sunday morning 6AM. 1st Quarter 2014

Most Significant Issue—Responsive Programming

1st Quarter 2014 January 1st through March 31st

ISSUE: Recycling

“ISSUES AND ANSWERS OUR COMMUNITY”

Airdate: 1-5-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Kristen Lawton – Public Information Officer OCRRA

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Everything you need to know about recycling in Onondaga County. OCRRA stands for Onondaga County Resource Recovery Agency.

With the holidays now over a detailed discussion on how to properly recycle your Christmas tree properly as well as how to dispose of holiday wrapping paper (and foil), bows and ribbons.

What are the new regulations for 2014? How to recycle old motor oil. OCRRA does not accept used oil, it must be returned to a retail outlet that sells automotive motor oil. They must accept it by law.

What is trash and what is recyclable? Plastic milk cartons can be crushed if necessary; also tin cans should be rinsed out before placing in blue recycle bin. OCRRA burns trash and sells its surplus energy to the county.

“ISSUES AND ANSWERS OUR COMMUNITY”

Airdate 3-30-14 Airtime Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors (s):

Kristen Lawton – Public Information Officer OCRRA

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A discussion about OCRRA’s upcoming litter cleanup and it’s asking the public to volunteer by registering before April 4th for the annual event. OCRRA is a non profit public benefit corporation created by the N.Y. Legislature. Last year over 2600 people participated by working in groups to help cleanup as much of the county as possible. Groups of all ages and sizes can volunteer to cleanup public areas. All trash collected is burned and converted into electricity which is in turn sold back to the county. A few interesting facts were brought up such as more than 51 billion pieces of litter appear on US roadways each year and almost 80% of that litter is comprised of tobacco products.

Also discussed was the possible Onondaga and Cortland Counties joint review effort to advance a regional solid waste partnership.

ISSUE: Health (Cancer & Diabetes)

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate 1-12-14 Airtime Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Lisa Letteney – Director Environmental Health Assessment
Onondaga County Health Department

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

January is "National Radon Action Month" A very through conversation regarding the potential dangers of radon. Radon is an invisible radioactive gas that can seep into a home from under the foundation. Radon causes lung cancer and is the leading cause of lung cancer in non smokers. The only way to tell if you have radon is to test your home. How much radon is acceptable in a home? The Onondaga County Health Department has a limited number of radon test kits available for free. When these are gone citizens can purchase test kits from N.Y.S. for \$8.50 each. We talk about how to properly use and place sensors in your home and how to keep away from pets and toddlers. The unit must be sent to the state for an evaluation which you will receive in a few weeks. What to do if your home tests positive? The fix can be quite expensive and must be preformed by a certified technician.

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 2-2-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Jenny Dickenson – Onondaga County Cancer Services Program
Coordinator

Kevin Wisley – Director of Emergency Management Onondaga County

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

The "Love Yourself" Campaign is a program promoted by the Onondaga County Health Department to raise breast cancer awareness to all women, but especially those in the 40 - 64 age group. The Onondaga Country Health Department is offering free breast exams to all women 40 - 64 who do not have health insurance and reside in Onondaga County. Those living outside the county can still call the local Syracuse hotline and they will receive information an how they can receive free breast examinations in their county. The offer also extends to free colorectal exams for men and women between the ages of 50 and 64. Also after enduring one of the coldest weeks locally in recent history, a detailed discussion on how to dress properly to protect yourself from frostbite as well as young children and the elderly. How to detect frostbite and how to treat it medically.

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30 minutes of a 30 minute program

Contributors:

Kevin Wisley – Director of Emergency Management Onondaga County

Jenny Dickenson – Onondaga County Cancer Services Program
Coordinator

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part two. A continuation of our conversation on health and wellness. After enduring one of the coldest weeks locally in recent history, a detailed discussion on how to dress properly to protect yourself from frostbite as well as young children and the elderly. How to detect frostbite and how to treat it medically. The "Love Yourself" Campaign is a program promoted by the Onondaga County Health Department to raise breast cancer awareness to all women, but especially those in the 40 - 64 age groups. The Onondaga County Health Department is offering free breast exams to all women 40 - 64 who do not have health insurance and reside in Onondaga County. Those living outside the county can still call the local Syracuse hotline and they will receive information on how they can receive free breast examinations in their county. The offer also extends to free colorectal exams for men and women between the ages of 50 and 64.

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 3-23-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors (s):

Jessica Bottoms – American Cancer Society (local manager)

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Diabetes is a disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. There are 3 main types of diabetes: Type 1, Type 2 and Gestational. This very in depth conversation is necessary to inform the community what diabetes is and break any stigma that the disease may have. Also discussed the CNY Tour De Cure which is a major fundraiser scheduled for June 8th. The Tour De Cure is more than just a cycling event; it's a life changing event. There are several different route lengths, suited to each individual's capabilities. The majority of the money raised stays in the local community. The American Diabetes Association is the nation's leading nonprofit charity providing diabetes research.

ISSUE: Homeless and Needy

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 1-19-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Julie Gilbert – Resource and Referrals Specialist Samaritan Center Syracuse

Mark Dunlea – Executive Director Hunger Action Network N.Y.S.

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

The Samaritan Center has requested broadcast time to promote its 2014 donor appeal. The Samaritan Center is an interfaith effort to feed the homeless and needy men, women and children of Syracuse. Its core belief is that nutrition is the first step in enabling people to cope and become productive, self-sufficient members of society. Participants include both the young and old, those who are well educated and many who are not, individuals as well as families, those who are substance abusers, those who are fit as well as those suffering from illnesses. This local chapter is located in the basement of St. Paul's Episcopal Cathedral in downtown Syracuse, has 6 full time staff and over 800 volunteers. The Samaritan Center is in the middle of its Annual Appeal, as this organization exists entirely on donations, sponsors and the generosity of the public.

Also a conversation about the strain on local food pantries because of the cut in SNAP (food stamp) funding in the new Farm Bill.

ISSUE: Taxes

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 2-16-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Roy L Taylor – Local tax preparer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Its tax time. A very detailed discussion covering the following categories:

Changes in IRS regulations for 2014.

Filing requirements, status, dependents and exemptions.

What's the difference between itemized and standard deductions?

Interest, dividends and other types of income.

Retirement plans

Social Security income.

Child care credits and other credits.

Earned income tax credits.

Capital gains: losses? Profits?

Individual Retirement Arrangements (IRA'S)

Should you do it yourself or hire a professional?

ISSUE: Housing

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 2-23-14 Airtime: Sunday 6am

Host: Gary Dennis

30 minutes of a 30 minute program

Contributors:

Susanne Williams – Executive Director Syracuse Habitat For Humanity

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part one of our in depth conversation concerning the mission and goals (to eliminate substandard housing) of Syracuse Habitat for Humanity. Syracuse Habitat for Humanity is a non profit faith based organization that has been serving the Syracuse area for the past 25 years. Syracuse Habitat for Humanity has built or renovated almost 60 houses that have been sold to selected families through interest free mortgages.

The local chapter works in partnership with the community by crossing racial, cultural, political and economic barriers. HfH has contributed an estimated \$25.5 million in cumulative direct economic impact on the Central New York Area.

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30 minutes of a 30 minute program

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Part two of our discussion on Habitat for Humanity. Through volunteer labor and donations of money and materials, Syracuse Habitat for humanity homes are sold to partner families at no profit and are financed with no interest loans.

To insure commitment, HfH requires homeowners to invest 300 volunteer "sweat equity" hours in labor as well as provide a \$500 down payment

The recent local focus has been on the Westside of Syracuse and as such homeowners are part of rebuilding a community that has struggled for many years.

Many homeowners continue to have an active role within the organization through participation on the Board of Directors or other local committees.

ISSUE: Veterans Affairs

"ISSUES AND ANSWERS OUR COMMUNITY"

Airdate: 3-9-14 Airtime: Sunday 6am

Host: Gary Dennis

Contributors:

Joe Hall – President Men's Auxiliary Mattydale VFW Post 3146

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

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Public Service Announcements
1st Quarter 2014
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:

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 1st Quarter (January 1st – March 31st 2014)

STATION ASCERTAINMENT CONTACT

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Markets: Syracuse and Oswego
Onondaga, Madison and Oswego Counties

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Airdate: 1-26-14 **Airtime:** Sundays 6am - 6:30am

“ISSUES AND ANSWERS OUR COMMUNITY”

Host: Gary Dennis

Contributors:

Daryl Files – Coordinator and co-chair World Interfaith Harmony
Assembly Syracuse

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

The mission statement of Interfaith Works of CNY and Women Transcending Boundaries is to spread the message of harmony and tolerance, by showcasing and celebrating the many faith traditions of Central New York. This is World Interfaith Harmony Week whose purpose is to provide a platform for all interfaith and goodwill organizations to demonstrate their impact and necessity to the local community. Interfaith Works also provides advocacy and human care through six social service programs which serve people in need, including refugees, the elderly, the disabled and the institutionalized. Thousands of people in the local community are enabled to live better lives.

Programs include:

- New American Refugee Resettlement
- Community wide dialogue to end racism
- Housing and community initiatives
- Senior companionship and spiritual care.

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

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Contributors:

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Coordinator

Kevin Wisley – Director of Emergency Management Onondaga County

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Contributors:

Roy L Taylor – Local tax preparer

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Contributors:

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Airdate: 3-9-14 **Airtime:** Sundays 6am - 6:30am

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Contributors:

Joe Hall – President Men’s Auxiliary Mattydale VFW Post 3146

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Host: Gary Dennis

Contributors:

David White – Program Coordinator New York Sea Grant

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

David White has been with Sea Grant since November of 1984 and has an office at the State University of Oswego. New York Sea Grant (NYSG) is a cooperative program of Cornell University and the State University of New York, is one of 33 university based programs under the National Sea Grant College Program of the National Oceanic and Atmospheric Administration. New York Sea Grant is making a difference by supporting about 40 important research and outreach projects on issues such as shoreline protection, fisheries, aquatic invaders and water quality. NYSG is assisting the Environmental Protection Agency by managing their research program in collaboration with Connecticut Sea Grant. Since its start in 1971 NYSG has provided over \$132 million for university research, education and outreach programs, sponsored conferences, seminars and workshops on vital coastal issues, and made possible for over 700 graduate students to get advanced degrees.

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Jessica Bottoms – American Cancer Society (local manager)

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Diabetes is a disease in which the body does not produce or properly use insulin, a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. There are 3 main types of diabetes: Type 1, Type 2 and Gestational. This very in depth conversation is necessary to inform the community what diabetes is and break any stigma that the disease may have. Also discussed the CNY Tour De Cure which is a major fundraiser scheduled for June 8th. The Tour De Cure is more than just a cycling event; it's a life changing event. There are several different route lengths, suited to each individual's capabilities. The majority of the money raised stays in the local community. The American Diabetes Association is the nation's leading nonprofit charity providing diabetes research.

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: 3-30-14 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors (s):

Kristen Lawton – Public Information Officer OCRRA

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A discussion about OCRRA's upcoming litter cleanup and it's asking the public to volunteer by registering before April 4th for the annual event. OCRRA is a non profit public benefit corporation created by the N.Y. Legislature. Last year over 2600 people participated by working in groups to help cleanup as much of the county as possible. Groups of all ages and sizes can volunteer to cleanup public areas. All trash collected is burned and converted into electricity which is in turn sold back to the county. A few interesting facts were brought up such as more than 51 billion pieces of litter appear on US roadways each year and almost 80% of that litter is comprised of tobacco products.

Also discussed was the possible Onondaga and Cortland Counties joint review effort to advance a regional solid waste partnership.