

WGSU-FM (89.3), Geneseo, N.Y.
Issues and Programs List
Fourth Quarter 2015

Issues of Community Concern:

1. Education
2. Economy
3. Environment/Sustainability
4. Health and Safety
5. Family and Community
6. Quality of Life

Programming:

News:

Program: Genesee Valley News Report

Aired: 5 p.m. Monday–Friday (Oct. 1–Nov. 23, Nov. 30–Dec. 14)

Length: 15 minutes

Description: General-interest news broadcast reporting daily world, national and local news, weather and sports (various hosts, locally produced).

Issues Addressed: Education, Economy, Environment/Sustainability, Health and Safety

Program: Special Report

Aired: 1 p.m. Oct. 22

Length: 2 hours (approximately)

Description: Live coverage of the SUNY Geneseo Presidential Inauguration, including installation ceremony and address by President Denise A. Battles.

Issues Addressed: Education

Public Affairs:

Program: The Academic Minute

Aired: 5:10 p.m. Monday–Friday; 10 a.m. Saturday

Length: 2½ minutes

Description: Presents researchers from colleges and universities around the world discussing their scientific research; hosted by Lynn Pasquerella, president, Mount Holyoke College (unique daily programs, produced by WAMC/Northeast Public Radio).

Issues Addressed: Education, Economy, Environment/Sustainability, Health and Safety

Program: A Way With Words

Aired: 9 a.m. Saturday

Length: 54 minutes

Description: Examines language through history, culture and family; discusses language news and controversies. Topics include slang, grammar, old sayings, word origins, regional dialects, family expressions, and speaking and writing well; hosted by Martha Barnette and Grant Barrett (produced by Wayword Inc.).

Issues Addressed: Education

Program: The Media Project

Aired: 10:03 a.m. Saturday

Length: 25 minutes

Description: Examines media coverage of current events; hosted by Rex Smith, editor, *The Times Union*; Alan Chartock, president/CEO, Northeast Public Radio, and professor emeritus, University at Albany; Rosemary Armao, professor, University at Albany; and Ira Fufeld, publisher emeritus, *Daily Freeman* (produced by WAMC/Northeast Public Radio).

Issues Addressed: Education

Program: Radio Bang

Aired: 10:28 a.m. Saturday

Length: 2 minutes

Description: Highlights innovations in sustainability, science, lifestyle and corporate responsibility; hosted by Tom Koetting (produced by RadioBang.org).

Issues Addressed: Education, Environment/Sustainability, Quality of Life

Program: Geneseo Today

Aired: 10:30 a.m. Saturday

Length: 30 minutes

Description: Features interviews with community and campus newsmakers discussing issues affecting the local community (various hosts, locally produced).

Issues Addressed: Education, Family and Community, Health and Safety

Segment descriptions:

Guest/topics: (Oct. 3) Denise Battles, SUNY Geneseo president; discussed her personal and academic background and vision for the college (rebroadcast Oct. 31).

Guest/topics: (Oct. 10) Leanora Karnath, general manager, GSTV (Geneseo Student Television); discussed her position, experiences and student media (rebroadcast Nov. 14).

Guest/topics: (Oct. 17) Betsy Colón, grants management associate, and Traci Phillips, sponsored programs assistant, SUNY Geneseo Grants Management Office; discussed research support offered to faculty and staff and their personal backgrounds (rebroadcast Nov. 21).

Guest/topics: (Oct. 24) Taylor Keith, SUNY Geneseo student and president of SUNY Geneseo Pride Alliance; discussed the group's support of and issues and activism related to the campus LGBTQ+ community (rebroadcast).

Guest/topics: (Nov. 7) Tamara Kenney, director of student care services and Title IX coordinator for students, Student and Campus Life, SUNY Geneseo; discussed benefits of the program to support students and how issues such as sexual assault are addressed (rebroadcast Dec. 19).

Guest/topics: (Nov. 28) Michelle Costello, head of instruction services/education and instructional design librarian; and Tracy Paradis, reference and instruction/exhibits and programming librarian, Milne Library, SUNY Geneseo; discussed library services and programs, their personal backgrounds and opportunities for the campus community (rebroadcast).

Guest/topics: (Dec. 5) Vincent Markowski, associate professor of psychology, SUNY Geneseo; discussed his research, life's journey and interests outside of academia.

Guest/topics: (Dec. 12) Cynthia Oswald, director, Center for Inquiry, Discovery and Development, SUNY Geneseo; discussed student ambassadorship program and other center initiatives.

Guest/topics: (Dec. 26) Robert Freiburger, retired director, SUNY Geneseo Instructional Resources Center and former WGSU adviser; discussed WGSU history (first of two-part interview in “WGSU History” series) (rebroadcast).

Public Service Announcements:

Aired: At least once to twice hourly (seven days a week)

Length: 30 and 60 seconds (prerecorded)

Campaign descriptions (organization):

Education: Learning and Attention Issues (Understood.org/Ad Council)

Education: SUNY Geneseo Study Abroad Fair (SUNY Geneseo Study Abroad Office)

Education: SUNY Geneseo communication program
(SUNY Geneseo Department of Communication)

Education: Teacher Recruitment (Teach.org/Ad Council)

Education/Family and Community: Recruitment (New York Army National Guard/
New York State Broadcasters Association) (NCSA Announcement)

Education/Family and Community: YMCA (YMCA)

Environment/Sustainability: Asian Longhorned Beetle Awareness
(U.S. Dept. of Agriculture)

Family and Community: FM Chips in Smart Phones Awareness
(FreeRadioOnMyPhone.org/Educational Media Foundation)

Family and Community: Make Your Mark Student Giving Challenge (SUNY Geneseo/Local)

Family and Community: Recycling (Keep America Beautiful/Ad Council)

Family and Community: Shelter Pet Adoption (TheShelterPetProject.org/Ad Council)

Family and Community: SUNY Geneseo Residence Life (SUNY Geneseo/Local)

Family and Community: Wildfire Prevention (U.S. Forest Service/
National Association of State Foresters/Ad Council)

Family and Community: Young Children’s Council (Young Children’s Council/Local)

Health and Safety: Bullying Prevention (U.S. Department of Education/U.S. Department of
Health and Human Services/Ad Council)

Health and Safety: Buzzed Driving Prevention (National Highway Traffic Safety
Administration/Ad Council)

Health and Safety: Dating Abuse Prevention (Futures Without Violence/Ad Council)

Health and Safety: Distracted Driving Prevention (Ad Council of Rochester)

Health and Safety: Enrollment in Health Insurance (Enroll America/Ad Council)

Health and Safety: High Blood Pressure (American Heart Association/American Stroke
Association/Ad Council)

Health and Safety: “If You See Something Say Something”
(U.S. Department of Homeland Security)

Health and Safety: NY-Alert Emergency Communications Test (SUNY Geneseo/Local)

Health and Safety: Safe Driving (Governor’s Traffic Safety Committee/New York State
Broadcasters Association) (NCSA Announcement)

Health and Safety: Smoking Cessation (Centers for Disease Control/U.S. Department of
Health and Human Services)

Health and Safety: Texting and Driving Prevention (National Highway Traffic Safety Administration/Ad Council)

Health and Safety: Women's Heart Disease (American Heart Association/Ad Council)

Sports Broadcasts:

Program: SUNY Geneseo Ice Knights Hockey

Aired: 6:30 p.m. Oct. 30–31; Nov. 6–7, 13, 20–21, 28; Dec. 4–5, 11

Length: 2½–3 hours (approximately)

Description: Pregame, play-by-play and postgame coverage; hosted by Matt Nigro, Bryan Barall and Ryan Sullivan (locally produced).

Issues Addressed: Family and Community, Quality of Life

Weather Reports:

WGSU provides local weather reports, including current conditions and forecasts, at least once per hour during live-program segments.

Issues Addressed: Health and Safety

Emergency Alert System:

WGSU is a Participating Station in the Monroe, Livingston, Ontario, Wayne, Yates, Orleans, and Seneca, N.Y., Operational Area Emergency Alert System. During the quarter covered by this report, WGSU broadcast 10 Required Weekly Tests (RWT) and three Required Monthly Tests (RMT).

Issues Addressed: Health and Safety

Community Service/Involvement:

Community Outreach

WGSU hosted "WGSU Day" (station promotion and recruitment event) on campus on Oct. 16.

Issues Addressed: Education, Family and Community

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