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# ISSUES AND PROGRAMS REPORT

FOR

WTLB – AM UTICA, NEW YORK

2nd Quarter, April 1<sup>st</sup> – June 30th, 2015

PREPARED BY Gary Dennis

## **ISSUES OF CONCERN TO UTICA NEW YORK ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 2nd QUARTER 2015:**

Education/Entrepreneurship: Coverage of the 2015-16 school budget for the Utica City School District. This budget allows for three new hires.  
A Local entrepreneur tells her success story.

Public Safety and Boating Recreation: NYSG and the New York State Parks Sponsor a day long workshop in Hamilton New York. The Marine Dealers of the Mohawk Valley recognize BIA for outstanding service to the community.

Veteran's Education/Science: State and Federal benefits are available for Dependent children of active duty and deceased veterans.  
Coverage of the MERIT Scholarship and other opportunities.

Organic Dairy Farming/Recycling: Is it worth it for conventional dairy farmers To convert to organic? The Oneida Herkimer Solid Waste Authority Shares many programs with other communities.

Elderly Health/Infrastructure Projects: There's an urgent need for nurses, Especially in the elderly care field. A description of the Marcy South Series Compensation Project.

Utica Rescue Mission: Detailed coverage of the many contributions made To the entire Mohawk Valley, including job training and several Others.

### **PROGRAMS ON WTLB-AM THAT ADDRESS COMMUNITY ISSUES:**

Issues and Answers: Our Community 6AM Sunday

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## **MOST SIGNIFICANT ISSUE RESPONSIVE PROGRAMMING**

2nd Quarter 2015

April 1<sup>st</sup> through June 30<sup>th</sup> 2015

### **Education/Entrepreneurship:**

Airdate: 4-19-15 Airtime: Sundays 6am - 6:30am

#### **ISSUES AND ANSWERS: OUR COMMUNITY**

**Host:** Gary Dennis

**Community Leader:**

Chris Salatino – President of the Utica School Board

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

An in depth discussion concerning the 2015-16 budget for the Utica City School District. The proposed budget (for the first time in eight years) doesn't cut positions, raise taxes or create layoffs. The new budget also allows the district to hire three new teaching positions and a club adviser.

Teacher evaluation system however may still be problematic.

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Airdate: 4-5-15 Airtime: Sundays 6am-7am

**Organization:** Coffee and Conversation, sponsored by the Justice Center of Oneida County. A self funded NYS Reg. Non-Profit Organization.

**Host:**

Rocco Garro – Local Accountant

**Community Leader:**

Coleen Kearney – Owner Sassy Lass Cooking

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

Appearing at a fundraiser in Rome at the end of April. Coverage of her transition from Nashville singer to local entrepreneur. Her life story told.

A comedic take on cooking.

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**Public Safety and Boating Recreation:**

Airdate: 4-26-15 Airtime: Sundays 6am - 6:30am

**ISSUES AND ANSWERS: OUR COMMUNITY**

**Host:**

Gary Dennis

**Community Leader:**

Mary Austerman – Coastal Community Development Specialist

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

NY Sea Grant and the New York State Parks are sponsoring a day long workshop In Hamilton New York for those interested in starting a new watercraft inspection program or in standardizing an existing water based program that includes watercraft inspection.

Airdate: 5-3-15 Airtime: Sundays 6am - 6:30am

**ISSUES AND ANSWERS: OUR COMMUNITY**

**Host:**

Gary Dennis

**Community Leader:**

Barbra Caster – Boating Industries Association of Upstate New York

**NOTE:** Host contacted Frankfort Police Department for comment.

Phone call not returned.

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

Host described the possibility of The Town of Frankfort and the Village of Frankfort sharing police services. The possible merger hinges on available state grant money that is available to them under the Local Government Efficiency Grant Program. The first step to apply for the money is to conduct a feasibility study to see if it's even worthwhile to share services, however it's believed that it's a worthwhile goal. In November of 2014, Marine Dealers recognized BIA for outstanding service to the Boating Industry. Discussed many water safety tips.

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Public Safety and Boating Recreation Cont.....

Airdate: 5-24-15 Airtime: Sundays 6am-7am

**ISSUES AND ANSWERS: OUR COMMUNITY**

**Host:**

Gary Dennis

**Community Leader:**

Katherine Bunting Howarth PhD – Associate Director of New York Sea Grant, AF of Cornell Cooperative Extension, Faculty Fellow Atkinson Center

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

An in depth discussion of the award winning Discover Clean and Safe Boating Campaign to New York First Responders. Also educational outreach to reduce the chemical threat associated with pharmaceuticals and personal care products also know as PPCP's.

Boating safety in The Mohawk Valley and surrounding areas.

Airdate: 6-14-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

David White – Project leader and coastal tourism specialist

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

NYSG has received funding from the National Oceanic and Atmospheric Administration to track historic storm events along the eastern shore of Lake Ontario. This project will create an event database to better assist risk projection to help local communities increase their storm resiliency. Factors of interest include storm and wind speed, pressure points and wave action.

General conversation concerning the upcoming tourist season as it relates to local bodies of water and costal areas.

**Veteran's Education/Science:**

Airdate: 5-10-15 Airtime: Sundays 6am - 6:30am

**ISSUES AND ANSWERS: OUR COMMUNITY**

**Host:**

Gary Dennis

**Community Leader:**

Jennifer Dwier – Assistant Director of Grant & Scholarship  
Programs (Veteran's Children)

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

A detailed discussion concerning the State and Federal benefits supporting the college costs for dependent children of active duty and deceased military members. The New York State Higher Education Services Corporation (HESC) Offers military children higher education benefits such as the MERIT scholarship and the NYS Regents Award for children and spouses of military veterans.

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Airdate: 4-12-15 Airtime: Sundays 6am-7am

**Organization:** Coffee and Conversation, the Justice Center of Oneida County. A self funded NYS Reg. Non-Profit Organization.

**Host:**

Rocco Garro – Local Accountant

**Community Leader:**

Dr. Mike Wicks – Retired Government Scientist

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

Updates on 3D printing and what it means to the average person.

Updates on Drone technology including declassified government information

And how it affects civilian drone technology.

What's the point of exploring Mars and cell phones, bigger but not better?

## **Organic Dairy Farming/Recycling:**

Airdate: 5-31-15 Airtime: Sundays 6am-7am

### **ISSUES AND ANSWERS: OUR COMMUNITY**

#### **Host:**

Gary Dennis

#### **Community Leader(s):**

A. Fay Benson - N.Y. Organic Dairy Initiative Manager (CCE)

**Note:** Host contacted Michael Mustard and Mike Mahoney,  
Utica City Engineer's Office for comment. No response  
Received.

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

Host described the reinstated sidewalk improvement program which had been cut from the budget for the past three years. First step is to contact the Utica City Engineers Office. Other steps include hiring a contractor, filling out the required paperwork, and having the Engineering Department inspect the completed work. Owner is then reimbursed at the rate of \$4.00 per square foot. Also discussion on how conventional Dairy farmers can convert to organic. Pros and cons.

Airdate: 5-17-15 Airtime: Sundays 6am - 6:30am

### **ISSUES AND ANSWERS: OUR COMMUNITY**

#### **Host:**

Gary Dennis

#### **Community Leader:**

K. R. Lawton – Oneida Herkimer Solid Waste Authority/OCRRA

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

A discussion of the highly successful earth day celebration, which is one of the largest environmental events in the area. Litter is ugly and unavoidably makes it way into storm drains and eventually into our water system. Also a discussion on what is recyclable and what is common trash.

### **Elderly Health/Infrastructure Projects:**

Airdate: 6-7-15 Airtime: Sundays 6am-7am

#### **ISSUES AND ANSWERS: OUR COMMUNITY**

##### **Host:**

Gary Dennis

##### **Community Leader(s):**

Jordan Short – Utica Marketing and Community Engagement.  
Coordinator

William Pfohl – Hospice of CNY

Heidi Siegfried – New Yorkers for Accessible Health Care  
Project Director

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

There is an urgent need for Nurses in the Central New York area and Hospice of Central New York approached us for help spreading the word. Contact information given for Utica and Syracuse offices. Also details on new bill that protects New Yorkers from unfair medical bills.

Part one of our conversations regarding Beautiful Utica, Day of Action.

Airdate: 6-21-15 Airtime: Sundays 6am - 6:30am

#### **ISSUES AND ANSWERS: OUR COMMUNITY**

##### **Host:**

Gary Dennis

##### **Community Leader(s):**

Amy Roth – Reporter Utica Observer Dispatch

Jennifer Dwier – Assistant Director of Grant & Scholarship  
Programs (Veteran's Children)

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

A description of the Marcy South Series Compensation Project. Senator Joseph Griffo, chairman of the Senate Committee on Energy and Telecommunications has stated that the states high voltage transmission lines are aging and need to be replaced or upgraded but he doesn't support new lines. **NOTE:** the Senator has agreed to talk with us in the future with more details about this and other community projects.

Rome Police invite citizens to use the Police Station lobby as a safe place to meet while buying or selling from the internet.

Also continued conversation on how children of disabled or deceased veterans can receive college benefits.



**Utica Rescue Mission:**

Airdate: 6-28-15      Airtime: Sundays 6am - 6:30am

**ISSUES AND ANSWERS: OUR COMMUNITY**

**Host:**

Gary Dennis

**Community Leader(s):**

Jim Haid – Executive Director Rescue Mission of Utica

Ernie Talerico – Director of Operations Rescue Mission of Utica

Debi Kenyon – Director of Development Utica Rescue Mission

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

A roundtable discussion about the many contributions the Utica RM makes to the community, including:

The Job Training Program

Parker House Aftercare Program

Importance of the emergency shelter

Addiction Crisis Center, Spiritual Life Program and several more.

Huge fundraiser this September and is counting on support from local community.

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Public Service Announcements  
2nd Quarter 2015  
April 1<sup>st</sup> through June 30th

Throughout the quarter WTLB-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:

National Association of Wounded Veterans  
American Cancer Society  
NHTSA (distracted driving)  
Heritage for the Blind  
National Association of Realtors  
American Lung Association  
Wounded Warriors

# COMMUNITY ASCERTAINMENTS

Community Issues for 2nd Quarter (April 1st – June 30th) 2015

## STATION ASCERTAINMENT CONTACT

Community Issue Interviews

**Market:** Utica, Rome, Little Falls, NY

**Stations:** WOUR-Utica, NY  
WUMX-Rome, NY  
WKLL-Frankfort, NY  
WTLB-Utica, NY  
WIXT-Little Falls, NY  
WRNY-Rome, NY

**Airdate:** 4-5-15      **Airtime:** Sundays 6am-7am

**Organization:** Coffee and Conversation, sponsored by the Justice Center of Oneida County. A self funded NYS Reg. Non-Profit Organization.

**Host:**  
Rocco Garro – Local Accountant

**Community Leader(s):**

Coleen Kearney – Owner Sassy Lass Cooking

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### TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

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Updates on Drone technology including declassified government information  
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What's the point of exploring Mars and cell phones, bigger but not better?

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Mary Austerman – Coastal Community Development Specialist

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**Airdate:** 6-14-15      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor(s):**

David White – Project leader and coastal tourism specialist

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