

ISSUES AND PROGRAMS REPORT

FOR

WKLL-FM FRANKFORT, NEW YORK

4th Quarter, October 1st – December 31st, 2015

PREPARED BY Gary Dennis

ISSUES OF CONCERN TO FRANKFORT NEW YORK ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 4th QUARTER 2015:

Veterans /Retirement Goals: The CNY Veteran's Expo is held at SUNY Polytechnic Institute in Utica and connects Veterans and Their families to area providers including the VA.
How to plan for retirement and protect your nest egg.

Impaired and Disabled Issues: Local Utica doctor shares her story on how She overcame bilateral hearing and speech impairments and now Works with the impaired. More help is available through ARC of Madison-Cortland.

Mental Health/Workplace Anxiety: A two part discussion on workplace anxiety And its effects on your mental health and stability. One out of Five persons suffers from some form of anxiety disorder.

The Millennial Generation: Distinguished Author and CEO with local ties, Discusses the plight of millennials (aged 22-37 approx.) moving Into the 21st century. Two parts.

Jobs, Careers and Tech Opportunities: A detailed conversation about the future Of technology including Nano which is showing strong growth In our area. With the growth of technology comes the ever-Present threat of hacking and ID theft.

PROGRAMS ON WKLL-FM THAT ADDRESS COMMUNITY ISSUES:

Issues and Answers: Our Community 6AM Sunday

Local sports programming Monday – Friday 3pm – 5pm

Local sports programs Saturdays 9am – 11am

MOST SIGNIFICANT ISSUE RESPONSIVE PROGRAMMING

4th Quarter 2015

October 1st through December 31st 2015

Veterans /Retirement Goals:

Airdate: 10-4-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Scott McComber – Chairman CNY Veteran's Expo

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

The CNY Veteran's Expo is held at SUNY Polytechnic Institute in Utica and connects Local Veteran's and their families directly to area providers. Detailed discussion about the upcoming Expo which begins with a service/employment fair with over 80 local and regional agencies and businesses Including the VA. Special services for homeless Veterans will also be available at this annual event.

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Airdate: 11-1-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Mark Roberts – President of Affinity Asset Management

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A detailed discussion on how to plan for retirement and then protect your nest egg. Most people hope to have a similar income and lifestyle that they enjoyed in their younger years, but it actually takes a bigger income to maintain that lifestyle. You're never too young to start thinking about retirement. The recent stock market plunge prompted this conversation on financial security even if we enter an economic slump.

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Impaired and Disabled Issues:

Airdate: 10-18-15 Airtime: Sundays 6am - 6:30am

ISSUES AND ANSWERS: OUR COMMUNITY

Host: Gary Dennis

Community Leader:

Dr. Sherry Anne Lints: Advisor Utica College (Advisory Committee
For the Health Professions)

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Dr. Lints is a doctor of chiropractic with a practice in Downtown Utica. She was born with bilateral hearing and speech impairments and shares her Story on how she overcame these disabilities. She works with such programs as Dare, Dream, Do for inner city children with disabilities. She is an accomplished singer and features in a music video with a song she wrote warning about the dangers of the internet for young people.

Airdate: 11-8 -15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Shannon Richard – Assistant Director of Development and Public
Affairs – ARC of Madison Cortland

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

The Arc of Madison Cortland provides leadership in the field of disabilities, supporting people in every manner possible and developing the necessary human and financial resources to allow all members of the community to achieve their potential. Also encouraging independence and choice in decisions affecting the lives of people with developmental disabilities.

a brief overview of their upcoming fundraiser in Oneida.

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Mental Health/Workplace Anxiety:

Airdate: 10-25-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Susan Carder – President Motivating the Masses

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A very detailed discussion about workplace anxiety. Everybody experiences anxiety to some degree. According to the National Institute of Mental Health, nearly one in every five persons suffers from some form of anxiety disorder.

The solution may sound simple (just chill out and relax) but it's never that easy.

Very practical advice is offered on how to deal with work place stress.

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Airdate: 12-20-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Susan Carder – President and COO of Motivating the Masses and author

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

As we wind down the holiday season a detailed discussion on how to handle holiday related stress and interpersonal conflicts. It's important to make time for yourself especially this time of the year. Many tips offered for dealing with financial strain often encountered this time of year. Yes, you can have a happy holiday on a budget. How ones diet and proper exercise can effect ones mental attitude toward life in general

The Millennial Generation:

Airdate: 11-22-15 Airtime: Sundays 6am-7am

ISSUES AND ANSWERS: OUR COMMUNITY

Host: Gary Dennis

Community Leader(s):

Rick Jones – CEO of Fish Bait Marketing and Author

Karen Perry – Pilot and founder of 3 Wings of Life Charity

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Mr. Jones is concerned about children (part one). Coverage of the struggles of Millennials (Aged -22 -37 approx.) And where do the Gen X'ers and baby boomers for that matter fit in, in the 21st century. Many Millennials graduate from college with an average student loan debt of nearly \$30,000. He uses an example of an average SU basketball player automatically expecting to make to the NBA. Our guest is a friend of Coach Jim Boeheim and an SU fan of course.

Ms. Perry shares her uplifting story of how she lost her 3 children on Thanksgiving eve 2011 and how she overcame her personal tragedy by founding the non-profit charity 3 Wings of Life.

Airdate: 11-29-15 Airtime: Sundays 6am-7am

ISSUES AND ANSWERS: OUR COMMUNITY

Host: Gary Dennis

Community Leader:

Rick Jones – CEO of Fish Bait Marketing and Author of

“Analog Advice in a Digital World”

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Part two of our in-depth conversation, this time focusing on the differences that today's millennials face as compared to other generations. Do they really have it easier than their parents or even grandparents? Many tips offered to millennial's on how to get hired by local as well as large companies and how to adjust and “go with the flow” when things don't work out as planned. Today's world is very fast paced compared to the baby boomer generation.

Jobs, Careers and Tech Opportunities:

Airdate: 12-27-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Dr. Tracey Wilen – Author, Technology and Career Scholar

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A detailed conversation about the future of technology and where the job opportunities will be found in the coming years. For example; as the population in CNY lives longer, boomers will need living spaces that provide more services, in other words jobs. Also wellness and physical therapists will be in high demand and well paid. Their already is strong growth and job creation in the security sector and law enforcement due to the ongoing terror threat.

Airdate: 12-13-15 Airtime: Sundays 6am - 6:30am

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Host: Gary Dennis

Contributor:

Bruce Snell – Online safety expert, Intel Securities

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

As if we don't have enough to worry about already, a new threat now exists when giving tech devices (smart phones, video games, tablets, etc. etc.) for the holidays. A detailed conversation about the most hackable holiday gifts. For example if a hacker gains access to, let's say, your smart phone, he (or she) could potentially jump outside the wearable's application and read private emails, install malicious software and retrieve personal information. Tips given on how to protect yourself and all your expensive tech "toys".

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Public Service Announcements
4th Quarter 2015
October 1st through December 31th

Throughout the quarter WKLL-FM 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:

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

COMMUNITY ASCERTAINMENTS

Community Issues for 4th Quarter (October 1st – December 31st) 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
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WRNY-Rome, NY

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Scott McComber – Chairman CNY Veteran's Expo

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Airdate: 10-11-15 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Neal Katz – Author, historian and expert on feminism

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

The first woman to run for President of the United States is not Hilary Clinton or Carly Fiorina, it was Victoria Woodhull in 1872. This discussion brings to the local level of why feminism matters. It matters because, ultimately, it engenders compassion, making us (Hopefully) better human beings.

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"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

David Weber – Science fiction and fantasy author and concerned
Parent

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A detailed discussion on how the internet is changing the way our children read. Our guest worries that this amazing technology is wasted on social media, video games, and other questionable attention-getters. Learning to respect the written word through books, no matter what the format is crucial for the continuing education of our children as they mature. Is there a healthy balance parents can establish with their children between reading and video games?
Also discussed ways to keep children safe on the internet.

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ISSUES AND ANSWERS: OUR COMMUNITY

Host: Gary Dennis

Community Leader:

Dr. Diane Lunder – Child Psychiatrist and Author

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Detailed discussion about social interaction among our young children and how much different it is now compared to just 20 years ago. The dangers of raising a generation of socially inept children because of electronic tablets, texting and social media. It's a fact that the United States lacks in the STEM (science, technology, engineering, and math) fields. How to address this serious situation.

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