

# ISSUES AND PROGRAMS REPORT

FOR

WKLL-FM Frankfort, NEW YORK

2nd Quarter, April 1<sup>st</sup> – June 30th, 2016

PREPARED BY Gary Dennis

## ISSUES OF CONCERN TO FRANKFORT NEW YORK ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 2nd QUARTER 2016:

Water Safety Programs: The second annual Watercraft Inspection Steward Program Leaders Workshop is to be held in Hamilton. Boating Safety procedures will be among the many topics covered. Pet water safety covered as well.

Senior and Childcare Issues: Coverage of the many burdens put upon the Families of the elderly. Many families are heading toward a Crisis and don't know it. Many programs are available to parents Of children with serious health issues.

Small Business/Investments: Detailed coverage of the upcoming Google sponsored Small business workshops offered in Syracuse and Utica. These Workshops are free to local businesses. Also serious conversation About retirement and money management in general.

Common Core/Fatherhood: A very detailed conversation concerning the realities of Common Core testing and math in particular. Phobia's associated with Testing. A serious discussion of a father's role in their child's life.

African American Health: Coverage of a little known disease, Sarcoidosis, which Tends to be more chronic in African Americans. If left untreated It can be fatal. Symptoms are discussed and related treatments As well.

### PROGRAMS ON WKLL-FM THAT ADDRESS COMMUNITY ISSUES:

Issues and Answers: Our Community Sunday 6-6:30AM

LOCAL NEWS: MONDAY – FRIDAY, 3 TIMES DAILY

LOCAL WEATHER: 12 TIMES DAILY.

## **MOST SIGNIFICANT ISSUE RESPONSIVE PROGRAMMING**

2nd Quarter 2016

April 1<sup>st</sup> through June 30<sup>th</sup> 2016

### **Water Safety Programs:**

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

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Brittney Rogers – New York Sea Grant

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

The second annual Watercraft Inspection Steward Program Leaders Workshop will be held Friday April 29<sup>th</sup> in Hamilton New York. The purpose of this workshop is to help new and existing watercraft inspection program leaders standardize efforts to engage recreational boaters in slowing and hopefully someday preventing the spread of aquatic invasive species. New York Sea Grant is also currently in the process of hiring more Steward Program Leaders. Details on how to apply and what qualifications are needed By applicants.

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

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

David MacNeill – New York Fisheries and Ecosystems Specialist

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

In depth coverage of Harmful Algal Blooms (HABS) and their effect on adults, children and most importantly dogs. The good news is these Algal blooms are reasonably harmless to humans but can be deadly to dogs swimming in areas impacted by these HABS. These blooms do exist in pretty much all water bodies in the Central New York area. What to look for in the water before swimming and what to do if you think your dog or children have been exposed to this danger. Details on how to protect yourself, your children and your pets from possible poisoning.

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## Senior and Childcare Issues:

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

### **Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Chris Orestis – Senior Care Advocate and CEO of Life Care Funding

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

A detailed discussion on the burdens put upon families of the elderly.

Unless you plan ahead, and with care, many families are heading toward a crisis

In paying for hospitalization and long term care for their elderly loved ones. Stressed the fact that you can't count on Medicare or Medicaid to bail you out as these programs have limitations on their coverage that most people don't fully understand.

Also some life insurance policies can be converted to pay for senior care.

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.

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## **Small Business/Investments:**

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

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Emily Harris – Marketing Manager for Google

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

National Small Business Week is May 1-7. Google will present a Small Business Workshop in Syracuse on May 4<sup>th</sup> and one in the Mohawk Valley as well, but that date hasn't been determined yet. Workshops are free and available to all local small business owners and managers who wish to participate. Workshop topics include the building of a free website for business that may not have one already, how to grow business online, free email address, how to promote business with AdWords and much more. Amazing fact: 55% of small businesses do not have a website.

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

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Kirk Cassidy – President Senior Planning Advisors and Strategic  
Investment Advisors

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

A very detailed conversation about the realities of retirement. A wealth of helpful information given out on how to plan and manage retirement. Some topics discussed include:

- Why did the Federal Reserve decide to raise interest rates and how does That impact your 401K or retirement portfolio?
- Why have the rates been kept so low?
- How does this affect your credit cards?
- How to save money on your taxes.

Also many tips offered to seniors just planning for retirement.

Small Business/Investments Cont....

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

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Roy L Taylor – Local tax professional

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

A very detailed discussion on the upcoming grievance (Tuesday 5/24) day And the importance of this day to property owners in Madison, Oneida and other counties in the state. The purpose of this day is that's it up to the property owner to ensure that the market value determined for your property is accurate. Property owners have a recourse and this is it. NYS Tax Department also has a website; Contest Your Assessment that citizens can access for more information concerning their land and property values. Also what were the most common mistakes made by tax payers this past season.

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

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader**

Antoine Gendre – Founder of Ameristar Groupe and Author

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

A very detailed conversation on how local investors can get the most out of their investment dollar. How to avoid costly mistakes and how to achieve the "trifecta" of real estate investing. The need to locate and invest in subsidized housing programs and create a positive income stream. Properties are available right here in the CNY area. Also discussed how property taxes and interest rates can affect your investment.

## Common Core/Fatherhood:

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

### **Issues and Answers: Our Community**

**Host:** Gary Dennis

#### **Community Leaders:**

Guy Snedeker - Mohawk Valley CC Math Instructor

Joe Schmidt – Munson-Proctor Institute Spokesperson

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

A very detailed discussion about helping students to overcome math phobia, and about Math instruction under the Common Core curriculum. Coverage about two new exhibitions opening the Munson-Williams-Proctor Arts Institute in Utica. One is "Portraits of Hope: Faces of Refugee Resettlement". Its 30 photographs celebrate the diversity of the more than 15 thousand recent refugees who give Utica one of the highest concentrations of refugees in the country.

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

### **Issues and Answers: Our Community**

**Host:** Gary Dennis

#### **Community Leader:**

Kenneth Braswell – Director Responsible Fatherhood Clearinghouse

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

A Father's Day special with an expert on a father's involvement in their children's lives and has written several books on the subject. Studies show that children whose fathers assumed 40% or more of the family tasks had better academic achievement than children whose fathers were less involved. Research shows that 6 in 10 Americans say it is extremely important for a father to provide emotional support to his children. Also serious conversation about fathers who do not live with their children and deadbeat dads. Some gift ideas offered as well.

## African American Health:

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

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Dr. Doreen Harris – Lung Specialist and Professor of Medicine

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

An in depth discussion about Sarcoidosis, an immune system disease which is often misdiagnosed and if left untreated it can be fatal. Mahalia Jackson, Bernie Mac and Reggie White all died from this disease which tends to be more chronic in African Americans. The good news; no reports of this disease in our area.

Issues addressed:

- \*\*What are the symptoms of this disease?
- \*\*Why Is Sarcoidosis on the rise?
- \*\*Why is it more prevalent in African Americans?
- \*\*Can it be cured or only treated?

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Public Service Announcements  
2nd Quarter 2016  
April 1<sup>st</sup> through June 30th

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:

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

# COMMUNITY ASCERTAINMENTS

Community Issues for 2nd Quarter (April 1st – June 30th) 2016

## 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:** 4-3-16      **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.

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WIXT-Little Falls, NY  
WRNY-Rome, NY

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

**Issues and Answers: Our Community**

**Host:**

Gary Dennis

**Community Leader:**

Dr. Doreen Harris – Lung Specialist and Professor of Medicine

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Issues addressed:

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**Host:**

Gary Dennis

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Brittney Rogers – New York Sea Grant

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**Contributor:**

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

### **Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Tamara Klock – President North Country Quilting Guild

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

The North Country Quilting Guild is celebrating its 30<sup>th</sup> anniversary. A discussion about the history of the guild; how it began as a small class in Watertown and has grown into a group of about 100 quilters. Coverage of their next show on June 3, 4 and 5<sup>th</sup>, with more than 300 quilts on display. Sharing and Caring quilts and toiletry bags are donated to the local Children's Home by the Guild members.

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

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**Host:** Gary Dennis

#### **Community Leader:**

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

**Issues and Answers:** Our Community

**Host:** Gary Dennis

**Community Leader**

Antoine Gendre – Founder of Ameristar Groupe and Author

### TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

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