

ISSUES AND PROGRAMS REPORT

FOR

WKLL FRANKFORT, NEW YORK

1st Quarter, January 1st – March 31st, 2017

PREPARED BY Gary Dennis

ISSUES OF CONCERN TO FRANKFORT NEW YORK ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 1st QUARTER 2017:

Local Commerce: Detailed coverage, backed with statistics, focused on the Local business climate as we head into a new year. Every successful Enterprise needs a meaningful purpose beyond the profit motive. Also important tax information that may seem highly unusual to The average person.

Domestic Violence: A very detailed and informative conversation from a Woman who was sexually abused by her step father who abused Her sister as well. According to the National Coalition against Domestic Violence, more than 20 thousand phone calls are received daily from Victims. The Mohawk Valley YMCA offers help and support.

Nutrition/Health/ Relationships: A registered nurse, health and wellness expert and Cancer survivor helps us understand the relationship of our diet to Our health. We can all agree that we are in a daily battle to remain Healthy, or at least we should be. With Valentine's day looming we Discuss what it takes to maintain a solid marriage or relationship.

Investing/College Debt: How to invest your hard earned money is more daunting Than ever. With banks offering little to no interest to consumers, We discuss some very lucrative alternatives to local investors and It is not in the stock market. 70% of college students graduate with With a debt of \$30,000 or more.

Social Media: Social media is fast becoming a very anti-social method of Communication. So called "social graces" are largely lost as we Tweet and post opinions and information on the internet.

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

1st Quarter 2017

January 1st through March 31st 2017

Local Commerce:

Airdate: 1-1-17 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Paul Ratoff – President Strategy Development Group Inc. and
Founder Non Profit Foundation for Purposeful Organization

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A common sense look at the local business climate heading into the New Year.
A comparison drawn between business employees and sports teams. If just one
Employee is disengaged it can and probably will cause the business to fall short of
It's purpose. A successful business needs a purpose (besides profit) and each employee
Needs to be inspired and higher wages is not the answer.

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Airdate: 2– 5- 2017 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Snowe Saxman – Women's expert and Money Oracle

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Conversation about the importance of the money mindset and how it shapes our
actions in the world we live in today. Some great tax tips such as how you should not
use your tax refund to pay off bills, but instead use it to help create new income. An
explanation on just how to do that. Great advice to couples who constantly bicker about
finances and money problems. And details about the upcoming Financially Free
program.

Domestic Violence:

Airdate: 1-22-17 Airtime: Sundays 6am – 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Missy Priest – Critical Care Nurse and abuse victim

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

On any given day there are more than 20,000 phone calls placed to domestic Violence hotlines according to the National Coalition Against Domestic Violence. Our guest shares her pain full story about growing up with an abusive stepfather. A very detailed discussion including advice for suffers who want to move past the abuse they suffered to go on to live a happy well-adjusted life. The Mohawk Valley YMCA is one such place to go for assistance and care.

Airdate: 1-8-17 Airtime: Sundays 6am – 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Scott Trettenero – Local Author

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A detailed and educational conversation about Dr. Trettenero's book "Master Of the Mystery of Human Nature" which centers around the differences in nature between men and women. It's very possible for those differences to actually enhance a relationship or marriage. Why is it imperative that one partner does not dominate the other and insist on getting their way every time. How to de-escalate an argument. Many more tips for saving a relationship or marriage.

Nutrition/Health/Relationships:

Airdate: 1-29-17 Airtime: Sundays 6am - 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Tana Amen – Registered nurse, health and wellness expert
and cancer survivor

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A major conversation on the importance of eating the proper foods for Nutrition and health. As a two time cancer survivor, she understands that we Are in a constant battle to remain healthy. This however is a war we can win. What are some of the foods we should never eat, even in moderation? The best foods for our consumption are the ones that don't have labels, in other words natural foods. Helpful tips and hope for those who may be suffering from some form of cancer and how to beat it.

Airdate: 2-12-17 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

John C. Neyland –Author How to Live the Life You've yet to Dream

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

With Valentine's Day only a few days away a "lover's" special as Mr. Neyland Shares with us the secrets of his successful marriage of 33 years. For example: How to be the best spouse you can be, How to make your wife Queen for a day, adding Special touches to everyday life and making every day Valentine's Day. Valentine's Day is not just about the ladies, guys like to be appreciated as well.

Investing/College Debt:

Airdate: 3-12-17 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Dr. Kenyon Meadows – Radiation Oncologist and Investment Expert

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Dr. Kenyon's day job may be as a physician, but he has become somewhat of an expert in alternative investments and he shares his ideas with local investors. What is the difference between alternative investing and traditional investing? A discussion on how the "little guy" can safely invest if that is even possible. The importance of educating yourself before making any kind of investment either alternative or traditional. Also why the stock market may not be the best place to "park" your money.

Airdate: 3-19-17 Airtime: Sundays 6am - 6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader:

Scott MacDonald – CEO Investa Property Group

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A very in-depth discussion concerning student debt. 70% of college students graduate with a debt of over \$30,000 dollars, and that estimate is probably on the low side. Many graduates believe the cost of their college education just wasn't worth it considering how scarce high paying jobs are. Mr. MacDonald has a solution on how to alleviate that debt through MacDonald Scholarships and is seeking donors to help promote his program.

Social Media:

Airdate: 3-26-17 Airtime: Sundays 6am – 6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader

Professor Leslie Shore – Communication Expert and Author

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

An interesting conversation about communication and the lack of common social Courtesy due to the use (or abuse) of electronic media. The sad fact is that social media is fast becoming an anti-social method of communication. The “social graces” are becoming a thing of the past as users tweet and post opinions and information in the virtual world that they would not likely share in a face to face conversation. Also how to tell “fake” news or information from real news.

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Public Service Announcements
1st Quarter 2017
January 1st through March 31st

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:

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

COMMUNITY ASCERTAINMENTS

Community Issues for 1st Quarter (January 1st – March 31st) 2017

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: 1-1-17 **Airtime:** Sundays 6am - 6:30am

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Airdate: 1-8-17 **Airtime:** Sundays 6am – 6:30am

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Gary Dennis

Community Leader:

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Airdate: 1-15-17 **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 following the Christmas season. How to recycle your dead Christmas tree.

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Host: Gary Dennis

Community Leader:

Steve Ammerman – Manager of Public Affairs New York Farm Bureau

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Detailed discussion concerning public policy on many issues of extreme concern to local farmer's that will be determined at the organizations 60th State Annual meeting. On the menu such agendas as : issues facing the diverse farmer membership, educational opportunities, a benefit auction for the NYFB Foundation for Agricultural Education, last year's challenging growing season and special remarks from agricultural leaders. Among the other topics covered, a special note that farmers donated over 13 million pounds of food to local food banks.

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Host: Gary Dennis

Contributors:

Michael Desiderio – Executive Director Executive MBA Council

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A very detailed discussion on the importance of an MBA degree and is a must for anyone looking to move up in the world of business. More people than ever are enrolling in MBA programs to increase their skills, enhance career development and gain new perspectives in business. Also, more women than ever are earning MBA degrees to break the glass ceiling.

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Host: Gary Dennis

Contributor:

Vincent Genna –Psychic Healer, Spiritual Teacher and Hospice Advisor

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A deep and detailed conversation covering the subject of death, afterlife and the value of Hospice to the local community. A little known fact is that we all possess psychic abilities, but have no idea of How to release them or what they mean. What is the meaning of the white light and do loved ones try to make contact with you after crossing over? A local workshop Is being held next weekend to explain this and much more.

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