

ISSUES AND PROGRAMS REPORT

FOR

WKLL FRANKFORT, NEW YORK

1st Quarter, January 1st – March 31st, 2016

PREPARED BY Gary Dennis

ISSUES OF CONCERN TO FRANKFORT NEW YORK ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 1st QUARTER 2016:

Higher Education/Women's Issues: An MBA is a must for anyone who wants To advance in their respective careers. It's very possible to advance Ones education while still holding a full time job, thanks to the Internet. A discussion on the obstacles faced by Gen Z women.

Local Entrepreneurship/Energy: How to become a happier person by pursuing One's passion and profit while doing it. Nothing is out of reach. Gasoline (oil) prices are slowly on the rise again and there's a good Chance local taxes attached will rise as well.

Vietnam Veterans/ Consumer Electronics: A highly decorated Vietnam War veteran Shares his story and the many issues faced, still to this day, by all Veterans. A discussion on PTSD and its impact on local veterans. How modern tech advances are improving our world and aiding Vets.

Senior Planning/Taxes: A very detailed conversation concerning the realities of Retirement. Having a solid plan in place is the key. More coverage of telephone scams involving the IRS and how to Protect one's self.

Agriculture: Upstate New York is known for more than its dairy industry, but Also for its thriving beef industry. Coverage of the NYS Farm Show, the Largest in the Northeast. Maple weekends are a huge economic boost For the local economy.

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 2016

January 1st through March 31st 2016

Higher Education/Women's Issues:

Airdate: 1-10-16 Airtime: Sundays 6am – 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Kimberly Sawyer – Executive Director EMBA Council

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

An in depth discussion about higher education. An MBA degree is a must for anyone who wants to move up in the world of business. Young full time students aren't the only ones heading back to college to develop their skills and get a possible jump on the competition, so to speak. It's possible to obtain an executive MBA will still holding down a full time job, with an available EMBA program.

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Airdate: 3-6-16 Airtime: Sundays 6am-6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader:

Dr. Tracey Wilen – Blogger, author and advocate for women's
Rights

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

March is Women's history month. A concentration on Gen Z women (and to a lesser degree men) and the impact they will have on society, the workplace and as future leaders. Gen Z birth years range from 1995 to the present, making the oldest in this group around 21. Gen Z will be 40% of the population by 2020 and will be much more diverse than previous generations. This generation experienced a recession and are very worried about future debt such as college expenses and such.

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Local Entrepreneurship/Energy:

Airdate: 1-31-16 Airtime: Sundays 6am - 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Parviz Firouzgar – Serial entrepreneur and author

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

First of all, what is a serial entrepreneur and how does one become one?

How to have a happier life by pursuing (and profiting) from your life's passion.

The main point being is that nothing is out of reach. Also how to share with the charitable arena. Mr. Firouzgar's company currently supports over 2300 needy Children.

Airdate: 3-20-16 Airtime: Sundays 6am - 6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader:

Greg Kozera – Domestic energy expert, author and youth and corporate Leadership coach

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

We've all noticed the price of gasoline slowing rising again with increases as much as 20 – 25 cents per gallon in our Central New York area and as much as 43 cents in the Midwest. What's going on and how long will it last? The increase should not last the entire year but there's solid evidence to support the reason that it could. Even if the price stabilizes again, local and state governments may (read probably will) impose additional taxes. Takeaway from all this is we should get comfortable with gas prices in the \$2 dollar to \$2.50 range.

Vietnam Veterans/ Consumer Electronics:

Airdate: 2-7-16 Airtime: Sundays 6am - 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Westley Thomas – Highly decorated Vietnam War veteran,
Veterans advocate and author

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Our guest joined the Marine Corp and serviced in Vietnam from 1966 – 1968 and a list of his medals and accommodations would fill this page. He is now an advocate for veteran's rights. A detailed discussion as well on PTSD. Because of the huge bureaucracy involved many veterans simply give up or don't bother to get the help they need and deserve. War changes everyone who participates in it including not only the vet but their friends and families as well. A discussion of how these (or any) vets can get help and it's a lot easier than you may think.

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Airdate: 1-24-16 Airtime: Sundays 6am – 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Micah Muzio – Managing Editor Kelley Blue Book

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A local review of the 2016 Consumer Electronics' show. A conversation about the top auto trends, the future of technology and the increase (25%) in car tech companies over last year. Automotive safety. Some of the biggest trends to expect include:

*Self-driving (autonomous) cars

*Innovative safety features

*In-car infotainment

*Electric vehicles

Senior Planning/Taxes:

Airdate: 2-14-16 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.

Airdate: 2-28-16 Airtime: Sundays 6am - 6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader:

Roy L Taylor – Professional Tax Preparer

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

It's that time of year again to talk taxes. A discussion about the telephone scam involving the IRS claiming that you owe taxes and need to pay immediately to a phony bank account. Also about the IRS data breach involving over 100,000 New Yorkers and what to do if you're involved or think you may be a victim.

What if you owe the government and can't pay?

What to bring to a tax preparer's office?

What is the number one mistake people make when filing?

Agriculture:

Airdate: 2-21-16 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Carol Gillis – New York Beef Council (based in Westmoreland)

Dr. Michael J. Baker – Cornell University Beef Cattle Extension

Ronald Kuck – Dairy and Livestock Educator Cornell

Cooperative Extension

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

In depth overview of the local beef industry and trends (if any) of growth in production statewide. A look at consumer indicators and research and marketing projects that helps the beef industry in both production and sales. For example, a recent collaboration with CNY producers to pool cattle for sale. What are beef checkoff dollars and details on the upcoming New York Farm Show at the NYS Fairgrounds February 25-27th?

Airdate: 3-13-16 Airtime: Sundays 6am - 6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader(s):

Bill Gulieamo – President Rome Chamber of Commerce

Michelle Ledoux – Executive Director Cornell Cooperative Extension

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

In depth coverage of the 2016 Maple Weekends, March 19-20 and April 2-3.

Sugar makers right here in our local area, as well as across New York State, make syrup and then turn it into value added confections such as pancake syrup, sugar cakes, maple cream, maple granulated sugar etc. A brief "tour" of the American Maple Museum and North American Maple Hall of Fame located just a few miles north of Rome. Free bus transportation to three sites and all tours and events are family friendly and free.

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Public Service Announcements
1st Quarter 2016
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:

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

COMMUNITY ASCERTAINMENTS

Community Issues for 1st Quarter (January 1st – March 31st) 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: 1-3-16 **Airtime:** Sundays 6am- 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Year-end wrap-up show

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Host discusses the highlights of the past year as it pertains to the community, covering such events as: road rage, veterans, churches, science (nano), law enforcement and more.

STATION ASCERTAINMENT CONTACT

Community Issue Interviews

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WUMX-Rome, NY
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Airdate: 1-10-16 **Airtime:** Sundays 6am – 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Kimberly Sawyer – Executive Director EMBA Council

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

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Airdate: 1-17-16 **Airtime:** Sundays 6am – 6:30am

Issues and Answers: Our Community

Host:

Gary Dennis

Community Leader:

Kristen R. Lawton - Oneida Herkimer Solid Waste Authority
OCRRA

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Tips on how to recycle your Christmas gift wrappings, clippings, bows, tinsel
Etc.. Bring your Christmas tree to OHSWA for mulch and composting.
What and what not to put in the blue bin for recycling.

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WRNY-Rome, NY

Airdate: 3-27-16 **Airtime:** Sundays 6am – 6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader

Repeat Show – Host Ill

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES: