

# ISSUES AND PROGRAMS REPORT

FOR

WKLL, Frankfort, New York

3rd Quarter, July 1<sup>st</sup> – September 30th, 2016

PREPARED BY Gary Dennis

## ISSUES OF CONCERN TO FRANKFORT NEW YORK ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 3rd QUARTER 2016:

Health/Boilermaker Run: The Boilermaker Run in Utica is now in its 39<sup>th</sup> year  
And attracts thousands of runners each year. Health issues discussed  
At the Health and Wellness Expo held at Mohawk Valley Community  
College by a local Paralympian.

Investments/Gun Control: What is the future of investing and does the future belong  
To "robo advisors"? Detailed discussion of vital importance to  
Local investors on the pitfalls of automatic computer programmed  
Investing. New laws regarding the purchase of firearms at gun shows.

Agriculture/Safety Issues: Detailed coverage of Empire Farm Days which is the  
Biggest outdoor Agricultural Show for farmers and rural property  
Owners featuring over 300 acres of exhibits and demonstrations.  
Farm safety clinics offered at no charge also.

Munson Williams Proctor Institute: A very detailed conversation concerning the two  
New exhibitions recently opened. "Portraits of Hope" features the  
Photos of diversity of the more than fifteen thousand Syrian refugees  
Recently admitted.

Education (back to school)/Hunger issues: Coverage of how the first few days of school  
Can set the tone for a child's entire relationship with education.  
Also we continue our coverage of hunger among low income school  
Children right here in our local area.

### 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**

3rd Quarter 2016

July 1<sup>st</sup> through September 30th 2016

### **Health/Boilermaker Run:**

Airdate: 7-10-16 Airtime: Sundays 6am – 6:30am

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Jean O Toole – Communications Director

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

A discussion of the upcoming Boilermaker Run in Utica. The first Run 39 years ago Featured the participation of over 700 runners. That number now is in the thousands. Also detailed discussion about the Health and Wellness Expo at Mohawk Valley Community College. Coverage of food venders and the many fundraisers associated with this event every year. The N.Y. Beef Council in addition to being a major sponsor has also assembled a team of runners for the 5K and 15K races

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Airdate: 9-11-16 Airtime: Sundays 6am - 6:30am

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leaders:**

Jamie Schanbaum –Meningitis survivor, amputee and U.S. Paralympian

Dr. Leonard Friedland – Vice President, Scienitific Affairs and Director  
Public Health, GSK Vaccines.

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

Host describes a series of actions taken to ensure clean and safe drinking water For the community and especially school systems, from information sent from Senator Joseph Griffo, 47th District Utica/Rome. The Senator however is still working on a loophole that exempts water systems that serve less than 10,000 people. Also more important health information from Dr. Friedland regarding Meningitis. Local Paralympian tell her story about battling this disease.

## Investments/Gun Control:

Airdate: 7-24-16 Airtime: Sundays 6am – 6:30am

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Salvatore M. Buscemi – Founder of the Commercial Investor and  
Former investment banker

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

A detailed discussion on the future of investing and consumer protection.

Does the future belong to “robo advisors”? A robo adviser (not really a robot)

Is actually a computer schedule programmed to follow the highest standards of consumer protection and have been praised for their easy, low cost approach to investing and are held to the same standards of human advisors. However, Mr. Buscemi is not a fan of these “robots” and stresses the importance of public education on the subject and even offers free copies of his book to our listeners in the Mohawk Valley

Airdate: 8-14-16 Airtime: Sundays 6am - 6:30am

**Issues and Answers: Our Community**

**Host:** Gary Dennis

**Community Leader:**

Tony Pisarski – President Clayton Rotary Club

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

Coverage of the primary fundraiser for the Rotary Club, which is the Clayton Rotary Gun Show. The show is a family friendly event featuring over 60 exhibitors and venders with outdoor gear from hunting rifles to fishing gear, clothing, books, and guide services with an emphasis on firearm safety. All buyers of rifles and hand guns must pass a New York State background check. No Exceptions. Anyone with a differing view about the use or sale of firearms were invited to participate on a future show.

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## Agriculture/Safety Issues:

Airdate: 7-31-16 Airtime: Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Community Leader:**

Melanie Wickham – Empire Farm Days Manager

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

Coverage of the Empire Farm Days which is the largest outdoor Agricultural Show for farmers and rural property owners. Over 300 acres of exhibits, Demonstrations and activities associated with farming and rural life in particular. People can see working farm equipment, Tillage and GPS guided equipment, hay mowing, forage chopping and handling, irrigation and much more. Safety courses and training offered as well. Also described new "Move Over Law" For all first responders to include Firefighters or other hazard vehicles.

Airdate: 8-7-16 Airtime: Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor:**

Dan Neenan – Director Education Center for Agricultural Safety

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

Our guest is a paramedic specialist with a firefighter specialist degree and the head of The farm safety training program. This program is free of charge and available to firefighters, paramedics, law enforcement and first responders. Preregistration is required by either calling an 800 number or registering online. In past years it has been proven that hundreds of lives have been saved through this program. The public is also welcome to observe the training classes.

## **Munson Williams Proctor Institute:**

Airdate: 8-21-16 Airtime: Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor:**

Joe Schmidt – Spokesperson – Munson-Williams-Proctor Institute

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

A discussion about two new exhibitions recently opening at the Munson- Williams-Proctor Arts Institute in Utica. One is "Portraits of Hope: Faces of Refugee Resettlement". Its thirty photographs celebrate the diversity of the more than fifteen thousand recent refugees, many from war torn Syria, who give Utica one of the highest concentrations of refugees in the country.

## Education (back to school)/Hunger issues:

Airdate: 9-26-16 Airtime: Sundays 6am – 6:30am

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

**Host:** Gary Dennis

#### **Community Leader**

Christine Bronstein – Entrepreneur, Author and Philanthropist

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

A very detailed conversation on how the first weeks of school can set the tone for a child's entire relationship with education. As we begin another school year Ms. Bronstein wants to share her experience as a childhood expert, to inform parents that modern parenting techniques often give children a false sense of security and do not teach the crucial problem solving skills needed as they grow into adulthood. Also a discussion about the children's books she has authored and how they can help parents.

Airdate: 7-17-16 Airtime: Sundays 6am – 6:30am

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

**Host:** Gary Dennis

#### **Community Leader:**

Sherry Tomanski – Director of Public Affairs HSNY

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

Coverage of the recent opening of the New Locke E-13 Living History Rest Area in the Mohawk Valley. The rest area was first announced last year following the region's "Capital for a Day" events across the Mohawk Valley and represents the physical connection between the Erie Canal and NYS Thruway. Also a continuing conversation about hunger among low income school children. Hunger doesn't take a Summer vacation and programs are still available to those who qualify.

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Public Service Announcements  
3rd Quarter 2016  
July 1<sup>st</sup> through September 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 3rd Quarter (July 1st – September 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:** 7-3-16      **Airtime:** Sundays 6am - 6:30am

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

**Host:**  
Gary Dennis

**Contributor:**  
Jamie Worden –New York State licensed Funeral Director

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

Most funerals cost in the neighborhood of 8 -10 thousand dollars, but can vary greatly of course. Pre planning meetings with a licensed funeral professional are usually free. A very detailed discussion on the importance of pre planning a loved one's funeral arrangements. 80% of people do not plan ahead for this inevitable moment at the end of one's life. Planning a funeral can be a complicated affair, which can be made much more difficult with the addition of emotional stress.

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WIXT-Little Falls, NY  
WRNY-Rome, NY

**Airdate:** 7-10-16      **Airtime:** Sundays 6am – 6:30am

**Issues and Answers: Our Community**

**Host:**

Gary Dennis

**Community Leader:**

Jean O Toole – Communications Director

### TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A discussion of the upcoming Boilermaker Run in Utica. The first Run 39 years ago Featured the participation of over 700 runners. That number now is in the thousands. Also detailed discussion about the Health and Wellness Expo at Mohawk Valley Community College. Coverage of food vendors and the many fundraisers associated with this event every year. The N.Y. Beef Council in addition to being a major sponsor has also assembled a team of runners for the 5K and 15K races

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**Host:**

Gary Dennis

**Community Leader:**

Melanie Wickham – Empire Farm Days Manager

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**Contributor:**

Dan Neenan – Director Education Center for Agricultural Safety

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Gary Dennis

**Community Leader:**

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WRNY-Rome, NY

**Airdate:** 8-28-16      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Community Leader:**

Ro Woodward – NYS Parks Marine Services Bureau

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

A detailed conversation about the brand new exhibit at the 2016 New York State Fair. The exhibit entitled: The Water is Great in New York State, Boat and Paddle Clean and Safe. The exhibit is sponsored by New York Sea Grant, New York Marine Services Bureau, U.S. Coast Guard and GLRC at SUNY ESF. This family friendly exhibit features safety orientated programs for kayaks, paddleboards and canoes. Free Safe 'n' Sight decals given out to the public. Also a general conversation about the many upgrades and changes made to the fair this year.

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**Airdate:** 9-4-16      **Airtime:** Sundays 6am-6:30am

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

**Host:** Gary Dennis

**Community Leader:**

Jay Correia – Founder and owner of DreamCo Design

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

Recently Governor Cuomo signed into law legislation legalizing fantasy Sports such as DraftKings and FanDuel. So we sought out an expert to explain exactly is going on here and what is the big attraction to these now legal games. Of course the government wants tighter regulations so it can get its piece of the action so to speak. Our guest contends that participation in fantasy sports is not a form of gambling, and explains why.

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**Host:** Gary Dennis

#### **Community Leader:**

Jamie Schanbaum –Meningitis survivor, amputee and U.S. Paralympian  
Dr. Leonard Friedland – Vice President, Scientific Affairs and Director  
Public Health, GSK Vaccines.

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

Host describes a series of actions taken to ensure clean and safe drinking water for the community and especially school systems, from information sent from Senator Joseph Griffo, 47th District Utica/Rome. The Senator however is still working on a loophole that exempts water systems that serve less than 10,000 people. Also more important health information from Dr. Friedland regarding Meningitis. Local Paralympian tell her story about battling this disease.

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**Airdate:** 9-18-16      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

### **Community Leader:**

Chris Golden – National recording artist (Oakridge Boys)

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

Chris Golden, son of William Lee Golden, is participating in a free concert to benefit the Camden Wesleyan Church, Camden, on Friday evening September 23<sup>rd</sup>. Chris discusses his musical history including his early experiences, including his time on the Hee Haw TV show, past bands, singing with his father in the Oakridge Boys and his solo career. Also discussion of local artist John Dietrich who continues to tour with Restless Heart. All proceeds of the concert benefit the local community.

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**Airdate:** 9-26-16      **Airtime:** Sundays 6am – 6:30am

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

**Host:** Gary Dennis

### **Community Leader**

Christine Bronstein – Entrepreneur, Author and Philanthropist

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

A very detailed conversation on how the first weeks of school can set the tone for a child's entire relationship with education. As we begin another school year Ms. Bronstein wants to share her experience as a childhood expert, to inform parents that modern parenting techniques often give children a false sense of security and do not teach the crucial problem solving skills needed as they grow into adulthood. Also a discussion about the children's books she has authored and how they can help parents.