

WGSU-FM (89.3), Geneseo, N.Y.
Issues and Programs List
Third Quarter 2016

Issues of Community Concern:

1. Education
2. Economy
3. Environment/Sustainability
4. Health and Safety
5. Family and Community
6. Quality of Life

Programming:

News:

Program: Genesee Valley News Report

Aired: 5 p.m. Monday–Friday (July 1–22, Aug. 1–12, Sept. 8–30)

Length: 15 minutes

Description: General-interest news broadcast reporting daily world, national and local news, weather and sports (various hosts, locally produced).

Issues Addressed: Education, Economy, Environment/Sustainability, Health and Safety

Public Affairs:

Program: The Academic Minute

Aired: 5:10 p.m. Monday–Friday; 10 a.m. Saturday

Length: 2½ minutes

Description: Presents researchers from colleges and universities around the world discussing their scientific research; hosted by Lynn Pasquerella, president, Mount Holyoke College (unique daily programs, produced by WAMC/Northeast Public Radio).

Issues Addressed: Education, Economy, Environment/Sustainability, Health and Safety

Program: A Way With Words

Aired: 9 a.m. Saturday

Length: 54 minutes

Description: Examines language through history, culture and family; discusses language news and controversies. Topics include slang, grammar, old sayings, word origins, regional dialects, family expressions, and speaking and writing well; hosted by Martha Barnette and Grant Barrett (produced by Wayword Inc.).

Issues Addressed: Education

Program: The Media Project

Aired: 10:03 a.m. Saturday

Length: 25 minutes

Description: Examines media coverage of current events; hosted by Rex Smith, editor, *The Times Union*; Alan Chartock, president/CEO, Northeast Public Radio, and professor emeritus, University at Albany; Rosemary Armao, professor, University at Albany; and Ira Fufeld, publisher emeritus, *Daily Freeman* (produced by WAMC/Northeast Public Radio).

Issues Addressed: Education

Program: Radio Bang
Aired: 10:28 a.m. Saturday
Length: 2 minutes
Description: Highlights innovations in sustainability, science, lifestyle and corporate responsibility (produced by RadioBang.org).
Issues Addressed: Education, Environment/Sustainability, Quality of Life

Program: Geneseo Today
Aired: 10:30 a.m. Saturday
Length: 30 minutes
Description: Features interviews with community and campus newsmakers discussing issues affecting the local community (various hosts, locally produced).
Issues Addressed: Education, Environment/Sustainability, Family and Community, Quality of Life

Segment descriptions:

Guest/topics: (July 2) Paul Pakusch, SUNY Geneseo alumnus; discussed his time working for SUNY Geneseo radio stations WGSU-FM and WGBC-AM and his broadcasting career (part of "WGSU History" series).

Guest/topics: (July 9) Keith Walters, photographer, SUNY Geneseo Office of Communications and Marketing; discussed his personal and professional background (rebroadcast; also rebroadcast Sept. 24).

Guest/topics: (July 16) Richard Hatheway, Village of Geneseo mayor; discussed the village/college compact, other issues facing the village, and his tenure as mayor (rebroadcast Sept. 3).

Guest/topics: (July 23) Randy French, science teacher, Geneseo Central School District; discussed his background and upcoming travel to the Antarctica as a National Geographic Grosvenor Teacher Fellow (rebroadcast; also rebroadcast Sept. 10).

Guest/topics: (July 30) Chris Pruszynski, professor emeritus and former WGSU faculty director; discussed WGSU history (first of two-part interview in "WGSU History" series).

Guest/topics: (Aug. 6) Chris Pruszynski, professor emeritus and former WGSU faculty director; discussed WGSU history (second of two-part interview in "WGSU History" series).

Guest/topics: (Aug. 13) Vincent Markowski, associate professor of psychology, SUNY Geneseo; discussed his research, life's journey and interests outside of academia (rebroadcast).

Guest/topics: (Aug. 20) Kristi Krumrine, anthropology lecturer, SUNY Geneseo; discussed her research of Hemlock and Canadice lakes and societal nutrition in Mexico; her career and people who have inspired her (rebroadcast).

Guest/topics: (Aug. 27) Michael Millard, adjunct lecturer in English, SUNY Geneseo; discussed his background, Humanities instruction and his novel, *Tariel's Way: A Spiritual Adventure* (rebroadcast).

Guest/topics: (Sept. 17) Mary Rutigliano, Village of Geneseo Trustee and SUNY Geneseo student; discussed her background, her election to the Board of Trustees, issues facing the village, and the 2016 Presidential election.

Program: Under The Needle: The KEXP Sessions

Aired: 10 p.m. Sunday

Length: 15–30 minutes (individual program length varies)

Description: Weekly series, recorded at KEXP-FM, Seattle, featuring in-studio performances by established and up-and-coming alternative/indie artists in a range of genres (produced by KEXP with financial support from the Corporation for Public Broadcasting for free distribution to college and community radio stations).

Issues Addressed: Education

Public Service Announcements:

Aired: At least once to twice hourly (seven days a week)

Length: 30 and 60 seconds (prerecorded)

Campaign descriptions (organization):

Education: CIT Help Desk (SUNY Geneseo/Local)

Education: Center For Academic Excellence (SUNY Geneseo/Local)

Education: Financial Literacy (American Institute of Certified Public Accounts/Ad Council)

Education: Learning and Attention Issues (Understood.org/Ad Council)

Education: Office of Financial Aid (SUNY Geneseo/Local)

Education: SUNY Geneseo communication program
(SUNY Geneseo Department of Communication)

Education: Teacher Recruitment (Teach.org/Ad Council)

Family and Community: AOD Advocates (SUNY Geneseo/Local)

Family and Community: Finger Lakes Opera (SUNY Geneseo/Local)

Family and Community: Make Your Mark Student Giving Challenge (SUNY Geneseo/Local)

Family and Community: Recycling (Keep America Beautiful/Ad Council)

Family and Community: Shelter Pet Adoption (TheShelterPetProject.org/Ad Council)

Family and Community: SUNY Geneseo Residence Life (SUNY Geneseo/Local)

Family and Community: Student Care Services (SUNY Geneseo/Local)

Family and Community: Student Employment Service (SUNY Geneseo/Local)

Family and Community: Wildfire Prevention (U.S. Forest Service/
National Association of State Foresters/Ad Council)

Family and Community: Women's Leadership Institute (SUNY Geneseo/Local)

Health and Safety: Buzzed Driving Prevention (National Highway Traffic Safety
Administration/Ad Council)

Health and Safety: Campus Sexual Assault Awareness (New York State Police/New York
State Broadcasters Association) (NCSA Announcement)

Health and Safety: Distracted Driving Prevention (Ad Council of Rochester)

Health and Safety: High Blood Pressure (American Heart Association/American Stroke
Association/Ad Council)

Health and Safety: "If You See Something Say Something"
(U.S. Department of Homeland Security)

Health and Safety: Safe Paddling (New York Office of Parks, Recreation and Historic
Preservation/New York State Broadcasters Association) (NCSA Announcement)

Health and Safety: Safe Driving (Governor's Traffic Safety Committee/New York State
Broadcasters Association) (NCSA Announcement)

Health and Safety: Smoking Cessation (Centers for Disease Control/U.S. Department of
Health and Human Services)

Health and Safety: Texting and Driving Prevention (National Highway Traffic Safety Administration/Ad Council)

Health and Safety: Underage Drinking and Driving Prevention (National Highway Traffic Safety Administration/Ad Council)

Health and Safety: Women's Heart Disease (American Heart Association/Ad Council)

Health and Safety: Zika Virus (New York Department of Health/New York State Broadcasters Association) (NCSA Announcement)

Weather Reports:

WGSU provides local weather reports, including current conditions and forecasts, at least once per hour during live-program segments.

Issues Addressed: Health and Safety

Emergency Alert System:

WGSU is a Participating Station in the Monroe, Livingston, Ontario, Wayne, Yates, Orleans, and Seneca, N.Y., Operational Area Emergency Alert System. During the quarter covered by this report, WGSU broadcast 11 Required Weekly Tests (RWT), three Required Monthly Tests (RMT), and one National Periodic Test (NPT).

Issues Addressed: Health and Safety

Community Service/Involvement:

Community Outreach

WGSU broadcast live, 3–5:30 p.m. Aug. 11, from the Geneseo Farmers Market.

Issues Addressed: Family and Community, Environment/Sustainability

WGSU hosted members of the band Brave Baby for a live, in-studio interview, 4:30 p.m. Sept. 2 (prior to free campus concert).

Issues Addressed: Family and Community

WGSU participated in the SUNY Geneseo Department of Student Life fall-semester Student Organization Expo (recruitment event) Sept. 14.

Issues Addressed: Education, Family and Community

WGSU, in conjunction with a Radio Production course in the SUNY Geneseo Department of Communication, solicited campus-based partners to serve as clients and to ascertain topics promoting the general welfare of the public. Student-produced public-service announcements will air on WGSU.

Issues Addressed: Education

Awards, honors and recognition

WGSU search for a new station mascot was featured in the "Around Geneseo" column in *Livingston County News*, July 14 and 21 and Aug. 4.

Issues Addressed: Family and Community

WGSU finalists for College Broadcasters Inc. National Student Production Awards featured in *Livingston County News*, Aug. 24.

Issues Addressed: Education

Prepared by: Michael J. Saffran, Faculty Director
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