

**ISSUES & PROGRAM REPORTS
FOR**

WTLA-AM North Syracuse, N.Y

FOR 3rd (July 1st – September 30th) QUARTER 2017

Prepared by Gary Dennis

**ISSUES OF CONCERN TO NORTH SYRACUSE N.Y., ONONDAGA COUNTY
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 3rd QUARTER 2017:**

FEMINISM: Three outstanding female community leaders share their stories
From common beginnings to highly successful careers in a
Male dominated business world.

CIVIL RIGHTS: A comparison of the state of civil rights in our community
As compared to the unrest of the 60's. How does the
Tearing down of public statues further the cause?

FINANCIAL (POST COLLEGE)/ ENTREPRENEURSHIP: A detailed
Discussion focusing on the financial plight of recent college
Graduates. Many students in debt of \$100K or more. Tips
Offered for relief of this burden.

BACK TO SCHOOL ISSUES/ BABY SAFETY: September is National
Baby Safety Month and a discussion on a topic that has
Been puzzling young parents for years and that is how to
Get a young infant to sleep through the night. Also back
To school stress on both parents and students.

SOCIAL MEDIA AND SMALL BUSINESS: A detailed conversation on
How the power of social media can help the local business
Person. 60% of the population has at least one social media
Account and that number may actually be much higher.

WTLA-AM Program that addresses community issues. "Issues And Answers Our
Community" Sunday morning 6AM. 3rd Quarter 2017

Most Significant Issue–Responsive Programming
3rd Quarter 2017 (July 1st through September 30th)

FEMINISM:

Airdate: 7-2-17 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Susan Macy – Author of Motor Girls and Women's Advocate

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

We discuss the major contributions made by women to the automotive world as well as professional Baseball. Intercollegiate basketball, Roller Derby, aviation and much more. Ms. Macy has also written about Annie Oakley, Sally Ride, Nellie Bly and others. The ways these progressive females influenced fashion, the economy, politics and the world around them. Her books and Articles are for everyone, but targeted toward young women.

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

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Leah DeCesare – Syracuse University Alumna and Novelist

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Ms. DeCesare graduated Syracuse University in the 80's and has recently Written a novel (her second) entitled "Forks, Knives, and Spoons" which is primarily set at Syracuse University and captures the experience of Syracuse campus life Of the period. Her past written articles on parenting have been featured in many National publications. Part two.

FEMINISM: cont...

Airdate: 7-23-17 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Cheryl Fields - – Founder Lifestyle Wealth Group

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

An entrepreneur and women's activist for over 35 years our guest began Her life over after escaping four years of abuse in a bad relationship to Become a champion for the American family. Besides how to overcome an Abusive spouse, discussion about debt navigation, how to retire with enough Money to survive and other financial tips as well.

CIVIL RIGHTS:

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

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Wally Vaughn – Civil Rights Historian

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A comparison of the state of civil rights in our community today
As compared to the unrest of the 60's. Even though relations have gotten
Slightly better (debatable) it's hard to compare the two periods of time. The point was
made that even though Martin Luther King Jr. emerged as the accepted leader, others
Were actually responsible for the movement in its infancy and not recognized, just as
Today many community members do not get the credit they rightly deserve.

Airdate: 9-10-17 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors:

John Horvat – Retired Educator and Scholar

Richard Strack- Newspaper writer and College Professor

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

With protests breaking out all over the country with citizens tearing
Down what they feel are offensive statues, we discuss if this trend can
Expand right here in our own communities. In reality the alt-right has more in
Common with the left then it does with conservative. Confederate statues now,
Where will it end? Our guest believes we need more statues, not less. The media
Also plays a part in this movement.

FINANCIAL (POST COLLEGE)/ ENTREPRENEURSHIP:

Airdate: 8-13-17 Airtime: Sundays 6am - 6:30am

ISSUES AND ANSWERS: OUR COMMUNITY

Host: Gary Dennis

Community Leader:

Robert Berger – Podcaster (DoughRoller.net)

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Mr. Berger is a former attorney retired at the age of 49 in order to Educate others about personal finance and investing. Most of the Discussion focused on financial advice for recent college graduates. How to handle the burden of financial college loan debt and more. Also helpful tips about credit card reward programs.

Airdate: 8-20-17 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.

BACK TO SCHOOL ISSUES/ BABY SAFETY:

Airdate: 9-3-17 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Carew Papritz – Author: "Letters "and "I Love To Read"

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

It's back to school time and we discuss the many aspects of that subject such
As:

**How parents and teachers can work together.

** How to turn around a bad school year.

**Some old school parenting advice, and much more.

Airdate: 9-24-17 Airtime: Sundays 6am – 6:30am

Issues and Answers: Our Community

Host: Gary Dennis

Community Leaders:

Brad and Greta Zude – Baby Sleep Consultants

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

September is National Baby Safety Month. Our guests are a Christian Homeschooling family with six children of their own. We discuss an area That has been puzzling young parents since the beginning of time And that is how to get a newborn to sleep through the night. Babies are Born with the ability to sleep, but they are not born with the ability to Put themselves to sleep. Many other safety tips for young first time parents.

SOCIAL MEDIA AND SMALL BUSINESS:

Airdate: 8-27- 2017 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Mellisa Jakubovic – Social Media Expert

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A very detailed discussion on how the power of social media can help Local businessmen and women. 60% of the population has at least one social Media account and that number is growing quickly. Local business owners Need the tools to cash in on this ever growing segment of commerce. Discussed Ways in which social media can be utilized without becoming offensive to Potential clients or consumers.

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Public Service Announcements
3rd Quarter 2017
July 1st through September 30th

Throughout the quarter WTLA-AM 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:

Stop Toxic Litter
Special Olympics
NEA (National Education Association)
American Cancer Society
St. Jude
YMCA
Wounded Warrior Project
U.S. Dept of Health And Human Services (anti-smoking)
HHS (senior long term care)
American Lung Association (anti-smoking)
Homeland Security
Humane Society
HRSA (tissue donation)

COMMUNITY ASCERTAINMENTS

For 3rd Quarter 2017 (July 1st through September 30th)

STATION ASCERTAINMENT CONTACT

Community Issues and Interviews

Markets: Syracuse and Oswego
Onondaga, Madison and Oswego Counties

Stations: WTKW-FM - Bridgeport, N.Y.
WTLA-AM - North Syracuse, N.Y.
WZUN-FM - Phoenix, N.Y.
WKRL-FM - North Syracuse, N.Y.
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WSGO-AM - Oswego, N.Y.
WSCP-AM - Sandy Creek, N.Y.

Airdate: 7-2-17 **Airtime:** Sundays 6am - 6:30am

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Contributors:

Susan Macy – Author of Motor Girls and Women's Advocate

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We discuss the major contributions made by women to the automotive world as well as professional Baseball. Intercollegiate basketball, Roller Derby, aviation and much more. Ms. Macy has also written about Annie Oakley, Sally Ride, Nellie Bly and others. The ways these progressive females influenced fashion, the economy, politics and the world around them. Her books and Articles are for everyone, but targeted toward young women.

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WSGO-AM - Oswego, N.Y.
WSCP-AM - Sandy Creek, N.Y.

Airdate: 7-9-17 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Dr. John Douillard – Expert in the field of medical sports medicine

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Dr. Douillard is the creator of LifeSpa.com the leading Ayurveda health and Wellness resource on the internet. What is Ayurveda? We engage in a serious conversation about nutrition and why has the gluten-free industry become so big so fast in recent years. A detailed explanation on the experts who say we don't Have the genetics to eat wheat. Bottom line if it tastes good and you like it, It's probably not a healthy choice. Sad but true.

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Part two. Ms. DeCesare graduated Syracuse University in the 80's and has recently Written a novel (her second) entitled "Forks, Knives, and Spoons" which is primarily set at Syracuse University and captures the experience of Syracuse campus life Of the period. Her past written articles on parenting have been featured in many National publications. Her third novel is in the works.

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

Issues and Answers: Our Community

Host: Gary Dennis

Community Leader:

Melanie Wickham- Empire Farm Days Show Manager

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Complete coverage of the upcoming Empire Farm Days activities planned For August 8th-10th 2017. The show, which is free to the public features 300 Hundred acres of exhibits, demonstrations and activities associated with Farming and rural life. Parents are encouraged to bring their children who May be interested in an agricultural career. Also discussed the safety showcase To help better educate New York firefighters.

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John Horvat – Retired Educator and Scholar
Richard Strack- Newspaper writer and College Professor

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

With protests breaking out all over the country with citizens tearing Down what they feel are offensive statues, we discuss if this trend can Expand right here in our own communities. In reality the alt-right has more in Common with the left then it does with conservative. Confederate statues now, Where will it end? Our guest believes we need more statues, not less. The media Also plays a part in this movement.

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"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors:

Patrick Tarraant – CEO Crane Management

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

We discuss the extensive damage done in the city of Miami during Hurricane Irma due to the collapse of three large construction cranes. Even though we don't get hurricane strength winds in Central New York, Could other extreme weather conditions put our large cities at risk? Our guest says probably not due to strict federal and state regulations. Also discussed how these cranes are secured for adverse weather conditions.

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Issues and Answers: Our Community

Host: Gary Dennis

Community Leader

Brad and Greta Zude – Baby Sleep Consultants

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September is National Baby Safety Month. Our guests are a Christian Homeschooling family with six children of their own. We discuss an area That has been puzzling young parents since the beginning of time And that is how to get a newborn to sleep through the night. Babies are Born with the ability to sleep, but they are not born with the ability to Put themselves to sleep. Many other safety tips for young first time parents.