

**ISSUES & PROGRAM REPORTS**  
**FOR**  
**WTLA-AM NORTH SYRACUSE, N.Y.**  
FOR 3rd (July 1st – September 30<sup>th</sup>) QUARTER 2015  
Prepared by Gary Dennis

**ISSUES OF CONCERN TO NORTH SYRACUSE N.Y., ONONDAGA COUNTY  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 3rd QUARTER 2015:**

**VETERAN'S AFFAIRS/SUICIDES:** Clear Path for Veterans is a locally based Organization working to support veterans through wellness, Peer support, community outreach and education. Suicides In the military average six per week.

**HEALTH/ELDERLY/DISABILITIES:** The New York State Office of Temporary Assistance has awarded more than \$2 million to help provide Legal help to people who have been denied disability benefits. There is free treatment available to seniors in our area with Hearing loss.

**AGRICULTURE/ETHNIC FOODS:** The largest outdoor agricultural show for farmers And rural landowners in the entire Northeast U.S. This family friendly Event attracts over 60,000 people. Coverage of heart healthy cooking With a Latin flare.

**NATIVE AMERICAN AFFAIRS:** There is a common misunderstanding that all Indians are rich and living comfortably. The success of the Local Indian Casino does not filter down to all the tribes.

**ONLINE PREDATORS (PEDOPHILIA):** Detailed coverage of a new safe children's Social network site that helps parents safeguard their children from Online predators. This information is bringing greater awareness Of the ever increasing dangers to children in our community.

WTLA-AM Program that addresses community issues. "Issues And Answers Our Community" Sunday morning 6AM - 6:30AM 3rd Quarter 2015

**Most Significant Issue–Responsive Programming**  
3rd Quarter 2015 (July 1<sup>st</sup> through September 30<sup>th</sup>)

**ISSUE: VETERAN'S AFFAIRS/SUICIDES**

Airdate: 7-5-15      Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor(s):**

Melissa Spicer – Founder of Clear Path for Veterans

Judy Gradwohl – Associate Director for Education and Public  
Engagement for the National Museum of American  
History

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

Part one of our coverage of this Chittenango based organization whose mission revolves around connecting military veterans to our community through wellness, peer support, community outreach and education. Clear Path's model of reintegration mirrors traditions hundreds of years old. We just scratch the surface of the many programs offered to vets in this segment. On July 1<sup>st</sup> the National Museum of American History opened its doors for Object Project, an educational look at the origins of everyday objects and how they changed our lives.

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Airdate: 9-13-15      Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor(s):**

Debra Graham – American Foundation for Suicide Prevention  
Central New York area

Vicki Hill – Out of Darkness Walk Organizer

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

There are several Out of Darkness Walks each year in New York State including walks in Syracuse, Utica and Watertown. The purpose of these events is to raise awareness of suicide and help provide financial support. Suicide is the 10<sup>th</sup> leading cause of death in the U.S. and an average of six per week among U.S. Army members. Local resident Ms Hill shares her story in memory of her brother who committed suicide.

**ISSUE: HEALTH/ELDERLY/DISABILITIES**

Airdate: 7-26-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor(s):**

Diane Nens – Audiologist (Hearing Loss Association)

William Pfohl – Communications Officer Hospice of CNY

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

The Hearing Loss Association of America approached us to help raise awareness about hearing loss prevention and free treatment available in the local area. hearing loss is a major public health issue with an estimated 1.1 billion young people worldwide at risk of serious hearing loss. Hospice still has a need for more nurses and is sponsoring workshops for Alzheimer's caregivers. The workshops are free, but advance registration is requested.

Airdate: 8-16-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor(s):**

Anthony Farmer – NYS Office of Temporary and Disability Assistance

Rhonda Santos – Public Information Officer with USDA

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

The New York State Office of Temporary Disability Assistance (OTDA) has awarded more than \$7 million to help provide legal assistance to people who have been denied federal disability benefits. August is Tree Check Month and is also the time of peak emergence of the Asian longhorned beetle. Even though this dangerous pest has not been spotted in our area, it is coming our way and has the potential to wipe out (among others) our sugar maple trees, which would negatively impact our local maple syrup industry.

**ISSUE: AGRICULTURE/ETHNIC FOODS**

Airdate: 8-2-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Melanie Wickham – Empire Farm Days Show Manager

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

Detailed coverage of the largest outdoor agricultural show for farmers and rural landowners in the entire Northeast U.S. This is a local family friendly event which is attended by over 60,000 people annually. The event is free and features an outdoor sporting center, a kiddie tractor pull, live music, antique vehicle show, water safety demo's, locally produced foods and much more. Proceeds benefit the NY Center for Agricultural Medicine and Health, the National Education Center for Agricultural Safety and others.

Airdate: 7-19-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor(s):**

Ingrid Hoffmann – TV host of Simply Delicioso (Spanish language  
Cooking and lifestyle program) Telemundo Chef

Tara Lynn – Executive Director of the Skaneateles Area Chamber of  
Commerce.

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

A discussion on healthy summer grilling. How to grill your favorite foods and help lower cholesterol. How to use spices and citrus to improve the flavor without extra fat or sodium. Not all cooking oils are created the same. Also how to use heart healthy corn oils for marinades and dressings with a Latin flare. The Skaneateles Antique Classic Boat show features a boat parade, live music concerts, demos and more. This event is free and open to the entire family. Proceeds benefit local charities. The event draws over 10,000 visitors each year.

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**ISSUE: NATIVE AMERICAN AFFAIRS**

Airdate: 8-9-15      Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Robbi Rice Dietrich – President and CEO of Partnership With  
Native Americans

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

Ms Dietrich approached us asking for help to promote the struggles and realities of life on an Indian Reservation. A discussion on the common misunderstanding that all Indians are rich and living comfortably from the proceeds of the local Indian casino. Local tribes such as the Mohawks, Oneidas, and the Onondagas do derive some monetary relief from the Casino, but many more don't and are left to basically fend for themselves. 23% of Native Americans live with food insecurity, and many live below the poverty level.

**ISSUE: ONLINE PREDATORS (PEDOPHILIA)**

Airdate: 9-6-15 Airtime: Sundays 6am - 6:30am

**"ISSUES AND ANSWERS OUR COMMUNITY"**

**Host:** Gary Dennis

**Contributor:**

Zach Marks – Founder of Grom Social (social network for kids)

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

15 year old Zach Marks is the founder of Grom Social the safe social network for kids. Grom Social has formed an awareness partnership with the National Center for Missing & Exploited Children help parents safeguard their children from online predators. This site (with over a million and a half followers) is bringing greater awareness of the ever increasing online dangers that children face both nationally and locally.

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Public Service Announcements  
3rd Quarter 2015  
July 1<sup>st</sup> 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:

American Cancer Society  
US Department of Veterans  
Special Olympics  
NEA (National Education Association)  
St. Jude  
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)  
Stop Toxic Litter

# **COMMUNITY ASCERTAINMENTS**

For 3rd Quarter (July 1<sup>st</sup> – September 30th 2015)

## 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.  
WTKV-FM - Oswego, N.Y.  
WKRH-FM - Minetto, N.Y.  
WSGO-AM - Oswego, N.Y.  
WSCP-AM - Sandy Creek, N.Y.

**Airdate:** 7-5-15      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor(s):**

Melissa Spicer – Founder of Clear Path for Veterans  
Judy Gradwohl – Associate Director for Education and Public  
Engagement for the National Museum of American  
History

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

Part one of our coverage of this Chittenango based organization whose mission revolves around connecting military veterans to our community through wellness, peer support, community outreach and education. Clear Path's model of reintegration mirrors traditions hundreds of years old. We just scratch the surface of the many programs offered to vets in this segment. On July 1<sup>st</sup> the National Museum of American History opened its doors for Object Project, an educational look at the origins of everyday objects and how they changed our lives.

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WKRH-FM - Minetto, N.Y.  
WSGO-AM - Oswego, N.Y.  
WSCP-AM - Sandy Creek, N.Y.

**Airdate:** 7-12-15      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor(s):**

Tara Lynn – Executive Director of the Skaneateles Area Chamber of  
Commerce

Jodi Okin – Founder of College Financial Aid Advisors

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

Coverage of Skaneateles' Curbstone Festival. The annual event runs July 16 – 18 in downtown Skaneateles features more than 30 merchants. This family friendly event features children's dancing, magic, juggling and balloon art and is free to the public. Proceeds benefit the Skaneateles YMCA and Community Center among others. A serious discussion on how to finance college for both parents and students. There is over a billion dollars in scholarship money available and how to tap into it. It's easier than you think. How to select the right college and more.

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Diane Nens – Audiologist (Hearing Loss Association)

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**Airdate:** 8-2-15      **Airtime:** Sundays 6am - 6:30am

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**Contributor(s):**

Melanie Wickham – Empire Farm Days Show Manager

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**Airdate:** 8-16-15      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor(s):**

Anthony Farmer – NYS Office of Temporary and Disability Assistance  
Rhonda Santos – Public Information Officer with USDA

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

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**Airdate:** 8-23-15      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor(s):**

Susan Carder – Motivational Expert

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

A very detailed discussion about workplace anxiety. Everybody experiences anxiety to some degree. According to the National Institute of Mental Health, nearly one in every five persons suffers from some form of anxiety disorder. The solution may sound simple (just chill out and relax) but it's never that easy. Very practical advice is offered on how to deal with work place stress.

## STATION ASCERTAINMENT CONTACT

Community Issues and Interviews

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WSCP-AM - Sandy Creek, N.Y.

**Airdate:** 8-30-15      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Community Leader(s):**

David White – NYSG Coastal Recreation and Tourism Specialist  
Edward Walsh – NYS Internships.com

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

Cicero – North Syracuse Central, Central Square Central, SUNY Oswego and other local schools participated in ROV Demo Days at this year's NYS Fair. These demos provide fair goers an up close look at technology and its application to the unique water resources in our area. These students are working in partnership with the office of Naval research to build and then display home built remotely operated vehicles (ROV's) in the reflecting pool at the Fair. NYS has hundreds of internships available and students must apply before the September 8<sup>th</sup> deadline

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WSCP-AM - Sandy Creek, N.Y.

**Airdate:** 9-6-15      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributor(s):**

Zach Marks – Founder of Grom Social (social network for kids)

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

15 year old Zach Marks is the founder of Grom Social the safe social network for kids. Grom Social has formed an awareness partnership with the National Center for Missing & Exploited Children help parents safeguard their children from online predators. This site (with over a million and a half followers) is bringing greater awareness of the ever increasing online dangers that children face both nationally and locally.

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**Airdate:** 9-13-15      **Airtime:** Sundays 6am - 6:30am

## "ISSUES AND ANSWERS OUR COMMUNITY"

**Host:** Gary Dennis

### **Contributor(s):**

Debra Graham – American Foundation for Suicide Prevention  
Central New York area

Vicki Hill – Out of Darkness Walk Organizer

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

There are several Out of Darkness Walks each year in New York State including walks in Syracuse, Utica and Watertown. The purpose of these events is to raise awareness of suicide and help provide financial support. Suicide is the 10<sup>th</sup> leading cause of death in the U.S. and an average of six per week among U.S. Army members. Local resident Ms Hill shares her story in memory of her brother who committed suicide.

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

**Airdate:** 9-20-15      **Airtime:** Sundays 6am - 6:30am

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

**Host:** Gary Dennis

**Contributors (s):**

Mark Roberts – President of Affinity Asset Management

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

The recent stock market plunge prompted this conversation on financial security even if we enter an economic slump. A detailed discussion on how to plan for retirement and then protect your nest egg. Most people hope to have a similar income and lifestyle that they enjoyed in their younger years, but it actually takes a bigger income to maintain that lifestyle. You're never too young to start thinking about retirement.

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WSCP-AM - Sandy Creek, N.Y.

**Airdate:** 9-27-15      **Airtime:** Sundays 6am - 6:30am

## "ISSUES AND ANSWERS OUR COMMUNITY"

**Host:** Gary Dennis

### **Contributors (s):**

Dave Bullard – New York State Fair Spokesman

## TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A detailed wrap up of the just completed and highly successful 2015 New York State Fair. Without a doubt the Chevy Court concerts were the most successful in history. Plans are to continue booking big names for the venue in the future. Coverage of the newly built amphitheatre and how it replaces the old grandstands which are currently in the process of being torn down. Some details on how the newly appropriated \$50 million dollar grant from the State will be spent.