

ISSUES & PROGRAM REPORTS
FOR
WTLA-AM NORTH SYRACUSE, N.Y.
FOR 2nd (April 1st- June30th) QUARTER 2015
Prepared by Gary Dennis

**ISSUES OF CONCERN TO NORTH SYRACUSE N.Y., ONONDAGA COUNTY
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 2nd QUARTER 2015:**

BOATING/RECREATION: New York State Parks and NYSG are sponsoring a day Long workshop for watercraft inspection and statewide standardizing Of the water based system. The growing interest in wake surfing and Associated safety concerns.

VETERANS BENEFITS/HOMELESSNESS: There are many New York State and And federal benefits for college or higher education available to Dependent children of active duty or deceased military members. Housing is one of the top three needs in Onondaga County.

AGRICULTURE/ENVIRONMENT: Concern over the recent downturn in milk Prices is causing a demand for organic milk. However the cost for Conversion can be overwhelming to the average farmer. Details of the highly successful Earth Day Weekend Litter Cleanup.

CULTURAL DIVERSITY/ELDERLY: The 42nd annual St. Sophia's Greek Festival runs June 11th –14th. The event draws over 10,000 people and is the Major Fundraiser for the Mission. People of all faiths and beliefs are Welcome. Nursing shortage in CNY addressed.

TOURISM/MISS SYRACUSE: Local tourism expert predicts an exceptional season, With emphasis on local lakes and bodies of water. Recent funding Allows for tracking storm events to better protect the public. Oneida Lake ranks 40th of Bassmasters 100 best lakes. Miss Syracuse prepares for her run at Miss NYS.

WTLA-AM Program that addresses community issues. "Issues And Answers Our Community" Sunday morning 6AM - 6:30AM 2nd Quarter 2015

Most Significant Issue–Responsive Programming
2nd Quarter 2015 (April 1st through June 30th)

ISSUE: BOATING/RECREATION:

Airdate: 4-12-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Mary Austerman – Coastal Community Development Specialist
Dr. Doreen Addrizzo-Harris – Trustee CHEST Foundation Noted lung
specialist

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

NY Sea Grant and the New York State Parks are sponsoring a day long workshop for those interested in starting a new watercraft inspection program or in standardizing an existing water based program that includes watercraft inspection.

Also a discussion about hard to identify diseases in particular Sarcoidosis, which affects the lungs in 90% of cases.

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Airdate: 4-19-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Barbra Caster – Executive Director Boating Industries Association of
Upstate New York

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Marine industry representatives in Upstate New York are optimistic about the approaching boating season in part by a growing interest in wake surfing. Also discussed the positive effect on the local economy by the 7-8% increase in new powerboat sales in 2014 and another 5% expected this year. Manufacturers are stepping up every year with new amenities and safety features.

Also host reminded listeners about the dangers of texting while driving and the fines and punishments involved.

ISSUE: BOATING/RECREATION cont...

Airdate: 5-10-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Katherine Bunting Howarth PhD – Associate Director of New York SG,
Assistant Director of Cornell Cooperative
Extension, Faculty Fellow with the
Atkinson Center

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

An in depth discussion concerning new work to help New York Great Lakes communities increase understanding of climate science and preparedness for associated emergency response, ecosystem impact, infrastructure and human issues. The projects primarily focused on work to support resilient communities, economies and healthy coastal ecosystems.

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ISSUE: VETERANS BENEFITS/HOMELESSNESS

Airdate: 4-26-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributors:

Jennifer Dwier – Assistant Director of Grant & Scholarship
Programs (Veteran's Children)

Chris White – NYS News.ny.gov

TOPIC AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

A detailed discussion concerning the State and Federal benefits supporting the college costs for dependent children of active duty and deceased military members. The New York State Higher Education Services Corporation (HESC) Offers military children higher education benefits such as the MERIT scholarship and the NYS Regents Award. For children and spouses of military veterans. The NYS economy added 8,000 private sector jobs in March 2015.

Airdate: 6-21-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Carolyn Hendrickson – Chief Community Development Officer (The
Community Build to End Homelessness Project)

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Homelessness is an important issue within our community. The CVC this year has partnered with the Hayner Hoyt Corporation for its signature project: "Community Build to End Homelessness." A recent Needs Assessment report showed that housing was rated one of the top three needs in Onondaga County. A detailed discussion on how this project benefits the community as a whole.

ISSUE: AGRICULTURE/ENVIRONMENT

Airdate: 5-17-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Fay Benson – New York Organic initiative Project Manager
Cornell Cooperative Extension

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

An in depth discussion about the current down turn in milk pricing causing demand for organic milk to out pace supply. What is organic milk?

Now is the perfect time for conventional dairy farmers to consider transitioning to organic milk production. The N.Y. Organic Dairy Initiative receives Funding from N.Y. Farm Viability Institute and Cornell Cooperative Extension.

Airdate: 5-3-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Kristen Lawton – Onondaga County Resource Recovery Agency
Public Information Officer

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

OCRRA's annual Earth Day Weekend Litter Cleanup is the largest environmental event in CNY. More than 7,000 volunteers collected unsightly litter from fields, roadways and public property, which was disposed of free of charge and turned into energy for the community's benefit. Since this program began over two decades ago, more than two million pounds of litter have been picked up by volunteers.

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ISSUE: CULTURAL DIVERSITY/ELDERLY

Airdate: 5-31-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Elizabeth Steinberg – Festival Information Coordinator
St. Sophia's Church

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Full coverage of the upcoming 42nd annual St. Sophia's Greek Festival. The Festival mission is to create an atmosphere for the local parishioners to share the rich culture and customs of their Hellenic heritage. It runs June 11th – 14th at the church grounds. Festival offers signature Greek foods and pastries including honey puffs, Baklava, Souviaki, Moussaka etc. etc. This festival is the major fund raiser for the church. Part one.

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

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Bill Phoel – Hospice of Central New York
Elizabeth Steinberg – Festival Information Coordinator
St. Sophia's Church

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

There is an urgent need for Nurses in the Central New York area and Hospice of Central New York approached us for help spreading the word. Contact information given for Utica and Syracuse offices.

Part two of our coverage of Syracuse's only Greek Festival. Over 10,000 people are expected to attend this year's event. This family friendly event also features local music bands and dancers.

ISSUE: TOURISM/MISS SYRACUSE

Airdate: 6-14-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

David White – Project leader and coastal tourism specialist

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

NYSG has received funding from the National Oceanic and Atmospheric Administration to track historic storm events along the eastern shore of Lake Ontario. This project will create an event database to better assist risk projection to help local communities increase their storm resiliency. Factors of interest include, storm and wind speed, pressure points and wave action. General conversation concerning the upcoming tourist season as it relates to local bodies of water and costal areas.

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Airdate: 6-28-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

James Hall – National TV personality, host of Bassmasters
Editor of Bass Master Magazine

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Oneida Lake ranks 40th on Bassmasters 100 best bass lakes. Detailed coverage of Oneida Lake and why it is one of the top lakes in the country for bass fishing. Details about the upcoming national coverage of the Bass Tournament on the local lake. Several national superstars of fishing are expected to participate. Three other New York State lakes also made the list. Also fishing and safety tips for locals.

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ISSUE: TOURISM/MISS SYRACUSE Cont....

Airdate: 4-5-15 Airtime: Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor:

Annaliese Trust – Miss Syracuse 2015

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

Coverage of the various duties of Miss Syracuse, including participating in the Recent Big Brothers/Big Sisters bowling fundraiser which was a huge success.

Also a volunteer for Meals on Wheels and the ARC of Onondaga.

Will compete in the Miss New York State Pageant next month and possibly for the Miss America Title in the fall.

Public Service Announcements
2nd Quarter 2015
April 1st through June 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:

US Department of Veterans
Special Olympics
NEA (National Education Association)
American Cancer Society
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 2nd Quarter (April 1st – June 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: 4-5-15 **Airtime:** Sundays 6am - 6:30am

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Contributor(s):

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WSCP-AM - Sandy Creek, N.Y.

Airdate: 5-24-15 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Annaliese Trust – Miss Syracuse 2015
Chris McGinnis – Travel Expert

TOPICS AND BRIEF DESCRIPTION OF DISCUSSED ISSUES:

We continue our conversation with Miss Syracuse. This time focusing on her upcoming run for Miss New York State and what preparations are needed going forward. Also more on her contributions to the community, especially in child care.

It will be more expensive to travel this year by car or air. Lower gas prices haven't brought travel expenses down for some reason.

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Airdate: 5-31-15 **Airtime:** Sundays 6am - 6:30am

"ISSUES AND ANSWERS OUR COMMUNITY"

Host: Gary Dennis

Contributor(s):

Elizabeth Steinberg – Festival Information Coordinator
St. Sophia's Church

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Airdate: 6-14-15 **Airtime:** Sundays 6am - 6:30am

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Contributor(s):

David White – Project leader and coastal tourism specialist

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