

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: January to March 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: WKOK Sunrise: 1-22-15, Newscasts 10-24-15

PROBLEM ADDRESSED: The issues associated with poverty, substandard housing and homelessness.

GUESTS ADDRESSING THE PROBLEM:

Arion Moser, Program Director, Greater Lycoming Habitat for Humanity

Tina McDowell, Executive Director, Greater Lycoming Habitat for Humanity

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with living in substandard housing or homelessness. We discussed the stress, the lack of productivity, the wellbeing and other factors associated with living in a difficult situation. Living in substandard housing contributes to health problems in children and adults.

We aired a 20-minute interview to call attention to 'Habitat's' efforts to help low income families. They require 'sweat equity' and a down payment. You must also have good credit. Additionally the homes are given away, but rather have an interest free loan. We discussed how families and volunteers can get involved in 'Habitat.'

The guests were on WKOK Sunrise, as a guest for about 20-minutes. Then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES: **WKOK Sunrise 1-14-15, Newscasts 1-15-15**

PROBLEM ADDRESSED: The issues associated with the human trafficking of children and teens.

GUESTS ADDRESSING THE PROBLEM:

Ms. Susan Mathias, executive director Transitions

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with human trafficking, an particularly the movement of children and adolescents for the purposes of exploitation or prostitution. We discussed the way children and teens are picked up—at bus stops, etc. and the local cases of human trafficking and kidnapping.

We aired a 15-minute interview to call attention to January being National Human Trafficking month, the prevalence of the problem globally, and the relatively rare occurrence in The Valley. We also discussed prevention efforts taught to teens currently, and how more efforts aimed at reducing the problem-could be undertaken.

Ms. Mathias was on WKOK Sunrise, as a guest for about 22-minutes. Then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES: WKOK Sunrise 02-03-15, Newscasts 02-04-15

PROBLEM ADDRESSED: The issues associated with fitness, diet and peer pressure as it relates to young girls.

GUESTS ADDRESSING THE PROBLEM:

Ali Stevens, program director, Girls on the Run of Greater Susquehanna Valley (GOTRGSV)

Cheryl Stumpf, executive director, GOTRGSV

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with peer pressure, bullying, nutrition, fitness and self-esteem and how the GOTRGSV program helps young girls cope with these issues. We discuss the need for more comparable programs, and how much it has helped the girls who have gone through the program.

We aired a 20-minute interview to discuss the six new sites now available to the GOTRGSV students and the registration/sign-up which is underway. The guests talked about how more students can get involved and that there is a need for more volunteers to help lead the program. We talked about the new program that is for girls who have aged out of the program.

The guests were on WKOK Sunrise, then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES: WKOK OTM: 2/12/15, Newscasts 2/13/15

PROBLEM ADDRESSED: The issues associated with race, and ongoing racial divides in the US.

GUESTS ADDRESSING THE PROBLEM:

Ms. Soledad O'Brien, CNN reporter, host 'Black in America' series

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with race in America. We talked about the current deep divide which has resurfaced in the US since Ferguson MO, and the death of a black man in New York City. We talked about the debate about race which is underway, and 'racial fatigue' which is when people are tired of discussing race.

We aired a 15-minute interview to get a preview of her upcoming remarks at Bloomsburg University. We discussed the need for positive, deep change in the US as it comes to race. We also talked about the reaction the Black in America tour has received at different campus.

Ms. O'Brien was on WKOK OTM, as a guest for about 15-minutes. Then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES: **WKOK Sunrise 02-23-15, Newscasts 02-24-15**

PROBLEM ADDRESSED: The issues associated with teenagers lacking education in leadership, self-esteem, physical fitness and an understanding of law enforcement and life skills.

GUESTS ADDRESSING THE PROBLEM:

Trooper Rick Blair, PIO Pennsylvania State Police Troop F/Milton, board member Susquehanna Valley Law Enforcement Camp Cadet (SVLECC).

Anita Powell, General Manager, Applebee's Restaurant, Lewisburg

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with juvenile/teen opportunities to learn better self-esteem, physical fitness efforts, law enforcement techniques and self-defense measures. The SVLECC is an annual, week-long, summer camp for 12-15 year-olds which teaches them about the PA state police and other aspects of our society. We talked about the situation where young people lack this knowledge and experience.

We aired a 20-minute interview to explore all aspects of the SVLECC, how to apply, the cost, the time frame and who is accepted. The camp on the Susquehanna University campus each summer is funded by the troopers who run it, so fundraising events were discussed including an celebrity service night this week.

The guests were WKOK Sunrise, as a guests, then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES: WKOK OTM): 03-11-15, Newscasts 03-12-15

PROBLEM ADDRESSED: The issues associated with vaccinations, the spread of measles and the impact of vaccinations on children's long term health.

GUESTS ADDRESSING THE PROBLEM:

Kathleen Dunkelberger, registered nurse, parent of a child with autism, certified nurse consultant, author of book No Vaccines for me.

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with possible risks of vaccinations. We discussed the now debunked report that vaccines can cause autism, but discussed other significant health risks of other modern vaccines. Hepatitis B and flu shots were discussed as possible vaccines that could be curtained.

We aired a 50-minute interview with Ms. Dunkelberger and discussed her work to do three things: Don't listen to her (get your own informed opinion), do read the package insert on vaccines, and develop an informed opinion on vaccinations so you know which vaccinations are beneficial and which are not.

Ms. Dunkelberger was on WKOK OTM, as a guest and handled numerous calls and emails with opposition. Then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES: WKOK Sunrise 03-16-15, Newscasts 03-17-15

PROBLEM ADDRESSED: The issues associated with parenting, children's intellectual development and learning opportunities.

GUESTS ADDRESSING THE PROBLEM:

Mrs. Kelley Walter, Herr Memorial Library, Mifflinburg, Executive Director

Mrs. Joanne Troutman, capital campaign consultant.

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with making sure, that for children and teens, advance opportunities exist at the Herr Memorial Library. The discussion centered on unmet needs in the community, including the need for parenting assistance, help with reading and other developmental skills, and a safe place to hang out.

We aired a 20-minute interview to call attention to these needs—and a capital campaign, which will fund an expansion of the library. The revised library will include more children's space, and an elevator for total accessibility in the basement, first and second floors. We also discussed the important role the library plays in the community.

They were on WKOK Sunrise, as guests for 20-minutes, then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR DATES: WKOK Sunrise: 03-31-15, Newscasts 03-31-15

PROBLEM ADDRESSED: The issues associated with, people with mental illness education, understanding and acceptance.

GUESTS ADDRESSING THE PROBLEM:

Terrance Burke, director of the Sunbury Workabilities Clubhouse. ,

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with people with mental illness. We discussed a thriving program in Sunbury which is a casual drop in center for people with mental illness. There they learn life and job skills. We talked about the need for more education about this issue, and the need for more acceptance.

We aired a 20-minute interview to call attention of the clubhouse activities, and their upcoming project, helping the Nottingham Village 5K. The race is a fundraiser for Caring for Kids and so, the Workabilities Clubhouse will be helping, indirectly, feeding children in the Shikellamy School District.

Terrance was on WKOK Sunrise, as a guest for about 20-minutes. Then excerpts of his remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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AIR QUARTER: **April to June 2015**

PROGRAM AIR TIMES:

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 - Weekdays 06:00 to 10:00A.M.**PROGRAM LENGTH: 4 Hours.**

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AIR DATES: **WKOK Sunrise: 04-07-15, Newscasts 04-08-15**

PROBLEM ADDRESSED: The issues associated with autism and autism awareness.

GUESTS ADDRESSING THE PROBLEM:

Megan Epler Community Liaison, Bucknell/Geisinger Autism Developmental Medicine Institute

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with autism, the need for more autism awareness, as well as the need for more funding for the ADMI. We discussed the latest genomic drug trials at the ADMI, as well as the clinic that is working with hundreds of children. The institute also does outreach/awareness events.

We aired a 10-minute interview with Megan to discuss an Autism Awareness 5K Run/Walk & Family Activities event on the Bucknell campus. That event, April 12, is a chance for people to donate money to be in the race, learn about autism, and have a big family friendly event. They also are going to do learning and teaching demonstrations.

Epler was on WKOK Sunrise, as a guest for about 10 -minutes. Then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the autism and awareness issues and proposed solutions. The stories aired occasionally in the above scheduled newscasts...

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AIR DATES: WKOK OTM: 04-17-15, Newscasts 04-20-15

PROBLEM ADDRESSED: The issues associated with education...funding, quality assurance and school readiness.

GUESTS ADDRESSING THE PROBLEM:

Fred Keller (R-85th, Kreamer), state representative Snyder and Union Counties

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with education and what Harrisburg can do to improve the schools. They discussed funding education, taxes, unions, teacher evaluations, 'teaching to the test,' and making sure that all students are ready for school. They discussion centered on what are education 'best practices,' where successful programs are duplicated.

We aired a 60-minute interview with Mr. Keller and the conversation, calls and controversy focused on what is an education best practices, best way to fund schools, and best way to evaluate or monitor teachers. Guest and host each suggested a series of solutions to the education issues facing our schools.

Mr. Keller was on WKOK's On The Mark, as a guest for about 60-minutes. Then excerpts of his remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

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PROGRAM AIR TIMES:

- **WKOK-AM – WKOK Sunrise/WKOK On The Mark**
 - Weekdays 06:00 to 10:00A.M.**PROGRAM LENGTH: 4 Hours.**

- **WQKX-FM – Hourly newscasts:**
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.**PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.**

- **WEGH-FM – Hourly newscasts:**
 - Weekdays 6:00 A.M. to 5:00P.M.**PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.**

- **WMLP-AM – Hourly newscasts:**
 - Weekdays 6:00A.M. to 9:30A.M.**PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.**

- **WVLY-FM – Hourly newscasts:**
 - Weekdays 06:00 A.M. to 5:00P.M.**PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.**

AIR DATES: **WKOK On The Mark: 04-23-15, Newscasts 04-24-15**

PROBLEM ADDRESSED: The issues associated with child sexual abuse.

GUESTS ADDRESSING THE PROBLEM:

Ann Dzwonchyk, Community Educator, Evangelical Community Hospital, and convener of Darkness to Light workshops.

Kelly Feiler, Community Mobilizer, Snyder County Coalition for Kids

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with child sexual abuse and what can be done to prevent abuse. The major issue that is still prevalent in our society, as well as the long lasting impacts of sexual abuse, was discussed. We talked about the Darkness to Light presentations which take place locally and are led by Ms. Dzwonchyk.

We aired a 30-minute interview with these women to discuss Darkness to Light and let everyone know how they can get involved in recognition of possible abuse, prevention and follow-up. The guests talked about the prevalence of abuse and the slow changes in society. We discussed the many negative life outcomes from abuse.

Ann and Kelly were on WKOK's On The Mark, as a guests for about 30-minutes. Then excerpts of remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: April to June 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: WKOK Sunrise: 05-13-15, Newscasts 05-14-15

PROBLEM ADDRESSED: The issues associated with nurturing ultra-curious, gifted, children.

GUESTS ADDRESSING THE PROBLEM:

Kathy Irwin Lentz, Director of Susquehanna University's Kids College

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with the challenge of keeping gifted, motivated or ultra-curious children satisfied. The university offers summer courses (for a fee, with scholarships available), which they say are engaging, interactive, educational, and...fun. They also have a 'Junior Writers Workshop.'

We aired a 10-minute interview with Ms. Lentz as she explained the eligibility to get in the summer programs, the costs and the exceptional students who have already 'graduated.' This is an issue, preventing the 'summer slide' and she talked about the growing awareness of this issue.

Ms. Lentz was on WKOK Sunrise, as a guest for telephonically. Then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: April to June 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: WKOK Sunrise: 06-08-15, Newscasts 06-08-15

PROBLEM ADDRESSED: The issues associated with poverty.

GUESTS ADDRESSING THE PROBLEM:

The Reverend James Bower of God's Chuckwagon food ministry

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with poverty, hunger and feeding many people. The pastor James Bower began feeding people in their church, and now they have a bus that goes to many Northumberland County communities and feeds thousands of people. They discuss the causes of poverty and some simple solutions to feeding our neighbor.

We aired a 10-minute interview Pastor Bower but promised him a wider audience in the future. The conversation on the radio resulted in several calls and donations from listeners. He says they hope to have a food truck in every community in Pennsylvania. He discussed the cooking, the support and the problems.

Terrance was on WKOK Sunrise, as a telephone guest, and then excerpts of his remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: April to June 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: WKOK Sunrise: 06-23-15, Newscasts 06-24-15

PROBLEM ADDRESSED: The issues associated with poverty, transportation, drugs and alcohol, diversity and children and youth.

GUESTS ADDRESSING THE PROBLEM:

Keri Albright, President and CEO Greater Susquehanna Valley United Way.

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with the GSVUW and their Priorities for Impact. We discussed how the programs are addressing critical unmet needs in our Valley and how more people can get involved. We talked about how bad some of the issues were and how people can get assistance.

We aired a 25-minute interview with Ms. Albright, she is resigning as head of the United Way, and talked about her accomplishments—including the establishment of councils which are addressing the poverty, substance abuse, homelessness/housing, transportation, and child abuse. We reviewed the team members who are assisting.

Keri was on WKOK Sunrise, as a guest for about 25-minutes. Then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: July to September, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 07-16-15, Newscasts 07-17-15

PROBLEM ADDRESSED: The issue of racism.

GUESTS ADDRESSING THE PROBLEM:

Dr. Irving Wright, Ed.D, Retired Associated Dean of Academic Achievement, retired faculty emeritus, Bloomsburg University, former assistant football coach, active in Bloomsburg's Racial Equity Task Force

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issue of racism which has been in the news lately, because of the Charleston South Carolina church shooting. We discussed the Confederate Flag, constructing a welcoming and diverse community, and how we can talk about the state of race. We discuss the Racial Equity Task Force in Bloomsburg.

We aired a one-hour interview with Dr. Wright so we could open the phones and discuss our quest for an open dialogue about race. We discussed the Lewisburg low income housing controversy, as well as growth in the number of Hispanics in our Valley. We decided to interview more people on this topic as a good start.

Dr. Wright was on WKOK's On The Mark as a guest for about 55-minutes. Then excerpts of his remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: July to September, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 07-23-15, Newscasts 07-23-15

PROBLEM ADDRESSED: The issues associated with poverty and students in need of school supplies.

GUESTS ADDRESSING THE PROBLEM:

Jessica Tilley, Extern, Northumberland County Schools Federal Credit Union.

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on a fundraising 'Stuff The Bus' campaign which is underway by the NCSFCU. They have identified a need for school supplies, and donations, to help needy children get ready for schools. We discussed poverty and its impact on education. We said students are on a lesser footing if they don't bring basic school supplies to class.

This was a 10-minute segment on WKOK Sunrise and on our sister state WQKX. She discussed the mission of the Stuff the Bus campaign and the impact they hope to have. She talked about how many Valley residents do wish to help and just need a vehicle (pun intended) to do so. The small cardboard buses are located at Valley businesses.

Ms. Tilley was on WKOK Sunrise, as a guest for about 10-minutes. Then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: July to September, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
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 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 08-20-15, Newscasts 08-21-15

PROBLEM ADDRESSED: The issues human trafficking and the Route 15 corridor.

GUESTS ADDRESSING THE PROBLEM:

Susan Mathias, CEO Transitions, Lewisburg

Shea M. Rhodes, Esquire, Director, Villanova Law Institute to Address Commercial Sexual Exploitation. .

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issue of human trafficking, with relates to poverty, transportation and transportation issues in our Valley. We discussed how young men and women become victims of the trafficking networks, how our section of Route 15 is a corridor for traffickers and how police can be more vigilant.

We discussed a local effort to educate police and present common scenarios where police and the general public could be more vigilant. The training and funding for the training was discussed along with how the public could be educated. We talked about programs and education at Villanova University and at Transitions.

The guests were on WKOK On The Mark, as guests for about 60-minutes. Then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: July to September, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 08-07-15, Newscasts 08-08-15

PROBLEM ADDRESSED: The issues associated with transportation problems.

GUESTS ADDRESSING THE PROBLEM:

Dave Herbert-Chairman GSVCC, and president Shamokin Dam borough council
Joe McGranaghan-Chair GSVCC Transportation Committee and chair CSVT Task Force.
Rick Wible-President of REW Financial
Kenneth Klingerman, District Contract Management Engineer
Matthew Beck, Assistant District Plans Engineer
Dave Thompson-Community Relations Coordinator

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the many transportation issues in The Valley. We talked about long lines into and out of Northumberland, the need for the Central Susquehanna Valley Throughway Task Force, and the lack of available public transportation. We talked about lower property values and higher taxes near the CSVT route.

We aired a 45-minute live On The Mark broadcast with the guests as part of our regular business Friday features. We talked about the latest unemployment numbers and ways that people can get involved with the chamber—to help the local economy. We discussed the full range of GSVCC efforts to promote the economy and boost employment.

Then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: July to September, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 08-31-15, Newscasts 09-01-15

PROBLEM ADDRESSED: The issues poverty and educational deficits.

GUESTS ADDRESSING THE PROBLEM:

Fritz Heinemann, The President and CEO Economics Pennsylvania.

DESCRIPTION OF DISCUSSION/NEWS:

This interview program the lack of financial and economic education in schools, and how that is hurting our young people. Then we discussed the work of Economics PA in schools. They teach financial literacy and play a 'Stock Market Game' which gives kids a figurative \$100,000 to invest, and hopefully increase the value of their 'portfolio.'

We aired a 20-minute interview with Fritz, and discussed the need for financial literacy, and how without it, students won't learn lessons that can lift them out of poverty. The organization is also joining environmental concerns for a 'Sustainability Challenge.' That focuses on environmental issues and investing 'greenly.'

Mr. Heinemann was on WKOK Sunrise, as a guest for about 20-minutes. Then excerpts of his remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: July to September, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 09-09-15, Newscasts 09-10-15

PROBLEM ADDRESSED: The issues associated with drug and alcohol abuse and youth substance abuse and addiction.

GUESTS ADDRESSING THE PROBLEM:

Preston Boop, Union County Commissioner chairman.

Trevor Finn, Montour County Commissioner chairman

DESCRIPTION OF DISCUSSION/NEWS:

This interview program addressed the critical issue of drug and alcohol addiction in adults and teenager. We discussed the high cost to personal lives and families, as well as the monetary costs to the county and state. We discussed the prevalence of inexpensive heroin and the use of other illegal drugs.

We aired a 20-minute interview with the guests as they discussed a new five-county task force. The task force will meet with and work with local governments, courts, police and other agencies and individuals. The overall goal is to reduce the lost opportunities presented by addiction. They also discussed law enforcement efforts.

They were on WKOK Sunrise, as a guest of Jennifer Wakeman. Then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: July to September, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 09-23-15, Newscasts 09-24-15

PROBLEM ADDRESSED: The issues associated with poverty, transportation, substance abuse, diversity issues and youth.

GUESTS ADDRESSING THE PROBLEM:

Joanne Troutman, President and CEO Greater Susquehanna Valley United Way

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the start of the new fundraising campaign of the Greater Susquehanna Valley United Way, we discussed the critical and growing needs in The Valley, and how the GSVUW is tailoring programs to identify, and focus on solving these problems. We talked about the UW member agencies and their Community Impact Councils.

We aired a 20-minute interview with Joanna and she named the various committees and councils which are focusing on The Valley's biggest issues. We also focused on an upcoming event that will give Joanne a chance to discuss these priorities, and possible solutions. We also talked about how people can get involved to help.

She was on WKOK Sunrise, as a guest, and then excerpts of her remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: October to December, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 10-07-15, Newscasts 11-08-15

PROBLEM ADDRESSED: The issues associated with youth, specifically food allergies and protecting the health of kids around Halloween.

GUESTS ADDRESSING THE PROBLEM:

Dr. Nathan Hare, Allergist with Allergy Partner Inc. Lewisburg.

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the growing number of young people who suffer from allergies, specifically, peanut allergies. We discussed the potentially fatal results of children who receive exposure to peanuts, especially from candy. Halloween presents an additional health risk, so we talked about the Teal Pumpkin (allergen free) event.

We aired a 20-minute interview with Dr. Hare and looked at how peanut allergies can be prevented (early exposure for infants), and how the number of children who are affected by allergies is growing. We also discussed health impacts of other allergies on children, youth, and teens.

He was on WKOK Sunrise, as a guest, and then excerpts of his remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: October to December, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 10-21-15, Newscasts 10-22-15

PROBLEM ADDRESSED: The issues associated with children, youth and teens.

GUESTS ADDRESSING THE PROBLEM:

Chip Facka-Community Organizer with Keystone Progress,

Bryn Lewis-Chair of the Public Support Initiative of the The END Group,

Dwayne Heisler-of The End Group, on the Sit Next To Me film festival and competition

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the issues associated with bullying and diversity/acceptance, and we discussed the life long issues that can come from this problem. Why young people exclude others and why others are excluded was part of the discussion. They also promoted an upcoming film festival which includes movies about bullying and diversity/acceptance.

We aired a 10-minute interview with these guests on WKOK Sunrise and then used excerpts of their remarks in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

We focused on the work of Keystone Progress, the END (Equality Non-Discrimination) group and related efforts and organizations. We also talked about some criminal incidents lately in Columbia County, which related to discrimination.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: October to December, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 11-09-15, Newscasts 11-10-15

PROBLEM ADDRESSED: The issues associated with poverty, and youth.

GUESTS ADDRESSING THE PROBLEM:

Cheryl Stumpf-Executive Director, Girls On The Run of the Greater Susquehanna Valley (GOTRGSV)

Jenny Ruth-Partica-5K Race Director, GOTRGSV

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the need for GOTRGSV, and the peer pressure and adolescent issues that girls encounter. The growth of bullying problems, and even a slight increase in self-injurious behavior mark the increased need for GOTRGSV. They work on self-esteem building, communication skills and resiliency.

We aired a 20-minute interview with the guests also sought more participants in their upcoming culmination 5K run. We talked about the running buddies and others who can get involved to help the program. There is a fundraising component to the GOTRGSV race, so we discussed where the money is used.

They were on WKOK Sunrise, as guests, and then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: October to December, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 11-17-15, Newscasts 11-18-15

PROBLEM ADDRESSED: The issues associated with poverty, transportation, substance abuse, diversity issues and youth.

GUESTS ADDRESSING THE PROBLEM:

Joanne Troutman, President and CEO Greater Susquehanna Valley United Way (GSVUW)

Dr. Jessica Pagana-DeFazio, family physician, board member GSVUW, and member of the Addiction and Behavior Health Priorities for Impact Council of the GSVUW

Steve Diehl, Treatment Court Coordinator Union/Snyder County, and Union County probation officer

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on the Greater Susquehanna Valley United Way, and we focused on the issue of addiction, overdose and recovery. The substance abuse issue is a substantial one in The Valley and we discussed ways to address the family and community issues as well as the treatment and medical aspects.

We aired a 20-minute interview with these guests on WKOK Sunrise, we also got a general update on the work of the GSVUW and the other priorities for impact councils, which address transportation, poverty and other local issues.

They were on WKOK Sunrise, as a guests, and then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.

PROBLEMS AND PROGRAMS SUMMARY FOR STATIONS:
WKOK-AM / WQKX-FM / WEGH-FM / WVLY-FM / WMLP-AM
Sunbury, Pennsylvania

PROGRAM NAME: WKOK Sunrise/On The Mark and Daily Local Newscasts

AIR QUARTER: October to December, 2015

PROGRAM AIR TIMES:

- WKOK-AM – WKOK Sunrise/WKOK On The Mark
 - Weekdays 06:00 to 10:00A.M.PROGRAM LENGTH: 4 Hours.

- WQKX-FM – Hourly newscasts:
 - Weekdays 6:00A.M. to 5:00P.M.,
 - Saturdays 7:00A.M. to 12:00P.M.,
 - Sunday 9:00A.M. to 12:00P.M.PROGRAM LENGTH: Twenty-five (25) 2.5-minute newscasts, total time 62.5-minutes weekly. This news story aired at 7am and 11am.

- WEGH-FM – Hourly newscasts:
 - Weekdays 6:00 A.M. to 5:00P.M.PROGRAM LENGTH: Five (5) 2-minute newscasts, total time 10-minutes daily. This news story aired at 6am and 7am.

- WMLP-AM – Hourly newscasts:
 - Weekdays 6:00A.M. to 9:30A.M.PROGRAM LENGTH: Three (3) 4-minute daily local newscasts, total time 12-minutes daily. This news story aired at 6:30am, 7:30am and 8:30am.

- WVLY-FM – Hourly newscasts:
 - Weekdays 06:00 A.M. to 5:00P.M.PROGRAM LENGTH: Eight (8) 2-minute newscasts, total time 16-minutes daily. This news story aired at 6:30am and 8am.

AIR DATES: OTM: 12-17-15, Newscasts 12-18-15

PROBLEM ADDRESSED: The issues associated with youth and self-esteem, especially in girls.

GUESTS ADDRESSING THE PROBLEM:

Joanne Troutman, President and CEO Greater Susquehanna Valley United Way

Cheryl Stumpf, Executive Director, Girls on the Run of the Susquehanna Valley

Naleah Mosely, age 8, Selinsgrove.

DESCRIPTION OF DISCUSSION/NEWS:

This interview program focused on issues associated children, youth and teens in general, and in particular—pre-teen and teen girls. We discuss the self-esteem issues, bullying and other problems that menace pre-teens. The Girls on the Run program, partially funded by the GSVUW, addresses these issues.

We aired a 20-minute interview with Joanna and Cheryl as part of a series to examine the funded agencies of the GSVUW, as we had Meals on Wheels and other guests on the same show. The goal is to address the underlying issues which lead to poverty and other problems in our Valley.

They were on WKOK Sunrise, as guests, and then excerpts of their remarks were used to generate news stories in Daily Local Newscasts on WKOK, WEGH, WMLP, WQKX and WVLY. The stories discussed the issue and proposed solutions. The stories aired occasionally in the above scheduled newscasts.