

BY: Senator GRIFFO

COMMEMORATING the 30th Anniversary of WSKS/WSKU -
97.9/105.5 CNY KISS FM of the greater Utica-Rome
area

WHEREAS, It is the sense of this Legislative Body that the quality and character of life in this great Empire State is indelibly enriched by the faithful and untiring efforts of those individuals who have helped shape the history of broadcasting in their area; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commemorate the 30th Anniversary of WSKS/WSKU - 97.9/105.5 CNY KISS FM of the greater Utica-Rome area; and

WHEREAS, WSKU signed on the air in 1990 as WOWB-FM, 105.5 (WOW 105), licensed to Little Falls, New York; the station was licensed to Towpath Communications Limited as an adult-contemporary station, and, after a brief stint as "B105," it became "Wow 105"; and

WHEREAS, The station was soon sold to the Professional Broadcasting Corporation (a joint venture of Frank DuRoss and Ken Roser), who added a simulcast on WOWZ at 97.9 FM in September 1994; licensed to Whitesboro, New York, it was the first allocation of 97.9 in the Utica market; the resulting simulcast was identified as "Wow-FM"; and

WHEREAS, Now known as "The Beat of Central New York," "Wow-FM" went in a dance direction under the purview of Program Director J.P. Marks, the nighttime air personality under the adult contemporary format; and

WHEREAS, WOWZ and WOWB were sold to Clear Channel Communications in 2000; the Top 40 Rhythmic format was abandoned and in 2001, WOWB became WSKU and WOWZ became WSKS, while the Top 40 programming and "KISS FM" branding previously heard under the WSKS call letters at 102.5 FM (now WUMX) moved to WSKS/WSKU; and

WHEREAS, Clear Channel closed its operations in Utica, New York in 2007, and the KISS FM stations on 97.9 WSKS and 105.5 WSKU were sold to former co-owner Ken Roser, through his company Roser Communications; the format and branding of the stations remained the same, under program director and air personality Shaun Andrews; and

WHEREAS, Throughout the past three decades, WSKS/WSKU has flourished and broadened its programming, becoming more popular with increasing support from the community; and

WHEREAS, The success of WSKS/WSKU is in direct correlation to the efforts of its members, whose involvement is, and always has been, characterized by an impressive commitment, an unbridled enthusiasm, and an uncompromising standard of excellence in all endeavors on behalf of the community; and

WHEREAS, It is the custom of this Legislative Body to pay tribute to those illustrious broadcasters who have diligently and consistently, year after year, recorded the history of their communities and brought local news and news of the larger world to their listeners; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 30th Anniversary of WSKS/WSKU - 97.9/105.5 CNY KISS FM of the greater Utica-Rome area; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to WSKS/WSKU - 97.9/105.5 CNY KISS FM.