

**QUARTERLY REPORT
Of
Community Needs and Issues Ascertainment
For the Quarter:**


January, February, March 2024

WYXL - FM

Ithaca, New York 14850

Instructions:

1. This document is to be maintained in the Local Public File of the station. A report of this type is to be placed in the file on the last day of each quarter.
2. The list of needs or problems shall be based on the station's ascertainment of those needs or problems consistent with the FCC Standards and company policy. The list may not exceed ten needs and/or problems but each must be described in detail sufficient to show all aspects of the need or problem listed.
3. The description of programs presented in response to the need or problem should be listed with the need or problem in which the program addresses it. The program title should be given first and followed by the need or problem addressed. All the programs carried during the preceding 3-month period need not be listed, but only typical and illustrative examples representative of the programs carried.
4. The date and time of the day that each program shown was broadcast by the station shall be listed.


Chris Allinger-Operations Manager

4/3/24
Date

1. Title: **United Way of Tompkins County**

Event: Ongoing support of programs

Duration: :30 second PSA campaign

Description: Each PSA was recorded by CRG staff and local business people highlighting the programs and agencies of the local United Way.

2. Title: **SPCA of Tompkins County**

Event: Ongoing support of programs

Duration: :30 second spots and live impacts

Description: Live interviews and spots in support of the only “no kill shelter” in our area.

3. Title: **Community Focus**

Event: Saturday at 5:35A

Duration: :30 minutes

Description: A weekly rebroadcast of the week’s interviews on “All Things Equal” on WHCU.

4. Title: **Safe Boating Classes with Coast Guard**

Event: Promoting the monthly courses and Coast Guard Safety on the lake

Duration: PSA campaign

Description: Promoting safety on the areas greatest resource, Cayuga Lake.

5. Title: **Oven Fresh Jobs Job Fair**
- Event: “New Year, New Job” was the theme of the 1st Job Fair in the new year.
- Duration: Promos started in December for the Job Fair on January 25th at the Shops at Ithaca Mall..
- Description: 35+ CNY employers were able to meet with applicants face-to-face as businesses are eager to hire and workers are slow to apply.
6. Title: **Wine and Dine Radiothon**
- Event: On February 9th, sister station WYXL hosted this fundraiser for United Way
- Duration: Recorded promos and live promos on all stations
- Description: From 6AM to 7PM, each hour had restaurant certificates and cases of beer or wine auctioned off . Proceeds go to the United Way of Tompkins County.
7. Title: **Serving and Protecting**
- Event: A series of spots highlighting our local law enforcement and supporting all first responders.
- Duration: :30 and :60 sponsored spots through the quarter.
- Description: This is a hot-button topic on our community and the purpose of the campaign is to show support and to further the proposition that these people are part of the community too.

ALL THINGS EQUAL

Q1 2024 – Prepared by Joe Salzone, WHCU

Airdate: 1-2-24

Host: Susan Riley

Guest: 'All Things Equal' creator Gary Stewart

Airdate: 1-9-24

Host: Kate Supron

Guest: Lara Parilla from Cayuga Health Partners and the Cornell Center for Healthy Equity

Airdate: 1-16-24

Host: Susan Riley

Guest: Artist Cai Quirk

Airdate: 1-23-24

Host: Kate Supron

Guest: Randi Quackenbush, Food Bank of the Southern Tier

Airdate: 1-30-24

Host: Susan Riley

Guest: Nan Rohrer, Downtown Ithaca Alliance

Airdate: 2-6-24

Host: Susan Riley

Guest: Kimberle Crenshaw, MLK, Jr. Commemoration lecturer

Airdate: 2-13-24

Host: Kate Supron

Guest: Nick Helmholdt, Tompkins County Tourism Program Director

Airdate: 2-20-24
Host: Kate Supron
Guest: Nicole Lang, Unity House

Airdate: 2-27-24
Host: Susan Riley
Guest: Andy Turner, Cornell Cooperative Extension

Airdate: 3-5-24
Host: Susan Riley
Guests: Cornell's Anindita Banerjee & Jenny Christina Leijonhufvud

Airdate: 3-12-24
Host: Kate Supron
Guest: Diana Riesman and Rick Manning from Friends of Stewart Park

Airdate: 3-19-24
Host: Kate Supron
Guest: Diana Riesman and Rick Manning from Friends of Stewart Park

Airdate: 3-26-24
Host: Susan Riley
Guest: Kate de la Garza, Ithaca Neighborhood Housing Services