

PUBLIC FILE

WVOR-FM, Canandaigua NY

Quarterly Issues/Program List

WVOR-FM provides its listeners with programming and public service announcements that address issues of concern to our local community.

Program Samples Covering a Three-Month Quarterly Period

From January 01, 2022 to March 31, 2022

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Public Service Announcements (PSAs)

Date Prepared: 04/05/2022

SECTION I

Local Programming

This section lists regularly-scheduled and special programs that represent WVOR's issue-responsive programming providing the most significant treatment of the issues listed for the calendar quarter.

Issues of Interest:

COVID-19

COVID-19 Vaccinations & Booster Shots

Health & Wellness

Blood Shortage

Veterans' Affairs

War in Ukraine

Issue	Program/Title	Description	Date	Time	Duration
COVID-19	iHeart Communities - Public Affairs Special	Dr. Jaime Fergie, director of infectious diseases at Driscoll Children's Hospital and medical director at the Global Institute for Hispanic Health. Dr. Fergie provided the latest information on the Omicron variant and why there is a necessity for vaccines and boosters. He also focused on how COVID has affected our Latino communities and pediatric health.	01/02/22	7am	30 min.
Health & Wellness - Cancer Research		Dr. David Spiegel Chief Scientific Officer at the Sarah Cannon Research Institute – Top Advancements in Cancer Research in 2021			
Health & Wellness - Plasma Shortage		Nate Appleman Food Network Celebrity Chef – Personal story involving plasma donations and info on the plasma shortage across the country Hosted by: iHeartMedia's Ryan Gorman			
COVID-19 / Vaccinations & Boosters	iHeart Communities - Public Affairs Special	Adriana Cadilla, MD, pediatric infectious disease specialist with Nemours Children's Hospital in Orlando, Florida. The FDA and CDC made new COVID booster vaccine recommendations this week. Cadilla discussed what vaccinated people need to know now about getting a booster. Children as young as 12 can now receive a booster. Cadilla talked about why kids need a booster and spoke about the severity of Omicron compared to previous COVID-19 variants.	01/09/22	7am	30 min.
Health & Wellness		Coach Monica Aldama, host of the Netflix Emmy Award-winning docuseries, Cheer and author of FULL OUT: Lessons in Life and Leadership from America's Favorite Coach. Why is discipline and consistency the key to building a winning team? Aldama offered practical solutions for personal growth, parenting, and job excellence. She gave suggestions on how to take command of your talent, make the most of your potential, and find your drive to succeed in 2022. Hosted by: iHeartMedia's Ryan Gorman			
COVID 19 – Vaccinations & Boosters	iHeart Communities - Public Affairs Special	Dr. Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration. The FDA authorized and CDC has recommended boosters for children ages 12 and older. Marks also discussed the potential for boosters for children 5-11 years old in the near future. Marks explained the reasoning behind the time frame on booster doses for Pfizer –and now Moderna – shortening to five months after the primary series. Marks talked about whether vaccines are losing	01/16/22	7am	30 min.

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MLK Day COVID-19		<p>their effectiveness more quickly than originally thought and the impact of the Omicron Variant.</p> <p>Trovon C. Williams- NAACP, Vice President of Marketing and Communications – Williams discussed Martin Luther King Day and how the NAACP is raising National awareness about the history of King. He also discussed some of the challenges COVID has caused for African Americans and talked about the key issues that the NAACP is spearheading in 2022.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>			
COVID-19	iHeart Communities - Public Affairs Special	<p>Dr. Cameron Webb, Senior Policy Advisor for Equity for the White House COVID-19 Response Team. Dr. Webb discussed this week's launch of the website COVIDTests.gov, a place where Americans can order free at-home, rapid COVID-19 tests. He also talked about how 400 million N95 masks are about to be distributed to the American people and gave us information on Omicron and the necessity for vaccine boosters.</p> <p>Gabby Landsverk, Health, Nutrition and Fitness Reporter for INSIDER in New York City. Gabby talked New Year's Resolutions and the latest in health and fitness in 2022. She discussed some of the latest fitness trends since the pandemic began and covered healthy eating, dieting, and explained the pros and cons of intermittent fasting.</p> <p>Hosted by: iHeartMedia's Ryan Gorman</p>	01/23/22	7am	30 min.
COVID 19 – Vaccinations & Boosters Reading Initiatives	iHeart Communities - Public Affairs Special	<p>Dr. Assoumou is an Assistant Professor of Medicine at Boston University School of Medicine and the inaugural Louis W. Sullivan, MD, Endowed Professor of Medicine. The conversation around being “fully vaccinated” is evolving. Dr. Assoumou discussed what it now means to be up-to-date with your COVID vaccinations. She also gave us the latest information on the surge of the Omicron variant, its severity, other potential variants on the horizon, and how we can stay prepared.</p> <p>President & CEO, Alicia Levi, Reading is Fundamental. Levi talked about the impact of the pandemic on our nation's children as it</p>	01/30/22	7am	30 min.

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		relates to literacy and reading. She told listeners how RIF has pivoted and addressed the social and emotional impact of COVID-19 and the role books/reading plays in supporting kid's wellbeing. RIF and our nation's educators have introduced a six-month reading initiative, Rally to Read 100 that includes read-alouds with notable authors, activities, and a sweepstakes giving away books. More at www.RallytoRead.org . Hosted by: iHeartMedia's Ryan Gorman			
Health & Wellness - Blood Shortage COVID 19 – Vaccinations & Boosters	iHeart Communities - Public Affairs Special	Katie Wilkes national spokesperson and content specialist for the American Red Cross. Wilkes talked about the national blood crisis due to the Omicron variant. She also discussed Red Cross response to weather related events, domestic and international disasters, and carrying out other humanitarian efforts. Dr. Rachel Villanueva, MD FACOG is a Clinical Assistant Professor of Obstetrics/Gynecology at the NYU Grossman School of Medicine. With February being Black History month, Dr. Villanueva of the National Medical Association discussed the progress of COVID vaccines and boosters in the Black community. She discussed vaccine access and vaccination rates in Black neighborhoods and communities and spoke about the impact the Omicron variant is having on Black communities and across the U.S. Hosted by: iHeartMedia's Ryan Gorman	02/06/22	7am	30 min.
COVID 19 – Vaccinations & Boosters Health & Wellness – Heart Disease	iHeart Communities - Public Affairs Special	Carole Johnson is the Administrator of the Health Resources and Services Administration (HRSA). Johnson discussed her role at the HRSA and how they are continuing to help people to get vaccinated. She gave us an update on COVID vaccines for children and boosters for adults and how they are providing trusted messengers from within the communities where people live, especially in minority communities throughout the USA. Celina Gorre is the CEO of WomenHeart: The National Coalition for Women with Heart Disease, based in Washington, D.C. February is heart health month 2022 and Gorre discussed disparities in heart disease – for women and for women of color. She	02/13/22	7am	30 min.

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		discussed why women are too often misdiagnosed including the lack of awareness of heart disease in women and bias in care. She talked about WomenHeart's support services across the country for women with heart disease. Hosted by: iHeartMedia's Ryan Gorman			
Health & Wellness – Mental Health COVID 19 – Vaccinations & Boosters	iHeart Communities - Public Affairs Special	Ginger Zee, author, chief meteorologist at ABC News and managing editor of the climate unit at ABC News. Zee talked about her new book, A Little Closer to Home where she talks about facing depression and the stigmas surrounding mental health issues. Ginger tells us, how she spent most of her life shielding her vulnerabilities and discussed her personal struggle with crippling depression, suicide attempts, and many other life experiences in hopes of helping others around her. Dr. Byron Jasper, founder and Chief Executive Officer of Byja Clinic in New Orleans. With COVID cases decreasing across the United States, Dr Jasper focused on what's next and why it still makes sense to get vaccinated. He covered the latest information on who is eligible to receive a booster, the difference in boosters, and why it is important to get a COVID-19 booster if you're fully vaccinated. As the Omicron variant runs its course, Dr. Jasper talked about possibilities of other variants emerging. Hosted by: iHeartMedia's Ryan Gorman	02/20/22	7am	30 min.
Veterans COVID-19	iHeart Communities - Public Affairs Special	Cole Lyle, Marine Veteran and Executive Director of Mission Roll Call – Cole Lyle discusses the work Mission Roll Call does for veterans across the country, from suicide prevention to assistance with health care and benefits. RADM Felicia Collins, Deputy Assistant Secretary for Minority Health & Director of the Office of Minority Health in the U.S. Department of Health & Human Services – Dr. Felicia Collins offers an update on the spread of COVID-19, the safety and effectiveness of the COVID-19 vaccines, and the impact the pandemic has had on minority communities. Hosted by: iHeartMedia's Ryan Gorman	02/27/22	7am	30 min.

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COVID-19	iHeart Communities - Public Affairs Special	Sarah Stephens, PharmD, CPPS is the Network Medication Safety Officer for HonorHealth in Scottsdale, AZ. As a follow-up to President Biden's State of the Union, Stephens discussed the administration's shifting focus from pandemic/crisis response to managing COVID-19's new normal. She talked about the CDC's announcement to ease mask restrictions for the majority of Americans and what does this means about the current state of the pandemic. Stephens touched on what the future might look like for COVID-19 and the responsibility of Americans to continue to get boosted.	03/06/22	7am	30 min.
Health & Wellness – Colorectal Cancer		Dr. Sallyann Coleman King, Medical Director of the Colorectal Cancer Control Program at the Centers for Disease Control and Prevention and Commander in the U.S. Public Health Service. March is Colorectal Cancer Awareness Month, and King says that it's never been more important for men and women to routinely get screened for this disease. Colorectal cancer is the second leading cancer killer, but it can be preventable with routine screening. King discussed how too many people have put off these screenings – especially during COVID-19. She explained the Centers for Disease Control and Prevention's campaign called Screen for Life.			
COVID-19	iHeart Communities - Public Affairs Special	Dr. David Banach, associate professor of medicine at UConn School of Medicine. COVID cases are continuing to fall across the country. Dr. Banach discussed what these current trends mean and the current state of the pandemic. He discussed why Americans should remain optimistic that we are closer to getting back to a new "normal". Dr. Banach talked about the concern for the emergence of new variants and what COVID will look like in the future.	03/13/22	7am	30 min.
War in Ukraine		Dr. Janine Domingues, Clinical Psychologist at the Child Mind Institute. The war in the Ukraine has many children and parents on edge. Dr. Domingues discussed how do you start, and have, a conversation about what is happening in Ukraine with your kids. She talked about how the conversation will differ with young children verses older kids. She covered signs that a child may be feeling anxious about the news and how can we ease these anxieties. Dr. Domingues			

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		suggested resources for parents. Hosted by: iHeartMedia's Ryan Gorman			
COVID 19 – Vaccinations & Boosters	iHeart Communities - Public Affairs Special	Dr. Tina Carroll-Scott is a general practitioner and the medical director of the South Miami Children's Clinic. Dr. Scott discussed working in a underserved community of color throughout the pandemic and trying to increase access and equity with the Covid vaccines through pop ups. She focused how COVID vaccine authorization for our youngest children (under 5) may be coming in the next month, but it seems that many vaccinated parents still haven't acted on getting their older children (5 and older) vaccinated. Dr. Scott talked about weighing the dangers of getting COVID compared to the side effects of a vaccine for children.	03/20/22	7am	30 min.
Effective Parenting		Parenting Expert, Carol Muleta, founder of The Parenting 411, 2019 DC Mother of the Year, and author of the newly released book, The Parenting Odyssey: Trials. Monday, March 21st is National Single Parent Day and Muleta offered tips on how single parents can raise their children in the best way for themselves and their kids. She discussed the importance of establishing good routines, teamwork, rules of engagement, and finding common ground with your partner's approach to parenting. Muleta also talked about the importance of personal self-care for single moms and dads. Hosted by: iHeartMedia's Ryan Gorman			
War in Ukraine	iHeart Communities - Public Affairs Special	Lori Bettinger is the Co-President of Alliance Partners and serves as the President of BancAlliance. Bettinger discussed the ongoing conflict in Ukraine including a jump in U.S. food prices, a Russian oil-sparked recession, and more. She also covered the continued repercussions of the COVID-19 pandemic on our US economic system, the rise in interest rates by the fed, and the chance of a housing market crash.	03/27/22	7am	30 min.
Health & Wellness – Women's Health		Dr. Dorothy Fink, Deputy Assistant Secretary for Women's Health and Director of the Office on Women's Health in the Office of the Assistant Secretary for Health (OASH). As we wrap up March and Women's History Month, Dr. Fink focused on what we all should be thinking about this month for women's health. She offered information and			

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		advice to women who weren't able to get their mammograms and other cancer screenings done since COVID-19 started. Dr. Fink also talked about what women should know about the COVID-19 vaccine.			

SECTION II

Traffic/Weather/News Reports

TRAFFIC REPORTS

<u>Report Title</u>	<u>Times Run</u>	<u>Duration</u>	<u>Days Run</u>	<u>Total Runs</u>
Morning	06:00 AM, 06:15 AM, 06:26 AM, 06:36 AM, 07:00 AM, 07:15 AM, 07:26 AM, 07:36 AM, 08:00 AM, 08:31 AM	:25	Mon-Fri	650
Afternoon	03:30 PM, 04:00 PM, 04:31 PM, 05:00 PM 05:31 PM, 06:00 PM	: 25	Mon-Fri	390

WEATHER REPORTS

<u>Report Title</u>	<u>Times Run</u>	<u>Duration</u>	<u>Days Run</u>	<u>Total Runs</u>
Morning	06:14 AM, 06:25 AM, 06:37 AM, 06:49 AM, 07:08 AM, 07:19 AM, 07:31 AM, 07:42 AM, 08:23 AM, 08:46 AM, 09:22 AM, 09:44 AM	:20	Mon-Fri	780
Afternoon	04:20 PM, 05:41 PM, 06:43 PM	:20	Mon-Fri	195

SECTION III

Public Service Announcements (PSAs)

PUBLIC SERVICE ANNOUNCEMENTS

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Colon Cancer	PSA / Colon Cancer :15	000:19	1
Colon Cancer	PSA / Colon Cancer :15	000:20	1
Alcoholism	ALCOHOLICS ANONYMOUS	000:15	19
Colon Cancer	Canandaigua E-M-S	000:19	31
CYSTIC FIBROSIS	AD COUNCIL	000:14	17
Heart Disease	AMERICAN HEART ASSOCIATION	000:13	23
Heart Disease	AMERICAN HEART ASSOCIATION	000:14	60
HIGH BLOOD PRESSURE	AD COUNCIL	000:15	23
Lung Cancer	URMC	000:16	13
Lung Cancer	URMC	000:17	13
MENTAL ILLNESS	AD COUNCIL	000:17	7
Police	AD COUNCIL	000:21	50
REFUGEES	Ukrainian Church	000:20	24
ROAD RAGE	AD COUNCIL	000:14	43
ROAD RAGE	AD COUNCIL	000:20	30
UNITED WAY	AD COUNCIL	000:15	21