

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


January, February, March 2023

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

4/5/23
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 5:30AM

Duration: :30 minutes

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

4. Title: **Big Brothers/Big Sisters**

Event: January

Duration: Live promotion and interviews. Ongoing PSA campaign

Description: January was Mentor Month and our campaign was set up to help BB/BS with promoting volunteers to mentor local youth. Campaign was extended beyond January.

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 27th 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.
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6. Title: **Wine and Dine Radiothon**
- Event: On February 10th, 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.
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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 2023

Prepared by: Joe Salzone

Show date: Jan. 3, 2023

Guest: Eric Hartz, Superintendent, Newfield Central School District

Host: Gary Stewart

Show date: Jan. 10, 2023

Guest: Trumansburg Mayor Rordan Hart

Host: Gary Stewart

Show date: Jan. 17, 2023

Guest: Heather Campbell, Advocacy Center in Tompkins County

Host: Kate Supron

Show date: Jan. 24, 2023

Guests: Barbara Eckstrom and Sarah Nickerson, Recycling and Materials Management of Tompkins County

Show date: Jan. 31, 2023

Guest: Ian Greer, Cornell IRL Co-Lab

Host: Kate Supron

Show date: Feb. 7, 2023

Guest: Richard Ford, lecturer at Cornell's MLK Commemorative

Host: Gary Stewart

Show date: Feb. 14, 2023

Guests: Yuliya Bittner, Rotary International and Sherrie Negrea, Ithaca Rotary Club

Host: Gary Stewart

Show date: Feb. 21, 2023

Guest: Mahmud Burton, Al-Huda Islamic Center

Host: Gary Stewart

Show date: Feb. 28, 2023

Guest: Trent Preszler, Dyson School of Applied Economics and Mathematics

Host: Gary Stewart

Show date: March 7, 2023

Guest: Dr. Amy Kremenek, President of Tompkins Cortland Community College

Host: Gary Stewart

Show date: March 14, 2023

Guest: Fernando de Aragon, Latino Civic Association

Host: Gary Stewart

Show date: March 21, 2023

Guests: Steven Manley and Millicent Clarke-Maynard, Ithaca Public Education Initiative

Host: Kate Supron

Show date: March 27, 2023

Guest: Michele Karode, University of Vermont

Host: Gary Stewart