

WROC-AM Quarterly Report  
Issues and Programming  
FOURTH Quarter 2023

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ENTERCOM ROCHESTER  
COMMUNITY ISSUES FOR WROC-AM  
FOURTH QUARTER, 2023

1. Social Issues
2. Health and Wellness
3. Public Safety
4. Women and Children
5. Local Economy
6. Political
7. Volunteerism
8. Arts and Culture
9. Fundraising
10. Education

## AFFAIRS AND PROGRAMS LIST

### How Issues and Problems are identified

The following list of issues and problems was prepared by the Public Affairs Department of WROC-AM, Rochester, NY.

WROC-AM, on a daily and on-going basis, examines and attempts to determine the needs of the community during regular news coverage (includes TV and newspaper).

WROC solicits a good number of public service announcements each week. WROC-AM airs a minimum of 12 minutes of local public service matter in the form of PSAs weekly. Whenever possible, exposure is given to significant issues and problems faced by the Rochester, Monroe County and Western New York area. There is no charge to air the PSAs.

The WROC Public Affairs Department has listed a general overview of issues and problems for our coverage area. The overview for the FOURTH Quarter of 2023 is attached to this report.

## PUBLIC AFFAIRS PROGRAMMING LIST FOR WROC-AM

### **CAPITOL CONNECTIONS:**

Capitol Connections is a nationally produced program airing on Sunday evenings from 6:00 – 6:30 AM. Alan Chartock, host of the show, speaks with many community leaders about different subject matter

### **THIS WEEK WE ARE JOINED BY:**

This Week We Are Joined By is a locally produced program airing Sunday evenings from 6:30 – 6:45 AM, and is one 15-minute segment hosted by Brianna Sloth. This program addresses issues and topics of concern to residents in Rochester, Monroe County and Western New York. Community and civic leaders address issues of health, education, employment, economics, housing, social services.

### **ROCHESTER PERSPECTIVE:**

Rochester Perspective is a locally produced program airing Sunday evenings from 6:45 – 7:00 AM, and is one 15-minute segment hosted by Marti Casper. This program addresses issues and topics of concern to residents in Rochester, Monroe County and Western New York. Community and civic leaders address issues of health, education, employment, economics, housing, social services, and governmental aid from community agencies.

There follows a listing of some of the significant issues responded to by Station **WROC-AM** Rochester, NY, with its **“This Week We're Joined by”** show for the period **10/1-12/31**. This is a locally produced program from Rochester, NY, addressing some of the pertinent issues that affect the Rochester, NY community. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issues	Program/Segment	Date	Time	Duration	Episode Summary
Social Issues Fundraising Public Safety Arts and Culture Volunteerism Women and Children	T.W.W.J.B.	10/1	6:30 – 6:45 AM	15 min	This Week We Are Joined By Meghan Mundy the Founder of Fashion Week of Rochester who chatted about this year's event which will be taking place October 12th, 13th, 14th! Fashion Week of Rochester is a community event that continues to bring awareness and financial support to The Center for Youth's homeless programs, so no child or youth in our community is faced with an uncertain, unstable or unsafe place to live.
Social Issues Education Health and Wellness	T.W.W.J.B.	10/8	6:30 – 6:45 AM	15 min	This Week We Are Joined By Bob Russell, the CEO of Rochester Hearing and Speech.
Social Issues Education Health and Wellness Women and Children	T.W.W.J.B.	10/15	6:30 – 6:45 AM	15 min	This Week We Are Joined By Meredith Utman, she is the Director of Special Events at Breast Cancer Coalition.
Social Issues Education Health and Wellness Fundraising Women and Children	T.W.W.J.B.	10/22	6:30 – 6:45 AM	15 min	This Week We Are Joined By Garra Lloyd-Lester, the Coordinator of Community and Coalition Initiatives at the Suicide Prevention Center of NYS as Suicide prevention month continues.
Social Issues Health and Wellness Public Safety Women and Children	T.W.W.J.B.	10/29	6:30 – 6:45 AM	15 min	This Week We Are Joined By Nicole Morelle, the Vice President of Community Engagement at Willow Domestic Violence Center.
Education Fundraising Arts and Culture Women and Children	T.W.W.J.B.	11/5	6:30 – 6:45 AM	15 min	This Week We Are Joined By Laura Waltisky, the Executive Committee Secretary at the Dream Factory Rochester.
Education Volunteerism Women and Children	T.W.W.J.B.	11/12	6:30 – 6:45 AM	15 min	This Week We Are Joined By Krystle Ellis, the Executive Director Women's Foundation of Genesee Valley about their upcoming community initiatives.
Arts and Culture Local Economy Women and Children	T.W.W.J.B.	11/19	6:30 – 6:45 AM	15 min	This Week We Are Joined By Larkyn Austman who plays Elsa in Frozen on Ice, and she talks about the impact of female representation on stage.

Social Issues Fundraising Volunteerism Women and Children	T.W.W.J.B.	11/26	6:30 – 6:45 AM	15 min	This Week We Are Joined By Otto Harnischfeger, the Executive Director of The Pirate Toy Fund, longtime partners of the show. We talked about the off season and all the upcoming events to give back. The Pirate Toy Fund is the only nonprofit organization in the country dedicated to distributing new toys year-round to children in need throughout the Greater Rochester region. We talked about and promoted the Pirate Toy Fund Toy Drive happening from 11/28 to 12/2!
Social Issues Education Fundraising Public Safety Volunteerism Women and Children	T.W.W.J.B.	12/3	6:30 – 6:45 AM	15 min	This Week We Are Joined By Elaine Spaul the Executive Director for Center for Youth. Elaine spoke about what CFY does for the community and shared that they partner with youth to realize their full potential, by creating opportunities, removing barriers and promoting social justice.They offer services rooted in a culture of belonging, growth, and understanding to ensure youth voices will always be heard and respected. We also touched on the upcoming events for the holiday season!
Health and Wellness Women and Children	T.W.W.J.B.	12/10	6:30 – 6:45 AM	15 min	This Week We Are Joined By Ernest Lamour, the President and CEO of YMCA of Greater Rochester. The YMCA is, and always will be, a place where individuals and families from all walks of life are welcome and where they may learn, grow, and thrive – together. We chatted about upcoming goals and events the Y has coming up... along with new buildings and locations!
Social Issues Fundraising	T.W.W.J.B.	12/17	6:30 – 6:45 AM	15 min	This Week We Are Joined By Justin Cogswell, the Founder of Operation Build Up a local non for profit that takes the time to surprise struggling veterans and first responders with vehicles, motorcycles, homes and K9's! We chatted about the revamp of the organization, where it originated from, who it is helping, and who can help!
Health and Wellness Women and Children	T.W.W.J.B.	12/24	6:30 – 6:45 AM	15 min	This Week We Are Joined By Sean Scott, the Senior Recruiter of Heritage Christian Services established in 1984, strives to advance an inclusive and equitable community. Based in western New York, with concentrations in the Rochester and Buffalo Niagara regions, we're innovating and expanding as the needs of our community grow. We chatted about the opportunity to join the team of hardworking individuals and
Social Issues Fundraising Arts and Culture	T.W.W.J.B.	12/31	6:30 – 6:45 AM	15 min	This Week We Are Joined By Sarah Pavia, Creator and Founder of Second Look Styling, a consulting agency run out of Rochester NY that focuses on eco-friendly and sustainable fashion. Repurposing clothing while also making it affordable for the people in our city. We chatted about the upcoming clothing swap on Jan 6th in Fairport where people can bring 6 items of clothing and take away 6 items of new pieces.

There follows a listing of some of the significant issues responded to by Station **WROC-AM**, Rochester, NY, with its “**ROCHESTER PERSPECTIVE**” show for the period **10/1-12/31**. This is a produced program from Albany, NY, addressing some of the pertinent issues that affect the Rochester, NY community. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

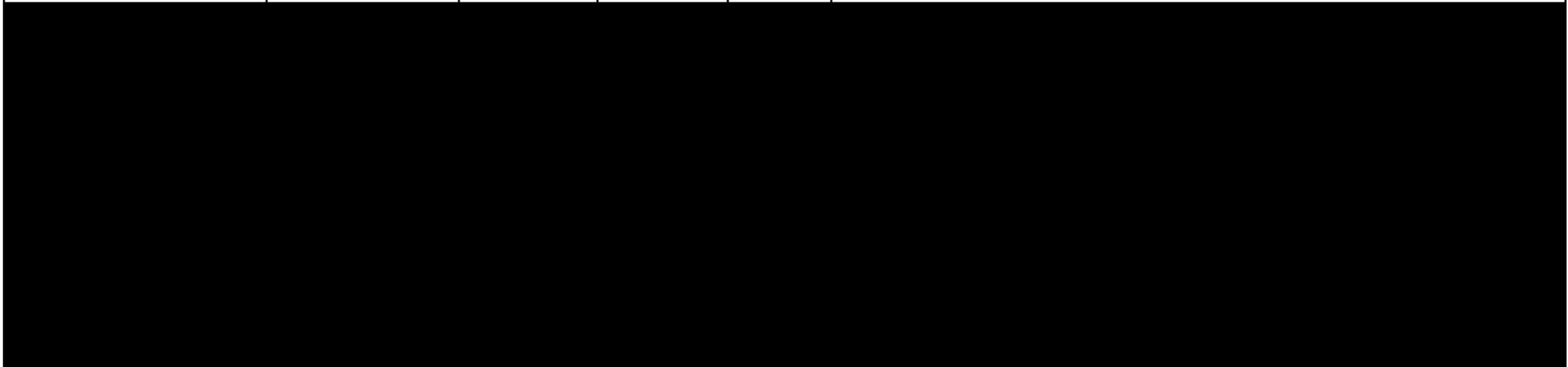
Description of Issues	Program/Segment	Date	Time	Duration	Episode Summary
Health and Wellness Fundraising Volunteerism Women and Children	Rochester Perspective	10/1	6:45 – 7:00 AM	15 min	The annual Matthews Auto Walkathon is Saturday October 7th, in person in Vestal, NY but virtually for the first time here in Rochester. What’s different about this Walkathon, according to Kathy, is that there is no registration fee whatsoever. All you have to do is register at Matthews Walkathon.com and say how many miles you will walk on the 7th. Matthews Auto will pay \$10 for every mile walked not only here and in Vestal, but in 6 other communities. Money in Rochester will be donated to Golisano Children's Hospital. In the first year of the event Matthews cut checks to local charities for over \$125 thousand dollars. Now that Rochester is in the mix, they are hoping to donate even more money.
Social Issues Education Volunteerism Women and Children	Rochester Perspective	10/8	6:45 – 7:00 AM	15 min	Eclipse 6 months out Debra Ross, Chair of Rochester Eclipse Task Force & Dan Schneiderman, RMSC Eclipse Partnership Coordinator. The Total Eclipse 2024 is 6 months to the day away. Thousands of visitors are expected to come to our area to experience total darkness on the afternoon of April 8th. Schools will be closed that day. Dan explains that safety glasses are mandatory and the RMSC has free glasses for the community. He also says that RMSC is holding a Partial Eclipse Viewing Party on October 14th and the public is invited. Deb added that Stokoe Farms, Parcel 5 Fall Fest and a special eclipse trip on the Colonial Belle will also take place on the 14th as we get ready for the total eclipse. They are seeing more people booking Air BnB’s and making hotel reservations. For more information go to <a href="http://rochestereclipse2024.org">rochestereclipse2024.org</a>
Social Issues Education Local Economy Women and Children	Rochester Perspective	10/15	6:45 – 7:00 AM	15 min	Starbridge is holding their Cause For Celebration 2023 Wednesday October 18th from 6 til 9 at Comedy At The Carlson. The money will help Starbridge continue to offer educational materials, and assist families and individuals with disabilities find work and ultimately, healthy independent living. Arrington works with students and families in the Rochester area and community outreach with the education and tools they need to make choices about care and life after school. For more information to go <a href="http://starbridgeinc.org">starbridgeinc.org</a>

<p>Health and Wellness Fundraising Volunteerism</p>	<p>Rochester Perspective</p>	<p>10/22</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>CURE Childhood Cancer receives 65% of its fundraising through Grassroots fundraising efforts. One of the biggest fundraisers is the Annual Race With Grace 5 and 10K which is held every Thanksgiving morning in Greece—this year it will be held at Lakeshore Community Church in Greece. This race can bring in as much as \$85 thousand dollars. Money at CURE goes to buying parking vouchers at local hospitals, gas cards, and emergency financial assistance. There is a Wish List at <a href="http://curekidscancer.com">curekidscancer.com</a></p>
<p>Education Health and Wellness Fundraising Volunteerism Women and Children</p>	<p>Rochester Perspective</p>	<p>10/29</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>PCAWNY has made an impact on raising money for local pancreatic cancer research since it began 14 years ago after 3 women, who had lost their mothers to pancreatic cancer, started this Grassroots group. They offer support, advocacy and awareness—the only group of its kind in the region. Their big fundraiser, Step It Up began in 2009 but has been virtual since 2020 until this Fall. It's at a new location—Gate-Chili Field House on Sunday November 5th from 1 til 4:30 with the walk itself at 1. It's a family fun filled day and affordable to register with all money staying local. <a href="http://PCAWNY.ORG">PCAWNY.ORG</a> is the website</p>
<p>Social Issues Education Health and Wellness Political Volunteerism</p>	<p>Rochester Perspective</p>	<p>11/5</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>One Soldier is putting together Hidden hero packages for the holidays. They are always in need of donations, like socks, Toothbrushes, soap, razors and other health care needs. With Veterans Day coming up, Lauren is hoping that 3 thousand thank you cards can be distributed in our area. And she says that any parent or family member in need of support can reach out at <a href="http://oneveteranatatime.net">oneveteranatatime.net</a>. While it is a small, grassroots organization, Lauren says she wants veterans and family to know that they are not alone. Next year's Annual Heroes and Hidden Heroes event will be held on August 11th st the Webster Fireman's Field with Hotel California, the Eagles tribute band, performing. More information on that will be forthcoming</p>

<p>Social Issues Education Health and Wellness Political Public Safety Women and Children</p>	<p>Rochester Perspective</p>	<p>11/12</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>Daylight Saving and Standard time switches impact our sleep patterns, productivity, and even safety. When we fall back, it gets darker earlier, so it's important to adjust evening routines and ensure your home is well-lit to prevent accidents. Slips, trips, and falls are prevalent, especially in icy conditions. It's crucial to wear appropriate footwear and take your time when navigating slippery surfaces. Also, be cautious while decorating for the holidays, as accidents can happen when using ladders and electrical equipment. Rich added that weather can change very quickly in Western New York so if traveling, have emergency contacts and local authorities numbers handy, and know the nearest medical facilities. Plan ahead—Check weather and road conditions. Make sure your vehicle is in good shape if you're driving. If you're flying, get to the airport early with extra time to spare due to increased holiday traffic.</p>
<p>Social Issues Education Health and Wellness Volunteerism Women and Children</p>	<p>Rochester Perspective</p>	<p>11/19</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>YWCA has been empowering women since 1883 here in Rochester. As early as 1922 YWCA established a race relations committee and by 1951 all programs and services were integrated. Today the mission of eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all still holds. This year the YWCA has helped women &amp; children and dads with children get back on their feet with temporary housing. And Dr, Henry says that thanks to a partnership with Key Bank, YWCA will be able to open a new house next fall that will serve 12 families. Donations are needed not only for building the home but for the Adopt A Family campaign for the holidays. Wish list can be seen at amazon.com or at the ywcarochester.org website.</p>
<p>Fundraising Arts and Culture Volunteerism Women and Children</p>	<p>Rochester Perspective</p>	<p>11/26</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>Catholic Charities Empty Bowls fundraiser is on December 7th at Kodak Center. They are hoping for 400 guests this year, as this is their biggest fundraiser, which is a global event to help the less fortunate. Various local artists provide hundreds of handmade bowls for purchase and this year 14 local restaurants are providing their signature soups. Money raised will help support Catholic Charities 84 programs offered for free, in the Rochester/Monroe County area. To buy tickets go to helpfcs.org/emptybowls. CCFS is also in the middle of Share The Joy, their annual holiday gift giving campaign. They are looking for gift cards, toys, hygiene items and so much more</p>

<p>Fundraising Arts and Culture Women and Children</p>	<p>Rochester Perspective</p>	<p>12/3</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>Eastman Museum is a holiday tradition for many. Eliza says the Sweet Creations Gingerbread Display goes through December 31st and the Tabletop trees display through the 14th. If you go to eastman.org you can bid on any of the houses, trees or wreaths. There is also a complete holiday movie schedule up at the website—the movies will be in the Dryden Theater, including The Muppet Christmas Carol, White Christmas and the 1970 version of Scrooge. In other news there is now the Diedrea Tisdale Memorial Scholarship, a fund which will support tuition for a future Black student at the Selznick School of Film Preservation for the next school year</p>
<p>Social Issues Education Fundraising Volunteerism</p>	<p>Rochester Perspective</p>	<p>12/10</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>Lollypop Farm sees a bit of an increase in the adoption rate at the holidays. Lindsay Advises that you do your research before giving an animal as a pet, as you would any other time of the year. Some pre-adoption protocol is followed.Lollypop runs periodic specials on adoptions—right now they are offering dogs at a discount. Lollypop is there 24/7 for help and advice on any pet/animal topic. Volunteer dog walkers are needed year round as are foster families for kittens, cats, puppies and dogs. Emergency services are available on a limited basis—if Lollypop cannot accommodate an emergency they have a list of resources available to us. Website is lollypop.org</p>
<p>Social Issues Education Health and Wellness Political Fundraising Public Safety Volunteerism Women and Children</p>	<p>Rochester Perspective</p>	<p>12/17</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>The statistics for domestic violence in Monroe County is one of the highest rates in the state, with over 41,500 calls to 9-1-1 in 2022 coming in. Willow is there to help when such calls come in. Nolan says over the holidays there is a slight spike in violence, between the stress of the holidays, money issues and shorter daylight. Willow makes sure that every survivor has access to services that they need. They are a safe haven for women or men and their families. There is a 24/7 manned phone/text number and all calls are confidential. This holiday season they are running their Holiday Gift Program and Purple Box campaign. Clothing, backpacks, bedding, coats, and school supplies are always needed. If you'd like to donate go tor willowcenterny.org. Also there you'll find all the different programs available for free to Rochester and surrounding communities. And tips on what to do if you suspect a loved one or friend may be in a dangerous domestic situation.</p>

<p>Social Issues Health and Wellness Volunteerism Women and Children</p>	<p>Rochester Perspective</p>	<p>12/24</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>PCHO is excited to announce that there will be new improvements to the Peace Village in 2024. Nick says they got 750 thousand dollars from the Rochester City Council to work with a Washington State company to build shelters with bathrooms and showers. They will be 2 person units and will be able to house 30 people and hoping to open in the spring. Lisa says the impact this will have on the hundreds of homeless people in our area is insurmountable. She says the fact that there will be these types of facilities not only helps the homeless but our community as well by reducing illness and a strain on medical facilities. It's not only a humanitarian movement but also a public safety issue that will be further addressed</p>
<p>Education Health and Wellness Public Safety Local Economy</p>	<p>Rochester Perspective</p>	<p>12/24</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>With the holidays here and wintry weather, Rich advises that we make sure our cars are ready for changing weather conditions and more aggressive drivers during this season. If you are involved in an accident, make sure to take a picture, never admit guilt, check yourself and others for injuries and call law enforcement. Also, if you are a home or business owner, make sure sidewalks, driveways and parking lots are treated for snow and ice. You could find yourself fighting a lawsuit if someone gets injured. Also with gift giving—if there are recalls on a dangerous product, google product recalls and know your rights as a consumer..</p>



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Description of Issues	Program/Segment	Date	Time	Duration	Episode Summary
Political Issues Social Issues	Capitol Connection	10/1	6 – 6:30 AM	30 min	WAMC’s David Guistina speaks with Democratic New York state Senator James Skoufis about his call for a crash gate to help rescue workers reach victims faster after the deadly I-84 bus crash, a hiring freeze for state agencies, his latest investigation into Core Craft, and much more.
Political Issues Social Issues	Capitol Connection	10/8	6 – 6:30 AM	30 min	WAMC’s David Guistina speaks with Nic Rangel, Executive Director of the Legal Aid Society of Northeastern New York (LASNNY) about free legal services for those living in poverty who can’t afford a lawyer to deal with housing and rent issues, domestic violence, and much more.
Political Issues Social Issues	Capitol Connection	10/15	6 – 6:30 AM	30 min	WAMC’s David Guistina speaks with Hank Greenberg, member and spokesperson for The Jewish Federation of Northeastern New York about New York Jews’ reaction to the attack on Israel by Hamas, and more.
Political Issues Social Issues	Capitol Connection	10/22	6 – 6:30 AM	30 min	WAMC’s David Guistina speaks with New York state Comptroller Tom DiNapoli about the state’s investment in Israel, profits being down on Wall Street, coming state budget deficits, and much more.
Political Issues Social Issues	Capitol Connection	10/29	6 – 6:30 AM	30 min	WAMC’s David Guistina speaks with State University of New York (SUNY) Chancellor John King about fee waivers, how SUNY is dealing with the Supreme Court decision against affirmative action, artificial intelligence and what it means to the University system, the impact of the Israeli Hamas conflict on campus, and much more.
Political Issues Social Issues	Capitol Connection	11/5	6 – 6:30 AM	30 min	WAMC’s David Guistina speaks with New York state Assemblymember Deborah Glick, Chair of the committee on environmental conservation about legislation to protect birds, bees and other pollinators, banning killing contests, and the Package Waste and Reduction Act.

Political Issues Social Issues	Capitol Connection	11/12	6 – 6:30 AM	30 min	WAMC's David Guistina speaks with New York state Inspector General Lucy Lang about her latest investigations into fraud and abuse throughout state government.
Political Issues Social Issues	Capitol Connection	11/19	6 – 6:30 AM	30 min	WAMC's David Guistina speaks with New York State Assembly Majority Leader Crystal Peoples-Stokes about the spike in antisemitic and hate-related incidents, whether she'll run for Congress in the 26th district after Brian Higgins announced he'll step down, state attorney general Letitia James lawsuit against Pepsi, and more.
Political Issues Social Issues	Capitol Connection	11/26	6 – 6:30 AM	30 min	WAMC's David Guistina speaks with Blair Horner, Executive Director of the New York Public Interest Research Group (NYPIRG) about ethics reform, higher education, and much more.
Political Issues Social Issues	Capitol Connection	12/3	6 – 6:30 AM	30 min	WAMC's David Guistina speaks with New York state Senator Liz Krueger about a news story that says Governor Hochul may be backing away from her affordable housing plan, two climate change bills Krueger wants the Governor to sign, the status of the legal cannabis industry, and much more.
Political Issues Social Issues	Capitol Connection	12/10	6 – 6:30 AM	30 min	WAMC's David Guistina speaks with Ed Cox, Chairman of the New York state Republican Committee about who Republicans are considering for Congressman Santos' seat, redistricting, a listener letter on the crime rate, and much more.
Political Issues Social Issues	Capitol Connection	12/17	6 – 6:30 AM	30 min	WAMC's David Guistina speaks with New York state Senator James Skoufis, a Democrat and Chair of the Senate Committee on Investigations and Government Operations. Senator Skoufis talks about his latest investigation in Orange County, he makes an endorsement in a coming congressional race, updates listeners on crash gates, zombie poles, and much more.
Political Issues Social Issues	Capitol Connection	12/24	6 – 6:30 AM	30 min	WAMC's David Guistina speaks with New York state Assembly member Pat Fahy about higher education.
Political Issues Social Issues	Capitol Connection	12/31	6 – 6:30 AM	30 min	WAMC's David Guistina looks back at the past year in New York state government and politics and what to expect in 2024 with Yancey Roy, Albany Bureau Chief for Newsday.

