

WCMF-FM/WCMF-HD1 Quarterly Report
Issues and Programming
1ST Quarter 2021

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ENTERCOM ROCHESTER
COMMUNITY ISSUES FOR WCMF-FM/WCMF-HD1
FIRST QUARTER, 2021

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 WCMF-FM/ WCMF-HD1, Rochester, NY.

WCMF-FM/ WCMF-HD1, 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). Portions of public affairs programs are aired in actuality format in morning drive news broadcasts to bring additional awareness and to better highlight community concerns and issues during the most-listened-to portion of the station's broadcast day.

WCMF-FM/ WCMF-HD1 airs a minimum of 60 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 WCMF-FM/ WCMF-HD1 Public Affairs Department has listed a general overview of issues and problems for our coverage area. That overview for the Fourth Quarter 2020 is attached to this report. The list of programs that addressed these specific issues is also attached.

PUBLIC AFFAIRS PROGRAMMING LIST FOR WCMF-FM/ WCMF-HD2

THE CITY:

The City is a locally produced program airing Sunday evenings from 6:00 – 6:15 AM, and is produced in one 30-minute segment hosted by Terry Clifford. The program deals with matters of concern to our listeners, including (but not limited to) minority issues, family, health and human services, and political issues.

THIS WEEK WE ARE JOINED BY:

This Week We Are Joined by is a locally produced program airing Sunday evenings from 6:45 – 7:00 AM, and is one 15-minute segment hosted Corey James and 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 6:30 – 6:45 AM, and is one 15-minute segment hosted by TJ Sharp. 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.

NEIGHBORS IN NEED:

Neighbors in Need is a locally produced program airing Sunday evenings from 6:15 – 6:30 AM and is one 15-minute segment hosted by Sandy Waters and Scott Spezzano. Topics covered are similar to those addressed on “Rochester Forum”, except the two programs cover different subjects each week.

FIRST QUARTER 2021 COMMUNITY ISSUES TREATMENT BY INDIVIDUAL ISSUES WCMF-FM/ WCMF-HD1

1. Education

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
3/14	THE CITY
1/17,1/24,2/7,3/14,3/27	THIS WEEK WE ARE JOINED BY
1/31,2/7,3/14	ROCHESTER PERSPECTIVE
1/3, 1/10	NEIGHBORS IN NEED

3. Health and Wellness

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
1/3, 1/24, 1/31, 3/28	THE CITY
1/3, 1/10, 1/17, 1/24, 1/31, 2/14, 3/7, 3/21, 3/28	THIS WEEK WE ARE JOINED BY
1/10, 1/31, 2/7, 3/7	ROCHESTER PERSPECTIVE
1/31, 2/7, 2/2, 3/14	NEIGHBORS IN NEED

5. Public Safety

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
2/21, 2/28	THE CITY
1/24	THIS WEEK WE ARE JOINED BY
	ROCHESTER PERSPECTIVE
3/14	NEIGHBORS IN NEED

7. Political

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
	THE CITY
	THIS WEEK WE ARE JOINED BY
	ROCHESTER PERSPECTIVE
	NEIGHBORS IN NEED

9. Arts and Culture

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
1/3	THE CITY
2/7, 2/28	THIS WEEK WE ARE JOINED BY
2/14	ROCHESTER PERSPECTIVE
3/21	NEIGHBORS IN NEED

2. Social Issues

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
1/3,1/10,1/17,1/24,1/31, 2/7, 2/14, 2/21, 2/28, 3/7, 3/14, 3/21,3/28	THE CITY
1/3, 1/17, 1/24, 1/3, 2/28	THIS WEEK WE ARE JOINED BY
1/3, 1/10, 1/24	ROCHESTER PERSPECTIVE
1/24, 1/31, 2/7, 2/14, 2/21, 2/28, 3/7, 3/28	NEIGHBORS IN NEED

4. Women and Children

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
	THE CITY
1/10, 1/17, 2/7, 2/14, 2/21, 2/28, 3/14, 3/28	THIS WEEK WE ARE JOINED BY
1/3, 1/10, 1/17, 2/7, 2/21, 3/14, 3/21	ROCHESTER PERSPECTIVE
1/17, 1/24, 3/7, 3/28	NEIGHBORS IN NEED

6. Local Economy

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
3/14	THE CITY
2/14	THIS WEEK WE ARE JOINED BY
1/24	ROCHESTER PERSPECTIVE
1/17, 2/28, 3/21	NEIGHBORS IN NEED

8. Volunteerism

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
1/3, 1/10	THE CITY
2/21, 3/14, 3/28	THIS WEEK WE ARE JOINED BY
1/3, 1/10, 2/21, 2/28, 3/7, 3/21	ROCHESTER PERSPECTIVE
1/17, 1/31	NEIGHBORS IN NEED

10. Fundraising

Programming that addressed this issue was:

DATE OF SHOW	TITLE OF SHOW
1/3	THE CITY
2/21, 3/7, 3/28	THIS WEEK WE ARE JOINED BY
1/10, 1/17, 1/24, 2/14, 2/21, 2/28, 3/7, 3/21	ROCHESTER PERSPECTIVE
2/7, 2/14, 2/21, 2/28, 3/7, 3/21	NEIGHBORS IN NEED

There follows a listing of some of the significant issues responded to by Station **WCMF-FM/ WCMF-HD1** Rochester, NY, with its **“THE CITY”** show for the period **1/3/21 – 3/28/21**. This is a locally produced program from Rochester, NY, addressing some of the pertinent issues that affect 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 Local Economy Health and Wellness Fundraising Arts and Culture Volunteerism	The City	1/3/21	6 – 6:15 AM	15 min	The 11 th Annual Meghan’s Run is coming up and this week. Bob Barry (Meghan’s Dad), Gail Wagner, Race Organizer discuss the event. The race is run in memory of Meghan Latone, who lost her battle to Non-Smokers Lung Cancer. Meghan asked that those who knew her remember and pick up the fight. In the past 11 years, the run has generated more than \$250,000 that goes directly to research, at The Wilmot Cancer Center at the U of R/Strong Medical Center. Like so many others this year, the race will be held in May Virtually. They are still looking for participants and volunteers.
Social Issues Volunteerism	The City	1/10/21	6 – 6:15 AM	15 min	Jessica Gallainte, President of Pitty Love of Western New York discuss adoption in our area. Jessica and a band of dedicated volunteer’s foster, aide in adoption, research and educate families on the Pit Bull dog breed. This particular species (or hybrid technically) has been greatly misunderstood. Locally many are used as “bait dogs” in illegal dog fighting/gambling operations. Jessica works hard to stop these operations and give these dogs a second chance at life.
Local Economy Social Issues	The City	1/17/21	6 – 6:15 AM	15 min	Heather Halstead, Director Communications for Enerpath NY, joins the program to discuss how Enerpath offers all aspects of turnkey energy efficiency programs for small businesses. The programs provide predictable, reliable and quantifiable results.
Health and Wellness Social Issues	The City	1/24/21	6 – 6:15 AM	15 min	Ann Huges, Public Relations Manager of Fidelis Care, joined the program to talk about NY State of Health, a program created as part of The Affordable Care Act to help all Americans afford health insurance. Open enrollment is underway and runs thru mid-February for coverage beginning immediately. Ann Huges outlined the different options and walks listeners through the website.
Health and Wellness Social Issues	The City	1/31/21	6 – 6:15 AM	15 min	Ann Huges of Fidelis Care continues the discussion regarding NY State of Health, the providers involved and Medicaid issues along with out of state care.

Social Issues	The City	2/7/21	6 – 6:15 AM	15 min	Entercom Rochester's The City will now work in conjunction with The Urban League of Rochester, directing all efforts on the UL's local agenda. Dr. Seanelle Hawkins, CEO for the Urban League joins us to introduce the organization.
Social Issues	The City	2/14/21	6 – 6:15 AM	15 min	Episode 2 – The Urban League discusses Interrupting Racism from 2020 into 2021, presenting the many layers of racism in the work place.
Social Issues Public Safety	The City	2/21/21	6 – 6:15 AM	15 min	Episode 3 –The Urban League discusses policing in the city of Rochester; Both sides of the story are presented objectively.
Social Issues Public Safety	The City	2/28/21	6 – 6:15 AM	15 min	Episode 4 – Continuation on the previous week's discussion regarding policing in the city of Rochester.
Social Issues	The City	3/7/21	6 – 6:15 AM	15 min	Episode 5 - The Urban League discusses pledges to support positive change focusing on education, engagement, action, and avocation.
Education Local Economy Social Issues	The City	3/14/21	6 – 6:15 AM	15 min	Episode 6 – UL discussion on a survey taken regarding incidents with police, within the school system, the workplace and local neighborhoods.
Social Issues	The City	3/21/21	6 – 6:15 AM	15 min	Episode 7 - Continuation of the previous discussion on a local survey administered. Several respondents noted that they have not experienced/witnessed racism personally beyond what they see and read about in the news and on social media.
Social Issues Health and Wellness	The City	3/28/21	6 – 6:15 AM	15 min	Episode 8- The Rochester Urban League shares that they are assisting the public in scheduling vaccination appointments for those in marginalized areas. The UL is also offering transportation to and from the vaccination site.

There follows a listing of some of the significant issues responded to by Station **WCMF-FM/ WCMF-HD1** Rochester, NY, with its **“This Week We’re Joined by”** show for the period **1/3/21 – 3/28/21**. This is a locally produced program from Rochester, NY, addressing some of the pertinent issues that affect 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 Volunteerism Health and Wellness	T.W.W.J.B.	1/3/21	6:45 – 7 AM	15 min	This Week We’re Joined By President & CEO of Volunteers of America Upstate New York Lynn Sullivan and Communications & Events Manager Jordynn Barnhart Sullivan to talk about their more than 34 essential programs and services empowers people in our community to rise out of poverty, move toward self-reliance, and reach their full potential. They accomplish this by providing long-term solutions to homelessness, poverty, addiction, illiteracy and criminal behavior.
Health and Wellness Women and Children	T.W.W.J.B.	1/10/21	6:45 – 7 AM	15 min	This Week We’re Joined By Pam Cowan the Chief Marketing & Experience Officer of the YMCA of Greater Rochester to talk about their focus on Youth Development, Healthy Living, and Social Responsibility through fitness.
Education Social Issues Women and Children Health and Wellness	T.W.W.J.B.	1/17/21	6:45 – 7 AM	15 min	This Week We’re Joined By Rosemary Hodges the Director of Education for the Norman Howard School to talk about the Norman Howard School that was Established in 1980 by parents and community members. NHS is a veritable community resource, providing learning disabilities expertise, and offering a sense of belonging for students who learn differently. Students who attend hail from 30 different school districts and benefit from our expertise in: Dyslexia and Reading, Attention and Executive Functioning, School-based and General Anxiety, Receptive and Expressive Language, Mood and Behavior Regulation, Memory and Processing, Nonverbal Learning Disabilities, Social Pragmatics and Autism Spectrum Disorders.
Health and Wellness Social Issues Education Public Safety	T.W.W.J.B.	1/24/21	6:45 – 7 AM	15 min	This Week We’re Joined By Dr. Mona Chitre the chief pharmacy officer for Excellus Blue Cross Blue Shield to explain the COVID-19 vaccine, how it works, safety aspects, and commonly asked questions.
Social Issues Health and Wellness	T.W.W.J.B.	1/31/21	6:45 – 7 AM	15 min	This Week We’re Joined By Kristina Mossgraber the Director of Education & Community Outreach for NAMI Rochester to talk about NAMI's mission is to provide support, education and advocacy to individuals and families of all cultural backgrounds who are living with mental illness. They envision a world where stigma is no longer a barrier to treatment, support is readily available, and mental illness is universally accepted as a treatable medical condition.
Women and Children Education Arts and Culture	T.W.W.J.B.	2/7/21	6:45 – 7 AM	15 min	This Week We’re Joined By Seneca Park Zoo’s Society Executive Director Pamela Reed Sanchez and Steve Lacy the Zoo Director to talk about the Seneca Park Zoo. Seneca Park and its 20-acre zoo is located in Rochester, New York. The zoo is home to over 90 species including mammals, reptiles, birds, amphibians, fish, and arachnids. It is accredited by the Association of Zoos and Aquariums. The zoo is operated by Monroe County, with support from the Seneca Park Zoo Society.
Local Economy Women and Children Health and Wellness	T.W.W.J.B.	2/14/21	6:45 – 7 AM	15 min	With the recent news of Brewfest cancellations across the country, there is a hole in the beer industry that our community looks forward to every year. By COVID-19 restricting mass gatherings, traditional Brewfest models have been postponed. So This Week We’re Joined By Kelly Guilfoyle the Founder/Creator of Drink Like A Girl

					is here to salvage the celebrations and community engagement with both in-person and virtual camaraderie with their Drink Like A Girl - Curtain Up Event 2021!
Women and Children Volunteerism Fundraising	T.W.W.J.B.	2/21/21	6:45 – 7 AM	15 min	This Week We're Joined By Erin Hunt and Heather Rossi to talk about The 2021 Gilda's Guys Bachelor Auction. The Auction raises money for Gilda's Club Rochester, which offers over 1,000 programs annually to help you connect and explore activities with others who understand what you, your family and loved ones are going through. Programs are offered throughout the day and evening. If you have children, they have areas for them to play, participate in activities and connect with others their age, allowing you to attend your program.
Social Issues Women and Children Arts and Culture	T.W.W.J.B.	2/28/21	6:45 – 7 AM	15 min	This Week We're Joined By Natalie Rae to talk about her aim is to bring the handmade, the rare, unique, dying arts and crafts of the hill tribe people and artisans of Vietnam to the rest of the world. Hoping in their own small way it can help to keep alive some of the ancient traditions and crafts of these enduring people. More information about NatalieRaeNY can be found at www.natalieraeny.com .
Health and Wellness Fundraising	T.W.W.J.B.	3/7/21	6:45 – 7 AM	15 min	This Week We're Joined By Dina Johnson, Director of Care & Support at Alzheimer's Association, Rochester & Finger Lake's chapter. The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. We talked about how to get involved and find resources locally.
Women and Children Volunteerism	T.W.W.J.B.	3/14/21	6:45 – 7 AM	15 min	This Week We're Joined By Alyssa Whitfield from Dress for Success Rochester to talk about how Dress for Success and its network of tremendously dedicated, energetic and generous people make it possible for Dress for Success Rochester to fulfill its mission. From the staff and board who build the infrastructure, raise the funds needed to operate and implement our programs, to the volunteers who make it possible for us to help women in this community thrive. Our success is truly a team effort.
Health and Wellness	T.W.W.J.B.	3/21/21	6:45 – 7 AM	15 min	This Week We're Joined By Garra Lloyd-Lester, Director, of NYS Suicide Prevention Community & Coalition Initiatives for the Suicide Prevention Center New York (SPCNY). SPCNY is operated by the Research Foundation for Mental Hygiene with funding from the New York State Office of Mental Health (OMH). Working in tandem, SPCNY and OMH seek to apply a combined clinical and public health approach to suicide prevention implementation as articulated in the New York State Suicide Prevention Plan.
Health and Wellness Women and Children Volunteerism Fundraising	T.W.W.J.B.	3/28/21	6:45 – 7 AM	15 min	This Week We're Joined By Kate Munzinger, Director of Development for Open Door Mission an organization Established in 1952. The Open Door Mission is a 501(c)(3) non-profit Christian Rescue Mission founded to provide for the spiritual and physical needs of the impoverished and homeless men, women and children of Rochester, NY by restoring hope and changing lives.

There follows a listing of some of the significant issues responded to by Station **WCMF-FM/ WCMF-HD1**, Rochester, NY, with its **“ROCHESTER PERSPECTIVE”** show for the period **1/3/21 – 3/28/21**. 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
Volunteerism Women and Children Social Issues	Rochester Perspective	1/3/21	6:15 – 6:30 AM	15 min	Candace the leadership president from the Open Door Mission joined us to talk about the upcoming Snack Pack Drive after Christmas supplies are low. Kids are on campus more so snacks are needed for children and youth programs. They are asking for Breakfast Bars Goldfish, Fruit Snacks, small affordable things can mean a lot for a kid who doesn't get snacks very much. Drop off or website always has drop off locations.
Health and Wellness Fundraising Women and Children Volunteerism Social Issues	Rochester Perspective	1/10/21	6:15 – 6:30 AM	15 min	This week we interviewed Sara Passamonte Executive Director from Compeer Rochester regarding their #BreakSilenceOnStigma Campaign. #BreakSilenceOnStigma is part of Compeer's mental health initiative for treatment through friendships has been challenged during COVID being virtual but is slowly getting back to what it once was. Volunteers can sign up now, but will be contacted next month. Sara also, talked about their need for need of monetary donations that can be given at compeerrochester.com.
Women and Children Fundraising	Rochester Perspective	1/17/21	6:15 – 6:30 AM	15 min	Lauren Bush, Director of Product Program for the Girl Scouts of Western New York. This year with COVID the Girl Scouts have had to go to online with cookie sales. In these uncertain times, Girl Scouts is here to provide consistency and stability for girls. They also have new virtual and safe-in-person programs in Science, Technology, Engineering, and Math (STEM), Outdoors, Life Skills, and Entrepreneurship all listed on the website gswny.org
Fundraising Social Issues Local Economy	Rochester Perspective	1/24/21	6:15 – 6:30 AM	15 min	United way of Greater Rochester President and CEO Jamie Saunders has joined us to talk about how Dollars that are donated are being allocated to local charity projects that United Way supports.
Health and Wellness Education	Rochester Perspective	1/31/21	6:15 – 6:30 AM	15 min	Christy Richards a Health Educator from Ontario County Public Health joined us to talk about how High school sports are back. Returning sports include wrestling, ice hockey, basketball, contact lacrosse, and volleyball, to proceed with individual and group training, competitions, and tournaments, effective February 1, 2021.
Health and Wellness Education Women and Children	Rochester Perspective	2/7/21	6:15 – 6:30 AM	15 min	Lisa Ponticello Marketing & Development Director from AutismUp –was here to speak about their Spring Term 2021 Registration that will open on Monday 3/8/2021. They are also introducing their Phase 3 Plan that will include additional in-person group classes.

Fundraising Arts and Culture	Rochester Perspective	2/14/21	6:15 – 6:30 AM	15 min	Becky Whele the President and CEO of the Genesee Country Village Museum joined us to talk about upcoming in person event Maple Sugar Event in March tickets go on sale March 1 st .
Women and Children Volunteerism Fundraising	Rochester Perspective	2/21/21	6:15 – 6:30 AM	15 min	Yana Khashper Co-Founder and CEO of ROCovery Fitness has been nominated for an ATHENA Award. The ATHENA Awards program was introduced to the Rochester community in 1987 by Rochester Chamber in partnership with its affiliate, the Women's Council. Yana joined us to talk about the benefits of fitness for recovering addicts. Rising numbers. Donate online.
Volunteerism Fundraising	Rochester Perspective	2/28/21	6:15 – 6:30 AM	15 min	Amy Warner a board member from the Verona Street Animal Society joined us to talk about their new ROC TOP DOG CONTEST on their website aimed at raising awareness and funds for Rochester Animal Shelter.
Volunteerism Fundraising Health and Wellness	Rochester Perspective	3/7/21	6:15 – 6:30 AM	15 min	Lori Meath Outreach Director for the Breast Cancer Coalition joins us to talk about the programs and services they have been hosting via internet/virtual platforms and had suspended in person programming. Lori let us know that they are slowly bringing these back. Specifically healing arts (tia chi) then eventually all events will return. More information can be found on their website.
Women and Children Education	Rochester Perspective	3/14/21	6:15 – 6:30 AM	15 min	Rachael Tacho director of info from Americorp Rochester joined us to talk about a competition to program and get money for college. You must have a high school diploma or equivalent in order to receive an education award. Helps local community and helps you learn new skills and possibly be compensated for it.
Volunteerism Fundraising Women and Children	Rochester Perspective	3/21/21	6:15 – 6:30 AM	15 min	Rebecca Ferri from Norman Howard School joined us to talk about their fundraiser in April. "The April Fool's Day fundraiser you're NOT invited to". Online funding for those students whose families need financial help fun concept different take on COVID safe fundraising
Women and Children Education	Rochester Perspective	3/28/21	6:15 – 6:30 AM	15 min	Emily Goldsmith, Development & Communications Manager for the Education Success Foundation joined us to talk about the tools needed for local students who have IEP and special education needs. The pandemic has made it difficult for learning and Education Success Foundation is here to help.

There follows a listing of some of the significant issues responded to by Station **WCMF-FM/ WCMF-HD1**, Rochester, NY, with its **“NEIGHBORS IN NEED”** show for the period **1/3/21 – 3/28/21**. 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
Health and Wellness	Neighbors in Need	1/3/21	6:15 – 6:30 AM	15 min	Part one of a two part series with Dr. Matthew Boheen from Restoration Wellness, discusses tips and tricks on keeping your New Year's weight loss resolutions.
Health and Wellness	Neighbors in Need	1/10/21	6:15 – 6:30 AM	15 min	Part 2 continuation with Dr. Matthew Boheen from Restoration Wellness.
Women and Children Volunteerism Local Economy	Neighbors in Need	1/17/21	6:15 – 6:30 AM	15 min	Alyssa Whitfield, CEO of Dress for Success, discusses the company mission to empower women and achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and life.
Social Issues Women and Children	Neighbors in Need	1/24/21	6:15 – 6:30 AM	15 min	A nationwide manhunt ensues after a child is kidnapped from a foster family. Angie Hundley discusses the experience as a child and how giving up was never an option. She has overcome an array of circumstances and events that would leave many others lost and in despair. In her debut book, A Recipe for Bad Lemons, Ingredients for Success from Life's Sour Moments, Hundley gives a glimpse of what determination and grit can get you.
Volunteering Social Issues Health and Wellness	Neighbors in Need	1/31/21	6:15 – 6:30 AM	15 min	Jamie Saunders, CEO for the United Way of Greater Rochester discusses efforts to recruit and staff over 400 volunteers for Covid 19 testing and vaccination sites. The United way is looking for people to fill positions ranging from greeters to organizers to administering vaccinations.
Social Issues Health and Wellness Fundraising	Neighbors in Need	2/7/21	6:15 – 6:30 AM	15 min	Guest, Bill Ray discusses how after his father was hospitalized for Covid-19 for seven months, found a demand that needed to be addressed; With no visitors allowed, communication was limited to FaceTime video chat. His organization, Prime Time Brass, held a virtual fundraiser in an effort to buy Ipads for local hospitals so families and patients can connect safely at such a crucial time.

Social Issues Fundraising	Neighbors in Need	2/14/21	6:15 – 6:30 AM	15 min	Guest, Tom Connor joins the show to discuss programs and services the AI Sigl Center provides for the community as well as kicking off their annual “Just One Dollar” campaign.
Social Issues Health and Wellness Fundraising	Neighbors in Need	2/21/21	6:15 – 6:30 AM	15 min	James Love, CEO for the local chapter of the American Red Cross, discusses their on-going blood drive and community services and disaster relief programs locally and nationwide. Rochester is the second oldest ARC chapter in the United States.
Social Issues Fundraising Local Economy	Neighbors in Need	2/28/21	6:15 – 6:30 AM	15 min	Timothy Taylor discusses Data Brilliance Software. Taylor started his company in his Mother’s Basement as a teen which today has grown to 32 employees and is a national leader in software and data encryption , Timothy Taylor describes his challenges as a minority in the community and speaks on all the ways his company is giving back to the neighbors in need in the Rochester Area.
Social Issues Fundraising Women and Children	Neighbors in Need	3/7/21	6:15 – 6:30 AM	15 min	Guests Kit Miller and students of the Gandhi Institute for Non-Violence discuss their acceptance in a grant program and how the program they have started is helping the community.
Public Safety Health and Wellness	Neighbors in Need	3/14/21	6:15 – 6:30 AM	15 min	Guest Steve Barnes, Lead Attorney for the Barnes Firm discusses defensive driving in Winter weather and hazards to avoid. Barnes also discusses pedestrian safety, auto safety and insurance procedures.
Arts and Culture Local Economy Fundraising	Neighbors in Need	3/21/21	6:15 – 6:30 AM	15 min	Guest Trisha Kuntz joins the program to talk about how she, as an artist and owner operator of a business, The Purple Painted Lady, is coping with the Pandemic. Kuntz also discusses the Arts festival coming up in September; 100% of ticket proceeds will be donated to local organizations.
Women and Children Social Issues	Neighbors in Need	3/28/21	6:15 – 6:30 AM	15 min	Jill Krenzer of Worldwide Orphan Hosting, discusses her family’s adventure in hosting an orphan from the Ukraine and how it transitioned into an adoption. Krenzer discusses the opportunity for more local host families that can help orphaned Children this summer.