

WROC-AM Quarterly Report
Issues and Programming
First Quarter 2024

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ENTERCOM ROCHESTER
COMMUNITY ISSUES FOR WROC-AM
FIRST QUARTER, 2024

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 First Quarter of 2024 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 **1/7 – 3/31**. 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 Education Health and Wellness Fundraising Volunteerism	T.W.W.J.B.	1/7	6:30 – 6:45 AM	15 min	This Week We Are Joined By Paul and Dave Delforte the Founders of The Scott Delforte Foundation we chatted about The Foundation and how it gives back to kids in our area by providing local grade school students the opportunity to participate in their respective schools ski/snowboard program. The Scott Delforte Foundation works closely with Bristol Mountain and the snow sports adviser from local area school districts to locate and provide for students wanting to experience the wonders of snowboarding and skiing.
Social Issues Fundraising Local Economy Volunteerism Women and Children	T.W.W.J.B.	1/14	6:30 – 6:45 AM	15 min	This Week We Are Joined By Otto Harnischfeger the Executive Director for 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.
Education Fundraising Arts and Culture Local Economy Volunteerism Women and Children	T.W.W.J.B.	1/21	6:30 – 6:45 AM	15 min	This Week We Are Joined By Felicia Smith, the Program Director at Urban-Suburban. Urban-Suburban is an Interdistrict Transfer Program, coordinated by Monroe #1 BOCES. Giving parents and families the chance to capitalize on their involvement that has been the cornerstone of the Urban-Suburban Program.
Social Issues Health and Wellness Local Economy Volunteerism Women and Children	T.W.W.J.B.	1/28	6:30 – 6:45 AM	15 min	This Week We Are Joined By Mark Dwyer, the Director of Marketing & Communications at Foodlink. Foodlink is a Rochester-based nonprofit dedicated to ending hunger and building healthier communities by addressing both the symptoms and root causes of food insecurity. Serving as the hub of the emergency food system across a 10-county service area. As a leading public health organization, Foodlink administers many programs and initiatives that aim to build the health and wealth of communities.
Social Issues Education Fundraising Local Economy Volunteerism Women and Children	T.W.W.J.B.	2/4	6:30 – 6:45 AM	15 min	This Week We Are Joined By Brenda Gaglia she is the Vice President of Al Sigi Foundation who came in to talk about the fundraisers the foundation has set for the year and how people can volunteer to help.
Social Issues Education Fundraising Arts and Culture Volunteerism	T.W.W.J.B.	2/11	6:30 – 6:45 AM	15 min	This Week We Are Joined By David Greenman, the Executive Director of CDS Wolf Foundation The CDS Wolf Foundation aims to help make a lasting impact on the lives of individuals with intellectual and developmental disabilities, seniors, and veterans. Residential and community living services, temporary housing for veterans, affordable housing, clinical services, case management, special olympics, recreation activities and emergency assistance are some of the unfunded areas that the CDS Wolf Foundation supports.

Education Health and Wellness Fundraising Local Economy Volunteerism	T.W.W.J.B.	2/18	6:30 – 6:45 AM	15 min	This Week We Are Joined By Kim Sandic and Gabe Cinquegrana from Kiwanis Club of Canandaigua has been an active and benevolent part of the community in Canandaigua, NY. The mission is to serve the children of the world. Membership benefits are numerous, including amazing volunteer opportunities, great social events, relationships with community-minded individuals, and of course service to children, seniors, veterans, and the community.
Fundraising Public Safety Arts and Culture Local Economy Volunteerism Women and Children	T.W.W.J.B.	2/25	6:30 – 6:45 AM	15 min	This Week We Are Joined By Ami Salzman, the Director of Fairy Godmothers of Rochester. Fairy Godmothers is a program that serves area high school teens who might not otherwise be able to afford a prom dress and accessories. Through donations of new and gently used formal dresses and accessories, we are able to turn dresses into dreams for students in our community. Come on to promote their upcoming prom fair.
Social Issues Public Safety Volunteerism	T.W.W.J.B.	3/3	6:30 – 6:45 AM	15 min	This Week We Are Joined By Loni Wellman, the Director of Programs at Veterans Outreach Center. This is a locally found organization that offers a comprehensive portfolio of supportive services designed to meet the needs of veterans and their families. Through the generosity of our community, all of these programs and services are provided free of charge.
Health and Wellness Fundraising Local Economy Volunteerism	T.W.W.J.B.	3/10	6:30 – 6:45 AM	15 min	This Week We Are Joined By Jonathan Griffiths, the Owner of Rochester Running Company to promote the Runnin' of the Green, an iconic 5 mile race right in the heart of downtown Rochester to celebrate St. Patrick's Day. The community involvement to make this event everything is, is what makes it such a special and important event for the Rochester Community.
Education Health and Wellness Fundraising Local Economy Volunteerism	T.W.W.J.B.	3/17	6:30 – 6:45 AM	15 min	This Week We Are Joined By Tim Ambrosetti and Conor McKenna, the Co-Chairs of Cancer Support Community Rochester 14th Annual Bachelor Auction to talk about the final days leading up to this year's auction.
Social Issues Education Fundraising Public Safety Volunteerism	T.W.W.J.B.	3/24	6:30 – 6:45 AM	15 min	This Week We Are Joined By Yana Khashper she is the Co-Founder of ROcovery Fitness to discuss the program that is ROcovery Fitness. Known for its supportive community of physically active individuals brought together by sober living, committed to creating an environment of healing and recovery. Members, friends and families are empowered to discover their inner strength and confidence through adventure, fun and camaraderie.
Education Health and Wellness Volunteerism Women and Children	T.W.W.J.B.	3/31	6:30 – 6:45 AM	15 min	This Week We Are Joined By Clare Mckenna and Michaela Deeg from 13Thirty Cancer Connect to discuss the program and their upcoming events. The mission of 13thirty Cancer Connect, Inc. is to help adolescents and young adults (AYAs) impacted by cancer live their very best lives. We also chatted about the shop and sip event they were hosting on park ave to give back to local businesses while also raising awareness.

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 **1/7 – 3/31**. 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
Education Volunteerism Women & Children Social Local Economy	Rochester Perspective	1/7	6:45 – 7:00 AM	15 min	The Greater Rochester Chamber Of Commerce is holding their annual Athena Awards on February 1st at the Convention Center downtown. The awards have been held since 1987 to honor and empower Greater Rochester’s female leaders in business. Faraci-Lange is one of the sponsors. One of their attorneys, Krtistin Merrick is one of the finalists for Athena International Young Professional Award.
Social Issues Political Women & Children Health & Wellness Education Volunteerism	Rochester Perspective	1/14	6:45 – 7:00 AM	15 min	Uniting Through Hope And Healing is holding a series of informational sessions this month on the city’s plans to reassess homes in Rochester. Clay says this will cause families already struggling to pay mortgages or rent to the brink of homelessness. Rochester has been one of the poorest cities in the nation for decades and people are paying 30,40,50,60+ percent of their Household income to rent. Where they were paying \$500-\$600 for a one bedroom for rent now they are paying \$800-\$1,000 in some of the poorest areas. Two and three bedroom they are now paying \$1200-\$2,500. We have more homelessness in Monroe County/City of Rochester than we have ever had. Clay hopes to get useful information and a petition to Council to stop this from happening. Also UTH is holding a special MLK Jr. day event on January 22nd @ Aeon Baptist Church
Social Issues Health & Wellness	Rochester Perspective	1/21	6:45 – 7:00 AM	15 min	Post holiday and seasonal depression can hit hard during January. Andriana Lozier from Monroe County Mental Health Association says some tips to overcome that are to put lights on as soon as you get up, eat more nutritious foods, exercise and of course reach out to a family member, friend or anyone at MHA who can talk you through tough times. If you suspect someone you love is having problems with depression be there for them, listen and for more tips go to mharochester.org
Public safety Education Women & children Health & wellness	Rochester Perspective	1/28	6:45 – 7:00 AM	15 min	Rich Barnes from the Barnes Firm broke down understanding personal injury and demystifying it involves the key components and dispelling common misconceptions. Also making sure you have the proper insurance coverage should you become involved in a lawsuit or dispute
Education Local Economy Public Safety Arts & Culture	Rochester Perspective	2/4	6:45 – 7:00 AM	15 min	Eclipse update with Red Wings Debra Ross Rochester Eclipse 2024 Chairperson, Dan Mason, General Manager Rochester Red Wings Deb ran down safety measures to take as we prepare for the eclipse, including having eclipse glasses and making sure you are somewhere safe when we are in total darkness. One of those places is Innovative Field, where Dan says plans are being made for a safe, family friendly day and perfect location to view the eclipse. Rochestereclipse2024.org website has all the information

Health & Wellness Fundraising Volunteerism Education	Rochester Perspective	2/11	6:45 – 7:00 AM	15 min	Conor McKenna Associate Board Member and Bachelor Auction Chair CSC @ Gilda's Club 14th Annual Bachelor Auction to benefit CSC @ Gilda's Club is March 23rd. This year Conor says the event will be held at Essex with 26 local bachelors up for auction, including Rochester Amerks defenseman Joe Cecconi. Money raised funds all of the free to the public programs at CSC. This is the biggest and most successful fundraiser of the year. There will be 3 guest bartending nights with some of the bachelors serving drinks. The first one is at the Daily Refresher on March 8th. Website for more information and to support a bachelor is cscrochester.org/bachelorauction
Health & Wellness Women & Children Education	Rochester Perspective	2/18	6:45 – 7:00 AM	15 min	Justen Arnold, Author, Movement & Life Optimization Coach, Nutritionist and Strength/Conditioning Coach. Justen just released his second book, Potential In The Presence Of Adversity Self. Justen is a survivor of severe childhood sexual and psychological abuse. This new book focuses on overcoming and dealing with challenges, uplifting words of encouragement and empowerment. Justen also just completed a year of running at least a mile every day in order to keep up with his teenage daughter. He also regularly donates and volunteers with various organizations through his mission work.
Public Safety Education Social Issues Economic	Rochester Perspective	2/25	6:45 – 7:00 AM	15 min	Rich Barnes President and Attorney The Barnes Firm Rich explained the differences between Civil law and Criminal law cases. Civil law deals with compensating victims and criminal law on punishing offenders. But just because someone may be involved in a criminal case, they still could file a civil lawsuit, as in the case of the families of the victims of OJ Simpson. There are some gray areas and it's easy to get confused. Having an attorney can certainly help victims navigate the waters of what can sometimes be complicated cases.
Social Issues Volunteer Health & Wellness Education Fundraising	Rochester Perspective	3/3	6:45 – 7:00 AM	15 min	Dan Jobin, Founder & Director Before The Last Call Dan is a firefighter and EMT who survived a near fatal accident a few years ago. His recovery was helped by his love of horses, where he'd get out and ride every day. He found it therapeutic and thought that other trauma survivors may benefit from horse therapy so got certified in it. Dan teamed up with Lone Oak Stables in Kendall 4 years ago so First Responders and Veterans in the Monroe County area can take part in equine therapy. The group continues to grow as word spreads. There is a Casino Royale fundraiser on March 8th at the Holiday Inn downtown for only \$50 a ticket. More information is at beforethelastcall.com
Education Arts & Culture Local Economy Women & Children	Rochester Perspective	3/10	6:45 – 7:00 AM	15 min	Paige Engard Director Of Communications Genesee Country Village and Museum. GVC now officially has 68 buildings on the 600 acres of land on the grounds in Mumford. They are from Rochester and each has historical significance. No more will be added. The clothing collection from the late 1800's and early 1900's along with more than 20 thousand artifacts are now housed there. Activities continue throughout the year. In March the short lived but fun Maple Sugar Festival runs March 15th thru 17th then March 22nd thru 24th, with maple tree tapping and pancake breakfasts going on. ANd they are gearing up for Solar Spectacle April 5th through 7th leading up to Totality on April 8th. You can find out how 19th-century Americans viewed, understood, and recorded total solar eclipses—there was a total solar eclipse in Rochester in 1860! Website is gcv.org

<p>Health and Wellness Social Issues Public Safety Women & Children Education</p>	<p>Rochester Perspective</p>	<p>3/17</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>Jim Love Executive Director Cancer Support Community at Gilda’s Club March is Colorectal Cancer Awareness Month. Colorectal Cancer is the #2 most deadly cancers behind lung cancer. A new campaign is on to get the word out for people to get tested. In the city of Rochester an average of 95 people are diagnosed each year. CSC has found that screening falls short in the African American and Latino communities so they have started an aggressive Outreach and Community Engagement program in those areas in hopes of getting more people to screen for this disease. CSC has made free, at-home colorectal cancer screening kits available. Jim says these tests are 98% effective and that since the program started last spring, there has been a 47% return on at home tests with 20 positive tests returning. Jim says that if you do get a positive test back to contact your doctor and if you need support Gilda’s Club can offer that and more. Get a free kit by calling 585-423-9700 or go to csrochester.org</p>
<p>Social Issues Public Safety Local Economy Education Political Women & Children</p>	<p>Rochester Perspective</p>	<p>3/24</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>Clay Harris Founder Uniting And Healing Through Hope Group held several informational sessions about the city’s plans to reassess property at higher value and the adverse impact this would have on lower income families in the city. Clay’s petition asks the city to not reassess for another 2 years, as we are still feeling the effects of the pandemic. Uniting is also in the middle of their annual Easter basket campaign—donations can be dropped off at 6 local Tops market locations and volunteers are needed to put the baskets together and deliver them next Sunday to those in need. Last year over 500 baskets were prepared. You can sign up to volunteer at unitingthroughhope.com. And the petition to delay reassessment is at the Rochester United For Fair Assessment Facebook page</p>
<p>Social Issues Public Safety Local Economy Education Arts & Culture Volunteerism</p>	<p>Rochester Perspective</p>	<p>3/31</p>	<p>6:45 – 7:00 AM</p>	<p>15 min</p>	<p>Debra Ross Rochester Eclipse 2024 Chairperson & Kiki Smith, Outreach and Fundraising Coordinator Southeast Area Coalition. Final overview on what to expect on April 8th in the path of totality. Public safety concerns addressed and the huge economic impact it’s having on our area. Over 150 thousand visitors are expected between Thursday April 4th and Monday April 8th. Kiki put together Total Eclipse Of The Park at Genesee Valley Park on April 8th from 1 till 6pm, an all inclusive event. It’s specially designed for the visually impaired or blind community with a “sight” box that allows the blind to feel the eclipse with sound waves. There are 10 boxes available for other organizations in the community. And Wilson high school students built 3 tent canopies out of silver black solar film to create the skylight out of the material used for eclipse glasses. Website for the park event is eclipsefestival.org</p>

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Political Issues Social Issues	Capitol Connection	1/7	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with William Aiken, President of RID, Remove Intoxicated Drivers, about their support of a bill to lower the blood alcohol content (BAC) for drunk driving from .08 to .05.
Political Issues Social Issues	Capitol Connection	1/14	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with John Kaehny, Executive Director and Co-Founder of Reinvent Albany about New York Governor Kathy Hochul's state of the state address this week.
Political Issues Social Issues	Capitol Connection	1/21	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with New York State Comptroller Tom DiNapoli about the Governor Hochul's budget proposal, the rainy day fund, migrants, and much more.
Political Issues Social Issues	Capitol Connection	1/28	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with New York Republican Assembly Minority Leader William Barclay about his recent trip to China, the governor's budget proposal, use of the rainy-day fund for migrants, education, climate change, public safety, and much more.
Political Issues Social Issues	Capitol Connection	2/4	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with Democratic Assembly Majority Leader Crystal Peoples-Stokes about the governor approving temporary employment for migrants, education and hold harmless, cannabis, climate change, and much more.
Political Issues Social Issues	Capitol Connection	2/11	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with Kathy Sheehan, President of the New York State Conference of Mayors and Mayor of Albany about what cities, towns, and villages are asking for from the state government and how much that will cost.
	Capitol Connection	2/18	6 – 6:30 AM	30 min	Replaced with Special Broadcast (see Below)
Political Issues Social Issues	Capitol Connection	2/25	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with Pollster Steve Greenberg from the Siena College Research Institute about their latest poll out this week.
Political Issues Social Issues	Capitol Connection	3/3	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with Susan Lerner, the Executive Director of Common Cause New York, about the newly approved congressional redistricting maps, voting and elections, public campaign financing, money in politics and the importance of media in a democracy.
Political Issues Social Issues	Capitol Connection	3/10	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with Assemblymember Sarahana Shrestha, a Democratic Socialist, about the need for more affordable housing, the problem with education funding, climate change, migrants, and much more.
	Capitol Connection	3/17	6 – 6:30 AM	30 min	Replaced with Special Broadcast (see Below)
Political Issues Social Issues	Capitol Connection	3/24	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with New York state Assembly Republican Minority Leader William Barclay about the budget, the plight of small farms, migrants, child care, and much more.
Political Issues Social Issues	Capitol Connection	3/31	6 – 6:30 AM	30 min	WAMC's David Guistina in conversation with Krista Hesdorfer, Director of Public Affairs for Hunger Solutions New York about legislation to provide free meals to all public school students in need.

Special Broadcasts:

Audacy Conversations-State of the Entertainment Industry / February / Seg 1

Guest: Ron Perlman, Cynthia Littleton-Variety, Karina Manashil-Mad Solar Productions, Patrick Gomez-Entertainment Weekly, Duncan Crabtree Ireland-SAG/AFTRA

Airdate: 2/18 6-6:30 AM

Category: Media/Entertainment

Description: Hollywood has always reflected the changing world around it. But we are at a reflection point, coming off a 6 month strike. Streaming services are on the rise and older business models are falling. We discuss what the future of what the entertainment industry looks like and what it means for what we will see and consume.

Audacy Conversations-State of the Entertainment Industry / February / Seg 2

Guest: Ron Perlman, Cynthia Littleton-Variety, Karina Manashil-Mad Solar Productions, Patrick Gomez-Entertainment Weekly, Duncan Crabtree Ireland-SAG/AFTRA

Airdate: 2/18 6-6:30 AM

Category: Media/Entertainment

Description: Hollywood has always reflected the changing world around it. But we are at a reflection point, coming off a 6 month strike. Streaming services are on the rise and older business models are falling. We discuss what the future of what the entertainment industry looks like and what it means for what we will see and consume.