

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

July, August, September 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 ascertainments 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

10/5/23

Date

1. Title: **Oven Fresh Jobs Job Fair**

Event: The need was clear for another Job Fair in our area with much interest from businesses and workers.

Duration: Promos started in August for the event on Wednesday August 24th, 9A-1P

Description: 40+ CNY employers were able to meet with applicants face-to-face as businesses are eager to hire and workers are slow to apply.

2. Title: **All Things Equal**

Event: Sunday morning at 5:30AM

Duration: 15-20 minute segment

Description: An in depth conversation on issues of diversity, equity and sustainability. Topics are attached.

3. Title: **Fingerlakes Favorites**

Event: First time, listener nominated and voted awards to recognize businesses in the middle Fingerlakes.

Duration: Daily promos and live mentions through the quarter.

Description: The first phase was nominations, through May, where we directed people to our website. Second phase was voting in June. Third phase, in August, was a glossy magazine and commercial flights to promote businesses, many of which were adversely affected by the pandemic.

4. Title: **Serving and Protecting**

Event: A series of spots highlighting our local law enforcement and supporting all first responders. This campaign is ongoing.

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.

5. Title: **Women Swimmin'**

Event: August 13th

Duration: :60 promos

Description: Promoted the annual event that that supports our local Hospicare facility which offers palliative services to individuals and families in our area. Unfortunately, the event was cancelled at the last minute over lake conditions.

ALL THINGS EQUAL
Q3 2023
Prepared by Joe Salzone

Date: July 4, 2023
AIRED A REPLAY

Date: July 11, 2023
Host: Kate Supron
Guest: Leslie Reynolds, Cornell Population Center

Date: July 18, 2023
Host: Kate Supron
Guest: Samantha Stevenson, Director of Operations, REACH Medical

Date: July 25, 2023
Host: Gary Stewart
Guest: Jennifer Tavares, Tompkins Chamber

Date: August 1, 2023
Host: Gary Stewart
Guest: Jarra Jange, Cornell's College of Veterinary Medicine

Date: August 8, 2023
Host: Kate Supron
Guest: Karim Beers, Cornell Cooperative Extension of Tompkins County

Date: August 15, 2023
Host: Kate Supron
Guest: Pedro Molina, political cartoonist

Date: August 29, 2023
Host: Gary Stewart
Guest: Michael Ramos, United Way of Tompkins County

Date: September 5, 2023

Host: Kate Supron

Guest: Mary Jo Dudley, Cornell Farmworker Program

Date: September 12, 2023

Host: Gary Stewart

Guest: Pastor Arthur Price, 16th Street Baptist Church – Birmingham, AL

Date: September 19, 2023

Host: Kate Supron

Guest: Madeline Rosas, Community Foundation of Tompkins County

Date: September 26, 2023

Host: Gary Stewart

Guest: Lesa Carter, TC3's Education Opportunity Program Director and Assistant Diversity Officer