

2014 2nd Quarter

On April 11, 2014, WBER's Friday Morning Show program had Jennifer Byrnes from the Central Library of Rochester and Michelle Finn, Deputy City Historian of Rochester on the air from 8:15-8:30 A.M. to talk about World Book Night. We discussed the concept of World Book Night and how people in Rochester would be handing out books in the Rochester area. World Book Night promotes literacy as well as actively engaging and emerging readers to read.

Issue Addressed: Family and Community

WBER's Friday Morning Show had 4 students from the Eastern Monroe Career Center's Cosmetology program: Ruth Lora, Renee Yankloski, Cierra Roback, Tory Harrington, as well as the teacher Renee Frosini, on the air April 11 8:35-8:50 A.M.. We talked to them about why they decided to enroll in the class, the types of things that the class offers and what kind of stuff they have learned, which will help them after high school as they get ready for college.. Also, covered was how the class will prepare her for a potential future career in this field as well as internships available.

Issue Addressed: Education

Friday, May 2 2014, WBER's Friday Morning Show also had Brian Bailey on the air as a guest to talk about the 2014 Rochester Teen Film Festival and Summer Camp. We discussed its history as well as how kids can get involved and the criteria involved. The festival honors the work of urban, suburban and rural teen filmmakers. We had a student on the air with us during the interview from the Media Production Class at Monroe #1 BOCES program, who is interested in film, which added to the interview session.

The interview was from 8:30-8:45 A.M..

Issue Addressed: Education / Family and Community

Friday, May 9th, WBER's Friday Morning Show had Dave Lamb, Katie Lamb (a volunteer for the ADA event) and Bill Walter (from local ADA staff) on the air from 8:20-8:35 A.M. to talk about the American Diabetes Association Tour De Tour Cycling event that took place on June 8, 2014. We discussed the history of the event in Rochester, as well as its national history. We covered the specifics on the event as far as the 6 types of cycling races and routes as well as the ages and abilities.

Issue Addressed: Health and Safety

Friday, May 16th, 2014, WBER's Friday Morning Show had Dr. Susan Newman on the air from 8:15-8:30 A.M. for Better Hearing and Speech Awareness Month. Susan is an Audiologist that works for Monroe #1 BOCES. We talked about what listeners can do to prevent hearing loss. This was an important topic for us as so many of our listeners are "plugged in" to headphones and listeners to music for hours and hours a day.

Issue Addressed: Health and Safety

Friday, May 30, 2014, WBER's Friday Morning Show had Chris Fitzgerald, Director Of Animal Services and Jennifer Brown from Verona Street Animal Society on air from 8:15-8:30 A.M.. The interview was to talk about The Fast and Furriest event that was held on June 7, 2014. The event is held to create awareness on animal adoptions and the importance of spaying and neutering pets. This year marked the 8th year of the event, which included a 10K, 5K and dog walk.

Issue Addressed: Family and Community

Wednesday, May 28, 2014, WBER's New Wave Wednesday program had Dina Gramlich and Michelle Weaver from Prayers4Avrie on air to raise awareness for childhood Leukemia. They were on from 7:30-7:40 A.M..

Issue Addressed: Health and Safety

June 6, 2014, the WBER Friday Morning Show had Kate Edgerton, Communications Specialist from the Genesee Center for The Arts on the air from 8:15-8:30 A.M. for an interview on the 2014 Spokes & Ink event, which was held June 7, 2014. The event features art, music and bikes and brings the community together for it in the Monroe Avenue area of downtown Rochester. Genesee Center for the Arts is a not for profit organization that educates, encourages and inspires people of all ages to enjoy the visual arts.

Issue Addressed: Family and Community

June 6, 2014, the WBER Friday Morning Show had Annette Christensen from Monroe #1 BOCES on the air from 7:15-7:30 A.M. to talk about the Adult Education Career Training and Literary classes offered at Monroe #1 BOCES. Classes are designed to gain entry level skills and offer hands on skills. Programs range from Culinary Arts to Pharmacy Technician to Welding.

Issue Addressed: Education

9 student public service announcements ran in the 2nd quarter of 2014. These PSA's were produced by the students of the Monroe #1 BOCES Eastern Monroe Career Center Media Production class and were written about their class.

WBER aired PSA's from the following organizations in the 2nd quarter of 2014. These are PSA's that students in the Monroe #1 BOCES Eastern Monroe Career Center Media Production class picked. They chose these PSA's based on how it related to them, how they thought it would help kids their age or just on the fact of how listeners of WBER could benefit from hearing them on our airwaves.

- Wildfire Prevention
- IRS
- NHTSA
- Wounded Warrior Project
- American Lung Association
- Recycling
- Marines
- FireAdapted.org PSA