

## 2014 4<sup>th</sup> Quarter

October 10, 2014, WBER's Friday Morning Show had Leah Shearer Noonan on for an interview, she is a Program Coordinator for the Teens Living With Cancer Program. The interview was from 8:05-8:20 A.M.. This was the first time we have had someone from the organization on the air and we discussed what the Teens Living with Cancer Program offers to teens as well as their families. Teens Living with Cancer Program try to give people the courage and support they need to live a normal life and do as much as they can. We also talked about the Bandana Bolt 5K Race that was held on October 12, 2014 at Seneca Park.

Issue Addressed: Health and Safety / Family and Community

October 17, 2014, in honor of October being Breast Cancer Awareness Month, WBER's Friday Morning Show had Marissa Mercione on the air to talk about a Breast Cancer Zumba-thon event. The event was held on October 25, 2014 in Hamlin, NY and raises awareness for the Breast Cancer Coalition in Rochester, NY and provides support for families. The interview was from 8:15-8:30 A.M.

Issue Addressed: Health and Safety

Friday, October 24, 2014, the Friday Morning Show on WBER had David Singleton as a guest on the airwaves from the Help Me Read organization. The Help Me Read program at School 17 in Rochester is in its 7<sup>th</sup> year and helps children in grades 2-5 learn to read better, as well as being a positive factor in improving their behavior and self-image. We talked about the volunteers that make the program a success in helping the kids improve their reading skills and what is involved with signing up to be a tutor in the program. The interview was from 8:15-8:30 A.M..

Issue Addressed: Education

Friday, October 31, 2014, the Friday Morning Show on WBER had Kate Edgerton as a guest on the airwaves from the Genesee Center For The Arts on the air from 8:15-8:30 A.M. The interview was around the 11<sup>th</sup> Annual Chili Cook-off, which was held on November 15, 2014 at the Genesee Center for The Arts and Education. We talked about the history of the Chili Cook-off as well as any new additions to the event this year. Also covered was general info about Genesee Center for the Arts and what the organization offers to the community of Rochester as far as education of the visual arts.

Issue Addressed: Family and Community

On November 14, 2014, WBER's Friday Morning Show had Jennifer Byrnes from the Central Library of Rochester and Shannon Kelly, a certified application counselor, on the air from 8:15-8:30 A.M. to talk about enrollment assistance for the Affordable Care Act. We talked about the program and how listeners in the community can enroll for health insurance through the Affordable Care Act at libraries during open enrollment between 11/15/14-2/15/15.

Issue Addressed: Health and Safety

On December 5, 2014 Tom Foster was a guest on the WBER Friday Morning Show from 8:15-8:30 A.M. to talk about Holiday Outreach. Holiday Outreach is a local organization that has been around since 1993 and provides food to area food pantries and soup kitchens as well as provides gifts to children in the Rochester area. Our interview covered how the organization started and all the various aspects of what they offer to the community and what their volunteers do to make the holiday season better for those that are in need.

Issue Addressed: Family and Community

December 12, 2014, WBER's Friday Morning Show guest was Leah Noonan, a Program Coordinator for the Teens Living With Cancer Program. The interview was from 8:15-8:30 A.M.. The interview was set up to discuss the Goin' Bald for Bucks program which raises awareness and cancer research and programs. The program is concentrated on schools where students take on a leadership role to band together to make a difference.

Issue Addressed: Health and Safety

WBER aired PSA's from the following organizations in the 4th 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.

- NHTSA
- Wounded Warrior Project
- American Lung Association