

2014 3rd Quarter

July 18, 2014, WBER's Friday Morning show had Angelo and Kim Collazo on the air to talk about the OI Love Desserts event on July 19, 2014. The interview was from 7:05-7:20 A.M.. The event is to raise awareness from Osteogenesis Imperfect, also known as brittle bones disease.

Issue Addressed: Health and Safety

August 1, 2014 WBER's Friday Morning Show had Kristin Smith from Farm Sanctuary on the air from 8:15-8:25 A.M.. The interview was to talk about and discuss their organization mission of farm animal protection. The Farm Sanctuary raises awareness for farm animal issues through life saving rescue, education and advocacy work. We also talked about their 2014 Walk for Animals event held on September 6, 2014.

Issue Addressed: Family and Community

August 22, 2014, WBER's Friday Morning Show had Dr. Cynthia Rand, MD, MPH on the air to able childhood immunizations and vaccinations. As it gets closer to school starting and the weather changing, we thought it would be a good idea to have a doctor on the air to inform parents about different medical info that would be helpful for them and their children. The interview lasted from 8:15-8:30 A.M..

Issue Addressed: Health and Safety

September 12, 2014, WBER's Friday Morning Show had Agathi Georgiou on the air from 7:15-7:25 A.M.. to talk about the Greentopia Festival that took place on September 12th and 13th, 2014 in downtown Rochester. Greentopia is a festival concentrating on sustainability with a focus on music, design and eco-fest, which aimed to educate and inspire.

Issue Addressed: Environment and Sustainability

September 17, 2014, WBER's New Wave Wednesday program had Kate Hermann and Kellie Fraver from the George Eastman House on the air from 7:30-7:45 A.M.. The interview discussed the George Eastman House's role in the Rochester community as well as the PhotoFinish 5K event that was on September 27, 2014.

Issue Addressed: Family and Community

September 19, 2014, WBER's Friday Morning Show had Esca Encina, staff lead, from Lollypop Farm on the air from 8:15-8:25 A.M.. The interview was to discuss their 17th annual Barktober Fest taking place September 27, 2014. The festival consists of a pet walk, obstacle course, kid zone and live music. Lollypop Farm's mission is to building lifelong bonds between people and animals through education, community outreach programs and the prevention of cruelty.

Issue Addressed: Family and Community

October 1, 2014, WBER's New Wave Wednesday program had Maureen Murphy, executive director of Habitat For Humanity of Ontario County on the air from 7:20-7:35 A.M.. The interview covered what Habitat for Humanity is all about and how they help families in need in the Rochester area. They also discussed World Humanity Day that was on October 6, 2014.

Issue Addressed: Family and Community

WBER aired PSA's from the following organizations in the 3rd 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.

- Recycling
- Wildfire Prevention
- NHTSA
- Wounded Warrior Project
- American Lung Association

WBER ran 60 public service announcements for the 2014 Corn Hill Summer Arts Festival, held on 7/12/14 and 7/13/14, between 7/7/14-7/13/2014.

Issue Addressed: Family and Community

WBER ran 70 public service announcements for the 2014 Park Ave Arts Festival, held on 8/2/14 and 8/3/14 between 7/23/14-8/3/14.

Issue Addressed: Family and Community