

2nd Quarter 2015

April 17, 2015 WBER's Friday Morning Show had Marc Natale, Executive Director of the Rochester American Heart Association and John Freeman (John's son Connor had a congenital heart defect as an infant that required surgery as well as well 2 additional surgeries) on the air from 7:40-7:55 A.M.. The AMA was very helpful to their family throughout this difficult process. We discussed the American Heart Association's Heart Walk that took place on April 25, 2015. We talked about the activities planned for the event which included a Kids Zone, Villages to celebrate, educate and raise awareness, blood pressure screenings and tours of Rochester neighborhoods. We also covered the many areas that the AMA does for the community, including research, advocacy, urgent care and fit friendly worksites.

Issue Addressed: Health and Safety

May 1, 2015 the WBER Friday Morning Show had Dave Carro, the Director Of Communications And Marketing from CP Rochester on the air from 8:15-8:30 A.M.. CP Rochester is a local organization that supports individuals of all ages and abilities to determine their own pathway in life. They offered health, education and support services in the Rochester area to assist them in reaching their goals. Also, discussed was CP Rochester's 5K Run For Fun that was held on May 9, 2015!

Issue Addressed: Health and Safety / Education

On Friday, June 5, 2015, the WBER Friday Morning Show had Frank Kruppenbacher, Director / Public Relations for Rochester School for The Deaf on air along with Bill Keenan. They were guests on our airwaves to discuss the Rochester School for the Deaf 7th Annual River Rumble 5K Run/Walk was held on June 6. RSD offers educational programs for deaf and hard of hearing children and young adults, from newborns to age 21 in Western and Central NY. Rochester, NY has one of the largest deaf communities in the U.S. and having them on air was important for us to let listeners know about an event in our community. The interview was from 8:10-8:25 A.M..

Issue Addressed: Education

WBER aired PSA's from the following organizations in the 2nd quarter of 2015. These are PSA's that high school student interns as well as community volunteer interns picked out. They chose these PSA's based on how it related to them, how they thought it would help their age group or just on the fact of how listeners of WBER could benefit from hearing them on our airwaves.

Emergency Preparedness-FEMA

Childhood Asthma-EPA

Stroke Awareness-AHA/ASA

Big Brothers Big Sisters

Wounded Warrior Project

Re-Connecting Kids with Nature-FSDOA

WBER ran PSA's for the Urban Suburban year end Gala. These PSA's ran from 5/19-5/28/15.

Issue Addressed: Education