

4th Quarter 2015

On, October 14th from 7:30-7:40 A.M., we had Kelli Hanson, Development from the American Lung Association on to discuss their organization and their Fight for Air Climb which happened on Saturday, October 17th at the Legacy Tower downtown. All proceeds go to benefit the American Lung Association education and outreach programs in the Rochester and Buffalo area.

Issue Addressed: Health and Safety

On October 16, 2015 WBER had Kristina Faller (Associate Director Of Communications) and Gillian Hargrave (VP/COO) on the air from Lollypop Farm from 8:15-8:40 A.M.. October is National Adopt A Dog month and WBER listeners are very passionate about animals so we wanted to get the word out about events at Lollypop. We discussed dog adoptions, as well as other animals available there. We even found out that the name Lollypop Farm was after the song Lollypop. We also covered what Lollypop offers to the community as far as for students as well as seniors.

Issue Addressed: Family and Community

On Monday, October 26, 2015, DJ Vernicus had Molly Bailey, Director of Girls on the Run (GotR) of Rochester on the air, along with Jennifer Palumbo, Media Specialist for GotR of Rochester. They were guests on the airwaves to discuss the LUNAFEST Film Festival to be held on October 27. GotR of Rochester, which is the local chapter of a national organization promoting confidence and healthy lifestyle choices for young girls through conversation-based learning and the creative integration of running. The interview was from 8:00-8:10 A.M.

Issue Addressed: Family and Community / Health and Safety

Friday, November 13, 2015, WBER's Friday Morning Show had Megan Charland and Janice Gouldthorpe as guests on air from the Genesee Center for The Arts on the air from 8:15-8:30 A.M. The interview was around the 12th Annual Chili Cook-off, which was held on November 14, 2015 at the Genesee Center for the Arts and Education. The event involves a local chili making competition with local restaurants where attendees receive a hand-made ceramic bowl. There is also live music during the event. We discussed its history as well as what takes place during the event. We also talked about general info about Genesee Center for the Arts and what the organization offers to the community of Rochester with outreach programs, classes and workshops.

Issue Addressed: Family and Community

On December 4, 2015, Tom Foster from Holiday Outreach was a guest on the WBER Friday Morning Show from 8:15-8:30 A.M.. Holiday Outreach is a local organization that has been around since 1993 and provides gifts to children in the Rochester area of families in need. 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. We also discussed what listeners can do if they are interested in helping out with Holiday Outreach, as one of their biggest needs is gift wrapping of toys.

Issue Addressed: Family and Community

On December 4, 2015 WBER's Friday Morning Show had Katrina Walter as a guest on the air from 7:05-7:15 A.M.. The interview was to talk about Farm Sanctuary and to discuss the organization's mission of farm animal protection. The Farm Sanctuary raises awareness for farm animal issues through life saving rescue, education and advocacy work.

Issue Addressed: Family and Community / Environment and Sustainability

On December 18, 2015, WBER's Friday Morning Show had founders, Yanna Khashper and Sean Smith, as well as board member, Patrick Mullen from ROCovery Fitness on the air from 8:15-8:30 A.M.. ROCovery is a supportive sober community of physically active individuals brought together by the pursuit of healing and recovery from addiction. They offer ways for these individuals to succeed in life through running, cycling, climbing, being and living normally in society.

Issue Addressed: Health and Safety

WBER continued to run Monroe #1 BOCES Transportation PSA's, which began on 9/9/15 and ended on 11/11/15.

Issue Addressed: Economy

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

Big Brothers Big Sisters

Wounded Warrior Project

Re-Connecting Kids with Nature-FSDOA