

3rd Quarter 2015

Friday, July 17, 2015 WBER's Friday Morning Show had Molly Jacob on the air from 8:15-8:30 A.M. to talk about the Third Annual Brenton Bomber Classic Softball Game And Home Run Derby that was held on July 18, 2015. This event is put on to assist community youth sports registration fees for children in East Rochester families in need. The event, in addition to the game and home run derby, also has food, crafts, vendors and kids activities.

The Brenton Jacob Memorial Fund was created in 2013 to honor Brenton "BJ" Jacob, a 2004 East Rochester High School graduate who, at age 26, passed away unexpectedly. He was a dedicated baseball player and fan throughout his life. The Brenton Bomber Classic pays homage to his love of the sport, while creating opportunities for a new generation of East Rochester children to discover their passion and talent, regardless of economic status.

The Brenton Jacob Memorial Fund also sponsors the Red Stitches Award Essay Contest. Children ages 9-12 participating in the East Rochester Little League Program can submit a 100 word essay on why they love baseball and the winning prize is a one week paid session at Williamsport Little League Camp in Williamsport, PA, home of the Little League World Series. Brenton attended this camp as a child and it was a cherished memory for him.

Issue Addressed: Family and Community

Friday, August 7th, 2015, WBER's Friday Morning Show had Roger Campbell from Everybody Rides on the air for an interview. Everybody Rides is an organization that advocates for individuals with disabilities to ride horses for therapy. The program age ranges from 4 to 90 years old and also accepts veterans. The interview was from 8:15-8:30 A.M..

Issue Addressed: Family and Community / Quality Of Life

Friday, September 18, 2015, WBER's Friday Morning Show had George Kelly from Project New Hope NY on the air from 8:20-8:40 A.M.. Project New Hope NY is a non-profit organization whose mission is to assist veterans and their families with PTSD, TBI, Marital Issues, Chronic Pain, and Suicidal Thoughts. They help veterans and their family, offer education, training and skills needed to manage their lives after being in the Armed Services. We also discussed their Comics for Heroes event that was held on September 26, 2015. This was the first time WBER has had someone from PNHNY on the airwaves.

Issue Addressed: Family and Community / Quality Of Life

*WBER ran 60 public service announcements for the 2015 Corn Hill Summer Arts Festival from 7/6-7/12/2015

Issue Addressed: Family and Community

*WBER ran 70 public service announcements for the 2015 Park Avenue Festival from 7/22-8/2/2015

Issue Addressed: Family and Community

WBER started running BOCES Transportation PSA's on 9/9/15 and they ran until 11/11/15.

Issue Addressed: Economy

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