

**QUARTERLY REPORT  
Of  
Community Needs and Issues Ascertainment  
For the Quarter:**

April, May, June 2023

**WYXL - FM**

Ithaca, New York 14850

**Instructions:**

1. This document is to be maintained in the Local Public File of the station. A report of this type is to be placed in the file on the last day of each quarter.
2. The list of needs or problems shall be based on the station's ascertainments of those needs or problems consistent with the FCC Standards and company policy. The list may not exceed ten needs and/or problems but each must be described in detail sufficient to show all aspects of the need or problem listed.
3. The description of programs presented in response to the need or problem should be listed with the need or problem in which the program addresses it. The program title should be given first and followed by the need or problem addressed. All the programs carried during the preceding 3-month period need not be listed, but only typical and illustrative examples representative of the programs carried.
4. The date and time of the day that each program shown was broadcast by the station shall be listed.



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Chris Allinger-Operations Manager

7/6/23

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Date

1. Title: **Oven Fresh Jobs Job Fair**

Event: The need was clear for another post-pandemic Job Fair in our area with much interest from businesses and workers.

Duration: Promos started in March for the event on Thursday April 27th, 9A-2P

**Description:** 40+ CNY employers were able to meet with applicants face-to-face as businesses are eager to hire and workers are slow to apply.

2. Title: **Fingerlakes Favorites**

Event: The 2023 edition of the listener nominated and voted awards to recognize businesses in the middle Fingerlakes.

**Duration:** Daily promos and live mentions through the quarter.

**Description:** The first phase was nominations, through May, where we directed people to our website. Second phase was voting in June. Third phase will be a glossy magazine and commercial flights to promote businesses, many of which were adversely affected by the pandemic.

3. Title: **Serving and Protecting**

Event: A series of spots highlighting our local law enforcement and supporting all first responders.

Duration: :30 and :60 sponsored spots through the quarter.

**Description:** This is a hot-button topic on our community and the purpose of the campaign is to show support and to further the proposition that these people are part of the community too.

4. Title: **United Way of Tompkins County**
- Event: Ongoing support of programs
- Duration: :30 second PSA campaign
- Description: Each PSA was recorded by CRG staff and local business people highlighting the programs and agencies of the local United Way.
5. Title: **All Things Equal**
- Event: Saturday Morning 5:30 AM
- Duration: 20 minute segment
- Description: An in depth conversation on issues of diversity, equity and sustainability. Topics are attached.

## **ALL THINGS EQUAL – Q2 2023**

**Prepared by Joe Salzone**

Date: 4-4-23

Host: Gary Stewart

Guest: Severin Drix, Ithaca High School teacher

Date: 4-11-23

Host: Kate Supron

Guest: Samantha Hillson, Tompkins County Whole Health Department

Date: 4-18-23

NO SHOW / AIRED REPEAT

Date: 4-25-23

Host: Gary Stewart

Guest: Matthew Bull, Baden-Powell Council, Boy Scouts of America

Date: 5-2-23

Host: Kate Supron

Guests: Emily Xiao and Sarah Rubin, Cornell students

Date: 5-9-23

Host: Kate Supron

Guest: Casey Verderosa, executive director, Ithaca Welcomes Refugees

Date: 5-16-23

Host: Gary Stewart

Guest: Cornell Professor David Levitsky

Date: 5-23-23

Host: Gary Stewart

Guest: William Horning, Cornell University Office of Academic Diversity Initiatives

Date: 5-30-23

Host: Kate Supron

Guest: Josselyn Richards-Daniels, Finger Lakes Toy Library

Date: 6-6-23

Host: Kate Supron

Guest: Danielle Szabo, Ithaca Area Economic Development

Date: 6-13-23

Host: Susan Reilly

Guest: Angela Sullivan, Tompkins County Alcohol & Drug Council

Date: 6-20-23

Host: Kate Supron

Guest: Olan Mack, The Learning Web

Date: 6-27-23

Host: Kate Supron

Guest: Carrie Whitmore, Continuing Education and Workforce Development at  
Tompkins Cortland Community College