

WCYY-FM
1st QUARTER 2015
January 1, 2015 – March 31, 2015
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Townsquare Media Portland

QUARTERLY ISSUES/PROGRAM LIST

WCYY PUBLIC AFFAIRS PROGRAMMING

During the 1st quarter of 2015, 94.3 WCYY broadcasts one half-hour public affairs program: *Perspectives*.

Perspectives is a program consisting of two 15 minute segments. The program's focus is on various issues of concern to the community. Public Affairs Director, Celeste Baranyi and Meredith Weed each host a segment on *Perspectives*. *Perspectives* airs every Sunday morning at 6:00 A.M.

WCYY ISSUES/PROGRAMS

January 1, 2015 – March 31, 2015

The following is a list of top issues of primary concern to the 94.3 WCYY listening area as ascertained by WCYY management and staff. Included with this list is a reference to WCYY public affairs programming as summarized in this report. Issues are not necessarily listed in order of importance.

- **Fundraising**
- **Health**
- **Family/Social Services**
- **Tourism**
- **Government Services**
- **Local Culture, Arts, History**
- **Food Security**
- **Education**
- **Public Safety**
- **Environment/Energy**
- **Social Services**
- **Animal Welfare**
- **Family**

The following interviews were conducted to address these issues:

Kids Free to Grow

Kennebunk, Maine

Issues: Education, Family/Social Services, Fundraising

Guest: Genevieve Gardner, Executive Director

Summary:

Kids Free to Grow is the Child Abuse Prevention Council for York County. They offer programs to professionals that work with children, parents and schools, to educate children and adults about Child Abuse. Genevieve Gardner provided information about their programs and the importance of them to our community and got the word out about The 20th Annual Bid Against Child Abuse Auction and Golf Tournament.

Maine Cancer Foundation

Falmouth, Maine

Issues: Health, Fundraising

Guest: Tara Hill, Executive Director

Cullen McGeough, Communications Director

Summary:

The Maine Cancer Foundation is fighting cancer by supporting cancer research, fostering prevention practices, increasing early detection and improving access to care. They hold several fundraisers during the year for our listeners to take part in. coming up soon will be Mary's Walk and the Twilight 5K. Fundraising helps support many important programs including: Breath easy Coalition of Maine, The Patric Dempsey Center for Cancer Hope & Healing, Free ME from Lung Cancer, The Maine Public Health Association and many more.

Falmouth Land Trust

Issues: Environment, Community

Guest: Analiese Larson, executive Director

Jed Harris, former board member

Summary:

The Falmouth Land Trust's mission is to permanently protect field, forest, shoreline and wildlife lands; maintain the historical character and natural beauty of Falmouth and to educate it's citizens regarding the values of donation, stewardship and enjoyment of protected lands. Right now the foundation is fundraising for their largest and most important purchase to date, Hurricane Valley Farm. This 62 acre property includes open fields, farmland and wetlands and will be their first that includes a structure. This property is one of the best remaining examples of Falmouth's rural character and the Foundation is anxious to permanently protect this landmark property.

**St Andre Home
Biddeford, Maine**

Issues: Family, Health and Welfare, Fundraising, Social Services

Guest: Diane Madden

Sgt. Steven Webster

Summary:

St Andre Home was started on Easter Sunday in 1940, by the Good Shepherd Sisters of Quebec, to provide guidance to young women and families. They have a staff of experienced case managers and programs to help bring families together. Most importantly, they provide support to families in crisis. Fundraisers coming up include their Annual Dinner and Spring Fling Baby Boogie. The mission of St. Andre Home is to serve young women and children in need, to strengthen and restore family life and to promote the individual dignity of each person approaching the Agency with a need.

**Children's Miracle Network
Portland, Maine**

Issues: Child Health

Guests: Adam Dube, Children's Miracle Network

Andy Hoffman, C.H. Robinson

Bill Mackinnon, Bittersweet Ridge Disc Golf Course

Summary:

Children's Miracle Network at The Barbara Bush Children's Hospital provides incredible care and support for sick children and their families. One of their biggest fundraisers of the year is "The Third Annual Children's Miracle Network Disc Golf Tournament" being held at Bittersweet Ridge. It's a really great time for a good cause, with door prizes, raffles and a cook out. This is a tremendous event for our listeners and their families.

**Heart of Biddeford
Biddeford, Maine**

Issues: Community, Business, Environment, Education

Guest: Delilah Poupore, Executive Director

Summary:

The Heart of Biddeford is in a partnership with the city of Biddeford, the business community, property owners and residents. This organization fosters economic development and improves the downtown quality of life. They are a volunteer driven organization with programs such as: The Riverwalk Project, Main Street Program and Art in the Park. During our interview we discussed the important revitalization of Biddeford and talked about the need for volunteers and donations.

**Harpswell Heritage Trust
Harpswell, Maine**

Issues: Community, Environment, Education

Guest: Julia McLeod, Outreach Coordinator

Summary:

Harpswell is a gorgeous area and during this interview listeners learned about the hiking trails, Nature Day Camp, Sunset Cruise, Rain or Shine Hiking Group, conservation and recreation land with public water access, dog friendly areas and the many volunteer opportunities that are available, such as: volunteers to scout for pests, lead educational events, make compost, mow and take on special projects. Julia McLeod spoke about the importance of preserving the natural environment along Harpswell's coast so that many generations can enjoy the tidal pools, fields and islands.

**Legal Services for the Elderly
Lewiston, Maine**

**Issues :Elderly, Health and Welfare, Legal Services
Guest: Jill Randall, Staff Attorney**

Summary:

Legal Services for the Elderly provides a helpline that provides legal information, advice and brief services to the elderly. They advise seniors about consumer problems, MaineCare, Medicare, long term care, housing, benefits, financial powers of attorney and other legal matters. L.S.E. needs more volunteers for their five offices. They are looking for law students, practicing attorneys, retired attorneys and community volunteers that may have special skills to offer. Staff attorneys also represent seniors in more complex cases, such as: elder abuse and financial exploitation, predatory lending, MaineCare denials, evictions and discharges from long term care facilities.