

# Issues/Response For Middlebury College WRMC, 91.1 Non-Commercial FM Station

(Second Quarter 2020, April - June)

The radio station of Middlebury College in Middlebury, Vermont continues to serve the respective communities with quality programming 24 hours a day. A priority of the station is to provide our listening area with sufficient public service announcement coverage and programming.

## WRMC

WRMC, 91.1 serves the Lower Champlain Valley from Shelburne to Rutland Vermont and North Eastern Upstate New York on the SouthWestern shores of Lake Champlain.

*Report form. During the previous quarter, WRMC identifies issues that have been significant to the campus and the greater communities. We ran/run the programs indicated to address them.*

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Issue: Region heavily impacted by border crossing issues and farm labor issues for migrant community. WRMC is singular station in market addressing this topic and supporting the community.

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To address this, we: Spanish language programming. In collaboration with el Red Hispana for the rebroadcast of Welcome to America on a weekly basis, rebroadcast rights for Es asi y Punto – Latin American Sports and social discussions on a daily schedule, DemocracyNow! En Espanol on a daily schedule, Contigo, weekly Spanish language religious guidance and social issue discussion. WRMC delivers Spanish language PSA's. WRMC is ongoing engaged in supplying health information to the vulnerable population regarding flu, measles and other health threatening communicable diseases in native language.

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Date(s): Continuous      Time of Day: 0400-0630      Weekly:      **Daily:**

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Issue: National News is no longer programmed by commercial stations in listening environs.

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To address this, we: Schedule public national news 4 minutes every hour, from syndicated source

Date(s): Continuous      Time of Day: hourly: 0700-1600      Weekly:      **Daily:**

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Issue: Public Awareness

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To address this: Ad Council – Specific hourly campaigns focusing on the response and best practices surrounding Covid-19 and the pandemic with spots of Interest, Education and Well Being. This has been supplemented this quarter by increasing the volume of Spanish language PSA regarding the same information. When not available in audio files, WRMC has been self-producing Spanish language PSAs.

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Date(s): Continuous      Time of Day: Run 300 x 00:30 spots weekly at various time loads

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Issue: Large liberal (L) community searches for outlet of alternative news than standard in the region.

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To address this, we: Program DemocracyNow! As the sole radio station in Vermont airing this show live in real-time allowing for call in active participation in the program. Additionally, WRMC is the sole provider of Spanish language Public Service Announcements on coronavirus and the pandemic.

We have increased our commitment to supply accurate information with a scientific background by adding a daily drop-in for Berkley College of Medicine (aka; The Lowdown).

Date(s):      Continuous      Time of Day: hourly: 0800 & 0901      Weekly:      **Daily:**

Issue: Public Affairs

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To address this: On average, fully 10% of WRMC's broadcasting day is dedicated to presenting a divergent voice from mainstream broadcasting. Hosts, students from a broad spectrum of regions and cultures, are allowed within good taste access to air. This can take the form of community centric Public Affairs Programming, interviews with local guests, current News and Commentary, issue of Cultural Events or Diversity Discussions.

That said, commencing in late February, WRMC initiated informal social distancing and then robust social distancing in the facility. This directly has impacted this commitment. That physical distancing is still in place. To off-set this absence of live divergent voices, WRMC has drawn on several world-wide services with re-broadcasting permission, from our Northern neighbor the CBC and across the pond from the BBC.

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Station: WRMC	Date of Report:	June 16, 2020
Signature of licensee/Ch.Op.: G. P. Savoie		

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