

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

(Third Quarter 2020, July - September)

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.

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. Over the Summer, WRMC assisted the Mexican Consulate Tour Bus in it's Addison County constituent stop-over.

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 added Mano A Mano, a WEEKLY specialty issue of the Presidential Election cycle, in Spanish; Monday mornings in prime time, 0900HRS.. This continued through the November elections. WRMC delivers Spanish language PSA's. WRMC is ongoing engaged in supplying health information to the vulnerable population regarding flu, measles an other health threatening communicable diseases in native language.

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

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

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:**

Issue: Public Awareness

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.

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

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

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 from Berkley College of Medicine (aka; The Lowdown).

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

Issue: Public Affairs

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.

Issue: News and Information specific to women's health and well being

To address this: WRMC has added a weekly programming slot aimed specifically toward female health produced by the NPR outlet at WAMC, Albany, NY. - 51%.

Date(s): Continuous Time of Day: Tuesday @ 0900HRS Weekly: **Daily:**

Issue: THE PANDEMIC ! Continuing reporting and information from all sources.

WRMC has for the past 9 months been deluged with Public Health requests, CV-19 alerts, Governor's Press Briefings, et al. As the Pandemic of CV-19 has deepened rather than become shallower, combined with the Election Cycle and the following dis-information campaign, WRMC has to the best of its ability attempted to be responsive to the public and State government by providing news updates, switching scheduled airtime with public news conferences and creating localized voice-overs of public news bulletins received from the Governor's Office of Health. Staff shortages and temporary interns have with limited success in accurately documenting all of these public services. Often with abysmal success.

Station: WRMC Date of Report: January 12, 2021
Signature of licensee/Ch.Op.: G. P. Savoie
