

1st Quarter Issues Report 2018

WBDR FM Copenhagen/Watertown

January 2018 April 2018

SNOWTOWN USA

The Border is an official sponsor of Watertown's Official Winter Festival. A fun week to celebrate winter in the North Country. The Week long events are mostly free and designed to bring people and winter together. Snow Shoeing, Sledding, Cocoa and Film Festivals and Fireworks.



Thoughtful Thursday

Every Thursday listeners are urged to carry out 3 Random Acts of Kindness. Below is a WBDR listener that decided to donate her hair to locks of love. This has been an incredibly rewarding experience for the staff as well as for our listeners. It's truly made the market 30% Kinder.



SPECIAL OLYMPIC POLAR PLUNGE

WBDR Morning man Johnny Spezzano spent the month of March recruiting listeners for this years

plunge April 7th 2018. They raised tens of thousands of dollars again this year. Cassandra Rucker Special Olympics Director of Development visited the morning show several times and helped MC with Johnny again this year freezing reason.



ZUMBATHON

WBDR has helped CMN of NNY for years. The Local Children's Charity held a Zumbathon and WBDR helped spread the word to our listeners for this year's event. Sweating for Local Kids in the Hospital through the Children's Miracle Network of Northern NY.



SPCA Bark N Wine Charity Auction

WBDR ran a schedule advertising this years SPCA Bark N Wine Dinner Auction. The Biggest Fundraiser of the Year for our Local Animal Shelter. WBDR Radio Personality

Johnny Spezzano was again this year the Celebrity Auctioneer. Helping raise close to \$40,000 for the No Kill Animal Shelter in February 2018



SPCA “Pet Adoption”

Every Monday WBDR Gives an hour of airtime for the adoption of stray pets in the market. The Director of the Jefferson County SPCA joins WBDR Morning Show for information on Shelter activities as well as a current resident from the Kennels of the SPCA. The pets brought on the radio show are shared on air and on social media and are often adopted the same day. Here’s Director Heather with 3 Kittens in the WBDR Studio.

