

4<sup>th</sup> Quarter Report 2018 WBDR

Copenhagen/Watertown

WBDR "The Border 106.7"

August 2019

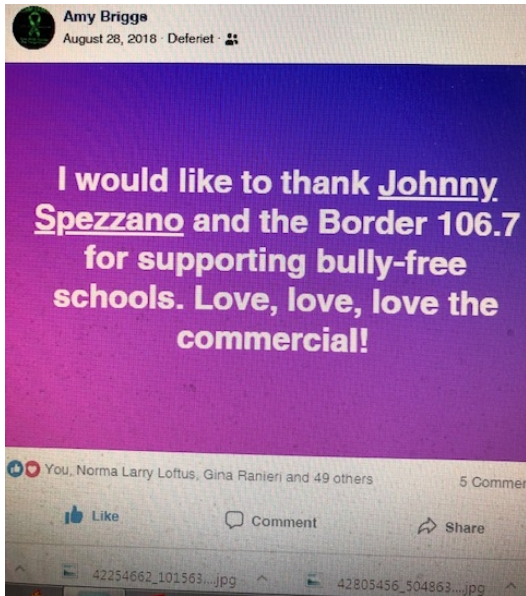
### **Military Affairs:**

General Walter Piatt from the 10<sup>th</sup> Mountain Division at Ft Drum was an in studio guest. The general is always trying to further the relationship between the soldiers and the community. Wbdr is happy to help him with his mission. Our u.s military is an important part of nny every day.



### **ANTI BULLY**

Again this year WBDR supported the Daniel Briggs Walk for Bully Prevention> WBDR Supported this event with a sponsorship of Recorded PSAs as well as interviews with amy briggs a local mom who's son took his life after being continuously bullied by his high school class mates. The walk took place at Thompson park in watertown ny



### THOUGHTFUL THURSDAY TOUR:

WBDR Morning Host Johnny Spezzano has created "ThoughtfulThursday in the north country" a day to promote kindness each week. Local schools have been asking Johnny to come speak to students. In September Johnny visited a few schools including north elementary. He brought along the book made by Sherman students for this positive pay it forward initiative in our community all started on local radio station wbdr. This continues to make a difference by making the north country kinder. Every Thursday throughout the fourth quarter was the borders thoughtful Thursday.



## Monument to memorial run

The border joined the 10<sup>th</sup> mountain division & The City of Watertown for the Monument to memorial run from fort drums to Thompson park. It was a way to remember fallen troops and the incredible history of the United States Army's 10<sup>th</sup> mountain division. Photo below: General Walter Piatt, Watertown Mayor Joe Butler, Committee Chair Edward Oly, Wbdr morning host, Johnny Spezzano



## SCHOOLS COLLECT CHANGE

1 month before the cmn radiothon. Local schools collect change. The border1067 again this year offered up a performance from a local pop star to the school that collected the most loose change in our 2<sup>nd</sup> annual change for kids event. During the month of October 10 schools participated raising over \$5000. Wbdrs morning host Johnny Spezzano visited every school to encourage support for childrens miracle network and the annual border radiothon.



## Harvest Fest at Thompson Park

Wbdr was the radio sponsor for this years Thompson park harvest festival. A free event for families. Because this event is free it is a favorite of families that are scraping to get by, it include apples cider music and lots of fun fall activities supported by the northern ny community foundation. Wbdr ran several psas for the event and wbdrs Johnny Spezzano was the mc



- . Cider Samples
- . Pumpkin Decorating
- . Bouncy Houses
- . Activity Tables
- . R&B Football Toss
- . Bobbing For Apples
- . Face Painting
- . Scarecrow Decorating
- . Photo Booth
- . And so much more...

### DONATIONS ACCEPTED:

- Supplies for Hospice of Jefferson County.

(Baby Wipes, Adult Hand Sanitizer, Baby Wipes, Windex, 32 Toilet Paper Rolls, Paper Plates, Paper Cups, Concentrated Lotion, Nail Clippers, Shaving Cream, Disposable Razors, Shampoo, Soap, Lip Balm)

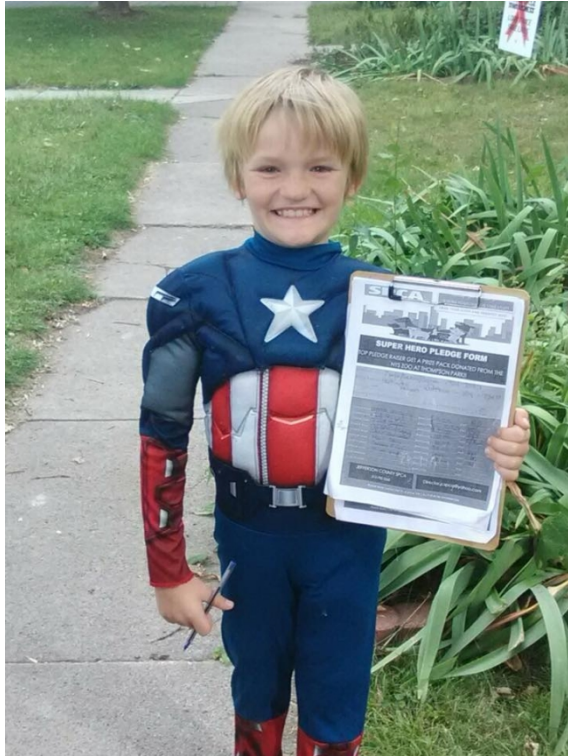
Thank you!

### FESTIVAL SPONSORS:



## Superhero dog walk for pets

Wbdr teamed up with the Jefferson county spca for the 1<sup>st</sup> annual super hero dog walk. A fun dog walking event to help support the non profit animal shelter. This years event was a huge success. Hundreds of proud costumed dogs and there owners raised thousands of dollars. Wbdr ran promotion throughout September 2018 to promote the event.



### **109 thousand dollars in 3 days for cmn of nny**

The 18<sup>th</sup> annual border cmn radiothon was another huge success. Raising a lot of money in 3 days for the local children's hospital charity. Wbdr's Johnny Spezzano was on air for 3 days once again like he has been the last 18 years supporting this radiothon. Its truly astonishing how many listeners support this year after year. Families of sick and injured children visited the studios during this annual wbdr event.



### **Support of Literacy & Library**

Hidden in plain sight was a Flower Memorial Library event that raised funds for our local library. The event showcased the library's history. Wbdr was a supporter running several psas and welcoming guests from the library's non profit during the quarter



**Every Monday is homeless pet Monday on WBDR**

...As it has been for the last several years. The Jefferson county spca features a homeless shelter pet on Monday mornings at 7:20am. The spca director visits the studio to talk about events and to help adopt a rescue.

