

WQVR ISSUES PROGRAMMING 1Q 2024

Issue: Localized Weather

Response: Weather updates, especially on the icing and power outages, were presented multiple times during January and February as ice and snowstorms affected the area.

Issue: Snow parking

Response: Snow parking bans in the local communities were broadcast during several storms that affected the area in January and early February.

Issue:

Issue: local adoption support

Response: Used a PSA by the ad council promoting adoption of older kids

Issues: Community support

List:

4/20/24 Earth Day cleanup in Webster MA, call to action – daily mentions to clean up the town 4/5-4/20

4/21 Blessed Backpack Brigade free meal for the homeless promotion, once daily 4/14-4/20

Webster Dudley Business Alliance presents check to Boys'and Girls' Clubs of Webster/Dudley, coverage and fall-out from brunch meeting 4/11.

4/8 Tips of safe viewing of solar eclipse

4/7 List of employment opportunities in Worcester County

4/7 Blessed Backpack Brigade free meal for the homeless/volunteer opportunities call to action, once daily mention 3/31-4/5

3/29-3/30 Easter flowers available for sale at Webster Fire Department

3/27 Bartlett High Community Easter Egg Hunt night and dinner. Multiple mentions (3 per week) / call to action / ask for sponsors for school/nonprofit event. 3/05-3/26

3/22 – Big Time Wrestling Event, Fundraiser for Webster PD Community Policing programs. Daily mentions for wrestling show / caption contest online for free tickets.

3/10-4/18 multiple weekly mentions (almost daily) for Arts Community Library concert – Eagles tribute at Gladys E Kelley library 4/18

3/16 Webster Federated Church Easter celebration, daily mentions 3/5-3/15

3/11 Discussion of Health effects of Daylight Saving time / Circadian rhythms

3/3 - 3/7 Mention of fugitive, suspect in Worcester murder investigation. Follow up after report of arrest.

3/5-3/21 3 x week mentions for No Birthday Left Behind charity fundraiser (Music Bingo)

3/4-3/7 mentions of Webster Police Department Autism Patches on sale at HQ

2/27-4/1 Almost daily mentions for Webster Lions Club Environmental photo contest

2/25-3/3 Blessed Backpack Brigade Free Meal for the homeless mentions daily

2/25 Mentions of Blessed Backpack Brigade as Macaroni Kid Award for best local charity

2/24-3/1 mentions for Worcester's Irish Festival

2/25-3/15 Daily Mentions of Boys' and Girls' club Standup Comedy fundraiser

2/14 - 2/21 Building Bridges free meal for veterans and free palliative f

2/14 - 2/21 Building Bridges free meal for veterans and free palliative foot care mentions

2/14-2/24 Salute To Service comedy night mentions, Worcester Am Legion

2/13-2/24 Samuel Slater Museum Feb Vacation events for children mentions

2/13-2/18 Daily mentions for Blessed Backpack Brigade free meal for homeless

2/13 promoting free coffee for plow drivers in winter storm

1/15-2/5 Mentions 3x/week for Bartlett Empty Bowls program (for food bank)

1/10-2/3 Webster MA Rec committee Winter Luau event mentions 3x/week

1/25-2/1 Free meal for the homeless (Blessed Backpack Brigade)

1/21 – 2/10 Webster Lake Association sporadic entions of “Einstein Ice Out” fundraiser

1/14-1/21 Blessed Backpack Brigade free mean for homeless daily mentions

1/18-1/27 Almost Daily mentions for Oxford Winter Festival community even