

Backyard Broadcasting Issues and Programs 1st Q 1/1/24 – 3/31/24
Raise the Region - March 13, 2024 – March 14, 2024

Raise the Region® is a 30-hour online giving campaign that helps local nonprofits raise as much money as possible. The campaign is held annually in Columbia, Lycoming, Montour, Northumberland, Snyder, Tioga and Union counties.

- Backyard Broadcasting was a broadcasting partner with First Community Foundation Partnership and provided airtime for the updates of their 30-hour fundraiser.
- March 13th - Jake Michaels broadcast 3 live 60 second segments each on WILQ, WZXR, WBZD and WOTH at 5pm prior to the event commencement and following the kick-off after 6pm – Total Fundraiser commercial time on day 1, 24 minutes.
- March 14th - Spokespeople from First Community Foundation Partnership called the radio station during the second day of Raise the Region, beginning at 8am and continuing hourly on WILQ, WZXR, WBZD and WOTH into the 6pm hour. They provided 60 second updates about the fundraiser, who was on the leaderboard, as well as announcing the winners of stretch funds following certain challenges presented by FCFP. 175 thousand dollars of stretch funds were provided by Blaise Alexander Family Dealerships. Total Fundraiser commercial time on day 2, 44 minutes.