

## WLVB-FM PROGRAMS/ISSUES LIST

Oct-Dec., 2021

The following are the issues emphasized during the **fourth quarter, 2021** programming on WLVB-FM.

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### 1. 21ST ANNUAL CHRIS' CHALLENGE THANKSGIVING DRIVE:

*Vermont Country Morning* host Roland Lajoie spoke in studio on October 15 (7:20-7:25 AM) with Susan Rouselle, outreach manager for Lamaille Community Foodshare about the upcoming Thanksgiving holiday and the 22<sup>nd</sup> Annual "Chris' Challenge Thanksgiving Drive" that assists the Foodshare and other local food shelves collect all the fixings for Thanksgiving meals to those in need. This year, the emphasis is collecting monetary donations that will enable local food pantries purchase the food, and no longer collecting actual turkeys due to supply constraints. A public service campaign from 10/16-11/14 followed this interview.

### 2. NORTH COUNTRY ANIMAL LEAGUE

WLVB'S *Vermont Country Morning* host Roland Lajoie spoke on **October 12 2020 from 9:05-9:15 AM** with Lusana, of the North Country Animal League about their "Pets of the Week" eligible for adoption, the adoption process, the NCAL "Meals Program" for animals housed at NCAL and the current protocol for visiting the shelter during the "COVID" era.

### 3. BETHANY CENTER FOR SPIRITUALITY MUSIC SERIES

WLVB'S *Vermont Country Morning* host Roland Lajoie spoke "live" on October 8 2021 7:20-7:25 AM, 8:20-8:25 AM with Vermont musicians Mark Legrand and Carrie Cook about the upcoming music series "Green Mountain Jamboree" sponsored by the Bethany Center for Spirituality Through the Arts. It is projected to be a monthly series to help bring "live" music back to our communities while helping struggling local musicians earn a wage for their performance.

4. ALZHEIMER'S ASSOCIATION/BOSTON MARATHON

WLVB'S Vermont Country Morning host Roland Lajoie spoke on October 12, 2021 from 8:20-8:25 AM with Donna Lajoie, participant in her 7<sup>th</sup> Boston Marathon and fundraiser for the MA/NH Alzheimer's Association. She and her "running team" raised over \$400,000 to fund research and care and support programs for people living with Alzheimer's, their families and caregivers. It is the most expensive disease to treat in America. More than 16 million family members and friends provide unpaid care to people with Alzheimer's and other dementia diseases in the United States.

5. MEETING HOUSE ON THE GREEN BENEFIT

WLVB'S Vermont Country Morning host Roland Lajoie spoke "live" on October 5, 2021 from 8:20-8:25 AM with Tyrone Shaw, director of the "Meeting House on the Green" music series featuring the music of "Annie & The Hedonists" on October 9<sup>th</sup>. The yearly music series benefits the continued maintenance and renovations at the Meeting House Hall in East Fairfield.

6. VERMONT COVID ASSISTANCE PROGRAM/VT. ELECTRIC CO-OP

WLVB'S Vermont Country Morning host Roland Lajoie spoke "live" on October 15, 2018 from 8:20-8:25 AM with Andrea Cohen, manager of Government Affairs and Member Relations at Vermont Electric Co-op about the Vt. Covid Arrearage Assistance Program that helps COVID hampered families pay their past due utility bills. The deadline for receipt of applications is October 24<sup>th</sup>. The assistance program is funded by Federal COVID relief money. Hundreds of VEC members were able to take advantage of the program to catch up on past due utility bills.