

## WLVB-FM PROGRAMS/ISSUES LIST

Jan.-Mar., 2014

The following are the issues emphasized during the first quarter, (January-March) 2014 programming on WLVB-FM.

\*\*\*\*\*

### 1. Morrisville American Red Cross Blood Drive Campaign:

**"Vermont Country Morning" host Roland Lajoie spoke "live" in studio on January 9, 2014 (8:20-8:25 AM) with Dave Carmichael of the Vermont American Red Cross** about the upcoming Morrisville Blood Drive. WLVB also produced and aired public service announcements from January 2-9, 2014 urging local participation in the January 10, 2014 American Red Cross blood drive at the Morrisville VFW Post 9653. Vermont Country 93.9 also broadcast "live" from the blood drive site on January 10 from Noon-3:00 PM reporting on donor number updates and talking with some members of the Red Cross Blood Drive team during the January campaign (sponsored by 17 local businesses). The Morrisville blood drive brought in 120 donors.

### 2. 2014 Vermont Farm Show Preview

**"Vermont Country Morning" host Roland Lajoie spoke "live" in studio on January 15, 2014 (8:20-8:25 AM) with Jackie Folsom, president of the Vermont Farm Show** about the January 28<sup>th</sup>-30<sup>th</sup> event. The show includes agriculture exhibitors, demonstrations, educational booths, consumer night events, group annual business meetings, a 2014 "Buy Local Market and local product judging.

### 3. Morrisville Alliance for Commerce & Culture (MACC)

**"Vermont Country Morning" host Roland Lajoie spoke "live" in studio on February 6, 2014 (7:20-7:25 AM) with Caleb Magoon, president of MACC** about the upcoming community meeting with Bob Stevens & Associates to discuss the feasibility of the redevelopment of buildings in downtown Morrisville and the economic repercussions of such decisions.

#### 4. Lamoille Neighborhood Food Project

"Vermont Country Morning host Roland Lajoie spoke "live" in studio on January 27, 2014 (8:20-8:25 AM) with **Caroline Ballard, executive director of the Lamoille Community Food Shelf in Morrisville** about the Lamoille Neighborhood Food Project. The project enlists a "Neighborhood Coordinator" to recruit neighbors to become food donors who are asked to purchase an extra item each week for two months to distribute to the LCFS. Collections are taken every two months.

#### 5. Morrisville Rotary "Polar Splash" Benefit

"Vermont Country Morning host Roland Lajoie spoke "live" in studio on February 5, 2014 (8:20-8:25 AM) with **Kathy Demars and Mary Collins of Lamoille Home Health & Hospice**, the 2014 beneficiary of the annual "Polar Splash." Businesses, non-profits and individuals provide teams/donations to jump into Lake Elmore on Saturday, February 15<sup>th</sup>. The event also includes music, food & other festivities to benefit Morrisville Rotary and another designated organization (LHH&H).

#### 6. Johnson State College Community Support

"Vermont Country Morning" host Roland Lajoie spoke "live" in studio on February 6, 2014 (8:20-8:25 AM) with **Barbara Murphy, president of Johnson State College** about its contributions to the local community. They include a free tax assistance program on Mondays through April 7 (supported by Central Vt. Community Action Council, the Johnson Community Free Meal Program at the United Church of Johnson and the "Visiting Writer" series.