

## **3<sup>rd</sup> Quarter 2015 Issues Programming**

### **Public Affairs**

WNCS/WDOT/WRJT/WIFY broadcasts the syndicated E-Town program Sunday Mornings at 10am, which addresses Public Affairs issues. A list of the issues addressed this quarter is attached.

### **Public Service**

WNCS/WDOT/WRJT/WIFY is actively involved in fundraising efforts for selected local non-profit organizations.

- **Point to Point**

Each year WNCS/WDOT/WRJT/WIFY “The Point” joins with Harpoon Brewery to stage the Harpoon Point to Point, a “sponsored” bike ride. All of the proceeds benefit the Vermont Food Bank, which provides food to public food shelves in Vermont.

Between February 15<sup>th</sup> and August 8<sup>th</sup> of 2015 The Point ran a series of promotional announcements for the ride, totaling a minimum 600 minutes on each signal. Additionally, Program Director John “Zeb” Norris did a 12 hour marathon broadcast on July 28<sup>th</sup> in which he took pledges for the Vermont Food Bank in exchange for playing requests. The marathon broadcast included interviews with representatives from The Vermont Food Bank and other community leaders such as Lt. Governor Phil Scott on the issue of hunger in Vermont. Zeb also encouraged listeners to make the ride.

This year’s event raised over \$195,000 for the Vermont Food Bank, making it once again their largest fundraiser of the year. With this year’s ride we have surpassed 1 million dollars raised for The Vermont Food Bank over the history of the ride.

### **Cultural Service**

WNCS/WDOT/WRJT “The Point” supports non-profit cultural events with free advertising and promotional support.

- **Burlington Discover Jazz Festival**

Each year WNCS/WDOT/WRJT/WIFY “The Point” provides the non-profit Burlington Discover Jazz festival with free advertising. The bulk of our support activities happened in the 2<sup>nd</sup> quarter of 2015, but some support occurred in the 3<sup>rd</sup> quarter. A full description of our support is in the 2<sup>nd</sup> Quarter of 2015 report.

- **Burlington City Arts**

Each year for several years WNCS/WDOT/WRJT/WIFY “The Point” joined with non-profit Burlington City Arts to produce a series of free concerts in Burlington’s Battery Park. This year was the 4th year in which The Point took over the series, with continued assistance from Burlington City Arts. The Point secures the talent and handles all aspects of concert production as a free cultural resource for our listeners. The Point also provides free advertising for the shows. This year between June 19<sup>th</sup> and July 30<sup>th</sup> The Point ran a series of promotional announcements for the concert series, totaling a minimum of 400 minutes on each signal.

- **Lebanon Parks and Recreation**

Each year WNCS/WDOT/WRJT/WIFY “The Point” assists the non-profit Lebanon Parks and Recreation Department Arts in producing a series of free concerts in Lebanon’s Colburn Park. The Point also provides free advertising for the shows. This year between June 1<sup>st</sup> and August 20<sup>th</sup> The Point ran a series of promotional announcements for the concert series, totaling a minimum of 250 minutes on WRJT, 100 minutes on WDOT, and 50 minutes on WNCS. The Point also produces one of the shows each year; this year the artist secured by The Point was Kaleo on August 20<sup>th</sup>.