

QUARTERLY ISSUES/PROGRAM LIST

October 1st-December 31st 2020

Community Broadcasters Ogdensburg
WLFK 93.5FM
2315 Knox Street
Ogdensburg, New York 13669
315-393-1100 (Main)
315-393-6673 (Fax)



WLFK 95.3FM OGDENSBURG

WLFK continued the long tradition of serving communities across the North Country. From small events in towns from Ogdensburg to Potsdam, and from Star Lake to Gouverneur, to making sure National Campaigns gained awareness with our local audience base. We strengthened our ties with local groups and leaders and always strive to commit our teams to finding even more ways to help wherever and whenever our communities need assistance getting out the “message”.

4th Quarter obviously ramps us to the busy holiday season; this means there are many great events and organizations that need help supporting the less fortunate members of our North Country Communities. It is also the time of year to raise awareness and funds for Hospice and Palliative Care of St. Lawrence Valley. This year with social distancing we did something a little different, instead of doing a one day radiothon, we took highlights from the staff and consumers of Hospice and aired them throughout the week to promote awareness of the organization.

In addition we continued the usage of our social media site(s) to engage our audience and to insure people were aware of various events.

Input is always welcome and encouraged at our main studio here in Ogdensburg 2315 Knox Street Ogdensburg NY 13669, via phone at 315-393-1100, fax at 315-393-6673, or email: tony_lynn@commbroadcasters.com

COMMUNITY INVOLVEMENT

US Coast Guard Aux. Safe Ice Program

With the abundance of water here in the North Country we once again teamed up with the U.S. Coast Guard Aux. to stress safety when taking to the ice for fishing. We also had time to work in one more boater safety class for the year.

ANNUAL RADIO-THON FOR HOSPICE

With Covid-19 came a change to our annual radiothon for Hospice. Instead of a one day fundraiser we highlighted in a week long series of vignettes the staff and services that are provided by Hospice and Palliative Care to our audience.

Contact Kellie at Hospice for more information: 315-265-3105.

November Elections

With a key position up for grabs in St. Lawrence County, we had both sides on the air to talk about their positions.

River of Lights

**WLFK had Jeff Buckingham the coordinator for Lights On The River on as guest to discuss the public service angle of the event which is to raise funds for local food pantries during the holiday season.

CHAMBER OF COMMERCE

WLFK took part in producing and airing a series of announcements with the St. Lawrence County Chamber of Commerce during the holidays **supporting local businesses during the Christmas shopping season. In conjunction with this campaign we had the head of the St. Lawrence County Chamber of Commerce on for more detail on the various economic impacts on the local towns and businesses. Brooke Rouse from the Chamber was a frequent guest.

OTHER

WLFK was a source for very important **emergency/weather information during an exceptionally early winter across the area including a major snowstorms and an ice storm just prior to Christmas

**WLFK regularly airs recorded PSA's by our announcers approximately once per hour. These PSA's cover a wide range of community activities, from church dinners, support group meetings, fundraising drives and raising awareness of significant local issues. WLFK also makes use of social media outlets to draw attention to community oriented events and projects. These PSA's are contained in a sperate file (due to the sheer volume).

WLFK continues to be a source for information regarding school **closings and delays along with any other community events and government organizations that are affected by adverse conditions across St. Lawrence, Lewis, and Jefferson counties, along with Southern Ontario.