

# **QUARTERLY ISSUES/PROGRAMS LIST**

**October 1 – December 31 2012**

## **WOTT**

### **1) Pets/Animals**

Program/Segment	PSAs
Date	10/1-12/31
Time	Various
Description	Promoted the SPCA and various fundraisers.

### **2) Health Issues**

Program/Segment	PSAs
Date	10/1-12/31
Time	Various
Description	We ran PSAs on Suicide
Prevention.	

This is where we promoted that prevention started with teachers, parents, doctors, bus drivers & other community leaders taking the initiative to educate kids that help is out there.

### **3) Community/Local**

Program/Segment	Live Liners
Date	10/1-10/13
Time	Various (liners)
Description	We promoted a benefit for Charlie Brown, who had recently been diagnosed with prostate cancer & would be traveling to Utica for treatment 5 days a week for 9 weeks. The benefit was at the Castorland Fire Hall on October 13 <sup>th</sup> & was set to start at 11:30 in the morning. There was a chicken bar-b-q, a silent auction, 50/50 & children's games. We encouraged listeners to come out & show their support for one of the North Country's own.

Program/Segment	Live Liner
Date	10/15-10/30
Time	Various (liners)

Description	We promoted a safe trick or treating experience, called Trunk or Treat, on Fort Drum at the USO. & that we would be there from 5-8p on Tuesday, October 30 <sup>th</sup> , passing out candy to all the kids in costume. It was local businesses, making sure kids were safe on Halloween.
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Program/Segment	Live Liners
Date	10/1-11/3
Time	Various (liners)
Description	We promoted the 1 <sup>st</sup> Annual Robby Morgia Star Gazer Memorial Concert. It was set to take place on Saturday, November 3 <sup>rd</sup> at the Exhibition Hall, Watertown Fairgrounds. We encouraged listeners to go out & see Caustic Method, Maps of War, Cassidy Has Cholera, Last Fall, Wrapped In Noir, Ryan Hardy & special guests. It was an all-ages show & tickets were only \$10. All of the money raised was going into a trust fund for the son of Robby Morgia, who had tragically passed away recently. There was also be an autographed guitar & other prizes to be raffled off. We also conducted an interview with the people who were putting on the event.

Program/Segment	Live Liners
Date	11/1-11/18
Time	Various (liners)
Description	We invited listeners to a benefit that would help the victims of Hurricane Sandy. It was set to take place at the Northside Improvement League on Mill St. in Watertown. It was in conjunction with the Salvation Army & happened on November 18 <sup>th</sup> , starting at noon. It was \$5 to get in & listeners were encouraged to bring non-perishable items as well. There was live music from the Shadows, Ferguson & Rogers, Nick of Time, Tongue & Groove, Mark Mason & more. All of the proceeds raised would be used to help those in need.

Program/Segment	Live Liners
Date	11/1-11/28
Time	Various (liners)
Description	We invited listeners out for Celebrity Tip Night at the Pizza Hut in Evans Mills, just

outside the entrance to Fort Drum on Nov. 28<sup>th</sup> at 5p. Lancer was set to be there along with the American Red Cross, serving food & cleaning tables. All of the tips earned between 5 & 8p were set to go to the American Red Cross & their Hurricane Sandy relief efforts.

Program/Segment	Live Liners
Date	11/15-12/15
Time	Various (liners)
Description	We promoted The Evans Mills Volunteer Ambulance Squad and their fundraiser on Saturday, December 15th. It was their annual Breakfast with Santa. It was set to take place from 8a to 11a at 8733 Factory Street. With an all-you-can-eat breakfast. Only \$5 for adults, \$4 for seniors, \$3 for kids ages 3-12 & kids under 3 are FREE.

Program/Segment	Live Liners
Date	12/1-12/18
Time	Various (liners)
Description	There was a Toys For Tots Party that we promoted. It was happening at Savory Downtown with the 1000 Island Privateers on Tuesday, December 18th from 5-8p. We let listeners know that for each toy donated, they would receive a \$5 Savory Food Coupon, plus be entered into a drawing for some great prizes. Kids would be able to meet Santa & get a free kid's game ticket. There would also be music, face painting, giveaways & more. All toys donated would be staying in Jefferson County.

Program/Segment	Live Liners
Date	11/15-12/25
Time	Various (liners)
Description	During the holiday shopping season, we reminded listeners that as they were doing their shopping, to please shop local. It was part of an initiative to let listeners know that there were some great alternatives for finding gifts during the holiday season.

Program/Segment	Live Liners
Date	11/15-12/10
Time	Various (liners)

Description

We invited listeners out to the Jefferson-Lewis County Job Fair. It was set to take place on Monday, December 10<sup>th</sup> from 10a-3p at the Hilton Garden Inn on Arsenal in Watertown. Listeners could meet with employer reps from across the North Country. This included manufacturing, healthcare, retail, hospitality, transportation, social work, finance & more. We encouraged listeners to bring plenty of resumes & dress to impress. There were over 300 job openings available at the Job Fair.

Program/Segment

Live Liners

Date

12/15-12/31

Time

Various (liners)

Description

We promoted that the Real Heroes Breakfast was returning to Northern New York, and the American Red Cross Northern New York Chapter was accepting nominations for heroes from Jefferson, Lewis and St. Lawrence counties. The Real Heroes Breakfast celebrates, by honoring people from the North Country who have performed heroic acts to help others in need. The Real Heroes Breakfast was set to take place on February 6, at the Hilton Garden Inn. For a nomination form, listeners could call (315) 782-4410. Nomination forms were also available through the Northern New York Chapter website at [www.redcrossnny.com](http://www.redcrossnny.com).