

QUARTERLY ISSUES/PROGRAMS LIST

July 1 – September 30 2012

WOTT

1) Pets/Animals

Program/Segment	PSAs
Date	7/1-9/30
Time	Various
Description	Promoted the SPCA and various fundraisers.

2) Health Issues

Program/Segment	Live Liners
Date	7/1-7/10
Time	Various
Description	Every year the American Red Cross responds to more than 70,000 disasters, providing shelter, food and relief supplies to those people affected. & volunteers all always needed. All of the duties and different opportunities to volunteer during a disaster require training, provided to disaster volunteers free of cost. & we promoted the American Red Cross of Northern New York offering some of that training on Tuesday July 10th at the Watertown Red Cross Board Room from 5:30 -9:30 PM . No matter what the interest, the Red Cross of Northern New York would work with listeners provide rewarding experiences and opportunities to utilize talents, as well as training to help serve the community. To register listeners could call the Potsdam Office at (315)268-0102.

Program/Segment	Live Linerss
Date	7/1-8/31
Time	Various
Description	Blood donations were at their lowest

levels in 15 years, according to the American Red Cross. & the shortage was approaching a critical stage. It is always slow this time of year, because people go on vacation & aren't thinking about

donating. But this year was worse on account of damaging storms, which caused the cancelling of dozens of blood drives, while also causing more injuries that required transfusions. Listeners could go to redcrossnny.com or call 315-782-4410 to set up an appointment.

3) Community/Local

Program/Segment	Live Liners
Date	7/1-7/14
Time	Various (liners)
Description	The 44 th Annual French Festival took place July 14 th & 15 th in Cape Vincent. They had over 200 artists & crafters lining the streets. There was a parade, a fireworks display & lots of food. For more information, listeners could call 315-654-2481.

Program/Segment	Live Liner
Date	7/15-9/30
Time	Various (liners) & Live Broadcast
Description	We invited listeners to the Out of the Darkness Community Walk at Thompson Park in Watertown. It was set to take place on September 29 th at noon. Check-in time was 11am. All the proceeds benefited the American Foundation for Suicide Prevention (AFSP). By walking you would help raise money for AFSP's vital research and education programs to prevent suicide and save lives, increase national awareness about depression and suicide, and provide support for survivors of suicide loss. In deciding to walk listeners were taking them a step closer to making suicide prevention a national priority. To register, listeners could go to afsp.donordrive.com , then click on events. They could also call Dawn Mills at 782-1777 Ext: 1034 for more information.

Program/Segment	Live Liners
Date	7/15-7/28
Time	Various (liners)
Description	The First Annual <i>Ultimate Frisbee Throw Down</i> took place at the Lewis County

Fairgrounds in Lowville. This was a one day Ultimate Frisbee tournament to promote Frisbee and sports events in Lewis County. The Tournament was held on Saturday, July 28th. Listeners could put their team together and register for the Throw Down. Players had to be 14 or older, with 6-9 players on a team (6 players on the field), teams could be co-ed. For information, listeners could call Alex Merrell at (315)767-5500.

Program/Segment
Date
Time
Description

Live Liners
7/15-7/28
Various (liners)
The March of Dimes 20th

Anniversary *Bikers for Babies* took place on July 28th. Working together for stronger, healthier babies is what the March of Dimes is all about. Listeners would be helping moms and dads get their families off to a great start. Listeners could lead the way and sign up at **bikersforbabies.org**.

Program/Segment
Date
Time
Description

Live Liners
7/15-8/31
Various (liners)

Last year, the Fireman's Association of the State of New York rolled out the Higher Education Learning Plan, or HELP. We promoted this program, which would provide tuition reimbursement to volunteer firefighters, allowing them to attain up to 80 credit hours from a NYS chartered community college. Listeners would be eligible to have up to 100% of their tuition reimbursed in exchange for maintaining high grades & membership in the department. For more information, listeners could go to fasny.com.

Program/Segment
Date
Time
Description

Live Liners
8/1-9/8
Various (liners)

The Ride for Awareness took place on September 8th, starting noon at Thunderin' Cycles. There were snacks & a 50/50 at every stop. There

were bands all day & all of the proceeds went to the Niemann-Pick Foundation, which assists with research for 2 local boys, Collin & Cohen Parody. Both had been diagnosed with this rare disease. Listeners could go to nnpdf.org or call Danielle Lane at 939-6064 for more information.

Program/Segment
Date
Time
Description
Fire

Live Liners
8/1-9/8
Various (liners)
We invited listeners to go to the Dexter

Hall for Family Fun Day from noon to 4pm on September 8th. There was a bounce house, face painting, kids games, a dunking booth, a cake walk, a can drive & more. All of the proceeds went to the Niemann-Pick Foundation, which assists with research. Listeners could go to nnpdf.org or call Danielle Lane at 939-6064 for more information.

Program/Segment
Date
Time
Description

Live Liners
8/1-8/26
Various (liners)
There was a benefit happening on

August 26th at the Elks Club, Bradley St. Watertown from noon to 4, for Brenda Draper. She was battling cancer for the 2nd time within 2 years & was in need of assistance. There was a need for items to help in the fund raising efforts. There was a 50/50 raffle & a silent auction. To make a contribution or for more information listeners could contact Nicole at 489-9256 or Robin at 782-3467.

Program/Segment
Date
Time
Description
the

Live Liners
7/1-7/17
Various (liners) & Live Broadcast
We invited listeners to the kickoff of

Lewis County Fair on Tuesday, July 17th from 2-5p. We were broadcasting live for the parade, the music & the fireworks. Listeners could also come down & register to win a pair of tickets to the Trespass America Festival with Five Finger Death Punch.

Program/Segment
Date
Time
Description

Live Liners
7/1-7/10
Various (liners) & Live Broadcast

We invited listeners to the kickoff of the Jefferson County Fair Tuesday, July 10th from 2-5p. We were broadcasting live for the Midway opening & a Pay One Price/Ride Special. Listeners could also come down & register to win a pair of tickets to the Trespass America Festival with Five Finger Death Punch.

Program/Segment
Date
Time
Description
to

Live Liners
7/1-8/7
Various (liners)

We promoted an opportunity for listeners

celebrate those that protect our freedom & *Nominate A Soldier*. They just needed to send a picture of the soldier they want to nominate. We posted all the pictures on our website at 94RockWOTT.com & on our Facebook page as well. It was our way of saying thanks. Then we randomly drew 5 winners who each got a pair of tickets to the Trespass America Festival & they also got to meet the band Otherwise, whose song *Soldier* had been most requested for the last 2 months on the station. & finally, one of those 5 soldiers was the *Exclusive 94 Rock Photographer!* They got the *Photo Pass* & were able to snap photos from the pit for the 1st 3 songs Five Finger Death Punch was on stage. They could post it on our Facebook page or e-mail it via our website.

Program/Segment
Date
Time
Description
who

Live Liners
9/1-9/30
Various (liners)

There was a benefit for Charlie Brown,

had recently been diagnosed with prostate cancer. He would be traveling to Utica for treatment 5 days a week for 9 weeks. The benefit was set to take place at the Castorland Fire Hall on October 13th & start at 11:30 in the morning. There was a chicken bar-b-q, a silent auction, 50/50 & children's games.

Program/Segment

Live Liners

Date	9/1-9/30
Time	Various (liners)
Description	On October 21 st , at 1pm starting at the Church of the Nazarene, the Carthage Annual CROP Hunger Walk was set to be held. The participants, ranging from children to adults, would be raising awareness and funds to change the world in real and measurable ways. Whether it's responding to flood and tornado damage in parts of the U.S., or helping to rebuild earthquake-damaged homes in Haiti, or even helping those in need in our own community, CROP Hunger Walks were making a difference. CROP Hunger Walk funds would benefit the overall work and ministry of Church World Service -- working around the world to help those in need help themselves through refugee assistance, self-help development programs, advocacy, and disaster relief. And, it was important to note that 25 percent of what they raised would stay here in the community.

Program/Segment	Live Liners
Date	9/1-9/30
Time	Various (liners)
Description	The Children's Miracle Network
Radiothon	

was set to return on Halloween. It would be the 31st through November 2nd. We would once again be looking for the generosity of the North Country to help us raise money for a great cause, where the money stays local.