

# QUARTERLY ISSUES/PROGRAMS LIST

January 1 – March 31 2020

## WOTT

### 1) Pets/Animals

Program/Segment	PSAs
Date	1/1-3/31
Time	Various
Description	Promoted the SPCA and various fundraisers.

### 2) Health Issues

Program/Segment	PSAs
Date	1/1-3/31
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	1/1-1/8
Time	Various (liners)
Description	We promoted a Jerk Pork Fundraiser on January 8 <sup>th</sup> , from 5pm until the food was gone. It was set to take place at the Lowville Elks Lodge. Proceeds benefited the Emergency Responders Dinner.

Program/Segment	Live Liners
Date	1/1-3/5
Time	Various (liners)
Description	We promoted 'Above the Influence/It Takes A Community' for the Alexandria Central School District. It was on March 4 <sup>th</sup> , with a Spaghetti dinner starting at 5pm & a hidden mischief room, starting at the same time. Afterwards, at 6:30pm, there was a

presentation on drugs in the school system.

Program/Segment	PSAs
Date	2/1-3/8
Time	Various (liners)
Description	We promoted an event that was set to take place on Saturday, April 4, 2020. But due to COVID-19, did not take place. Taste of the Town was set to return for its 17 <sup>th</sup> year at Jefferson Community College from 11am to 2pm! Each year more than 1,000 people attend this event to sample fine cuisine from both locally owned & nationally franchised food establishments, while also acting as a fundraiser for local non-profits. Participation in this fun family event helps to provide funding to two local non-profit organizations...Watertown Sunrise Rotary's main objective is service in the community, in the workplace, & around the globe. Local projects funded & serviced by the Sunrise Rotary Club include playgrounds, park beatification, a summer camp for disabled persons, holiday parties for underprivileged children, support of local scholarships, & various non-profit & community donations.

Program/Segment	Live Liners
Date	2/1-3/31
Time	Various (liners)
Description	The American Red Cross had extended its urgent call for donors of all blood types to <a href="#">give</a> blood or platelets. With influenza & then COVID-19 escalating across the country & preventing some donors from giving, & winter weather threatening to cancel blood drives, the Red Cross had a critical shortage of type O blood & urgently needed donors to restock the shelves. Donors of all blood types – especially types O+ & O- were urged to make an appointment to give blood or platelets. We encouraged listeners to use the <a href="#">Red Cross Blood Donor App</a> , visit <a href="#">RedCrossBlood.org</a> , call 1-800-RED CROSS (1-800-733-2767) or enabling the Blood Donor Skill on any Alexa Echo device.

Program/Segment	Live Liners
Date	1/15-2/7
Time	Various (liners)

Description We promoted the Salvation Army during Super Bowl season as listeners could order Super Bowl Party Wings & fries for just \$10. They would get a dozen wings, celery & blue cheese, along with an order of fries... all for \$10. Listeners could pick them up on SB Sunday, between 2 & 5p at 723 State St. in Watertown. They could pre-order at 315-782-4470... all proceeds benefited Salvation Army Adult Programs.

Program/Segment Live Liners  
Date 2/1-2/29  
Time Various (liners)  
Description The (DPAO) hosted a Girl Scout Cookie Bake on Sat., Feb. 29<sup>th</sup> from 10 a.m.-1 p.m. at the William J. McClusky Center, located at 633 Davidson St. in Watertown. The Watertown DPAO Girl Scout Troop, #50806, were taking some of the traditional girl scout cookies & creating delicious treats! The public was invited and the event was free! Girl Scout Cookies were also available for purchase during this event. Proceeds from the Girl Scout Cookie Bake benefited DPAO's Girl Scout Troop #50806. For more information on DPAO's Girl Scout Cookie Bake, listeners could call Terri at 315-782-5285, ext. 231.

Program/Segment Live Liners  
Date 3/7-3/31  
Time Various (liners) & interviews  
Description For most of March, we spent a great deal of time, updating listeners on what was happening in the North Country & nationwide in regards to COVID-19. We updated listeners on food emergency services, business closures and safe practices for self-quarantines and social distancing. We also had regular meetings with the Mayor of Watertown, School District Superintendent, the Jefferson Country Health Planner and Samaritan Hospital. This was a major topic that was promoted, both on air and on social media.