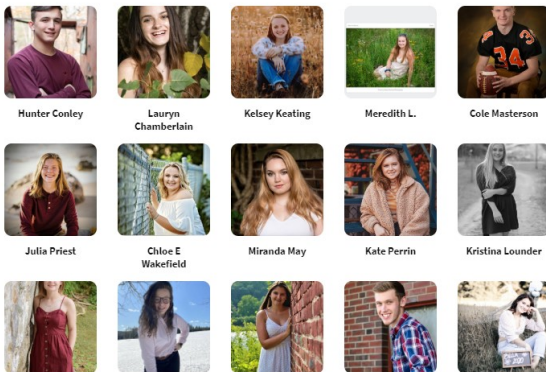




Promotion Synopsis: [Click here for promotion page.](#)

BrattFM along with our sister stations of the Monadnock Radio Group recognized that many local high school seniors will either have no graduation ceremony or “digital” versions of the ceremonies. Many local students felt like their entire school career would be going unrecognized without the pomp and circumstance. To combat this, we created an online “Virtual Yearbook” and invited parents and guardians of local high school seniors to upload pictures and bio’s of their high school graduate.

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Hunter Conley

Laurn Chamberlain

Kelsey Keating

Meredith L.

Cole Masterson

Julia Priest

Chloe E Wakefield

Miranda May

Kate Perrin

Kristina Louder

Beth

Within the first few days of the promotion we quickly saw 57 local seniors (and growing) from Keene, High School, Brattleboro High School, Bellows Falls, and several others upload and share bio information of these graduates. What’s more, these students also have been posting their profiles on various social media platforms.



Taylor Goodell

by: Bridget

Student's School Bellows Falls Union High School
Student bio: Taylor is a member of the national honor society. She is a two time state champion in field hockey. She has dedicated countless hours coaching youth field hockey over the last four years. She is a four year varsity starter for the basketball team and a 1000 point career scorer. She will attend Castleton University in the fall to study athletic training and continue her basketball career.

Promotion Results:

While the promotion is still live (5/12/2020) we have been getting phenomenally positive feedback from listeners, students, parents, and clients. This demo in particular appreciates the positivity from our stations.



Promotion Synopsis: [Click here for promotion page.](#)

Every spring, BrattFM usually partners with the Vermont Maple Festival in Wilmington, VT. We usually promote the event and give away pints of maple syrup. This year the festival was cancelled. What to do with 15 pints of maple syrup? We give a “Sweet Pat On The Back”! We asked listeners to nominate their “local front line hero” and give a reason why this person deserves a “Sweet Pat on The Back”.



Each recipient of the “Sweet Pat On The Back” get a Vermont “Thank You” package that include the most Vermont thing we could think of - a pint of Vermont Maple Syrup and a few other thank you items.

The promotion got a lot of “buzz” not just for the recognition of those nominated but for the positive message it brought. Also, most of the recipients were interviewed for our social media pages.

[Interview with Jon Sessions](#) | [Interview with Sara H.](#)



Promotion Results:

- (65) nominations in total.
- Recipients included: **Chase Stanley** - Brattleboro Police Officer, **Sara Horton** - Respiratory Therapist for Brattleboro Memorial Hospital. **John Bevis** - VTrans Employee, **Rochelle Franklin** - RVCU, and **Jon Sessions** - Brattleboro School District



Promotion Synopsis:

It was clear to us from the beginning that our listeners will be online more than ever before. With that said, we felt a responsibility to keep them informed on the air and online. We created several “remote interviews” with various community members in the Brattleboro area.

The interviews highlighted how members of the community including business owners were handling the “new normal”.

- [Lisa Fitzgerald](#) - Fitzgerald Travel
- [Jim Verzino](#) - Jim is the President and Founder of Food Creators Financial. As Entrepreneur in Residence (EiR) for Windham Grows, a food business accelerator, he worked very closely with 49 food entrepreneurs over three years. Those 49 businesses created 60 new jobs, and increased sales by 40%. He raised over one-million dollars to start and maintain Windham Grows.
- [Mike Heiden](#) - Mike owns “Outer Fitness” health club in Brattleboro. He’s also a Brattleboro fireman. He has a unique perspective seeing both sides of the epidemic. Economic and social.
- [Shari from Woman’s Freedom Center](#) - We speak with Shari and share the increased danger of domestic violence during a pandemic especially when stay home / stay safe orders are in place.
- [Brattleboro Area Hospice](#) - While not the happiest of topics...still important. Advance directives can be important during a pandemic. We discuss why.
- [VT Department of Health / Groundworks](#) - We discuss the food insecure during a pandemic situation with Josh from Groundworks Collaborative. Then, in the 2nd half of the segment we talk with Deputy Commissioner of the Vermont Department of Health Tracy Dolan.
- [Town of Brattleboro](#) - How is the town government handling the Covid-19 situation? Our panelists include Peter Elwell (Town Manager), Patrick Moreland (Assistant Town Manager), Lenny Howard (Assistant Fire Department), Mark Carignan (Police Department Captain), Steve Barrett (Director of Public Works), Sue Fillion (Planning Director), and Carol Lolatte (Director Parks & Rec).



Promotion Synopsis:

While information is vitally important, we feel it's also important for our radio station to "set the mood" of the audience. Our "fun retro escapism" format requires that we stay positive. Also, with so many listeners listening online...we felt it was important to interact with our listeners to let them know "everything will be alright" and we truly are with them. That being said, we wanted to make sure there was online entertainment available to our listeners.

- **Parker KNOWS how you are listening!** - Just a fun "magic trick" to keep listeners minds off from the current events.
- **Quaran-Trivia** - Talk about a FUN promotion!!! Again, this was designed to give our listeners something safe and fun to do while staying home. Friday nights are usually a time to go out with family or friends. Not during a pandemic. So, with everyone at home....we took advantage of that. We created a "LIVE" Pop Culture Trivia contest on our Facebook page. Every Friday at 6pm - Parker and Natalie host a live trivia contest from their homes. Listeners are invited to comment their answers. Top winners receive a gift certificate to the sponsor location in this case....a local Brattleboro restaurant - Echo.

