



QUARTERLY ISSUES-PROGRAMMING REPORT

Program Title: Various Public Service Announcements **Broadcast Date:** throughout period
Program Producer: Various **Broadcast Time:** periodically

Program Description: WIOH airs at least one – and usually three – public service announcement(s) during virtually every hour of its broadcast day. The announcers choose from a variety of announcements sponsored by town government offices, local public and private schools, community organizations, civic organizations, religious groups, charities, hospitals, children’s welfare organizations, etc. Announcements are typically sponsored by organizations located in the Concord-Boston area, though several are provided by national and international organizations. Announcements average approximately 15 seconds in length.

The following is a complete list of sponsors and subjects of public service announcements broadcast on WIOH during this period:

- Adopt US Kids – Adopt a Child
- American Council on Education – Preparing for College
- American Heart Association – Five Signs of Stroke
- American Institute of CPAs – Save For The Future
- American Red Cross – CPR Training
- American Red Cross – Disaster Relief
- American Red Cross – Donate Blood (Generic Announcement)
- American Red Cross – Despite COVID 19 You Can Still Give Blood Safely & Donations Needed
- BecauseOfYou.org – Make Positive Impact / Consider How Others Feel
- BoostAttendance.org – Importance of Good School Attendance
- Buddy Dog Humane Society – COVID 19 Pet Adoption Temporary Suspension
- Carlisle Cultural Council – Art Virtual Showcase
- Carlisle Neighborhood Response Team – Volunteer To Help CNRT
- Carlisle, Town of – Town Meeting This Saturday
- Carlisle, Town of – Swap Shed Temporarily Closed Due To COVID 19
- Centers For Disease Control – COVID19 Information
- Centers For Disease Control – COVID 19 School Closings
- Central Middlesex (County) Police Partnership – Home Drug Disposal Kits
- Commonwealth Of Massachusetts – New Phone Use While Driving Law In Effect
- Concord Carlisle Community Chest – COVID 19 Business Support
- Concord Free Public Library – Summer Virtual Cooking Classes
- Concord Prison Outreach – Help CPO
- Concord Scouts Den 133 – Join Cub Scouts
- Concord Scouts Troop 132 – Join Troop 132
- Concord, Town of – COVID 19 Building Permit Limitations
- Concord, Town of – COVID 19 Emergency Financial Resources
- COPD Foundation – Chronic Obstructive Pulmonary Disease Facts
- Dana Farber Cancer Institute – Cancer Research
- Emerson Hospital (Concord) – How To Help The Hospital With COVID 19 Response
- Federal Emergency Management Agency – Disaster Preparedness
- Feeding America.org – Prevent Childhood Hunger
- Futball For The Future – Donate Soccer Gear
- Grads of Life.org – Hire Experienced Young People
- Household Goods, Acton, MA – COVID 19 Special Procedures for Donating and Receiving Goods
- Keep America Beautiful – Recycle
- Massachusetts Department of Public Health – Stop Spread of Germs/Viruses
- Massachusetts Lead Poisoning Prevention – Lead Poisoning Effects
- Minuteman Media Network – Volunteer



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List of sponsors and subjects of public service announcements broadcast on WIOH (continued):

MusicDriveUs.org – Support Music Education
National Highway Traffic Safety Administration – Let Passenger Text
National Highway Traffic Safety Administration – Too Drunk To Drive
Open Table Food Pantry (Concord) –Open Table Operating With COVID 19 Service Adjustments
Robbin House, Concord – Frederick Douglass Speech Reading
Scholarship Fund of Concord Carlisle – High School Senior Scholarships
Teach.org – Become a Teacher
Umbrella Arts (Concord) – Programs at Umbrella Arts
Umbrella Arts (Concord) – Volunteer at Umbrella
United Way – Volunteer for Kids
United Way – Be Healthy
United Way – Help Kids Be Active
US Air Force – Make Good Choices
US Census Bureau – Be Sure 2020 Census Counts Everyone/2020 Census Answers
US Dept. of Energy – Save Energy
US Dept. of Health and Human Service – Childhood Obesity
US Dept. of Health and Human Service – Go Play!
US Dept. of Health and Human Service – Adopt A Teen
US Dept. of Health and Human Service – Underage Drinking
US Dept. of Transportation – ‘Buzzed’ Driving *is* Drunk Driving
US Dept. of Transportation – Designated Driver
US Dept. of Transportation – Don’t Drive Drunk

Special Concord COVID19 Response Updates – statements from town leaders regarding their departments’ response to, and services available for, the COVID19 pandemic. The length of these programs, on average, was approximately 2¾ minutes:

Concord, Town of – Fire Dept. Briefing by Tom Judge, Fire Chief
Concord, Town of – Health Dept. Briefing by Susan Rask, Public Health Director
Concord, Town of – Police Dept. Briefing by Joseph O’Connor, Police Chief
Concord, Town of – Select Board Briefing
Concord, Town of – Statement from Stephen Crane, Town Manager
Concord, Town of – Schools Briefing by Laurie Hunter, Superintendent of Schools
Concord, Town of – Town Meeting Status Update from Carmen Reiss, Town Moderator

WIOH’s Operation As A Public Service

In addition to all special programs broadcast on WIOH, the station meets an important need of the town’s young people by providing, through the station’s operation, a valuable educational opportunity. The student staff of the radio station learns not only about media and communications, but also about public service, business management, organization, teamwork and cooperation, politics, and community involvement, all on an ongoing basis. The station also serves as a powerful community-building tool that offers a comfortable environment for a diverse group of high-school aged residents of the towns of Concord and Carlisle. WIOH is widely regarded as one of the premiere extracurricular activities at Concord Carlisle High School and is lauded as an outstanding learning opportunity for the school’s students.