

4.1.2024

WPCD Quarterly Issues and Programs Report for the First Quarter (January-March 2024)

WPCD airs live newscasts and community information (i.e. weather, PSAs) when student DJ are on-air. Most new information is sourced by USA News Networks and delivered by Parkland College broadcasting students.

WPCD airs approximately 70 public service announcements per week; most of them are pre-recorded 30 or 60 second spots. WPCD also airs live mentions from our promotions and PSA binder. These live mentions inform the public about campus events, including Parkland College related events at the art gallery, planetarium, and theater as well as community events happening locally.

WPCD participated in, broadcast from, or sponsored/promoted in the following events:

- C-U Food Pantry promotion – January – March.
- P.A.C.E. Independent Living Center promo – January – March.
- Money Minute Spots – Each Wednesday – January – March.
- Parkland Planetarium Science Lecture Series - January – March.
- Parkland Planetarium Laser Show Promo - January – March.
- Parkland Theater Rosencrantz and Guildenstern Are Dead promo – March
- Parkland College Mini Spring Job Fair – March 20-27
- Little Shop of Horrors Theater promotion – Feb 24- March 16
- Black History Month Promo and Spotlight - February
- Parkland Ag Tech Showcase Promo- Feb 14-March 6
- You At Parkland/Talk Campus Promotions – January – March.
- Parkland Summer Registration Promotions
- Parkland Community Ed registration promotion