

WNTE 89.5 FM
 Alumni Hall 3rd Floor, 31 S Academy St, Mansfield, PA 16933
 Mansfield University of Pennsylvania

Public Issues and Programs List – 2024:Q1

Quarter 1: January - March 2024 (Submitted April 10, 2024)		
Date	Topic	Description
Beginning February 2024 through present <i>Duration:</i> 30-second and 60-second PSAs <i>Frequency:</i> N/A – NOTE: Error with original scheduling and airing of this program due to computer hardware issue. Adjusted to 1x Each Hour.	Voter Registration; Voter ID; Election Information	Pre-produced public service announcements provided by the organization VoteRiders; providing information to the community about issues related to voter registration and election information that is necessary to the community.
April 3-10 (NOTE: This falls within Q1 filing timeframe). <i>Duration:</i> 60-second PSA <i>Frequency:</i> 2x Each Day	Texting and Driving (Practicing Safer Texting Habits)	Public service announcement program that covers the issue of responsible media use and texting behavior, a topic of interest to the community given that WNTE is a college radio station, as well as the relevance to the broader listening area in terms of the risks associated with distracted driving due to texting. PSA campaign description from Pereira O'Dell Creative Agency: "The campaign humorously depicts the daily life of one man who just can't put his phone down. He stumbles through life with his eyes glued to his screen—making blunders along the way—until he gets behind the wheel and responsibly puts his phone aside. This winking, creative approach acknowledges the powerful need that many people feel to always keep an eye on their phones and concludes with a

		reminder to “Text and whatever. Just don’t text and drive.”
<p>April 3-10 (NOTE: This falls within Q1 filing timeframe).</p> <p><i>Duration:</i> 30-second PSA</p> <p><i>Frequency:</i> 4x Each Day</p>	Discover the Forest/Outdoor Recreation and Education	Public service announcement program that covers the issue of outdoor recreation, a topic of interest given WNTE's location in the PA Wilds. PSA Description From Ad Council: "Stories come to life at local parks and forests. They're places full of wonder, where imagination thrives, stories come to life, and memories are made. Run PSAs to encourage Hispanic and African American parents to make the forest part of their family’s story by experiencing nature firsthand. PSAs drive parents to DiscovertheForest.org, where they can enter their zip code to find a green space to explore nearby."
<p>April 10 (NOTE: This falls within Q1 filing timeframe).</p> <p><i>Duration:</i> 30-second and 60-second PSAs</p> <p><i>Frequency:</i> 4x Each Day</p> <p>NOTE: This will run the entirety of Q2 with heavy rotation in May to commemorate Mental Health Awareness Month.</p>	Veteran Mental Health	(From AdCouncil): “PSAs feature real Veterans and aim to break down the stigma and barriers that come with “asking for help” before things reach a crisis point. There is hope – resources are available, and suicide can be prevented.”

