

WUPX Programs and Issues
Q4 October 1st - December 31st 2020

WUPX has a continuing mission to provide its audience with entertaining and informative on-air programming.

Student DJs continued their shows throughout the semester, but as a precautionary measure we still limited the number of people in the station at a time as a result of COVID-19. On November 13th, the station closed after an email was sent from the president of the school requesting students to sequester because of rising cases of COVID-19 in the Marquette area.

In addition to a wide variety of music, we addressed the following issues between October 1st, 2020- December 31st, 2020.

Environmental Education

Civil Rights

Student Enrichment and Development

Health Issues/ COVID-19 Pandemic

ENVIRONMENTAL EDUCATION

Event Title: Earth keepers 1, 2, 3 PSA

Date: March 17th, 2020 - Current

Time: Mon-Sun 6a-6a; 5x

Duration: 30 secs in length

Details: WUPX aired a public service announcement about the importance of keeping local watersheds clean to protect the great lakes.

Event Title: Rip Current Awareness

Date: March 17th, 2020 - Current

Time: Mon-Sun 6a-6a; 5x

Duration: 30 secs in length

Details: An overview of the dangers of rip currents in lake Superior, how to spot a rip current, how to avoid them, and how to stay safe in lake Superior.

STUDENT ENRICHMENT AND DEVELOPMENT

Event Title: Voting Awareness PSA

Date: June 24th, 2020 - Current

Time: Mon-Sun 6a-6a; 5x

Duration: 30 seconds in length

Details: WUPX promoted voting to the student body to encourage political involvement and outlined where to find voting information.

Event Title: YMCA Art Walk Promotional Liner

Date: September 24th - present

Time: Mon-Sun 6a-6a; 5x

Duration: 30 seconds in length

Details: A promotional liner made to spread the word about submitting to the YMCA Art Walk.

Michigan PSA Absentee

Date: October 15th - November 15th

Time: Mon-Sun 6a-6a; 5x

Duration: 30 seconds in length

Details: Details about registering to vote absentee in Michigan, where to vote, and when to vote for the 2020 presidential election.

Michigan Voter Registration

Date: October 15th - November 15th

Time: Mon-Sun 6a-6a; 5x

Duration: 30 seconds in length

Details: Information about registering to vote, where to vote, and where to find more information about voting in the 2020 presidential election.

Thanks For Voting - Referendum Increase

Date: October 15th - November 15th

Time: Mon-Sun 6a-6a; 5x

Duration: 30 seconds in length

Details: A thank you from the staff of RadioX to the students of Northern Michigan University for voting to increase

CIVIL RIGHTS

Black Lives Matter PSA

Date: September 24th - present

Time: Mon-Sun 6a-6a; 5x

Duration: 30 seconds in length

Details: A liner made to show solidarity from the WUPX staff with all members of the Marquette community.

Social Justice For Us

Date: November 30th - present

Time: Mon-Sun 6a-6a; 5x

Duration: 30 seconds in length

Details: A liner made seeking submissions from writers and artists to contribute to their publication, Safer Shores, that covers various topics with a focus on social justice issues.

HEALTH/COVID-19

COVID - 19 PSA

Date: March 14th, 2020 - Current

Time: Mon-Sun 6a-6a; 5x

Duration: 1 min in length

Details: A statement about the COVID-19 pandemic outlining the recommendations made by the CDC. This includes best practices to keep oneself and those around them safe, such as washing hands for 20 seconds, social distancing from those around you by 6 feet or more, and which symptoms to look for.

Planned Issues and Programs for January 1st - March 30th

Civil Rights: Continuing the Black Lives Matter and Social Justice For Us liners.