

# Serving New York – Long Island

Local radio and television stations provide a uniquely local service to their communities. While consumers may access video and audio content from a variety of national sources, only broadcasting focuses on serving the needs of local communities.

Congratulations to WVH-TV for receiving a “Serving New York” award at our regional luncheon on Long Island.

## *WVH-TV Hamptons Television – American Heart Association Long Island*



WVH is a long time sponsor of the American Heart Association. Heart disease and strokes are the number one killers of Long Islanders. Over 9000 people annually succumb to America’s number one killer.

WVH-TV produces PSA spots and provides extensive coverage of the Annual Heart of the Hampton Ball. A celebration of creating and sharing, the evening celebrates the work and mission; donors and volunteers; and – most importantly – the lives saved and improved because of everyone’s effort in support of the American Heart Association. The annual Hamptons Heart Ball is an engaging evening of fun and passion bringing community and philanthropic leaders together. Building healthier lives, free of cardiovascular diseases and stroke is the American Heart Association’s mission.

This year, the American Heart Association’s 18th Annual Heart of the Hamptons Ball took place at the Hayground School in Bridgehampton, NY. Over 700 guests enjoyed a VIP reception, a cocktail hour, silent auction dinner and dancing.

### ISSUES AND PROGRAMS 2014:

WVH-TV's weekly program "WVH COMMUNITY VIEW" 11:30 provides coverage of issues of concern to the community we serve. Significant treatment of the following subjects of local concern to the community:

1-Health

2-Traffic/Transportation

3-Civic neighborhood

4-Hispanic Culture and relations in the community

5-Education, from Core Curriculum to Local School Districts activities

6-Public Safety, health and Welfare

7-Family Finances, Mortgage help for Families Facing Foreclosure and Home Economics.