

ISSUE	PROGRAM / TITLE	DATE	TIME	DURATION	(misc. notes)
[EXAMPLE] tuition costs	WXYC Reports: The Price Tag of Education	5/10/13	5:00pm	1 hour	https://soundcloud.com/wilson-sayre/wxyz-reports-2-10-13
[EXAMPLE] local solid waste management	PSA: Community Solid Waste Forum	5/23/13 to 5/30/13	4-6 times/day	30 sec	sponsor: Town of Chapel Hill Sustainability Committee
ocal Sports and Issues	Sports Rap	7/08/2012	9pm	1 Hour	
itudent Government	Student Body President Show	7/11/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	7/15/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	7/22/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	7/29/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	8/05/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	8/12/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	8/19/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	8/26/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	9/02/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	9/09/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	9/16/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	9/23/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	9/30/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	10/07/2012	9pm	1 Hour	

WXYC Public Service Announcements for Issues & Programs file

month: August 2012

WXYC airs Public Service Announcements 24 hours a day, at a rate of 3 announcements per hour. Each PSA is written by the WXYC staff and the majority of the subject matter is selected by the staff based on an active ascertainment of services and events of particular interest to the station's listenership, with an emphasis on announcements of a local nature, especially those announcements about services and events which would likely not receive airtime on commercial media due to their non-profit and non-revenue nature.

The PSAs are read live by on-air personnel from a continuously rotating group of announcements which numbers between 20-45 at any given time. The announcements listed below are only a fraction of those read on-air in the last month; these represent the announcements which most demonstrate WXYC's continual effort to be aware of issues that affect and/or interest our local listeners. The full text of each PSA listed (as well as that of all other archived PSAs) is available online at <http://tiny.cc/wxycpsa>. Certain PSAs on this monthly list may also have been (or may be) aired during other months as well.

ISSUE	EVENT/SERVICE/SPONSOR
alternative transportation / reuse / community education	ReCYCLERy
biomedical waste / water quality / state university as good neighbor / re-permitting	NC Division of Water Quality / public meeting
crime prevention awareness	National Night Out / Chapel Hill Police Department
emergency preparedness for artists	Orange County Arts Commission / Artists' Salon
impact of student housing on town / urban planning	Town of Chapel Hill / UNC Division of Student Affairs / public forum
public trail / land use / public safety	Mountains-to-Sea Trail / public forum / NC State Parks
recycling / waste management education	Orange County Solid Waste Management / recycling ambassadors
services for veterans	The Orange County Department of Social Services / public forum
transportation alternatives	SmartCommute Challenge / GoTriangle
urban planning	Town of Chapel Hill / Estes Drive Focus Area / public forum

