

Quarter \_\_\_\_2\_\_\_ Year 2012

ISSUE	PROGRAM / TITLE	DATE	TIME	DURATION	(misc. notes)
[SAMPLE] tuition costs	WXYC Reports: The Price Tag of Education	5/10/13	5:00pm	1 hour	https://soundcloud.com/wilson sayre/vxxyc-reports-2-10-13
[SAMPLE] 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
Local Sports and Issues	Sports Rap	4/08/2012	9pm	1 Hour	
Student Government	Student Body President Show	4/11/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	4/15/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	4/22/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	4/29/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	5/06/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	5/13/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	5/20/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	5/27/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	6/03/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	6/10/2012	9pm	1 Hour	
Student Government	Student Body President Show	6/13/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	6/17/2012	9pm	1 Hour	
Local Sports and Issues	Sports Rap	6/24/2012	9pm	1 Hour	
ocal Sports and Issues	Sports Rap	7/01/2012	9pm	1 Hour	-

## WXYC Public Service Announcements for Issues & Programs file

## month: April 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 <a href="http://tiny.cc/wxycpsa">http://tiny.cc/wxycpsa</a>. Certain PSAs on this monthly list may also have been (or may be) aired during other months as well.

ISSUE	EVENT/SERVICE/SPONSOR		
African culture	Pan-Afrikan Festival / NC State		
broadcast journalism / student journalism	Roger Ailes lecture / UNC-CH		
community media / India	Vinod Pavarala lecture / Duke		
community media / India / Triangle	roundtable with Vinod Pavarala, et al		
environmentalism and localism	Durham's Earth Day events		
global economics / China	UNC-CH Global Education Center / lecture		
hip hop culture / African culture / intercultural skillsharing	UNC-CH / Beat Making Lab / performances / panels		
human rights / global health	Sofia Gruskin lecture / UNC-CH		
identity theft / recycling	Shred-A-Thon / Orange County Solid Waste		
inner-city gardening	SEEDS skill-share		
innovation and entrepreneurialship / commercialization of the fruits of state-supported research	Emerging Company Showcase / UNC-CH		
local elections	Orange County Board of Elections / election procedures		
same-sex marriage	UNC PlayMakers / Raleigh Little Theatre / performance		
science and entrepreneurship	NC Science Festival / hands-on science fair		
student issues in presidential election	Barack Obama speech at UNC-CH		
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Memorial Day - local angle	American Legion Post 6		
organic vegetable growing	Carolina Campus Community Garden / National Public Gardens Day		
alternative transportation	Chapel Hill Transit / Bike to Work Week		
environmental effects of fracking	Food and Water Watch / "Gasland" (film)		
local African-American culture	Hayti Heritage Center / Bull City Soul Review / art exhibit		
local agriculture	honeybee workshop / Carolina Campus Community Garden		
garden awareness	NC Botanical Garden / National Public Gardens Day		
teens learning the stories of less-fortunate community members	Painted Voices / art project & performance		
local agriculture / urban food production	SEEDS / Inner City Gardeners		
urban chicken raising	SEEDS / workshop		
repurposed clothing / activities for seniors	Seymour Center / re-fashion show		
local agriculture	South Durham Farmers' Market		
low summer blood supply	UNC-CH / Carolina Blood Drive		
land development / public input	UNC-CH / Carolina North		

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African-American family life in NC	UNC Wilson Library / art exhibit		
community planning / land use	Town of Chapel Hill / 2020 plan		
community planning / land use / recreation	town master plans for parks/recreation		
disposal of unsafe and hazardous medicine	Operation Medicine Drop / Chapel Hill Police Dept. / UNC-CH Dept. of Public Safety		
environmental activism	Deep Green Resistance / roadshow		
fair housing	Orange County Human Relations Commission / U.S. HUD		
fossil fuels awareness / alternative transportation	Dump the Pump Day / Chapel Hill Transit		
homelessness	House Warming Project		
human rights and musical culture	benefit concert / Human Rights Center / ArtsCenter		
land use	Carolina North public information meeting / UNC-CH		
local food system / soil & farm legislation	Duke Rice Diet Program		
police responsiveness to community concerns	community meetings / Chapel Hill Police Dept. / Town of Chapel Hill Justice in Action Committee		
severe weather awareness	National Weather Service / Orange County Health Dept.		
veteran unemployment	veterans job fair / Durham Tech		
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