

WCXL 104.1 2023 Second Quarter Public Affairs Programming

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The following pre recorded Public Service Announcement schedules were run a minimum of 5 times per day in the date range shown.

4/16-6/30/2023- Corolla Wild Horse Fund. A variety of PSA's advise the public on the dangers of feeding the Corolla Wild Ponies foods that domesticated animals would normally eat. The Ponies have adapted to a diet of wild Marsh Grasses, and snack like carrots, apples, or oats can kill them. PSA's starting 5/29 specifically targeted the "Mustang Mornings" programs designed to give people a chance to see horses injured to greatly to be returned to the wild. Corolla Wild Horse Fund's mission is "to protect, conserve, and responsibly manage the herd of wild Colonial Spanish Mustangs roaming freely on the northernmost Currituck Outer Banks, and to promote the continued preservation of this land as a permanent sanctuary for horses designated as the State Horse and defined as a cultural treasure by the state of North Carolina."

4/1-6/30/2023- Outer Banks Relief Foundation. This is the first of a series of PSA's raising awareness for the Outer Banks Relief Foundation, a nonprofit that sources donations and grants to help local residents deal with situations like illness or personal tragedy like home fires. This is an ongoing series of testimonials from people that have been helped by the foundation.

4/1-4/22/2023- Spring Shred Fest is an annual event organized to fall shortly after tax season, allowing people to safely shred and dispose of financial paperwork. The event is a fundraiser for the Kill Devil Hills Fire Department. The event date is April 22, 2023.

The Outer Banks Bicycle and Pedestrian Coalition. These started 3/15 and will continue through 10/31/2023. These PSA's identify safe practices for pedestrians, bicyclists, and motorists on the Outer Banks. The coalition was formed after several high profile collisions between motorists and pedestrians or bicycles on Outer Banks roadways.

Other Public Service Announcements that ran during second quarter

Town of Manteo Spring Littler Pickup

National Park Service Appeal For Help Fighting Vandalism

Coastal Humane Society Vaccination Clinics

Red Cross Blood Drives

Currituck County Extension Master Gardener Volunteers

Dare County Libraries

Elizabethan Gardens

NC Department of Agriculture and Consumer Services

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North Carolina Aquarium on Roanoke Island

Outer Banks SPCA

Theatre Of Dare

Roanoke Island Historical Association

US Coast Guard Auxiliary Boating Safety Awareness