

WCXL-FM 104.9 Public Issue Programming 4th Quarter 2023

Public Service Announcements which ran in the fourth quarter of 2023:

The following Pre-recorded Public Service Announcement campaigns ran. Each was at least 30 seconds long and scheduled 5 times per day.

Corolla Wild Horse Fund- Safety. These started 2nd quarter and will continue through 4th quarter. Corolla Wild Horse Fund is a nonprofit that raises awareness and cares for the wild horse population on the Outer Banks.: Don't Feed the Ponies. These 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 snacks like carrots, apples, or oats can kill them.

Corolla Wild Horse Fund- Fun Farm. These started 9/26/2023 and continued through 10/14. Corolla Wild Horse Fund is a nonprofit that raises awareness and cares for the wild horse population on the Outer Banks. Fun Farm is an event that allows the public to visit facilities used to care for the injured horses from the herd, no longer able to live in the wild.

Center for Dolphin Research Shrimp Crawl. 10/31-11/15 The Outer Banks Center for Dolphin Research is a non-profit organization dedicated to promote the conservation of bottlenose dolphins on the Outer Banks. This is a primary fundraiser for the organization involving a variety of restaurant locations. Tickets purchased allow people access to several restaurants to sample shrimp dishes while supporting and learning about dolphin research.

Outer Banks Bicycle and Pedestrian Coalition. This is a series of continuing recorded announcements encouraging legal and safe behavior for cyclists and pedestrians as well as awareness for vehicle drivers. The Outer Banks has had several traffic injuries and fatalities from collisions between powered vehicles and pedestrian/cyclists.

Other live PSA's were made on air in support of these and other causes.

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Bissell Pet Foundation Empty the Shelter Events with OBXSPCA.

Coastal Human Society Pet Vaccination Clinic.

Food Bank Of the Albemarle Food Distribution Stops.

College Of The Albemarle “COA Star Nights” sky viewing events.

Wright Brothers National Memorial Fee Free Days.

Outer Banks Woman’s Club Plastic Bag Recycling Program.