

WLPW/WVSL: Quartly Issues Q2 2020

Issue #1: Covid-19 on Air Announcements and Updated Reports

In response to the Covid-19 Pandemic (Adirondack 105) expanded our local news coverage to include 3 news reports daily. These reports aired at 8am, 12pm and 5pm Monday-Friday updated on a daily basis. The content of each report included locally focused news and information as well as highlighting community resources available to those in need.

To encourage and alert our listening audiences of these updates the daily reports were also downloaded to the station's websites. Listeners were informed of the online listening option through social media.

(Summary)- 488 live DJ on air Announcements for the months of April May and June on **WLPW/WVSL** from 7:00am to 5:00pm for 23 business days.

174- downloaded and updated reports for the months of April May and June on **WLPW/WVSL** from 7:00am to 5:00pm for 23 business days.

Issue #2: ADK Unite 2020

ADK Unite is a VIRTUAL 5K /10K Run, Walk or Bike event with proceeds going to local food pantries throughout our area. Here's how to participate:

- Sign up
- Run or walk on a treadmill
- Ride a stationary bike
- Choose one of the suggested routes featured here
- Create your own route and rock it
- Post pics, vids and your time on this page

Registration includes a very cool performance t-shirt, certificate of participation, coupons from our sponsors and all the warm fuzzies that come with helping our communities.

(Summary)- 14 live DJ on air Announcements From 4/27 to 5/31 on **WLPW/WVSL** from 7:00am to 5:00pm.

Issue #3: Census PSA's

(Every moment Counts, today I learned and who am I) are playing on **WLPW/WVSL** nine times a day Monday through Friday 3 separate announcements per day from 7am to 5pm.

Issue #4 Covid-19 PSA'S

We have and are currently airing the most current Covid Public Service Announcements available from AD BROADCASTERS, NEW YORK STATE BROADCAST ASSOCIATION and THE NATIONAL ASSOCIATION OF BROADCASTERS. The PSA's were updated throughout the quarter as the pandemic evolved.

(Summary)- 10 On air Announcements From 4/27 to present on **WLPW/WVSL** from 7:00am to 5:00pm.