

WLPW/WVSL: Quarterly Issues Q1 2020

Issue #1: The 40th Anniversary of the 1980 Lake Placid Winter Olympics. The Village of Lake Placid celebrated the 40th anniversary of the 1980 Olympic Winter Games from 2/14 to 2/22. The 14-day celebration included presentations, films, book signings. On February 21st 2020 the Station hosted a live broadcast and distributed commemorative T-shirts and posters to celebrate the 40th anniversary of the “Miracle on Ice” The Stations ran Live on air public service announcements from February 3rd 2020 to February 22nd 2020. Information was given to the on air staff on 2/3/2020.

76 live on-air public service announcements each day on WLPW/WVSL from 7:00am to 5:00pm for 19 business days.

On Tuesday, February 18th, during the 40th Anniversary, a fund-raising event was hosted by Scott Hamilton, and his Scott Hamilton Cares Foundation. A “skate-a-thon” was held to raise money for cancer research. WLPW & WVSL were participating sponsors of the event, and did live interviews, as well as public service announcements the week prior to the event, to help increase awareness of the fund raiser. The result was record levels of donations were raised.

issue #2: Live Interview with Chief Medical Officer Dr. Darci Beira’s from The Adirondack Medical Center in Saranac Lake NY. The Interview was based on questions from the listening audience with a focus on the recent pandemic at the beginning of the COVID-19 Crisis. The event took place on 3/19/2020. The on-air staff assisted in gathering questions from the listeners to have the Dr. answer to help ease some of the uncertainty of the community. 2 per day for a total of 30 on air public service announcements on WLPW/WVSL from 7:00 am to 5:00pm for 10 business days.

issue #3: Gift Card Challenge started on 3/15/2020 encouraging listeners to support Local Businesses by purchasing gift Cards that can be used as donations to essential workers.

The on-air staff promoted the challenge on WLPW/WVSL for 15 days prior to the event from 7:00am to 7:00pm. 60 live on-air public service announcements ran each day on WLPW/WVSL from 7:00am to 5:00pm for 19 business days. The current event is still ongoing to help support our local businesses during this time of the COVID-19 Pandemic.