

# **WLPW & WVSL: Quarterly Issues Q4 2019**

## **ISSUE #1: Dewey Mountain Rec Center Ski Conditions Reports-**

Dewey Mountain Recreation Center was founded in 1980 by the Town of Harrietstown, Saranac Lake Area Chamber of Commerce and many dedicated volunteers.

**Saranac Lake Rotary Foundation** [a not-for-profit 501(c)(3)] works in partnership with **Dewey Mountain Friends** and the **Town of Harrietstown** to provide private support for capital projects and youth programs.

WLPW aired Ski Conditions Reports provided by Dewey Mountain at no charge once per day to help support the Mountain.

The Ski Reports Public Service Announcements, aired Monday thru Friday at 8am on WLPW starting on 11/15/19 through 12/31/19.

## **ISSUE #2: “The Adirondack Medical Center Hosted their Annual Turkey Trot”**

This flat 5K walk/run started at 8:30 a.m. on Thursday, November 28 - Thanksgiving Day - at the Speed Skating Oval in Lake Placid. The event went around Mirror Lake and ended back at the Oval.

Proceeds from the event benefited the local school food pantries and Adirondack Health's Fit for Life program.

The information was given to the Announcers to use from 11/1/19 to 11/27/19. 48 event public service announcements aired on WLPW from 11/1/19 from 6:00am to 7:00pm through 11/27/19 Monday through Friday, three times per day.

### **ISSUE #3: “Bitters and Bones 5<sup>th</sup> Annual Turkey Trot”**

The **Trot '20** proceeds went towards two favorite community causes: The Saranac Lake Interfaith Food Pantry, and the Saranac Lake Student Needs Fund shared the purse

The event took place on 11/28/2019 at 8am at Bitters and Bones.

The information was given to the Announcer's to use from 11/1/19 to 11/27/19. 38 event public service announcements aired on WLPW from 11/1/19 from 6:00am to 7:00pm through 11/27/19, three times per day.

## **ISSUE #4 Jingle Bell Run Charity Event for Benefiting The Fit for Life Program for Adirondack Medical Center)**

Lake Placid Celebrated the spirit of the holidays with a Lake Placid tradition, The Jingle Bells Run is a great Charity Event to Benefit the Fit For Life Program.

The event took place on 12/14/2019 at 8:30am at the Lake Placid Village Beach in Lake Placid NY.

The information was given to the Announcer's to use from 11/25/19 to 12/12/19. 55 event public service announcements aired on WLPW from 11/25/19 from 6:00am to 7:00pm through 12/12/19, four times per day.

## **ISSUE #5 14<sup>TH</sup> ANNUAL NEW YEAR'S EVE CELEBRATION FIRST NIGHT SARANAC LAKE**

Saranac Lake first night non-profit community-based program promoting family friendly, Alcohol free New Year's Eve celebrations, concerts, shows and events throughout the village of Saranac Lake. First Night Saranac Lake is an all-volunteer not-for-profit organization with a mission to create a family-centered public celebration

The event took place on 12/31/2019 to 1/1/2020 in Saranac Lake NY,

The information was given to the Announcer's to use from 12/15/19 to 12/30/19. 70 event public service announcements aired on WLPW from 12/15/19 from 6:00am to 7:00pm through 12/30/19, four times per day.