

## **WLPW & WVSL: Quartly Issues Q2 2019**

**Issue #1:** “The 28<sup>th</sup> annual ice out” to benefit the lake placid volunteer ambulance and “fly car” tickets were sold around lake placid. People had to guess a date and exact time when the last piece of ice was going to break out of lake placid and mirror lake.

Information was given to the dj’s to be used from 3/20/19 to 4/17/19. The ice broke on 4/22/2019.

41 live dj on air public service announcements each day on WLPW & WVSL from 7:00am to 5:00pm for twenty -one business days. There were two on air public service announcements each weekday by the dj’s on WLPW & WVSL.

**Issue #2:** ; “Lake Placid Volunteer Fire Department open house” join the Lake Placid Volunteer Fire Department for their open house on Sunday April 28<sup>th</sup> 2019! Take a tour of the fire station and apparatus, watch live demonstrations presented by our members, participate in fun activities, enter for your chance to win great giveaways and enjoy some free food! Come learn all about the LPVFD and what jobs we carry out on a daily basis while responding to emergency calls and even how you can become part of Lake Placid’s finest, the event was from 11am-5pm on Sunday April 28<sup>th</sup>, 2019.

The information was given to the dj’s to use from 4/1/19 to 4/26/19. 38 event public service announcements on WLPW & WVSL from 4/1/19 from 6:00am to 7:00pm on 4/26/19 two times per day on WLPW & WVSL.

**Issue #3:** “Lake Placid village clean up” after the hard winter that lake placid and all of the north country faced lake placid village hosted a town clean up! Drinks and lunch were provided to all of the volunteers.

The event took place on 5/18/2019 at 8am at mirror lake cottage.

The information was given to the dj’s on 4/29/19 with live on-air public service announcements through 5/17/19.

2 per day for a total of 28 read on air public service announcements on WLPW & WVSL from 7:00 am to 5:00pm for 14 weekdays 4/29/2019 through 5/17/19.

**Issue #4:** the American Red Cross hosted “blood drives “Red Cross urges blood donations to help trauma patients. There’s no way to predict when or where an accident will happen. That’s why the American red cross needs donors to give blood during trauma awareness month this may and throughout the year to help ensure that trauma centers are prepared the moment an injured patient arrives. The event took place on 5/16/19 and 5/21/2019. On 5/16/2019 the event was held in middle-high school, 25 Chaney Ave, Tupper Lake, NY 12986. From 12pm to 6pm. There was also a separate event held on the same day at Thomas Shipman youth center 61 Cummings Road Lake Placid NY 12946 from 1pm to 6pm.

On 5/21/2019 a blood drive was held at St. Regis Falls Central School, 92 N. Main St., St. Regis Falls, NY 12980, from noon to 5pm.

2 per day for a total of 24 on air public service announcements on WLPW & WVSL from 7:00 am to 5:00pm for 12 weekdays 5/1/2019 through 5/15/19. The blood drive information was given to the dj’s on 5/1/2019 to use with the right time and places up until 5/15/19. The information was revised and given to the dj’s to use on 5/16/19 until 5/20/19 for the event on 5/21/19.

**Issue #5:** Experience Outdoors is hosting and teaming up with hope for miracles on “experience the woods family fun day” to beat neuroblastoma-childhood cancer. Family fun day with zip lining, rock climbing, games and much more. The event was held on June 22<sup>nd</sup>, 2019 at experience outdoors 4948 cascade road lake placid NY.

The information about the family fun day was given to the dj’s to use from 5/27/2019 to 6/21/2019.

2 per day for a total of 40 on air public service announcements on WLPW & WVSL from 7:00 am to 5:00pm for 20 weekdays 5/27/2019 through 6/21/19.

**Issue #6:** “Songs At Mirror Lake is a free summer concert series held Tuesday evenings at Mid’s Park bandshell in downtown lake placid they are all-volunteer, nonprofit community organization whose mission is to introduce residents and visitors to a diverse range of musical offerings and to provide regional artists with a platform for exposure and experience. The musical shows are held every Tuesday evening from 7 to 9 pm.

The information regarding the summer series was given to the j’s on 6/12/19 and have 20 on air public service announcements on WLPW & WVSL from 6/12/19 to 6/26/19 from 6:00am to 7:00pm.