

WLPW/WVSL: Quarterly Issues Q3 2019

Issue #1: The Stratton Ride a fundraising event by the Saranac Lake Kiwanis Club to benefit the Clubs on going youth programs and activities. WLPW/WVSL was the official sponsor for this event. The stations ran a total of 150 announcements from 7/30/2019 to 8/23/2019. Information was given to the on-air staff on 7/30/2019

38 live DJ on air announcements each day on WLPW/WVSL from 7:00am to 5:00pm for 19 business days. there were two on air announcement each weekday by the DJ's on WLPW/WVSL.

issue #2: The Teddy Bear Picnic is an annual community event presented by the Lake Placid Rotary Club.

The event took place on 9/21/2019.

The on-air staff assisted in soliciting donations of teddy's bears for one month prior to the event.

2 per day for a total of 30 on air announcements on WLPW/WVSL from 7:00 am to 5:00pm for 25 business days.

issue #3: Out of the Darkness Walk Suicide Prevention Event was held in Lake Placid on 9/29/2019 at the Olympic Speed Skating Oval. The event is designed to heighten awareness and raise funds for suicide prevention.

The on-air staff promoted the event on WLPW/WVSL for 25 days prior to the event from 7:00am to 7:00pm.

issue #4: Relay for Life is a community wide event to raise awareness and fund for cancer research. The event took place on 9/14/2019 at the Lake Placid Speed Skating Oval.

The on-air staff promoted the event on WLPW/WVSL for 25 days prior to the event from 7:00am to 7:00pm.

issue #5: The Lake Placid Volunteer Fire Department Golf Tournament was held at the Lake Placid Club Mountain Course on 9/29/2019. This event was held to help raise money for the Lake Placid Volunteer Fire Department.

There were 22 on air live DJ announcements each weekday on WLPW/WVSL from 6:00am to 7:00pm.