

WCXL 104.1 2024 First Quarter Public Affairs Programming

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The following pre recorded Public Service Announcement schedules were run a minimum of 5 times per day in the date range shown.

1/1-3/31/2024- Corolla Wild Horse Fund. A variety of PSA's advise the public on the dangers of feeding the Corolla Wild Ponies foods that domesticated animals would normally eat. The Ponies have adapted to a diet of wild Marsh Grasses, and snack like carrots, apples, or oats can kill them. PSA's from March 1-31 specifically targeted the funds annual membership drive. Corolla Wild Horse Fund's mission is "to protect, conserve, and responsibly manage the herd of wild Colonial Spanish Mustangs roaming freely on the northernmost Currituck Outer Banks, and to promote the continued preservation of this land as a permanent sanctuary for horses designated as the State Horse and defined as a cultural treasure by the state of North Carolina."

1/1-3/31/2024- Outer Banks Relief Foundation. This is a series of PSA's raising awareness for the Outer Banks Relief Foundation, a nonprofit that sources donations and grants to help local residents deal with situations like illness or personal tragedy like home fires. This is an ongoing series of testimonials from people that have been helped by the foundation.

Other Public Service Announcements that ran during first quarter

American Red Cross Blood Drives

Coastal Humane Society Walk a Thon

Coastal Humane Society Vaccination Clinics

Currituck County Extension Master Gardener Volunteers

Dare County Libraries

Elizabethan Gardens

NC Department of Agriculture and Consumer Services

North Carolina Aquarium on Roanoke Island

Outer Banks Senior Games/Dare County Older Adult Services

Outer Banks SPCA

Project Glam Girls Prom Project

Special Olympics Polar Plunge

Theatre Of Dare

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Roanoke Island Historical Association