

Category C: WPBN/WTOM

Non-Broadcast Efforts that enhance the value of children's E/I Programming

1/1/2020 – 12/31/2020

WPBN/WTOM

1Q2020

We ran the following PSA's during 2nd Qtr 2020 that covered topics that applied to children; AL Anon, Children's Miracle Network, 4H, Bullying, Buzzed Driving, Children's Cancer Research, Children's Miracle Network, Empower Girls, Genius of Play "Dear Parents", Junior Achievement, Pediatrics (Bedtime Routine, Keep Kids Active, Teen Drivers, Vaping), Texting Driving Never, & Save the Children Covid.

2Q2020

We ran the following PSA's during 2nd Qtr 2020 that covered topics that applied to children; 4H, AlAnon, Children's Miracle Network, Don't Drive High, Genius of Playtime 2020, Junior Achievement, Pediatrics Vaping, Avoid Teen Drowning, and Don't Text & Drive.

3Q2020

We ran the following PSA's during 3rd Qtr 2020 that covered topics that applied to children; Adopt from Foster Care, Children's Miracle Net Covid, Grand Traverse Dyslexia Association, Pediatrics "Doctor/Teen Visit", Pediatrics "Helmets", Pediatrics "Teen Drivers", Pediatrics Avoid Teen Drowning.

4Q2020

We ran the following PSA's during 2nd Qtr 2020 that covered topics that applied to children; AL Anon, childhood Medical Breakthroughs, Children's Miracle Network, Communities in school (Covid & Go To), 4H, Junior Achievement of NW Mi, MDA Telethon, Pediatrics (Helmets, Bedtime Routine, Keep Kids Active, Teen Drivers & Vaping) & Unicef.