

WCHS – Broadcast / Non-Broadcast Efforts - 2021

2021 WCHS Other Broadcast/Non-Broadcast Efforts - WCHS is pleased to broadcast programs in standard program lengths **three hours weekly, which provides** educational informational needs of children. We believe these programs have unlimited value.

During 2021, WCHS telecast numerous public service announcements aimed at children 16 years of age and under. Examples: Distracted Driving, Texting and Driving, Pet Adoption, Learning Disabilities, Car Seat Safety, Seatbelt Safety, Recycling, Reducing Food Waste, Hand Washing, Cough and Sneeze Safety, and Helping the Disabled. Our PSAs are designed for a general audience, but also serve children 16 years of age and under.

Annual Station Local Community Events benefiting viewers in WV, KY and OH:

American Heart Association February Go Red Month (February 2021) – month long stories, PSA's about heart health especially targeted towards local area women.

Sinclair Cares: Roll Up Your Sleeves - Red Cross Blood Donation drive in July 2021, includes news stories and PSA's addressing need and donations.

Tools for School Student School Supply Drive on 3 Q - Benefits the United Way of Central WV, news stories about need and PSA's to collect school supplies for area students.

Sinclair Cares: Supporting All Veterans - Benefits the DAV (Disabled American Veterans) in November 2021 with news stories and PSA's for awareness and donation.

Food Drive in 4Q – Benefits the Union Mission, news stories and PSA's about hunger and donations for meals over the Holiday Season.

Toy Drive in 4Q – Benefits the Union Mission - news stories and PSA's about need and donation of toys/gifts for area children at Christmas.

Sinclair Cares: Tornado Relief - Benefits the Red Cross in Dec 2021 for areas in Kentucky affected by severe storms.