

WCHS – Charleston-Huntington, WV - Non-Broadcast Efforts - 2022

WCHS is pleased to broadcast programs in standard program lengths, three hours weekly, which provide educational informational needs of children. We believe these programs have unlimited value.

During the 2022 Calendar Year, WCHS telecast numerous public service announcements aimed at children 16 years of age and under. Examples: Forest Fire prevention, Car Seat Safety, Autism, Adoption, Music appreciation, S.T.E.M. awareness, distracted driving and reducing food waste. 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 – month long stories, PSAs about heart health, especially targeted towards local area women. (2/1-2/28/22)
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- Sinclair Cares: Ukraine Relief – donations for those enduring the War in Ukraine in partnership with the Red Cross. (3/16-4/1/22)
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- Sinclair Cares: Summer Hunger Relief – providing meals for children outside of school on summer break in partnership with Feeding America. (6/1-7/31/22)
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- Tools for School Student School Supply Drive - benefits the United Way of Central WV, news stories about need and PSAs to collect school supplies for area students. (8/1-8/12/22)
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- Food Drive in 4Q – benefits the Union Mission, news stories and PSAs about hunger and donations for meals over the Holiday Season.
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- Toy Drive in 4Q – benefits the Union Mission news stories and PSAs about need and donation of toys/gifts for area children at Christmas.