Objective-
The Cornell Cooperative Extension of Columbia and Greene Counties has a weekly 2.5 minute public service announcement on our local radio station. These spots are used for both CCE promotion and educational purposes. The psa, Adventure in the Woods, aired on the radio with the purpose of exciting the public about geocaching and raise awareness of our upcoming youth GPS program.

Target Audience-
This radio spot was aimed at parents of potential new 4-H members and program participants.

Current Population—
Columbia County population is 62,550 and in Greene County is 48,954. These figures came from the 2011 US Census Bureau data.

WHUC 1230 AM airs our 2.5 minute public service announcements. Their station is located in Hudson, NY in Columbia County. They have a listenership of 5000 people in the Albany area.

Publisher’s Requirement—
WHUC 1230 AM requires all submissions to be 2.5 minutes in length, pre-recorded and submitted in a MP3 format.

Role of the Applicant-
The applicant wrote and recorded the radio spot submitted.