

Morgantown Public Library System
373 Spruce St
Morgantown, WV 26505



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PUBLIC SERVICE ANNOUNCEMENT

Start date: <May 25, 2025>

Stop date: <June 8, 2025>

KEEP YOUR CHILD'S LITERACY ON TRACK WITH MORGANTOWN PUBLIC
LIBRARY SYSTEM'S SUMMER READING PROGRAM

Reading time: <60 seconds>

Only one in four of our elementary school students reads at a proficient level. This isn't just a statistic... it's a warning sign. In West Virginia... too many children are falling behind on their reading.

This summer... the Morgantown Public Library System wants to help turn the page on West Virginia childhood literacy.

-MORE-

Enroll your child in the Library's 2025 Summer Reading Program. It's free... it's fun... and it keeps your little ones reading when it matters most.

Enrollment opens on Sunday... June 1st... and parents may sign up any time at My-M-P-L-S-dot-org... all summer long.

Our kids' program is open to any child from first to fifth grade. By logging at least three books... your child could win some great prizes!

Visit My-M-P-L-S-dot-org to enroll and to invest in your child's future. Again... that's My-M-P-L-S-dot-org.

Help your child stay on track... build strong reading habits... and grow to love learning one book at a time with M-P-L-S Summer Reading.

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PSA Distribution Strategy

For my public service announcement promoting MPLS's Summer Reading Program, I feel that it is important to distribute it locally. This program would only be of interest to the Morgantown area, so a local channel would suit my PSA best. I think WAJR (channel 1440)/W283CR (channel 104.5), a Morgantown radio station, is the ideal target for this broadcast piece. This program is a concern for Morgantown parents, many of whom likely tune in to our local radio.