

3rd Quarter, 2014

WPIE Public Service

Date(s): July 3rd, 2014

During the last quarter, WPIE ascertained that **Recreation & Aquatic Safety is of major interest in our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the 3rd Broadcast Quarter of 2014 (7/3/14):

WPIE broadcast a segment of its local sports talk show, *Between the Lines*, discussing boating safety tips.

We spoke with New York State Park Police Lieutenant Thomas Fischer on the phone about NYS personal life jacket requirements, lake motor speed limits & the meanings of common buoys and navigation lights.

The interview with Lt. Thomas Fischer aired on Thursday, 07/03/14 at 4:15 PM and was about 6 ½ minutes long. The entire segment lasted about 10 minutes in length. *Between the Lines* airs weekdays from 4-5 PM EST on WPIE – ESPN Ithaca: 1160 AM, 107.1 FM & ESPNIthaca.com.

Below is a summary of WPIE's efforts/interviews/PSAs:

- Live discussion & interview on local talk program and interview with Lt. Thomas Fischer

Additional Comments:

- Interview audio file (MP3) is available (About 6 ½ Minutes Long)
- Boating Safety hard copy hand out available

3rd Quarter, 2014

WPIE Public Service

Date(s): July 3rd, 2014

During the last quarter, WPIE ascertained that **Emergency Preparedness & Community Services are of major interest in our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the 3rd Broadcast Quarter of 2014 (7/10/14):

WPIE broadcast a live-read public service announcement during a segment of its local sports talk show, *Between the Lines*, discussing community services offered by the YMCA of Ithaca & Tompkins County in the aftermath of this past week's thunderstorm. Several Ithaca residents are still without power.

The live-read included a quote from YMCA CEO Frank Towner: "The YMCA thinks it would be the right thing to do to offer up to the community that's lost power to come to the Y, use the showers, get fresh water and plug in your electronics."

The live-read aired on Thursday, 07/10/14 at 4:12 PM during *Between the Lines* and was about 45 seconds long. *Between the Lines* airs weekdays from 4-5 PM EST on WPIE – ESPN Ithaca: 1160 AM, 107.1 FM & ESPNithaca.com.

Below is a summary of WPIE's efforts/interviews/PSAs:

- Public Service Announcement live-read on local talk program

Additional Comments:

- PSA live-read audio file (MP3) is available (About 45 seconds long)
- PSA live-read script hard copy available

3rd Quarter, 2014

WPIE Public Service

Date(s): July 24th, 2014

During the last quarter, WPIE ascertained that **Community Events & Finance Management is of major interest in our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the 3rd Broadcast Quarter of 2014 (7/24/14).

WPIE broadcast a live-read public service announcement during the final segment of its local sports talk show, *Between the Lines*, discussing The Community Connect event offered on select Thursday evenings by the Tabernacle Baptist Church in Ithaca. The event includes free dinner, free childcare and free money management classes. These Finance Management classes teach how to set a budget and how to get out of debt. The class is led by former NYSEG comptroller Everett Robinson.

The live read aired on Thursday, 07/24/14 at 4:55 PM during *Between the Lines* and was about 15 seconds long. *Between the Lines* airs weekdays from 4-5 PM EST on WPIE – ESPN Ithaca: 1160 AM, 107.1 FM & ESPNithaca.com.

Below is a summary of WPIE's efforts/interviews/PSAs:

- Public Service Announcement live-read on local talk program

Additional Comments:

- PSA live-read audio file (MP3) is available (About 15 seconds long)
- PSA Information Sheet Available

3rd Quarter, 2014

WPIE Public Service

Date(s): July 28 – August 29th, 2014

During the last quarter, WPIE ascertained that **Community Events are of major interest in our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the 3rd Broadcast Quarter of 2014 (7/28/14 – 8/29/14):

WPIE broadcast a 30-second Public Service Announcement at least 20 times a week between Monday, July 28th and Friday, August 29th promoting The Tompkins County Chamber of Commerce and Funflicks Outdoor Movies presented *Movies in the Park 2014* events.

A different family-friendly movie will be shown in Ithaca's Stewart Park every Friday in August. The event is free to the public. Each Public Service Announcement will be unique to the movie that is being shown that particular week. For example, the PSA running 7/28 through 8/1 promotes *The Princess Bride*.

The 30-second Public Service Announcement was voiced by ESPN Ithaca's Kevin English and produced by ESPN Ithaca's Jeremy Menard. The PSAs air between 5:00a & 9:00p at least 20 times a week. The Public Service Announcement will run a total of 70 times between 7/28 and 8/29 on WPIE – ESPN Ithaca: 1160 AM, 107.1 FM & ESPNithaca.com.

Below is a summary of WPIE's efforts/interviews/PSAs:

- 30-Second Public Service Announcement promoting *Movies in the Park 2014*

Additional Comments:

- 30-Second PSA audio file (MP3) is available
- 30-Second PSA script available

3rd Quarter, 2014

WPIE Public Service

Date: August 5th

During the last quarter, WPIE ascertained that **Severe Weather Warnings & Driving Safety** is of major interest in our community.

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the 3rd Broadcast Quarter of 2014 (8/5/14):

- WPIE cut into a segment of its local sports talk show, *Between the Lines*, with an update on the region's current thunderstorm. A severe thunderstorm warning was in effect for Tompkins County during the afternoon hours. AccuWeather Senior Meteorologist Dave Bowers provided an afternoon/evening storm forecast. Dave described the size of the "weather cell" and the severity of the storm. The interview lasted about a minute-and-a-half in length and was broadcast at 4:50 PM EST on Tuesday, August 5, 2014.

Below is a summary of WPIE's efforts/interviews/PSAs:

- Interview with AccuWeather Senior Meteorologist Dave Bowers. The interview was broadcast during WPIE's local talk show, *Between the Lines*. "BTL" airs Monday through Friday, 4-5 PM EST on WPIE – ESPN Ithaca: 1160 AM, 107.1 FM & ESPNithaca.com.

Additional Comments:

- Audio file of meteorologist interview available as MP3 file (About 1 ½ Minutes Long)

3rd Quarter, 2014

WPIE Public Service

Date: August 13th

During the last quarter, WPIE ascertained that **Recreation & Charitable Initiatives are of major interest in our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the 3rd Broadcast Quarter of 2014 (8/13/14):

WPIE broadcast a segment of its local sports talk show, *Between the Lines*, discussing the Ithaca area's 16th Annual AIDS Ride for Life starting in Stewart Park on September 13, 2014.

We previewed the race with cyclists Adam Brumberg & Candance Phelan. Candace is also the Volunteer Coordinator at the Southern Tier AIDS Program. Throughout the ride's 15 year history, it has raised over \$2.7 Million for STAP's eight country HIV/AIDS prevention programs and services. The interview covered the history of the event, a virtual tour of the ride's 42, 85 and 100 mile course route and healthy training tips.

The interview with Adam Brumberg & Candance Phelan aired on Wednesday, 08/13/14 at 4:30 PM and was about 12 minutes long, covering the show's entire third segment. *Between the Lines* airs weekdays from 4-5 PM EST on WPIE – ESPN Ithaca: 1160 AM, 107.1 FM & ESPNIthaca.com.

Below is a summary of WPIE's efforts/interviews/PSAs:

- Discussion & interview on local talk program with AIDS Ride for Life Cyclists Adam Brumberg & Candace Phelan.

Additional Comments:

- Interview audio file (MP3) is available (About 12 Minutes Long)
- "About Ride for Life" hard copy printout from AIDSrideforlife.org

3rd Quarter, 2014

WPIE Public Service

Date(s): August 25th – September 30th

During the last quarter, WPIE ascertained that **Community Organizations are of major interest in our community.**

In an effort to broadcast responsive programming to address this issue, WPIE took the following action during the 3rd Broadcast Quarter of 2014 (8/25-9/30):

WPIE broadcast three 30-second Public Service Announcements explaining the benefits of youth scouting. The PSAs were provided by the Boys Scouts of America (BSA) and listed some of the essential life lessons learned through scouting.

They were played in random rotation between 8/25/14 and 9/30/2014.

Below is a summary of WPIE's efforts/interviews/PSAs:

Three 30-second Public Service Announcements explaining the benefits of youth scouting and some of the essential life lessons that can be learned. The PSAs were provided by the Boys Scouts of America. Public Service Announcements generally broadcast between 12:00 AM and 6:00 AM, 7 days a week on WPIE – ESPN Ithaca: 1160 AM, 107.1 FM & ESPNithaca.com.

Additional Comments:

Three 30-second PSAs are available as audio MP3 files.

3rd Quarter, 2014

WPIE Public Service

Date: September 12th

During the last quarter, WPIE ascertained that **Charitable Initiatives, Youth Athletics & Recreation is of major interest in our community.**

In an effort to create & broadcast responsive programming/digital content to address this issue, WPIE took the following action during the 3rd Broadcast Quarter of 2014 (9/12/14):

Jeremy Menard, the host of WPIE's afternoon drive sports talk show *Between the Lines*, previewed Trumansburg's First Annual Musicians & Community Festival with Trumansburg Youth Football Director & Event Organizer Kevin Black. All proceeds from the event will benefit The Trumansburg Youth Football Program. The M&C Festival will be held on Saturday, September 13th at the Trumansburg Fair Grounds from 11 AM to 8 PM. The event will feature several athletic games for kids and families as well as a handful of local musical acts.

Proceeds will be used for new uniforms as well as the development of the youth program. This past August, Trumansburg Central School District announced the cancelation of Trumansburg's 2014 Varsity Football Season.

The interview lasted about 6 ½ minutes in length. It was posted to ESPNthaca.com's on-demand *Between the Lines* Podcast page at 5:10 PM on 9/12. The MP3 audio file is available for both listening and downloading. The Podcast will remain active until 10/13/14.

Below is a summary of WPIE's efforts/interviews/PSAs:

Exclusive online interview with Trumansburg Youth Football Director Kevin Black (About 6 ½ Minutes)

Additional Comments:

Interview audio file is available as an MP3 file.