

## **1<sup>st</sup> Quarter, 2023**

### **WPIE Public Service**

**Date:** January 1, 2023 – March 30, 2023

During the 1<sup>st</sup> Broadcast Quarter of 2023, WPIE Broadcast a collection of 30 and 60 second Public Service Announcements that deal with a variety of issues that are important and relevant to the local listening community.

**Public Service Announcements covering the following issues were played in random rotation between January 1<sup>st</sup> & March 30<sup>th</sup>.**

- Adoption
  - Adoptuskids.org
  - One 60-second PSA, Five 30-second PSAs
  - Downloaded from adcouncil.org
- Adult Caregiving
  - AARP.org
  - Three 60-second PSAs, Three 30-second PSAs
  - Downloaded from adcouncil.org
- Alzheimer's Awareness
  - ALZ.org
  - Two 60-second PSAs, Two 30-second PSAs
  - Downloaded from adcouncil.org
- Autism Awareness
  - AutismSpeaks.org
  - One 60-second PSA, One 30-second PSA
  - Downloaded from adcouncil.org
- Belonging/Inclusion
  - BelongingBeginsWithUs.org
  - One 30-second PSA
  - Downloaded from adcouncil.org
- Blood Pressure
  - Manageyourpb.org, Releasethepressure.org
  - American Heart Association
  - One 60-second PSAs, One 30-second PSA
  - Downloaded from adcouncil.org
- Buzzed driving awareness and prevention
  - NHTSA
  - One 60-second PSA, One 30-second PSA
  - Downloaded from adcouncil.org
- Child Car Seat Safety

- NHTSA.org
  - Seven 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Children Medical Fundraising
  - NASCAR Foundation
  - One 30-second PSA
  - Downloaded from MRN – The Motor Racing Network/NASCAR
- COVID-19
  - [Coping-19.org](http://Coping-19.org)
  - Two 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- COVID-19 Vaccinations
  - [Getvaccineanswers.org](http://Getvaccineanswers.org)
  - Twenty 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Drunk Driving
  - NHTSA.org
  - One 60-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Emergency Preparedness
  - FEMA
  - One 60-second PSA, Three 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Fatherhood
  - [Fatherhood.gov](http://Fatherhood.gov)
  - U.S. Department of Health & Human Services
  - One 30-second PSA, Six 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Forest Recreation
  - [DiscoverTheForest.org](http://DiscoverTheForest.org)
  - Five 60-second PSAs, Six 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Gun Safety
  - [Endfamilyfire.org](http://Endfamilyfire.org)
  - One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- High School Education/Adult Education
  - [Finishyourdiploma.org](http://Finishyourdiploma.org)
  - Dollar General Literacy Program
  - One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)

- Hunger prevention
  - FeedingAmerica.org
  - Four 60-second PSA, Six 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Interscholastic Sports
  - New York State Public High School Athletic Association, New York State Athletic Administrators Association
  - Three 30-second PSAs, three 60-second PSAs
  - Downloaded from via email from National Federal of State High School Associations
- Mental Health/Suicide Prevention
  - Seizetheawkard.org
  - The American Foundation for Suicide Prevention
  - Three 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Pet Adoption
  - Theshelterpetproject.org
  - One 60-second PSA, One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Pre-Diabetes Awareness
  - DoIHavePreDiabetes.com
  - One 60-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Retirement
  - AceYourRetirement.org
  - Seven 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Road Safety
  - Sharetheroadsafely.gov
  - Three 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Smoking/Lung Cancer
  - Savedbythescan.org
  - Two 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Stroke prevention/Reducing high blood pressure
  - Loweryourhbp.org
  - American Heart Association
  - One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Texting and Driving Prevention
  - Stoptextstopwrecks.org

- One 60-second PSA, Five 30-second PSAs
- Downloaded from [adcouncil.org](http://adcouncil.org)
- United States Deputy Sherriff's Association
  - [Usdeputy.org](http://Usdeputy.org)
  - One 15-second, One 30-second, One 60-second PSA
  - Downloaded from PSN – The Public Service Network
- Vaping
  - [Talkaboutvaping.org](http://Talkaboutvaping.org)
  - American Lung Association
  - One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Veterans PTSD
  - [HealVets.org](http://HealVets.org)
  - Two 30-second PSAs
  - Downloaded from Help Heal Veterans
- Wildfire Prevention
  - [SmokeyBear.com](http://SmokeyBear.com)
  - U.S. Forest Service
  - Three 60-second PSAs, Three 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)

**WPIE generally airs Public Service Announcements between 12:00 & 6:00am, 10:00pm & Midnight and when inventory is available between 6:00am and 10:00pm, 7 days a week on ESPN Ithaca: 1160AM and 107.1FM and [ESPNithaca.com](http://ESPNithaca.com).**

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

Collection of 30 and 60 second Public Service Announcements that deal with various issues relevant to WPIE's listening community. Public service announcements are available, by request, as MP3 Audio Files.

## **1<sup>ST</sup> Quarter, 2023**

### **WPIE Public Service**

**Date:** Week of January 23, 2023

During the last quarter, WPIE ascertained that **youth mental health and support 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 First Broadcast Quarter.**

WPIE aired live PSA reads to promote the Cornell women's hockey team's effort in the Do It For Daron movement. The annual weekend pays respect to the tragic passing of Daron Richardson in 2010 and helps support education, research initiatives and mental health awareness to encourage young people to ask for help in times of need. The movement has happened annually with the program to help transform the way youth mental health is viewed.

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

- WPIE's *Between the Lines* provided live PSA reads, promoting the Do It For Daron weekend for Cornell women's hockey against Harvard and Dartmouth.

#### **Additional Comments:**

- PSA audio available in MP3.

## **1<sup>ST</sup> Quarter, 2023**

### **WPIE Public Service**

**Date:** Month of March 2023

During the last quarter, WPIE ascertained that **Fundraising 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 First Broadcast Quarter.**

WPIE aired live and pre-recorded PSA reads for the Dryden Youth Opportunity Fund, in an effort to encourage applications for its spring grant cycle. The DYOF provides resources to benefit Dryden-area youth through innovative and creative programs that go beyond the requirements of public education. They are used for cultural and academic enrichment. Information on how to apply could be found at [DYOF.org](http://DYOF.org).

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

- WPIE's *Between the Lines* provided live and pre-recorded PSA reads, promoting the application process to help support the Dryden Youth Opportunity Fund.

#### **Additional Comments:**

- PSA script and PSA audio available in MP3.