

3rd Quarter, 2023

WPIE Public Service

Date: July 1, 2023 – September 30, 2023

During the 3rd 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 July 1st & September 30th.

- Abuse in Sports
 - Uscenterforsafesport.org
 - One 30-second PSA, one 15-second PSA
 - Downloaded from PSA Direct
- 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
- Children Medical Fundraising
 - NASCAR Foundation
 - One 30-second PSA
 - Downloaded from MRN – The Motor Racing Network/NASCAR
- Drunk Driving
 - NHTSA.org
 - One 60-second PSA
 - Downloaded from adcouncil.org
- Emergency Preparedness
 - FEMA
 - One 60-second PSA, Three 30-second PSA
 - Downloaded from adcouncil.org
- Fatherhood
 - Fatherhood.gov
 - U.S. Department of Health & Human Services
 - One 30-second PSA, Six 30-second PSAs
 - Downloaded from adcouncil.org
- Forest Recreation
 - DiscoverTheForest.org
 - Five 60-second PSAs, Six 30-second PSAs
 - Downloaded from adcouncil.org
- Gun Safety
 - Endfamilyfire.org
 - One 30-second PSA
 - Downloaded from adcouncil.org
- High School Education/Adult Education
 - Finishyourdiploma.org
 - Dollar General Literacy Program
 - One 30-second PSA
 - Downloaded from adcouncil.org
- Hunger prevention
 - FeedingAmerica.org
 - Four 60-second PSA, Six 30-second PSA
 - Downloaded from 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
- Pet Adoption
 - Theshelterpetproject.org
 - One 60-second PSA, One 30-second PSA
 - Downloaded from adcouncil.org
- Pre-Diabetes Awareness
 - DoIHavePreDiabetes.com
 - One 60-second PSA
 - Downloaded from adcouncil.org
- Retirement
 - AceYourRetirement.org
 - Seven 30-second PSAs
 - Downloaded from adcouncil.org
- Road Safety
 - Sharetheroadsafely.gov
 - Three 30-second PSAs
 - Downloaded from adcouncil.org
- Smoking/Lung Cancer
 - Savedbythescan.org
 - Two 30-second PSAs
 - Downloaded from adcouncil.org
- Stroke prevention/Reducing high blood pressure
 - Loweryourhbp.org
 - American Heart Association
 - One 30-second PSA
 - Downloaded from adcouncil.org
- Texting and Driving Prevention
 - Stoptextstopwrecks.org
 - One 60-second PSA, Five 30-second PSAs
 - Downloaded from adcouncil.org
- United States Deputy Sherriff's Association
 - Usdeputy.org

- One 15-second, One 30-second, One 60-second PSA
- Downloaded from PSN – The Public Service Network
- Vaping
 - Talkaboutvaping.org
 - American Lung Association
 - One 30-second PSA
 - Downloaded from adcouncil.org
- Veterans PTSD
 - HealVets.org
 - Two 30-second PSAs
 - Downloaded from Help Heal Veterans
- Wildfire Prevention
 - SmokeyBear.com
 - U.S. Forest Service
 - Three 60-second PSAs, Three 30-second PSAs
 - Downloaded from 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.

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.

3rd Quarter, 2023

WPIE Public Service

Date: July 12, 2023

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

WPIE aired a live interview with Cornell Men's Hockey Head Coach Mike Schafer, who helps spearhead the annual Racker Rivals Big Red Hockey Game, during *Between the Lines*. The annual exhibition game will be played at Cornell University's Lynah Rink on Saturday, July 15. Proceeds from the event will support Franziska Racker Centers' programs for people with disabilities in the Ithaca Community. The game will feature players from Cornell's Men's & Women's hockey teams, hockey celebrities, Cornell hockey coaches and members from the community.

Mike joined the show to discuss his role with the annual event since its inception, and the growth of fundraising efforts – which has raised more than \$1 million dollars for the Franziska Racker Center. He discusses the importance and impact the Racker Center on the community and importance of building volunteer opportunities for his Cornell men's hockey players.

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

- WPIE aired a 12-minute interview with Cornell Men's Hockey Head Coach Mike Schafer during local talk show *Between the Lines*, promoting the upcoming Racker Rivals Big Red Hockey Game and encourage fundraising for the Franziska Racker Center.

Additional Comments:

- Audio file available as MP3.

3rd Quarter, 2023

WPIE Public Service

Date: August 1, 2023

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

WPIE broadcast a segment on its local talk show, *Between the Lines*, of its monthly “Tasting Tuesday” segment with Wagner Valley Brewing Company’s Alex Linde and VP of Brand Development Alex Jankowski. During the segment, Wagner Valley Brewing Company promoted its new beer, “Pure Homegrown.” This beer was part of a collaboration with another Seneca Lake brewery, Scale House Brewery, to benefit the Seneca Lake Pure Waters Association. The Seneca Lake Pure Waters Association is a non-profit organization that promotes the education and protection of the largest Finger Lake for drinking water, recreation and economic opportunity for the greater community and its visitors. 12 total breweries were involved in the mission this year to bring awareness to the organization.

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

- WPIE’s *Between the Lines* aired a 15-minute interview with Wagner Valley Brewing Company’s Alex Linde and Alex Jankowski to help promote their new collaboration beer – “Pure Homegrown” – to benefit and bring awareness to the Seneca Lake Pure Waters Association.

Additional Comments:

- Interview audio available as MP3.

3rd Quarter, 2023

WPIE Public Service

Date: August 4, 2023

During the last quarter, WPIE ascertained that **Charitable Initiatives, Community Events involving Recreation are of major interest to our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the Third Broadcast Quarter.

WPIE broadcast a segment on its local talk show, *Between the Lines* to promote the Gus Macker 3-on-3 Basketball Tournament being held August 5th – August 6th. Rahmel Mack, recreation and team coordinator of the Greater Ithaca Activities Center (GIAC) joined the show for a second time, to promote the tournament and help drive fans to the festivities. Mack is one of the head organizers of this event to help raise local fundraising initiatives and provide community pride for these two days.

Basketball players of all skillsets and backgrounds signed up, with over 125 teams expected to play over the weekend. Mack provided a layout of the tournament and how fans can watch all of the action unfold.

Mack also discussed the significance of this event for his “GIAC” family and students.

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

- WPIE aired a 13-minute interview with GIAC recreation and team coordinator Rahmel Mack about the Gus Macker 3-on-3 Basketball Tournament, scheduled for August 5th – August 6th in Ithaca, supporting the local community, and encouraging the game of basketball in the area.

Additional Comments:

- Interview audio available as MP3.

3rd Quarter, 2023

WPIE Public Service

Date: Month of August 2023

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

WPIE broadcast regular live-reads during local talk show, *Between the Lines*, to promote the Tompkins County Sports Council's fundraising efforts to raise money for Tompkins County high school football teams.

The Sports Council teamed up with Purity Ice Cream and their *Fundraiser Flavor of the Month* program by creating a new ice cream called Gridiron Glory – vanilla ice cream with caramel swirl, Heath bar and chocolate chunks. A portion of every order of Gridiron Glory would go directly to support local high school football programs.

BTL host Nick Karski promoted the fundraiser for the Tompkins County Sports Council, by providing live-reads from 5pm-6pm during the month of August. He also encouraged listeners to buy tickets to the Sports Council's 46th year of weekly luncheons, where all of the money raised goes directly back to high school sports football teams.

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

- WPIE's *Between the Lines* aired live-reads during the month of August to promote the Tompkins County Sports Council's ice cream at Purity Ice Cream in Ithaca, to help raise money for local high school football teams in Tompkins County.

Additional Comments:

- Live-read audio clips available as MP3.

3rd Quarter, 2023

WPIE Public Service

Date: August 29, 2023

During the last quarter, WPIE ascertained that **Charitable Initiatives, Community Events involving Recreation are of major interest to our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the Third Broadcast Quarter.

WPIE broadcast a segment on its local talk show, *Between the Lines* with Dave Wohlhueter of the Tompkins County Sports Council. The organization is gearing up for its 46th year of football luncheons, which allows community members and football fans to hear from Cornell Football Head Coach David Archer, Ithaca College Football Head Coach Mike Toerper, and Ithaca High Football Head Coach Khiry Brown. Various local high school football coaches also attend the luncheons on a weekly basis. All coaches in attendance look back on the last week's game and preview what is to come for their program.

The non-for-profit organization raises money through tickets, 50/50 raffles, and various donations and all of the proceeds from the year's luncheons go directly back to the high school football programs in Tompkins County.

Wohlhueter joined the show to discuss the luncheons, how listeners can purchase tickets, and the importance of raising money and giving back to the local high school football programs in Tompkins County.

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

- WPIE aired an eight-minute interview with Dave Wohlhueter of the Tompkins County Sports Council to bring awareness to the not-for-profit's 46th year of football luncheons, that help raise money for local high school football teams in Tompkins County.

Additional Comments:

- Interview audio available as MP3.

3rd Quarter, 2023

WPIE Public Service

Date: September 1, 2023

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

WPIE broadcast a segment on its local talk show, *Between the Lines*, of its monthly “Tasting Tuesday” segment with Wagner Valley Brewing Company brewer Alex Linde. During the segment, Wagner Valley Brewing Company and host Nick Karski announced the re-launch of their *Pints With A Purpose* program, and promoted a new beer, “Field Day.”

This beer is a collaboration between ESPN Ithaca and Wagner Valley Brewing Company that helps bring awareness and provide proceeds to a local non-profit. This year’s non-profit is the Ithaca Free Clinic, which provides free health care to all who need it. One dollar from every purchase of “Field Day” will go directly to the Ithaca Free Clinic.

Consumers will be able to get the beer at two different locations – Wagner Valley Brewing Company in Lodi, New York and Ithaca Coffee Company in Ithaca, New York. Listeners have been encouraged to pick up the beer through on-air and social media channels, and have been invited to an event in October at Wagner Valley Brewing Company that will help raise funds and bring awareness to the Ithaca Free Clinic.

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

- WPIE’s *Between the Lines* aired a 16-minute interview with Wagner Valley Brewing Company’s Alex Linde to promote their collaboration with ESPN Ithaca and the re-launch of *Pints With A Purpose*. A dollar from every purchase of the collaboration beer – “Field Day” – will directly benefit this year’s non-profit, The Ithaca Free Clinic.

Additional Comments:

- Interview audio available as MP3.

3rd Quarter, 2023

WPIE Public Service

Date: September 7, 2023

During the last quarter, WPIE ascertained that **Charitable Initiatives, Community Events involving Recreation are of major interest to our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the Third Broadcast Quarter.

WPIE broadcast a segment on its local talk show, *Between the Lines* with Chris Stephany of the Ithaca Tompkins International Airport to promote the return of the Runway 5k. After a few years away because of COVID-19, the Runway 5k will return on September 17th, giving local runners the chance to race on the airport's runway and taxiway.

A limit of 515 runners will be allowed to compete in this early Sunday morning event, with all of the proceeds raised that day going directly to a scholarship fund for pilots to attend flight training school. The goal of the event is to raise \$50,000 to help rectify the nation's critical pilot shortage.

Stephany joined the show to preview what to expect on race-day and how runners can sign up to take part in the 5k.

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

- WPIE's *Between the Lines* aired a nine-minute interview with Chris Stephany of the Ithaca Tompkins International Airport to promote the Runway 5k and Airport Day, to help raise funds for a scholarship that will allow pilots to attend flight training school.

Additional Comments:

- Interview audio available as MP3.

3rd Quarter, 2023

WPIE Public Service

Date: September 20, 2023

During the last quarter, WPIE ascertained that **Charitable Initiatives, Community Events involving Recreation are of major interest to our community.**

In an effort to broadcast responsive programming to address these issues, WPIE took the following action during the Third Broadcast Quarter.

WPIE broadcast a segment on its local talk show, *Between the Lines* with Ben Sandberg, executive director of The History Center in Tompkins County, to discuss a fundraising initiative taking place over the weekend. Ben will be biking for 24 hours around Ithaca, Tompkins County, the Finger Lakes, and parts of Central New York to raise money for a new, yearly event called *Traverse Tompkins*.

Traverse Tompkins began in the fall of 2020 as a unique fundraiser to support The History Center in Tompkins County, as Sandberg biked all around the county, exploring historical points of interest, and live streaming his adventure – riding a total of 175.1 miles and raising over \$7,500. Sandberg raised over \$10,000 in 2021 and \$13,000 in 2022, with a goal of raising more than that.

At last count, Sandberg and other community members who participated in their own unique *Traverse Tompkins* raised over \$19,000 and accumulated nearly 400 miles ridden or run.

The initiative has become a staple to fundraising efforts for the center. Sandberg also discussed upcoming exhibits coming to The History Center in Tompkins County, which includes a celebration of local sports in the area that is set to begin in February 2024.

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

- WPIE's *Between the Lines* aired a 13-minute interview with Ben Sandberg, executive director of The History Center in Tompkins County, about his upcoming 24 hour bike ride around the Finger Lakes to raise money for the center.

Additional Comments:

- Interview audio available as MP3.

3rd Quarter, 2023

WPIE Public Service

Date: September 22, 2023

During the last quarter, WPIE ascertained that **youth and adult 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 Third Broadcast Quarter.

WPIE broadcast a segment on its local talk show, *Between the Lines*, promoting Dryden high school boys and girls soccer's efforts to raise awareness on mental health. The teams held "You Matter Games" to promote the importance of mental health and suicide prevention. The games stem from a previous initiative that took place during the spring to honor the memory of former Dryden lacrosse coach Matt Williams, who passed away in 2022 after his own struggles with depression and mental health issues. The team used their games to bring awareness to a program within the school district called Mental Health 101: It Matters, which includes community resources, mental health services and social emotional learning opportunities.

BTL host Nick Karski spoke with Dryden boys soccer player Tyler Franzese and Dryden School PR Specialist Lara Patz about the games, the initiatives to bring mental health to the forefront, and ways that local residents around Tompkins County could help support all of the work being done within the school community.

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

- WPIE's *Between the Lines* aired a seven-minute interview to promote Dryden high school's "You Matter Games" that took place on Monday, September 25th, for the boys and girls soccer teams and discussed the importance of mental health awareness and resources available to adults and students.

Additional Comments:

- Interview audio available as MP3.