

1st Quarter, 2024

WPIE Public Service

Date: January 1, 2024 – March 31, 2024

During the 1st Broadcast Quarter of 2024, 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 1st & March 31st.

- 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
 - Two 30-second PSAs
 - 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, Two 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.

1st Quarter, 2024

WPIE Public Service

Date: February 14, 2024

During the last quarter, WPIE ascertained that **Community Service 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 broadcast a segment on its local talk show, *Between the Lines*, of its first “Community Gamechanger” award with Emily Ouckama, President of the Taughannock Soccer Club. ESPN Ithaca's Community Gamechangers recognizes individuals throughout the Finger Lakes who have made an impact in our sports community.

Emily Ouckama is the President of the Taughannock Soccer Club and offers community soccer programs to students of all ages year-round. She is an assistant coach for the varsity soccer team at Trumansburg, helping her husband Anthony guide the program to a pair of sectional finals over the last two seasons.

Her nomination comes from Trumansburg Athletic Director Tiffany Beam, who says "Emily is invaluable to our community, and especially our soccer community."

Emily joined *Between the Lines* host Nick Karski in-studio to discuss her commitment to local and youth sports in Tompkins County, how she got involved, and how she tries to inspire young athletes about the game of soccer and life, on and off the field.

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

- WPIE's *Between the Lines* aired a 4:44 interview with Emily Ouckama, President of the Taughannock Soccer Club, as the first winner of ESPN Ithaca's “Community Gamechanger” award. Emily discusses her commitment and passion for developing youth soccer players.

Additional Comments:

- Interview audio available as MP3.

1st Quarter, 2024

WPIE Public Service

Date: February 15, 2024

During the last quarter, WPIE ascertained that **Charitable Initiatives and Community Events 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 First Broadcast Quarter.

WPIE broadcast a segment on its local talk show, *Between the Lines*, with Special Olympics New York Coach Karli Buday. Karli had been named a finalist for Special Olympics New York Coach of the Year.

Karli joined the show to discuss her longtime involvement with the Special Olympics New York and the commitment she's brought for the Games year-round. Karl is the founder of three new training clubs in the area and has put an emphasis to build a strong sense of community within the region through fundraising and volunteering.

During her appearance, she also discussed the upcoming Summer Games that will be taking place again in the Ithaca area and provided early insight into how listeners can get involved with them. The Summer Games brings in hundreds of visitors to the Finger Lakes.

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

- WPIE's *Between the Lines* aired a nine minute interview with Karli Buday, Special Olympics New York Coach of the Year nominee, to discuss her dedication and work to help Special Olympics New York thrive in the Finger Lakes.

Additional Comments:

- Audio available as MP3.

1st Quarter, 2024

WPIE Public Service

Date: March 27, 2024

During the last quarter, WPIE ascertained that **Community Service 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 broadcast a segment on its local talk show, *Between the Lines*, of its second "Community Gamechanger" award with Danny Akers, boxing trainer at the Greater Ithaca Activities Center. ESPN Ithaca's Community Gamechangers recognizes individuals throughout the Finger Lakes who have made an impact in our sports community.

Danny has been a longtime boxing trainer in the area, in particular at the Greater Ithaca Activities Center for decades. He has trained a countless number of youth, teenager, adult and amateur boxers during his time in Ithaca, devoting thousands of hours.

His nomination comes from Jim Zifchock, who says, "Danny's work with local youths in the GIAC boxing program has been an unbelievable asset to the community. His work as a professional trainer (namely Willie Monroe Jr) has been overshadowed by his devotion to the GIAC program. Mondays thru Fridays Danny can be found at GIAC year round."

Danny joined *Between the Lines* host Nick Karski in-studio to discuss his journey, his commitment to local and youth boxing in Tompkins County, how he got involved, and his life's devotion to the sport.

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

- WPIE's *Between the Lines* aired a 12-minute interview with Danny Akers, boxing trainer at the Greater Ithaca Activities Center, as the second winner of ESPN Ithaca's "Community Gamechanger" award. Danny discusses his commitment and passion for developing boxers of all ages.

Additional Comments:

- Interview audio available as MP3.