

## **1<sup>st</sup> Quarter, 2019**

### **WPIE Public Service**

**Date:** January 1, 2019 – March 30, 2019

During the 1<sup>st</sup> Broadcast Quarter of 2019, 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>, 2019:**

- Autism Awareness and Identification
  - Autismspeaks.org
  - One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Adoption
  - Adoptuskids.org
  - One 60-second PSA, five 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Buzzed driving awareness and prevention
  - NHTSA
  - One 60-second PSA, one 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Gun safety
  - Endfamilyfire.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)
- Hunger prevention
  - Feedingamerica.org
  - One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Pre-Diabetes Awareness
  - DoIHavePrediabetes.com
  - Voiced by Julius Randle
  - One 60-second PSA, one 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)

- Learning and attention issue awareness
  - Seeing it from the child's side
  - Understood.org
  - One 60-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Pet adoption awareness
  - Shelter adoption
  - [Theshelterpetproject.org](http://Theshelterpetproject.org)
  - One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Seat belt usage
  - National Highway Traffic Safety Administration
  - Five 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Texting and Driving Prevention
  - [Stoptextstopwrecks.org](http://Stoptextstopwrecks.org)
  - Two 30-second PSAs
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Underage drinking prevention
  - [Ultimatepartyfoul.com](http://Ultimatepartyfoul.com)
  - One 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- Emergency Preparedness
  - FEMA
  - Two 30-second PSA
  - Downloaded from [adcouncil.org](http://adcouncil.org)
- High School Sports Participation
  - The New York State Public High School Athletic Association
  - Two 30-second PSA
  - Received from the NYSPHSAA

**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.

**Additional Comments:**

Public service announcements are available, by request, as MP3 Audio Files.

## **1<sup>st</sup> Quarter, 2019**

### **WPIE Public Service**

**Date:** February 20, 2019

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

**In an effort to broadcast responsive programming to deal with these issues, WPIE took the following action during the 1<sup>st</sup> Broadcast Quarter of 2019:**

WPIE broadcast a segment of its local talk sports talk show, *Between the Lines*, discussing The Kraft Hockeyville contest, giving local arenas and ice rink the chance to upgrade its facility with a \$150,000 donation. Hosts Nick Karski and Mark Shelley discussed the contesting and urged listeners to log on to the contest website and vote for Ithaca's Cass Park.

The ice rink is open to the local community for skating during the winter and is also set this year to serve as the home rink for the Ithaca High School Boys & Girls Hockey teams. Built in 1972, the facility at Cass Park is the last remaining open-air ice rink in New York State.

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

- Live discussion on local talk program and encouragement to vote for Ithaca

## **1<sup>st</sup> Quarter, 2019**

### **WPIE Public Service**

**Date:** March 25, 2019

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

**In an effort to broadcast responsive programming to deal with these issues, WPIE took the following action during the 1<sup>st</sup> Broadcast Quarter of 2019:**

WPIE broadcast a segment of its local talk sports talk show, *Between the Lines*, discussing and giving away tickets to the annual Community & Coaches vs. Cancer 2019 Gala, a fundraising event for the American Cancer Society's Community & Coaches vs. Cancer. The event was held on Friday, March 29<sup>th</sup>, 2019 at the Country Club of Ithaca, with BTL host Nick Karski discussing the event on Monday, March 25<sup>th</sup>.

The event raised \$10,186 dollars thanks to 61 donors across the area.

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

Two 60-second Public Service Announcement produced by ESPN Ithaca urged listeners to attend the annual Community & Coaches vs. Cancer 2019 Gala on Friday, March 29<sup>th</sup>, 2019.

### **Additional Comments:**

The Public Service Announcement is available as an audio MP3 file