

2nd Quarter, 2018

WPIE Public Service

Date: April 10, 2018

During the last quarter, WPIE ascertained that **Funding for the Bordoni Trailhead, Chris Bordoni Memorial Scholarship and Sons of the Flag** is of major interest in our community.

In an effort to broadcast responsive programming to deal with this issue, WPIE took the following action on April 10, 2018:

WPIE aired an interview with Terry Ciaschi and Kelly Chase of Island Health and Fitness. Ciaschi is the facilities director and Chase is the Fitness Director and Assistant General Manager of Island Health and Fitness.

Island Health and Fitness hosted and organized the Mud, Sweat and Cheers 5k and Obstacle Run to raise funds in honor of Chris Bordoni, a local athlete who lost his life in combat while a member of the Marines. Our listenership was of particular interest to the organizers of the event due to the athletic nature of the run.

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

Roughly 10 minute interview aired during Between the Lines with Tim Donnelly.

Additional Comments:

Audio is available upon request.

2nd Quarter, 2018

WPIE Public Service

Date: April 29, 2018

During the last quarter, WPIE ascertained that **Water Safety on the Finger Lakes** is of major interest in our community.

In an effort to broadcast responsive programming to deal with this issue, WPIE took the following action on April 29, 2018:

WPIE aired an interview with Jennifer Watson from the Allen H. Treman State Marine Park.

Watson was interested in notifying the public about the park's 'Marine Day.' During 'Marine Day,' local safety officials taught classes on boating safety, emergency precautions and what to do if lake-related dangers become a reality.

We aired the interview on June 29th in anticipation of the public taking time to enjoy the Finger Lakes during the holiday week ahead.

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

5 minute interview aired during Between The Lines with Tim Donnelly

Additional Comments:

Audio is available upon request.

2nd Quarter, 2018

WPIE Public Service

Date: June 29, 2018

During the last quarter, WPIE ascertained that **Water Safety on the Finger Lakes** is of major interest in our community.

In an effort to broadcast responsive programming to deal with this issue, WPIE took the following action on April 10, 2018:

WPIE aired an interview with Jennifer Watson from the Allen H. Treman State Marine Park.

Watson was interested in notifying the public about the park's 'Marine Day.' During 'Marine Day,' local safety officials taught classes on boating safety, emergency precautions and what to do if lake-related dangers become a reality.

We aired the interview on June 29th in anticipation of the public taking time to enjoy the Finger Lakes during the holiday week ahead.

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

5 minute interview aired during Between The Lines with Tim Donnelly

Additional Comments:

Audio is available upon request.

2nd Quarter, 2018

WPIE Public Service

Date: April 1 – June 30, 2018

During the 2nd Broadcast Quarter of 2018, 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 April 1 & June 30, 2018:

- Autism awareness and identification
 - Autismspeaks.org
 - One 30-second PSA
 - Downloaded from adcouncil.org
- Adoption
 - Adoptuskids.org
 - One 60-second PSA
 - 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
- Goodwill donation solicitation
 - Goodwill.org
 - One 60 second PSA
 - Downloaded from adcouncil.org
- Hunger prevention
 - Feedingamerica.org
 - Voiced by Danica Patrick
 - One 30-second PSA
 - Downloaded from adcouncil.org
- Father involvement
 - Fatherhood.org

- US Department of Health and Human Services
 - Three 30-second PSAs
 - Downloaded from adcouncil.org
- Learning and attention issue awareness
 - Seeing it from the child's side
 - Understood.org
 - One 60-second PSA
 - Downloaded from adcouncil.org
- Pet adoption awareness
 - Shelter adoption
 - Theshelterpetproject.org
 - Two 30-second PSA
 - Downloaded from adcouncil.org
- Seat belt usage
 - National Highway Traffic Safety Administration
 - Safercar.gov
 - One 30-second PSA
 - Downloaded from adcouncil.org
- Proper Carseat Usage
 - Safercar.gov
 - Two 30-second PSAs
 - Downloaded from adcouncil.org
- Underage drinking prevention
 - Ultimatepartyfoul.com
 - One 30-second PSA
 - Downloaded from adcouncil.org
- Grads of Life
 - Encouraging hiring of 'life experienced' candidates
 - Gradsoflife.org
 - Downloaded from adcouncil.org
- Caregiver Appreciation
 - AARP.gov
 - Downloaded from Adcounvil.org
- Lung Cancer Detection
 - Savedbythescan.org
 - Downloaded from Adcouncil.org
- Fire Safety
 - Recorded with the Ithaca Fire Department
 - Firework Safety is included
 - Backyard fire safety is included

- Certain PSAs that were in rotation during Quarter 1 were chosen to continue into quarter 2 due to their continued relevance and importance.

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 ESPNithac.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.