

2nd Quarter, 2023

WPIE Public Service

Date: April 1, 2023 – June 30, 2023

During the 2nd 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 April 1st & June 30th.

- 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.

2nd Quarter, 2023

WPIE Public Service

Date: April 6, 2023

During the last quarter, WPIE ascertained that **education and community 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 Second Broadcast Quarter.

WPIE aired an interview with Kelly Wade of Cayuga Lake National Bank, promoting a new initiative and partnership called the “Bee You Awards.” The “Bee You Awards” celebrates and highlights local area schools and students for their exceptional acts of leadership, kindness, or community service. Students from grades six through twelve from Lansing, Union Springs, Moravia and Southern Cayuga were nominated and celebrated, with each recipient receiving an award and one student winning a grand prize of \$1,000.

WPIE’s interview with Kelly Wade aired during *Between the Lines* on ESPN Ithaca, promoting the characteristics that would qualify students for recognition: motivation, kindness, compassion, dedication, empathy, leadership, authenticity and bravery. The interview and event, in partnership with ESPN Ithaca, highlighted students who made a different and positively impacted their peers and community.

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

- WPIE’s *Between the Lines* aired an interview to promote Cayuga Lake National Bank’s “Bee You Awards,” in an effort to highlight local schools and students for their exceptional acts of leadership, kindness, or community service.

Additional Comments:

- Interview audio available in MP3.

2nd Quarter, 2023

WPIE Public Service

Date: April 18, 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 Second Broadcast Quarter.

WPIE broadcast a segment on its local talk show, *Between the Lines*, promoting Dryden high school lacrosse's efforts to raise awareness on mental health. The team held its first "You Matter Game" 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 the game 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 assistant coach Don Davis and player Vinnie Passalugo about the game, the initiatives to bring mental health to the forefront, and ways that local residents around Tompkins County could help support social work members within the district.

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

- WPIE's *Between the Lines* aired a pre-recorded interview to promote Dryden high school's "You Matter Game" and the importance of mental health awareness and resources available to adults and students.

Additional Comments:

- Interview audio available as MP3.

2nd Quarter, 2023

WPIE Public Service

Date: May 10, 2023

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

WPIE broadcast a segment on its local talk show, *Between the Lines* with New York State Special Olympics Associate Director of Program and Sports Sara Massa and Awareness Coordinator Jude Killar to promote the upcoming Summer Games taking place in Ithaca from June 9 – June 10. Hundreds of athletes would be returning to the Finger Lakes and the Twin Tiers for a second straight year to provide inclusive opportunities for people with intellectual disabilities through sports. Massa and Killar joined *BTL* host Nick Karski and Ryan Gineo to discuss the return of the games to Ithaca, the local community's involvement, and the need for volunteers to help make a successful event for all in attendance. Volunteering efforts were still very much needed and promoted during the interview. Listeners could sign up to volunteer by visiting specialolympics-ny.org and filling out a registration form.

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

- WPIE aired a pre-recorded interview with New York State Special Olympics Associate Director of Program and Sports Sara Massa and Awareness Coordinator Jude Killar to promote the upcoming Summer Games taking place in Ithaca from June 9 – June 10.

Additional Comments:

- Interview audio available as MP3.

2nd Quarter, 2023

WPIE Public Service

Date: June 7, 2023

During the last quarter, WPIE ascertained that **Health Information is of major interest to our community.**

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

WPIE broadcast a segment on its local talk show, *Between the Lines* with New York State Public High School Athletics Association Executive Director Dr. Robert Zayas to provide updates and information regarding the NYSPHSAA spring championships effected by air quality issues around the state. Smoke from the Canadian wildfires spread to most of New York State, resulting in poor air quality, which put a handful of state sanctioned competitions on hold.

With the uncertainty of the situation, Dr. Zayas joined Nick Karski with the latest news and information, and how the state was approaching this ever-changing situation.

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

- WPIE aired a pre-recorded interview with New York State Public High School Athletic Association Executive Director Dr. Robert Zayas about the air quality issues sweeping across the state and the impact it would have on the weekend's state tournaments and championships.

Additional Comments:

- Interview audio available as MP3.

2nd Quarter, 2023

WPIE Public Service

Date: June 14, 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 Second 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, as he spearheads this event to help raise local fundraising initiatives and provide community pride for these two days.

Basketball players of all skillsets and backgrounds are encouraged to sign up. Mack said he expects a strong number of participants and early plans are in the works for a first responders game to kickoff the tournament on Friday night.

Mack provided information of where listeners could sign up to play and the beneficiaries of such a big event in the Tompkins County community.

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

- WPIE aired a pre-recorded interview with GIAC recreation and team coordinator Rahmel Mack about the return of 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.