

4th Quarter, 2023

WPIE Public Service

Date: October 1, 2023 – December 31, 2023

During the 4th 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 October 1st & December 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
 - 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, 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.

4th Quarter, 2023

WPIE Public Service

Date: October 2, 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 Fourth 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, marketing director Alex Jankowski and Executive Director of Ithaca Free Clinic Norb McCloskey. During the segment, host Nick Karski, Wagner Valley Brewing Company and the Ithaca Free announced 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 three different locations – Wagner Valley Brewing Company in Lodi, New York, Ithaca Coffee Company in Ithaca, New York and Uncle Joe’s Grill and Sports Bar in Ithaca, New York. Listeners learned more about the mission of the Ithaca Free Clinic, which provides free health services to those who need it not just in the greater-Tompkins County community, but throughout the Finger Lakes.

The segment also promoted Wagner Valley Brewing’s Field Day Celebration on October 8th, to benefit the Ithaca Free Clinic.

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

- WPIE’s *Between the Lines* aired a 14-minute interview with Wagner Valley Brewing Company’s Alex Linde and Alex Jankowski and the Ithaca Free Clinic’s Norb McCloskey 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.

4th Quarter, 2023

WPIE Public Service

Date: October 8, 2023

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 Fourth Broadcast Quarter.

WPIE broadcast pre-recorded “hits” throughout the morning and early afternoon with host Nick Karski to promote Wagner Valley Brewing Company’s Field Day Celebration.

The Field Day Celebration was in connection with ESPN Ithaca and Wagner Valley Brewing Company’s collaboration beer – Field Day – as part of their *Pints With A Purpose* fundraising initiative.

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.

Listeners were encouraged to attend Sunday’s event at Wagner Valley Brewing Company to not only enjoy food, drinks and live music, but raise money and awareness towards the Ithaca Free Clinic and their mission.

Between the Lines host Nick Karski was in attendance with Ithaca Free Clinic Executive Director Norb McCloskey.

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

- WPIE aired four 60-second pre-recorded “hits” with Between the Line host Nick Karski during the morning and afternoon of October 8th to promote Wagner Valley Brewing Company’s Field Day Celebration as part of their *Pints With A Purpose* collaboration; benefiting this year’s non-profit – the Ithaca Free Clinic.

Additional Comments:

- Audio available as MP3.

4th Quarter, 2023

WPIE Public Service

Date: October 25, 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 Fourth Broadcast Quarter.

WPIE broadcast a segment on its local talk show, *Between the Lines*, promoting SUNY Cortland men's hockey's efforts to raise awareness on mental health. The team held its annual "Stop Suicide Charity Game," used to educate, advocate, and support the Central New York chapter of the American Foundation for Suicide Prevention.

BTL host Nick Karski spoke with Red Dragons Hockey Head Coach Joe Cardarelli about the charity game and resource fair on October 27th. The resource fair before the game is used to bring awareness and resources to those who have been affected by suicide and mental health. The program has raised more than \$30,000 for the American Foundation for Suicide Prevention in three years through jersey auctions, sponsorships, raffles and cash donations.

Fans and listeners were encouraged to visit CortlandRedDragons.com for more information, to donate directly, or to bid on jerseys.

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

- WPIE's *Between the Lines* aired a 14-minute interview with Cortland men's hockey head coach Joe Cardarelli to promote the program's "Stop Suicide Charity Game" and resource fair on October 27th.

Additional Comments:

- Interview audio available as MP3.

4th Quarter, 2023

WPIE Public Service

Date: November 2, 2023

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 Fourth Broadcast Quarter.

WPIE broadcast an on-location edition of *Between the Lines* from Ithaca Coffee Company as part of ESPN Ithaca and Wagner Valley Brewing Company's *Pints With A Purpose* collaboration. Brewer Alex Linde joined Nick Karski and co-host Ryan Gineo from Ithaca Coffee Company to promote the beer, which benefits the Ithaca Free Clinic.

The Ithaca Free Clinic provides free health care to all who need it throughout the Finger Lakes Region. One dollar from every purchase of "Field Day" will go directly to the Ithaca Free Clinic.

The three discussed the importance of the Ithaca Free Clinic to the community and regularly let listeners know where Field Day could be purchased – including Ithaca Coffee Company. A monetary check will be donated to the Ithaca Free Clinic at the conclusion of the beer's run, which is anticipated for later in 2024.

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

- WPIE's *Between the Lines* broadcast from Ithaca Coffee Company to promote their *Pints With A Purpose* collaboration with Wagner Valley Brewing Company, to raise money for the Ithaca Free Clinic.

Additional Comments:

- Show audio available as MP3.

4th Quarter, 2023

WPIE Public Service

Date: December 6, 2023

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

WPIE broadcast a segment on its local talk show, *Between the Lines* with Cornell men's hockey head coach Mike Schafer and discussed the program's charitable initiative to raise money for children whose families have been affected by cancer.

The program is called "Big Red Blocks For Healing." For every blocked shot made by the team during the season, money will be donated to Kesem – which provides year-round programs and services to support children at no cost to families. Fans are encouraged to visit bigredblocksforhealing.weebly.com and make a pledge to donate any amount of money – starting at a minimum of \$0.10 – per blocked shot. The team's goal is to raise \$5,000.

Head Coach Mike Schafer discussed the significance and importance of his team rallying together to put this idea into fruition. Player Hank Kempf lost his mother because of cancer last year and came up with the idea with his teammates to help children who may be dealing with this situation.

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

- WPIE's *Between the Lines* aired a 14-minute interview with Cornell men's hockey head coach Mike Schafer that included information about the program's "Big Red Blocks For Healing" fundraiser – raising money for Kesem, which provides year-round programs and services to support children affected by cancer at no cost to families.

Additional Comments:

- Interview audio available as MP3.