

1st Quarter, 2014

WPIE Public Service

Date: 2/10/14

During the last quarter, WPIE ascertained that **Charitable Initiatives are of major interest to our community.**

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

WPIE broadcast a segment of its local sports talk show, *Between the Lines*, discussing Trumansburg High School's PINK OUT Girls Basketball game to raise funds to fight against cancer. The game is being held on Tuesday, February 11th at Trumansburg High School. Fans attending the game are encouraged to wear pink as a show of support for the cause.

We spoke with Trumansburg Girls Basketball Head Coach Mike Flood. The fight against cancer is near and dear to Coach Flood's heart, because his father is currently battling the disease. In addition to raising money for Coaches v. Cancer, the SADD Club (**S**tudents **A**gainst **D**runk **D**riving) is also running a "Shoot 4 the Hoop Canned Food Drive" at the door.

The interview with Mike Flood aired on Monday, 02/10/14 at 4:15 PM and was about 11 minutes long. The entire segment was about 12 minutes long. *Between the Lines* airs weekdays from 4-5 PM EST on WPIE – ESPN Ithaca: 1160 AM & 107.1 FM and ESPNithaca.com.

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

- Live discussion on local talk program and interview with Mike Flood

Additional Comments:

- Interview audio file (MP3) is available (About 11 Minutes Long)
- Trumansburg High School press release/email available

1st Quarter, 2014

WPIE Public Service

Date: 2/5 & 2/6/14

During the last quarter, WPIE ascertained that **Charitable Initiatives are of major interest to our community.**

In an effort to broadcast responsive programming to deal with this issue, WPIE took the following action on Wednesday, February 5th & Thursday, February 6th:

WPIE broadcast a segment of its local sports talk show, *Between the Lines*, on consecutive days discussing Cornell University Athletics' "Cancer Crusade." During CU's weekend home sporting events on Saturday, 2/8/14, fans are encouraged to donate money at the door for the Cancer Resource Center of the Finger Lakes. The event is designed to raise general cancer awareness. Cornell is also sponsoring a bone marrow donor registry drive. The weekend's two marquee games are as follows: Big Red Women's Hockey's matchup with in-state rival Colgate and Cornell Women's Basketball's "Pink Zone Game" versus Princeton.

The interview with Cornell Women's Basketball Head Coach Dayna Smith aired on Wednesday, 02/05/14 at 4:15 PM and was about 9 minutes long. The entire segment was about 11 minutes long. The interview with Cornell Women's Hockey Head Coach Doug Derraugh aired on Thursday, 02/06/14 at 4:15 PM and was about 9 minutes long. The entire segment was about 11 minutes long. Both interviews included questions regarding the weekend cancer initiative as well as an update on each team's respective play. *Between the Lines* airs weekdays from 4-5 PM EST on WPIE – ESPN Ithaca: 1160 AM & 107.1 FM and ESPNIthaca.com.

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

- Live discussion on local talk program and interviews with Dayna Smith & Doug Derraugh

Additional Comments:

- Both interview audio files (MP3) are available (Each About 9 Minutes Long)

1st Quarter, 2014

WPIE Public Service

Date: March 12th

During the last quarter, WPIE ascertained that **Winter Weather & Driving Safety 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 1st Broadcast Quarter of 2014 (3/12):

- WPIE broadcast a segment of its local sports talk show, *Between the Lines*, offering updates on the region's current winter storm. An afternoon/evening forecast was provided in an interview with AccuWeather Meteorologist John Ferrick. John told listeners how many inches of snow are expected this evening for each of the counties included in our listening area. The interview lasted about 4 minutes in length and was broadcast right at the top of the show, 4:00 PM EST. Following the interview, the program's hosts, Jeremy Menard & Eric Silverman, provided a brief update on area sporting event postponements and cancellations.

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

- Interview with AccuWeather Meteorologist John Ferrick. The interview was broadcast during WPIE's local talk show, *Between the Lines*. "BTL" airs Monday through Friday, 4-5 PM EST on WPIE – ESPN Ithaca 1160 AM, 107.1 FM & ESPNithaca.com

Additional Comments:

- Audio file of meteorologist interview available as MP3 file (About 4 Minutes Long)

1st Quarter, 2014

WPIE Public Service

Date: 3/25/2014

During the last quarter, WPIE ascertained that **Charitable Initiatives are of major interest in our community.**

In an effort to broadcast responsive programming to deal with this issue, WPIE took the following action on Tuesday, March 25th:

WPIE broadcast a segment of its local sports talk show, *Between the Lines*, discussing the Community & Coaches Versus Cancer Gala at the Country Club of Ithaca. The event is an annual fundraiser for the American Cancer Society. The event is being held on Saturday, April 12th.

We spoke with Ithaca College Football Coach Mike Welch. Mike discussed why he has aligned himself with this particular event and why it is important to him. The event's committee is called "The Dream Team" and features several community members from Tompkins County as well as coaches from both Cornell University and Ithaca College.

The interview with Mike Welch aired on Tuesday, 03/25/14 at 4:00 PM and was about 10 minutes long. The entire segment was about 12 minutes long. *Between the Lines* airs weekdays from 4-5 PM EST on WPIE – ESPN Ithaca: 1160 AM, 107.1 FM and ESPNithaca.com.

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

- Live discussion on local talk program and interview with Mike Welch.

Additional Comments:

- Interview audio file (MP3) is available (About 10 Minutes Long).