

“Green Thumbs-Up” to the “Your Impact” Radio Show

On Sunday, October 7th, a new communication vehicle for reportage about local, regional and national sustainability issues took to the airwaves when the first “Your Impact” radio show was broadcast on WICB-FM (91.7). At the December 7th Sustainable Tompkins Holiday Party, the “Your Impact” radio show was recognized as one of the region’s “Signs of Sustainability” for 2007.

“Your Impact” is the brainchild of Andrew Bernier '07, who currently works as an Ithaca Admissions counselor. Andrew has coupled his educational background in environmental science with his experience as a disk jockey to create a unique broadcast format that, as Andrew puts it, “focuses on what you do, what your community does, what the nation does and how it all has an impact on each other, the economy and the environment.”



Andrew Bernier at the “Your Impact” microphone in the WICB-FM station.

In announcing the creation of “Your Impact”, Andrew wrote that the program *“is designed for members of Tompkins County (and the world) to both educate and learn. We discuss just about any topic and how it is sustainable or how it could be more sustainable. From health care practices and building techniques to personal finances and education, the list is truly endless. Everyone from individuals to commercial companies are encouraged to use the show to share their knowledge and also to tune in and learn how to reduce (or increase) their impact on the community and the world. We want to report what you would like to learn more about.*

Interviews, call-ins, readings, reports and debates; we'll keep the information coming to you in new, refreshing ways. We'll even sprinkle in simple daily tips that you can do to make your life more sustainable.”

To demonstrate the depth and breadth of each show, here are the interviews and reports covered in the first three broadcasts of “Your Impact”:

October 7th:

Sustainable Health Care with Gay Nicholson from Sustainable Tompkins and Shira Adriance from the Whole Community Project
Farmers markets: The fastest-growing sector in the food industry
The Sustainably Conscious Living Community with SCLC resident Josh Weiner

November 4th:

A review of the 12th Annual Green/Solar Homes Tour with Brent Katzman and Jack Jensen from the Ithaca Green Building Alliance
Energy Descent
An interview with Richard Otis '76: A profile of the Environmental Protection Agency

December 9th:

NEACURH 2007: Ithaca College Residence Hall Association hosts “Marty's G.O.R.G.E.S. Gathering, which focused on sustainability in residence life

A review of “The 11th Hour” film screening with a follow-up Ithaca faculty panel discussion
“*Home Green Home*”, a new sustainable products store in Ithaca, with store owner Joe Nolan

The next “*Your Impact*” show is planned for February 3rd, 2008 at 5 p.m. “*Your Impact*” is also streamed live on the web, so you can listen on-line at www.wicb.org. Andrew plans to develop a website where archive files of past shows can be accessed.