

# **77 WABC** **RADIO**

**WABC-AM**

**New York, New York**

**Public Service Report**  
**Second Quarter 2015**

**July 10, 2015**

## **INTRODUCTION:**

77 WABC is a "news talk" radio station located in Manhattan and heard throughout the Tri-State Area. The station devotes most of its broadcast day to discussion of current events and issues important to our listening audience. Listener interaction is strongly encouraged. Numerous phone calls are accepted by show hosts allowing individuals to express their opinions on the important issues of the day.

## **LOCAL PROGRAMMING SCHEDULE:**

### News Hour with Noam Laden (Monday – Friday 5A-6A)

A solid hour of local, national and international news to keep listeners informed as they begin their day.

### Imus in the Morning (Monday – Friday 6A-10A)

Don Imus and his team discuss newsworthy events, important issues and conduct interviews with a wide variety of guests. Stories from the world of entertainment and sports news are also featured. Although syndicated on radio and broadcast on television, the program originates with WABC.

Geraldo Rivera Show (Monday – Friday 10A-12P) Geraldo talks about local, national and international issues of interest to tri-state area listeners during this two hour local show which airs Monday to Friday. A real New Yorker, he keeps it "live and local".

### Curtis & Kuby (Monday – Friday 12P-3P)

Guardian Angels founder and anti-crime activist Curtis Sliwa and noted criminal defense / civil liberties attorney Ron Kuby host a daily three-hour show focusing on local issues as well as national and international issues and how they affect the Tri-State Area.

### Savage Nation (Monday – Friday 3P-5P)

Nationally syndicated talk show covering national and international news and issues.

### Doug McIntyre (Monday – Friday 5P-6P)

Local program dedicated to local news and discussion, which recaps the day in and around New York City Hosted by Doug McIntyre..

### Mark Levin (Monday – Friday 6P – 9P)

Mark Levin's show originates with WABC in New York and is nationally syndicated. Mark discusses the major issues of the day and engages listeners in a continuing dialogue on the points under discussion.

### John Batchelor (Saturday and Sunday (9P-1A and Monday – Friday 11P-1A)

John's show focuses on the political arena, but touches on numerous other topics. He brings listeners breaking news with a carefully cultivated team of sources and correspondents around the world, often providing information long before it hits the mainstream media. Listener calls are an important show feature.

### Red Eye Radio (Monday – Friday 1A-5A and Sunday 2A-5A)

Red Eye Radio picks-up where others have left off – when others have turned in for the night – Red Eye takes flight. It is a four-hour conversation discussing local and national topics including politics, history, music, sports and everything else in-between.

### Religion on The Line (Sundays 7:30A-10A)

Hosted by local religious leaders, Rabbi Joe Potasnik and Deacon Kevin McCormack, the show's discussion concentrates on how religions affects public life and public issues, locally, nationally and globally. Covered extensively during the program are local news stories and local issues that are important to area residents. Listener calls are an important show feature.

## **NEWS / TRAFFIC / SPORTS / WEATHER ON 77 WABC**

As a public service, 77 WABC provides listeners in the Tri-State Area with regularly scheduled news, traffic, sports and weather updates.

Local and national news is aired at the top of each hour. Local news airs Monday – Friday from 5A to 7P. Following the live local reports from Noam Laden and Ken Duffy, the station airs national news provided by Cumulus Media / ABC News. Additionally, the station's website – wabcradio.com – features local, national, international, business, sports and entertainment news feeds for all to "click and read".

Sports are an important part of life for many residents of Tri-State Area. Sports broadcasting legend Warner Wolf provides sports news updates hourly during Imus in the Morning (Monday – Friday 6A-10A).

Traffic reports are provided during morning and afternoon drive times providing essential information about traffic jams, accidents, construction and mass transit delays.

Weather reports are provided at the top of each hour during local news breaks. In the event of severe weather, they air on a more frequent basis.

**The following describes the significant treatment given to topics of community concern during the second quarter, grouped by broad topic area:**

Show: Geraldo  
Topic: Political Issues  
Date & Time: 04/01/15 10a  
Length: 4 min  
Guest: N/A  
Summary: Geraldo discusses Boehner going to Israel and how it can affect New York's Jewish interests.

Show: Geraldo  
Topic: Humanitarian Issues  
Date & Time: 04/01/15 11a  
Length: 30 min  
Guest: N/A  
Summary: Geraldo discusses implications of the Indiana Religious Freedom Restoration Act and its impact on New York's rights freedoms with listeners.

Show: Geraldo  
Topic: Terrorism  
Date & Time: 04/03/15 10 a  
Length: 10 min  
Guest: N/A  
Summary: Geraldo discusses and takes listeners calls regarding two ISIS-inspired women from Queens who sought to carry out attacks in the United States.

Show: Curtis & Kuby  
Topic: Elections and Voting  
Date & Time: 04/02/15  
Length: 4 min  
Guest: N/A  
Summary: Curtis and Kuby discuss the indictment of New Jersey Sen. Robert Menendez and the variety of options the voters of New Jersey will now have in re-electing the position.

Show: Geraldo  
Topic: Bullying/ Prevention and Support  
Date & Time: 04/06/15 10a  
Length: 30 min  
Guest: N/A

Summary:

Geraldo takes listener calls about a violent female fight at New York's Aqueduct Racetrack in Queens and how we can better educate parents and children alike.

Show:

Topic: Law Enforcement

Date & Time: 04/07/15 11a

Length: 11 min

Guest: N/A

Summary :

Geraldo focuses on ways that New York City is addressing the increase of the murder rate (up 16 percent).

Show:

Topic: Political Issues

Date & Time: 04/07/15 17:00

Length: 8 min

Guest: N/A

Summary:

Doug discusses how New York Senator Chuck Schumer's negative comments about the nuclear deal with Iraq affect New York's nuclear concerns.

Show:

Topic: Race Relations

Date & Time: 04 /09/15 13:00

Length: 20 min

Guest: N/A

Summary:

Curtis and Kuby review the shooting of Walter Scott, a black man, by a white police officer in South Carolina and how the NYPD can learn from the event.

Show:

Topic: Autism Awareness

Date & Time: 04/09/15 18:00

Length: 5 min

Guest: N/A

Summary:

Curtis discusses the Ramsey Subaru charity bike ride to benefit specialty schools in Bergen County, NJ for children with autism.

Show:

Topic: Political Issues

Date & Time: 04/13/15 10a

Length: 9 min

Guest: N/A

Summary:

Geraldo discusses the implications of New York City Mayor Bill de Blasio's non-endorsement of Hilary Clinton and what it means for future city elections.

Show:

Topic: Senior Services

Date & Time: 04/14/15 11a

Length: 12 min

Guest: N/A

Summary:

Geraldo focuses on the 2016 presidential candidates' positions on issues affecting the elderly in New York, including social security and life expectancy.

Show:

Topic: Education

Date & Time: 04/13/15 1:00 pm

Length: 8 min

Guest: N/A

Curtis & Kuby  
Education  
04/13/15 1:00 pm  
8 min  
N/A

Summary: Curtis and Kuby discuss proper oversight of New York area teachers.

Show: Geraldo  
Topic: Crime  
Date & Time: 04/20/15 10a  
Length: 10 min  
Guest: N/A  
Summary: Geraldo discusses best ways to prevent crime in New York after a weekend with 30 shootings in the metro area.

Show: Geraldo  
Topic: Economy (Local)  
Date & Time: 04/20/15 10 a  
Length: 20 min  
Guest: N/A  
Summary: Geraldo takes listener calls and discusses the economic effect on the legalization of marijuana in New York City, New York State and the Tri State area.

Show: Curtis & Kuby  
Topic: Political Issues  
Date & Time: 04/21/15 12 p  
Length: 30 min  
Guest: N/A  
Summary: Curtis & Kuby discuss New York Governor Cuomo's visit to Cuba, and how a new Cuban partnership will help New Yorkers.

Show: Doug McIntyre  
Topic: Obesity  
Date & Time: 04/21/15 5:00 p  
Length: 8 min  
Guest: N/A  
Summary: Doug discusses the importance of Kraft replacing all artificial preservatives with natural flavors and how it will help New York's consumers.

Show: Geraldo  
Topic: Economy (Local)  
Date & Time: 04/23/15 11 a  
Length: 8 min  
Guest: Listener Mario  
Summary: Geraldo and a listener discuss the passing of a free-trade bill and the implications for New York businesses.

Show: Joan Hamburg  
Topic: Youth Issues  
Date & Time: 04/25/15 1p  
Length: 12 min  
Guest: Bruce Feiler  
Summary: Joan discusses the impact of technology on New York's children with author Bruce Feiler author of New York Times, "Hey Kids Look at Me When We're Talking."

Show: Curtis & Kuby  
Topic: Diversity/tolerance  
Date & Time: 04/27/15 2 p  
Length: 10 Min  
Guest: N/A

Summary: Curtis and Kuby discuss Bruce Jenner's decision to come out as transgender and how it impacts the LGBT community in New York.

Show: Curtis & Kuby  
Topic: Law Enforcement  
Date & Time: 04/27/15 12:30 p  
Length: 12 min  
Guest: Larry- Listener  
Summary: Curtis & Kuby discuss New York's changing laws, arguing that the laws may benefit the wealthy while criminalizing New York's working class.

Show: Curtis & Kuby  
Topic: Economy  
Date & Time: 04/27/15 1:30 p  
Length: 10 min  
Guest: N/A  
Summary: Curtis & Kuby discuss the impacts of the booming and growing economy in New York City.

Show: Geraldo  
Topic: Police/ Community Relations  
Date & Time: 04/29/15 10 a  
Length: 30 min  
Guest: N/A  
Summary: Geraldo and listeners discuss Baltimore's riots and how we can help New York's inner city populations.

Show: Doug McIntyre  
Topic: Affordable Housing and Development  
Date & Time: 04/29/14 5:00 p  
Length: 5 min  
Guest: Lane Filler  
Summary: Doug discusses the high cost of living on New York's Long Island which is 50% higher than the national average and how residents are dealing with the costs.

Show: The Rita Cosby Show  
Topic: Law Enforcement  
Date & Time: 5/3/15  
Length: 8 minutes  
Guest: Ed Mullins, Sergeant's Benevolent Association president  
Summary: Rita discusses the NYPD's broken window's policy with Ed Mullins and how effective it can be in preventing crime in New York City.

Show: Geraldo  
Topic: Racism/ Racial Justice  
Date & Time: 05/05/15 10 a  
Length: 10 min  
Guest: N/A  
Summary: Geraldo asks whether the word "thug", has become a racist term to describe a black person behaving poorly in New York's communities.

Show: Geraldo  
Topic: Crime  
Date & Time: 05/6/15 10 a  
Length: 10 min  
Guest: N/A

Summary: Geraldo brings attention to the violence police officers face after the fatal shooting of New York City Police Officer Brian Moore, 25, in Queens.

Show: Curtis & Kuby  
Topic: Political Issues  
Date & Time: 05/07/15 12:30 p  
Length: 30 min  
Guest: N/A  
Summary: Curtis and Kuby discuss the intense political corruption in New York at various levels and how to prevent further corruption.

Show: Doug McIntyre  
Topic: Gun Control  
Date & Time: 05/07/15 5 p  
Length: 10 min  
Guest: N/A  
Summary: Doug discusses gun control laws after the shooting of NY Police Officer Brian Moore who was killed by a stolen gun.  
Rita Cosby in for Doug McIntyre  
Economy  
Date & Time: 05/11/15 5 p  
Length: 4 min  
Guest: N/A  
Summary: Rita talks about the surprisingly large amount of money New Jersey Governor Christie spent on entertainment during his five years as governor.

Show: Curtis & Kuby  
Topic: Crime  
Date & Time: 05/13/15 12 p  
Length: 10 min  
Guest: N/A  
Summary: Kuby discusses his reaction at the crime scene of a shooting of a man who attacked New York citizens with a hammer.

Show: Geraldo  
Topic: Political Issues  
Date & Time: 05/15/15 10 a  
Length: 5 min  
Guest:  
Summary: Geraldo discusses Jeb Bush's comments to authorize an invasion of Iraq and if New York guardsmen would be deployed.

Show: The Rita Cosby Show  
Topic: Terrorism  
Date & Time: 5/17/15  
Length: 9 minutes  
Guest: Michael Morell, Former CIA Deputy Director  
Summary: Rita discusses the threat of ISIS to New York with Michael Morell, former CIA director and how we can learn to be more vigilant.

Show: Curtis & Kuby  
Topic: Community Development and Revitalization  
Date & Time: 05/18/15 12 p  
Length: 10 min  
Guest: N/A

Summary: Curtis and Kuby focus on the importance of revitalization in Brooklyn via the renovation of Brooklyn's Kings Theatre.

Show: Geraldo  
Topic: Humanitarian Issues  
Date & Time: 05/19/15 10 p  
Length: 10 min  
Guest: N/A  
Summary: Geraldo talks to New York listeners about Bruce Jenner's transition to a woman, bringing to light the impact on New York's LGBT community.

Show: Doug McIntyre  
Topic: Education  
Date & Time: 05/21/15 5p  
Length: 5 min  
Guest: Elizabeth A. Harris  
Summary: Doug discusses the movement in New York, especially in Long Island, to opt out of standardized testing for students.

Show: Doug McIntyre  
Topic: Healthcare  
Date & Time: 05/21/15 5p  
Length: 3 min  
Guest: N/A  
Summary: Doug talks about the movement across the country against vaccination requirements for children and if it will impact the children of New York.

Show: Larry Mendte for Geraldo  
Topic: Military/ Troop Support  
Date & Time: 05/25/15 10a  
Length: 12 min  
Guest: N/A  
Summary: Larry encourages listeners to support the military re-entering New York's civilian society.

Show: Curtis & Kuby  
Topic: Disaster Relief  
Date & Time: 05/26/15 12p  
Length: 10 min  
Guest: N/A  
Summary: Curtis & Kuby follow up on the existing damage to the Jersey Shore beaches and the New York City subways from Hurricane Sandy and the need for repair.

Show: Doug McIntyre  
Topic: Mass Transit  
Date & Time: 05/27/15 5p  
Length: 4 min  
Guest: N/A  
Summary: Doug analyzes the commute home from New York becoming more difficult due to issues on the subways and Long Island Railroad.

Show: Geraldo  
Topic: Crime  
Date & Time: 05/27/15 10a  
Length: 12 minutes  
Guest: N/A

Summary: Geraldo discusses the crime prevention program 'Stop and Frisk' in New York and its impact on citizens across the city.

Show: Geraldo  
Topic: Crime  
Date & Time: 05/28/15 11a  
Length: 10 min  
Guest: N/A  
Summary: Geraldo proposes solutions to the high crime rates following the 10 shootings occurred since Tuesday in New York City leaving five dead.

Show: Curtis & Kuby  
Topic: Political Issues  
Date & Time: 06/01/15 1p  
Length: 10 min  
Guest: N/A  
Summary: Curtis & Kuby focus on the Patriot Act and government surveillance, discussing New York's politicians' stance on the privacy issue.

Show: Geraldo  
Topic: Gang Violence  
Date & Time: 06/02/15 10:30a  
Length: 10 min  
Guest: Andy King  
Summary: Geraldo calls attention to violence among black young men in New York City and promoting a local high school rally to support peace.

Show: Doug McIntyre  
Topic: Diversity/ Tolerance  
Date & Time: 06/04/15 5p  
Length: 8 min  
Guest: N/A  
Summary: Doug discusses the need for preservation of New York's iconic Stonewall Inn and advocates for it to be given landmark status.

Show: Geraldo  
Topic: Women's Health Issues  
Date & Time: 06/05/15 10a  
Length: 10 min  
Guest: N/A  
Summary: Geraldo discusses the prescriptions New York's healthcare laws should or should not allow and its impact on New Yorkers.

Show: Geraldo  
Topic: Child Abuse  
Date & Time: 06/05/15 30 min  
Length: 30 min  
Guest: N/A  
Summary: Geraldo focuses on child welfare practices in New York and the nation after news reports of child molestation allegations against celebrities.

Show: Geraldo  
Topic: Law Enforcement  
Date & Time: 06/08/15 10a  
Length: 10 min  
Guest: N/A

Summary: Geraldo discusses the prison break of two men from the Clinton Correctional Facility in upstate New York and how it can be prevented in the future.

Show: Curtis & Kuby  
Topic: Police/ Community Relations  
Date & Time: 06/09/15 12p  
Length: 10 min  
Guest: N/A  
Summary: New York City Police Commissioner William Bratton's statements on crime rates in New York City are analyzed by the hosts with focus on the impact of 'stop and frisk' on the City's population.

Show: Doug McIntyre  
Topic: Police/ Community Relations  
Date & Time: 06/10/15 5p  
Length: 5 min  
Guest: N/A  
Summary: Doug discusses the NYPD's recruitment process of young African Americans and shared a sound clip of the NY police commissioner saying that he is having trouble recruiting because too many have prison records.

Show: Curtis & Kuby  
Topic: Diversity/ Tolerance  
Date & Time: 06/15/15 12p  
Length: 5 min  
Guest: N/A  
Summary: Curtis and Kuby talk about the importance of the Puerto Rican celebrations in New York City, including festivities in Harlem.

Show: Geraldo  
Topic: Political Issues  
Date & Time: 06/16/15 11a  
Length: 40 min  
Guest: N/A  
Summary: Geraldo airs Donald Trump's presidential announcement in New York City and discusses his potential for success as a candidate.

Show: Geraldo  
Topic: Racism  
Date & Time: 06/17/15 10a  
Length: 4 min  
Guest: N/A  
Summary: Geraldo connects the OJ Simpson murder trial to the racial divide in New York today, discussing the idea that race is the largest domestic issue of the time.

Show: Doug McIntyre  
Topic: Racism/ Racial Justice  
Date & Time: 06/18/15 5p  
Length: 7 min  
Guest: N/A  
Summary: Doug discusses the mass murder shooting at a historic black church in South Carolina and how New Yorkers are reacting.

Show: The Rita Cosby Show  
Topic: Disease Awareness & support  
Date & Time: 6/21/15

Length:  
Guest:  
Summary:

13 minutes  
Fran Drescher  
Rita talks with Fran Drescher about how to prevent cancer through looking at the labels of what you eat and use inside your house. They also discuss Fran's organization Cancer Schamncer, which works to help fight and prevent cancer.

Show:  
Topic:  
Date & Time:  
Length:  
Guest:  
Summary:

Geraldo  
Racism/ Racial Justice  
06/22/15 10a  
12 min  
N/A  
Geraldo debates President Obama's controversial use of the n-word on air and its historical use in New York and whether it was necessary to use the word or not.

Show:  
Topic:  
Date & Time:  
Length:  
Guest:  
Summary:

Curtis & Kuby  
Youth issues  
06/23/15 12p  
5 min  
N/A  
Curtis and Kuby discuss dangerous allergies and the peanut products that are being banned in New York schools.

Show:  
Topic:  
Date & Time:  
Length:  
Guest:  
Summary:

Doug McIntyre  
Healthcare  
06/25/15 5p  
12 min  
George Pataki  
Doug discusses the Supreme Court's decision supporting the Affordable Care with Former New York Governor George Pataki and how it will impact New Yorkers.

Show:  
Topic:  
Date & Time:  
Length:  
Guest:  
Summary:

Geraldo  
Immigration  
06/29/15 10 a  
8 min  
N/A  
Geraldo analyzes New York politician Donald Trump's comments about undocumented Mexican immigrants and the stereotypes our society deals with daily.

Show:  
Topic:  
Date & Time:  
Length:  
Guest:  
Summary:

Curtis & Kuby  
Law Enforcement  
06/29/15 12 p  
30 min  
N/A  
Curtis & Kuby discuss the shooting and capture of New York prison escapee David Sweat and the contributions of law enforcement.

Show:  
Topic:  
Date & Time:  
Length:  
Guest:  
Summary:

Doug McIntyre  
Political Issues  
06/30/15 5 p  
5 min  
Ken Kurson  
Doug discusses the effects on the city of New York stemming from the dispute between Mayor de Blasio and Governor Cuomo.

## RELIGION ON THE LINE PROGRAM DETAILS

TOPIC: Emergency Services  
SHOW: Religion on the Line  
GUEST: Daniel A. Nigro, Commissioner of the FDNY  
DATE & TIME: May 3, 2015; 7:46 AM  
SEGMENT LENGTH: 12 minutes  
SEGMENT DESCRIPTION: Rabbi Potasnik and Deacon McCormack talked with the guest about the 150<sup>th</sup> anniversary of the FDNY, reflecting on services provided past, present, and future.

TOPIC: The Arts  
SHOW: Religion on the Line  
GUEST: Zalmen Mlotek, Artistic Director of the National Yiddish Theatre – Folksbiene  
DATE & TIME: June 14, 2015; 7:49 AM  
SEGMENT LENGTH: 11 minutes  
SEGMENT DESCRIPTION: Rabbi Potasnik and Deacon McCormack spoke with the guest about Kulturfest NYC, which will be going on from June 14-21.

TOPIC: Diversity / Law Enforcement  
SHOW: Religion on the Line  
GUEST: Errol Loius, NY1 Political Anchor, and Host of "Inside City Hall"  
DATE & TIME: June 14, 2015; 8:07 AM  
SEGMENT LENGTH: 10 minutes  
SEGMENT DESCRIPTION: Rabbi Potasnik and Deacon McCormack spoke with the guest about the need and call for diversity in the NYPD in light of all the seemingly racial-based police activity recently.

TOPIC: Senior Services  
SHOW: Religion on the Line  
GUEST: Sister Eileen McGrooy, SC, Assistant to the President of the Sisters of Charity of New York; and the Director of Retirement for the Sisters of Charity of New York  
DATE & TIME: June 14, 2015; 8:38 AM  
SEGMENT LENGTH: 11 minutes  
SEGMENT DESCRIPTION: Rabbi Potasnik and Deacon McCormack spoke with the guest about Catholic nuns being cared for at a Jewish retirement center.

TOPIC: Law Enforcement  
SHOW: Religion on the Line  
GUEST: Eric L. Adams, Brooklyn Borough President  
DATE & TIME: June 28, 2015; 8:38 AM  
SEGMENT LENGTH: 12 minutes  
SEGMENT DESCRIPTION: Rabbi Potasnik and Deacon McCormack spoke with the guest about Mayor de Blasio's plan to expand the NYPD.

## PUBLIC SERVICE ANNOUNCEMENTS

WABC airs a wide variety of Public Service Announcements (PSAs). PSAs are non-commercial announcements that run free of charge in all dayparts. Announcements are submitted by community groups, non-profit organizations, listeners, advertising agencies doing pro-bono work, as well as by "grass roots" community efforts to the station's Public Service Director by mail, fax and email. PSAs are also collected at the periodic Community Leaders Day Meetings hosted by New York Market Radio (NYMRAD) for all area radio broadcast stations. On a daily basis, the Public Service Director speaks to listeners, representatives of community groups, schools, religious organizations, government agencies, and local and non-profit groups. These conversations often lead to the airing of PSAs, WABC airs both pre-recorded and live PSAs throughout the broadcast day.

Public Service Announcements aired during the quarter can be characterized as follows:

**PSA:** **96 Elephants / Take A Stand**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 43

**PSA:** **Association of American Railroads / Man vs. Train**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 50

**PSA:** **Autism Awareness / No Smiles (Ad Council)**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 18

**PSA:** **City Harvest**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 192

**PSA:** **Emergency Preparedness NY (Ad Council)**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 36

**PSA:** **Governor's Traffic Safety Council / Drinking & Driving**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 29

**PSA:** **Governor's Traffic Safety Council / DWI**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 30

**PSA:** **Governor's Traffic Safety Council / Its Your Community**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 31

**PSA:** **Governor's Traffic Safety Council / Prescription Drugs**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 29

**PSA:** **Learning & Attention Issues / Miscommunication (Ad Council)**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds  
Number Aired: 19

**PSA:** **No Texting While Driving (Ad Council)**

Dates Aired: April 1 to June 30, 2015  
Length: 30 seconds

Number Aired: 36

**PSA: NY Army National Guard**

Dates Aired: April 1 to June 30, 2015

Length: 30 seconds

Number Aired: 58

**PSA: SAMHSA / Center For Substance Abuse Treatment**

Dates Aired: April 1 to June 30, 2015

Length: 30 seconds

Number Aired: 23

**PSA: Stroke Association / Who Might Save You (Ad Council)**

Dates Aired: April 1 to June 30, 2015

Length: 30 seconds

Number Aired: 18

**Community Leaders Day**

Twice each year, in April and October, NYMRAD (New York Market Radio) hosts a day-long meeting in Manhattan to bring radio stations and community organizations together. NYMRAD is a marketing association supported by over 50 radio stations in the Tri-State Area. WABC, and sister-station WPLJ, are represented at these meetings by their Public Service Director.

Each invited community group makes a brief presentation outlining the pressing issues and needs in the residential area of the presenter, the work their group is doing in the community at large and areas where stations can perhaps assist them with their work. The issues and needs focus on the residential areas of the presenters to provide better idea of what is facing communities throughout the Tri State Area as many of the groups often have offices in the same area. Sometimes, the organizations use the meeting as a focus group, to merely speak out about issues of public concern, or to alert stations to potential news-worthy stories. The great majority of groups provide printed information about their work.

All organizations are encouraged to bring PSAs (scripts or pre-records) for distribution to the attending radio stations. Following the meetings, the Public Service Director reviews the submitted announcements and schedules them for airing throughout the year.

The next meeting will take place in October 2015.

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All organizations are encouraged to bring PSAs (scripts or pre-records) for distribution to the attending radio stations. The meetings take place in April and October and the PSAs and show topics gathered are used throughout the year.

**Community Leaders Day Meeting – April 29, 2015**

The presenting organizations were:

- Isabella Geriatric Center, New York, NY
- Jazz Forum Arts, Dobbs Ferry, NY
- Flushing Council on Culture and the Arts, Flushing, NY

- ANDRUS Sanctuary Institution, Yonkers, NY
- Sing For Hope, New York, NY
- Figure Skating In Harlem, New York, NY
- NY/NJ/PA Crohn's & Colitis Foundation of America, New York, NY
- Association For Mental Health & Wellness, Ronkonkoma, NY
- New York Junior Tennis & Learning, Woodside, NY
- Cathedral Community Cares, New York, NY
- Pajama Program, New York, NY
- Harlem Educational Activities Fund, New York, NY
- NYS Troopers Marine Corps Association, Baldwin, NY
- Asphalt Green, New York, NY
- Room To Grow, New York, NY

Community Issues raised by presenting organizations:

- Lack of dental care for children
- Traffic
- Education – lack of elementary schools, lack of arts education, lack of nutrition education
- NYC High School graduation rate – only 38% of students graduate in Harlem
- Testing and common core affecting how students are taught in school
- Unemployment
- Lack of jobs, particularly for young people and those that pay a living wage
- Minimum wage not livable in area
- Bullying
- Lack of physical education in schools
- Youth mentoring
- Old housing stock / zoning
- Affordable housing and rents / gentrification of neighborhoods
- Tappan Zee Bridge construction
- Flood plain development in area of Dobbs Ferry / Tarrytown
- Mass transit – overcrowding, infrastructure
- DEP Waste Treatment Plant
- Drug and alcohol use and abuse – epidemic proportions in middle and high school
- Diversity / racial divide
- Arts funding and lack of public art
- Socio-economic inequality
- Food “deserts”
- Obesity
- Affordable and available quality healthcare
- Policing
- Cost of living
- Lack of mental health services
- Need for more community engagement by individuals
- Homelessness
- Literacy
- Rat infestation in NYC
- Pedestrian safety