



CBS RADIO

ISSUES AND PROGRAMS REPORT

FOR

WWFS FM

&

WWFS FM HD1

1st QUARTER, 2015

OCTOBER 2015 THROUGH DECEMBER 2015

Prepared by:

Deborah Gordon
Public Affairs Director

**ISSUES OF CONCERN TO NEW YORK CITY
ADDRESSED IN RESPONSIVE PROGRAMMING
IN THE
1ST QUARTER, 2015**

1. **WOMEN'S ISSUES:** Issues of concern include information about diseases that affect the female reproductive system; Breast cancer awareness and the latest research available; Awareness about heart disease as the number one health concern for women and information about programs and services in place for women who develop heart disease; Awareness about conditions that affect women such as post partum depression.
2. **PUBLIC INTEREST:** Spotlight on national efforts to engage and empower young people in our communities through educational awareness events; More awareness about the powerful impact of the fashion industry and Fashion Week in New York not only as a cultural event, but as a major revenue generator; Information about animal rescue efforts to curb the increase in abused and homeless animals; Awareness about community based social service agencies in place to combat poverty and natural disasters; Information about humanitarian organizations providing support and assistance throughout the world.
3. **HEALTH ISSUES:** Issues of concern include better awareness about endometriosis; More information about heart disease and the latest research and treatments available; More awareness about organizations devoted to helping people with cancer; Spotlight on Kidney month with awareness about the disease and ways to lower the risk of developing it. Awareness about lupus, it's symptoms and treatments.
4. **HOUSING, HOMELESSNESS & HUNGER:** Information about services and shelters available to homeless New Yorkers and places they can go to secure hot meals; Information about free furniture that is available to formerly homeless families; Awareness about foreclosure and the help that is available for those who are behind on their mortgages and in danger of losing their homes.
5. **YOUTH ORIENTED ISSUES:** Issues of concern include information about resources available to young people with disabilities and organizations that advocate on their behalf; Awareness about organizations that provide clothing and other necessities to underprivileged youth; Better awareness about child abuse and its devastating impact and places to go for help; More awareness about youth development programs to help combat negative adolescent behaviors.

PUBLIC AFFAIRS PROGRAMS

WWFS PROGRAMS THAT ADDRESS COMMUNITY ISSUES:

1. **“FM”** **Sundays, 6:00am – 7:00am**
 January 1, 2015 – March 31, 2015

This show addresses issues of significant concern to the residents of the New York City Tri-State area.

Produced and hosted by Deborah Gordon

**WWFS-FM QUARTERLY ISSUES/PROGRAMS REPORT
FIRST QUARTER 2015**

(JANUARY 1, 2015 THROUGH MARCH 31, 2015)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: WOMENS ISSUES

FM

January 8, 2015

6:00 am

24 minutes of a 60-minute program

Endometriosis Association

Host: Deborah Gordon

Guest: Linda Kahn, Spokesperson

The Endometriosis Association is a nonprofit organization founded to be the voice of those who suffer with the illness and provide proper information about the often misunderstood condition to the community. It has grown to become the recognized authority on this disease, which affects millions worldwide. Provided information about the causes and symptoms of endometriosis, which is as an all consuming disease which affects the reproductive system of women and adolescent girls, and causes great pain and discomfort. Discussed the mission to fight the devastating affects of endometriosis through increased awareness, education, research and legislative advocacy, and to improve the lives of those affected by it through early detection and treatment. Also discussed the new treatments options that are available and the current research for the development of new more advanced treatments. Discussed the need to create awareness about the issue, and raise funds for treatment and research, which will help women who are suffering from the condition and their families, better understand the condition and the resources available to them. ALSO SEE HEALTH ISSUES

FM

Feb 5, 2015

6:00 am

27 minutes of a 60-minute program

Breast Cancer Foundation

Host: Deborah Gordon

Guest: Jennifer Porter, Coordinator

Ms. Porter discussed the Pink Ribbon challenge breast cancer site to fund mammograms for uninsured and underinsured women in America. She also discussed her personal experience with breast cancer and the

ISSUE: WOMENS ISSUES (continued)

Foundation, which address the needs of women with breast cancer in underserved communities and helps provide funding for free mammograms for women who cannot afford them. Provided data about women and breast cancer, the large number of women who get the disease each year, survival rates, and the best ways for women to assess their risks. Discussed the Foundation's Early Detection Plan which enables women to be proactive about their health and increases the chance of detecting breast cancer in its early stages, by reminding them to perform routine breast self-exams and to schedule clinical breast exams and mammograms, depending on age and health history. The innovative Plan, allows women to select the reminder options that work best for you, including email alerts, calendar reminders, text messages.

FM

February 12, 2015

6:00 am

29 minutes of a 60-minute program

Dr. Oz - Womens Heart Health

Host: Deborah Gordon

Guest: Dr. Oz

Dr. Mehmet Oz is an Emmy Award winning TV Personality and author, who is also a heart surgeon and the Vice Chair and Professor of Surgery at Columbia University. Spotlights February as heart health month and the impact the disease has on women. Dr. Oz provided crucial data about heart disease including the fact that it affects more women than men. Also discussed were some of the symptoms of the disease and ways that women can lower their risks for developing heart disease. Dr. Oz discussed being honored at the Red Dress Awards for his work helping people who have been diagnosed, and for also creating awareness about the disease. Past honorees include Barbara Walters and former First Lady Barbara Bush. Mr. Oz discussed what the impact of receiving such an honor and the awareness that it will bring to the issue. ALSO SEE HEALTH

FM

February 19, 2015

6:00 am

26 minutes of a 60-minute program

Heart Truth Campaign

Host: Deborah Gordon

Guest: Dr. Gail Pearson, Spokesperson

ISSUE: WOMENS ISSUES (continued)

The Heart Truth Campaign was started in 2002 as a commitment to women's heart health by the National Heart, Lung, and Blood Institute (NHLBI). It is implemented every February's American Heart Month and goes throughout the year, to increase awareness about heart disease among women and helping women take steps to reduce their own personal risk of developing heart disease. Discussed heart disease in today and its role as the number one killer of women. Spotlighted The Heart Truth's Red Dress Collection Fashion Show, which is one of the campaign's signature American Heart Month activities and involves celebrities and the fashion community to draw attention the Red Dress as the national symbol of women and heart disease awareness. Discussed how the campaign's heart health message has reached and impacted millions of women and the many events and activities that are held across the country to spread The Heart Truth to women. ALSO SEE HEALTH

FM

February 26, 2015

6:00 am

27 minutes of a 60-minute program

Go Red For Women

Host: Deborah Gordon

Guest: Dr. Fran Kaiser, Executive Medical Director of Merck

Dr. Kaiser discussed Merck's partnership with the American Heart Association on the Go Red® For Women Campaign. The campaign is designed to create awareness about heart disease in women and help women uncover the truth about the myths versus the realities of heart disease. Spotlighted February as Women's Heart Health Awareness Month and Dr. Kaiser provided information about various ways the American Heart Association is commemorating the month. Dr. Kaiser also provided data about heart disease in women, including the daunting fact that one in three women die from heart disease, which is more than from breast cancer, diabetes and Alzheimer's disease combined. The American Heart Association's Go Red® For Women website offers ways that women can assess their heart health and prevent heart disease. Discussed the recent update of the site to include information in Spanish in an effort to provide information to the Hispanic community, since Hispanic women have become the fastest growing segment of the population to experience heart disease. ALSO SEE HEALTH

ISSUE: WOMENS ISSUES (continued)

FM

March 11, 2015

6:00 am

25 minutes of a 60-minute program

SLI Lupus Foundation

Host: Deborah Gordon

Guest: Margaret Dowd, Executive Director

The S.L.E. Lupus Foundation is a New York based organization that leads the nation in providing direct patient services, education, public awareness, and funding for novel lupus research on the national level. It was founded in 1970 by families with lupus and has grown to now help tens of thousands of people with lupus and their families cope with the anxieties and confusion that the disease causes. Provided data about Lupus, which is a complex and dangerous chronic illness. Discussed how the Foundation promotes early diagnosis of lupus and provides support to people with the illness—especially in disadvantaged neighborhoods of New York City through public service campaigns, public education programs and community outreach efforts. Also discussed the Foundation’s efforts to addresses racial disparities in lupus through community-based programs that focus on the effective management of chronic disease in minority women. Spotlighted their annual luncheon which will raise funds to support lupus research grants in partnership with the Lupus Research Institute (LRI). ALSO SEE HEALTH ISSUES

FM

March 11, 2015

6:00 am

24 minutes of a 60-minute program

Hudson Perinatal Consortium

Host: Deborah Gordon

Guest: Marianne Moore, Executive Director

The Hudson Perinatal Consortium serves as the lead-planning agency for maternal and child health services in Hudson County and its mission is to meet the healthcare needs of women, infants and children while coordinating education, outreach and advocacy through regional planning and collaboration. The consortium conducts extensive community outreach and educational programs regarding premature births, baby basics and breast feeding and also educates health care providers in Hudson County. Spotlighted the issue of post-partum depression, which many women experience during pregnancy and after the birth of a baby and can be extremely debilitating and lead to suicidal

thoughts. Discussed signs and symptoms and what to do if it's out of control. Also, discussed ways that HPC conducts awareness programs within the community including holding small group discussions, special events, health fairs and consumer focused newsletters written in English and Spanish to meet the changing needs of the community.

ISSUE: PUBLIC INTEREST

FM

January 15, 2015

6:00 am

26 minutes of a 60-minute program

Hooves and Paws Animal Rescue

Host: Deborah Gordon

Guest: Michelle Padila, Founder

Hooves & Paws Animal Rescue is a non profit animal rescue organization which strives to promote a more compassionate world for all animals by providing a safe haven for unwanted, abused and homeless animals. Once the animals get healthy and rehabilitated, the organization then puts them up for pet adoption. The animals who are not adopted as rescue pets are housed at their sanctuary and guaranteed lifelong care. Ms. Padila provided data about the number of homeless and abused animals in the New Jersey area and discussed the need for the community to be cognizant that spaying and neutering is an effective way of counteracting the pet overpopulation crisis, and by not sterilizing animals, and allowing them to breed contributes to the needless euthanasia of millions of unwanted pets each year in the United States. Stressed the need for community to help in a variety of ways, either by volunteering or donating to keep the shelters running at optimum level.

FM

January 22, 2015

6:00 am

27 minutes of a 60-minute program

Fashion Delivers

Host: Deborah Gordon

Guest: Gail Garamone, Executive Director

Fashion Delivers was founded in New York in 2005 to help the victims of Katrina, and has expanded its mission to battle the effects of poverty and natural disaster by supporting hundreds of community-based social service agencies throughout the U.S. and around the world. The organization works with the adult apparel and home fashions industries collecting donations of new product to help individuals and families in need. Ms. Garamone discussed how the organization has grown to now distribute millions of dollars in new men's and women's clothing and home furnishings each year and provides vital support to New York area communities that are prone to poverty. Ms. Garamone provided data about the impoverished around the world and also in the New York and the need for the community to mobilize to help. Also provided information about the organization methods to ensure that the donated items are distributed quickly and directly to those who need them most.

ISSUE: PUBLIC INTEREST (continued)

FM

February 12, 2015

6:00 am

29 minutes of a 60-minute program

New York Fashion Week/Vantan Tokyo

Host: Deborah Gordon

Guests: Christina Neault, NYFW Executive Producer

Spotlighted New York Fashion Week and its importance which reinforces New York's status as the Fashion Capital of the World. Ms. Neault discussed the positive impact of the fashion industry on New York as a whole, the boon to the city's economy, with increased excitement and tourism, the money Fashion Week generates, and the jobs it creates. MB Fashion week has been involved in many philanthropic ventures including a benefit show for Haiti, and events to increase awareness about breast cancer and women's heart health. Spotlighted Vantan Tokyo, which is a design school that provides help to young designers to hone their craft and pursue careers in the fashion industry. Ms. Neault was one of the judges who chose the four Vantan designers who will be showing in New York for the first time, and she discussed the positive influences of this cross cultural connection on the industry and on society.

FM

March 4, 2015

6:00 am

28 minutes of a 60-minute program

Young Adult Library Services Association or YALSA

Host: Deborah Gordon

Guest: Jack Martin, President-Elect

Spotlighted Teen Tech Week 2012 - March 4 through March 10 - which encourages the community to "*Geek Out @your library*"® and take advantage of all the diverse, technological services that are offered at local libraries. The Young Adult Library Services Association or YALSA is a division of the American Library Association, and is made up of young librarians, library workers and advocates with the mission of engaging and empowering young people and expanding and strengthening library services for them. Mr. Martin discussed the variety of local happenings to commemorate the week. Also discussed the ways the library continues to grow and change to meet the needs of the community including offering online homework help, digital literacy focused programs, audio-books and more. **ALSO SEE YOUTH ORIENTED ISSUES**

ISSUE: PUBLIC INTEREST (continued)

FM

March 11, 2015

6:00 am

25 minutes of a 60-minute program

Real Medicine Foundation

Host: Deborah Gordon

Guest: Tina Fuchs, Founder

The Real Medicine Foundation is a non profit that was founded in 2005 and provides humanitarian support to people living in disaster and poverty stricken areas, and is focused on providing medical/physical, emotional, economic and social support. Ms. Fuchs discussed the Foundation's use of a personal approach to form partnerships with individuals and existing organizations throughout the world in order to create sustainable solutions. Spotlited how the area's continued involvement in Haiti and Japan after their earthquakes, providing medical assistance and personnel, their work to ensure long term sustainability, and their commitment to stay and ensure that the people in those regions get houses, schools and hospitals rebuilt. Stressed the organization's need for motivated, skilled and passionate volunteers to join their efforts. ALSO SEE HEALTH

ISSUE: HEALTH ISSUES

FM

January 8, 2015

6:00 am

24 minutes of a 60-minute program

Endometriosis Association

Host: Deborah Gordon

Guest: Linda Kahn, Spokesperson

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Women's Heart Health

Host: Deborah Gordon

Guest: Dr. Oz

Dr. Mehmet Oz is an Emmy Award winning TV Personality and author, who is also a heart surgeon and the Vice Chair and Professor of Surgery at Columbia University. Spotlighted February as heart health month and the impact the disease has on women. Dr. Oz provided crucial data about heart disease including the fact that it affects more women than men. Also discussed were some of the symptoms of the disease and ways that women can lower their risks for developing heart disease. Dr. Oz discussed being honored at the Red Dress Awards for his work helping people who have been diagnosed, and for also creating awareness about the disease. Past honorees include Barbara Walters and former First Lady Barbara Bush. Mr. Oz discussed what the impact of receiving such an honor and the awareness that it will bring to the issue. **ALSO SEE WOMENS ISSUES**

ISSUE: HEALTH ISSUES (continued)

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Host: Deborah Gordon

Guest: Dr. Gail Pearson, Spokesperson

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FM

February 26, 2015

6:00 am

28 minutes of a 60-minute program

CancerCare

Host: Deborah Gordon

Guest: Win Borkle, Oncology Social Worker

CancerCare was founded in New York City with the mission of helping advanced cancer patients and provided financial assistance for home care, as well as counseling by professional oncology social workers. The organization helps more than 25,000 people annually with its free counseling services, toll-free counseling line, and Connect Education Workshops, which helps people across the country. Mr. Borkle discussed how cancer care has grown to become the leading resource providing both information and support. caring for the individual, supporting their loved ones, and providing help and hope to anyone affected by cancer. Also discussed the most prevalent cancers informed the audience about ways to lessen their risks. Encouraged the community to participate in CancerCare events and spotlighted their New York are Walk for Hope, which raises funds and creates awareness about the cause.

ISSUE: HEALTH ISSUES (continued)

FM

March 11, 2015

6:00 am

27 minutes of a 60-minute program

National Kidney Foundation Serving Greater New York

Host: Deborah Gordon

Guest: Dr. Joe Vassalotti, Chief Medical Officer

The National Kidney Foundation Serving Greater New York, whose mission is to prevent kidney disease, and improve the health and well being of those afflicted. Ms. Smith shared her personal story about how kidney disease impacted her family and discussed her partnership with the National Kidney Foundation to raise awareness about the disease and offer the community information about healthier eating as a way to lessen their risk of contracting kidney disease. Dr. Vassalotti provided data about kidney disease, including the fact that it is fast becoming the number one health threat facing many Americans today, and many people are unaware that they even have the disease. Spotlighted March as Kidney Month and the many things that the Foundation will offer to commemorate the month, including free health screenings, early evaluation programs, and workshops.

FM

March 11, 2015

6:00 am

25 minutes of a 60-minute program

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ISSUE: HEALTH ISSUES (continued)

FM

March 11, 2015

6:00 am

25 minutes of a 60-minute program

SLI Lupus Foundation

Host: Deborah Gordon

Guest: Margaret Dowd, Executive Director

The S.L.E. Lupus Foundation is a New York based organization that leads the nation in providing direct patient services, education, public awareness, and funding for novel lupus research on the national level. It was founded in 1970 by families with lupus and has grown to now help tens of thousands of people with lupus and their families cope with the anxieties and confusion that the disease causes. Provided data about Lupus, which is a complex and dangerous chronic illness. Discussed how the Foundation promotes early diagnosis of lupus and provides support to people with the illness—especially in disadvantaged neighborhoods of New York City through public service campaigns, public education programs and community outreach efforts. Also discussed the Foundation’s efforts to addresses racial disparities in lupus through community-based programs that focus on the effective management of chronic disease in minority women. Spotlighted their annual luncheon which will raise funds to support lupus research grants in partnership with the Lupus Research Institute (LRI). ALSO SEE WOMENS ISSUES

ISSUE: HOUSING, HOMELESSNESS & HUNGER

FM

January 1, 2015

6:00 am

27 minutes of a 60-minute program

The Partnership for the Homeless

Host: Deborah Gordon

**Guest: Scott Cotenoff, Senior Vice President of
Programs and New Initiatives**

The Partnership for the Homeless was created in New York City in 1983 as a partnership among faith communities, businesses, and government to address what was then a growing problem of homeless people on city streets. The Partnership has grown to comprise a network of 50 shelters and is one of the most successful public-private partnerships developed in New York City. Mr. Cotenoff provided information about some of the many programs that the organization provides to the community including Furnish a Future, which allows formerly homeless families with new places to live to completely furnish the dwelling with new furnishings and immediately turn the house into a home. Also discussed were the Partnership's work helping seniors. Mr. Cotenoff stressed the need for volunteers to help the organization continue to carry out its mission.

FM

January 8, 2015

6:00 am

28 minutes of a 60-minute program

The New York City Rescue Mission

Host: Deborah Gordon

Guest: Joe Little, Community Relations Manager

The New York City Rescue Mission is America's first Rescue Mission and provides spiritual hope, food, clothing and shelter to people in crisis in New York City. The New York City Rescue mission has been the model for hundreds of other rescue missions across the country. Mr. Little discussed the many programs and services the mission offers including the Residential Recovery Program, which helps rebuild lives by not only providing overnight stays and nutritious meals, but also medical support and job skills training. Spotlights the Mission's upcoming events: The Martin Luther King Jr. Day celebration at which home-cooked meals will be served to the community; and the SOUPer Bowl, which is a week-long series of events preceding the Super Bowl game, whereby famous chefs and athletes serve soup and meals to the needy.

**ISSUE: HOUSING, HOMELESSNESS & HUNGER
(continued)**

FM

January 15, 2015

6:00 am

25 minutes of a 60-minute program

Neighborworks America

Host: Deborah Gordon

Guest: Susan Jouard, Spokesperson

Ms. Susan Jouard returned to the program to provide an update on the current housing situation and Neighborworks America's role in curbing the rising rates of foreclosures. Neighborworks America, is an organization that works through existing and established non-profits to create opportunities for people to live in affordable homes, which not only improves their lives, but also strengthens their communities. Ms. Jouard discussed the organization's efforts to help people who have experienced foreclosure. Neighborworks America also helps those who are having difficulty paying their mortgage by providing a variety of services, including foreclosure counseling which allows them to take a good look at their budget, get it under control, and save their homes. Also discussed were loan modification scams that homeowners facing foreclosure can avoid, and what to do if you have been a victim.

ISSUE: YOUTH-ORIENTED ISSUES (continued)

FM

January 1, 2015

6:00 am

26 minutes of a 60-minute program

Resources for Children With Special Needs

Host: Deborah Gordon

Guest: Gary Shulman, Program Director

This organization was founded in New York City in 1983 by three moms who were looking for resources for their disabled children. Resources has grown to be the premiere source for knowledge and help with systems, programs and services affecting young people with disabilities in the metropolitan area. Resources shares knowledge and support to empower parents and other New Yorkers who care about young people with disabilities. Discussed the many programs and services the organization offers including educational services, training, bilingual workshops for families, advocacy, and a comprehensive database with information for the disabled. Spotlighted 27th annual free special camp fair for the disabled and their families where they meet camp directors and find the right summer program.

FM

January 22, 2015

6:00 am

27 minutes of a 60-minute program

K.I.D.S

Host: Deborah Gordon

Guest: Dr. Janice Weinman, President

K.I.D.S. also known as Kids in Distressed Situations, is a New York based organization that provides brand new items including clothes, shoes, toys, and books to children in need. K.I.D.S started out helping children hit by natural disasters, like mudslides and earthquakes, but has expanded to also help underserved children in communities that are prone to poverty. Dr. Weinman discussed how the organization works to create partnerships with manufacturers, retailers, etc., who donate products for non-profit agencies to distribute to those in need and help improve their lives. Also stressed the need for the New York community to help the organization by donating much needed items for the cause or by volunteering their time.

ISSUE: YOUTH ORIENTED ISSUES (continued)

FM

January 29, 2015

6:00 am

31 minutes of a 60-minute program

Mentoring Partnership of New York,

Host: Deborah Gordon

Guest: Jean Cohen, Executive Director

The Mentoring Partnership of New York is a non-profit organization that connects those who are either looking for a mentor or an opportunity to become a mentor, to organizations that foster positive mentoring programs in the community. Ms. Cohen provided information about the benefits of mentoring and how it positively impacts both the mentor and the mentee. Ms. Cohen also provided information about the current research being done on the issue and the variety of resources the Mentoring Partnership provides including ongoing trainings and workshops. Spotlighted National Mentoring month, detailed the organization's advocacy work on the issue, and provided information about new initiatives being introduced by New York legislators at the National Mentoring Summit held in Washington D.C.

FM

January 29, 2015

6:00 am

22 minutes of a 60-minute program

The P. Luna Foundation

Host: Deborah Gordon

Guest: Peta Luna, Founder

The P. Luna Foundation fights child abuse by creating innovative programs to educate the community, aid law enforcement, and build awareness about the growing epidemic of child abuse and exploitation. The organization places a special emphasis on young males who have been abused, and encourages the victims to speak up and not feel ashamed. Ms. Luna discussed the importance of victims and survivors of abuse, doing something for their cause and helping others, as an effective tool to feel better about themselves and the situation. Also discussed the organizations newly developed resource guide which lists links to hundreds of organizations, professionals, advocates, who support the cause, and makes it easy for those who are traumatized and discouraged to seek the help they need.

ISSUE: YOUTH ORIENTED ISSUES (continued)

FM

February 19, 2015

6:00 am

29 minutes of a 60-minute program

Up 2 Us

Host: Deborah Gordon

Guest: Paul Caccamo, Executive Director and Founder

Up2Us is an organization that supports youth development programs to improve the lives of children. Mr. Caccamo started the organization in New York 2 years ago and it has now expanded to impact millions of children across the country. Mr. Caccamo provided data about the adverse effects of cutting sports programs from schools including an increase in childhood obesity, drug abuse, and gang involvement. Discussed the variety of programs and services Up2Us provides to foster their mission of ensuring that every child be able to participate in the sport of their choice. One such program is Coach Across America which provides coaching mentors to young people in the community. Also discussed was the "pay for play" model forcing parents to pay for their children to participate in sports programming in schools. This practice alienates children whose parents cannot afford to pay for these services. Mr. Caccamo expressed the need for gently used sports equipment to help under-served schools in our area, and for additional coaches.

FM

March 4, 2015

6:00 am

28 minutes of a 60-minute program

Young Adult Library Services Association or YALSA

Host: Deborah Gordon

Guest: Jack Martin, President-Elect

The Young Adult Library Services Association or YALSA is a division of the American Library Association, and is made up of young librarians, library workers and advocates with the mission of engaging and empowering young people and expanding and strengthening library services for them. Spotlighted Teen Tech Week 2012 - March 4 through March 10 - which encourages the community to "*Geek Out @your library*" and take advantage of all the diverse, technological services that are offered. Mr. Martin discussed the variety of local happenings to commemorate the week. Also discussed the ways the library continues to grow and change to meet the needs of the community including offering online homework help, digital literacy focused programs, audio-books and more. ALSO SEE PUBLIC INTEREST.

WWFS-FM RADIO
ISSUES AND PROGRAMS REPORT
1ST QUARTER, 2015
JANUARY 1, 2015 – MARCH 31, 2015
PUBLIC SERVICE ANNOUNCEMENTS

ORGANIZATION

AD COUNCIL DON'T ALMOST GIVE
AD COUNCIL EMERGENCY PREPAREDNESS
AD COUNCIL FEED THE PIG
AD COUNCIL FORECLOSURE PREVENTION
AD COUNCIL FIGHT GLOBAL WARMING
AMBER ALERT
AMERICAN HEART ASSOCIATION
AMERICAN RED CROSS
ANIMAL MEDICAL CENTER
AUTISM SPEAKS
BOYS & GIRLS CLUB
CARE (EMPOWERING WOMEN)
DEPARTMENT OF DEFENSE BE PREPARED
EARNED INCOME TAX CREDIT
ENVIRONMENTAL DEFENSE
EYECARE AMERICA
FLU PREVENTION
GO RED FOR WOMEN
HISPANIC FUND
I LOVE NEW YORK
IRS
JEWISH GUILD FOR THE BLIND
KNOW HIV AIDS
LIGHTHOUSE FOR THE BLIND
MAKE A WISH FOUNDATION
MARCH OF DIMES
NAT'L CENTER ON ADDICTION AND SUBSTANCE ABUSE
NEW JERSEY READS
NEW YORK ORGAN DONOR NETWORK
PARTNERSHIP FOR A DRUG FREE AMERICA
POVERTY IN AMERICA
SAFE HORIZON (CHILD ABUSE)
SAFE HORIZON (DATING VIOLENCE)
SAVE THE MANATEES
TOURETTE'S SYNDROME ASSOCIATION OF NY
US DEPT OF HELATH & HUMAN SERVICES – (MENTAL ILLNESS)
US DEPT OF HEALTH & HUMAN SERVICES (PERIPHERAL ARTERIAL DISEASE)

FRESH 1027
COMMUNITY OUTREACH REPORT
1ST QUARTER, 2015
JANUARY 2015 THROUGH MARCH 2015

February 4, 2015

Red Dress Dash – Macy’s Herald Square, 151 West 34th Street, 5th Floor
FRESH was on-site for the American Heart Association’s “Go Red For Women Movement” held in Manhattan, NY. The American Heart Association and Macy’s teamed up with Emmy-nominated actress Elizabeth Banks for the National “Go Red for Women Red Dress Dash.” Go Red for Women invited women to put on a red dress and sneakers, grab a group of friends and head to the 5th floor of Macy’s in Herald Square to dash the myths about the Number 1 killer of women – heart disease. FRESH 102.7 set up a table, distributed prizes and interacted with the Red Dress Dash participants.
Fresh promoted this event on-air and displayed a logo, link and information on the www.fresh1027.com website.

February 12, 2015

Cupid’s Chase 5K – Hudson River Park, Charles Street Pier, New York, NY
FRESH on-air personality, Michael Maze, along with the Fresh Street Team were on-site for the annual Cupid’s Chase 5K held at the Hudson River Park in New York, NY. The Cupid’s Chase 5K is the largest, simultaneous 5K Run in the United States. The Valentine’s Day themed event features a 5K USATF certified course with an official timekeeper, entertainment, prizes and refreshments for runners and their family and friends. The Cupid’s Chase 5K is hosted by Community Options Inc., a national nonprofit organization with the mission to develop homes and employment for people with disabilities. FRESH 102.7 set up a table and distributed prizes and giveaways to runners and their supporters.
Fresh promoted this event on-air and displayed a logo, link and information on the www.fresh1027.com website.

February 28, 2015

National Pancake Day – 766 Route 18 North, East Brunswick, NJ
FRESH was on-site at the IHOP in East Brunswick, NJ. On National Pancake Day, IHOP offers a free “short” stack of pancakes when a donation of any amount is made at a local IHOP for the Children’s Miracle Network. The contribution treats children regardless of affliction, illness or family ability to pay. FRESH 102.7 set up a table and distributed prizes and giveaways to people visiting the IHOP.
Fresh 102.7 promoted this event on-air and displayed a logo, link and information on the www.fresh1027.com website.

March 10, 2015

Union County St. Patrick's Day Parade – Stuyvesant Avenue & Morris Avenue, Union,
NJ

FRESH 102.7 was on-site at the Union County St. Patrick's Day held in Union, NJ. This event was the 16th annual Union County Saint Patrick's Day Parade, one of the Garden State's largest. The celebration included Irish food and fun for the whole family including a Leprechaun KidZone with rides, games and activities. FRESH 102.7 participated in the parade and distributed prizes and giveaways to event attendees.

Fresh promoted this event on-air and displayed a logo, link and information on the www.fresh1027.com website.