

Cumulus Worcester Fourth Quarter 2014 Report
WXLO-FM/WORC-FM/WWFX-FM

“Community Spotlight” – Heard every Sunday morning at 6:00AM on 104.5 XLO, 98.9 Nash Icon, and 100 FM The Pike.

The host is Mark Veau.

Duration of the PSA shows – 30 minutes each.

QUARTERLY REPORT – DUE JANUARY 10, 2015

Topics Covered:

Sunday, October 12, 2014

Topic: YMCA’S 150th Anniversary

Sunday, October 19, 2014

Topic: Community Harvest Project

Sunday, October 26, 2014

Topic: Guest Author Book Series

Sunday, November 2, 2014

Topic: The 2nd Worcester Business Gives Back

Sunday, November 9, 2014

Topic: The 2nd Worcester Business Gives Back (Rerun)

Sunday, November 16, 2014

Topic: FDA

Sunday, November 23, 2014

Topic: Ataxia

Sunday, November 30, 2014

Topic: Ataxia (Rerun)

Sunday, December 7, 2014

Topic: 8th Annual Worcester's Best Chef Competition 2015

Sunday, December 14, 2014

Topic: 8th Annual Worcester's Best Chef Competition 2015 (Rerun)

Sunday, December 21, 2014

Topic: 8th Annual Worcester's Best Chef Competition 2015 (Rerun)

Sunday, December 28, 2014

Topic: 1st Annual Baseball Heartstove Event to Benefit The Boys & Girls Club of Worcester

Sunday, January 4, 2015

Topic: 1st Annual Baseball Heartstove Event to Benefit The Boys & Girls Club of Worcester (Rerun)

WORC FM 98.9 PSA SHOW - SUNDAY, OCTOBER 12, 2014

HOST: MARK VEAU **GUEST:** SHARON HENDERSON

TOPIC: YMCA's 150TH ANNIVERSARY

Sharon Henderson, marketing and communications director, YMCA, in today to talk more about the 150th anniversary of the Y. Sharon highlights the many programs the Y offers to the community and why it's so important to have an organization like the Y in the community. She also highlights their upcoming black-tie fundraiser at Mechanics Hall in Worcester, MA

WORC FM 98.9 PSA SHOW - SUNDAY, OCTOBER 19, 2014

HOST: MARK VEAU **GUEST:** KRISTIN BAFARRO & MARIE BOYD

TOPIC: COMMUNITY HARVEST PROJECT

Kristin Bafarro, executive director, Marie Boyd, Americorp organizer and Robert Alquist, board member Community Harvest Project in this moorning to talk about the Community Harvest Project; a local 501c3 non-profit farm operating to eliminate hunger in Central Massachusetts and the vital role CHP plays in families' lives in Central New England.

WORC FM 98.9 PSA SHOW - SUNDAY, OCTOBER 26, 2014

HOST: MARK VEAU **GUEST:** JONI MAYHAN

TOPIC: GUEST AUTHOR BOOK SERIES

Just in time for Halloween... local author Joni Mayhan in this morning to discuss her newest book "Bones in the Basement" a true account of the haunting of North County's most famous residence "The Victorian." I took special interest in this book because it happens to be my former home. We exchanged stories and had a great time getting the audience into the Halloween spirit with true accounts of a real haunting.

98.9 PSA NASH ICON SHOW - SUNDAY, NOVEMBER 2, 2014

HOST: MARK VEAU **GUEST:** ANDREA CASTINETTI

TOPIC: THE 2ND WORCESTER BUSINESS GIVES BACK

Andrea Castinetti back in this morning to highlight the second Business Gives Back show at Union Station in Worcester just in time for the holidays. Over 90 businesses assembled giving back to the community with a special appearance from Mr. & Mrs. Claus for the kids. This community-wide effort also puts local business in touch with local business.

98.9 NASH ICON PSA SHOW - SUNDAY, NOVEMBER 9, 2014

HOST: MARK VEAU **GUEST:** ANDREA CASTINETTI

TOPIC: THE 2ND WORCESTER BUSINESS GIVES BACK

Andrea Castinetti back in this morning to highlight the second Business Gives Back show at Union Station in Worcester just in time for the holidays. Over 90 businesses assembled giving back to the community with a special appearance from Mr. & Mrs. Claus for the kids. This community-wide effort also puts local business in touch with local business.

98.9 NASH ICON PSA SHOW - SUNDAY, NOVEMBER 16, 2014

HOST: MARK VEAU **GUEST:** JOE RAULINITIS

TOPIC: FDA

Frequent guest Joe Raulinitis of the Food and Drug Administration kicks off the first of his fall/winter segments on the show with tips on combating the flu, recent FDA approvals and more of what the FDA does in regard to protecting the citizens of the United States against food borne terrorist attacks. The importance of having a bug out bag was highlighted.

98.9 NASH ICON PSA SHOW - SUNDAY, NOVEMBER 23, 2014

HOST: MARK VEAU **GUEST:** JOHN MOREAU

TOPIC: ATAXIA

Mr. John Moreau, a Worcester, MA resident in this morning to talk about Ataxia, a disease that affects the nervous system and a disease that John was diagnosed with several years back. He talks about how it impedes his motor skills and how he is trying to bring awareness and educate the public on this little known condition.

98.9 NASH ICON PSA SHOW - SUNDAY, NOVEMBER 30, 2014

HOST: MARK VEAU **GUEST:** JOHN MOREAU

TOPIC: ATAXIA (RERUN)

Mr. John Moreau, a Worcester, MA resident in this morning to talk about Ataxia, a disease that affects the nervous system and a disease that John was diagnosed with several years back. He talks about how it impedes his motor skills and how he is trying to bring awareness and educate the public on this little known condition.

98.9 NASH ICON PSA SHOW - SUNDAY, DECEMBER 7, 2014

HOST: MARK VEAU **GUEST:** DOMENIC MERCURIO

TOPIC: 8TH ANNUAL WORCESTER'S BEST CHEF COMPETITION 2015

Domenic Mercurio in this morning to talk about the 8th Annual Worcester's Best Chef competition to take place the first Sunday of February at Mechanics Hall in Worcester, MA. This competition highlights the best culinary talent in the Greater Worcester area and beyond. Proceeds to benefit the culinary arts programs in the Worcester Public School system.

98.9 NASH ICON PSA SHOW - SUNDAY, DECEMBER 14, 2014

HOST: MARK VEAU **GUEST:** DOMENIC MERCURIO

TOPIC: 8TH ANNUAL WORCESTER'S BEST CHEF COMPETITION 2015 (RERUN)

Domenic Mercurio in this morning to talk about the 8th Annual Worcester's Best Chef competition to take place the first Sunday of February at Mechanics Hall in Worcester, MA. This competition highlights the best culinary talent in the Greater Worcester area and beyond. Proceeds to benefit the culinary arts programs in the Worcester Public School system.

98.9 NASH ICON PSA SHOW - SUNDAY, DECEMBER 21, 2014

HOST: MARK VEAU **GUEST:** DOMENIC MERCURIO

TOPIC: 8TH ANNUAL WORCESTER'S BEST CHEF COMPETITION 2015 (RERUN)

Domenic Mercurio in this morning to talk about the 8th Annual Worcester's Best Chef competition to take place the first Sunday of February at Mechanics Hall in Worcester, MA. This competition highlights the best culinary talent in the Greater Worcester area and beyond. Proceeds to benefit the culinary arts programs in the Worcester Public School system.

98.9 NASH ICON PSA SHOW - SUNDAY, DECEMBER 28, 2014

HOST: MARK VEAU **GUEST:** DAVID PETERSON

TOPIC: 1ST ANNUAL BASEBALL HEARTSTOVE EVENT TO BENEFIT THE BOYS & GIRLS CLUB OF WORCESTER

David Peterson, GM of the FCBL's Massachusetts franchise, The Worcester Bravehearts, is teaming with Baseball HOF writer, Peter Gammons, J.P. Ricciardi of the New York Mets, Chris Colabello of the Toronto Blue Jays and Tyler Beede of the San Francisco Giants for a roundtable discussion on the future of baseball at the Boys and Girls club of Worcester on January 15, 2015. All proceeds benefit the Boys & Girls Club of Worcester.

98.9 NASH ICON PSA SHOW - SUNDAY, JANARY 4, 2015

HOST: MARK VEAU **GUEST:** DAVID PETERSON

TOPIC: 1ST ANNUAL BASEBALL HEARTSTOVE EVENT TO BENEFIT THE BOYS & GIRLS CLUB OF WORCESTER (RERUN)

David Peterson, GM of the FCBL's Massachusetts franchise, The Worcester Bravehearts, is teaming with Baseball HOF writer, Peter Gammons, J.P. Ricciardi of the New York Mets, Chris Colabello of the Toronto Blue Jays and Tyler Beede of the San Francisco Giants for a roundtable discussion on the future of baseball at the Boys and Girls club of Worcester on January 15, 2015. All proceeds benefit the Boys & Girls Club of Worcester.