

**Cumulus Worcester Second Quarter 2014 Report**  
**WXLO-FM/WORC-FM/WWFX-FM**

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

The host is Mark Veau.

Duration of the PSA shows – 30 minutes each.

**QUARTERLY REPORT – DUE JULY 10, 2014**

Topics Covered:

Sunday, April 13, 2014

Topic: Drug Take Back Program

Sunday, April 20, 2014

Topic: DCU Center

Sunday, April 27, 2014

Topic: Project Bread & Biz Gives Back

Sunday, May 4, 2014

Topic: Y's 150<sup>th</sup> Anniversary

Sunday, May 11, 2014

Topic: Imagine No Malaria

Sunday, May 18, 2014

Topic: FDA

Sunday, May 25, 2014

Topic: FDA (Rerun)

Sunday, June 1, 2014

Topic: Sterling Animal Shelter

Sunday, June 8, 2014

Topic: WPI Robotics Competition (Part V of Our State of the Education Series)

Sunday, June 15, 2014

Topic: Y's 150<sup>th</sup> Anniversary (Rerun)

Sunday, June 22, 2014

Topic: The Highland Street Foundation

Sunday, June 29, 2014

Topic: American Diabetes Association

Sunday, July 6, 2014

Topic: American Diabetes Association (Rerun)

**WORC FM 98.9 PSA SHOW - SUNDAY, APRIL 13, 2014**

**HOST:** MARK VEAU      **GUEST:** KARYN CLARK & LT. JAMES LONCHIDIS

**TOPIC:** DRUG TAKE BACK PROGRAM

Chief of Community Health City of Worcester, Karen Clark and Lt. James Lonchidis, Service Division Commander Shrewsbury Police Department, in this morning to talk about the upcoming Medication/Prescription Drug Take Back day on Saturday, April 26. They discuss the dangers prescription drugs play in the hands of society today and why you should dispose of your expired or unused medication properly.

**WORC FM 98.9 PSA SHOW - SUNDAY, APRIL 20, 2014**

**HOST:** MARK VEAU      **GUEST:** AMY PETERSON

**TOPIC:** DCU CENTER

Amy Peterson in this morning to chat about improvements and future plans for downtown Worcester's biggest draw, the DCU Center. What this building means to the economic outlook for the city discussed in detail. Also discussed, President Obama's appearance at the DCU Center this upcoming June as the commencement speaker for Worcester Technical High School.

**WORC FM 98.9 PSA SHOW - SUNDAY, APRIL 27, 2014**

**HOST:** MARK VEAU      **GUEST:** Lauren Santilli & Andrea Castinetti

**TOPIC:** PROJECT BREAD & BIZ GIVES BACK

Lauren Santilli, communications coordinator for project bread in this morning to talk about the ongoing hunger problem in Massachusetts with over 700,000 people in Massachusetts alone not knowing where their next meal is coming from. She also highlighted their upcoming Walk for Hunger on May 4<sup>th</sup> taking place on the Boston Common with over 40,000 walkers. We ended the show with business owner, Andrea Castinetti who came by to talk about the upcoming Biz Gives Back small business expo for charity also on May 4<sup>th</sup> at Worcester's Union Station.

**WORC FM 98.9 PSA SHOW - SUNDAY, MAY 4, 2014**

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

**TOPIC:** Y's 150<sup>TH</sup> ANNIVERSARY

Sharon Henderson, marketing and communications director in today to talk about the 150<sup>th</sup> 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.

**WORC FM 98.9 PSA SHOW - SUNDAY, MAY 11, 2014**

**HOST:** MARK VEAU      **GUEST:** REV. SHANDI MAWOKOMATANDA, PASTOR  
& EMMANUEL OKRA

**TOPIC:** IMAGINE NO MALARIA

Pastor Mawokomatanda and Mr. Okra in this morning representing Imagine No Malaria through Worcester's Wesley United Methodist Church's efforts to combat malaria in South Africa. The hope to accomplish their goals through the Greater Worcester communities' supporting a drive to send much needed mosquito netting, beds, medical supplies and new technology to save lives.

**WORC FM 98.9 PSA SHOW - SUNDAY, MAY 18, 2014**

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

**TOPIC:** FDA

Frequent guest Joe Raulinitis kicks off his spring/summer segment 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. He also talked about the dangers of too much sun exposure and what can be done to prevent it. Tobacco use in the United States was also discussed.

**WORC FM 98.9 PSA SHOW - SUNDAY, MAY 25, 2014**

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

**TOPIC:** FDA (RERUN)

Frequent guest Joe Raulinitis kicks off his spring/summer segment 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. He also talked about the dangers of too much sun exposure and what can be done to prevent it. Tobacco use in the United States was also discussed.

**WORC FM 98.9 PSA SHOW - SUNDAY, JUNE 1, 2014**

**HOST: MARK VEAU    GUEST: LEIGH GRADY**

**TOPIC: STERLING ANIMAL SHELTER**

Leigh Grady is back for the first time in a long time to discuss rescue dogs and the Sterling Animal Shelter. A lot of pets are looking for homes and there is a desperate immediate need for the communities' help. My family has a rescue dog from the shelter, so it was a unique perspective from two different angles on what it takes to make it work.

**WORC FM 98.9 PSA SHOW - SUNDAY, JUNE 8, 2014**

**HOST: MARK VEAU    GUEST: KEN STAFFORD**

**TOPIC: WPI/ROBOTICS COMPETITION – PART V OF OUR STATE OF THE  
EDUCATION SERIES**

Ken Stafford makes a return visit this morning to talk about students competing in a national competition at WPI sponsored by NASA. He also spoke about the need for robotics engineers, explaining that it is a global marketplace and how best to go about looking into a career in the field. What students are facing now, as compared to even a decade ago, proved to be interesting and educational.

**WORC FM 98.9 PSA SHOW - SUNDAY, JUNE 15, 2014**

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

**TOPIC: Y's 150<sup>TH</sup> ANNIVERSARY (RERUN)**

Sharon Henderson, marketing and communications director in today to talk about the 150<sup>th</sup> 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.

**WORC FM 98.9 PSA SHOW - SUNDAY, JUNE 22, 2014**

**HOST:** MARK VEAU      **GUEST:** NOREEN McMAHON

**TOPIC:** THE HIGHLAND STREET FOUNDATION

Noreen McMahon of the The Highland Street Foundation highlights the over 25 years the organization has been providing housing, education, food and access to the area's cultural institutions to provide access to those who may not have the means. She also talked about their partnership with the Boston Red Sox in regard to the Out of the Park series. Bringing the games to local communities with an outdoor large movie screen to broadcast games in a picnic/drive in movie atmosphere.

**WORC FM 98.9 PSA SHOW - SUNDAY, JUNE 29, 2014**

**HOST:** MARK VEAU      **GUEST:** ADAM WEBSTER, MELISSA BOUCHER &  
TASHINA HOLMES

**TOPIC:** AMERICAN DIABETES ASSOCIATION

Adam Webster (mornings 98.9 WORC FM) talks about his full-time job representing the ADA and bringing us up to speed on the latest in the fight against a disease the affects millions in the United States alone. Melissa and Tashina in as well to promote a fund raising event for the ADA featuring Adam Webster and Frank Foley in a night of stand up comedy.

**WWFX 100.1 PSA SHOW - SUNDAY, JULY 6, 2014**

**HOST:** MARK VEAU      **GUEST:** ADAM WEBSTER, MELISSA BOUCHER &  
TASHINA HOLMES

**TOPIC:** AMERICAN DIABETES ASSOCIATION (RERUN)

Adam Webster (mornings 98.9 WORC FM) talks about his full-time job representing the ADA and bringing us up to speed on the latest in the fight against a disease the affects millions in the United States alone. Melissa and Tashina in as well to promote a fund raising event for the ADA featuring Adam Webster and Frank Foley in a night of stand up comedy.