

### ON-AIR INTERVIEWS / FEATURES

INTERVIEWS / FEATURES	Date	Feature	Minutes	Issue
<p><b>Topic: Self Help</b> Jenn Ryan and Bill Tafrow spoke to Dr. Peter Sacco, author of <i>Breaking Those Damn Habits &amp; Finally Getting Things Right</i>.</p>	1/4/16	Interview	2:18 minutes	Self-help
<p><b>Topic: What Do Your Dreams Mean?</b> Jenn Ryan and Bill Tafrow spoke with best-selling author and psychologist Ian Wallace about the meaning of dreams.</p>	1/7/16	Interview	2:37 minutes	Self-reflection, Mental Health
<p><b>Topic: Healthier Eating</b> Jenn Ryan and Bill Tafrow spoke with actress Alyssa Milano about satisfying and easy choices for meals and snacks for a busy family.</p>	1/8/16	Interview	2:33 minutes	Nutrition
<p><b>Topic: Be Lean, Not Mean</b> Jenn Ryan and Bill Tafrow spoke with America's youngest etiquette expert, Konrad Phillips on the proper etiquette required at some fitness centers.</p>	1/19/16	Interview	2:30 minutes	Health, Fitness
<p><b>Topic: Groundhog Day</b> Jenn Ryan and Bill Tafrow spoke with Carrie Fisher Lapore from the Pennsylvania Department of Tourism about Punxsutawney Phil.</p>	2/2/16	Interview	2:22 minutes	Tourism, Heritage
<p><b>Topic: Party Etiquette</b> Jenn Ryan and Bill Tafrow talk with Konrad Phillip about proper party etiquette for the upcoming Superbowl.</p>	2/4/16	Interview	2:15 minutes	Communication
<p><b>Topic: Philabundance</b> Jenn Ryan and Bill Tafrow interview Stefanie Arck-Baynes from Philabundance about the irupcoming "Spread The Love" campaign.</p>	2/10/16	Interview	2:19 minutes	Hunger
<p><b>Topic: Repurpose Items</b> Jenn Ryan and Bill Tafrow talk with Jeff Devlin from HGTV to discuss great ways to repurpose household products for home renovations.</p>	2/12/16	Interview	2:21 minutes	Recycle
<p><b>Topic: Small Business – How to Fund your Dream</b> Jenn Ryan and Bill Tafrow spoke with Vanessa Chan, Founder &amp; Chief Designer of Loopit on how to jump start your small business</p>	2/19/16	Interview	2:14 minutes	Small Business, Women in Business

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<p><b>Topic: Weight Loss</b> Jenn Ryan and Bill Tafrow spoke with “Biggest Loser” Season 17 winner Roberto Hernandez about his weight loss program.</p>	2/25/16	Interview	2:13 minutes	Health, Nutrition
<p><b>Topic: Nutrition</b> Jenn Ryan and Bill Tafrow talked with Laura Vitale about her new TV show, Simply Laura on the Cooking Channel about how to prepare nutritious meals.</p>	2/29/16	Interview	1:58 minutes	Nutrition
<p><b>Topic: Environment/Protecting National Resources</b> Jenn Ryan and Bill Tafrow spoke with National Park Ranger Joanne Scalizi about protecting our national resources.</p>	3/3/16	Interview	2:13 minutes	Environment
<p><b>Topic: University of Pennsylvania Veterinary School</b> Jenn Ryan and Bill Tafrow spoke with Penn Vet Dean, Dr. Joan Hendricks about the new docu-series to air on Animal Planet.</p>	3/9/16	Interview	2:16 minutes	Animal Care
<p><b>Topic: Fundraiser for Northeast High School</b> Jenn Ryan and Bill Tafrow talk with Tony Danza about a teacher talent show to raise money to help the school with it’s resources and supplies</p>	3/14/16	Interview	2:13 minutes	Music Education, Arts
<p><b>Topic: Local Dog Shelter makes National Finals</b> Jenn Ryan and Bill Tafrow talk with Jenn Rafter from Salfid Rescue in Souderton, PA about making it to the finals of Animal Planet’s “Pet Nation Renovation”.</p>	3/25/16	Interview	2:15 minutes	Pet Rescue

### INTERVIEWS / FEATURES IN 1<sup>st</sup> QUARTER 2016

**34.27 Minutes**

**Tell Me More: Sunday Mornings from 5:40 – 6:10 am**

INTERVIEWS / FEATURES	Date	Feature	Minutes	Issue
<p><b>Topic: Zika Virus</b>            What you need to know to be healthy and stay informed, prevention, dangers to pregnant women</p>	3/6/16	Interview Dr. Henry Fraimow, Epidemiologist Cooper University Hospital	10	Public Health, Maternal health
<p><b>Topic: Philadelphia Community Gardening</b>            As Philadelphia Flower Show kicks off a look at the many greening and neighborhood gardening programs that create a stable environment and grown food for those in need</p>	3/6/16	Interview Julianne Schrader Ortega Community Garden, Phila. Horticultural Society	17	Environment, Charity event, Children's issues
<p><b>Topic: Defying a Fatal Cancer Diagnoses</b>            The miracle of Colonel Deanna Won who was told she had a month to live due to stage 4 ovarian cancer. She describes how she defied doctor's predictions through a program of positive imaging, a plant based diet . She is now healthy and happy and cancer free 5 years later</p>	3/13/16	Interview Colonel Deanna Won	19	Healthcare, Integrative medicine, Women's issues
<p><b>Topic: Curing Retinol Blindness</b>            The Ivyland, Bucks CO. Mom who started a worldwide organization to cure retinol blindness which afflicts 2 of her sons and will leave them blind if no cure is found</p>	3/13/16	Interview Kristin Smedley	8	Charity event, Children's health
<p><b>Topic: Hunger in Philadelphia</b>            The hidden crisis in our city – hunger –and the organization that puts food on the table for a half million people in the city every year and what we can do to help at the Thomas' Walk for Hunger</p>	3/20/16	Interview Laura Wall, Exec. Dir. Greater Phila. Coalition Against Hunger	17	Charity event, Poverty
<p><b>Topic: Maintaining Breast Health</b>            Importance of proactive breast cancer prevention with self check and mammogram and lifestyle change</p>	3/20/16	Interview Dr. Jennifer Simmons, Chief Breast Surgery Albert Einstein Med. Center	10	Breast cancer, Public health, Obesity, Anti smoking
<p><b>Topic: Villanova Student Filmmakers Document Hidden Poverty in Costa Rica</b>            "One is No One" is a documentary film made by a student run social justice film production company at Villanova which followed a family's struggles to overcome the extreme poverty that exists in the shadows of big tourist resorts.</p>	3/27/16	Interview Paola Gadala Maria, Director	18	Arts, Poverty, Education, Women's issues



# WBEB FM, PHILADELPHIA PUBLIC FILE January – March 2016

## Tell Me More: Sunday Mornings from 5:40 – 6:10 am

INTERVIEWS / FEATURES	Date	Feature	Minutes	Issue
<b>Topic: <u>Art Unleashed</u></b> University of the Arts fundraiser to showcase work of their students to raise scholarship funds <u>April 7 - 11</u>	3/27/16	Interview Josie Burri, V.P. for Advancement Univ. of the Arts Phila.	8	Arts, Charity event, Education

### TELL ME MORE SUNDAY MORNING PROGRAMMING

107 Minutes

## WBEB SPECIAL COMMUNITY PROMOTIONS

### Leukemia Society's Red and White Ball

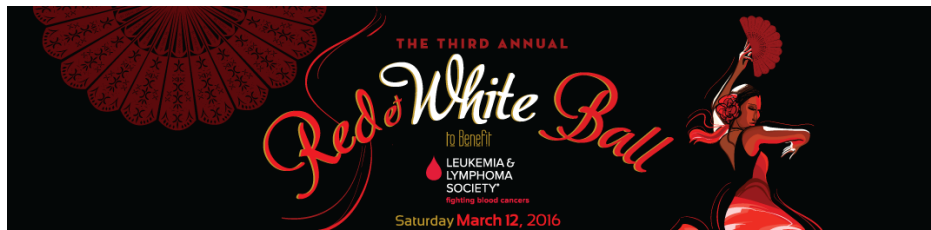
More than 530 attendees from Greater Philadelphia gathered for the 3<sup>rd</sup> Annual Red & White Ball on Saturday, March 12, 2016 at the Marriott Downtown Hotel in Center City Philadelphia to raise money for innovative, life-saving cancer research and patient access funded by The Leukemia & Lymphoma Society®..

This year was another record breaking year, raising more than \$570,000 in the mission to have a world without blood cancer.

#### On-Air Support:

- (30) :30 PSA's
- (65) :15 PSA's

**31.25 Minutes**



### Philabundance: 2/1 – 2/28/16

Philabundance serves more than 90,000 people each week, one third of whom are children. In the spirit of Valentine's Day, *Spread the Love* was created to help feed neighbors in need by donating funds to buy plastic jars of peanut butter and jelly from February 8-29.

2016 *Spread the Love* Campaign – Goal Exceeded!

Philabundance not only met its goal to provide 12,000 jars of PB& to hungry children, but exceeded it!

#### On-Air Support:

- (25) :15 PSA's

**6 Minutes**



## TOTALS

**120 PSA'S**  
**37.25 Minutes**



# WBEB FM, PHILADELPHIA PUBLIC FILE

## January – March 2016

### PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements	Date	# PSA's	Minutes	Issues
<p><b><u>Autism Speaks Walk Now</u></b> Annual walk to raise funds to support vital research and top-quality programs that are changing the future for those who struggle with autism.</p>	3/28 – 3/31/16	(10) :15 units	2.5 minutes	Autism Education and Awareness
<p><b><u>Catholic Charities</u></b> Catholic Charities USA is a national organization that offers support to member agencies, provides disaster relief and promotes poverty-reduction through research and legislative reform.</p>	2/8 – 3/31/16	(15) :30 units (40) :15 units	17.5 minutes	Disaster Relief, Poverty, Hunger
<p><b><u>Childhood Hunger – Hunger Is</u></b> The <i>Hunger Is</i> mission is to eradicate childhood hunger in America and improve health-related outcomes for hungry children and their families.</p>	2/23 – 3/31/16	(52) :30 units	26 minutes	Childhood Hunger
<p><b><u>Earth Hour</u></b> Earth Hour is held worldwide annually encouraging individuals, communities, households and businesses to turn off their non-essential lights for one hour, as a symbol for their commitment to the planet</p>	3/7 – 3/13/16	(10) :15 units	2.5 minutes	Conservation
<p><b><u>Free the Children</u></b> Free the Children implements culturally-appropriate international development projects that help families and communities lift themselves out of poverty.</p>	1/1 – 1/17/16	(30) :30 units	15 minutes	Poverty, Childhood hunger
<p><b><u>PAB – Ready PA</u></b> Public Service Message to help prepare for a disaster in 3 easy steps - learning the risks, making an emergency plan and getting involved to help others.</p>	3/15 – 3/31/16	(30) :30 units	15 minutes	Public Safety
<p><b><u>Pennsylvania Insurance Fraud</u></b> Public awareness is critical to the state's fraud-fighting effort. The Pennsylvania Insurance Fraud Prevention Authority (IFPA) provides substantial support for both enforcement and prevention efforts.</p>	2/22 – 3/6/16	(15) :15 units	3.5 minutes	Fraud Prevention and Education
<p><b><u>Philadelphia Auto Show – Black Tie Ball</u></b> An annual event sponsored by the Philadelphia Auto Show. All proceeds from this event benefits the Division of Neurology at The Children's Hospital of Philadelphia.</p>	1/4 - 1/10/16	(30) :15 units	7.5 minutes	Children's Health, Awareness



# WBEB FM, PHILADELPHIA PUBLIC FILE January – March 2016

## PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements	Date	# PSA's	Minutes	Issues
<b><u>Philadelphia Mummers Mardi Gras</u></b> Event designed as a fund-raiser for the Philly Mummers.	1/25 – 2/20/16	(40) :30 units (25) :15 units	31.25 minutes	The Arts, Community Focused initiatives
<b><u>Police Athletic League</u></b> PAL is a youth development organization offering educational, athletic, recreational, character-building, and cultural programs to Philadelphia's youth.	3/19 – 3/31/16	(17) :30 units (7) :15 units	10.25 minutes	Child Safety, education, Community, Crime Prevention
<b><u>Special Olympics</u></b> Special Olympics Pennsylvania's Philadelphia program provides year-round sports training and athletic competition for children and adults in Philadelphia with intellectual disabilities.	3/8 -	(40) :30 units	20 minutes	Education about Disabilities, Health Awareness
<b><u>Stand Up To Cancer:</u></b> Stand Up To Cancer raises funds to accelerate the pace of groundbreaking research that can get new therapies to patients quickly, facilitating collaboration with doctors.	3/7 – 3/31/16	(10) :30 units (12) :15 units	8 Minutes	Cancer Awareness and Education
<b><u>Thomas' Walk Against Hunger</u></b> This is a family friendly event that raises funds for more than 100 food pantries, soup kitchens and hunger relief agencies in Southeastern Pennsylvania and South Jersey.	12/28 – 12/31/15	(20) :30 units (15) :15 units	13.75 minutes	Hunger, Education and Awareness
<b><u>Wawa / Red Cross PSA:</u></b> The Wawa Foundation supports all of Wawa's charitable and philanthropic activities. This period was fundraising for the Red Cross.	2/29 – 3/31/16	(45) :15 units	11.25 minutes	Education about disaster relief
<b><u>Wawa / Special Olympics PSA</u></b> The Wawa Foundation supports all of Wawa's charitable and philanthropic activities. This period was fundraising for Special Olympics.	2/1 – 2/28/16	(20) :30 units (30) :15 units	17.5 minutes	Education about Disabilities, Health Awareness

### TOTAL PSA COMMITMENT FOR 1<sup>st</sup> QUARTER 2016

**513 PSA units / 201.5 Minutes**

### COMMUNITY INITIATIVES

WBEB is very active in the Philadelphia 8-county area, visiting local communities and raising awareness for local community events and charity fundraisers. WBEB gives back to our local communities by providing music, entertainment, games and giveaways to visitors at the events – completely free of charge.

WBEB attended 15 community and charity events during 1<sup>st</sup> Quarter 2016. WBEB donated resources like prizes and giveaways, personnel hours with our staff and provided each event with a listing on our website at [www.morefmphilly.com](http://www.morefmphilly.com).

Date	Event	Benefitting Group	Issue	Staff Hours Staff Cost
1/19/16 3 – 4 pm	Wilbur Watts Intermediate School	Wilbur Watts Intermediate School	School Music Program	2 Hours \$60
1/21/16 10 – 11 am	Girard Academic Music Program	GAMP	School Music Program	2 Hours \$60
1/30/16 11 am – 4 pm	Mt. Holly Fire and Ice Festival	Mt. Holly Community	Community-focused initiatives	24 Hours \$224
2/1/16 6:30 – 7:30 pm	Poquessing Middle School	Poquessing Middle School	School Music Program	2 Hours \$60
2/4/16 1 – 2 pm	Benjamin Rush Academy	Benjamin Rush Academy	School Music Program	2 Hours \$60
2/6/16 10 am – 12 pm	Deborah Heart and Lung	Deborah Heart & Lung	Heart Health	15 Hours \$140
2/13/16 8 – 10 am	Cupid's Chase 5K	Community Options, Inc.	Support for people with disabilities	15 Hours \$140
2/20/16 11 am – 5 pm	Philadelphia Mummers Mardi Gras	Mummers String Bands Performing Fund	The Arts, Community-focused initiative	27 Hours \$252
2/20/16 7:30 – 10:30 am	Fireside Frostbite 5 Miler	Wissahickon Watershed Association, Play & Learn, Aid for Friends	Community-focused Initiative	18 hours \$168
2/28/16 1:30 – 3:30 pm	IHOC Mall Walk for the Homeless	IHOC Homeless Hospitality Network	Homelessness	15 Hours \$140
2/28/16 12 – 2 pm	Chestnut Hill Shop and Share	Chestnut Hill Community Fund	Community-focused initiative	15 Hours \$140





# WEBE FM, PHILADELPHIA PUBLIC FILE January – March 2016

## COMMUNITY INITIATIVES

Date	Event	Benefitting Group	Issue	Staff Hours Staff Cost
3/5/16 9:30 – 11:30 AM	Mt. Holly St. Patrick 5K Run/Walk	Mt. Holly Recreation Programs	Community-Focused Initiatives	15 Hours \$140
3/12/16 11 am – 2 pm	St. Patrick's Day Parade and Celtic Festival	Sellersville Community	Community-Focused Initiatives	15 Hours \$140
3/19/16 10 am – 12 pm	West Laurel Egg Hunt	West Laurel Hill Community	Community-Focused Initiatives	15 Hours \$140
3/19/16 11 am – 1 pm	Philly Egg Hunt	Roxborough Business Development	Community-Focused Initiatives	15 Hours \$140

**TOTAL STAFF HOURS: 197 HOURS**  
**COST: \$2,144**



**WBEB FM, PHILADELPHIA PUBLIC FILE  
ADDITIONAL COVERAGE  
January – March 2016**

**WBEB-FM DONATIONS:**

- **Auto Tech Competition 2016**
  - \$125 VISA gift card
  - Value: \$125
  
- **Special Olympics – Cash Donation**
  - Value: \$5,000
  
- **Black Tie Tailgate at Philadelphia Auto Show**
  - (5) tickets to the event
  - Value: \$1,125

**Total Donations for 1<sup>st</sup> Quarter 2016:      \$6,250**