



WBEB-FM PHILADELPHIA PUBLIC FILE July – September 2018

ON-AIR INTERVIEWS / FEATURES

INTERVIEWS / FEATURES	Date	Feature	Minutes	Issue
<p>Topic: Clear the Shelters Clear The Shelters is on Saturday August, 18th. It's a nationwide event at shelters in New Jersey, Pennsylvania, and Delaware offering people a chance to adopt a pet with all fees waived! Bill & Jenn chatted with NBC10's Jessica Boyington about how you can give a furry kid a forever home!</p>	8/18/18	Interview	3:52 Minutes	PET CARE, SHELTERS
<p>Topic: Solar Eclipse How are you at reading others? There's a new book out called "Famous Faces Decoded," and it's written by facial coding expert Dan Hill. Jenn & Bill chatted with Dan about the process.</p>	9/17/18	Interview	3:51 Minutes	SOCIOLOGY

INTERVIEWS IN 3rd QUARTER 2018

7 Minutes, 43 seconds



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

INTERVIEWS / FEATURES	Date	Minutes	Issue
<p><u>TOPIC: The Link Between Autism and OCD</u> Dr. Martin Franklin of Rogers Behavioral Health describes new treatment for kids on the autism spectrum who may also have Obsessive Compulsive Disorder. Scientists are just beginning to understand how the two disorders can co-occur in many children making diagnoses difficult. Describes new therapies available for families</p>	7/1/18	28:34	CHILDREN'S HEALTH, MENTAL HEALTH, EDUCATION
<p><u>TOPIC: Reclaim Your Life and Raise Healthier Children</u> Dr. Cheryl Ziegler says today's moms are reaching a breaking point. The socially accepted standard of the ever-busy, overwhelmed, yet seemingly "together" mom is finally taking an obvious toll on women's mental and physical health. This endless striving to be the perfect mother, at the cost of their own self-care, is leaving women sick, anxious, isolated, and too ashamed to speak out. A mother of three herself, Dr. Ziegler's work as a child and family counselor gives her a front-row seat to the mommy burnout epidemic.</p>	7/8/18	28:26	WOMEN'S ISSUES, CHILDREN AND FAMILY ISSUES, MENTAL HEALTH
<p><u>TOPIC: Billy Jean King</u> Billy Jean King is a Visionary, Pioneer and Legend in supporting women's sports and rights for females on college campuses. She talks about securing higher pay for professional women tennis players, how Title 9 protects women in both collegiate sports and when reporting sexual assault at universities and the development of professional World Team Tennis. King owns the Philadelphia Freedoms.</p>	7/15/18	17:44	GENDER EQUALITY IN SPORTS, WOMEN'S RIGHTS, SEXUAL VIOLENCE ON CAMPUS
<p><u>TOPIC: Fundraiser for Ovarian Cancer</u> Nan Barash of the Sandy Rollman Ovarian Cancer Foundation says that approximately 22,000 women in the United States will be diagnosed with ovarian cancer and more than 14,000 will die from the disease every year. Because the symptoms for ovarian cancer are similar to less serious ailments, it is almost always detected in its latter, most deadly, stages. For this reason, it is often referred to as the "silent killer." However, by raising awareness of this disease among women, it does not have to remain silent nor does it have to be a killer. The Sandy Rollman Ovarian Cancer Foundation is partnering with the Philadelphia Freedoms to raise funds and awareness. .</p>		9:05	CHARITY EVENT, CANCER RESEARCH AND TREATMENT



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<p><u>TOPIC: The Power of Storytelling</u> Honoring the tradition of the stories that define our personal identities. Christina Baldwin encourages us all to find the meaningful stories right in front of us. Storytelling – both oral tradition and written word – is the foundation of being human. Christina Baldwin, one of the visionaries who started the personal writing movement, explores the vital necessity of re-creating a sacred common ground for each other's stories. In her book <i>Storycatcher – Making Sense of Our Lives through the Power and Practice of Story</i>, each chapter is carried by a fascinating narrative – about people, family, or community – intertwined with practical instruction about the nature of story, how it works, and how we can practice it in our lives.</p>	7/22/18	26:40	The Arts, American culture, Trauma Education
<p><u>TOPIC: Ronald McDonald House and its Service to Families of critically ill Children</u> Susan Campbell is the CEO of Ronald McDonald House Philadelphia. Ronald McDonald House supports families of seriously ill children by creating a community of comfort and hope. The first Ronald McDonald House opened at 4032 Spruce Street with room for seven families. Today their programs include two Philadelphia Ronald McDonald Houses plus one in Southern New Jersey, Ronald McDonald Family Rooms at the Children's Hospital of Philadelphia and at St. Christopher's Hospital for Children, and Ronald McDonald Camp. No one is ever turned away due to inability to pay.</p>	7/29/18	18:04	Community Health, Children's issues, Families in need.
<p><u>TOPIC: Clementon Park Night for Special Needs Families to benefit the Ronald McDonald House</u> Margie Ford is a spokesperson for Clementon Park & Splash World. This Tuesday, July 31st. Families with special needs are encouraged to visit the Park to benefit the Philadelphia Ronald McDonald House. Clementon Park will be closed to the public and only guests registering and purchasing tickets through the Philadelphia Ronald McDonald House promo code will be permitted to enter.</p>		9:12	Charity event, Special needs family, Handicapped discrimination



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<p><u>TOPIC: Migraine Headaches and their Impact on Healthcare</u> Shirley Kessel, who is one of 3 generations in her family with acute migraines tells us about what it's like to face this underreported and misunderstood disorder effecting almost 20% of women in this country and the effort to drive research and tolerance. Migraine effects 37 million Americans.</p>	8/5/18	28:59	Medical issues, Women's Health,
<p><u>TOPIC: How Gratitude and Service to Others Can Transform Your Life</u> One month after her wedding day, thirty-three-year-old Cami Walker was diagnosed with multiple sclerosis, and the life she knew changed forever. Cami was soon in and out of L.A.'s emergency rooms with alarming frequency as she battled the neurological condition that left her barely able to walk and put enormous stress on her marriage. Each day brought new negative thoughts. As a remedy for her condition, Cami received an uncommon prescription from a friend, an African medicine woman: Give away 29 gifts in 29 days. "By giving you are focusing on what you have to offer others, inviting more abundance into your life." Cami was amazed by what unfolded during her month-long journey.</p>	8/12/18	28:54	Personal development, Mental Health, women's issues
<p><u>TOPIC: Attention Deficit Disorder</u> Dr. Martin Franklin of Rogers Behavioral Health describes the symptoms of and the newest treatment for kids with Attention Deficit and Hyperactive Disorder. Rogers has connected ADD with other disorders including autism. Scientists are just beginning to understand how the disorders can co-occur in many children making diagnoses difficult. Describes new therapies available for families.</p>	8/19/18	27:55	Children's health, Mental Health, Education
<p><u>TOPIC: Daring Greatly: The Courage to be Vulnerable Transforms Us</u> Brene Brown is a researcher and thought leader who offers a powerful new vision that encourages us to embrace vulnerability and imperfection and to courageously engage in our lives. Brown is a college professor and is the author of four #1 New York Times bestsellers. Brown's TED talk – The Power of Vulnerability – is one of the top five most viewed TED talks in the world with over 30 million views. The book that started it all, Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead has now sold more than a million copies.</p>	8/26/18	29:19	Culture and society, Leadership, Mental health, Personal development



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<p>TOPIC: How to Choose a Drug Rehab</p> <p>Dr. Deni Carese, Chief Scientific Officer for the Recovery Centers of America and Dawn Bellamarch, RCA’s Clinical Director explain that every day 5 Americans die after overdosing on opioids. As if the death rate weren’t bad enough, the Centers for Disease Control estimates that the “economic burden” of prescription opioid misuse in the United States is \$78.5 billion a year, including the costs of healthcare, lost productivity, and addiction treatment. Every year, millions of people enter drug rehabs in the US. Choosing the best recovery center isn’t as simple hitting Google to find a place with the best price. Its serious business, and it can make all the difference to an addict who’s ready to start recovery.</p>	9/2/18	28:17	Opioid Crisis, Mental Health, Addiction, 12 Step Groups, family issues
<p>TOPIC: Horses as Healers.</p> <p>Sallie Dickson of the Thorncroft Therapeutic Equestrian Center in Malvern talks about how therapeutic horseback riding allows both children and adults with mental, emotional and physical disabilities to experience true healing and growth.</p>	9/9/18	28:30	Animal rescue, Trauma therapy, mental health, Nonprofit event
<p>TOPIC: Job Training for at Risk Youth</p> <p>The Peace Valley Holistic Center in Chalfonte Bucks County has been helping to change the lives of young people with special needs since 2010. Using a combination of therapies developed by Dr. Christina Davis including neuro-linguistic programming (audio therapy), color light therapy, and natural food diets, kids get the care and skills needed to handle life’s daily challenges. One day Peace Valley Executive Director Donna Marie Davis realized that when these children reached young adulthood there was little support available to help them, no clear path to jobs, training and a fulfilling life. The concept of the Peace Valley Café was born: a coffee and ice cream store, staffed by special needs youth.</p>	9/16/18	29:41	Charity event. Jobs and Employment, Autism, Education, At-risk youth
<p>TOPIC: How Family Dinner Saves Families</p> <p>Author, film and TV producer Laurie David explains why eating as a family makes us happier healthier and more successful. Her book is The Family Dinner: Great Ways to Connect with Your Kids, One Meal at a Time. . Research has proven that everything we worry about as parents--from drugs to alcohol, promiscuity, to obesity, academic achievement and just good old nutrition--can all be improved by the simple act of eating and talking together around the table.</p>	9/23/18	29:02	Culture and society, Family issues, Children, Education,



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TOPIC: Letters to My Younger Self Jayne Thompson, of Widener University, the author Letters to My Younger Self, posed a question to Incarcerated Men at S.C.I. Graterford “What would you say if you could talk to yourself as a child?” What emerged were fascinating reflections on childhood trauma, crime and incarceration.	9/30/18	29:44	Crime prevention, arts education, trauma education,

TELL ME MORE SUNDAY MORNING PROGRAMMING

398.1 Minutes

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PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements	Date	# PSA's	Minutes	Issues
<u>Ambler Oktoberfest</u> Annual event in Ambler in Philadelphia that focuses on the arts and small businesses.	9/24 – 9/30/18	10 (:15) units	2.5 minutes	COMMUNITY, SMALL BUSINESS
<u>Petapalooza</u> Event designed to raise awareness and funds for pet rescue organizations in Philadelphia.	7/2 – 7/8/18	20 (:15) units	5 minutes	ANIMAL RESCUE, SMALL BUSINESS
<u>Chestnut Hill Fall for the Arts</u> Annual community festival to showcase the work of local artists and craftsman.	9/10 – 9/30/18	(30) :30 units (30) :15 units	22.5 minutes	THE ARTS, COMMUNITY
<u>Drug Use Awareness PSA</u> Public Service Campaign through the Pennsylvania Association of Broadcasters.	7/1 – 9/30/18	(130) :30 units	65 minutes	DRUG PREVENTION AND TREATMENT
<u>Clementon Park Cares</u> Fundraising benefit for the Ronald McDonald House Charities	7/2 – 7/31/18	(39) :30 units (45) :15 units	30.75 minutes	FAMILIES, CHILDREN, CANCER AWARENESS
<u>Dog Day of Summer</u> Event designed to raise awareness and funds for pet rescue organizations in Philadelphia	8/20 – 8/26/18	(20) :15 units	5 minutes	ANIMAL RESCUE, COMMUNITY
<u>Haddonfield Crafts and Fine Arts Festival</u> Annual community festival to showcase the work of local artists and craftsman.	7/2 – 7/9/18	(20) :15 units	5 minutes	THE ARTS, COMMUNITY
<u>Haverford Music Festival</u> Annual community festival to showcase local musicians and the arts.	8/27 – 9/8/18	(20) :15 units	5 minutes	THE ARTS, COMMUNITY
<u>Hero Thrill Show</u> This event pays for the college tuition of children of Philadelphia police officers and/or firefighters killed in the line of duty.	9/3 – 9/22/18	(60) :15 units	15 minutes	FIRST RESPONDERS, COMMUNITY
<u>Manayunk Harvest Festival</u> Community Festival to showcase local food, chefs and music	9/17 – 9/29/18	(20) :15 units	5 minutes	COMMUNITY, SMALL BUSINESS
<u>Mealey's Dog Days of Summer</u> Pet Rescue fundraiser.	9/17 – 9/23/18	(10) :15 units	5 minutes	ANIMAL RESCUE, COMMUNITY
<u>Philadelphia AIDS Walk 2018</u> Annual walk in Philadelphia to raise funds for AIDS awareness and research.	8/21 – 9/28/18	(15) :30 units (15) :15 units	11.25 minutes	AIDS AWARENESS, HEALTH
<u>Polish American Festival</u> Annual event in Doylestown that focuses on Polish American culture and heritage.	8/27 – 9/8/18	(10) :15 units	2.5 minutes	THE ARTS, DIVERSITY, COMMUNITY
<u>RDC – Roxtoberfest</u> Annual event in Roxborough in Philadelphia that focuses on the arts and small businesses in the area.	9/17 – 9/30/18	(30) :15 units	7.5 minutes	THE ARTS, SMALL BUSINESS, COMMUNITY
<u>Stand Up To Cancer:</u> Stand Up To Cancer raises funds to accelerate the pace of groundbreaking research facilitating collaboration with doctors.	7/1 – 9/30/18	(39) :30 units	19.5 Minutes	CANCER AWARENESS AND EDUCATION

TOTAL PSA COMMITMENT FOR 3rd QUARTER 2018
553 PSA units / 206.5 Minutes



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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 36 community and charity events during 3rd Quarter 2018. 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.

Date	Event	Benefitting Group	Issue	Staff Hours Staff Cost
7/6/18 6 – 8 pm	Norco Fire Fair	Norco Fire Company	COMMUNITY, EMERGENCY SERVICE	40 Hours \$380
7/7 & 7/8/18 11 am – 7 pm	Haddonfield Fine Arts Festival	Haddonfield Business Association	THE ARTS, COMMUNITY	110 Hours \$1,023
7/8/18 12 – 3 pm	Petapalooza	Various Pet Shelters	PET RESCUE	24 Hours \$228
(2) Events 6 – 8 pm	Rose Tree Concert Series	Rose Tree Park	THE ARTS, COMMUNITY	40 Hours \$380
7/28/18 1 – 3 pm	Puerto Rican Day Festival	Puerto Rican Cultural Association of Bucks County	DIVERSITY, HERITAGE, COMMUNITY	20 Hours \$190
7/28/18 6 – 8 pm	Kimberton Fair	Kimberton Fire Company	COMMUNITY, FIRE SAFETY	20 Hours \$190
8/1 & 9/5/18 5 – 7 pm	First Wednesdays	Chestnut Hill Business Association	COMMUNITY, SMALL BUSINESS	40 Hours \$380
8/3/18 7 – 9 pm	Lindenwold Car Show and Concert	Lindenwold Borough	COMMUNITY	20 Hours \$190
8/4/18 10 am – 2 pm	Ronald McDonald Touch A Truck	Ronald McDonald House	CHILDREN, FAMILIES, HEALTH	28 Hours \$266
8/5/18 10 am – 12 pm	4UDREW Car Show & Festival	Face to Face	COMMUNITY, HUMAN SERVICES	20 Hours \$190
8/7/18 5 – 7 pm	National Night Out	Broomall Fire Company	FIRST RESPONDERS, LOCAL POLICE & FIRE	20 Hours \$190



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COMMUNITY INITIATIVES

Date	Event	Benefitting Group	Issue	Staff Hours Staff Cost
8/12/18 12 – 4 pm	Touch a Truck	West Chester Fire Company	EMERGENCY SERVICES, COMMUNITY	28 Hours \$266
8/18/18 4 – 7 pm	Limerick Community Day	Spring-Ford Chamber of Commerce	COMMUNITY, EMERGENCY SERVICE	28 Hours \$266
8/23/18 5:30 – 7:30 pm	Kids Fair Expo	Elmwood Park Zoo	POLITICS, YOUTH SAFETY	20 Hours \$190
8/25/18 1 – 7 pm	Lansdale Founders Day	Rotary Club of North Penn	COMMUNITY, SMALL BUSINESS	40 Hours \$380
8/26/18 11am – 4 pm	Dog Day of Summer	Manayunk Business Association	PET RESCUE, SMALL BUSINESS	32 Hours \$304
8/26/18 12 – 2 pm	Hava Nagrilla	Temple Beth Hillel-Beth El	HERITAGE, COMMUNITY	20 Hours \$190
(2) events 6 – 8 pm	Supper Sessions on the Avenue	Mt. Airy Business Association	SMALL BUSINESS, COMMUNITY, DIVERSITY	40 hours \$380
9/8 & 9/9/18 11 am – 7 pm	Polish American Festival	National Shrine of Our Lady of Czestochowa	DIVERSITY, HERITAGE, COMMUNITY	88 Hours \$868
9/8/18 2 – 4 pm	Wings N Wheels	Angel Flight East	DISASTER RELIEF, EMERGENCY SERVICES	20 Hours \$190
9/8/18 12 – 8 pm	Haverford Music Festival	Haverford Township	THE ARTS, SMALL BUSINESS	44 Hours \$418
9/9/18 7 – 9 am	Main Line Run	Main Line Chamber of Commerce Foundation	EMERGENCY RESPONDERS, EDUCATION	20 Hours \$190
9/15/18 8a – 4 pm	Norwood Community Day	Borough of Norwood	SMALL BUSINESS, COMMUNITY	44 Hours \$418
9/16/18 1 – 6 pm	Jenkintown Festival of the Arts	Borough of Jenkintown	THE ARTS, SMALL BUSINESS	28 Hours \$266
9/21/18 5 am – 10 am	Fox 29 Salute to the Military	Military Awareness	MILITARY	20 Hours \$190
9/22/18 2:30 – 4:30 pm	Lindenwold Day	Borough of Lindenwold	SMALL BUSINESS, COMMUNITY	20 Hours \$190
9/23/18 9 am – 12 pm	Nephcure Walk 2018	Nephcure Kidney International	AWARENESS, EDUCATION, RESEARCH	24 Hours \$228



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COMMUNITY INITIATIVES

Date	Event	Benefitting Group	Issue	Staff Hours Staff Cost
9/22 & 9/23/18 11 am – 1 pm	Camden County Fair	Camden 4-H Youth Projects	YOUTH SERVICE, COMMUNITY	20 Hours \$190
9/29/18 12 – 6 pm	Manayunk Harvest Festival	Manayunk Development Corporation	SMALL BUSINESS, COMMUNITY	28 Hours \$266
9/30/18 11 am – 5 pm	Chestnut Hill Fall for the Arts	Chestnut Hill Business Association	THE ARTS, SMALL BUSINESS	36 Hours \$342

TOTAL STAFF HOURS: 992 HOURS
COST: \$10,099



**WBEB-FM PHILADELPHIA PUBLIC FILE
ADDITIONAL COVERAGE
July – September 2018**

WBEB-FM DONATIONS:

Cole Hamels Foundation: July 2018

- **TOTAL: \$100**

TOTAL DONATIONS FOR 3rd QUARTER 2018: \$100