

**CUMULUS Quarterly Issues/Program Report
1st Quarter 2018
JANUARY 1 – MARCH 31, 2018
WWLI-FM (Lite Rock 105)
Providence, RI
Heather Gersten, Morning Show and News & Public Service Director**

A. ISSUES:

The following lists the issues ascertained as the most important to our listening audience, in no specific order:

Politics

Local sports teams... Pats go to the Super Bowl

Food and Gas prices

Crime (Nation and Local)

Construction and Traffic

Weather related issues (Nor'easters/wind storms)

Health Issues

Flu Season

B. PROGRAMMING:

COMMUNITY ISSUES are discussed primarily during the Heather & Steve Morning Show, which airs Monday-Friday 5:30am-10am. Top of the hour news/headlines remain the main venue for local news stories/community issues with 105-second long headline-casts by Bill Haberman that air at 6, 7, & 8am. The Morning Show also features traffic reports (4 times per hour) from Vic Edwards and weather updates (2 times per hour) from Channel 12's Chief Meteorologist Tony Petrarca and/or Michelle Muscatello.

Occasionally during the Morning show, guests will stop by the studio to discuss community events they'd like to promote.

During this quarter, community-related guests included:

John Palumbo, the President of "Rhode Island Monthly" magazine joins us during the first week of every month to talk about the Magazine and to give away a RIM prize pack that includes a free 1-year subscription to the magazine!

C. PUBLIC SERVICE ANNOUNCEMENTS:

PSA's are listed primarily on our website: www.literock105fm.com The PSA's on the website are in a community calendar like format and are updated frequently. Users can also log on and post an event there for free.

D. AMAZING WOMEN:

Issues are also discussed during "AMAZING WOMEN," a 30-minute talk program hosted by Deb Ruggiero. It airs Sunday mornings at 6 o'clock on Lite Rock 105 and focuses exclusively on women's issues. The show features Deb's interviews with notable women in the community. You can also now listen to the show anytime on the website: www.amazingwomenri.com

The following is a list of "Amazing Women" programs that aired during this quarter:

Jan 7th **JENNIE JOHNSON** of CITY YEAR discusses the gap between what school are designed to do and what students really need. City Year is a non-profit that works to keep students in high school and find a meaningful future.

Jan 14th The conversation around domestic violence often focuses on the physical and emotional abuse, but there's also financial abuse. **CARMEN RECALDE-RUSSO** is the director of Community Development for the Rhode Island Coalition Against Domestic Violence. She discusses a financial empowerment program, funded by Allstate Foundation that helps survivors manage the complex financial challenges of ending a relationship with an abusive partner.

Jan 21st 30% of small businesses in this state are women-owned. **SUSAN RITSCHER**, the CEO for the Center for WOMEN & ENTERPRISE, talks about starting a business, financing, networking, and what's needed for a business to succeed.

Jan 28th **HEATHER ABBOT** of Newport discusses her Recovery Foundation and how helping others has empowered her years after surviving the Boston Marathon bombings.

Feb 4th There's a lot of history buried at sea off the Rhode Island coast. Dr. **KATHY ABBASS** is an archeologist and marine historian who founded the RI Marine Archeology Project. She's located 13 British ships that were sunk in Newport Harbor in 1778.

Feb 11th For almost 30 years, **VALERIE TUTSON**, has been telling stories! She is part of Rhode Island Black Storytellers. She talks about the songs and stories she learned while traveling South Africa. She's also gaining a reputation for her exciting retelling of age-old Bible stories. So sit back, listen, and get swept away on a journey of words, sounds, and passion.

Feb 18th **KRISTIN ZHIVAGO** is a revenue coach who helps CEOs and entrepreneurs increase sales. She discusses 'buyer scrutiny' and how you can sell the way a customer wants to buy.

Feb 25th **URI'S Business Engagement Center (BEC)** is connecting Rhode Island businesses with students. **KATHARINE HAZARD FLYNN**, executive

director, discusses the growing job opportunities in manufacturing, engineering, computer science, and digital media.

Mar. 4th **GIRLS ROCK** is a nonprofit organization that empowers girls and women through music. Founder and director, **HILARY JONES** discusses how girls from 11 to 18 learn self-confidence, healthy relationships, even public speaking!

Mar. 11th Affordable and available housing is an ongoing concern for many Rhode Islanders. The two most cost-burdened demographics are millennials and seniors. **BARBARA FIELDS**, executive director of Rhode Island Housing and Mortgage and Finance Corporation (not a state agency) discusses the many options for first-time home buyers, homeowners struggling to make mortgage payments, and programs for seniors to age in their home.

Mar.18th in 4 Rhode Islanders is a victim of abuse. **DEB DEBARE**, executive director of Rhode Island Coalition Against Domestic Violence, discusses how more men are speaking up against domestic violence and why it's important if you see something to say something.

Mar. 25th every organization needs good board members, but what do you do when a board member is causing problems? **SIMONE JOYAUX**, author of *Firing Lousy Board Members* and the founder of the Women's Fund of Rhode Island, discusses the serious business of board service and governance.

E. CUMULUS COMMUNITY:

This 20-minute program airs on Lite Rock 105 at 6:30am Sunday.

The following guests appeared on the Cumulus Community during the 1st quarter:

Juan "Bub" Carter	Institute for the Study and Practice of Non-violence	Director of Street Worker Program	Accountability. Not always pointing the finger. What can you do to help?
James Manzo Julian Manzo	Who Gives a Buck	Founders	Rhode Island is a little selfish. Stuck in our own little world. Not a sense of pushing for other people's success.
Sean Carew	Providence Rescue Mission	Founder	The economy
Tracy	The Junior	President	A lot of non-profits - not

Baran	League		enough money
Sandi Connors	Rhode Island Good Neighbor Energy Fund	Executive VP and Director of Marketing and Communications	Not enough housing to meet the need for Rhode Islanders. We need to ensure all Rhode Islanders have access to excellent education opportunities.
Laura-Jean Ferranti	Blackstone Valley Community Action Plan	Project Director	Housing problems. People can't find affordable housing (esp. Ages 18-24)
Heather Amaral	Meals on Wheels	Executive Director	Funding for programs in the senior community.
Lee Lewis Kristine Frech	Junior Achievement Teach for America	President Executive Director	Involvement in the community. More inclusive community.

F. CUMULUS CARES:

The 10-minute segment called "CUMULUS CARES" runs every Sunday on Lite Rock 105 at 6:50am. It features an interview with someone in the community about a local upcoming event. Interviewers include Mike DaSilva, Bekah Berger, Nick G, Paul Giammarco, Jessica Schiano, Kim Zandy, Steve Donovan and Amy Pontes.

Here's what aired during this quarter:

- 1/7/18: Steve interviewed the CEO of Meeting Street, John Kelly, about their upcoming telethon.**
- 1/14: Steve's interview with John Kelly re-aired**
- 1/21: Paul interviewed David Sarlitto, the Executive Director of the Ocean State Job Lot Charitable Foundation**
- 1/28: Bekah and Mike D interviewed Miss RI International Kelsey Garcia**
- 2/4: Amy interviewed Erin Scott, Executive Director of The Izzy Foundation at Hasbro. We talked about the organization and the Winter Fest Fundraiser.**
- 2/11: Kim interviewed The Village about recruitment.**
- 2/18: Jess interviewed RI Comedian Doreen Collins.**
- 2/25: Steve interviewed Ellen Schulte and Astrid Drew from the Steamship Historical Society (Warwick) about an upcoming fundraiser.**

3/4: Nick interviewed Carla Mulhern from The Tomorrow Fund about their upcoming Tomorrow Fund Stroll at Garden City Center in Cranston

3/11: Paul interviewed Ryan Loiselle from Friends Way

3/18: Amy interviewed Frank O'Donnell about his upcoming charity event called Heavenly Gingers.

3/25: Mike D interviewed Jason Rego, the manager of local soccer club Providence City FC. Jason utilizes local business to help grow the game of soccer to under privileged youth in Rhode Island.

G. SOME COMMUNITY-RELATED APPEARANCES/MENTIONS by WWLI AIR TALENT:

Jan 25: Paul attended the WARM HANDS, WARM HEARTS drop off event. Thank you to our friends at Neighborhood Health Plan of Rhode Island, Chelo's & Petro Home Services for making this year's Warm Hands, Warm Hearts campaign a huge success! Tuesday was our distribution day and hundreds of Rhode Islanders now have hats, gloves, mittens and coats thanks to you and your donations! Big shout out to Lite Rock 105's Michelle Peixoto who worked her you-know-what off to make all of this happen! Thanks to co-workers Steve, Paul, Courtney & Jordan for helping out!

On March 13th, 2018, our listening area experienced another Nor' Easter, where several inches of heavy, wet snow covered the ground, tree's and power lines. School's and many businesses were closed, as well as the government. Power outages were reported across the area, as well. Lite Rock 105 was live during this storm. Every on-air talent reported for duty and throughout the day, we were able to communicate important updates regarding the storm and the safety of our listening audience. We were able to provide weather updates through out the day. We were also able to speak with Rhode Island Governor Gina Raimondo, who advised our listening audience to stay home and stay off the roads, as well as other important information about power outages, emergency contact info and snow plowing.

H. FURRY FRIENDS of the WEEK

This feature gets updated each Monday

LITE ROCK 105 NEEDS YOUR HELP FINDING LOVING HOMES FOR HOMELESS ANIMALS IN SOUTHERN NEW ENGLAND... THAT'S WHY WE'RE INTRODUCING YOU TO OUR FURRY FRIENDS OF THE WEEK!

THIS WEEK, MEET (INSERT DOG AND CATS)

BOTH ARE UP FOR ADOPTION AT THE RHODE ISLAND S-P-C-A AND YOU CAN LEARN MORE ABOUT THEM RIGHT NOW... ON OUR LITE ROCK 105 FACEBOOK PAGE OR AT LITEROCK105FM.COM!

I. HIGH SCHOOL TEAM OF THE WEEK

CONGRATULATIONS TO THE (INSERT TEAM NAME HERE)... THIS WEEK'S SHOWCASE CINEMAS HIGH SCHOOL TEAM OF THE WEEK! THIS WEEK, WE'RE SENDING THEM TO SEE (INSERT MOVIE TITLE HERE)

FOR THE TEAM'S FULL STORY AND TO LEARN HOW TO RECOGNIZE YOUR HIGH SCHOOLTEAM, GO TO LITEROCK105FM.COM – PRESENTED BY SHOWCASE CINEMAS, THE RHODE ISLAND INTERSCHOLASTIC LEAGUE, AND LITE ROCK 105!

J. CHARITABLE PROMOTIONS

Lite Rock 105 has teamed up with Neighborhood Health Plan of Rhode Island, Petro (Pee-tro) Home Services and Chelo's Hometown Bar & Grill for Warm Hands, Warm Hearts! Drop off any new hats, jackets, gloves, mittens or scarves at any local Chelo's or Petro location! Warm Hands, Warm Hearts is sponsored by Neighborhood Health Plan of Rhode Island, Pee-tro Home Services, Chelo's and Lite Rock 105! Learn more at literock105fm.com

Hey New England! Lite Rock 105 and Seasons Corner Market have teamed up to give away Patriots tickets, autographed footballs and more! Just stop by any Seasons Corner Market and make a donation to the “Kick 4 Kids” program! Your pledge will be matched by kicker Stephen Gostkowski and benefits the kids at Hasbro Children’s Hospital! Kick 4 Kids... Learn more at literock105fm.com Sponsored by Seasons Corner Market! Fresh food, friendly faces and more! Stop in any Seasons Corner Market and find your reason to stop in seasons!