

**CUMULUS Quarterly Issues/Program Report
4th Quarter 2016
Oct 1 – Dec 31, 2016
WWLI-FM (Lite Rock 105)
Providence, RI
Heather Gersten, Morning Show and News & Public Service Director**

A. ISSUES:

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

Also, our Cumulus sister station, WPRO-AM, provided Lite Rock 105 with company ascertainments for this quarter. The following community leaders were surveyed their opinions on the biggest challenges facing RI:

Mike Kirkwood General Manager Pascoag Utility District

- 1. Business Climate**
- 2. Job creation**

**Jim Jahnz Emergency Services Coordinator
Diocese of Providence**

- 1. Jobs**
- 2. Downtown Providence Development**
- 3. Better paying jobs**

David Dadekian Publisher EatDrinkRI.com

- 1. Food insecurity**
- 2. Tourism/Economic Development**
- 3. Jobs creation**

Hugh Minor Communications Director Food Bank of RI

- 1. Hunger**
- 2. Economy**
- 3. Education**

Donna Rivera Communications Director Adoption RI

- 1. Child Welfare**
- 2. Community Involvement**
- 3. Infrastructure**

Tim Grey Founder World War 2 Foundation

- 1. Business Climate**
- 2. Working Together**

Chief Richard Petrin President, RI Fire Chiefs Association

- 1. Health Care**

- 2. Transparency
- 3. Diversity

Guests this quarter include:

10/12: Sandy from Seasons Corner Market came in to talk about Kick 4 Kids

Noreen, our MY PET ROCKS winner, stopped by this week to get her prize (pics on FB) Even better? She's donating her \$500 Rumford Pet Center Prize to the Warwick Animal Shelter... #Awesome

B. PROGRAMMING:

COMMUNITY ISSUES are discussed primarily during the Jones & Heather Morning Show, which airs Monday-Friday 5:30am-10am. News is the main venue for community issues with 105-second long headline-casts that air at 5:58am, 6:58am & 7:58am. 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.

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.

Oct 2nd : 40 years ago 80% of women did NOT go to college; today, more than half of all college students are women, thanks to TITLE IX. MARGARET DEGIDIO "DIGIT" MURPHY discusses being a standout women's hockey player at Cornell and coaching women's ice hockey at Brown University where she was the winningest coach in Division I ice hockey—male or female. We also discuss the most important words parents can say to their kids about playing sports.

Oct 9th: Get Off the Bench is the mantra for the RI Coalition Against Domestic Violence's October campaign. DEB DEBARE, executive director at the Coalition explains why saying something and doing something will help end

domestic violence. **LAUREN BETTENCOURT**, from Alex & Ani's Charity By Design discusses how a portion of the sales go to help end domestic violence.

Oct 16th: In 1638, Roger Williams was the first minister at the First Baptist Church in Providence. Today, it's **REVEREND JAMIE WASHAM**. She discusses Roger Williams' ideas of soul liberty and freedom of conscience and the historic and religious significance of America's oldest church.

Oct 23rd: **HEATHER ABBOT** of Newport discusses her Recovery Foundation and how helping others has empowered her years after surviving the Boston Marathon bombings.

Oct 30th: It's Halloween and you are what you eat! **JOY FELDMAN** is a nutritional consultant and author of children's book, *Your Hair is Made of Donuts*. She discusses nutritional balance and how food plays an important role in our energy and emotions.

Nov 13th: How do Rhode Island companies find well-trained employees? URI's Business Engagement Center (BEC) is the front door for connecting business with students for internships, careers, or research. **KATHARINE HAZARD FLYNN** is the executive director and discusses the growing opportunities and jobs in manufacturing, engineering, computer science, digital media and design.

Nov 20th: Since 1922, the Martin Luther King Community Center of Newport County has been a resource to the people on Aquidneck Island. **MARILYN WARREN**, executive director, and **ALYSON NOVICK** discuss how the food pantry, Feed- A-Friend and Art Therapy programs make a difference for so many people.

Nov 27th There is physical, emotional and financial abuse from domestic violence. **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 and safety challenges of ending a relationship with an abusive partner

Dec 4th In 1638, Roger Williams was the first minister at the First Baptist Church in Providence. Today, it's **REVEREND JAMIE WASHAM**. She discusses Roger Williams' ideas of soul liberty and freedom of conscience and the historic and religious significance of America's oldest church.

Dec 11th Buying clothes for kids today is expensive. It's even more difficult for families in need. **EVA MANCUSO** discusses her non-profit Clothes to Kids Rhode Island helping Providence County families in need clothing for their kids. Kids in grades K-12 are eligible or if the family is in crisis due to a natural disaster, homelessness, or displacement.

Dec 18th **ROSE WEAVER** is a singer, songwriter and actress who performed with Viola Davis at Trinity Rep, starred across Jodi Foster in The Accused, and performed in a one-woman show, Menopause Mama. She talks about the loss of her son, her mother, her husband and how singing helps her to heal.

Dec 25th **HEATHER ABBOT** of Newport discusses her Recovery Foundation. She also talks about how helping others has helped her survive the Boston Marathon bombings.

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:

10/09/16 **John Marion** Executive Director
Common Cause RI

10/23/16 **Cindy Elder** Exec Director
National Alliance of Mental Illness

10/30/16 **Tim Gray** Founder
World War 2 Foundation

11/06/16 **Chief Rick Petrin**
RI Fire Chiefs Assoc

11/13/16 **Donna Rivera**
Communications Director
Adoption RI

11/20/16 **Deanna Upchurch**
Hope Hospice of RI

11/27/16 **Hugh Minor**
Communications Director
Food Bank of RI

12/11/16 **David Dadekian**
Publisher
Eat Drink RI

12/18/16 **Jim Jahnz**
Emergency Services Coordinator
Diocese of Providence

12/25/16 **Mike Kirkwood**

**General Manager, Pascoag Utilities
Good Neighbor Energy Fund**

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 Heather Gersten, , Jessica Schiano, Kim Zandy, Steve Donovan and Amy Pontes.

Here's what aired during this quarter:

10/9: Heather interviewed Mary O'Rourke of Children's Wishes in Rhode Island, an organization granting wishes for kids with a terminal illness. Their big fund raising walk happens on 10/22

10/16: Kim interviewed Ryan Loiselle of Friends Way, a center in Warwick for kids that have lost apparent or close family member.

10/23: Heather interviewed Kathy Connolly from The Tomorrow Fund about their big Fantasy Ball fundraiser that's coming up November 7th.

10/30: Amy interviewed Lee Lewis from the Junior Achievement of Rhode Island

11/6: Jess interviewed Carla Mulhern from the Leukemia/Lymphoma Society of RI

11/13: Jess' interview with Carla re-aired

11/20: Kim interviewed Elaine Gabillieri, one of the founders of The Village for RI Foster and Adoptive Families. Elaine spoke to the desperate need for foster and adoptive families in RI, as well as the the help and support The Village can provide those families. Specifically, The Village has started two new programs; a peer support meeting for Kinship families, and an expert led program for foster/adoptive parents of children with trauma caused behavior and mental illness.

11/27: Amy interviewed David Caprio from Children's Friend

12/4: Heather interviewed Hugh Minor from the Rhode Island Community Food Bank about their increased need for food donations this time of year and the upcoming Lite Rock 105 Food Drive.

12/11: Amy interviewed Lee Lewis from the Junior Achievement of Rhode Island

12/18: Steve interviewed Jordan Ross from petsempower.org about their organization to find homes for pets while their homeless owners seek shelter

12/25: Kim interviewed Ryan Loiselle, Program Director of Friend's Way about their Funny 4 Funds event in February.

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

10/1 Heather attended an adoption event at Petsmart in Westerly.

10/2: STEVE DONOVAN AT THE ZOO BOO SPECTACULAR AT THE CAPRON PARK ZOO in ATTLEBORO! BRING YOUR GHOULS AND GOBLINS FOR A NIGHT OF NOT-TOO-SCARY HALLOWEEN FUN!

10/6: Paul was at Dunkin' Donuts at G-A-R Highway in Somerset... Meet Special Olympics athletes and know that thru Saturday 25-cents from every donut sold goes to Special Olympics of Rhode Island and Massachusetts...

10/8: Paul was at Dunkin' Donuts Sakonossett Cross Rd in Cranston 9-11a... Meet Special Olympics athletes and know that thru Saturday 25-cents from every donut sold goes to Special Olympics of Rhode Island and Massachusetts...

10/15: Lite Rock 105 at the Jack O'Lantern Spectacular at Roger Williams Park Zoo

10/16: JOIN LITE ROCK 105's STEVE DONOVAN THIS SUNDAY MORNING FROM 9 to 11 AT THE JUVENILE DIABETES RESEARCH FOUNDATION'S "ONE WALK" AT CHASE FARM IN LINCOLN! THE WALK STARTS AT 10 SO GET THERE EARLY AND SIGN UP TO HELP J-D-R-F REACH IT'S GOAL OF CREATING A WORLD WITHOUT TYPE-1 DIABETES!

10/17: Steve Mc'd the Lupus Foundation Runway for Cure event at the Omni Hotel in Providence

10/21: Heather attended THE FIRST-EVER RHODE ISLAND MASSAGE THERAPY CONVENTION! 10/23: AMY PONTES AT THE CITIZENS BANK PELL BRIDGE RUN

10/29: PAUL GIAMMARCO AT THE NEW PETSMART, 100 FRANKLIN RD IN WESTERLY, PET FOOD DEMOS, GET FREE SAMPLES and ENTER TO WIN PRIZES from Lite Rock 105!

11/20: Heather went to TSO Sunday night at the DUNK... It was great! A portion of ticket sales went to the RI Community Food Bank so I got to go on stage and help TSO give them a check for over \$4500! WTG everyone! (Pics and videos on our FB page)

12/10: The Lite Rock 105 Food Drive took place at Eastside Marketplace in Providence to benefit the RI Community Food Bank.

And the grand total is...

3,523 pounds

To put it in perspective, that works out to about 4,230 meals for neighbors in need of food assistance.

The total includes all of the food donated by customers, the match from Eastside Market and calculating the pounds for the cash (\$100) we received.

Not bad for 4 hours! Thank you for an amazing job.

I. 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!

J. HIGH SCHOOL TEAM OF THE WEEK

This started back up with the school year

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!