

To: WAAF Westborough MA  
WAAF-HD1 Westborough MA  
WKAF Brockton MA  
WKAF-HD1 Brockton MA  
WWEI-HD2 Easthampton MA Public File

From: Kerry Popp, Producer  
Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 3rd Quarter 2016 (July-September)

Date: September 30, 2016

This quarter, the radio stations listed above identified the following as community issues:

1. **Arts & Culture**
2. **Community Awareness**
3. **Current Events**
4. **Education**
5. **Health**
6. **History/Politics**
7. **Personal Well-Being**

An average of 550 minutes per week were devoted this quarter for public affair issues. The radio stations listed above identified these issues through on-air awareness, fundraising, and the public affairs program, Q&A. The following is a complete list of topics aired during the 3rd Quarter of 2016.

1. **Arts & Culture** - Includes the issues of documentary filmmaking, birding, literature, and music.
2. **Community Awareness** - Includes the issues of disaster preparedness and Native American studies.
3. **Current Events** - Includes the issues of climate change, information security, advocating for peace, the opioid crisis, and the economics of paid leave.
4. **Education** - Includes the issue of learning strategies in science & math, and gender equality in tech.
5. **Health** - Includes the issues of depression, suicide, recovery in LGBT families, substance abuse, and bipolar disorder.

6. **History/Politics** - Includes the issues of transgender rights, retirement, archaeology, peace advocacy, congressional representation, and women of NASA.

7. **Personal Well-Being** - Includes the issues of the creative brain, work-life-balance, and nutrition.

**Public Affairs Report Sorted By Issue For  
The 3rd Quarter of 2016 (July-September)**

**ARTS & CULTURE**

**Topic:** Life After Prison in "Beyond the Wall"

**Program:** Commonwealth Journal

**Guest:** Bestor Cram, Producer and Director of the documentary "Beyond the Wall" from prison to a life outside

**Length:** 27:03

**Aired:** August 14, 2016, 6:00 AM

**Topic:** The Ticking is the Bomb

**Program:** Commonwealth Journal

**Guest:** Nick Flynn, Author of The Ticking is the Bomb: A Memoir

**Length:** 26:56

**Aired:** August 28, 2016, 5:30 AM

**Topic:** For the Birds

**Program:** Commonwealth Journal

**Guest:** Neil Hayward, Author of Lost Among the Birds

**Length:** 27:40

**Aired:** September 18, 2016, 6:00 AM

**Topic:** Far From the Land

**Program:** Commonwealth Journal

**Guest:** Thomas J. Rice, Author of Far From the Land: An Irish Memoir

**Length:** 26:58

**Aired:** September 25, 2016, 5:30 AM

**Topic:** Boston's Hip-Hop Heritage

**Program:** Commonwealth Journal

**Guest:** Pacey Foster, Founder of Mass Hip-Hop Archive and Professor of Management at UMass Boston

**Length:** 28:27

**Aired:** September 25, 2016, 6:00 AM

## COMMUNITY AWARENESS

**Topic:** Disaster Preparedness

**Program:** Commonwealth Journal

**Guest:** Robbin Peach, Founding Director of Collaborative Institute for Oceans, Climate, and Security

**Length:** 27:04

**Aired:** August 14, 2016, 5:30 AM

**Topic:** The Reality of the Urban Indian

**Program:** Commonwealth Journal

**Guest:** Dr. Cedric Woods, New England Native American Institute at UMass Boston

**Length:** 27:04

**Aired:** August 21, 2016, 5:30 AM

## CURRENT EVENTS

**Topic:** Stormy Weather Ahead

**Program:** Commonwealth Journal

**Guest:** Ellen Douglas, Associate Professor of Hydrology at UMass Boston

**Length:** 27:10

**Aired:** July 17, 2016, 5:30 AM

**Topic:** Beating Computer Hackers

**Program:** Commonwealth Journal

**Guest:** Robert Sarao, Information Security Officer at UMass Boston

**Length:** 27:04

**Aired:** July 24, 2016, 5:30 AM

**Topic:** Preventing and Addressing Opioid Misuse and Abuse: Our Nation's Challenge

**Program:** Road to Recovery

**Guests:** Dr. Jack Stein, Director of the Office of Science Policy and communications at the National Institute on Drug Abuse (Bethesda, Maryland); Dr. Renee Benzel, Regional Medical Director at Horizon Farma (Rockville, Maryland); Dr. Kimberly Johnson, Director of the Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration, US Department of Health and Human Services (Rockville, Maryland)

**Length:** 27:17

**Aired:** August 7, 2016, 5:30 AM

**Topic:** Out of Office: Paid Leave and the Economy

**Program:** Commonwealth Journal

**Guest:** Randy Albelda, Graduate Program Director and Professor of Economics at UMass Boston

**Length:** 27:00

**Aired:** September 11, 2016, 6:00 AM

## EDUCATION

**Topic:** Are We Teaching Science Wrong?

**Program:** Commonwealth Journal

**Guest:** Arthur Eisenkraft, Director of the Center of Science and Math in Context (COSMIC) at UMass Boston

**Length:** 27:51

**Aired:** July 17, 2016, 6:00 AM

**Topic:** Gender Equality in Tech

**Program:** Commonwealth Journal

**Guests:** Banu Ozkazanc-Pan, Assistant Professor of Management at UMass Boston; Tom Hopcroft, President and CEO at Mass Technology Leadership Council (TLC)

**Length:** 27:25

**Aired:** July 31, 2016, 6:00 AM

## HEALTH

**Topic:** Depression and Suicide

**Program:** Commonwealth Journal

**Guest:** Roberta Hertig, Executive Director of Samaritans

**Length:** 27:34

**Aired:** July 3, 2016, 5:30 AM

**Topic:** Family Recovery: Prevention and Treatment Approaches for Diverse LGBT Families

**Program:** Road to Recovery

**Guests:** Dr. David Fawcett, Expert on mental health and substance misuse in the LGBT community (Wilton Manors, Florida); Gary Baily, Professor at Simmons College Graduate School of Social Work and at the Simmons School of Nursing and Health Sciences (Boston, MA); Philip McCabe, President of the National Association of Lesbian, Gay, Bisexual, Transgender Addiction Professionals and their Allies (Ocean Grove, NJ); Kellan Baker, Senior Fellow with LGBT Research and Communications Project at the Center for American Progress (Washington, DC); Judith Bradford, Co-chair of the Fenway Institute (Boston, MA); Johanes Moscaro Wilson, Study Coordinator at Fenway Institute; Michelle Lord, Speaker for LGBT Aging Project at Fenway Health

**Length:** 27:17

**Aired:** July 10, 2016, 5:30 AM

**Topic:** Building Family Resiliency: Supporting Recovery

**Program:** Road to Recovery

**Guests:** Patricia Lincort, Director of Practice Innovation and Care Management at the NY state office of Alcoholism and Substance Abuse Services (Albany, NY); Rev. Jan Brown, Founding Executive Director of Spirit Works Foundation, Center for Recovery of the Soul (Williamsburg, VA); Col. Rebecca Porter, Director at DeLorenzo Tricare Health Clinic (Washington, DC); Dr. Mitra Ahapor, Medical Officer in the Division of Pharmacologic Therapies, Substance Abuse and Mental Health Services Administration, US Department of Health and Human Services

**Length:** 27:17

**Aired:** September 4, 2016, 5:30 AM

**Topic:** Living with Bipolar Disorder

**Program:** Commonwealth Journal

**Guest:** David Lovelace, Author of Scattershot

**Length:** 28:10

**Aired:** September 18, 2016, 5:30 AM

## HISTORY/POLITICS

**Topic:** The State of Transgender Rights in Massachusetts

**Program:** Commonwealth Journal

**Guest:** Mason Dunn, Executive Director of Massachusetts Transgender Political Coalition (MTPC)

**Length:** 27:00

**Aired:** July 3, 2016, 6:00 AM

**Topic:** When I'm 67: American Retirement at Risk

**Program:** Commonwealth Journal

**Guest:** Christian Weller, Professor of Public Policy and Public Affairs at UMass Boston, Author of Retirement on the Rocks: Why Americans Can't Get Ahead and How New Savings Policies Can Help

**Length:** 27:20

**Aired:** July 24, 2016, 6:00 AM

**Topic:** Digging Into Boston's Past

**Program:** Commonwealth Journal

**Guest:** Joseph Bagley, City of Boston Archaeologist, Author of A History of Boston in 50 Artifacts

**Length:** 27:35

**Aired:** August 7, 2016, 6:00 AM

**Topic:** An Advocate for Peace

**Program:** Commonwealth Journal

**Guest:** Padraig O'Malley, Author of The Two-State Delusion: Israel and Palestine-A Tale of Two Narratives

**Length:** 27:18

**Aired:** August 21, 2016, 6:00 AM

**Topic:** Representing Massachusetts in Congress

**Program:** Commonwealth Journal

**Guest:** Seth Moulton, US Representative to 6th congressional district

**Length:** 28:10

**Aired:** August 28, 2016, 6:00 AM

**Topic:** Rocket Girls: Unsung Heroes of the Space Age

**Program:** Commonwealth Journal

**Guest:** Nathalia Holt, Author of Rise of the Rocket Girls: The Women Who Propelled Us, from Missiles to the Moon to Mars

**Length:** 27:13

**Aired:** September 4, 2016, 6:00 AM

## PERSONAL WELL-BEING

**Topic:** Part Two: The Human Brain, The Creative Brain

**Program:** Commonwealth Journal

**Guest:** Dr. Shelley Carson, Author of Your Creative Brain

**Length:** 27:37

**Aired:** July 10, 2016, 6:00 AM

**Topic:** The Balancing Act

**Program:** Project Health Radio

**Guests:** Lisa Dunning, Family Marriage Therapist; Christina Goyanas, Editor of Women's Health Magazine; Jim Bird, CEO of WorkLifeBalance.com

**Length:** 29:00

**Aired:** July 31, 2016, 5:30 AM

**Topic:** Better Food, Better You

**Program:** Project Health Radio

**Guests:** Brooke Guthrie, Echo Chef of Love on eating healthy; Mark Gonzales, Sopranos Wine Company on health benefits of wine; Gloria Bakst, Co-author of Zone Perfect Cooking Made Easy: Quick, Delicious Meals for Your Healthy Zone Lifestyle

**Length:** 29:00

**Aired:** September 11, 2016, 5:30 AM

## COMMUNITY FORUM

**Topic:** CPR Certification Course (July)

**Organization:** Health Ed of New England

**Time:** 00:30

**Aired:** July 3, 10, 2016

**Topic:** Boston Marathon Jimmy Fund Walk

**Organization:** Dana Farber Cancer Institute

**Time:** 00:30

**Aired:** July 3, 10, 24, September 4, 11, 18, 2016

**Topic:** Pest Problems

**Organization:** Better Business Bureau

**Time:** 01:34

**Aired:** July 10, August 7, 2016

**Topic:** CPR AED Certification Course (July)

**Organization:** Health Ed of New England

**Time:** 01:00

**Aired:** July 17, 2016

**Topic:** BBB Offers Tips to Protect Your Pet While Traveling

**Organization:** Better Business Bureau

**Time:** 01:34

**Aired:** July 17, 2016

**Topic:** Our Insect Enemies

**Organization:** Department of Agriculture, American Moving and Storage Association

**Time:** 00:30

**Aired:** July 24, 2016

**Topic:** Car Care Corner

**Organization:** Car Care Council

**Time:** 00:30

**Aired:** July 24, September 4, 2016

**Topic:** Animal News and Notes

**Organization:** American Humane Association

**Time:** 00:30

**Aired:** July 31, 2016

**Topic:** Health Bulletin: Zika Virus

**Organization:** National Institutes of Health, Repel, Cutter

**Time:** 00:30

**Aired:** July 31, 2016

**Topic:** Check Engine Light Checklist

**Organization:** Car Care Council

**Time:** 00:30

**Aired:** July 31, August 28, 2016

**Topic:** Adopt a Pet

**Organization:** Worcester Animal Rescue League

**Time:** 00:30

**Aired:** July 31, August 28, September 25, 2016

**Topic:** Fire Safety Suggestions

**Organization:** National Fire Protection Association

**Time:** 00:30

**Aired:** August 7, 2016

**Topic:** News of Older Americans

**Organization:** Home Helpers

**Time:** 00:30

**Aired:** August 7, 2016

**Topic:** BBB Offers Advice for Last-Minute Getaways

**Organization:** Better Business Bureau

**Time:** 02:00

**Aired:** August 14, 2016

**Topic:** All Veteran Career Fair

**Organization:** Recruit Military

**Time:** 00:30

**Aired:** August 14, 21, 28, 2016

**Topic:** Free to Breathe Lung Cancer 5K Run/Walk and 1-Mile Walk

**Organization:** Free to Breathe

**Time:** 00:30

**Aired:** August 14, 28, September 11, 2016

**Topic:** CPR AED Certification Course (September)

**Organization:** Health Ed of New England

**Time:** 00:30

**Aired:** August 21, 2016

**Topic:** Helping Blinded Veterans

**Organization:** Blinded Veterans Association (BVA)

**Time:** 00:30

**Aired:** August 21, 2016

**Topic:** Pointers for Grandparents: Sudden Infant Death Syndrome  
**Organization:** Eunice Kennedy Shriver National Institute of Child Health and Human Development  
**Time:** 00:30  
**Aired:** August 21, September 11, 2016

**Topic:** 31st Annual Oak Street Fair: Family Fun Day  
**Organization:** Boston Chinatown Neighborhood Center  
**Time:** 00:30  
**Aired:** September 4, 11, 18, 2016

**Topic:** News of Veterans  
**Organization:** Department of Veterans Affairs Office of Rural Health  
**Time:** 00:30  
**Aired:** September 25, 2016

**Topic:** Pointers for Parents  
**Organization:** Accident Attorneys Organization  
**Time:** 00:60  
**Aired:** September 18, 2016

**Topic:** Be Car Care Aware  
**Organization:** Car Care Council  
**Time:** 00:30  
**Aired:** September 25, 2016

**Topic:** Top Scams in August  
**Organization:** Better Business Bureau  
**Time:** 01:10  
**Aired:** September 25, 2016

### **PUBLIC SERVICE ANNOUNCEMENTS**

**Topic:** Jon Bon Jovi—United We Serve  
**Organization:** Corporation for National & Community Service  
**Time:** 00:60  
**Aired:** 7/3/16

**Topic:** Obesity Prevention  
**Organization:** Centers for Disease Control and Prevention, US Department of Health and Human Services  
**Time:** 00:30  
**Aired:** 7/3/16, 9/4/16

**Topic:** Ashley Judd

**Organization:** Peace Corps

**Time:** 00:30

**Aired:** 7/10/16, 8/14/16

**Topic:** Adopt a Pet

**Organization:** Worcester Animal Rescue League

**Time:** 00:30

**Aired:** 7/10/16, 8/14/16

**Topic:** National Recovery Month

**Organization:** RecoveryMonth.org

**Time:** 00:15

**Aired:** 7/10/16, 8/7/16, 9/4/16

**Topic:** Voices for Recovery

**Organization:** US Department of Health and Human Services

**Time:** 00:15

**Aired:** 7/10/16

**Topic:** Veteran Affairs—Make the Connection

**Organization:** US Department of Veterans Affairs

**Time:** 00:30

**Aired:** 7/17/16, 8/28/16, 9/18/16

**Topic:** Someday

**Organization:** Social Security Administration

**Time:** 00:30

**Aired:** 7/17/16, 8/28/16, 9/18/16

**Topic:** Food Safety: Cooking to Proper Temperature

**Organization:** US Department of Health and Human Services

**Time:** 00:60

**Aired:** 7/17/16

**Topic:** My Grandfather

**Organization:** Us Department of Veterans Affairs

**Time:** 00:30

**Aired:** 7/24/16, 8/7/16, 9/25/16

**Topic:** Pertussis

**Organization:** March of Dimes

**Time:** 00:60

**Aired:** 7/31/16, 9/11/16

**Topic:** High Blood Pressure

**Organization:** Astra Zeneca

**Time:** 00:60

**Aired:** 7/31/16

**Topic:** Imagine

**Organization:** St. Jude Children's Research Hospital

**Time:** 00:20

**Aired:** 7/31/16 (x2)

**Topic:** Give New Pets a Healthy Head Start

**Organization:** American Veterinary Medical Association

**Time:** 00:30

**Aired:** 7/31/16, 8/21/16, 9/11/16

**Topic:** Golf Course: Skin Cancer Prevention

**Organization:** American Academy of Dermatology

**Time:** 00:60

**Aired:** 8/7/16

**Topic:** Sharing Stories from Home

**Organization:** US Department of Health and Human Services

**Time:** 00:30

**Aired:** 8/7/16

**Topic:** Overdose

**Organization:** Lifelines Organization

**Time:** 03:15

**Aired:** 8/7/16

**Topic:** Voices for Recovery

**Organization:** US Department of Health and Human Services

**Time:** 00:30

**Aired:** 8/7/16, 9/4/16 (x2)

**Topic:** Video Game Ratings

**Organization:** Entertainment Software Rating Board

**Time:** 00:30

**Aired:** 8/21/16, 9/11/16

**Topic:** Food Addicts

**Organization:** Food Addicts Anonymous

**Time:** 00:30

**Aired:** 9/4/16

**Topic:** Serving Latino Community in Georgia

**Organization:** CETPA, Substance Abuse Services

**Time:** 04:00  
**Aired:** 9/4/16

**Topic:** Asthma School Tips  
**Organization:** Schering-Plough  
**Time:** 00:60  
**Aired:** 9/11/16

**Topic:** Spay and Neuter  
**Organization:** People for the Ethical Treatment of Animals (PETA)  
**Time:** 00:30  
**Aired:** 9/11/16

**Topic:** Daryl Coley  
**Organization:** American Diabetes Association  
**Time:** 00:60  
**Aired:** 9/11/16

**Topic:** Food Safety: Use a Food Thermometer  
**Organization:** USDA, US Department of Health and Human Services  
**Time:** 00:60  
**Aired:** 9/25/16

### **Public Service Campaigns**

#### **WAAF raises awareness & funds for veterans in 3rd quarter 2016**

Mistress Carrie participated in the Run to Home Base on Saturday, July 23rd at Fenway Park. The event raised funds for the Red Sox Foundation and Massachusetts General Hospital Home Base Program, which helps Iraq and Afghanistan veterans and their families with post traumatic stress and traumatic brain injury.

#### **WAAF promoted and sponsored blood drive in 3rd quarter 2016**

WAAF promoted and sponsored the WAAF Annual Blood Drive at the Sheraton Hotel in Framingham on Tuesday, August 23rd. Hill-Man Morning Show, Mike Hsu, and Mistress Carrie broadcast live from the hotel throughout the event. The blood that was collected for the American Red Cross at this event helps hospital patients in need.

#### **WAAF raises awareness & funds for veterans in 3rd quarter 2016**

Mistress Carrie participated in the 1-181st Infantry Regiment 5K on Saturday, September 24th at Fort Devens. The event raised funds for the Powderhorn Fund.

#### **WAAF raised awareness of the opioid crisis in 3rd quarter 2016**

WAAF is raising awareness and fighting substance abuse by sharing information about the opioid crisis and providing a link to Partnership for Drug-Free Kids.

**WAAF promoted and sponsored various charity events in 3rd quarter 2016**

WAAF promotes and sponsors various charities with on-air mentions in the segment called "Give 'Em Hell-p." These PSAs highlight 1-2 charity events with which WAAF is participating.

**WAAF website promotes charity work in 3rd quarter 2016**

WAAF's website continues to promote various charities by providing information to the community. WAAF's website links listeners with community events like Freddie for a Day to benefit Mercury Phoenix Trust and AIDS Action Committee of Massachusetts, 4th Annual Bears Poker Run to benefit Boston's Wounded Veterans, Ryan's Ride to benefit the family of Fallen Firefighter Ryan Ferreira, First Annual Motorcycle Veterans Ride/Book Fair/ Brockton VA trip for iPods for Wounded Veterans, Silkie's Hike for Veterans, First Annual Jeeps 'N' Cars for Cause to support families of Fallen Law Enforcement, Turn Up the Heat to benefit the Boston Firefighters Burn Foundation, Help John Dowley: Cancer Sucks , Whiskey by the Water Cocktail Party to benefit Lupus Foundation New England, and 7th Annual Great New England BBQ Fest to benefit the Greg Hill Foundation.