

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.