



MAGIC 106.7 Quarterly Issues Report
April 1 through June 30, 2016

The following is the Quarterly Issues Report for MAGIC 106.7/WMJX-Boston for the 2nd quarter of 2016.

This report includes a synopsis of all programs of importance as well as Public Service announcements aired on the station between April 1 and June 30, 2016.

MAGIC has identified the following issues of importance to its community of listeners:

- Women & Family
- Health and Healthcare
- Mental Health and Personal Safety
- Education
- Volunteerism; Community
- Economy, Employment and Entrepreneurism

Sunday Morning Magic Public Affairs Lineup

6:30-7:00AM ***Radio Health Journal*** – a weekly healthcare news magazine that focuses on current developments in medical research and health issues that affect the lives of people of all ages. *Length: 25:00*

7:00-7:25AM ***Greater Boston Today***– a weekly look at what makes the Boston area such an interesting place to live and work, including news about people, events and community initiatives. The show is produced and hosted by George Knight. *Length: 25:00*

7:30-8:00AM ***Exceptional Women*** – an award-winning weekly radio program that shines the spotlight on women who will inspire you. Guests range from local women who are what we call “backyard heroes” to survivors, trailblazers, cutting edge inventors, celebrities, doctors, lawyers, scientists and women in the performing arts. The show is co-hosted by Tina Gao and Sue Tabb and produced by Tina Gao. *Length: 25:00*

Programming to Address Important Issues

Here's a sampling of how we cover issues of importance to our listeners:

WOMEN & FAMILY

April 17, 2016 Radio Health Journal: The Powerful Influence of Friends

Interviewer: Nancy Benson

Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes and health even more than our parents or spouses. An expert discusses the many ways friends determine our destinies.

Length: 7:45

April 24, 2016 Exceptional Women: Bobbi Gibb

Interviewer: Tina Gao

Tina Gao interviews a true pioneer. Bobbi Gibb was the first woman to run and complete The Boston Marathon. That iconic day was April 19, 1966, when women were not yet allowed to compete in the race. 2016 marks the 50th anniversary of Bobbi's breakthrough moment and the Boston Athletic Association named her the Grand Marshal of this year's Boston Marathon. Bobbi also received a very touching gift from this year's women's champion, Atsede Baysa of Ethiopia.

Length: 26:30

May 1, 2016 Radio Health Journal: Dealing with the Empty Nest

Interviewer: Nancy Benson

Parents who have spent 18 years or more raising children often feel lost when the last child leaves home for college or their own place. A psychotherapist discusses common reactions and strategies for renewing purpose living in the empty nest.

Length: 7:54

May 8, 2016 Radio Health Journal: Egg Freezing

Interviewer: Reed Pence

Freezing eggs in their 30's allows women to preserve fertility well into their 40's. The concept was originally meant for women whose fertility was threatened by disease or medical treatment, but today the majority of those having eggs frozen are doing so for social or career reasons. Now egg freezing is even offered as a corporate benefit in some places. Experts discuss the procedure and its uses.

Length: 12:10

May 15, 2016 Exceptional Women: Hank Phillippi Ryan

Interviewer: Tina Gao

Hank Phillippi Ryan is an Emmy-winning on-air investigative reporter on Channel 7 News and she's also an award-winning mystery author. She's won more than 30 Emmys, over a dozen Edward R. Murrow awards, and numerous other honors for her groundbreaking journalism. She's also won multiple top awards for her crime fiction, including Agathas, Anthony's, and the coveted Mary Higgins Clark Award. Besides her tremendous work as an investigative reporter and author, we discuss other fun facts about Hank, including the interesting circumstances that led her to meet the love of her life.

Length: 49:36

May 22, 2016 Exceptional Women: Maria Stephanos

Interviewer: Sue Tabb

Sue Tabb welcomes to the show a household name in Boston: Maria Stephanos. Not only is Maria a news anchor at WCVB, she's also an award-winning journalist, mother, wife, and philanthropist. She takes us through the journey of her exciting career and how she balances such a high-demand career with other aspects of her life. Maria recently received a Lifetime Achievement Award from the Alpha Omega Society, presented by former Governor of the Commonwealth, Governor Michael Dukakis.

Length: 24:42

May 29, 2016 Radio Health Journal: Bullying Kids with Disabilities

Interviewer: Reed Pence

Many children are bullied especially in the middle school years, but kids with disabilities are about twice as likely to be victims. Experts discuss the problem and how parents and schools can work together to prevent bullying of these children.

Length: 12:14

June 26, 2016 Radio Health Journal: Kids' Kidney Stones

Interviewer: Reed Pence

Kidney stones in children and adolescents used to be unusual. Over the last 30 years, they've become much more common. Experts discuss why this may be occurring, why doctors still sometimes miss the diagnosis, and how kidney stones are treated in children.

Length: 12:23

HEALTH AND HEALTHCARE

April 3, 2016 Radio Health Journal: Contextual Care

Interviewer: Nancy Benson

Studies have found that many doctors don't really listen to their patients, and so miss how illness is affected by the "other things" in life. Experts discuss how to help doctors consider the patient as a whole.

Length: 8:00

April 3, 2016 Greater Boston Today: Raising Age Limit to Buy Tobacco

Interviewer: George Knight

There's been a proposal to raise the minimum age to buy tobacco products in Massachusetts, and to those of us who have lost family members to lung cancer, that is a move in the positive. We spoke with Casey Harvell, Director of Public Policy for the American Lung Association, about why this move is so important in keeping people healthy. She went over the clear dangers of smoking and chewing tobacco, and also talked about the role that "vaping" plays in getting young people hooked on nicotine.

Length: 15:00

April 10, 2016 Radio Health Journal: Meniere's Disease

Interviewer: Nancy Benson

Experts discuss symptoms and treatments of Meniere's disease, an often misdiagnosed disorder producing loss of hearing and crippling vertigo.

Length: 8:14

April 24, 2016 Radio Health Journal: Sinusitis

Interviewer: Nancy Benson

Many people confuse allergies, colds, and sinus infections. A physician specializing in these maladies describes the differences, and the new ways sinusitis can be treated.

Length: 7:12

May 8, 2016 Greater Boston Today: Dealing with a Family Member with Cancer

Interviewer: George Knight

When a family member is dealing with cancer it is taxing on the entire family. The importance of having quality health care in close proximity is critical. We talked with Kevin Campbell, who is Chairman of Team Walk for Cancer Care, which benefits Lowell General Hospital's Cancer

Center. He gave firsthand experience of what it's like to have a loved one deal with serious cancer. He talked about the importance of community in making health care effective.

Length: 15:00

May 22, 2016 Radio Health Journal: Bleeding Disorders

Interviewer: Reed Pence

Bleeding disorders such as hemophilia and von Willebrands disease can be extremely serious, but today are very treatable. However, many people who've had these disorders for some time fight the legacy of more primitive treatment, such as HIV and hepatitis C. Experts including a hemophilia patient explain.

Length: 11:34

May 22, 2016 Radio Health Journal: Bladder Cancer

Interviewer: Reed Pence

Bladder cancer is the fourth most frequent cancer in men. However, research into the disease has been slow. The newly appointed director of the world's only research center devoted exclusively to bladder cancer discusses risks and treatments.

Length: 7:38

June 5, 2016 Radio Health Journal: Kidney Transplant Sensitivity

Interviewer: Nancy Benson

Some people who need a kidney transplant have immune systems so sensitive they will reject almost any organ. Experts explain a new desensitization technique that may help them and kidney exchanges that make more patients eligible for transplants.

Length: 7:47

June 19, 2016 Radio Health Journal: Living Through Pain

Interviewer: Nancy Benson

Pain is an often misunderstood reality for millions of people. A noted university professor who became a quadriplegic in a bicycle accident discusses her constant pain and the way it changes life.

Length: 6:55

June 26, 2016 Radio Health Journal: The Pro's and Con's of Gluten-Free

Interviewer: Reed Pence

Gluten free diets have taken the world by storm and some experts say for people who do not have celiac disease, the diets can do much more harm than good. One such expert explains which kinds of people would find the diet appropriate and the pitfalls to avoid.

Length: 7:26

MENTAL HEALTH & PERSONAL SAFETY

April 3, 2016 Greater Boston Today: Legislation for Opiates

Interviewer: George Knight

More legislation is now going through the Massachusetts State House that would regulate the prescribing of opiates. Governor Charlie Baker has put getting control of the opiate epidemic on his priority list, and many are seeing it as a good way to rein in what has become an out of control problem. We spoke with Marylou Sudders, Massachusetts Secretary for Health and Human Services, about what the new legislation means, and how it is designed to prevent frivolous prescriptions for opiates. Length: 15:00

April 3, 2016 Exceptional Women: Beth Mayer/Eating Disorders

Interviewer: Tina Gao

Tina Gao sits down with Beth Mayer, the Executive Director of the Multi-Service Eating Disorders Association (MEDA). Beth has been working in the eating disorders field for 30 years and is nationally recognized for her clinical work with eating disorders. MEDA's mission is to prevent the continuing spread of eating disorders through educational awareness and early detection. It's a support network for clients, loved ones, clinicians, educators, and the general public.

Length: 26:34

April 10, 2016 Radio Health Journal: Drug Shortages

Interviewer: Reed Pence

For more than 10 years, hospitals have been plagued by shortages of important drugs, sometimes forcing doctors to decide who will receive them, and who will die. Experts explain why these shortages occur, the unfortunate outcomes, and what they do to try to minimize the damage.

Length: 11:48

April 24, 2016 Greater Boston Today: Distracted Driving

Interviewer: George Knight

Driving while distracted is one of the most dangerous things a person can do. Since April is distracted driving awareness month, we took the time to speak with Emily Stein, President of

the Safe Drivers Alliance. She talked about just how dangerous distracted driving is, and went over the many things that can get in the way of keeping you mind and eyes on the road.

Length: 15:00

May 15, 2016 Radio Health Journal: Baseball Pitchers: Injuries Waiting to Happen

Interviewer: Nancy Benson

Major League Baseball teams spend \$1.7 billion annually on pitchers, yet it is an extremely risky investment. Teams haven't figured out how to prevent all-too-frequent arm injuries, which are now filtering down to children as well. A journalist who investigated the science of pitching injuries explains.

Length: 7:38

May 15, 2016 Greater Boston Today: How to Recognize Stroke

Interviewer: George Knight

May is national stroke awareness month, and so we thought it would be a good time to get a quick refresher course on what a stroke is, and what you need to do when a stroke occurs. We spoke with Cindy Cooke, President of the American Association of Nurse Practitioners, who supplied a wealth of information on the subject. She talked about what causes a stroke, and what to look for if you think a stroke is coming on. She reinforced the importance of getting IMMEDIATE attention when a stroke occurs.

Length: 15:00

May 29, 2016 Radio Health Journal: Hardwiring Happiness

Interviewer: Nancy Benson

As a survival mechanism, the human brain is wired to remember negative events more strongly than positive ones. An expert neurologist discusses changes in thinking that can create more positive physical brain pathways, making us happier.

Length: 7:48

May 29, 2016 Greater Boston Today: The Zika Virus

Interviewer: George Knight

The Zika Virus is in the news again, with concerns for those visiting South America, specifically Brazil, where the Olympics will be taking place. To get some good information on Zika, we talked with Dr. Matthew Liebowitz, Chief of Infectious Diseases at Newton-Wellesley Hospital. D. Liebowitz talked about how Zika is transmitted, and what some of the dangers of getting the Zika virus are, included specific worries for pregnant women. He also talked about some of the misinformation that has been spread about Zika.

Length: 15:00

June 12, 2016 Radio Health Journal: Doctor Suicide**Interviewer: Reed Pence**

Doctors are attempting suicide in high numbers, and are much more likely than the general population to complete it. Experts discuss the coverup of doctor suicides, the reasons behind depression in doctors, and why doctors who are depressed are less likely than normal to get help.

Length: 12:04

June 12, 2016 Radio Health Journal: Enhancing Food Safety**Interviewer: Nancy Benson**

Increasing recalls for food contamination have scared many Americans. A noted expert discusses why contamination scares are becoming more common, what government and producers are doing to protect us, and what we can do in our own kitchens to make foods safer.

Length: 7:49

June 12, 2016 Greater Boston Today: Recreation Safety Tips**Interviewer: George Knight**

There's a great deal of fun to be had at local ponds and lakes, but as recent tragedies have reminded us, you need to use common sense and be safe. We spoke with Kevin Whalen, Director of Aquatics for the Massachusetts Department of Conservation and Recreation (DCR) about ways to do that. He went over some of the guidelines put in place by the DCR to keep everyone safe, and gave some helpful tips on avoiding problems. He also talked about the amazing resources for communing with nature, that we have right here in the commonwealth.

Length: 15:00

June 19, 2016 Radio Health Journal: Amnesia**Interviewer: Reed Pence**

It's a rare thing for people to lose their memory of past events. An expert discusses why doctors believe it may occur, and a woman to whom it happened recounts her experience.

Length: 12:38

June 19, 2016 Greater Boston Today: Staying Safe in the Sun**Interviewer: George Knight**

With all the fun summer brings, there is also a public health hazard in the form of strong sun. We spoke with Dr. David Jones, who is head of dermatology at Newton Wellesley Hospital, about how the sun affects your skin and ways to be careful while you're having fun. He talked

about how the sun can damage your skin, and about the risks of skin cancer. He also gave ways to be smart about sun exposure while you're outdoors, and discussed things you can do to prevent skin cancer.

Length: 15:00

June 26, 2016 Greater Boston Today: Gun Safety Legislation

Interviewer: George Knight

We've just had the biggest mass shooting in U.S. history and the whole country is trying to make sense of it. We spoke with John Rosenthal, founder of Stop Handgun Violence. John talked about why it seems nearly impossible to get congress to act on sensible gun safety legislation. He talked about how easy it is for anyone to get assault weapons. He went over loopholes that exist in the rules governing sales of guns, and discussed ways that the laws could be changed to make things safer.

Length: 15:00

EDUCATION

April 3, 2016 Radio Health Journal: Should We Shorten Medical Training?

Interviewer: Reed Pence

In an age of increasing medical complexity, some leading thinkers in medical education are proposing that the time spent on medical education be cut by nearly one third. The key, these advocates say, is ridding curricula of requirements that most doctors never use. Experts discuss both sides of the issue.

Length: 11:55

May 1, 2016 Exceptional Women: Yves Salomon-Fernandez

Interviewer: Sue Tabb

Sue Tabb chats with Yves Salomon-Fernandez, Interim President of Mass Bay Community College. Yves is not only a dynamic educator, but she's also a mother who is an exceptional role model. She shows the world all that can be possible with determination, perseverance, and hard work. She is continually inspired to help develop people and advance communities.

Length: 24:34

May 8, 2016 Radio Health Journal: Autism and Prodigies

Interviewer: Nancy Benson

Behavioral similarities between prodigies and some people with autism have long been noted. Now some researchers are beginning to find genetic links between the two phenomena. Experts discuss findings and their implications for autism treatment.

Length: 7:37

June 5, 2016 Exceptional Women: Dreamfar High School Marathon: Jamie Chaloff & Anne Burnett

Interviewer: Sue Tabb

Jamie Chaloff is the Founder of Dreamfar High School Marathon, a unique program that challenges high school students of all abilities to do something exceptional: to train for and run a marathon. Anne Burnett is currently a senior at Newton South High School and she's an active member of the Dreamfar program. Dreamfar helps students build confidence, skills, and lifelong friendships at this very crucial time in their lives. It's the first and only high school marathon program in New England. Jamie and Anne tell us all about the program and what it's like to be a part of Dreamfar.

Length: 21:34

June 5, 2016 Greater Boston Today: What It Means to Have ADD

Interviewer: George Knight

If you are one of the millions of people who live with Attention Deficit disorder (ADD), you know that you need to go about things in your daily routine in a different way than those who don't have ADD. We talked with ADD expert Dr. Kevin Ross Emery, about what it means to have ADD. Dr. Emery gave helpful hints on making life easier, and also discussed the many ways that ADD can be a blessing in disguise.

Length: 15:00

[VOLUNTEERISM; COMMUNITY](#)

April 8, 2016 Exceptional Women: Pat Parcellin

Interviewer: Sue Tabb

Sue Tabb chats with Pat Parcellin, CEO of the Girl Scouts of Eastern Massachusetts. She talks to us about what it's like to be at the helm of such an impactful organization for young girls and strives to identify ways to increase membership and the communities that are underserved. She's a strategic leader who is committed to team building and inspiring the younger generation.

Length: 23:08

April 10, 2016 Greater Boston Today: Angel Program to Help Opiate Users

Interviewer: George Knight

There are many sad stories associated with the opiate abuse epidemic, but one of the success stories is the implementation of the Angel Program, which takes away some of the legal

roadblocks keeping opium addicts from seeking treatment by doing away with legal actions, and instead offering treatment options. We spoke with John Rosenthal, who founded the program together with Gloucester Police Chief Leonard Campanello. John talked about the severity of the epidemic, the causes of it, and what measures need to be taken before it's going to get better. He talked about how by taking away some of the stigma attached to being an opiate addict, his program has made those struggling with addiction more eager to take action.
Length: 15:00

April 24, 2016 Radio Health Journal: Using Animals to Sniff Out Disease

Interviewer: Reed Pence

Diseases apparently have distinctive odors that humans can't detect. Researchers are using dogs, mice, rats and other animals to literally sniff out cancer and other diseases in the laboratory. In the 3rd World, rats are used to diagnose TB. Experts discuss the use of animals to diagnose disease and their efforts to build machines that can do the same thing.

Length: 12:34

May 1, 2016 Greater Boston Today: Community Servings

Interviewer: George Knight

When someone in a community is dealing with a serious illness, it's a time when having those around them step up and help makes all the difference in the world. We spoke with David Waters, who is CEO of Community Servings, an organization that brings meals to those who for a variety of reasons are not able to put meals together themselves. He talked about how the service works, and went over ways that able bodied members of a community can help those around them that are in need.

Length: 15:00

May 8, 2016 Exceptional Women: Cherylann Gengel

Interviewer: Tina Gao

Cherylann Gengel lost her daughter, Britney, in the 2010 earthquake in Haiti. Before Britney perished in the earthquake, she sent her mom a gift in the form of a text message that would ultimately create the path for Cherylann and her family to honor Britney's memory and last wish. Cherylann and her family have turned tragedy into triumph by turning a parent's worst nightmare into a powerful mission and beacon of hope that would not only change her own family's lives forever, but also the lives of others in need through faith, hope, and love. The organization is called Be Like Brit, created by her family in honor of Brit's dream. Visit www.belikebrit.org for more info.

Length: 27:50

May 22, 2016 Greater Boston Today: The Islamic Faith

Interviewer: George Knight

The Islamic faith is widely misunderstood by the Western world. With radical group tying in their actions to the faith, and with candidates using it as a way to divide people, the need for better understanding is critical. We spoke with Malik Khan of the Islamic Center of Boston, who did a wonderful job explaining that Islam preaches peace and working together. He went over the history of Islam and the fact that it is in many ways similar to Christianity and Judaism.

Length: 15:00

June 12, 2016 Exceptional Women: Suzanne Lissy & Margie Levin/Alzheimer's Association**Interviewer: Sue Tabb**

Sue Tabb welcomes two exceptional women and friends from Needham who are joining the tireless effort to fight Alzheimer's disease. Suzanne Lissy and Margie Levin are working hard to raise awareness and funds for Alzheimer's and helping spread the word about the crucial services and support of the Alzheimer's Association, including its upcoming event: The Longest Day.

Length: 22:35

June 19, 2016 Exceptional Women: Daniella Mammola**Interviewer: Sue Tabb**

Sue Tabb chats with Daniella Mammola, a busy wife and mother who not only owns two restaurants, but finds the time to volunteer and make a difference in the community. She is an active member of the Mass General/North Shore Cancer Center. Through her volunteer work and dedication, she is making a big difference in the lives of cancer patients and their families.

Length: 21:39

June 26, 2016 Exceptional Women: Amelia Aubourg**Interviewer: Tina Gao**

Tina Gao tackles the important issue of poverty with someone who is committed to helping the community. She chats with Amelia Aubourg, the Events Manager for ABCD, Action for Boston Community Development. It's Boston's leading anti-poverty agency with an unwavering mission of overcoming poverty. It's a tireless advocate and significant program provider, working with commitment and creativity, to promote self-help for low-income people and neighborhoods. They chat about the heart of ABCD and some important events they have coming up.

Length: 26:03

[ECONOMY, EMPLOYMENT & ENTREPRENEURISM](#)**April 17, 2016 Exceptional Women: Devon Cassidy**

Interviewer: Tina Gao

We shine the spotlight on Swampscott native, Devon Cassidy, one of 10 female contestants on NBC's new fitness competition series, STRONG, produced by Sylvester Stallone. Devon has transformed her mind and body and is finally taking control of her life. Along with her A-list trainer, Todd Durkin, Devon goes through a transformative journey and she's more than ready to get STRONG, both mentally and physically.

Length: 26:35

April 17, 2016 Radio Health Journal: Direct to Consumer Drug Advertising**Interviewer: Reed Pence**

Since FDA rules on prescription drug advertising were loosened in 1997, the amount of advertising has mushroomed. However, there is still controversy over whether that's good for patients, and now the American Medical Association has come out for an ad ban. Experts discuss the pro's and cons of direct to consumer advertising and its effect on patients and physicians.

Length: 11:35

May 1, 2016 Radio Health Journal: Presenteeism**Interviewer: Reed Pence**

Presenteeism is when people go to work at less than peak efficiency due to illness, injury or distraction. Experts discuss the huge cost to the economy, the chronic illnesses that exact the most cost, and the accommodations that could save businesses billions of dollars.

Length: 11:54

May 15, 2016 Radio Health Journal: Homeless Medicine**Interviewer: Reed Pence**

Homeless Americans have a life expectancy of only around 50, and often use the ER for primary care at a huge cost. The lack of follow-up care for their illnesses and the mental health or substance abuse disorders common in this population add up to an enormous health burden. Experts discuss how doctors on the street can improve health for the homeless and lower cost for society.

Length: 12:11

May 29, 2016 Exceptional Women: Maria Menounos & Christina Grimmie**Interviewer: Sue Tabb & Tina Gao**

Sue Tabb and Tina Gao team up and interview two women making headlines in the entertainment industry. Sue chats with E! News host, Maria Menounos. Check out Maria's new

book: "The EveryGirl's Guide to Cooking." Tina chats with YouTube star and singer/songwriter, Christina Grimmie, a top 3 finalist from Season 6 of The Voice.

Length: 27:07

May 29, 2016 Greater Boston Today: What Employers Look for In a Resume

Interviewer: George Knight

There have been some encouraging employment numbers lately, but that isn't necessarily comforting to those who are in the middle of a job search. One of the most important tools to landing a job is your resume, and we felt it important to learn how to prepare and use a resume effectively. For that, we spoke with career consultant Elizabeth Hayes, who discussed what employers are looking for in a resume, and what potential red flags to avoid. She talked about using social media to quicken a job search.

Length: 15:00

June 5, 2016 Radio Health Journal: Big Data in Medicine

Interviewer: Reed Pence

When doctors can take advantage of massive amounts of data on patient outcomes, lives will be saved. We look at one of the first efforts, an attempt to associate dangerous drug interactions, and the difficulty in convincing other doctors that "crunching numbers" can provide adequate proof. A researcher and reporter involved in the case explain.

Length: 11:47

**Community Events & Charities Supported by
MAGIC 106.7 Air Talent & Staff**

MARY MENNA, MARKET MANAGER

Mary is on the Board of Directors for Danny Amendola's Catches for Kids Foundation and attended 3 board events. Danny Amendola's Third Annual Celebrity Waiter Night raised \$210,000. Mary is also an Executive Board member of the Genesis Foundation for Children.

DAVID O'LEARY, CO-HOST OF MORNING MAGIC

The American Foundation for Suicide Prevention (AFSP) – A Sip in the Park

May 6, 2016

EMC Club, Fenway Park

Chapter President
Attendance: 300

SUE TABB, CO-HOST OF MORNING MAGIC & EXCEPTIONAL WOMEN

26th North Shore Cancer WALK
June 26, 2016
Salem Willows Park, Salem, MA
Emcee
Attendance: 2,000

DAVID ALLAN BOUCHER, ON-AIR PERSONALITY; BEDTIME MAGIC

David is a weekly volunteer at Cor Unum Meal Center in Lawrence, MA. Typically, 100-140 meals are served per night.

CHARITIES

- 1) Suicide Prevention - \$1,950 sponsorship of A Sip in the Park (David O'Leary is the President of the Chapter)
- 2) Danny Amendola Catches for Kids - \$3,200 sponsorship
 - 30 PSAs on MAGIC 106.7 (value of \$21,000)
 - Banner ads in open inventory 3 weeks (value of \$9,000)
 - Mary Menna is a Board Member
- 3) Genesis Foundation for Children
 - Donation of booth at EarthFest (value of \$15,000)
 - Mary Menna is a Board Member

**The following PSAs and promos aired via Programming, Sales, and Traffic
on WMJX for the 2ND Quarter of 2016: April 1 through June 30, 2016**

Best Buddies Challenge

Aired: 15 times

Buzz Off 2016

Aired: 91 times

Cradles to Crayons

Aired: 15 times

Danny Amendola's Celebrity Waiter Night

Aired: 30 times

Distracted Driving**Aired: 41 times****Jimmy Fund Walk****Aired: 20 times****Jordan's Furniture/Cradles to Crayons****Aired: 9 times****North Shore Cancer Walk****Aired: 48 times****Pan Mass****Aired: 52 times****Red Cross Giving Day****Aired: 11 times**

**Here's a sampling of some of the live PSAs aired on WMJX during the 2nd quarter of 2016:
April 1 through June 30, 2016**

The ABCs of Sun Protection (www.fda.gov/sunscreen): 2 times

Most of us enjoy being out in the sun, especially as the weather gets hotter. That's why sunscreen and other sun safety measures are crucial to protecting your skin. Use sunscreen with an SPF of 15 or higher and look for "broad spectrum" on the label. For more helpful tips, visit MAGIC-1067-DOT-COM.

Action For Boston Community Development (<https://www.bostonabcd.org/>): 2 times

Everyone can use a helping hand. Action for Boston Community Development is a program whose mission is to empower disadvantaged people by providing them with the tools to overcome poverty, live with dignity, and achieve their full potential. For more info, visit MAGIC-1067-DOT-COM.

The Alzheimer's Association (<http://alz.org/manh>) (ends 6/30): 3 times

It's Alzheimer's and Brain Awareness Month, so all during the month of June wear purple, the official color of the Alzheimer's movement, and show your support for the over five million

Americans that suffer from this disease. Help and support are available at The Alzheimer's Association...visit MAGIC-1067-DOT-COM for more info.

Autism/Act Early (<https://www.autismspeaks.org/what-autism>): 8 times

If you're concerned about your child and the possibility of autism, don't wait to reach out. Autism appears to have its roots in very early brain development and the most obvious signs and symptoms emerge between two and three years of age. To learn more, visit MAGIC-1067-DOT-COM.

Bark for Your Park (<http://www.petsafe.net/barkforyourpark/>): 2 times

The PetSafe Bark for your Park Program is committed to creating safe, off-leash areas for pets and their owners. PetSafe has given away over \$850,000 to build new dog parks and this year will award grants to 25 communities across the country. To learn more, visit MAGIC-1067-DOT-COM.

Big Brothers Big Sisters of Massachusetts Bay (<http://www.bbbsmb.org>): 4 times

Big Brothers Big Sisters of Massachusetts Bay has been impacting the lives of children for over 60 years. Thanks to generous volunteers, donors, and advocates, children are reaching their full potential and their lives are changed for good. To find out more and to get involved as a Big Brother or Big Sister, visit MAGIC-1067-DOT-COM.

Boston Children's Hospital (<http://www.childrenshospital.org/>): 5 times

Boston Children's Hospital is the #1 ranked children's hospital in the nation. You can give back to this world-class institution, including volunteering, donating blood, and hosting a fundraiser. To find out more visit MAGIC-1067-DOT-COM.

Cold Noses Foundation (www.coldnosesfoundation.org): 2 times

20% of dogs in the U.S. are affected by separation anxiety. On April 13th, learn from the #1 authority on canine behavior, Dr. Nicholas Dodman, about how to manage a dog with this condition. The event is sponsored by Nine Zero Hotel. To find out more, visit MAGIC-1067-DOT-COM.

Emergency Preparedness (www.ready.gov): 1 time

In the event of an emergency, you should always be prepared. Whether it's a natural or man-made disaster, there are things you can do, like preparing an emergency supply kit and

communication plan. Brought to you by the Federal Emergency Management Agency and the Ad Council. For more info, visit MAGIC-1067-DOT-COM.

Hunger Prevention (www.feedingamerica.org): 7 times

The Feeding America nationwide network of food banks helps distribute surplus food to many families who face hunger in the United States. You can help, get involved with your local food bank, and together we can prevent hunger. Brought to you by Feeding America and the Ad Council. For more information visit MAGIC-1067-DOT-COM.

July 4th & Fireworks Safety (<http://www.redcross.org/news/article/Red-Cross-Issues-Safety-Tips-For-4th-of-July-Holiday>) (ends 7/3): 1 time

As the July 4th holiday approaches, many of us will be celebrating with fireworks, barbecues, trips to the beach, and the Boston Pops. Be sure and follow important safety tips, such as stay at least 500 feet away from fireworks, never grill indoors, and always swim with a buddy. For more safety tips, visit MAGIC-1067-DOT-COM.

Lovin' Spoonfuls (<http://lovinspoonfulsinc.org/>): 4 times

Grocery stores throw away a huge amount of healthy and fresh food every day. Lovin' Spoonfuls picks up this food that would otherwise be discarded and distributes it to community non-profits that feed hungry people in Greater Boston. To find out more and to help, visit MAGIC-1067-DOT-COM.

MEFA - Massachusetts Educational Financing Authority (<http://www.mefa.org/>): 4 times

As high school students and their families begin preparing for college, look to MEFA for valuable college planning tools and resources. They have info about financial aid options, like education refinancing loans. To learn more, visit MAGIC-1067-DOT-COM.

Memorial Day/True Meaning (<http://www.massvacation.com/explore/holidays/memorial-day/>) (ends 5/30): 5 times

For many people, Memorial Day is the unofficial kickoff to summer with barbecues and fun trips with the family. However remember that Memorial Day is a day to honor and remember the men and women who sacrificed their lives for our freedom. For a list of local events to honor Memorial Day, visit MAGIC-1067-DOT-COM.

Mental Health Recovery (<http://www.mentalhealthamerica.net/>): 3 times

Mental health conditions, such as depression and anxiety, are real, common, and treatable. Recovery is possible. It's critically important to address mental health symptoms early on and create an action plan that creates overall health. Take a mental health screening and find out more at MAGIC-1067-DOT-COM.

Michelle Obama's "Let Girls Learn" Initiative (<https://www.whitehouse.gov/letgirlslearn>): 3 times

62 million girls around the world are not in school. President Obama and First Lady Michelle Obama are helping adolescent girls around the globe attend and complete school thru the *Let Girls Learn* initiative. To learn more and to join the movement, visit MAGIC-1067-DOT-COM.

Multi-Service Eating Disorders Association (<http://www.medainc.org/>): 1 time

Eating disorders and body confidence issues affect a person's physical and emotional health. Join the Multi-Service Eating Disorders Association on Sunday, April 10th for the 4th annual NEDA (pronounced: NEE-DA) Walk, hosted by MEDA (pronounced MEH-DA) and take the first step toward recovery. For more info and to sign up, visit MAGIC-1067-DOT-COM.

National High Blood Pressure Education Month (<http://www.cdc.gov/Features/HighBloodPressure/>): 2 times

About 67 million people have high blood pressure. May is National High Blood Pressure Education Month...you may have high blood pressure and not even know it. Get it checked and to find out if you're at risk. For more info and tips visit MAGIC-1067-DOT-COM.

National Safety Month (www.nsc.org) (ends 6/30): 3 times

June is National Safety Month. Take the time to learn about ways to reduce injuries at work, on the roads, in homes and your community. There are many things you can do to stay safe, like putting away your phone when driving. For more helpful tips, visit MAGIC-1067-DOT-COM.

National Teacher Appreciation Day (<http://www.nea.org/>) (ends 5/3): 3 times

Teachers play a critical role in educating and shaping our children. May 3rd is National Teacher Appreciation Day, and you can say thank you in a variety of ways. For more info visit MAGIC-1067-DOT-COM.

Room to Grow's Annual "Celebrating Mothers Breakfast" (www.roomtogrow.org) (ends 5/4): 1 time

Room to Grow is a non-profit organization dedicated to enriching the lives of babies born into poverty in Boston. On May 4th join Room to Grow for its annual “Celebrating Mothers Breakfast” at the Mandarin Oriental, Boston. For more info, visit MAGIC-1067-DOT-COM.

Safety at Work (<http://www.nsc.org/pages/home.aspx>): 8 times

For more than 100 years the National Safety Council has been a leader in workplace safety. Learn strategies on how to prevent workplace injuries and illnesses, including clearing clutter and controlling dust. Visit MAGIC-1067-DOT-COM for info.

Seasonal Allergies (<http://www.rd.com/health/wellness/spring-allergies/>): 5 times

If you’re one of the millions of people with seasonal allergies it means sneezing, runny nose, and other bothersome symptoms. For helpful strategies on reducing your exposure to allergens visit MAGIC-1067-DOT-COM.

Seat Belt Safety (www.safercar.gov): 4 times

A lot of kids hate to wear their seat belts, but one fact overrides any complaining: their safety. Even on a quick trip around the corner, always buckle up...no excuses and no exceptions. Brought to you by the National Highway Traffic Safety Administration and the Ad Council. For more safety tips, visit MAGIC-1067-DOT-COM.

The Shelter Pet Project (<http://theshelterpetproject.org>): 6 times

Furry kids make the world a better place. The Shelter Pet Project is to make shelters the first place adopters turn to when looking for a new cuddly family member. Provide a loving home for dogs and cats in need...visit MAGIC-1067-DOT-COM to find out more.

Swimming Pool Safety

(<http://www.nsc.org/Membership%20Site%20Document%20Library/Pool-safety.pdf>): 1 time

Summer is here and that means children and adults will be splashing around and cooling off at swimming pools. As much fun as a day at the swimming pool is, remember to always use safety precautions, like getting trained on CPR and take swimming lessons. For more safety tips, visit MAGIC-1067-DOT-COM.