

**CBS RADIO GROUP**  
**ISSUES AND PROGRAMS REPORT**  
**FOR**  
**WZMP-FM and WZMP-FMHD3, PHILADELPHIA, PENNSYLVANIA**

**Third Quarter, 2016**  
**(July 1st-September 30th)**

*Prepared by Brad Segall*  
*Public Affairs Host*

**REGULARLY SCHEDULED PUBLIC AFFAIRS PROGRAMS**

**WZMP, PROGRAMS THAT ADDRESS COMMUNITY ISSUES**

**1. THE PHILADELPHIA AGENDA WITH BRAD SEGALL**

(Sunday 6 AM to 7AM) Produced locally, this special public affairs program features in depth interviews with politicians, community groups, authors, and local organizations regarding issues of local concern; produced and hosted by Brad Segall.

**ISSUES OF CONCERN TO PHILADELPHIA**  
**ADDRESSED IN RESPONSIVE PROGRAMMING IN THE**  
**THIRD QUARTER 2016**

1. Consumer and Education                      Consumer issues and education are the focus of this category. Looks at consumer trends in the home and the community and issues in schools.
  
2. Health and Wellness                      Issues related to health in the Philadelphia region.
  
3. Women, Children and Elderly                      Focus on issues in the Delaware Valley that deal with women, children and the elderly
  
4. Local Non-Profits                      Non-profits that provide services
  
5. Uniquely Philadelphia                      Issues of local interest to Delaware Valley
  
6. Music and Arts                      Organizations and programs that focus on the arts and music in schools and in the community
  
7. Veterans Affairs                      Organizations that provide programs and services to veterans, current members of the military and their families

**ISSUE:**

**CONSUMER AND EDUCATION**

The Philadelphia Agenda with Brad Segall

July 10, 2016

6:00 am

½ hour of taped local programming

**Preventing Your Child From Catching “Summer Brain Drain”**

Joining us on the program was Stacy Philips, CEO of West Philadelphia Achievement Charter Elementary School. She appeared on the program to provide tips and tricks for parents that enable them to keep children’s minds active during the summer months. Studies show students can lose as much as two to three months of reading and math skills over the summer and she says there are many ways, including some that are fun, to prevent that from happening to your child.

The Philadelphia Agenda with Brad Segall

August 21, 2016

6:00 am

½ hour of taped local programming

**How to Make the Best Decisions and Get the Right Things Done**

Joining us on the program was leadership expert Dr. Liz Bywater, author of the new book “Slow Down to Speed Up.” She says today’s leaders are expected to get it all done at a breakneck pace. Decisions must be made without delay and results must be rapidly achieved. She says there’s no tolerance for slowing down to think and the results can range from ineffective to mediocre to disastrous. This book explains how to slow down to improve leadership, increase influence and accelerate success.

The Philadelphia Agenda with Brad Segall

August 28, 2016

6:00 am

½ hour of taped local programming

**How to Prepare Your Children To Overcome the Back to School Blues**

Joining us on the program were psychotherapist Dr. Steven Rosenberg and retired teacher and hypnotherapist Cindy Reese. They appeared on the program to give parents the tools they need to make going back to school after the summer vacation a great experience and not a traumatic one for their children. Their tips include a walk through at a new school, starting a morning routine and make sure their children eat well.

## ISSUE:

### HEALTH

The Philadelphia Agenda with Brad Segall

July 3, 2016

6:00 am

½ hour of taped local programming

**Helping People Overcome the Stress in Their Lives**

Joining us on the program this morning were Sarah Stringer, therapist and licensed clinical social worker and owner of Winding Roads Integrative Counseling and PR expert Denise Kovalevich. They appeared on the program to talk about ways to relieve stress in our lives before it creates life threatening conditions such as heart disease, diabetes, obesity and accelerated aging.

Philadelphia Agenda with Brad Segall

July 17, 2016

6:00 am

½ hour of taped local programming

**CHOP Brings Cutting Edge Pediatric Care to South Jersey**

Joining us on the program this morning were Chef Chris Mentzer, culinary director and managing partner at Rastelli Market Fresh and Lauren Ochs, Assistant VP, Women and Children Services at CHOP Virtua. They appeared on the program to talk about how Rastelli partners with CHOP Virtua and provides donations to allow the program to move forward

with its mission of providing health information and services to the community. The Virtua Foundation is the resource development arm of Virtua and donations support programs that include assistance to patients that can't afford medication, making Camden a stronger and healthier community with programs like the Camden Farmers Market and CASTLE, a therapeutic program that supports children with emotional, behavioral and psychological challenges and a perinatal bereavement program that offers support and healing for families who are facing the loss of an infant.

The Philadelphia Agenda with Brad Segall

July 31, 2016

6:00 am

½ hour of taped local programming

**What Americans Can Do To Get A Better Night's Sleep**

Joining us on the program this morning was Dr. Rubina Tahir who spoke to our audience about sleep deprivation and how it can adversely affect our lives. Studies show that twenty percent of Americans claim to get under six hours of sleep a night. She provided a number of tips for people to help them increase the number of hours they sleep at night and to make sure they are well rested when they wake up to tackle another day. Lack of sleep can lead to high blood pressure, heart attack, stroke and attention deficit disorder, among many other conditions.

**ISSUE:**

**WOMEN, CHILDREN and ELDERLY**

The Philadelphia Agenda with Brad Segall

July 24, 2016

6:30 am

1/2 hour of taped local programming

**New Jersey Organization Helps Women Who Find Themselves Displaced**

Joining us on the program this morning were Kaylan Wetzel, business development director for ManeStream. She appeared on the program to talk about how their tech startup is partnering with the Women's Opportunity Center in New Jersey to support their programs for women who have lost their primary source of income due to divorce, separation, death or disability of a spouse and need to upgrade their skills for transition into the paid labor market. ManeStream has been called the Uber of the beauty world giving people who download their app the ability to schedule beauty services instantly. They provided those services to the women in the program to help them feel more confident about their job searches.

**ISSUE:**

**LOCAL CHARITIES & NON PROFIT ORGANIZATIONS**

The Philadelphia Agenda with Brad Segall

August 7, 2016

6:30 am

1/2 hour of taped local programming

**Helping Families in the Delaware Valley Affected By A Cancer Diagnosis**

Joining us on the program this morning were Dr. David Cognetti of the Otolaryngology Department Head and Neck Surgery at Thomas Jefferson University Hospital and David Caldarella, founder of David's Dream and Believe Cancer Foundation. He was diagnosed with Stage 4 Head and Neck Cancer and several months after his diagnosis he was cancer free and remains that way today. He started the organization which raises funds to provide

financial assistance, service and hope to families primarily in New Jersey affected by a cancer diagnosis. They just recently supported their 600<sup>th</sup> family in just over five years. Dr. Cognetti talked about advancements in cancer treatment, several clinical trials that are taking part at Jefferson and the decreased use of chemotherapy and radiation to help people recover.

The Philadelphia Agenda with Brad Segall

August 21, 2016

6:30 am

1/2 hour of taped local programming

**A Home Away From Home for Parents Whose Children are Hospitalized**

Joining us on the program this morning was Terri Dunek who was here to speak on behalf of the Ronald McDonald House, which provides “a home away from home” for families so they can stay close by their hospitalized child at little or no cost. Terri is married to former NFL player Ken Dunek and their daughter Alexandra was born with a benign germ cell tumor. She was treated at St. Christopher’s Hospital for Children where they saw the Ronald McDonald House nearby and wanted to volunteer. They also formed Alexandra’s Ambition where they sponsor dinners once a month and on Christmas for the families staying at the local houses.

The Philadelphia Agenda with Brad Segall

August 28, 2016

6:30 am

1/2 hour of taped local programming

**Improving Maternal Care and Child Health Throughout Southeastern Pennsylvania**

Joining us on the program this morning were JoAnne Fischer, executive director of the Maternity Care Coalition and fitness expert Dr. Tito Ogunsola-Smith of Physio-Fit. They appeared on the program to talk about the importance of exercise and staying in shape for pregnant women. They also talked about the importance of working out while pregnant. The Maternity Care Coalition has assisted more than 100,000 families throughout the Philadelphia region focusing particularly on neighborhoods with high rates of poverty, infant mortality, health disparities and changing immigration patterns. The mission is to improve maternal care and child health and well being.

The Philadelphia Agenda with Brad Segall

September 11, 2016

6:30 am

1/2 hour of taped local programming

**Providing Care and Resources For Children and Adults with Developmental Issues**

Joining us on the program this morning were Ray Christofiletti, executive director, Durand Inc. and Tanya Faggins, director of residential services. They appeared on the program to talk about the non profit organization that has a long tradition of providing care and education resources to meet the needs of children and adults with special needs and their families living in South Jersey. They also talked about their group home and various programs including adult training services which enhance their skills so they can better participate in the world around them. There are also family support services.

**ISSUE:**

**UNIQUELY PHILADELPHIA**

The Philadelphia Agenda with Brad Segall

July 17, 2016

6:30 am

1/2 hour of taped local programming

**The Political Spotlight Comes to Philadelphia**

Joining us on the program was Kevin Washo, executive director for Philadelphia 2016 Host Committee for the Democratic National Convention. He appeared on the program to talk about the process of how Philadelphia snagged the Convention this year and what it means economically to the city. He talked about a number of activities around the city that were happening in conjunction with the Convention including PoliticalFest and “Donkeys Around Town.”

The Philadelphia Agenda with Brad Segall

September 25, 2016

6:30 am

1/2 hour of taped local programming

**Philadelphia Hosts A Commissioning Ceremony**

Joining us on the program were Captain Kevin Parker, Commanding Officer USS John P. Murtha along with Paul Trenholm, president of Derbyshire Machine and Tool and Jim Donahue, VP of Business Development and Marketing for Patriot Direct Inc. Both men are also members of the Commissioning Committee. They appeared on the program to talk about the commissioning ceremony which will be held at Penn's Landing for the Navy's newest San Antonio class ship. They talked about the ship itself, the significance of having the commissioning in Philadelphia, the birth place of the U.S. Navy and the role the ship will play in defending our country.

**ISSUE:**

**MUSIC AND ARTS**

The Philadelphia Agenda with Brad Segall

July 31, 2016

6:30 am

1/2 hour of taped local programming

**Reshaping Philadelphia's Scattered Art Market into a Sustainable Network**

Joining us on the program this morning was Caryn Kunkle, founder of Artjawn.com. She says this organization has the potential to dynamically reshape Philadelphia's scattered 3.4 billion dollar art market into a centralized, sustainable and integrated network. She says they've created a system that allows all of the city's resources to be navigated through a simple website. They are also hoping to build the Philadelphia Interactive Museum of

Contemporary Art, a self sustaining community museum for the living arts. It's all designed to open up the world of art in Philadelphia and make it easily accessible for everyone and to showcase the city's diverse group of artists and their work.

**ISSUE:**

**VETERANS AFFAIRS**

The Philadelphia Agenda with Brad Segall

August 7, 2016

6:30 am

1/2 hour of taped local programming

**Bucks County Recruitment Website Helps Veterans Find Jobs**

Joining us on the program this morning were Jennifer Schultz and her daughter Ashley who founded Recruitment Queen.com and Rodney Wyatt, founder of Salute 2 Service, a non profit organization focused on creating a central core of resources available to veterans and military families in need. They are partnering up for a major job fair in an effort to find employment for veterans who have a high rate of unemployment. They talked about how job seekers can prepared for the fair, what employers are looking for and how can the skills they learned in the military help them secure a job.

The Philadelphia Agenda with Brad Segall

August 14, 2016

6:30 am

1/2 hour of taped local programming

**Manion Foundation Continues to Help Military Families**

Joining us on the program this morning was Hugo Lentze, Director of Strategic Partnerships for the Travis Manion Foundation in Doylestown, Bucks County. TMF is re-defining American character. The organization empowers veterans and families of fallen heroes to develop character in future generations. They connect the military community with young adults, providing service members with a renewed sense of purpose and the opportunity to

make a community impact. He also talked about 9/11 Heroes Runs this year that are being held around the world to benefit the Foundation and its programs.