



QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

STATION WRDW HD2

4th QUARTER, 2014

(October 1 through December 31)

Prepared by:

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**Issues of Concern to Philadelphia
Addressed in Responsive Programming in the
4th Quarter, 2014**

| <u>Subject</u> | <u>Description of Issue of Concern</u> |
|---|---|
| 1. Government / City Development | Concerns about politics and legal issues, the military, the environment and cultural development. |
| 2. Economy | Information about personal finance, local business and the area's economic picture and job opportunities. |
| 3. Youth / Family Issues | Family oriented events and programs, educational activities, childcare, family relationships. |
| 4. Health / Public Safety | Including health and fitness, crime concerns, general welfare issues |
| 5. Minority / Women's Issues | Including ethnic cultural events and Gay/Lesbian issues |



**Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
4th Quarter, 2014**

| <u>Public Affairs Program</u> | <u>Schedule and Description</u> |
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| 1. Philadelphia Focus | Sundays, 5:00 AM Sundays, 5:30 AM Produced by WRDW and hosted by Lora Lewis, this 30-minute program features area experts and community leaders discussing topics and events of local interest. |
| 2. Public Service Announcements | Monday – Sunday, Various Times WRDW programmed live and recorded PSAs pertaining to public service events sponsored or supported by the station through all day-parts. Additional recorded announcements pertaining to areas of general concern aired in the Midnight-5:30 overnight daypart and during syndicated programming. |

Government / City Development

Public Service Announcement from US Department of Energy

October 1 - TFN

30 seconds

Informational campaign on new energy efficient, longer-lasting light bulbs.

Public Service Announcement from US Department of Energy

October 1 - TFN

60 seconds

Informational campaign on saving energy and where to find tips on improving your household energy usage.

Philadelphia Focus

October 12, 2014

5:00AM

15 minutes of 30 minute program

Emma Stern, Director of Programs for the Laurel Hill cemetery, discussed the cemetery's development with the growing city of Philadelphia, its place in Victorian Philadelphia entertainment and its current use as a recreational area for area residents.

Philadelphia Focus

October 26, 2014

5:00AM

15 minutes of 30 minute program

Alice Emerson, Manager of External Relations, and Patrick Rodgers, Curator of the Maurice Sendak Collections at The Rosenbach, discussed the library, now part of the Free Library of Philadelphia, how the collection was created by wealthy Philadelphia brothers, and the collection's value and tourism draw to scholars and fans of Oscar Wilde, Bram Stoker and Maurice Sendak; the marketing of The Rosenbach to literary travelers with events and festivals throughout the year.

Philadelphia Focus

November 16, 2014

5:00AM

10 minutes of 30 minute program

Desiree Peterkin-Bell, Philadelphia City Representative and Director of Communications for the Mayor's Office, discussed the City Rep's Office and its duties to produce and manage events for the residents and visitors, including Welcome America and the annual Philadelphia Marathon, the nation's only self-produced marathon, geared toward increasing health and fitness travel and tourism to the region; the dining and hotel dollars the marathon generates. Also – the city's recent recognition by the International Festival Planners for its efforts in city-wide event planning.

Philadelphia Focus
November 23, 2014
5:00AM

20 minutes of 30 minute program

Northeast Treatment Center President and CEO Regan Kelly and Director of Administrative Services, Karla Eyre, spoke on the results of the city's restructuring of Children's Services three years into the new program; how children now receive services and care within their neighborhood through regional 'umbrella' offices or providers contracted by the city; how the new organization has been recognized by social workers and the program copied by other municipalities.

Philadelphia Focus
November 30, 2014
5:00AM

20 minutes of 30 minute program

Amy Needle, President of Historic Philadelphia, discussed the properties administered by the non-profit civic group in conjunction with the city and the US Park Service; how the houses, streets and parks were obtained and maintained for recreation and tourism; their importance for the city for travel and tourism.

Philadelphia Focus
December 7, 2014
5:00AM

5 minutes of 30 minute program

Rebekah Sassi, Director of Institutional Advancement, and Ralph Weeks, Director of Marketing of the Walnut Street Theatre, discussed the history of theater in Philadelphia, the development of the many theater and acting companies and its impact on the national theatrical scene.

Philadelphia Focus
December 21, 2014
5:00AM

5 minutes of 30 minute program

US Department of Consumer Safety Inspector Maryanne McGerty-Sieber discussed recent victories by the agency to regulate and ban many minute magnet toys and objects following dozens of deaths and serious injuries from the swallowing of parts; a review of the agency's responsibility to regulate safety of items produced here and in foreign countries.

Economy

Public Service Announcement from US Department of the Treasury/US Department of Justice

October 1 - TFN

60 seconds

Informational campaign on preventing foreclosure.

Philadelphia Focus

October 19, 2014

5:00AM

15 minutes of 30 minute program

Attorney David Walton, counsel at Cozen O'Connor, discussed social media and employment; can personal posting lead to dismissal and can it hurt a job search; what can employers and future employers use against you and where does the personal post cross with the employee post? Another issue discussed, what are the liabilities of not participating in social media?

Philadelphia Focus

November 9, 2014

5:00AM

10 minutes of 30 minute program

Sue Daugherty, Executive Director of MANNA, discussed the program, providing 'food as medicine' and the cost benefits of the program, how proper nutrition for cancer, diabetes or AIDS and other chronic or acute illnesses can reduce repeat hospitalizations, reduce medication needs and prevent relapse, the agency's work and lobbying with the insurance industry to get medically prescribed meal programs coverage as in Massachusetts which used MANNA data to provide reimbursement.

Philadelphia Focus

December 7, 2014

5:00AM

10 minutes of 30 minute program

Rebekah Sassi, Director of Institutional Advancement, and Ralph Weeks, Director of Marketing of the Walnut Street Theatre, discussed the theater's Hire Philadelphia First' initiative, using area actors and professional companies, stage crafters and costume designers for its productions; the theater's Port Richmond site for set construction and its Apprentice Programs for professional development in stage and set work; all to help invigorate and support the area's art and theater community.

Philadelphia Focus
December 14, 2014
5:00AM

10 minutes of 30 minute program

Sarah Martinez-Helfman, Executive Director of the Eagles Youth Partnership, discussed the economic impact of professional football on the city, from game day transportation and hospitality, to employment at the field and the supporting industries; the property holdings and their impact on neighborhoods; the Eagles resolve to be green in all dealings and its footprint on the community and the environment; a brief discussion on the disparate funding for city and suburban schools and the need for the business community to step up with support.

Philadelphia Focus
December 21, 2014
5:00AM

10 minutes of 30 minute program

US Department of Consumer Safety Inspector Maryanne McGerty-Sieber discussed buying second-hand at the holidays; how to select appropriate toys or household items and how to research their safety record before purchase, the rules governing resale, also, how to protect yourself from future recalls on new items through product registration.

Philadelphia Focus
December 28, 2014
5:00AM

10 minutes of 30 minute program

Executive Director Tim Williams and Director of Development Debby Derreks from the Veterans Multi-Service Center addressed the difficulties vets are facing in finding employment, the lack of civilian training, the lack of networking skills and opportunities and the overall depressed entry level jobs; tax incentives for businesses hiring vets as well as programs offered in job training and placement services; the mandate by the federal government to end homelessness for vets in 2015, educating all vets on the benefits they may be missing for training, health care or disability payments.

Youth/Family

Public Service Announcement from StopBullyingGov

October 1, 2014 - TFN

30 seconds

Informational campaign on simple, yet powerful actions children can take when they witness an act of bullying.

Public Service Announcement from Super Buddies

October 1, 2014 - TFN

30 seconds

Informational campaign on pet adoption.

Philadelphia Focus

October 5, 2014

5:00AM

10 minutes of 30 minute program

Robb Reichard, the Executive Director and Cari Feiler-Bender of AIDS Fund Philly, and Elicia Gonzales, Executive Director of GALAEI, spoke on AIDS education, how early should STD and AIDS discussions start? Also, the upcoming AIDS Walks Philly, the annual fundraiser to support AIDS research, treatment and services in the Delaware Valley and how families can get involved.

Philadelphia Focus

October 12, 2014

5:00AM

15 minutes of 30 minute program

Emma Stern, Director of Programs for the Laurel Hill cemetery, discussed the cemetery's upcoming cultural and recreational events for the entire family, including the Rest In Peace 5k and the Gravedigger's Ball, also, the Fringe and Science Festival offerings.

Philadelphia Focus

October 19, 2014

5:00AM

5 minutes of 30 minute program

Attorney David Walton, counsel at Cozen O'Connor, discussed social media and what practices and protections parents should do to keep their children safe, to prevent future liability, and to guard their future education and employment potential. \

Philadelphia Focus

October 26, 2014

5:00AM

15 minutes of 30 minute program

Alice Emerson, Manager of External Relations, and Patrick Rodgers, Curator of the Maurice Sendak Collections at The Rosenbach, discussed up-coming events as The

Rosenbach releases much of its Sendak collection to the planned Sendak museum in Connecticut, also holiday events and plans for new literary festivals and readings during 2015 for the entire family.

Philadelphia Focus

November 2, 2014

5:00AM

5 minutes of 30 minute program

Darren Sudman, Cofounder and Executive Director of Simon's Fund, and Julie Hershey, Director of Community relations for the Philadelphia Eagles, discussed the sports team's support of Simon's Fund through its 'Eagles Care' program aimed at family-friendly charities, working with its development department to help with marketing, front office organization and programming and fundraising; how the team offers the same to five area non-profits each year, as well as gifts in kind and pLEyre participation in fundraising and public awareness campaigns; how they select groups from youth sports, public health, education and environment to participate.

Philadelphia Focus

November 9, 2014

5:00AM

10 minutes of 30 minute program

Sue Daugherty, Executive Director of MANNA, discussed the program, providing 'food as medicine,' discussed the need for volunteers of all ages to help with the preparation of meals and the delivery, she also discussed the fundraising efforts, including "MANNA Pies" sold through the Thanksgiving Holidays, SouperBowls soup campaign during football playoff season and the annual 'Shut Up and Dance' benefit sponsored and produced by the Pennsylvania Ballet.

November 16, 2014

5:00AM

10 minutes of 30 minute program

Desiree Peterkin-Bell, Philadelphia City Representative and Director of Communications for the Mayor's Office, and Karen Campbell, Program Director of Students Run Philly Style discussed youth mentoring program, which pairs average to experienced runners in the business community with students to run together and form a friendship through the activity; how the students benefit from the leadership and mentoring scholastically and physically; staying active and busy; how the community can join or support the group with training hours or donations for running gear.

Philadelphia Focus

November 23, 2014

5:00AM

10 minutes of 30 minute program

Northeast Treatment Center President and CEO Regan Kelly and Director of Administrative Services, Karla Eyre, discussed keeping families together, how their agencies work to keep families intact or to work toward reunification; treatment and

intervention programs offered by NET and the Child Abuse Prevention Effort for families before court intervention; how the public can support youth overseen by Children's Services and their foster care programs, also, a discussion on the annual Toy Truck Parade to collect toys for the kids served by the agencies and gifts for their families.

Philadelphia Focus

November 30, 2014

5:00AM

10 minutes of 30 minute program

Amy Needle, President of Historic Philadelphia, discussed holiday options through historic sites, including family parties at the Betsy Ross House, evening adult tours through pubs and taverns, and a nightly light display in Franklin Park with miniature golf, carousel rides and New Year's fireworks; educational opportunities for kids – and adults – at the various properties throughout the year.

Philadelphia Focus

December 7, 2014

5:00AM

15 minutes of 30 minute program

Rebekah Sassi, Director of Institutional Advancement, and Ralph Weeks, Director of Marketing of the Walnut Street Theatre, discussed the acting and stagecraft classes for children at the theater, the youth theater programming and 'WST for Kids' shows based on literature for children and adults; also, their touring programs taking actors and theater to area schools through the 'Adopt a School' program.

Philadelphia Focus

December 14, 2014

5:00AM

20 minutes of 30 minute program

Sarah Martinez-Helfman, Executive Director of the Eagles Youth Partnership, discussed the program supported by players and management, how it offers programs for education and recreation in schools, through refurbished playgrounds, bookmobile and library programs and through eye health and free glasses to ensure children can read; how its work dovetails with Eagles Cares to give back to the community.

Health / Public Safety

Public Service Announcement on Drunk Driving

October 1 - TFN

60 seconds

Ongoing campaign from the US Ad Council against driving under the influence of drugs or alcohol.

Public Service Public Service Announcement on Buzzed Driving

October 1 - TFN

30 seconds

Ongoing campaign from the US Ad Council against driving after any ingestion of drugs or alcohol.

Public Service Announcement from US Department of Transportation

October 1, 2014 - TFN

30 seconds

Informational campaign on the dangers of texting while driving and ignoring train signals.

Public Service Announcement from the United States Department of Agriculture

October 1, 2014 - TFN

60 seconds

Informational campaign on the number of children facing hunger each day and hunger prevention organizations.

Public Service Announcement from the Federal Emergency Management Agency

October 1, 2014 - TFN

60 seconds

Informational campaign on making a family plan for emergencies, where to meet, how to contact others, what to have to shelter in place and what to take when evacuating.

Public Service Announcement from the Federal Emergency Management Agency

October 1, 2014 - TFN

30 seconds

Informational campaign on making your family READY for an emergency to shelter in place or to evacuate.

Public Service Announcement from American Lung Association

October 1, 2014 - TFN

30 seconds

Informational campaign on the benefits of quitting smoking.

Philadelphia Focus

October 5, 2014

5:00AM

10 minutes of 30 minute program

Robb Reichard, the Executive Director and Cari Feiler-Bender of AIDS Fund Philly, and Elicia Gonzales, Executive Director of GALAEI discussed the current statistics of AIDS, the populations – youth, women - showing increasing numbers and the current treatments which can, at best, make it a chronic disease.

Philadelphia Focus

October 19, 2014

5:00AM

10 minutes of 30 minute program

Attorney David Walton, counsel at Cozen O'Connor, discussed steps consumers can take to protect themselves from big data targeting and data security breaches.

Philadelphia Focus

November 2, 2014

5:00AM

25 minutes of 30 minute program

Darren Sudman, Cofounder and Executive Director of Simon's Fund, and Julie Hershey, Director of Community relations for the Philadelphia Eagles, discussed the non-profits efforts to screen children for heart defects, how up to 15% of all SID cases could possibly be traced to heart failure and the need for parents to discover genetic heart defects such as Long QT Syndrome before their children arrive, how Simon's Fund offers free screenings for area school with help from supporters such as the 'Eagles Care' program and was instrumental in creating a heart data base for student athletes for future research and requiring hospitals in five states to test for genetic heart diseases. Also, a discussion of signs and symptoms of chronic or genetic heart disease in children versus adults and do physicians always know what to ask of a seemingly healthy child?

Philadelphia Focus

November 9, 2014

5:00AM

10 minutes of 30 minute program

Sue Daugherty, Executive Director of MANNA, discussed the program, providing 'food as medicine' – three meals a day, seven days a week, medically supervised to provide proper nutrition for someone suffering chronic or acute illness; how the program offers free meals to anyone with physician referral for diseases ranging from AIDS, cancer and diabetes; how good tasting, appropriate meals can help with overall recovery.

Philadelphia Focus

November 16, 2014

5:00AM

10 minutes of 30 minute program

Desiree Peterkin-Bell, Philadelphia City Representative and Director of Communications for the Mayor's Office, and Karen Campbell, Program Director of Students Run Philly Style discussed the production of the annual Marathon, the route and safety and security precautions taken for runner and spectator safety that day.

Philadelphia Focus

December 21, 2014

5:00AM

15 minutes of 30 minute program

US Department of Consumer Safety Inspector Maryanne McGerty-Sieber discussed holiday and cold weather safety, inspections that should be made before operating heating systems, the need for carbon monoxide detectors and the warning signs of a faulty furnace, reusing lights and holiday decorations and tree safety tips.

Philadelphia Focus

December 28, 2014

5:00AM

10 minutes of 30 minute program

Executive Director Tim Williams and Director of Development Debby Derreks from the Veterans Multi-Service Center discussed the programs and support for returning veterans, addressing the mental health and addiction issues that prevent some from finding economic security and housing; reaching older vets who often are out of the system.

Minority / Women

Public Service Announcement on American Heart Association

October 1, 2014 - TFN

30 seconds

Informational campaign about women's heart health and knowing the signs of heart attack.

Public Service Announcement from StopBullyingGov

October 1, 2014 - TFN

60 seconds

Informational campaign on simple, yet powerful actions children can take when they witness an act of bullying, how bullying affects 90% of LGBT teens.

Philadelphia Focus

October 5, 2014

5:00AM

10 minutes of 30 minute program

Robb Reichard, the Executive Director and Cari Feiler-Bender of AIDS Fund Philly, and Elicia Gonzales, Executive Director of GALAEI, discussed the origins of their agencies as part of the gay community, GALAEI's representation of the Latina women who had no voice or resources within the Hispanic communities.

Philadelphia Focus

December 28, 2014

5:00AM

10 minutes of 30 minute program

Executive Director Tim Williams and Director of Development Debby Derreks from the Veterans Multi-Service Center addressed issues faced by returning female vets, how sexual assault and harassment lead to post-traumatic syndrome with homelessness and drug and alcohol abuse possible, reaching and treating the increasing numbers of female vets with these issues, also, the female only shelter offered by the VMSC, one of only two dedicated to homeless female vets in the country.