

WXLOFM 104.5 PSA SHOWS Q2 2020

WXLO FM 104.5 PSA SHOW - SUNDAY, APRIL 5, 2020

DURATION: 30 MINS

AIRTIME: 6 AM

HOST: VICKI GREENE GUEST: Jessika Zequeira, Community Education Specialist, The Shine Initiative

TOPIC: Mental Health - Coping in times of COVID 19

The world is coping with the COVID 19 pandemic and in the first weeks of a local stay-at-home order, many people are suffering with mental health issues including anxiety and depression. Zequeira discussed the impact on mental health, for adults and kids (which on some levels, varies by age) and what she's learned through her work and personal experiences on possible solutions or ideas on how to cope. The Shine Initiative's mission is to "combat discrimination and to destigmatize mental health conditions in children and young adults." Over the last year SHINE developed and rolled out the mindmatters software app and Zequeira let listeners know how to download the app, its features, and shared stories of how it has worked for kids and adults alike. It seems to me just from social media and mainstream media, people of all ages are acknowledging feelings of social isolation and trying to come up with solutions. She addressed coping strategies that they use with students and she shared stories of how she discussed the feeling around COVID with her three children: two young and one college-age.

WXLO FM 104.5 PSA SHOW - SUNDAY, APRIL 12, 2020

DURATION: 30 MINS

AIRTIME: 6 AM

HOST: VICKI GREENE GUEST: Tim Garvin, President & CEO, The United Way of Central MA

TOPIC: The "Worcester Together" Fund – Community Perseveres During a Pandemic

The United Way of Central MA covers 30 communities including Worcester partners and funds over 50 programs through various organizations in the region. Due to the continued need in the communities served, Garvin explained that the organization has partnered with the City and additional organization and updated us on the total amount raised for the now, "Worcester Together Fund. He discussed where he sees the most dire need (food, housing, etc.). and told listeners how companies and individuals can donate.

WXLO FM 104.5 PSA SHOW - SUNDAY, APRIL 19, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUEST: Shon Rainford, Director, Worcester Regional Food Hub

TOPIC: Straight from the Farm During COVID 19 - Fresh Food, Jobs, Food Safety

The Worcester County Food Hub has continued to operate but as Rainford explained, had to pivot due to COVID 19 and did so by acting as the distributor from the more than 1,000 farms in the county to food pantries and local drop-off centers so the farms could keep people employed and get fresh produce to members of the community with limited access to be able to pick up farm fresh food. The Food Hub has always trained food service providers as to the Save Serve certification of how to prepare food under strict sanitation guidelines. He found that his organization was called upon to continue offering that training to food entrepreneurs and some restaurant workers.

WXLO FM 104.5 PSA SHOW - SUNDAY, APRIL 26, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUESTS: Ed Augustus, Worcester City Manager

TOPIC: Worcester Fights Back with Planning and Purpose

As CEO of the second largest city in New England, Augustus reviewed the current and future plans to cover city needs during a pandemic –something not seen in anyone’s lifetime. He outlined the set-up of the field hospital at the DCU Center, the numbers of COVID cases in the city and what city officials were doing to plan for the worst. He described the feelings that keep him at night and explained how he, and state officials, were in constant contact for future issues regarding community spread, helping the homeless population and making access to healthcare a priority for everyone. He updated us on testing sites, funding for those sites and how the city was acquiring PPE for all who needed the supplies.

WXLO FM 104.5 PSA SHOW - SUNDAY, MAY 3, 2020

DURATION: 30 MIN

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUEST: Jean McMurray, Exec. Director, Worcester County Food Bank

TOPIC: Food “Glorious Food” – Feeding those in Need During a Pandemic

McMurray addressed how COVID 19 has changed the Worcester County Food Bank’s daily operations and needs. As a food organization the Food Bank has always had policies for a sanitary work environment...have there been any changes to the way the folks distributing the food are working regarding health safety? Getting back to meeting the enormous need..Things are changing so rapidly...The Telegram and Gazette quoted pre-pandemic data that in “March 2019, the Worcester County Food Bank distributed 532,297 pounds of food, the equivalent of 444,000 meals and McMurray explained in comparison to this year, she said the Food Bank, In March 2020, distributed 704,202 pounds, or 587,000 meals; an increase of 100,000 more meals over last year, The Worcester County Food Bank services 84 food pantries, meal programs and shelters, through its distribution center and community partners and McMurray explained how funding and supply has kept up with the rapid growth in the need for food and supplies. .In a recent Boston.com article just two days ago saying statewide, data shows that 38% of people in the state are now food insecure, Pre-COVID-19, one in 11 Massachusetts households faced hunger, which to 9% of residents. “The food pantry system is not meant to feed everybody. It certainly doesn’t have the capacity to feed 38% of Massachusetts residents. “It’s really meant to fill critical gaps and provide temporary support. McMurray put things into prospective on where Worcester County fits in the food need paradigm vs. Boston.

WXLO FM 104.5 PSA SHOW – SUNDAY, MAY 10 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUESTS: Carolyn Jackson, CEO of Tenet Healthcare (St. Vincent’s Hospital and MetroWest Medical Center)

TOPIC: On the Inside – Running a Hospital During COVID 19

Jackson took on her CEO role approx. one year ago and developed a strategic plan prior to the COVID outbreak. She discussed changes to the plan given the current environment and shared her concerns, her staff’s concerns and how they were managing safety, patient need and family support issues. Jackson noted that they have been handling things better than expected with 80 percent of ICU beds full and 20 percent still available. In addition, she shared what it’s like to be a hospital administrator and a mother of twins with regard to safety.

WXLO FM 104.5 PSA SHOW - SUNDAY, MAY 17, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUEST: Bill Wallace, Executive Director, Worcester Historical Museum

TOPIC: Then and Now – Worcester History and a COVID Exhibit Creation

Bill Wallace has been at the helm of the Museum for 40 years and when the pandemic started he quickly realized that this time in history should be documented for those to learn from in years and decades to come. He explained the planning and current development of a COVID 19 exhibit and a partnership with local colleges and universities to digitize people's comments, photos, experiences and anything submitted through an online process. The Museum obviously closed its doors and had to change its event schedule affecting its \$1 million annual budget and full-time staff. He explained what the PPP federal monies process was like and how he is planning to reopen the doors when permitted. With his decades of historical experience he discussed how the City fared during the Spanish Flue and was able to compare that data to present day data.

WXLO FM 104.5 PSA SHOW - SUNDAY, MAY 24, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUESTS: Marcia Sharkey, Breast Cancer Survivor, Retired Nurse and Relay for Life Team Leader

TOPIC: Cancer Doesn't Stop for COVID 19

Sharkey discussed her 22-year recovery from Breast Cancer and how the current pandemic hits close to home for her and her family. She shared her perspectives as a retired hospital nurse and school nurse and her experience with past illnesses and vaccines. Typically, at this time of year, local communities would be hosting Relay for Life Events through the American Cancer Society. Sharkey detailed this year's virtual event, "Hope from Home" and explained why there's such a need for continued funding for breast cancer – and all cancers as there is, and has never been, a vaccine or cure for any cancer. The American Cancer Society in MA is hoping to raise \$500,000 this year through its Relay for Life virtual events. All information was provided via the station website link.

WXLO FM 104.5 PSA SHOW - SUNDAY, MAY 31, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUESTS: Dr. Michelle Sinopoli, Chief of OB/GYN and Dr. Jim Pellegrini, Neonatologist both at St. Vincent's Hospital, Stephen Sykes, Senior Development Manager for March of Dimes New England Chapter

TOPIC: Pregnancy During a Pandemic

Having a baby at any time, can be stressful for any family but during this time of COVID 19, many parents-to-be have particular questions that can't be found in a book. Dr. Sinopoli described the biggest concerns she's hearing from pregnant women and the most common question asked at this moment in time. Sinopoli explained the extra steps and precautions new moms will go through at St. Vincent's Hospital and how the outcomes to date, have been positive. Dr. Pellegrini oversees the NICU (Center for Women and Babies "at risk"). He discussed some recent cases due to COVID with the mother or baby when the baby goes to the NICU, how long the average stay is and whether he's seen an increase in babies in the unit. Both doctors allayed fears many parents have about how things will go during a delivery, what happens if there's complications, if mothers and babies are tested for COVID, can the virus be passed from mother to baby, etc.

The March of Dimes has a mission of well babies and healthy mothers when it comes to both pre-natal and post-natal care. Sykes explained the funds and aid his organization is providing during this unexpected time in history and medical care.

WXLO FM 104.5 PSA SHOW - SUNDAY, JUNE 7, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUEST: Tim Murray, Former MA Lt. Governor, Former Worcester Mayor, and current President of the Worcester Regional Chamber of Commerce

TOPIC: Back to Business? The Preparation and Needs of Business Success During COVID

The Worcester Regional Chamber of Commerce represents, predominantly small businesses, in more than 30 communities. Murray outlined the kinds of questions his member business owners have at this time, and explained how the Chamber if provided guidance and resources to help business stay afloat or make strategic decision/changes for a positive outcome once the economy starts to rebound. The federal PPP program provides funds for "Payroll Protection" so business can try to keep the number of layoffs as minimal as possible and continue to pay as many employees as possible. In addition, Murray detailed the resources of the Small Business Association, where business owners can get the needed documents, deadlines, etc. to apply for financial assistance. The Chamber is offering several upcoming Webinars for members on a variety of critical operational issues.

WXLO FM 104.5 PSA SHOW - SUNDAY, JUNE 14, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUESTS: Nancy Gardella, Executive Director, Martha's Vineyard Chamber of Commerce and James Anthony President and CEO of Martha's Vineyard Bank

TOPIC: Tourism is Desperate of a "LIFT"

This time of year, the population of Martha's Vineyard grows by several hundred percent as tourists, second-home owners, etc. flock to the island for vacation. Given that many surrounding states have stay-at-home orders and local island businesses who count on tourism dollars are closed, the Bank developed a program to help relieve some of the financial burden on the closed businesses. Anthony explained why the Bank create the Lift Certificate program and how listeners can purchase discounted gift cards at various island restaurants, inns, etc. and the Bank will give a percentage of that discount back to the business so the business ultimately doesn't lose money with this program. Gardella, has headed the Vineyard' Chamber of Commerce/Regional Tourism Board for 14 years and explained in detail, numbers/figures how the island businesses and ultimate residents are currently being impacted by the drop off in tourism. She explained how they plan to work with state officials and local business to reopen safely when permitted. Gardella emphasized the creativity of the Bank to help fund businesses in this time of turmoil.

WXLO FM 104.5 PSA SHOW - SUNDAY, JUNE 21, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUEST: Framingham Mayor, Yvonne Spicer

TOPIC: Perspective as the First Black, Female Mayor in Massachusetts History

This show took place three weeks following the death of George Floyd and in the midst of protest in communities across the state, the country and the world. Spicer shared her experiences with racism growing up in the Bronx, attending college and then moving to Massachusetts to teach and work in the science and technology education curriculum planning. A virtual public meeting had just been held by Spicer with the Framingham Police Chief and Mayors and officials from other communities to discuss how best to keep protests safe along with handling issues around COVID 19. Spice provided a unique perspective and shared how and why she feels she can lead a large city in this time of unrest.

WXLO FM 104.5 PSA SHOW - SUNDAY, JUNE 28, 2020

DURATION: 30 MINS

AIRTIME: 6 AM SUNDAY

HOST: VICKI GREENE GUEST: Bob Luz, President and CEO, Massachusetts Restaurant Association

TOPIC: Inside, Outside or Delivery – How are Restaurants Faring During Reopening Phase

Since the Governor declared a State of Emergency and shut down businesses on March 17, Luz says restaurants in the state have lost an aggregate total of approx. \$5 billion! He noted that restaurant jobs make up 10 percent of the state's total workforce with 264,000 people employed at the time of the show. He said he believes "54 percent of restaurants remained closed even with the State allowing for takeout/delivery and that since March, 93 percent of restaurants in the state have had to lay off or furlough employees. Luz shared his insight into the reopening of indoor dining which he announced was set to take place in the coming week but noted that not all restaurants were prepared for the new safety guidelines nor did they necessarily have the finances to pay for additional PPE and safety initiatives. Luz said the Association has links to a variety of information and financial resources that restaurant owners can review and that he and his staff have been taking calls from owners who need help and guidance.