

**ENTERCOM COMMUNICATIONS**  
**ISSUES AND PROGRAMS REPORT**  
**FOR**  
**WTDY-HD, PHILADELPHIA, PENNSYLVANIA**

**Second Quarter, 2018**  
**(April 1<sup>st</sup>-June 30th)**



*Prepared by Brad Segall*  
*Public Affairs Host*

**REGULARLY SCHEDULED PUBLIC AFFAIRS PROGRAMS  
WTDY HD, PROGRAMS THAT ADDRESS COMMUNITY ISSUES**

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

(Sunday 6 AM to 6:30 AM) 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.

**2. REMARKABLE WOMEN WITH MARILYN RUSSELL**

(Sunday 6:30AM to 7AM) Produced locally, this special public affairs program shines the spotlight on women and celebrates the achievements they've made contributing to the lives of people in the community in the Philadelphia area and around the country.

**ISSUES OF CONCERN TO PHILADELPHIA  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
SECOND QUARTER 2018**

- |                                       |  |
|---------------------------------------|--|
| 1. <u>Health and Wellness</u>         | Issues related to health in the Philadelphia region.   |
| 2. <u>Women, Children and Elderly</u> | Focus on issues in the Delaware Valley that deal with women, children and the elderly.                                       |
| 3. <u>Local Non-Profits</u>           | Non-profits that provide services.   |
| 4. <u>Uniquely Philadelphia</u>       | Issues of local interest to Delaware Valley.   |
| 5. <u>Consumer Issues</u>             | Organizations and programs that focus on providing information about consumer issues, business and protecting against fraud. |
| 6. <u>Education</u>                   | A look at issues affecting education in the Philadelphia region.   |

## **ISSUE:**

### **HEALTH**

#### **The Philadelphia Agenda with Brad Segall**

May 13, 2018

6:00 am

½ hour of taped local programming

#### **Fighting The Stigma Of Autism**

Joining us on the program this morning were Joe Krause, Vice President of the Board of Directors and Muzz Skillings, multi-Grammy Award winner and founding member of the Audible for Autism. The organization is a football-based Autistic Therapy Program specifically designed to empower and employ persons living with autism. Their program utilizes persons on the spectrum in every aspect of the day through employment, participation, sharing and support. Placing persons on the spectrum in positions where their skills and talents can be cultivated and focused to improve and empower their future is the organization's highest priority.

#### **The Philadelphia Agenda with Brad Segall**

June 24, 2018

6:00 am

½ hour of taped local programming

#### **Recovering From A Traumatic Brain Injury**

Joining us on the program this morning was Dr. Susana Stoica, author of the book "Heal Your Brain, Reclaim Your Life." She joined us on the program to discuss her difficult 15-year battle to recover from a brain injury and how others can avoid the same mistakes she says were made during her recovery. She talked about what to do after suffering a brain trauma, how to limit post-trauma brain swelling or secondary brain injury and whether the body can ever completely heal from a brain trauma. She also talked about the physical and emotional toll that brain injuries take on sufferers and their families.

#### **Remarkable Women with Marilyn Russell**

April 22, 2018

6:30 am

½ hour of taped local programming

#### **Home Runs For Heart Creates Awareness For Heart Health**

Joining us on the program was Alanna Gardner, a heart attack survivor. She now volunteers with the American Heart Association. She appeared on the program to talk about Home Runs for Heart which was being held at Citizens Bank Park on April 30 and May 1. The long-running event gives people a chance to make a donation to the American Heart Association and then swing for the fences at Citizens Bank Park. This event was created to increase awareness about the importance of heart health and shines the spotlight on former Phillies broadcaster Richie Ashburn who died of a heart attack.

Remarkable Women with Marilyn Russell

April 22, 2018

6:30 am

½ hour of taped local programming

**No One Should Have To Face Cancer Alone**

Joining us on the program this morning was Kelly Harris, CEO of Cancer Support Community Greater Philadelphia. She appeared on the program to talk about the organization and its mission which is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. The organization provides a comprehensive professional program of social and emotional support and education designed to enhance the mind, body and spirit of people whose lives have been affected by cancer. She also talked about the organization's 25<sup>th</sup> anniversary Evening in the Park Gala.

Remarkable Women with Marilyn Russell

June 17, 2018

6:30 am

½ hour of taped local programming

**Efforts Continue To Find A Cure For Melanoma**

Joining us on the program this morning was Lauren Miller, Executive Director of the Tara Miller Melanoma Foundation. The foundation was created by Lauren's twin sister Tara, who passed away from melanoma in 2014. She is helping to promote the 5<sup>th</sup> annual "Make the Best of It Bash." That's a fundraiser for melanoma research and treatment that embodies the spirit of Tara Miller...fun, flirty, with cocktails and great food, an exciting silent auction with great items and above all...optimism and hope. Lauren Miller is also one of the five finalists for the upcoming KYW Women's Achievement Award event. The organization raises money to support research of effective treatment methods and ultimately a cure for melanoma.

## ISSUE:

### **WOMEN, CHILDREN and ELDERLY**

#### Remarkable Women with Marilyn Russell

April 1, 2018

6:30 am

1/2 hour of taped local programming

#### **Protecting Montgomery County Women From Domestic Abuse**

Joining us on the program this morning were Beth Sturman, Executive Director of Laurel House and Mary Griffith-Alfarano, Vice President, Branch Manager at Fulton Bank in Montgomeryville. Laurel House first opened its doors in 1980 for the purpose of providing hotline and emergency shelter for victims of domestic violence. Today, the organization also offers an array of supportive programs and services to those impacted by domestic violence. The two women also spoke about the Laurel House Gala which raises the funding necessary to provide those programs throughout the county.

#### Remarkable Women with Marilyn Russell

May 27, 2018

6:30 am

1/2 hour of taped local programming

#### **Using Clothing To Inspire Change**

Joining us on the program this morning was Sheri Cole, Executive Director of Career Wardrobe, a non-profit social enterprise which uses clothing to inspire change. Career Wardrobe helps unemployed women and men transition to work throughout Southeastern Pennsylvania by eliminating the barrier of the cost of professional and training clothing in the job search. She also talked about their upcoming event Hope's Night Out, which raises the funding that's used to support the organization's programs.

#### Remarkable Women with Marilyn Russell

June 3, 2018

6:30 am

1/2 hour of taped local programming

#### **Imposter Syndrome And What It Means For Women**

Joining us on the program this morning was Beth Lawrence, President of the Professional Women's Roundtable. She appeared on the program to talk about her organization and their Imposter Syndrome event. She says so many women suffer from Imposter Syndrome that it often seems as though everyone has a story of feeling unqualified, like we don't belong in our positions, like we're going to be "found out" even when the truth is that we've earned our places and our credentials speak for themselves. Beth and her team ask why do we do this to ourselves and how can we break the cycle and gain the confidence we need to not feel like we constantly have to prove our worth to others, and to ourselves.

The Philadelphia Agenda with Brad Segall

April 15, 2018

6:00 am

½ hour of taped local programming

**What Are Your Child's Choices For Summer Vacation**

Joining us on the program this morning was Andy Pritikin, Founder, Liberty Lake Foundation and Owner/Operator, Liberty Lake Day Camp and Past President, American Camp Association, New York/New Jersey. He appeared on the program to talk about the choices a child has during summer vacation. One of those choices is summer camp and he talked about what parents need to look for when searching for a camp for their children and how to make sure your children get the most out of their camping experience. He also talked about the Foundation, which raises money to fund summer camp for children who ordinarily wouldn't be able to attend because of finances.

## **ISSUE:**

### **LOCAL CHARITIES & NON PROFIT ORGANIZATIONS**

#### **Remarkable Women with Marilyn Russell**

April 8, 2018

6:30 am

1/2 hour of taped local programming

#### **People With HIV/AIDS Don't Have To Be Alone**

Joining us on the program this morning was Sarah DeLaurentis, Director of Development and Communications for Action Wellness, and the driving force behind the annual Dining Out for Life fundraiser. The event supports Action Wellness and other local HIV/AIDS service organizations. Action Wellness was formerly Action AIDS. It's a non profit organization servicing Philadelphia and the greater metro area. Fighting HIV/AIDS can be a tough battle, but people affected by HIV/AIDS don't have to go it alone. The organization currently serves over four thousand people a year suffering from chronic illnesses and the volunteers and staff focus on building relationships one patient and one family at a time.

#### **Remarkable Women with Marilyn Russell**

April 8, 2018

6:30 am

1/2 hour of taped local programming

#### **Delivering Meals For People With Life Threatening Illnesses**

Joining us on the program this morning was Sue Daugherty, CEO of MANNA in Philadelphia. MANNA is a non-profit organization that cooks and delivers nutritious, medically-appropriate meals and provides nutrition counseling to neighbors who are battling life threatening illnesses such as cancer, renal disease and HIV/AIDS. Research shows the medical benefits of therapeutic nutrition and MANNA's menus, with modifications for 11 different diets, bring nourishment, life, health and hope to our neighbors in need.

#### **The Philadelphia Agenda with Brad Segall**

April 22, 2018

6:00 am

1/2 hour of taped local programming

#### **Breaking the Cycle of Homelessness In Philadelphia**

Joining us on the program this morning was Vanessa Tercero, Executive Director, Dignity Housing. Their mission is to break the cycle of homelessness and poverty that confronts low-income families and individuals in the City of Philadelphia. Dignity Housing breaks the cycle by providing quality transitional and permanent supportive housing, promoting self-sufficiency and creating opportunities. Dignity Housing receives referrals every day from families and individuals who are homeless, desperate for a place to call home, and looking for help to make sure they never end up in the same situation again. Many of them are fleeing domestic violence or recovering from substance addiction.



The Philadelphia Agenda with Brad Segall

May 27, 2018

6:00 am

1/2 hour of taped local programming

**Matching Investors With Entrepreneurs To Create Sustainable Companies**

Joining us on the program this morning was Marc Kramer, Executive Director, Angel Venture Fair. He appeared on the program to talk about the non-profit organization which brings together the largest gathering of Angel Investors and Entrepreneurs in the Mid-Atlantic region. Within in the last 20 years, the Angel Venture Fair has showcased over 500 companies and continues to grow each year. During the fair this year, the Angel Venture Fair directors donated a \$10,000 check to Coded by Kids, a non-profit organization that builds citywide tech education systems that use project-based learning and mentorship to empower inner city and un-empowered youth to pursue opportunities in technology.

Remarkable Women with Marilyn Russell

June 3, 2018

6:30 am

1/2 hour of taped local programming

**Working To Reduce The Number of Suicides**

Joining us on the program this morning were Area Director Sarah Hart and Public Relations Chair Garden Logan from the American Foundation for Suicide Prevention. They appeared on the program to talk about the organization's annual Overnight Walk. Many will walk from dusk to dawn in downtown Philadelphia to draw attention to this leading, but preventable cause of death. Currently, there are over 1000 registered. The organization raises money to fund research, create educational programs, advocate for public policy and support those affected by suicide.

Remarkable Women with Marilyn Russell

May 20, 2018

6:30 am

1/2 hour of taped local programming

**Rescuing Animals From Abuse and Neglect**

Joining us on the program this morning was Tara Kelly, Executive Director of Operations for Justice Rescue. She appeared on the program to talk about her work with the organization, which is a Pennsylvania-based non-profit dedicated to rescuing animals from abuse and neglect. Justice Rescue is one of the East Coast's non-profit organizations that actively patrols communities for animal abuse. Since 2011, Justice Rescue has taken in and rehabilitated nearly 3000 dogs to loving forever homes.

## **ISSUE:**

### **UNIQUELY PHILADELPHIA**

#### **Remarkable Women with Marilyn Russell**

May 20, 2018

6:30 am

1/2 hour of taped local programming

#### **Celebrating the Arts in Philadelphia**

Joining us on the program was Leslie Patterson-Tyler, Director of Media Relations and Communications for the Kimmel Center for the Performing Arts. She appeared on the program to talk about the upcoming Philadelphia International Festival of Arts. The event showcases the groundbreaking artistry of local and international music, dance and aerial magic performances and installations.

#### **Remarkable Women with Marilyn Russell**

April 15, 2018

6:30 am

1/2 hour of taped local programming

#### **Philadelphia's Influence in the Movie Industry**

Joining us on the program was Sharon Pinkenson, Executive Director of the Greater Philadelphia Film Office. She has held that position for more than 25 years during the terms of four mayors and six governors and through challenges like a decrease in the tax credits to draw the film industry to Pennsylvania. She is responsible for all aspects of the office, which was founded in 1985. She spoke about her journey from working as a costume designer on film sets to coordinating movies with notable producers and directors such as M. Night Shyamalan.

#### **The Philadelphia Agenda with Brad Segall**

April 1, 2018

6:00 am

1/2 hour of taped local programming

#### **Innovation Leaders From Around the World Visit Philadelphia**

Joining us on the program this morning was Siobhan Lyons, President/CEO, Citizen Diplomacy International Philadelphia. She appeared on the program to talk about the non-profit organization which serves as the official administrator of the Philadelphia Sister Cities Program and host for the U.S. Department of State's highest exchange, the International Visitor Leadership Program. Citizen Diplomacy hosted two dozen entrepreneurs, policy makers, advocates and thought leaders from around the world to explore models of technology commercialization and ways to successfully transfer scientific discoveries and technical breakthroughs to market as well as management and marketing strategies to assess and develop innovations in diverse sectors such as biotech, health care and information technology.

The Philadelphia Agenda with Brad Segall

April 29, 2018

6:00 am

1/2 hour of taped local programming

**New and Expanded Programs Help Workers in Philadelphia**

Joining us on the program this morning were Mark Genua, Apprenticeship Program Director, Philadelphia Works and Cheryl Feldman, Executive Director, District 1199C Training and Upgrading Fund. They appeared on the program to talk about the \$1 million in state funding for registered apprenticeships and pre-apprenticeships. The funding will be distributed through Philadelphia Works, the local Workforce Development Board for the City of Philadelphia. The organization invests in solutions and services to grow Philadelphia's economy by connecting employers to workforce talent and career seekers to jobs. The organization influences the public policies that support economic growth, and optimize funding and resources to invest in regional solutions to build a skilled and thriving workforce.

The Philadelphia Agenda with Brad Segall

May 20, 2018

6:00 am

1/2 hour of taped local programming

**Hidden Museum Gems in Bucks County**

Joining us on the program this morning were Heather Hicks, Site Administrator, Fonthill Castle and Kyle McCoy, President and Executive Director, Mercer Museum and Fonthill Castle. They appeared on the program to talk about these two exciting locations in Doylestown, Bucks County. They are concrete castles built by noted tile maker, archaeologist and artist Henry Mercer. The Castles have both passed the century mark and are still attracting audiences with their unique and innovative tours, programs, exhibits and initiatives. The latest exhibit is "Racing: A Need for Speed." The exhibit at the Mercer Museum explores the history and culture of high velocity sports in the Philadelphia area. The Mercer Museum offers visitors a unique window into pre-Industrial America as seen through the implements used in everyday life.

## **ISSUE:**

### **CONSUMER/BUSINESS ISSUES:**

The Philadelphia Agenda with Brad Segall

June 3, 2018

6:00 am

1/2 hour of taped local programming

#### **Providing Mentoring For New Businesses**

Joining us on the program this morning were Ray Valukonis, Board Co-Chair and Linda Zangrilli, Executive Committee Member, SCORE Bucks County. This non-profit organization utilizes about 50 certified SCORE mentors throughout Bucks County to provide more than 1500 one-on-one counseling and mentoring services annually. Free sessions are available in person, over the phone and via e-mail. Mentoring is beneficial for new business owners, startups and as business owners contemplate growth and hiring staff. They also talked about what it takes to become a volunteer and how they are working to get more women involved in the organization as mentors.

The Philadelphia Agenda with Brad Segall

June 10, 2018

6:00 am

1/2 hour of taped local programming

#### **The New High Tech Way To Downsize Your Life**

Joining us on the program this morning was Dawn Fournier, Chief Marketing Office, Delvage. Delvage is the online yard sale and consignment store, which is a new concept in online resale. They pack and remove the items their clients would like to sell and manage the entire sales process from photographs and marketing to shipment. Items are marketed worldwide to millions of potential clients. They also have a charitable component and believe it's critical to give back in the community. Their charity partner program is designed to be a no-work method to help raise funds for these non-profit organizations.

## **ISSUE:**

## EDUCATION

The Philadelphia Agenda with Brad Segall

April 8, 2018

6:00 am

1/2 hour of taped local programming

### **Leveraging the Power of Play to Transform Children's Social and Emotional Health**

Joining us on the program this morning was Ivy Olesh, Executive Director, Playworks. Playworks is the leading national non-profit leveraging the power of play to transform children's social and emotional health. Through direct-service coaching of kids and training for school staff, Playworks partners with elementary schools, districts and after school programs to integrate games into recess to create a welcoming place for every child on the playground. With an emphasis on social-emotional learning and skill-building, students feel included while being active and developing valuable skills need to thrive in the classroom and beyond.

The Philadelphia Agenda with Brad Segall

May 6, 2018

6:00 am

1/2 hour of taped local programming

### **The Importance Of Teaching Children About Finances**

Joining us on the program this morning was Randi Marmer, Assistant Vice President, Public Relations, TruMark Financial Credit Union. She appeared on the program to talk about how TruMark continues to expand its financial literacy programs in schools throughout the Philadelphia area. So far, they've donated more than \$250,000 to local schools and opened six student branches in Philadelphia-area high schools so students can learn about banking with a hands-on approach. The PA Credit Union Foundation awarded TruMark 1<sup>st</sup> place in the state for its financial literacy program.

### **Remarkable Women with Marilyn Russell**

June 10, 2018

6:30 am

1/2 hour of taped local programming

### **A Unique Alternative to the Public Schools**

Joining us on the program was Karla Johnson, Principal of PA Leadership Charter School's Middle School. She has over 20 years of educational experience and wants to provide a positive role model for all students. Her hope for PA Leadership's future is that one day PALCS educational/instructional model will not only expand into other cyber and brick and mortar schools, but to other states as well. She would like to see students in other states get the opportunity to learn the PALCS way. The PALCS community digitally connects students and parents to PA-certified teachers and innovative curriculum to enhance learning.