



## **Quarterly Issues Report**

For

**WBGB / WBGB-HD1**

1<sup>ST</sup> Quarter 2024

January 1<sup>st</sup>, 2024 through March 31<sup>st</sup> 2024

Prepared by:

Michael B. Mullaney  
Assistant Brand Manager



MUSIC UNLEASHED

## Addressed in Responsive Programming 1<sup>ST</sup> Quarter 2024

- 1) **I'm Listening:** We continue to support the company's efforts on Mental Health
- 2) **Jobs:** The job market and how to get a better one
- 3) **Health Issues:** We examined a number of health challenges
- 4) **Hunger & Homelessness:** A huge issue in Boston, shelter & food
- 5) **Financial Issues:** from businesses to personal management, we look at many stories
- 6) **Education:** Info on the education of our kids
- 7) **Race Relations:** Issues worldwide illustrate the gulch between races & creeds
- 8) **Family Issues:** Info on stories that impact our families
- 9) **Veterans Issues:** The Issues that impact Veterans
- 10) **Community Outreach:** We talk about ways people can assist in the community
- 11) **Pop Culture:** The stories that define popular culture in Boston & America

### **Programming That Addresses These key issues on WBGB/BIG103:**

- 1) **New England Lifestyles:** Locally produced program focusing on pop culture and issues that concern the residents of metropolitan Boston. Hosted by Mike Mullaney

Prepared by:

Michael B. Mullaney  
Assistant Brand Manager



## I. MENTAL HEALTH/I'M LISTENING

### **New England Lifestyles**

January 28th, 2024, 6:00 am  
30 minutes of 60-minute show

AUDACY continued its commitment to ending the stigma with a 30 minute program featuring the **American Foundation for Suicide Prevention**. The program was hosted by AUDACY host and advocate David O'Leary. .

File Under: Mental Health, Family Issues

### **New England Lifestyles**

February 18<sup>th</sup>, 2024 6:00am  
February 25<sup>th</sup>, 2024 6:00am  
30 minutes of 60-minute show

**AUDACY** continued its commitment to mental health with another 30 minutes of info. This time it was focused on the state of the entertainment industry

File Under: Mental Health, AUDACY I'm Listening

### **New England Lifestyles**

March 10<sup>th</sup>, 2024, 6:45 am  
10 minutes of 60-minute show

Mental health issues are everywhere, but my guest, Author Rex Wilder joined us to talk about the way he used simple walking as the cure for a nervous breakdown he suffered. His book "A Quiet Place to Land" are the photos he took as he recovered. The benefits of exercise and getting outdoors are clear very helpful.

File Under: Mental Health, Health Issues

### **New England Lifestyles**

March 17<sup>th</sup> 2024 6:00 am  
15 minutes of 60-minute show

1. Audacy continued its commitment to men's mental health by interviewing VP of Health of AFSD Victor Armstrong, and longtime AFSP volunteer Steve Sypol who has dealt with suicide.
2. Audacy continued its commitment to mental health by interviewing Veteran Marine Alex Silver, Vet and Air Force Commander Dan Miller and Dr. Aaron Fletcher, hosted by Audacy host Dave Glover

File Under: Mental Health, AUDACY I'm Listening



## II. JOBS & SMALL BUSINESS

### New England Lifestyles

February 4th, 2023 6:00am

20 minutes of 60-minute show

LINKEDIN is the world most popular job search and networking platform. While many folk use it, not everyone truly understand the way to maximize its potential. We were joined by **Omar Garrote**, a former LINKEDIN insider, who wrote a book called "LINKED: Own Your Future". They lay out a simple to follow plan on making a splash on the platform and get the job you want.

File Under: Jobs & Employment

### New England Lifestyles

February 4th, 2023 6:00am

20 minutes of 60-minute show

We talked trends in small business and ways to launch your own entrepreneurial venture **with Greg Zlovor, CEO of Hope Makers and Westwood International**, a consulting firm that focuses on trust and service. He talked about resources for those interested in making money on their own and how Artificial Intelligence is factoring in.

File Under: Money, Jobs & Employment & Business

### New England Lifestyles

March 10<sup>th</sup>, 2024 6:10 am

25 minutes of 60-minute show

Not every student is meant for college. The school environment may not be for your kid. We were joined by **Joshua Page**, author of the new book called "What Does Your Daddy Do?". He tells his story of hating school but also knowing how to fix things. He eventually went to trade school and learned to be an electrician, making big money and not wasting time & money on college he didn't want or need he talked about the wide variety of jobs available to young people,

File Under: Jobs & Employment, Education

### New England Lifestyles

March 31<sup>st</sup>, 2024 6:30am

20 minutes of 60-minute show

People are always looking for the next opportunity to find a better job, add a revenue stream or find financial opportunities. We were joined by **Dr. Dan Young a former educator at the Wharton School of Business and the founder of KairosClass.com**, a platform that gives info and workshops on opening a business. He said that creating passive income sources is easier than we think, and can be as simple as adding a vending machine to your portfolio.

File Under: Financial Issues, Jobs



### III. HEALTH ISSUES

#### **New England Lifestyles**

January 7<sup>th</sup>, 2024, 2024, 6:20 am

January 28<sup>th</sup>, 2024, 6:40 am

20 minutes of 60-minute show

We were joined by author **Dr. Nicole Avena**, a PHD whose new book is called “Sugarless”, and it talks about the sugar addiction that most of America is dealing with. The impact on both physical health as well as mental health is overwhelming, and we talked about why shaking the addiction is vital.

File Under: Health, Addiction, Mental Health

#### **New England Lifestyles**

January 14<sup>th</sup>, 2024, 6:40 am

30 minutes of 60-minute show

We had a great conversation about the link to fitness & exercise in kids and academic achievement with the author of the new book called “Survival of the Fit” by **Dan O’Neill, MD, EdD**, who is a **Sports Psychologist and Orthopedic Surgeon specializing in Sports Medicine**. We talked about how much less active kids have become, how little exercise they get, and talked about the direct correlation between early day workout and better academic achievement. We also talked about the sad state of health in the US, the rise in type 2 diabetes and why getting our kids healthier is a key to the health of America.

File Under: Health Issues, Kids & Family Issues

#### **New England Lifestyles**

February 11<sup>th</sup>, 2024 6:350am

10 minutes of 60-minute show

The Super Bowl happens today, February 11<sup>th</sup>, and to get folks ready we spoke to **Archie Mann of the USDA** about food safety, what foods can cause food poisoning, what foods can be left out and why chicken can be dicey.

File Under: Health Issues, Food Safety

#### **New England Lifestyles**

February 11<sup>th</sup>, 2024 6:45am

15 minutes of 60-minute show

February is Heart Health Month and we were joined by **Gina Wei, the Senior Scientific Advisor on Women’s Health at the National Heart Lung & Blood Institute**. We discussed the challenges to women’s heart health and simple steps everyone can take to have a longer healthier life through better eating, exercise and less stress in our lives.

File Under: Health Issues



### **New England Lifestyles**

February 18<sup>th</sup>, 2024 6:45am

16 minutes of 60-minute show

Smoking is one of the biggest cause of many of the deadliest health issues. We were joined by **Kristy Marynack of the Center for Disease Control's Smoking and Health Division, and by former smoker and heart attack survivor Tammy W.** They discussed the vital need to quit smoking and the horrific impact it has on the health of those who don't quit

File Under: Health Issues

### **New England Lifestyles**

February 25<sup>th</sup>, 2024, 2022 6:30am

30 minutes of 60-minute show

February is Heart Health month, and we shined the spotlight on the American Heart Association. We spoke with Dr. **Jennifer Cluett, a Heart Specialist of New England Deaconess Hospital** and a member of the Board of Directors of the **American Heart Association.** We discussed the challenges of heart health, how stroke and heart disease combine to make the leading cause of death in the USA. We discussed steps to better heart health, including exercise, quitting smoking and limiting food like red meat, fried foods, salt and heavy cheese use. We also talked about the benefits of a Mediterranean Diet based on fish, while grains and heavy in fruits and vegetables.

File Under: Health Issues, Heart Health & Community Outreach

### **New England Lifestyles**

March 10<sup>th</sup>, 2024, 6:00 am

10 minutes of 60-minute show

There has been a big rise in colorectal cancer and the CDC is pushing hard for more Americans to get cancer screenings. I spoke with **Sally Anne Coleman King, the Director of Cancer Prevention Control at the CDC.** We talked about why getting early screenings and being vigilant for early warning signs could literally save your life

File Under: Health, Cancer

### **New England Lifestyles**

March 24<sup>th</sup>, 2024 6:20am

31 minutes of 60-minute show

We were joined by teacher and former **Audacy DJ Julee Mara-Cronin** to discuss life with a child with a developmental disability and why staying vigilant to fight for their needs and the proper diagnosis is so important to their development. Her daughter Emmy was born with some digestive issues, but the situation turned when we she stopped communicating and was diagnosed with Autism.

File Under: Financial Issues, Family Issues



## IV. HUNGER & HOMELESSNESS

### **New England Lifestyles**

January 21<sup>st</sup>, 2024, 6:25 am

February 4<sup>th</sup>, 2024 6:00 am

35 minutes of 60-minute show

Audacy was once again proud to be associated with the **9<sup>th</sup> annual Winter Walk Boston**, an event that see almost every aspect of the Homeless services community come together to raise awareness and generate funds to support their various works. Joining us were **Winter Walk Spokesperson Sue Brady** and CEO of the Winter Walk, and founder of KAYAK, local **Philanthropist Paul English**.

File Under: Health Issues, Kids & Family Issues

### **New England Lifestyles**

January 21<sup>st</sup>, 2024, 6:00 am

25 minutes of 60-minute show

**Bridge Over Troubled Waters** is a local Boston aid organization that works specifically with young people in Boston, ages 10 to 24 who are dealing with homelessness, abuse, addiction and more. We were joined by the **President & CEO Elisabeth Jackson** who talked about the programs and aid they provide for this high risk part of the homeless population

File Under: Hunger & Homelessness, Community Outreach

## V. FINANCES & MONEY

### **New England Lifestyles**

March 24<sup>th</sup>, 2024 6:00am

20 minutes of 60-minute show

Teaching kids about money is vitally important and we all need to embrace that and make sure our kids are armed with financial info when they go into the world. We were joined by **Jessica Pelletier, the CEO of FIT MONEY**, and organization that provides free info to kids and families about money.

File Under: Financial Issues, Family Issues

### **New England Lifestyles**

March 31<sup>st</sup>, 2024 6:20am

15 minutes of 60-minute show

Former **FBI Negotiator Chris Voss** joined us, author of the book **“Never Split The Difference”**, a book in which he relates stories negotiating with criminals and terrorists, and how he illustrates how EVERYTHING we do is a negotiation. Any chat with your boss, debate with your wife or argument with a friend comes down to negotiating, and Voss gives us tips on how to win every time.

File Under: Education, Crime and Safety, Financial Issues



## VI. EDUCATION

### **New England Lifestyles**

January 28th, 2024, 6:20 am

20 minutes of 60-minute show

One of the more interesting and head scratching developments in education is puzzling. **Ravi Hateesing**, author of “*Pivot*” spoke about the way kids learning cursive handwriting is a vanishing breed. The loss of this skill speaks to the further reliance our young people have developed on computers for spelling, sentence structure and even AI thinking. Many kids can’t even sign their name, as it is no longer taught. This loss is a symptom of the way we slow down our thoughts before we consider them. This has created a loss in many ways of youth identity.

File Under: Education, Family Issues

### **New England Lifestyles**

February 18<sup>th</sup>, 2024 6:00am

16 minutes of 60-minute show

We are in an age where information comes at us hard and fast, and most of these messages have an agenda. Young people need to know how to navigate the waters of media. We were joined by **Erin McNeil, the Founder & President of the Watertown based non-profit Media Literacy Now**, a group trying to teach media literacy as a part of the curriculum at school all over the Commonwealth and the country. Kids need the tools to understand the minefield of media and social media.

File Under: Education, Family Issues

## VII. RACE RELATIONS

### **New England Lifestyles**

January 7<sup>th</sup>, 2024, 2024, 6:40 am

15 minutes of 60-minute show

The Israel/Palestinian conflict has had a ripple effect across many aspects of society. One is that the Leaders of Harvard, Yale and University of Pennsylvania have come under fire after refusing to call anti-Semitism on their campuses hate crime, or to punish those calling for Jewish Genocide. We spoke to **Boston Globe reporter Mike Damiano** to talk about the resignation of Harvard President Claudine Gay, who had been the school’s 1<sup>st</sup> African American Leader.

File Under: Hate Speech, Global Conflict, Race Relations

### **New England Lifestyles**

February 11<sup>th</sup>, 2024 6:20am

15 minutes of 60-minute show

To Celebrate Black History Month, we explored some of the lost stories of the last captives of the American slave trade by speaking to author **Hannah Durkin** about her book “*The Survivors of The Clotilda*”. Despite the slave trade being outlawed in America by the 1840’s, **The Clotilda** was the last slave ship to land in the USA when it arrived in Mobile Harbor in 1860. The book chronicles slaves as they face slavery and as they emerged in freedom.

File Under: Black History, Race Relations





### **New England Lifestyles**

March 17<sup>th</sup>, 2024, 6:40 am

March 31<sup>st</sup>, 2024 6:00am

20 minutes of 60-minute show

A new exhibit, which brings the story of the horrors of the Holocaust and the nightmare of Auschwitz has arrived in Boston. “**Auschwitz: Not Long Ago Not Far Away**” has artifacts and stories of this human tragedy. We were joined by Luis Ferrero, the gentleman who put the exhibit together over 15 years.

File Under: History, Culture, Racial and Religious Conflict

## **VIII. FAMILY ISSUES**

### **New England Lifestyles**

January 7<sup>th</sup>, 2024, 2024, 6:00 am

20 minutes of 60-minute show

We talked about Parenting with Psychologist **Dr. Tan Seelee** author of the new book “*The Listening Space*”, which is a book about motivating and assisting our kids as they grow and develop.

File Under: Parenting, Family Relations

### **New England Lifestyles**

March 3rd, 2024 6:00am

20 minutes of 60-minute show

Getting outdoors is good for your health, your mind, everything. We spoke to **TV Host Todd Magnusson** host of “**Outdoors Adventures with Terry & Todd**” on the **Discovery Channel** who preached that vacations should cost an arm and a leg and instead you should look at exploring the various National Parks of the United States, many are very close to home. The cost is less, the adventure is bigger.

File Under: The Environment, Health, Science & Nature

## **IX. VETERANS ISSUES**

### **New England Lifestyles**

March 3rd, 2024 6:00am

16 minutes of 60-minute show

The National organization **Disabled American Veterans** just put out a report that showed the rate of suicide has soared among female members of the military. We spoke to **Air Force veteran Naomi Mathias, the Assistant National Director of Community Outreach**. Women are the fastest growing group in the military, and the report showed the VA needs to be better in looking for red flags with female vets.

File Under: Veterans Issues



## X. COMMUNITY FUNDRAISERS

### **New England Lifestyles**

February 11<sup>th</sup>, 2024 6:00am

20 minutes of 60-minute show

.It's Girl Scout Cookie season and we talked to **Erin Sullivan from the Girl Scouts of Eastern Massachusetts**. The Director of Product Programs and Retail. These cookies are the biggest fundraiser for the group each year and fund a number of community support programs and helping young women understand their power.

File Under: Community Fundraisers, Girls Issues

## XI. POP CULTURE

### **New England Lifestyles**

March 3rd, 2024 6:35am

25 minutes of 60-minute show

Marketing is a vital part of success, and we talked about some of the hit and miss TV ads on the Superbowl. **Marbu Brown** was our guest, author of the book "*The Blueprint for Customer Obsession*". The conversation sprung from a rumor that said WENDY'S would consider doing surge pricing, with the cost of food higher in the rush hours of lunch and dinner. While the rumor was false, it generated a good discussion.

File Under: Pop Culture, Business & Finance

### **New England Lifestyles**

March 17<sup>th</sup>, 2024, 6:30 am

12 minutes of 60-minute show

The Oscars are a great celebration of the movies. We were joined by Los Angeles film Critic and Author Ken Capobianco, and we discussed the films we liked, recommend, and those with an important story to tell for society.

File Under: Pop Culture



## **WBGB Special Events/Public Service 1<sup>ST</sup> Quarter 2024**

### **BIG 103 1THING Sustainability Initiative**

**When one tugs at a single thing in nature, he finds it attached to the rest of the world.”**

**- John Muir, Founder of the Sierra Club**

This quote perfectly sums up AUDACY’s commitment to a greener planet, the 1THING Initiative. It promotes positive environmental practices to inspire our employees and partners. If everyone does just one thing, together we can make a big difference for generations to come. WWBX plays monthly 1THING promo spots, giving our listeners simple things they can do to make this a better greener planet. We run spots every day, more than 120 times each month.

### **MORE INFO ON THE 1<sup>ST</sup> QUARTER AUDACY I’M LISTENING PROGRAM**

#### **I’m Listening / January / Mental Health Seg 1**

Guest: Dr. Christine Moutier, AFSP and Paul Augustyniak, AFSP

Contact: David O’Leary, Host

Link:

Airdate:

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.

#### **I’m Listening / January / Mental Health Seg 2**

Guest: Dr. Christine Moutier, AFSP and Paul Augustyniak, AFSP

Contact: David O’Leary, Host

Link:

Airdate:

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.

#### **Audacy Conversations-State of the Entertainment Industry / February / Seg 1**

Guest: Ron Perlman, Cynthia Littleton-Variety, Karina Manashil-Mad Solar Productions, Patrick Gomez-Entertainment Weekly, Duncan Crabtree Ireland-SAG/AFTRA

Contact: KNX Charles Feldman and Mike Simpson-Hosts

Link:

Airdate:

Category: Media/Entertainment

Description: Hollywood has always reflected the changing world around it. But we are at a reflection point, coming off a 6 month strike. Streaming services are on the rise and older business models are falling. We discuss what the future of what the entertainment industry looks like and what it means for what we will see and consume.



**Audacy Conversations-State of the Entertainment Industry / February / Seg 2**

Guest: Ron Perlman, Cynthia Littleton-Variety, Karina Manashil-Mad Solar Productions, Patrick Gomez-Entertainment Weekly, Duncan Crabtree Ireland-SAG/AFTRA

Contact: KNX Charles Feldman and Mike Simpson-Hosts

Link:

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**I'm Listening / March / Mental Health Seg 1**

Guest: Victor Armstrong-AFSP, Steve Siple-AFSP Contributor

Contact: David Glover, Host

Link:

Airdate:

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Men. Men are less likely to talk about their mental health struggles than women, which is why it's so important to break down stigma and open the door for these conversations. Community and friendships are huge protective factors against suicide. We seek to emphasize the critical role that asking someone directly about suicide plays in suicide prevention and demonstrate how to have supportive conversations with loved ones about mental health and suicide prevention.

**I'm Listening / March / Mental Health Seg 2**

Guest: **Alex Silva-AFSP, Dan Miller-Wounded Warrior Project and Dr. Erin Fletcher-Wounded Warrior Project**

Contact: David Glover, Host

Link:

Airdate:

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Military and Veterans. Veteran populations face difficulties transitioning from military life and have higher rates of suicide compared to the civilian population. We seek to Understand how Veteran and military culture contributes to existing stigmas is essential to being open about mental health challenges and encouraging those who need it to seek help. Support and resources are available for Veterans that can make a major difference to save lives.