



**CBS RADIO**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**WCBS FM, 101.1**

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**101.1 WCBS FM – HD1**

**&**

**CBS SPORTS NETWORK – HD3**

**3<sup>RD</sup> QUARTER, 2016**

**JULY, 2016 THROUGH SEPTEMBER, 2016**

**Prepared by:**

**Deborah Gordon  
Public Affairs Director**

**ISSUES OF CONCERN TO NEW YORK CITY**

**ADDRESSED IN RESPONSIVE PROGRAMMING**

**IN THE**  
**3<sup>RD</sup> QUARTER, 2016**

1. **HANDICAPS & DISABILITIES**: Issues of concern include information about programs and services available to those who are blind or suffer from vision loss; Awareness about initiatives in place to secure affordable housing for the physically disabled; More awareness about rehabilitation and mental health services for the visually impaired. Awareness about fundraising initiatives for research and educational services in the field of vision loss.
  
2. **ENVIRONMENTAL ISSUES**: Information about environmental initiatives in New York City parks; Awareness about work being done to protect endangered species and other wildlife; Information about legislation regarding the protection of wildlife; Information regarding facilities on Long Island which rescue and rehabilitate wildlife.
  
3. **YOUTH ORIENTED ISSUES**: Issues of concern include information about social services available to at-risk kids in Queens; Information about help for children with cancer; Awareness about programs addressing violence in schools; Information about student intercultural exchange programs; Better awareness about drug & substance abuse services for young people; Information about help for older adolescents with autism; More information about suicide prevention help for young people.
  
4. **HEALTH RELATED ISSUES**: Issues of concern include information about services available for people with multiple sclerosis; Awareness about social, financial and emotional services for people with cancer. Better awareness about ways to save money on healthcare; Spotlight on fundraising initiatives for those afflicted with breast cancer and the latest developments and research being done; Information about services available to those who are blind or visually impaired.
  
5. **EDUCATION**: Issues of concern include providing information about free backpacks and school supplies available to underserved children; Awareness about free arts and culture educational programs for kids; Awareness about early literacy programs; information about free music education programs for young people.
  
6. **PUBLIC INTEREST**: Issues of concern include information about events that commemorate the 15<sup>th</sup> anniversary 9 11; Information about the celebration and nurturing of American culture and food; Better awareness about no kill facilities and organizations that promote the end of animal cruelty and a more compassionate society; More information about the myriads of city parks and the diverse, free programs they offer for the community.

**PUBLIC AFFAIRS PROGRAMS**

**WCBS-FM PROGRAMS THAT ADDRESS COMMUNITY ISSUES:**

**1. DIALOGUE 101**

**Sundays, 6:00am – 7:00am  
JULY 1, 2016 – SEPTEMBER 30, 2016**

**This show addresses issues of significant concern to  
the residents of the New York City Tri-State area.**

**Produced and hosted by Deborah Gordon**

**WCBS-FM QUARTERLY ISSUES/PROGRAMS REPORT  
THIRD QUARTER 2016**

**(JULY 1, 2016 THROUGH SEPTEMBER 30, 2016)**

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE:                   HANDICAPS & DISABILITIES**

**DIALOGUE 101**

**July 3, 2016**

**6:00 am**

**26 minutes of a 60-minute program**

**Disabilities Network of NYC**

**Host:                   Deborah Gordon**

**Guest:                Lawrence Carter, Executive Director**

**The Disabilities Network of New York City's mission is to bring people, organizations, government and industry together to find solutions to the problems faced by New Yorkers with physical, visual and hearing disabilities. Discussed their work to ensure the inclusion of people with disabilities into the all facets of civic, social and economic life in New York City. Provided data about the problems that people with disabilities problems are having during NYC's housing crisis and the fact that the majority of rent stabilized units cannot be reached without climbing stairs or a stoop. Also discussed the other problem of the remaining accessible subsidized units which are at risk of losing their status, which would cause many New Yorkers with disabilities to be forced out of their homes to either become homeless or relegated to nursing homes. Spotlighted the Network's Housing Equity Plan which advocates for specific actions on behalf of those with disabilities.**

**DIALOGUE 101**

**July 3, 2016**

**6:00 am**

**26 minutes of a 60-minute program**

**Jewish Guild For The Blind**

**Host:                   Deborah Gordon**

**Guest:                Michael Levine, Vice President**

**The Jewish Guild For The Blind is a non profit organization that was founded in New York in 1914 and is one of the nation's largest and foremost vision care agencies serving blind, visually impaired, and multi-disabled people. The organization helps thousands of people through an extensive range of programs and services which are specifically designed to support and enhance**

the physical, emotional and intellectual functioning of blind and visually impaired people. Divulged current data about people living with vision loss in our communities and expounded upon some of the contributing factors. Also provided information about the Guild's diverse programs, which include not only a vision health initiative, but also extensive counseling and other mental health services to help people cope with the loss of vision and the adjustments they need to make. Spotlights the organization's newest technologies which facilitates life for those who are blind and disabled.

**DIALOGUE 101**

**September 18, 2016**

**6:00 am**

**27 minutes of a 60-minute program**

**Lighthouse International**

**Host: Deborah Gordon**

**Guest: Mark Ackerman, President**

**Lighthouse International is a non-profit organization founded in New York City in 1905, that is dedicated to providing vision and rehabilitation services to help people of all ages overcome the challenges of vision loss, also eliminate barriers and obstacles for people with impaired vision. Discussed their various clinical services, education, research, and advocacy efforts that enables people with low vision and blindness to enjoy safe, independent and productive lives regardless of economic status. Provided information about the latest developments in the vision loss field such as well as the Client Assistance Program that was instituted to provide counseling and social support services to help individuals cope with the life-altering impact of vision loss. Spotlights the annual Lighthouse 5K tandem bike ride and walk in Riverside Park to help fight vision loss.**

**ISSUE: ENVIRONMENTAL ISSUES**

**DIALOGUE 101**

**August 7, 2016**

**6:00 am**

**27 minutes of a 60-minute program**

**City Parks Foundation**

**Host: Deborah Gordon**

**Guest: Jim Burke, Director**

**City Parks Foundation, is the only independent non profit organization that offers park programs in all five boroughs of New York City and works in over 750 parks citywide, with a broad range of free arts, sports, and education programs. It's mission is to empower citizens to support their parks on a local level, and their programs and community building initiatives reach more than 600,000 people each year, and contributes to the revitalization of neighborhoods throughout New York City. Mr. Burke discussed the history of City Parks Foundation and the many programs that CPF offers, including free tennis, golf, and track and field lessons for New York kids. Spotlights their newest environmental initiatives which focus on the fostering and promoting awareness about environmental issues to neighborhood students. Also spotlights SummerStage, which is their annual free performing arts festival held in different parks throughout the city that features diverse dance, theater, spoken word and musical performances. ALSO SEE PUBLIC INTEREST**

**DIALOGUE 101**

**August 21, 2016**

**6:00 am**

**25 minutes of a 60-minute program**

**Endangered Species Coalition**

**Host: Deborah Gordon**

**Guest: Tara Thornton, Program Director**

**The Endangered Species Coalition (ESC), which is a network of organizations founded in 1982, is dedicated one hundred percent to protecting the nation's endangered species and restoring wildlife and wild places. ESC is also the guardian of the Endangered Species Act, which is the safety net for the nation's wildlife, fish and plants on the brink of extinction and represents millions of Americans dedicated to strong endangered species protections. Over the years, the Coalition has launched a variety of successful campaigns to defend the Endangered Species Act. Ms. Thornton provided information about the organizations efforts, which included defeating a House of Representative bill that would have prevented the listing of new species as endangered or designating**

critical habitats for endangered species in Long Island. Also provided tips for simple things that the average person can do at home to help support wildlife. ESC believes that the grassroots power of American citizens is the strongest political force to compel decision makers to protect the species and their habitats.

**DIALOGUE 101**

**August 21, 2016**

**6:00 am**

**29 minutes of a 60-minute program**

**Wildlife Rescue Center of Long Island**

**Host: Deborah Gordon**

**Guest: Genie Mills, Program Director**

The Wildlife Rescue Center of Long Island is a non profit dedicated to the rehabilitation of wild animals impacted by encroachment of humans on their habitat. It is a grass roots organization that was started by a group of friends on the Island and has now grown to include over 1000 supporters. The Center is made up of a full time wildlife hospital staffed by individuals licensed in the fields of animal health including biologists and animal behaviorists as well as volunteers. Discussed were the wildlife center's unique and irreplaceable ecosystem consisting of salt and fresh water meadowland, which is the ideal setting for wildlife rehabilitation. Also, discussed the naturally quiet environment void of any ambient noises or smells which is imperative for wildlife recover. Stressed the need for help from the community to sustain the Center, which receives over 10,000 call each year for assistance with wild animal encounters and also provides educational environmental programs to area schools.

**ISSUE: YOUTH ORIENTED ISSUES**

**DIALOGUE 101**

**July 10, 2016**

**6:00 am**

**27minutes of a 60-minute program**

**Volunteers of America Operation Backpack**

**Host: Deborah Gordon**

**Guest: Linda McNeil, Dir. of Development & Communications**

**Volunteers of America is one of the nation's oldest and largest human services organizations, and serves more than 2 million people each year. Volunteers of America-Greater New York is the largest chapter, with a myriad of programs in the tri state area including the Mid-Hudson Valley region, Northern New Jersey and Southwestern Connecticut. The organization is also one of the largest private providers of services to the homeless, people with AIDS and developmentally disabled children. Spotlited their Operation Backpack campaign, which is the organization's annual back-to-school drive, which collects backpacks filled with school supplies for school-age kids living in the New York City's homeless shelters. Discussed the positive affects the backpacks have on children in the homeless system who are going back to school, on their schooling and their self-esteem. ALSO SEE EDUCATION**

**DIALOGUE 101**

**July 31, 2016**

**6:00 am**

**27 minutes of a 60-minute program**

**Harlem Dowling West Side Center For Children**

**Host: Deborah Gordon**

**Guests: Tim Mulvaney, President**

**This social service center is a not-for-profit child-welfare agency was founded in 1836 and was one of the first charitable institutions in the United States dedicated to serve the needs of children in Central Harlem that have been abused, neglected and abandoned. The center was one of the first charitable institutions in the United States dedicated to children and the very first to provide for children of color. Their services include foster care, adoption, preventive services and related assistance to children and their families to enable them to live in a stable and nurturing environment. Discussed the various issues and problems still affecting all children and families in crisis and distress in New York; and discussed both existing programs, and those in development designed to help eradicate these problems. Highlighted one of their newest programs, the High Risk Teen Initiative in Far Rockaway Queens that has achieved a success rate of 98% in keeping high risk teens safely at home in the community. The High Risk Teen Initiative provides on-site psychiatric services, substance abuse, and**

educational services which are designed according to the needs of the individual youth and family.

**DIALOGUE 101**

**August 7, 2016**

**6:00 am**

**31 minutes of a 60-minute program**

**P.I.E. – Pacific Intercultural Exchange**

**Host: Deborah Gordon**

**Guest: John Doty, President**

Pacific Intercultural Exchange (P.I.E.) was started in 1975 as a non-profit international student exchange organization and facilitates exchanges for more than 25,000 high school-age students from all over of the world. The organization works with partner programs in about 40 countries, and brings foreign students into the United States for 6-10 month academic stay in an American home and sends American students to study abroad. Mr. Doty detailed how the program works whereby in cooperation with representatives and partner programs, P.I.E. selects each student applicant based on information compiled during a screening process which involves an application, a medical examination, written and oral English language proficiency tests, school transcripts, teacher recommendations and a personal interview. Also discussed the criteria for being a host families which includes the desire to integrate an exchange student into their family. Stressed the need for more American host families and detailed the selection process which includes criminal background checks, in-home inspection, and the ability to enroll the student in the community high school.

**DIALOGUE 101**

**August 28, 2016**

**6:00 am**

**27 minutes of a 60-minute program**

**NY Youth At Risk**

**Host: Deborah Gordon**

**Guest: Claudette Farson, Executive Director**

Youth at Risk (YAR) is a not-for-profit, volunteer driven organization started in 1985 that is committed to transforming the lives of disadvantaged young people in New York through persistent and compassionate mentoring. The organization specializes in serving youth who exhibit behaviors such as truancy, violence, gang membership, physical and verbal violence, and at-risk sexual activity, and it's mission is to decrease the at-risk behavior of youth and to enhance the effectiveness of the people who live and work with them. Discussed the prevention and intervention services that Youth At Risk provides and how the methods support the development of the young people and positively affects their educational and social outcomes. Provide information about their

two-year program for middle school aged boys who do not have a father figure in the home; the goals of the program include preventing incarceration and teaching the participants to be responsible people in their communities. Spotlights their annual events to raise awareness and funds for the organization, which includes a bowl a thon and a casino night.

**DIALOGUE 101**

**August 28, 2016**

**6:00 am**

**24 minutes of a 60-minute program**

**Odyssey House of NYC**

**Host: Deborah Gordon**

**Guest: John Tavalacci, Chief Operating Officer**

**Odyssey House is a comprehensive treatment center based in New York City whose mission is provide help to those suffering through addiction. Odyssey House also provides education, housing and medical services for families and individuals with substance use and/or mental health problems. Their innovative programs cater to adolescents and allows them to get the best treatment available to overcome their drug problems. Mr. Tavalacci detailed the Odyssey House programs and services which has evolved to include high quality, holistic treatment and personal rehabilitation in addition to psychological, social and spiritual help. Also spotlighted their annual "Run To Recovery" 5K Run/Walk, held in Icahn Stadium on Randall's Island. The Run/Walk is a fun family event that includes kids' races, food, entertainment, and prizes and is designed to highlight the positive impacts of Odyssey House on people in recovery. The community was encouraged to attend the event and show support for men, women and families in recovery from substance use who are empowered to overcome their challenges and lead productive lives. ALSO SEE HEALTH**

**DIALOGUE 101**

**September 18, 2016**

**6:00 am**

**20 minutes of a 60-minute program**

**Reach Out and Read of Greater New York**

**Host: Deborah Gordon**

**Guest: Monique Harden, Program Director**

**Reach out and Read was founded in the late eighties by pediatricians and early childhood specialists to deliver early literacy counseling and support to children and families in order to help with the critical years of development. The organization continues to partner with doctors to prescribe books and encourage families to read together. Explained the Reach out and Read Model, which is unlike traditional childhood literacy programs and delivers**

specialized early literacy counseling and support during the cognitive and language development phase of from 6 months to 5 years. Discussed the variety of programs and services the organization provides including holding book drives, training nurses and physicians, and obtaining funding and other resources to help in the effort. Spotlighted the organization's fundraising events designed to create help create awareness about the importance of Reach Out and Read's services and the positive effects they have on the community. **ALSO SEE EDUCATION**

#### **DIALOGUE 101**

**September 18, 2016**

**6:00 am**

**20 minutes of a 60-minute program**

**Junior Achievement of New York**

**Host: Deborah Gordon**

**Guest: Joseph Peri, President**

**Junior Achievement of New York (JANY), is a non profit organization dedicated to educating young people about business, economics and entrepreneurship. Mr. Peri expanded on the organization's goals to inspire young people to become successful, and outlined their unique curriculum for kids in grade K-12, which is delivered by community volunteers from all walks of life, who teach business life-skills and financial literacy to New York City students. He discussed their goal to partner with schools in very ways that the kids get really substantive experiences and knowledge, year after year, so they can build a portfolio of knowledge and experiences that will serve them as they get older. Also discussed specialized programs that JANY offers at the high school level including a business plan competition that is a shark tank kind of experience for the kids to develop their business plans and pitch them to real entrepreneurs in the business world. Spotlighted JA New York's annual Leadership Awards Gala which is JANY's signature fundraising event, where they honor community members who have supported the organization, and also award a Junior Achievement Student of the Year with a \$10,000 scholarship. Mr. Peri also discussed other opportunities for the community to get involved, such as by volunteering to become a mentor to a young person, or by hosting a JA New York student at their place of business as part of the job shadow program. **ALSO SEE EDUCATION.****

#### **DIALOGUE 101**

**September 25, 2016**

**6:00 am**

**24 minutes of a 60-minute program**

**Communities for Autism (CFA)**

**Host: Deborah Gordon**

**Guest: Matthew Ross, Founder**

**Communities for Autism (CFA), is an organization whose mission is to help increase the supply of housing and integrated resources for adults with autism and to generate awareness and advocate for them. The organization partners with both public and private organizations, to help to change the lives for autistic adults and their families. Mr. Ross provided data about autism which is affecting more people than ever with an increasingly growing adult autism population. He also shared some of his story about life with his 16 year old autistic son, Alex and the challenges and blessings. Mr. Ross stressed the importance for society recognizing the increasing number of autistic children and the fact that the majority of them will become adults in the coming years, and will need specific resources to allow them to lead quality lives. Communities for Autism raises funds to support the best and most innovative programs and providers. Spotlited their fundraising concert series in Englewood New Jersey that featured acts like Cyndi Lauper and Doobie Brothers and will help raise both awareness and funds for the grants that CFA provides.**

**ISSUE: HEALTH/WELLNESS ISSUES**

**DIALOGUE 101**

**July 24, 2016**

**6:00 am**

**25 minutes of a 60-minute program**

**International Spa Association - ISPA**

**Host: Deborah Gordon**

**Guest: Lynn McNeese, President**

The International Spa Association (ISPA) held their annual wellness event in New York which featured a cache of spas from around the world to help highlight some of the hottest trends in spa and wellness, as well as disclose the results of ISPA's research about the industry. Ms. McNeese discussed the industry trends and the fact that more people are discovering the benefits of spa and wellness treatments and incorporating them into their daily lives for overall better health and the data shows it works. Also discussed were stress and how it adversely affects the body and how spa helps manage health and stress, and contributes to overall well being and fitness. Ms. McNeese stressed the importance of the need to balance the current trend of being connected 24/7, with taking time out, getting a wellness treatment, and taking advantage of the health and medical benefits that reduce maladies like stress and high blood pressure. ISPA also provides educational and networking opportunities for those in the industry and provides scholarships to deserving students who are getting into the industry. **ALSO SEE PUBLIC INTEREST**

**DIALOGUE 101**

**August 13, 2016**

**6:00 am**

**26 minutes of a 60-minute program**

**The MS Society**

**Host: Deborah Gordon**

**Guest: Shari Albert, Marketing Coordinator**

The Southern New York chapter of the Multiple Sclerosis Society serves the 10,000 people living with MS in the five boroughs, Westchester, Putnam, Rockland, Orange and Sullivan counties. The organization's mission is to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by multiple sclerosis. Provided data about the disease as well as information about signs and symptoms. Discussed their efforts to provide personal one on one support to those who are newly diagnosed and helping them and their families navigate through what is a confusing and frightening time for individuals and their families, and helps them sort through the

myriad of services and information available, to utilize them effectively. Spotlited the Chapter's Annual Summertime Fundraiser on the Intrepid which raises funds and awareness and also provide additional program opportunities, improve efficiencies, and increase their commitment to national MS research.

**DIALOGUE 101**

**August 28, 2016**

**6:00 am**

**26 minutes of a 60-minute program**

**NYC AIDS Fund**

**Host: Deborah Gordon**

**Guest: Len McNally, Program Director**

The NYC AIDS was founded in 1989, and is one of several groups under the New York Community Trust. The Fund has successfully increased private funding to fight the AIDS epidemic and the spectrum of HIV illness at the community level and works to improve the coordination and targeting of those resources in the City. It is dedicated to helping community groups provide vital programs and implement advocacy efforts that address the HIV/AIDS epidemic. It also serves as a local community partnership site of the National AIDS Fund. Discussed the current goal to fund AIDS organizations that place an emphasis on homeless young people with AIDS, as well as minority women, especially those who are companions of men who have been incarcerated. Discussed their grants and how they are dispersed, and spotlighted the NY City AIDS Funds partners who consist of grantmaking organizations, public agencies, human service organizations, and persons living with AIDS which help set grantmaking priorities. Discussed how the grants are assessed and how the funds are allocated so they go to help the people in the most need and can have the greatest effect.

**DIALOGUE 101**

**September 4, 2016**

**6:00 am**

**24 minutes of a 60-minute program**

**Odyssey House of NYC**

**Host: Deborah Gordon**

**Guest: John Tavalacci, Chief Operating Officer**

Odyssey House is a comprehensive treatment center based in New York City whose mission is provide help to those suffering through addiction. Odyssey House also provides education, housing and medical services for families and individuals with substance use and/or mental health problems. Their innovative programs for adolescents allows them to get the best treatment available to overcome their drug problems. Mr. Tavalacci detailed the Odyssey House programs and services which has evolved to include high quality, holistic treatment and personal rehabilitation in addition to psychological, social

and spiritual help. Also spotlighted their annual “Run To Recovery” 5K Run/Walk, held in Icahn Stadium on Randall’s Island. The Run/Walk is a fun family event that includes kids’ races, food, entertainment, and prizes and is designed to highlight the positive impacts of Odyssey House on people in recovery. The community was encouraged to attend the event and show support for men, women and families in recovery from substance use who are empowered to overcome their challenges and lead productive lives. **ALSO SEE HEALTH**

**DIALOGUE 101**

**September 18, 2016**

**6:00 am**

**20 minutes of a 60-minute program**

**Healthcare**

**Host: Deborah Gordon**

**Guest: Dr. Ira Kirschenbaum, Chair at Bronx Lebanon Hospital**

**Bronx Lebanon Hospital is a not for profit facility that Dr. Kirschenbaum, described as a comprehensive doctor to the community, and serves as a model for other hospitals in New York that are moving in the same direction where the clinic system serves the community and the in-patient hospital compliments the primary care clinic. Dr. Kirschenbaum, provided information about ways the community can best take care of our health and also ways to get the best healthcare during the current economic climate that has so many New Yorkers out of work and without insurance. The doctor also provided surprising and unique money saving tips including ways to negotiate hospital fees. He also stressed the importance of patients communicating with healthcare providers and not being afraid to ask as many questions as deemed necessary.**

**ISSUE: EDUCATION**

**DIALOGUE 101**

**July 3, 2016**

**6:00 am**

**28 minutes of a 60-minute program**

**The Educational Alliance**

**Host: Deborah Gordon**

**Guest: Robin Bernstein, President**

The Educational Alliance is a non-profit organization that was founded in New York in 1889 and started out with the mission of helping Jewish immigrants get settled in the U.S. through educational initiatives. Today the organization serves a broad and diverse group of over 50,000 New Yorkers -- of all religions, ethnicities, races and socio-economic backgrounds. Discussed were the Alliance's educational programs which include pre-school, after school and college prep programs for low income children and families. Stressed the hopes that the programs will eventually help to break the cycle of poverty and renew their minds and spirits. Also, provided information about how the organization has grown and evolved to include many other services including the provision of meals to New York's hungry and homeless children and their families.

**DIALOGUE 101**

**July 10, 2016**

**6:00 am**

**27 minutes of a 60-minute program**

**Volunteers of America Operation Backpack**

**Host: Deborah Gordon**

**Guest: Linda McNeil, Dir. of Development & Communications**

Volunteers of America is one of the nation's oldest and largest human services organizations, and serves more than 2 million people each year. Volunteers of America-Greater New York is the largest chapter, with a myriad of programs in the tri state area including the Mid-Hudson Valley region, Northern New Jersey and Southwestern Connecticut. The organization is also one of the largest private providers of services to the homeless, people with AIDS and developmentally disabled children. Spotlighted their Operation Backpack campaign, which is the organization's annual back-to-school drive, which collects backpacks filled with school supplies for school-age kids living in the New York City's homeless shelters. Discussed the positive affects the backpacks have on children in the homeless system who are going back to school, on their schooling and their self-esteem. **ALSO SEE YOUTH ORIENTED ISSUES**

**DIALOGUE 101**

**July 10, 2016**

**6:00 am**

**28 minutes of a 60-minute program**

**LongHouse Reserve**

**Host: Deborah Gordon**

**Guest: MatkoTomicic, Executive Director**

**LongHouse Reserve is a non-profit museum and school on the East End of Long Island founded by renown textiles designer Jack Larsen. The Reserve contains an arboretum and sculpture gardens and its mission is to exemplify living with art in all forms. Discussed the unique environment of Longhouse and the philosophy of combining art, nature, aesthetics, and spirit. Detailed the exhibitions, sculpture, family activities and workshops offered to the community. Expounded upon their many educational programs and school tours, and the positive impacts the programs have had on the students in the area. Also discussed their Photography awards, which recognizes the work of the school children in the community. Spotlited their annual fundraising event which is also unique and honored glass sculpture artist, Dale Chihuly who is a long time supporter of the organization and whose work is consistently displayed at LongHouse throughout the years.**

**DIALOGUE 101**

**September 18, 2016**

**6:00 am**

**20 minutes of a 60-minute program**

**Reach Out and Read of Greater New York**

**Host: Deborah Gordon**

**Guest: Monique Harden, Program Director**

**Reach out and Read was founded in the late eighties by pediatricians and early childhood specialists to deliver early literacy counseling and support to children and families in order to help with the critical years of development. The organization continues to partner with doctors to prescribe books and encourage families to read together. Explained the Reach out and Read Model, which is unlike traditional childhood literacy programs and delivers specialized early literacy counseling and support during the cognitive and language development phase of from 6 months to 5 years. Discussed the variety of programs and services the organization provides including holding book drives, training nurses and physicians, and obtaining funding and other resources to help in the effort. Spotlited the organization's fundraising events designed to create help create awareness about the importance of Reach Out and Read's services and the positive effects they have on the community. **ALSO SEE YOUTH ORIENTED ISSUES****

**DIALOGUE 101**

**September 18, 2016**

**6:00 am**

**20 minutes of a 60-minute program**

**Junior Achievement of New York**

**Host: Deborah Gordon**

**Guest: Joseph Peri, President**

**Junior Achievement of New York (JANY), is a non profit organization dedicated to educating young people about business, economics and entrepreneurship. Mr. Peri expanded on the organization's goals to inspire young people to become successful, and outlined their unique curriculum for kids in grade K-12, which is delivered by community volunteers from all walks of life, who teach business life-skills and financial literacy to New York City students. He discussed their goal to partner with schools in very ways that the kids get really substantive experiences and knowledge, year after year, so they can build a portfolio of knowledge and experiences that will serve them as they get older. Also discussed specialized programs that JANY offers at the high school level including a business plan competition that is a shark tank kind of experience for the kids to develop their business plans and pitch them to real entrepreneurs in the business world. Spotlights JA New York's annual Leadership Awards Gala which is JANY's signature fundraising event, where they honor community members who have supported the organization, and also award a Junior Achievement Student of the Year with a \$10,000 scholarship. Mr. Peri also discussed other opportunities for the community to get involved, such as by volunteering to become a mentor to a young person, or by hosting a JA New York student at their place of business as part of the job shadow program. ALSO SEE YOUTH**

**ISSUE: PUBLIC INTEREST**

**DIALOGUE 101**

**July 24, 2016**

**6:00 am**

**24 minutes of a 60-minute program**

**James Beard Foundation**

**Host: Deborah Gordon**

**Guests: Susan Ungaro, President**

The James Beard Foundation was founded in New York and its mission is to celebrate, nurture and preserve America's diverse culinary heritage and future. Discussed increasing importance of food and culinary experiences not only as a source of nutrition, but also as an integral part of enjoying life, and how it is tied in to a variety of other entities including economics, politics, entertainment, family and nourishment. Expounded upon the fact that the community at large and especially New York, is increasingly embracing its culinary heritage, and takes advantage of the many workshops, classes, conferences and other educational experiences the Foundation offers to help people learn about and engage with food. Also discussed the scholarships that the Foundation offers to culinary students who need financial support to pursue careers in the food industry and hone their craft and the many current celebrity chefs who started out as James Beard scholarship recipients. Spotlighted their many fundraising events that raise money for the organizations work to help chefs hone their skills. Also spotlighted their annual Awards, which recognizes excellence in chefs, food journalists and others working in the food industry, and discussed the organization to give back to the community in a variety of ways.

**DIALOGUE 101**

**August 7, 2016**

**6:00 am**

**25 minutes of a 60-minute program**

**International Spa Association - ISPA**

**Host: Deborah Gordon**

**Guest: Lynne McNees, President**

The International Spa Association (ISPA) held their annual wellness event in New York which featured a cache of spas from around the world to help highlight some of the hottest trends in spa and wellness, as well as disclose the results of ISPA's research about the industry. Ms. McNees discussed the industry trends and the fact that more people are discovering the benefits of spa and wellness treatments and incorporating them into their daily lives for overall better health and the data shows it works. Also discussed were stress and how it adversely affects the body and how spa helps manage health and stress,

and contributes to overall well being and fitness. Ms. McNees stressed the importance of the need to balance the current trend of being connected 24/7, with taking time out, getting a wellness treatment, and taking advantage of the health and medical benefits that reduce maladies like stress and high blood pressure. ISPA also provides educational and networking opportunities for those in the industry and provides scholarships to deserving students who are getting into the industry. **ALSO SEE HEALTH**

**DIALOGUE 101**

**July 17, 2016**

**6:00 am**

**23 minutes of a 60-minute program**

**North Shore Animal League**

**Host: Deborah Gordon**

**Guests: Susan Cradey, Director of Development**

The North Shore Animal league is the world's largest no-kill animal rescue and adoption organization and its mission is to save the lives of as many companion animals as possible and promote education to increase shelter adoptions, reduce animal cruelty and advance the highest standards in animal welfare. Discussed the organization's vision to create a world where all companion animals find compassionate, permanent homes and also to end animal cruelty and euthanasia, and the strides made bringing the vision to fruition. Also discussed the Animal League's No-Kill movement, which implemented a no-kill policy to ensure that the animals rescued receive the care and support they need. Stressed the need for the community to adopt a pet from a shelter and refrain from buying pets from stores and spotlighted their statewide adoption event, which raises awareness about the plight of shelter animals and also helps to place animals in permanent, loving homes.

**DIALOGUE 101**

**August 7, 2016**

**6:00 am**

**27 minutes of a 60-minute program**

**City Parks Foundation**

**Host: Deborah Gordon**

**Guest: Jim Burke, Director**

City Parks Foundation, is the only independent non profit organization that offers park programs in all five boroughs of New York City and works in over 750 parks citywide, with a broad range of free arts, sports, and education programs. It's mission is to empower citizens to support their parks on a local level, and their programs and community building initiatives reach more than 600,000 people each year, and contributes to the revitalization of neighborhoods throughout New York City. Mr. Burke discussed the history of City

**Parks Foundation and the many programs that CPF offers, including free tennis, golf, and track and field lessons for New York kids. Spotlights their newest environmental initiatives which focus on the fostering and promoting awareness about environmental issues to neighborhood students. Also spotlights SummerStage, which is their annual free performing arts festival held in different parks throughout the city that features diverse dance, theater, spoken word and musical performances. ALSO SEE ENVIRONMENTAL ISSUES**

### **DIALOGUE 101**

**August 13, 2016**

**6:00 am**

**28 minutes of a 60-minute program**

**World Trade Center Run To Remember**

**Host: Deborah Gordon**

**Guest: Tom Biggers, Founder**

**The World Trade Center Run to Remember was founded by Mr. Biggers who is a retired NYPD officer who had many friends who were involved in the events surrounding 9/11 and felt the need to do something positive to retain their memory. It is designed to give those affected an opportunity to come together and remember their loved ones by walking or running. Provided details about the event, which is a family fun run and walk that takes place the Sunday before 9/11 and was created to benefit, honor, and remember those who were affected by the events surrounding September 11. There also involved entertainment and activities for children and will benefit a variety of 9-11 related. Also discussed the different organizations who are beneficiaries of the fundraising event including Tuesday's Children, which is a non profit organization dedicated to serving families of those who were affected by 9-11, and helping them cope with not only the loss of parents and family members, but also inability to heal and move on due to the continuing coverage of the events.**

### **DIALOGUE 101**

**September 11, 2016**

**6:00 am**

**27 minutes of a 60-minute program**

**9/11 Day of Service and Remembrance**

**Host: Deborah Gordon**

**Guest: Jay Winuk, Co-creator**

**The 9/11 Day of Service and Remembrance, was started in 2000 and is designed to provide a positive and forward looking way for the community to honor and remember the 9/11 victims, survivors and those who rose in service in response to the tragedy. Mr. Winuk discussed how the idea was borne after his friend, David Paine suggested they do something to honor the memory of Mr. Winuk's brother, Glenn, a volunteer firefighter who died in the rescue efforts after the WTC South Tower collapsed. Together, Mr. Winuk and Mr.**

**Paine, co-founded MyGoodDeed and developed the 9/11 Day of Service and Remembrance. Mr. Winuk stressed the importance of the community getting involved in doing something positive or charitable to commemorate the day and honor those affected, in whatever way they choose. He offered suggestions of doing simple things like helping a neighbor with a chore, or going to a park and cleaning. However, the organization also welcomed the community to partner with them and to join their efforts.**

**COMMUNITY OUTREACH REPORT  
FOR  
WCBS FM 101.1  
3rd QUARTER, 2016  
JULY 2016 THROUGH SEPTEMBER 2016**

July 30, 2016

Walk With Me Easter Seals – Hoboken, NJ

**WCBS-FM was on-site at the 5K. The street team interacted with runners and event participants and distributed prizes and giveaways.**

WCBS-FM promoted this event on-air and displayed a logo, link and information on the station website.

August 2, 2016

Columbus Circle National Night Out – New York, NY

**WCBS-FM was on-site . The street at team provided music, prizes, entertainment & giveaways for those attending the feast.**

WCBS-FM promoted this event on-air and displayed a logo, link and information on the station website.

August 17, 2016

Brooklyn Night – MCU Ballpark, Coney Island, NY

**WCBS-FM was on-site at the Brooklyn night celebration held at the MCU Ballpark along with CBS-FM personality, Joe Causi. The street team provided music, prizes, entertainment & giveaways for those attending the special event. This celebration paid tribute to the late Brooklyn Dodger great, Duke Snider.**

WCBS-FM promoted this event on-air and displayed a logo, link and information on the station website

August 28, 2016

**March of Dimes Classic Car Show –2655 Richmond Avenue, Staten Island, CBS-FM personality, Joe Causi was on site and served as an emcee for this event. This event is a fundraiser for the March of Dimes campaign, which raises funding for “stronger, healthier babies” by preventing premature birth, birth defects and infant mortality.**

**WCBS-FM RADIO**  
**ISSUES AND PROGRAMS REPORT**  
**3<sup>rd</sup> QUARTER, 2016**  
**JULY 1, 2016 – SEPTEMBER 30, 2016**  
**PUBLIC SERVICE ANNOUNCEMENTS**

**ORGANIZATION**

9 11 DAY OF SERVICE AND REMEMBRANCE  
9 11 YOUNG ADULTS NETWORK  
AD COUNCIL – AUTISM SPEAKS  
AD COUNCIL - STOP GLOBAL WARMING  
ADDICTION ANGEL  
ASPCA  
AMBER ALERT  
AMERICAN RED CROSS  
ARTHRITIS - MOVE  
CROHNS & COLITIS  
EYECARE AMERICA  
FAMILY FOCUS ADOPTION  
FIGHT CHILDHOOD OBESITY  
FOUNDATION FIGHTING BLINDESS  
FRESH AIR FUND  
HEALTHCARE 411  
HUDSON RIVER PARK  
KIDSFEST  
LIGHTHOUSE FOR THE BLIND  
LITTLE FLOWER FAMILY SERVICES  
LIVE OUT LOUD  
MARCH OF DIMES  
NAT'L SAFETY COUNCIL  
NEW JERSEY WORK COUNCIL  
ODYSSEY HOUSE  
QUEENS THEATER  
SEPTEMBER 11 DAY OF SERVICE AND REMEMBRANCE  
SAFE HORIZON (CHILD ABUSE)  
SAFE FAMILIES FOR CHILDREN  
SKIN CANCER FOUNDATION  
STAYCATION  
ST. JOHNS BREAD AND LIFE  
US DEPT OF HEALTH & HUMAN SERVICES – (MENTAL ILLNESS)  
USO  
VOLUNTEERS OF AMERICA OPERATION BACKPACK  
WILDLIFE CONSERVATION SOCIETY  
YMCA