

WCFB

Quarterly Report

January ● February ● March 2012

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Retrospect is a public service program that airs on WCFB Sunday mornings from 5:00 – 7:00 a.m. On this program, members of the Central Florida community discuss issues of concern to the region's citizenship. For the first quarter 2012, the following issues were addressed:

Crime

- New Report: Increase in Number of Officers Killed

Culture

- Maitland's Art and History Exhibits
- MLK Day Parade and Activities
- Winter Park Unity Heritage Festival
- Antiques Show and Sale to Benefit Museum
- 3rd Annual Orlando Chili Cook Off
- Road to Victory Military History Event

Economy

- Floridians' Consumer Confidence Improves
- Earned Income Tax Credit and 211
- Employment Numbers Improve
- Helping People Get Jobs

Education

- Event to Raise Funds for School Supplies
- Financial Aid
- Valencia College Wins Prestigious National Award
- At Risk Girls Receive Support and Education
- FAFSA Frenzy Financial Aid Workshops

Environment

- *At Risk Youth Receive Outdoor Training*
- *Potato Raid and Effort to Save Seminole's Mud Walk*
- *Study of Aquifer to Determine Future Water Usage*
- *Paddle Race Around Florida Coastline*
- *Florida Black Bear Festival*

Health

- Establishing a Healthy Lifestyle in 2012
- Book Describes the Hospice Journey
- Classes Focus on Traditional Food Preparation Methods
- Student-Athletes Raise Funds for Trip to Italy
- Series of Walks to Raise Money for MS Society
- Gala and Poker Tournament to Raise Funds for UCP
- Health Fair
- Organization Gives Sick Children a Respite
- Colorectal Cancer Awareness
- Heart Awareness Month
- Alzheimer's Impacts Half-million Floridians
- O Positive Blood Shortage
- Kidney Health Awareness and Walk

Public Safety

- Holiday Fire Safety Tips
- Flood Awareness Week

Social Issues

- RSVP Collects Items for Homeless Vets
- Soup R Sunday Food Collection
- Preparing for Women Build Week in May
- Homeless to Home Program
- Support for Persons with Epilepsy / Epilepsy Research
- Donate Organs to Save Lives
- Food and Services for the Elderly and Needy

Transportation

- John Mica Challenges TSA

ISSUE:

Crime

Time: WCFB:
5:55
a.m.

Segment Topic: *New Report: Increase in Number of Officers Killed*
Organization: National Law Enforce Memorial Fund
Guest(s): Craig Floyd
Phone:
Date: 1/1/12
Duration: 5:00

Issues: Floyd discussed a new report in which 2011 statistics show a 13% increase in the number of officers who died in the line of duty over the 2010 numbers. There was a 42% increase over 2009. Florida led the nation in the number of officers who died in the line of duty, a total of 14. He then discussed what he believes are the factors that put officers at risk, such as cutting training and vital resources.

ISSUE:

Culture

Time: WCFB:
5:30
a.m.

Segment Topic: *Maitland's Art and History Exhibits*
Organization: Art and History Museums of Maitland
Guest(s): Jill Nash, Director of Education

Phone: (407)539-2181
Date: 1/8/12
Duration: 30:00

Issues: Nash described the five Art and History Museums of Maitland and the exhibits each museum offers to visitors. She also spoke about the history of Maitland and how these museums reflect that history. Nash also discussed the classes that are to be offered at each site during the coming weeks and encouraged listeners to participate.

Time: WCFB:
5:00
a.m.

Segment Topic: *Winter Park Unity Heritage Festival*
Organization: Winter Park Unity Heritage Festival
Guest(s): Robert Knight, Event Planner
Phone:
Date: 1/8/12
Duration: 30:00

Issues: It is time for the annual *Winter Park Unity Heritage Festival*, which in honor of Dr. MLK Holiday, celebrates the heritage of Winter Park families. Each year, the organization traces the roots of a local family back several generations, to show the contributions these families have made to the area. This has sparked an interest among the locals to learn about their roots. The event also features entertainment with a connection to the area, as well as information about how to learn more about one's own family tree.

Time: WCFB:
5:00
a.m.

Segment Topic: *MLK Day Parade and Activities*
Organization: City of Orlando/
Mayor's Dr. Martin Luther King Day Commission
Guest(s): Courtney Powell, Chair Marketing Committee
Phone: Mlkorlando.com
Date: 1/8/12
Duration: 30:00

Issues: Powell invited listeners to participate in the many local activities planned to honor the legacy of Dr. Martin Luther King. There are about 25 different events listed on the City of Orlando's Calendar including the *Dr. MLK Commemorative Luncheon*, the signature parade sponsored by the Southwest Orlando Jaycees, the *Interfaith Multi-cultural Celebration and Service* on Sunday, the *Arthur C. "Pappy" Kennedy Prayer Breakfast* and the annual *Day of Service*.

Time: WCFB:
5:00
a.m.

Segment Topic: *Antiques Vintage and Garden Show*
Organization: Orlando Museum of Art
Guest(s): Linda Cegelis
Phone: Omart.org
Date: 2/12/12
Duration: 30:00

Issues: The *Annual Antiques Show and Sale* sponsored by the Council of 101 to benefit the Orlando Museum of Art will take place February 17th, 18th, and 19th. There will be 40 antiques dealers from across the country exhibiting their antique furniture, collectibles, paintings, jewelry, handbags and rugs. There will also be antique appraisals, a lecture by a celebrated designer, and gardening ideas. The funds raised will support the museum's exhibits and educational programs.

Time: WCFB:
6:00
a.m.

Segment Topic: *3rd Annual Orlando Chili Cook Off*
Organization: Events for Change
Guest(s): Ken Roberts, President
Anthony Hurd, Founding Board Member
Phone: (407) 777-8309
Date: 2/26/12
Duration: 30:00

Issues: The guests explained that their organization, Events for Change, is a non-profit that earns money for other non-profits. They started as a group of neighbors that just wanted to find a way to help people in need so they started the *Chili Cook Off*. This year, the *3rd Annual Orlando Chili Cook Off*, is expected to draw over 10,000 visitors. Most of the funds raised will go to the group's main recipient, Special Olympics. Roberts described the good work done by special Olympics and explained that that's why his group works so hard to earn money on their behalf. However, he said that this year some of the money raised will also be donated to Wounded Warriors, A Gift for Teaching, and the Lone Sailor Memorial.

Time: WCFB:
5:00
a.m.

Segment Topic: *2012 Road to Victory Military Show*
Organization: Winter Park Scottish Rite
Guest(s): David Hawley, Reinactor
Aldis Grauds, Public Relations Chairmain for Orlando
Scottish Rite Masonic Center

Phone:

Date: 3/11/12

Duration: 15:00

Issues: Grauds invited listeners to the *2012 Road to Victory Military Show WWII Living History Weekend* on March 23rd-24th. Historical reenactors will set up American, British, German and Russian encampments to demonstrate what life was like in that era. There will also be active duty displays, including military vehicles. Grauds explained that Scottish Rite is a group of freemasons, who offer this event free to the public.

ISSUE:

Economy

Time: WCFB:
5:00
a.m.

Segment Topic: *Floridians' Consumer Confidence Improves*
Organization: University of Florida Survey Research Center
Guest(s): Chris McCarty, Survey Director
Phone:
Date: 1/1/12
Duration: 30:00

Issues: McCarty discussed the latest University of Florida survey, which indicates that consumer confidence is improving. He expounded on what this reveals about the upcoming year. He said that the outlook for the U.S. economy improved and that consumers are particularly confident that this is the time to buy big ticket items, probably because of available discounts. So Florida's survey results are in-line with national numbers. However, he said that the perception of personal income went down.

Time: WCFB:
6:00
a.m.

Segment Topic: *Earned Income Tax Credit and 211*
Organization: Heart of Florida United Way
Guest(s): Mark Batchelor, Financial Stability Outreach Coordinator
Phone: (407) 835-0900; hfuw.org
Date: 2/5/12
Duration: 30:00

Issues: Heart of Florida United Way is spreading the word that individuals should determine if they are eligible for the Earned Income Tax Credit (EITC.) In 2010, \$516 million in refunds were distributed in just Orange, Osceola, and Seminole Counties. Batchelor says that given current economic challenges, many families would benefit from the tax credit, thus stimulating the Florida economy.

United Way's 211 is a service that connects callers to the community programs and services that can help them through challenging situations. Callers request information about utility assistance, housing assistance, food assistance, health care assistance, and medicare / Medicaid. .

Time: WCFB:
5:00
a.m.

Segment Topic: *Employment Numbers Improve in 45 States*
Organization: University of Central Florida
Guest(s): Sean Snaith, Director of Institute for Economic Competitiveness in the College of Business Administration

Phone:
Date: 3/18/12
Duration: 30:00

Issues: Economist Snaith shared his thoughts on the latest employment statistics, which show lower unemployment in 45 states. He also suggested that this promising uptick might actually lead to an upturn in unemployment numbers since individuals who had given up their job search might be encouraged and begin a renewed search. Still, Snaith believes that there will be modest improvement in the Florida job market during 2012. Finally, he cautioned that the unemployment numbers alone are not enough information to use when judging the overall economy.

Time: WCFB:
5:30
a.m.

Segment Topic: *Helping People Get Jobs*
Organization: Christian Help
Guest(s): Sandy Vidal, Executive Director
Phone: (407) 834-4022
Date: 3/25/12
Duration: 30:00

Issues: Vidal's organization gives individuals support during their job search. Part of what Christian Help does is sponsor job fairs and job training. However, they also help with other issues such as helping with emergency financial problems. She says the job situation is improving in Central Florida but that there are still issues with unemployment and underemployment.

ISSUE:

Education

Time: WCFB:
5:30
a.m.

Segment Topic: *Event to Raise Funds for School Supplies*
Organization: A Gift for Teaching
Guest(s): Kendra Ferguson, Marketing and Design Manager
Phone:
Date: 2/5/12
Duration: 20:00

Issues: *School You: Brain Bowl Challenge* is a trivia challenge event to raise funds for A Gift for Teaching (AGFT.) In addition to the contest, there will be a silent auction and the opportunity to bid on artwork made by local children. Ferguson explained that AGFT provides teachers from schools with children on the free or reduced lunch program to “shop” for supplies. The supplies include the basics (pen, paper, etc.) as well as toiletries and clothes. Ferguson shared several stories of how children were able to thrive thanks to their teachers getting them these supplies.

Time: WCFB:
5:30
a.m.

Segment Topic: *Fafsa Frenzy February*
Organization: Valencia College
Guest(s): Cheryl Ricardo, Astt. Direc for financial services
Phone:
Date: 2/12/12
Duration: 15:00

Issues: Valencia College is holding several financial aid workshops during *FAFSA Frenzy February*. Anyone can attend these workshops, whether they plan to attend Valencia or not, and will receive full assistance in completing the FAFSA (the college financial aid form.) Ricardo explained what information participants need to bring to the workshop and encouraged everyone to apply.

Time: WCFB:
5:00
a.m.

Segment Topic: *Valencia College Wins Prestigious National Award*
Organization: Valencia College
Guest(s): Dr. Sanford Shugart, President
Phone: Public relations: lbeaty2@valenciacollege.edu
Date: 3/4/12
Duration: 30:00

Issues: Valencia College has received a prestigious national award, the *2011 Aspen Prize for Community College Excellence*. Dr. Shugart, the president of Valencia College, explained that the prize was awarded based on Valencia's high graduation rates, the factors that helped students reach graduation, and what happened to students after graduating (transfers, jobs, placement salaries, etc.) The goal for the Aspen Institute is to look for best practices that can be shared across the nation.

Time: WCFB:
5:30
a.m.

Segment Topic: *At Risk Girls Receive Support and Education*
Organization: Pace Center for Girls – Orange
Guest(s): Dee Rosado, Executive Director
Quteria, Student
Phone:
Date: 3/11/12
Duration: 30:00

Issues: Rosado explained that the mission of Pace Center for Girls is to work with at risk girls who have social challenges and have fallen behind academically. The girls receive academic support, social skills training (life skills) and advocacy on their behalf. Counselors work with the girls as they complete their educations. On average the girls are with Pace 12-18 months.

ISSUE:

Environment

Time: WCFB:
6:00
a.m.

Segment Topic: *At Risk Youth Receive Outdoor Training*
Organization: Real Men Outdoors
Guest(s): Ted Thompson
Lawrence Williams
Phone: Realmenoutdoors.com
Date: 1/1/12
Duration: 30:00

Issues: Real Men Outdoors is a wilderness mentoring program that, through survival experiences, brings about life changes in at risk youth. Thompson and Williams see this as a way to correct social ills related to how young men and young women relate to each other. They are a faith-based organization and believe that adults modeling Christian values can have great positive impact on young men.

Time: WCFB:
6:00
a.m.

Segment Topic: *Potato Raid and Effort to Save Seminole's Mud Walk*
Organization: Friends of the Environmental Studies Center
Guest(s): Pat Burkett, Volunteer
Phone: Seminolemudwalk.org
Date: 1/8/12
Duration: 30:00

Issues: Burkett invited listeners to the 2nd Annual Air Potato Mega Raid at the Spring Hammock Preserve. While there, participants will rid the area of the invasive air potato and enjoy barbecue. Funds raised by selling the barbecue will benefit the Environmental Studies Center and Mudwalk, which are in danger of being closed. Burkett explained that by experiencing the Mudwalk, Seminole County 5th graders learn about Florida eco-systems as they tramp through the Preserve. Burkett told listeners about the flora and fauna that students experience on these walks.

Time: WCFB:
5:15
a.m.

Segment Topic: *Study of Aquifer to Determine Future Water Usage*
Organization: South Florida Water Management District (SFWMD)
Guest(s): Emily Richardson, Lead Hydrogeologist
Phone: (561) 682-2292
Date: 1/15/12
Duration: 15:00

Issues: The SFWMD is currently installing deep exploratory wells at several locations throughout Central Florida in order to assess the aquifer below 2700 feet. The reason this is being done is to determine if water could be safely drawn from the lower Floridian aquifer. Richardson explained how the wells are being drilled and how the results should help the water management district to make good decisions about issuing permits to utilities.

Time: WCFB:
6:00
a.m.

Segment Topic: *Paddle Race Around Florida Coastline to Benefit GKTW*
Organization: Rod Price Adventures
Guest(s): Rod Price, Racer
Phone: (407) 227-5606
Date: 2/19/12
Duration: 30:00

Issues: Rod Price participates in canoe and kayak races throughout Florida and around the world. In March, he plans to participate in the *Ultimate Florida Challenge*, a 1,200 mile event around the coast of Florida. He described many of the environmental challenges he will face on this adventure.

In addition to enjoying Florida's environment and waterways, Price plans to raise funds and awareness for Give Kids the World.

Time: WCFB:
5:30
a.m.

Segment Topic: *Florida Black Bear Festival*
Organization: Florida Fish and Wildlife Conservation Commission
Guest(s): Jessica Basham, Public Relations Specialist
David Telesco, Black Bear Management Program
Phone: myFWC.com
Date: 3/18/12
Duration: 30:00

Issues: Basham described the events that would take place at the annual *Florida Black Bear Festival*, while David Telesco shared his expertise about the biology of the black bear. There will be speakers, vendors and hikes through the natural bear habitats during the festival. Telesco explained how the black bears are unique, what they bears eat, and how they prepare for winter. Furthermore, he explained the methods by which biologists are able learn about the bears.

ISSUE:

Health

Time: WCFB:
5:30
a.m.

Segment Topic: *Establishing a Healthy Lifestyle in 2012*
Organization: Volusia County Health Department
Guest(s): Dr. Bonnie Sorenson, Medical Director
Phone:
Date: 1/1/12
Duration: 25:00

Issues: Dr. Sorenson spoke about starting the year off right by working on a healthy lifestyle. She explained that this would include five components: not smoking, nutritious eating, getting enough physical activity, maintaining a healthy weight, and reducing stress. She says there is a number sequence to follow: 0 smoking, 5 servings of vegetables and fruits, 30 BMI, and 150 minutes of exercise. Dr. Sorenson also discussed safety issues.

Time: WCFB:
5:30
a.m.

Segment Topic: *Book Describes the Hospice Journey*
Organization:
Guest(s): Judy Flickinger, Hospice Nurse and Author
Phone:
Date: 1/15/12
Duration: 30:00

Issues: Former hospice nurse and current hospice volunteer Judy Flickinger shared her insights into purpose of Hospice Care. She has even written a book in this subject entitled, *Spirit Matters*. Flickinger says that hospice isn't about giving up on living rather, it is about focusing on the quality of the patient's life. In fact, she said that when people enter hospice soon enough and receive the care that makes them feel better physically and spiritually, then even live longer. She shared stories of people and their experiences with hospice care.

Time: WCFB:
5:30
a.m.

Segment Topic: *Classes Focus on Traditional Food Preparation Methods*
Organization: Seminole Cooperative Extension Service
Guest(s): Rita Law
Phone: (407) 665-5553
Date: 1/22/12
Duration: 30:00

Issues: Law explained that through UF Cooperative Extension food classes, people learn to create healthy foods through traditional food preparation methods. She has several basic food prep classes coming up, including healthy crock pot cooking, pressure cooking and baking.

Time: WCFB:
5:00
a.m.

Segment Topic: *Student-Athletes Raise Funds for Trip to Italy*
Organization: America's Team of Central Florida
Guest(s): Cindy Corrado, Coach
Korrina, Beri, Kayla, Student-athletes
Phone: Hometorome.net; (407) 492-5028
Date: 1/22/12
Duration: 30:00

Issues: Corrado and the others asked listeners to support their 24-hour marathon softball game as either players or spectators. This will allow them to raise money to travel to Rome, where they will compete against teams from around the world. The purpose is to allow the student-athletes to broaden their horizons and learn about different cultures.

Time: WCFB:
5:00
a.m.

Segment Topic: *Series of Walks to Raise Money for MS Society*
Organization: National MS Society
Guest(s): Cody Yerbian, Development Director
Phone: (813) 889-8363
Date: 1/29/12
Duration: 30:00

Issues: Yerbian invited listeners to participate in one or more of the *Walk MS* events throughout central Florida, including one at Lake Eola on March 10th. The funds raised will support the MS Society's work to support the 10,000 central Floridians who have Multiple Sclerosis. Yerbian discussed the symptoms of and treatments for the disease.

Time: WCFB:
6:00
a.m.

Segment Topic: *Gala and Poker Tournament to Raise Funds for UCP*
Organization: UCP of Central Florida
Guest(s): Martha Mannarino, Development and Marketing
Phone: www.ucpcf.org
Date: 2/12/12
Duration: 30:00

Issues: Mannarino invited listeners to support UCP of Central Florida by participating in *An Evening at the Palace Gala* and the annual *Poker Tournament*. Both events will fund the programs and services that lend children with special needs the support, education, and therapy that they require. Mannarino described the way that children progress during their time at UCP and shared several stories of success.

Time: WCFB:
5:45
a.m.

Segment Topic: *Washington Shores 5K Walk & Health Fair*
Organization: Orange County Health Department
Guest(s): Mirna Chamorro, Public Information Officer
Phone: (407) 858-1464; www.orchd.com
Date: 2/12/12
Duration: 15:00

Issues: The Orange County Health Department, the City of Orlando, and the Center for Change have teamed up to sponsor a 'healthy lifestyle' event, the *Washington Shores 5K Walk and Health Fair*. Chamorro invited listeners to the event, explaining that it is free and open to either individuals or groups. There will be health screenings, health information, healthy snacks, cooking demonstrations, and exercise demonstrations.

Time: WCFB:
5:30
a.m.

Segment Topic: *Support for Persons with Epilepsy / Epilepsy Research*
Organization: Epilepsy Association of Central Florida
Guest(s): Chuck Carmen
Phone: (407) 422-1416
Date: 2/19/12
Duration: 30:00

Issues: The Epilepsy Association of Central Florida (EACF) provides services to people affected by epilepsy. Camen explained that nearly 2 out of 100 Americans have epilepsy, so that is a great many people who require EACF's services. EACF provides medical services, prevention and education programs, and information and referral services. Carmen also told listeners how they could learn about Epilepsy news and research through the new EpilepsyU.com.

Time: WCFB:
5:00
a.m.

Segment Topic: *Organization Gives Sick Children a Respite*
Organization: Give Kids the World
Guest(s): Pamela Landwirth
Phone: Gktw.org
Date: 2/19/12
Duration: 30:00

Issues: Give Kids the World Village is a destination for children with life-threatening illnesses who wish to visit the central Florida theme parks. The organization has been helping these children for 26 years, after the founder discovered that some wish granting organizations weren't able to quickly organize a trip to Florida. So GKTW streamlines the travel planning so the things can happen quickly - which is critical in the case of these children. The child's entire family comes to the event and enjoys the events like once-a-week trick-or-treating and ice cream for breakfast. Landwirth said that charitable contributions and volunteers are always needed.

Time: WCFB:
5:50
a.m.

Segment Topic: *Colorectal Cancer Awareness*
Organization:
Guest(s): Dr. Scott Latmer, Specialist in Colorectal Cancer
Phone:
Date: 2/26/12
Duration: 10:00

Issues: Colorectal cancer is the third most common type of cancer for both men and women in the United States and is a common cause of death. In fact, almost 50,000 people died from this cancer in 2011. However, it is relatively easy to diagnose and there is a very good prognosis if detected early enough. There are several high risk factors to be mindful of: age, family history, obesity, cigarette smoking and a high fat diet. Dr. Latimer said that screening is very important.

Time: WCFB:
5:30
a.m.

Segment Topic: *Heart Awareness Month*
Organization: Florida Hospital
Guest(s): Dr. Nipun Arora, Cardiovascular Division
Phone:
Date: 2/26/12
Duration: 20:00

Issues: It is American Heart Month so Dr. Arora focused on the basic heart health message for all of us: we need to take care of our hearts and maintain a healthy lifestyle. The doctor described different factors that impact heart health, explained how men and women experience heart attacks differently, and about heart disease prevention methods.

Time: WCFB:
6:00
a.m.

Segment Topic: *Alzheimer's Impacts Half-million Floridians*
Organization: Alzheimer's Resource Center
Guest(s): Nancy Squillicotti
Phone:
Date: 3/4/12
Duration: 30:00

Issues: Squillicotti explained that Alzheimer's is a condition that impacts a half-million Floridians and their care-givers. The Alzheimer's Resource Center provides support and even respite for these caregivers. Squillicotti further explained what Alzheimer's is, what the symptoms are, and how it is so unique to each individual patient. Finally, she described some strategies for 'brain fitness.'

Time: WCFB:
6:00
a.m.

Segment Topic: *O Negative Blood Shortage*
Organization: Florida's Blood Centers
Guest(s): Pat Micheals, Executive Director of Public Relations
Karen
Talia

Phone:

Date: 3/11/12

Duration: 30:00

Issues: Michaels explained that while it is always a challenge to keep enough blood available to hospitals, it is especially challenging during this time of the year. He explains that there are still a lot of people here such as spring breakers and Bike Week participants as well as the usual need for blood during surgery. So it is really important that people donate – especially people with the universal O negative. Karen underscored this by sharing her story: during delivery she had complications which led to months of blood transfusions. Talia is a child who explained that she frequently needs transfusions because she takes chemotherapy.

Time: WCFB:
5:00
a.m.

Segment Topic: *Kidney Health Awareness and Walk*
Organization: University of Central Florida / National Kidney Foundation
Guest(s): Dr. Abdo Asmar, Assistant Professor of Medicine and
Practicing Nephrologist at UCF Pegasus Health
Phone: Kidneyflorida.org
Date: 3/25/12
Duration: 30:00

Issues: Dr. Abdo explained what kidney disease is and invited people to participate in a walk at UCF to benefit the National Kidney Foundation. He says that the organization's programs, such as free screenings at health fairs, helps to raise awareness and saves lives. Dr. Abdo also encouraged listeners to register to be organ donors.

ISSUE:

Public Safety

Time: WCFB:
5:00
a.m.

Segment Topic: *Holiday Fire Safety Tips*
Organization: Orange County Fire Rescue
Guest(s): John Mullhall, Spokesperson
Phone: (407) 836-9051
Date: 1/1/12
Duration: 30:00

Issues: Mullhall advised listeners to guard against fire indoors and out. He said to keep the fire alarms in working condition and to use space heaters and fire places safely. Finally, he advised everyone to plan escape routes and to have a fire drill.

Time: WCFB:
5:00
a.m.

Segment Topic: *National Flood Safety Awareness Week*
Organization: Seminole County Emergency Management
Guest(s): Alan Harris
Phone:
Date: 3/18/12
Duration: 30:00

Issues: Harris explained that *National Flood Safety Awareness Week* is a time to safeguard against flooding. He said that many Americans are near lakes and in other environments where flooding is a threat. Therefore, people should take relevant pictures now, have flood insurance, and put expensive stuff where it would be safer from rising water.

ISSUE:

Social Issues

Time: WCFB:
5:00
a.m.

Segment Topic: *RSVP Collects Items for Homeless Vets*
Organization: RSVP
Guest(s): Hedy Bass, Interim Director
Phone:
Date: 1/15/12
Duration: 15:00

Issues: RSVP volunteers are now collecting clothes and shoes for homeless veterans. RSVP is doing this in cooperation with National Vet Support because out of all the counties in Florida, Orange county has the highest number of homeless veterans.

Time: WCFB:
6:00
a.m.

Segment Topic: *Soup R Sunday Food Collection*
Organization: Christian Service Center
Guest(s): Robert Stuart, Executive Director
Mary Lee Walker, Director of Development
Phone:
Date: 1/22/12
Duration: 30:00

Issues: Stuart and Walker described the financial plight that many people in our community are experiencing. The Christian Service Center helps to feed these people and get them help with their situation. The two guests described the organization's *Soup R Sunday* food collection event, which coincides with the Superbowl. The goal is for churches to collect a can of soup from each parishioner on that day but also, for people having Superbowl parties to collect a can from each partygoer. Stuart explained that this really helps them keep their pantries stocked and feed a lot of people.

Time: WCFB:
6:00
a.m.

Segment Topic: *Preparing for National Women Build Week in May*
Organization: Habitat for Humanity Orlando
Guest(s): Lynn Ivanek, Development Director
Carolyn Hardin, Woman's Build Organizer

Phone:
Date: 1/29/12
Duration: 30:00

Issues: Ivanek explained that Habitat for Humanity is committed to transforming lives by building homes. Hardin said that participating in *National Women Build Week* is a way for one to feel empowered because one is taking action against poverty. Volunteers and the low-income families work together to build the house. She said that she has seen this twice before and it is a powerful experience.

Time: WCFB:
5:50
a.m.

Segment Topic: *Homeless to Home Program*
Organization: Department of Children and Families
Guest(s): Carrie Hoepfner, Public Information
Phone:
Date: 2/5/12
Duration: 10:00

Issues: With several other organizations, the Department of Children and Families is profiling families online through the 'Homeless to Home' program. The idea is to draw attention to the family's plight so the community will help them. She says the goal is to lighten these family's loads.

Time: WCFB:
5:30
a.m.

Segment Topic: *Donate Organs to Save Lives*
Organization: Translife
Guest(s): Leslie Ann McMillan, Manager of Public Relations
Ginger Gouty, Mother of a Liver Recipient

Phone:
Date: 3/4/12
Duration: 30:00

Issues: Translife is the not-for-profit organization that oversees the organ donations for 10 counties in central Florida. Translife is link between donors and people awaiting transplant. Ginger's son Jacob received a transplant at 15 months. There will be a fundraiser on March 31st, Gr8 to Don8 8K run/5K walk.

Time: WCFB:
6:00
a.m.

Segment Topic: *Food and Services for the Elderly and Needy*
Organization: Osceola Council on Aging
Guest(s): Carmen Carasquillo, Chief Operations Officer
Phone: Osceolagenerations.org; (407) 836-8462
Date: 3/25/12
Duration: 30:00

Issues: Carasquillo explained that seniors are supported by the Osceola Council on Aging. The organization provides seniors with food through Meals on Wheels, toiletries, opportunities to socialize, and transportation. But Carasquillo explains that people of all ages receive help at the Osceola Council on Aging. She explained that there is so much unemployment and such incredible need that there is also a food bank. She called upon listeners to donate whatever food and toiletries they could spare.

ISSUE:

Transportation

Time: WCFB:
5:00
a.m.

Segment Topic: *John Mica Challenges TSA*
Organization: U.S. Congress
Guest(s): Congressman John Mica
Phone:
Date: 3/18/12
Duration: 30:00

Issues: Congressman Mica is among several who are calling upon TSA to allow airports that make a request to have private screening under federal supervision. Changes have been made to the law and now Mica says that the TSA must comply.

NEWS

CRIME

4 Arrested in deadly shooting in Seminole County

<http://www.wftv.com/news/news/local/police-arrest-4-connection-deadly-shooting/nHLPs/>

Church gathering calls for justice for Trayvon Martin

<http://www.orlandosentinel.com/news/local/breakingnews/osvideo-sanford-justice-trayvon-martin-20120314,0,3001771.premiumvideo>

Rallies continue in support of 17 year old Trayvon Martin

<http://www.wftv.com/news/news/local/rallies-continue-support-17-year-old-trayvon-marti/nLXJ7/>

Jewish school shooting in France

<http://rt.com/news/france-shooting-school-881/>

Newly releases video of Casey Anthony online could mean legal trouble for her

<http://www.wftv.com/news/news/reports-casey-anthony-video-diary-surfacing-facebo/nGGB7/>

Convicted East Rapist convicted

<http://www.wftv.com/news/news/local/convicted-east-side-rapist-be-sentenced/nGGtf/>

Man found dead in the woods in Orlando

<http://www.wftv.com/news/news/local/police-investigating-dead-body-found-woods/nGHsT/>

Parent's lawyer says their sons hazing was not a hate crime

<http://www.wftv.com/news/news/local/parents-fallen-famu-drum-major-hold-news-conferenc/nGJ3C/>

Elderly man injured in home invasion

<http://www.wftv.com/news/news/local/police-elderly-man-injured-apartment-robbery/nGMFX/>

SWAT Stand-off ends, teen in custody

<http://www.orlandosentinel.com/news/local/crime/os-stand-off-suspect-20120117,0,5925915.story>

Teen dies after being shot in head by cousin

<http://www.wftv.com/news/news/local/police-6-year-old-accidentally-shoots-kills-teen-r/nGNcW/>

40 men busted in Osceola County sex sting

<http://www.wftv.com/news/news/local/40-arrested-osceola-child-sex-sting/nGN9T/>

CULTURE

Orange County Mayor says no to domestic partnership

<http://www.wftv.com/news/news/local/jacobs-no-domestic-partner-registry/nGJr6/>

Singer Whitney Houston found dead at 48 in Los Angeles

<http://www.orlandosentinel.com/entertainment/sns-rt-us-usa-whitneyhoustontre81b010-20120211,0,6491410.story>

Authorities say Houston was under water when found

<http://www.wftv.com/ap/ap/entertainment/authorities-houston-was-underwater-in-tub/nHcG3/>

Whitney Houston's funeral will be broadcast live online

<http://www.dailymail.co.uk/news/article-2101896/Whitney-Houston-funeral-Private-ceremony-broadcast-live-online.html?ito=feeds-newsxml>

ECONOMY

Proposed postal consolidation could slow mail

<http://www.wftv.com/news/news/local/proposed-postal-facility-consolidation-could-slow-/nGFsg/>

State lawmakers to vote on casinos

<http://www.wftv.com/news/news/local/lawmakers-head-back-work-after-mega-casino-bill-pa/nGJy8/>

Unemployment rate falls, hiring surges

<http://www.wftv.com/news/ap/top-news/unemployment-rate-falls-as-economy-adds-200k-jobs/nGGys/>

President Obama speaks about economy at Disney

<http://www.wftv.com/news/news/local/obama-speak-disney-about-plans-boost-tourism-trave/nGTcj/>

Settlement talks delay oil hearings

<http://www.wftv.com/ap/ap/environment/spill-victims-hope-trial-brings-elusive-justice/nKQZn/>

Occupy protestors to meet with Orange County Mayor and commission

<http://www.wftv.com/news/news/local/occupy-orlando-protesters-meet-mayor-jacobs-commis/nLL3R/>

EDUCATION

Grades released

<http://www.wftv.com/news/news/local/fla-school-grades-released-evans-high-school-gets-/nGFcw/>

Seminole County school board votes to shut a special needs school

<http://www.wftv.com/news/news/local/seminole-county-school-board-members-vote-close-ho/nGKbj/>

Orange County teacher accused of shoving student

<http://www.wftv.com/news/news/local/teacher-accused-shoving-student-wall/nHYPX/>

Seminole School board will NOT close any schools at least now

<http://www.wftv.com/news/news/seminole-school-board-no-new-school-closings/nHck9/>

HEALTH

SAFETY

Space heaters expected in A fire destroys a Pine Hills home and two in Mims

<http://www.wftv.com/news/news/local/officials-investigate-pine-hills-fire-destroyed-ho/nGF9C/>

<http://www.wftv.com/news/news/local/space-heater-ignites-fire-destroys-two-mobile-home/nGF8S/>

Off duty firewoman saves man, twice

<http://www.wftv.com/news/news/local/woman-goes-burning-brevard-home-twice-save-man/nGL6H/>

Melbourne man dies after an explosion in his garage

<http://www.wftv.com/news/news/local/investigators-explosion-inside-garage-kills-brevard/nGNyH/>

3,500 year old tree collapses after fire

<http://www.wftv.com/news/news/local/historic-tree-senator-catches-fire-longwood/nGNbb/>

6 people are dead, others still missing in shipwreck in Italy

<http://www.kfoxtv.com/news/news/el-paso-family-survives-cruise-ship-wreck/nGNsC/>

Titusville firefighter attempts to poison his boss with a chemical

<http://www.wftv.com/news/news/local/police-titusville-firefighter-poisoned-coworkers-d/nHct4/>

Neighbor attempts to battle house fire

<http://www.wftv.com/news/news/local/neighbor-tries-battle-massive-house-fire/nHGdC/>

Body in pond may be missing East Orlando woman

<http://www.wftv.com/news/news/local/deputies-search-missing-orange-co-mother/nHXYY/>

Many flock to homeless shelter as temps drop

<http://www.wftv.com/news/news/local/temperatures-are-expected-drop-20s-and-low-30s-sat/nHZ7T/>

SOCIAL /POLITICAL ISSUES

No confidence vote taken in Sanford commission meeting includes the Mayor's vote

<http://www.wftv.com/news/news/local/tensions-rise-rallies-expected-continue-seeking-ju/nLYmF/>

Romney swept New Hampshire polls, Paul 2nd

<http://www.wftv.com/news/ap/labor/rivals-looking-to-chip-away-at-romney-in-nh/nGJ4j/>

Wikipedia blacked out over anti piracy bill

<http://www.wdbo.com/news/news/local/wikipedia-be-blacked-out-over-anti-piracy-bill/nGPm4/>

FAMU students to sign anti-hazing waver online at registration

<http://www.therepublic.com/view/story/11730f3326eb43afa82eae82618ea0e/FL--FAMU-Student-Death/>

Former Commissioner to be sentenced today at 10am

<http://www.wftv.com/news/news/local/former-commissioner-be-sentenced-corruption-case/nGWNy/>

Early vote turn out

<http://www.wftv.com/news/news/local/many-central-floridians-turn-out-early-voting/nHGLg/>

Pres. Praises Special Ops in Somalian hostage situation

<http://www.wftv.com/news/ap/crime/obama-praises-special-forces-for-hostage-rescue/nHGdJ/>

Super Tuesday election

http://www.blackamericaweb.com/?q=articles/news/moving_america_news/3777

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TRANSPORTATION

Adjusting to new traffic pattern on 408

<http://www.wftv.com/news/news/local/drivers-adjust-new-408-traffic-shift-417-ramp/nLQqR/>

OIA testing new security practice for seniors

http://www.cfnews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2012/3/19/oia_security_changes

Pres. To speak at Disney on tourism

<http://www.cfnews13.com/article/news/2012/january/370773/President-Obama-to-speak-at-Walt-Disney-World>

Historic train moved to make room for SunRail

<http://www.wftv.com/news/news/local/historic-church-street-train-moves-make-way-sunrai/nGPn3/>

Pedestrian hit and killed crossing I-4

<http://www.wftv.com/news/news/local/pedestrian-killed-i-4-wb-lanes-closed/nHGTw/>

Suit against bus company – says they were involved in FAMU hazing incident

<http://www.wftv.com/news/news/family-famu-hazing-victim-robert-champion-file-law/nHbkx/>

Rain postpones races in Daytona for the 1st time

<http://www.wftv.com/news/sports/rain-postpones-daytona-500-first-time/nK6MX/>

PSA'S

JANUARY

Black Business Investment Fund hosting their winter series on small business financial health

Infinite Scholars College Fair – hosted by Cong. Brown and OCPS Board Member

Evans H.S. & STAR 94.5 host a dedication parade and celebration for new school opening

Small Bus. Dev. Center @ UCF hosts 5th Annual Economic Outlook for 2012 with Mayor Jacobs

State Senator Siplin & STAR 94.5 host a panel discussion on redistricting

LYNX to provide FREE bus service during annual ZORA festival

National Kidney Foundation – offering free health screening

Central Florida Employment Council hosts Annual Mayor's Job Fair

Valencia College Black Advisory Council hosts – Dr. Bernice King

STAR 94.5 hosts panel on gun violence in Eatonville
Dr. King events listed county wide
Coalition for Homeless – offering shelter on cold night

FEBRUARY

National Black HIV/AIDS Awareness Day
Fl. Dept. of Health – unveils HIV art exhibit – “Faces of HIV”
Life Academy in Eatonville – hosts 1st Annual Single Parent Appreciation luncheon
Black History programs listed throughout county
AKA’s – host “An Enchanted Evening” A Senior Citizen Prom
Deliverance Ministries – hosts a FREE heart health screening
Florida Coalition Against Domestic Violence – hosts youth summit on teen dating
Florida Diversity Council – hosts a young women’s leadership symposium for female H.S. students
Foundation of Wellness – host health seminar
CF Urban League and 5th 3rd Bank – host financial literacy summit
New Covenant Baptist Church – hosts Rev. Jesse Jackson to discuss 2012 primary election results
FAMU Alumni announce scholarship for students
Small Business Association – offers young entrepreneurship summit

MARCH

Comm. Ings – offers Easter Egg hunt for children in D-6
Fl. State Conference NAACP – to hold rally for justice for Trayvon Martin
Rally for Justice – hosted by Rev. Al Sharpton and STAR 94.5 personality Michael Baisden
Daytona Chapter of Sisters Alive – hosts Breast Cancer walk
Prince Hall Masons & Florida Hospital – offering FREE & reduced cost mammograms
AWESOME Ministries – presents FREE prom dress event
Orange County office for a Drug Free Community –hosts Annual Youth & Family Summit
Central Florida Association of Black Journalists – hosts 1st Annual Anchors Away event to raise money
UNCF – invites the public to the new Burnham Institute at Lake Nona to introduce STEM program
National Association of Black Accountants – hosts Black History event for accounting students
City of Kissimmee – hosts 1st Annual Black History exhibit at Chambers Park
National Congress of Black Women – hosts a “Meet the Mayoral Candidates” forum
Macedonia Church in Leesburg, FL – invites the public to Annual Appreciation Day
Orange County Health Dept. – hosts 6th Annual Washington Shores 5K Walk & Health Fair
ALS Association – hosts walk for Lou Gehrig’s disease

Community Connections Segments for Third Quarter 2012

Segment Topic:	<i>Community Connections:</i>
Organization:	Reliable Business Solutions
Guest(s):	Gene Tremble
Phone:	407/248-1200
Date:	1/1/12
Duration:	30:00
Issues:	RBS is a government funded agency providing information on foreclosure. They also do budgeting and home loan information for people who are about to lose their homes.

Segment Topic:	<i>Community Connections:</i>
Organization:	ZORA Festival
Guest(s):	NY Nathiri
Phone:	407/647-3307
Date:	1/8/12
Duration:	30:00
Issues:	Mrs. Nathiri talked about the 23 rd Annual ZORA Neale Hurston festival commemorating the life of the prolific writer.

Segment Topic:	<i>Community Connections:</i>
Organization:	Dr. Martin Luther King (festivities & discussion)
Guest(s):	MLK Commission/Rev. Bracy and Urban League
Phone:	877/499-2231
Date:	1/15/12
Duration:	30:00
Issues:	Orlando's City Commission spoke about their events commemorating the life of Dr. King. And Rev. Bracy and Allie Braswell from the Urban League talked about the foundation of Dr. King and where we are going politically and socially.

Segment Topic:	<i>Community Connections:</i>
Organization:	Trinity Players
Guest(s):	Rev. Black
Phone:	407/841-3658
Date:	1/22/12
Duration:	30:00
Issues:	The July Perry Story – a play about an Ocoee black man's effort to register other blacks to vote in the 1920 general election. He is killed and a fire breaks out that ruins that area...this is a true story

Segment Topic:	<i>Community Connections:</i>
Organization:	Siplin Law Firm

Guest(s):	Senator Gary Siplin
Phone:	407/845-9800
Date:	1/29/12
Duration:	30:00
Issues:	Panel on redistricting to be hosted by the Senator and STAR 94.5 to discuss the changes in voting brought about by the new census -

Segment Topic:	<i>Community Connections:</i>
Organization:	Real Men Outdoors
Guest(s):	Ted Thompson
Phone:	321/246-0402
Date:	2/5/12
Duration:	30:00
Issues:	RMO provides an outdoor camping experience for kids who have never attended. RMO facility is also used for juveniles to train in leadership

Segment Topic:	<i>Community Connections:</i>
Organization:	Mothers Against Drunk Driving
Guest(s):	Melissa Hall & Stacy Carruth
Phone:	407/831-6233 x 3 407/697-0316
Date:	2/12/12
Duration:	30:00
Issues:	MADD is a nation wide organization that advocates against alcohol and drugs while driving. Our local organization is hosting their 1 st fundraiser – Walk Like Mad in April.

Segment Topic:	<i>Community Connections:</i>
Organization:	Occupy our Community
Guest(s):	Bishop Allen Wiggins
Phone:	407/291-4673
Date:	2/19/12
Duration:	30:00
Issues:	A panel on revitalizing community's where blacks and other minorities inhabit in order to provide better housing, education, food access, banking and more

Segment Topic:	<i>Community Connections:</i>
Organization:	CJ Clothing
Guest(s):	Cookie Johnson
Phone:	Info@wildfirepublicrelations.com
Date:	2/26/12
Duration:	30:00
Issues:	Mrs. Johnson discussed launching her new clothing line and the importance of it for her vision of independence. She shared the steps it took to make it come into fruition. And also discussed the impact her husband Magic's HIV status has had on their marriage (it's made it stronger) and the community (it's brought open awareness to the disease).

Segment Topic:	<i>Community Connections:</i>
Organization:	Orange County Health Dept.
Guest(s):	Audrey Alexander
Phone:	321/228-3917
Date:	3/4/12
Duration:	30:00
Issues:	Obesity plagues the African American community and OCHD hosts an annual walk event to invite residents out to exercise and get information on healthy eating and living.

Segment Topic:	<i>Community Connections:</i>
Organization:	The Guardian
Guest(s):	Dyana Williams
Phone:	407/838 -2900
Date:	3/11/12
Duration:	30:00
Issues:	HIV educator talks about the continue rise in newly infected cases of the disease in black women. The problem continues to be women not feeling empowered to encourage safer sex; having sex with newly released inmates and failing to test.

Segment Topic:	<i>Community Connections:</i>
Organization:	Women's Trial Group
Guest(s):	Natalie Jackson
Phone:	407/ 418-1212
Date:	3/18/12
Duration:	30:00
Issues:	Attorney for the family of slain 17 year old Trayvon Martin gave an update on the situation to date. The killer, George Zimmerman remains at large and the family and community demand justice for the boy.

Segment Topic:	<i>Community Connections:</i>
Organization:	HEBNI Nutrition
Guest(s):	Fabiola Gaines
Phone:	321/436-1702
Date:	3/25/12
Duration:	30:00
Issues:	Guest talked about the importance of proper nutrition for healthier life. She also discussed the American Diabetes new food portion size. This is the 1 st time the food pyramid guide has been changed in years to reflect smaller portion control for better diet