

WCFB

Quarterly Report

July ● August ● September 2012

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Retrospect is a public service program that airs on WCFB Sunday mornings from 5:00 – 6:30 a.m. On this program, members of the Central Florida community discuss issues of concern to the region's citizenship. For the third quarter 2012, the following issues were addressed:

Crime

- National Night Out on August 7th
- Young People Warned to Protect Their Identities

Culture

- Artist Development Grants Available

Economy

- Orange County Offers Domestic Partner Registry
- Toastmasters Hold Convention in Orlando
- Leesburg Knocks Down Homes to Prevent Urban Blight

Education

- Local Teacher Speaks to Congress
- Seminar Explains Home School Options
- College Scholarships and Mentoring for Women
- Love Pantries Feed Schoolchildren
- Low-income Children Given Educational Support
- UCP Prepares for Back to School
- Florida's 2012 ACT Report
- Conklin Center's Ride For Sight

Election

- Florida Amendments: Non-partisan Information Available

Environment

- Nehrling Gardens Now Open to Educate
- Audubon Celebrates American Bald Eagle
- Seaworld Helps Rehabilitate Stranded Whales
- Organization Rehabilitates Injured Wildlife
- Natural Public Lands Day Volunteers Needed

Health

- Low Income Teens Given Access to Health Care
- Get Kids Immunized for Back to School
- Nutrition Education and Volunteer Opportunities
- 13th Annual Darrell Armstrong Classic Weekend
- Medical Equipment for Seniors
- Infant Mortality Rates Slowly Dropping
- Support for Parkinson's Patients
- 10th Annual Caribbean Health Summit
- Osceola County Has New Community Health Clinic
- Substance Abuse Treatment for Uninsured
- OCHD Brings Awareness to Infant Mortality
- Nutrition Advice for Healthy Living

Public Safety

- Health Departments Advise Families to Take Precautions Against Freshwater Amoeba
- Public Cautioned about Mosquito-borne Disease
- Storm Preparation
- Tow to Go Program Keeps Unsafe Drivers Off Roads
- Fire Prevention Week

Social Issues

- Summer Food Distribution Issues
- HFUW Funds Programs to End Hunger
- Clean Sweep Adoption Event
- Teens Raise Funds for Victims of Colorado Shootings
- National Suicide Prevention Month
- 2-1-1 Offers Support for Persons in Crisis
- Animal Services Needs Support to Adopt Out Pets
- New Medical Facility to Benefit Economically Challenged
- United Way's 2012-2013 fundraising campaign
- Animal Behavior and the Wiggle, Waggle, Walk
- Students Help Russell Home

ISSUE:

Crime

Time: WCFB:
6:00
a.m.

Segment Topic: *National Night Out on August 7th*
Organization: Winter Park Police Department
Guest(s): Lt. Tom Pearson
Phone: (407) 599-3507
Date: 7/29/12
Duration: 15:00

Issues: Lt. Pearson explained that *National Night Out* is a nationwide effort to encourage people to take a stand against crime by standing together with their neighbors. Winter Park has participated in *National Night Out* for many years but adds a twist; Winter Park residents gather in one location, where they can obtain information and speak to vendors and experts. The lieutenant described the scheduled activities for this year and discussed the types of information available.

Time: WCFB:
6:00
a.m.

Segment Topic: *Young People Warned to Protect Their Identities*
Organization: Lifelock
Guest(s): Paige Hanson, Manager Educational Programs
Phone:
Date: 8/19/12
Duration: 30:00

Issues: Identity theft is a serious crime that everyone, including children Hanson warns, should guard against. She explained that many children and teenagers are finding out that their identity has been usurped by thieves. The discovery is made as they apply for jobs and college. Parents are advised to think carefully before providing their children's social security number on forms for extracurricular activities. It is also advisable to run a yearly credit check on their children's social security numbers.

ISSUE:

Culture

Time: WCFB:
6:00
a.m.

Segment Topic: *Artist Development Grants Available*
Organization: United Arts of Central Florida
Guest(s): Mary Giraulo, Grants Manager
Phone: Theartsmatter.com; unitedarts.cc
Date: 8/26/12
Duration: 15:00

Issues: United Arts of Central Florida works to enhance the quality and variety of cultural experiences available throughout Lake, Orange, Osceola and Seminole counties. Giraulo invited listeners to submit applications for United Arts of Central Florida's *Artist Development Grants*. The deadline is October 11th. To showcase the kinds of efforts supported by these grants, United Arts presents *Granted!*, an exhibition showcasing the works of 44 artists who received Artist Development Grants in 2009, 2010, and 2011. The show will run from August 16 through September 15, 2012.

ISSUE:

Economy

Time: WCFB:
5:45
a.m.

Segment Topic: *Orange County Offers Domestic Partner Registry*
Organization: GLNT Community Center of Central Florida
Guest(s): Randy Stephens
Phone:
Date: 7/15/12
Duration: 15:00

Issues: Orange County has adopted an ordinance that gives all couples, whether gay or straight, who are in a committed relationship, the same basic rights as married couples. This is the Domestic Partner Registry / Health Education Life Protection (HELP) ordinance. Stephens says that this ordinance will appeal to companies that want to make sure that their employees are protected. He says the process to complete the registration involves signing an affidavit in front of two witnesses, and having the signatures notarized.

Time: WCFB:
5:30
a.m.

Segment Topic: *Toastmasters Hold Convention in Orlando*

Organization: Toastmasters International

Guest(s): Daniel Rex, Executive Director
Michael Notaro, Board of Directors
Ronald Belvin, Championship Finalist
Manuel Antonio Martinez

Phone: Toastmasters.org

Date: 8/12/12

Duration: 30:00

Issues: Toastmasters International will spotlight leadership experts and a speaking competition at its *2012 International Convention* set for August 15-18 in Orlando. The guests explained how Toastmasters helps individuals gain an edge in the workplace by improving their communication and leadership skills. Belvin and Martinez also described their experiences earning a position in the *World Championship of Public Speaking* finals, which will be held at the convention.

Time: WCFB:
5:45
a.m.

Segment Topic: *Leesburg Knocks Down Homes to Prevent Urban Blight*
Organization: City of Leesburg
Guest(s): Robert Sargent, Spokesman
Phone:
Date: 9/2/12
Duration: 15:00

Issues: Leesburg is tearing down old vacated homes that are believed to attract a bad element and create urban blight. Spokesman Robert Sargent said that demolition costs the city about three thousand dollars per house. They consider it money well spent. So far, they have torn down five vacated houses, with the cooperation of property owners. Some materials will be recycled.

ISSUE:

Education

Time: WCFB:
5:00
a.m.

Segment Topic: *Local Teacher Speaks to Congress*
Organization: Orange County Public Schools
Guest(s): Hannah Ehrli, Exceptional Education Teacher
Phone:
Date: 7/1/12
Duration: 30:00

Issues: Hannah Ehrli, an exceptional education teacher with Orange County Public Schools, recently spoke before Congress. She told Congress that there is a real need for special education research. She explained to listeners that she wants officials to restore education research funding because such research leads to good practices. Ehrli spoke about her own success with research-based education, including her program that pairs pre-kindergarten students with high school students.

Time: WCFB:
6:00
a.m.

Segment Topic: *Seminar Explains Home School Options*
Organization: Seminole County Library System
Guest(s): Jennie Howerton, Spokesperson
Phone:
Date: 7/15/12
Duration: 15:00

Issues: Howerton invited listeners who are considering home schooling to attend the *Home Schooling 101* seminar at the Seminole County library on July 21st. The Florida Parent Educators Association is making the presentation on topics including non-traditional school, virtual school, and compliance issues.

Time: WCFB:
5:00
a.m.

Segment Topic: *College Scholarships and Mentoring for Women*
Organization: Women's Executive Council (WEC)
Guest(s): Diane Snyder
Phone: Wecorlando.com
Date: 7/22/12
Duration: 30:00

Issues: According to the Snyder, WEC has been in existence since 1972, with a primary mission to award scholarships to women attending local colleges and universities. So, much of what members do is raise funds to award these scholarships, which are primarily used at UCF, Rollins, Valencia College, and Seminole State. Snyder encouraged listeners to apply for the next round of awards.

Time: WCFB:
5:30
a.m.

Segment Topic: *Love Pantries Feed Schoolchildren*
Organization: Christian Service Center
Guest(s): Robert Stuart, Executive Director
Phone: (407) 425-2523
Date: 7/22/12
Duration: 30:00

Issues: Students at Orange County Public Schools who would otherwise go hungry have found relief through 'Love Pantries' set up by Christian Service Center. Stuart explained that Christian Service Center provides the food but teachers and volunteers get it to the children and their families. This food can make a huge difference in children's academic success because with full stomachs, they will be better able to focus on studies. There are plans to put *Love Pantries* at more Orange County Schools, so more volunteers are needed.

Time: WCFB:
5:30
a.m.

Segment Topic: *Low-income Children Given Educational Support*
Organization: Apopka Family Learning Center
Guest(s): Ellen O'Connor, Chief Executive Officer
Phone: (407) 889-0100
Date: 7/29/12
Duration: 30:00

Issues: O'Connor described the various programs and services the Apopka Family Learning Center offers to improve the lives low-income families. All programs center on education, which she says can be instrumental to creating self-sufficiency and success. There are classes for adults, to help them with English and other subjects but the main effort is with children. The children have tutoring after school and the parents are given skills to assist their children with education. Finally, O'Connor asked listeners to donate supplies and volunteer their time with the families.

Time: WCFB:
6:00
a.m.

Segment Topic: *UCP Prepares for Back to School*

Organization: UCP of Central Florida

Guest(s): Martha Mannarino, Senior Director of Development and Marketing

Phone:

Date: 8/5/12

Duration: 30:00

Issues: Mannarino said that UCP of Central Florida is getting ready for back-to-school and she invited listeners to help. UCP offers school for children from birth to age 21 in seven locations. The schools are for both children with disabilities and without. She explained how powerful it is for the students with different abilities to be around each other. She said that there are many ways for people to volunteer including: organizing events, participating in golf tournaments, serving as 'book buds' at reading events, holding wish list drives, and by attending the annual Breakfast on November 7th. To inspire volunteering, Mannarino also shared stories of the wonderful progress children make at UCP facilities.

Time: WCFB:
5:00
a.m.

Segment Topic: *Florida's 2012 ACT Report*
Organization: Florida Department of Education
Guest(s): Maryjane Tappen, Deputy Chancellor for Pre-K through 12
Curriculum, Instruction, and Student Services

Phone:

Date: 9/9/12

Duration: 30:00

Issues: Tappen discussed the results on *Florida's 2012 ACT Report*. She says that the results demonstrate increased participation and continued improvement for Florida high school students across all subject areas. Tappen sees this as supportive of Florida's *Common Core Standards*. She also said that Florida has the largest proportion of minority students taking the ACT of any state in the nation. Florida's minority students also experienced an increase in average ACT scores across all subject areas.

Time: WCFB:
5:00
a.m.

Segment Topic: *Conklin Center's Ride For Sight*
Organization: Conklin Center for the Blind
Guest(s): Robert Kelly, Executive Director
Phone: 386-258-3441
Date: 9/16/12
Duration: 10:00

Issues: The Conklin Center for the Blind provides support services for blind children and adults. Kelly described these services which include helping parents learn to support babies who are born blind, to train adults who need to learn how to live independently, and to help adults train for jobs. The *10th Annual Ride for Sight Poker Run* will support these efforts. It will take place on September 30th, with stops at many Volusia County restaurants.

ISSUE:

Environment

Time: WCFB:
5:00
a.m.

Segment Topic: *Nehrling Gardens Now Open to Educate*
Organization: Nehrling Gardens (formerly Nehrling Society)
Guest(s): Teresa Shreztman-Myers, Volunteer Coordinator and Past
President of Henry Nehrling Society

Phone:

Date: 7/8/12

Duration: 30:00

Issues: The Nehrling Society has long tried to acquire the remaining patch of property near Gotha that was originally owned by Henry Nehrling. Shreztmann-Myers announced that the group has finally been able to acquire the property, now called Nehrling Gardens. The goal now is to clean the property, build an educational center, and educate the public about Nehrling's work studying tropical and sub-tropical plants.

Time: WCFB:
5:30
a.m.

Segment Topic: *Audubon Celebrates American Bald Eagle*
Organization: Audubon Florida
Guest(s): Katie Warner
Phone:
Date: 7/15/12
Duration: 15:00

Issues: Audubon Florida and the Florida Fish and Wildlife Conservation Commission are celebrating the resilience of the American bald eagle. Warner explained that that the species has rebounded after DDT use in the 1970s and earlier led to a severe decline in the number of nesting pairs. Now there are over 1,400 nesting pairs in Florida and the birds are well thanks to a long-term management plan and volunteer efforts through the *Eaglewatch* program.

Time: WCFB:
5:30
a.m.

Segment Topic: *Seaworld Helps Rehabilitate Stranded Whales*

Organization: Seaworld Orlando

Guest(s): Michael Bose,
Vice President of Zoological Operations

Phone:

Date: 9/9/12

Duration: 30:00

Issues: Bose said that Harbor Branch brought stranded whales to Seaworld for rehabilitation. Bose says if possible, and recovery goes well, the whales will eventually be returned to the ocean. He described the care the whales will receive while at Seaworld.

Time: WCFB:
5:10
a.m.

Segment Topic: *Organization Rehabilitates Injured Wildlife*
Organization: Back to Nature Wildlife Refuge (BTN)
Guest(s): Carissa Kent, Volunteer
Phone:
Date: 9/16/12
Duration: 10:00

Issues: Kent explained that the Back to Nature Wildlife Refuge (BTN) volunteers rescue wounded animals, nurse them back to health, then release them back into the wild. BTN volunteers also educate the community about wildlife and how to protect their habitats. Kent invited listeners support these efforts by participating in an upcoming "*Bikers Gone Wild*" Poker Run on October 7th. Funds raised will help the non-profit to feed and house these injured and orphaned animals, and to help BTN secure a larger property.

Time: WCFB:
6:15
a.m.

Segment Topic: *Natural Public Lands Day Volunteers Needed*
Organization: Orange County Environmental Protection Division
Guest(s): Beth Jackson, Environmental Program Supervisor
Phone: (407) 836 – 1400
Date: 9/16/12
Duration: 15:00

Issues: Jackson explained that the Orange County Environmental Protection Division (EPD) and Wekiva River Basin State Parks will host a workday on Saturday, September 29th, to commemorate National Public Lands Day 2012. The activities will begin with an introduction to the County's Green PLACE and Wekiva River Basin State Parks programs and an overview of Pine Plantation. National Public Lands Day is the nation's largest hands-on volunteer effort to improve and enhance the public lands that Americans enjoy.

ISSUE:

Election

Time: WCFB:
6:00
a.m.

Segment Topic: *Florida Amendments: Nonpartisan Information Available*
Organization: League of Women Voters Florida
Guest(s): Deirdre Macnab, LWVF President
Phone: (407) 415-4559; Email: floridaleague@earthlink.net
Date: 9/9/12
Duration: 30:00

Issues: Macnab explained that League of Women Voters Florida is offering non-partisan information to voters about the proposed amendments to the Florida constitution as well as other voting issues. Speakers are available to educate groups and there is a *Voter's Guide* available online. Macnab herself explained to listeners, the finer points of the eleven amendments on the Florida ballots.

ISSUE:

Health

Time: WCFB:
5:30
a.m.

Segment Topic: *Low Income Teens Given Access to Health Care*
Organization: Howard Phillips Center for Children and Families
Arnold Palmer Hospital

Guest(s): Dr Vinnie Chulani, Medical Director of Teen Express

Phone:

Date: 7/1/12

Duration: 30:00

Issues: Chulani explained that *Teen Express* is a mobile health unit that provides free medical and mental health care for low income teens. Dr. Chulani said that these teens are also educated in life skills related to health choices and eating well.

Time: WCFB:
6:15
a.m.

Segment Topic: *Get Kids Immunized for Back to School*
Organization: Volusia County Health Department
Guest(s): Dr. Bonnie Sorenson, Medical Director
Phone: volusiahealth.com
Date: 7/15/12
Duration: 15:00

Issues: The Volusia County Health Department is recommending that parents avoid the back to school rush and get their children's vaccinations now. Dr. Sorenson discussed the various types of vaccinations that are required before children can enter school. She also recommended that college students be vaccinated against bacterial meningitis, an often fatal disease.

Time: WCFB:
6:00
a.m.

Segment Topic: ***Nutrition Education and Volunteer Opportunities***
Organization: Seminole County Cooperative Extension Service
Guest(s): Rita Law, Extension Agent
Phone: (407) 665-5553
Date: 7/22/12
Duration: 30:00

Issues: Law is looking for volunteers interested in becoming master food and nutrition volunteers. These volunteers will go through an interview and complete a 13 week master training class. As volunteers, these individuals will promote healthy foods by teaching, working health fairs, leading grocery store tours, and more.

Time: WCFB:
5:30
a.m.

Segment Topic: *13th Annual Darrell Armstrong Classic Weekend*
Organization: The Darrell Armstrong Foundation for Premature Babies
Guest(s): Thomas Rascoe, Vice-President/ Executive Director

Phone: 333-3615
Date: 8/5/12
Duration: 30:00

Issues: The *13th Annual Darrell Armstrong Classic Weekend* takes place August 10th through the 12th. Events will include the following: *An Evening of Entertainment* at Paradise Cove, the annual *Golf Tournament* and luncheon, and a *Bowling Tournament*. The money raised will be used to assist central Florida families with premature children by offering therapies (i.e. developmental, speech, physical), specialized equipment and free services for low-income families with no or minimal health insurance coverage.

Time: WCFB:
5:00
a.m.

Segment Topic: *Medical Equipment for Seniors*
Organization: Stepping Stone Medical Equipment Bank
Guest(s): Wayne Gardner, Senior Director
Phone: (407) 649-4100
Date: 8/19/12
Duration: 30:00

Issues: Stepping Stone Medical Equipment Bank is part of Seniors First, Incorporated. Gardner explained that the organization provides seniors with free or nearly free medical equipment such as walkers, canes, tub benches, and commodes. Gardner asked the public to donate equipment that isn't being used so it can be refurbished and given to seniors who will put it to use.

Time: WCFB:
5:30
a.m.

Segment Topic: *Infant Mortality Rates Slowly Dropping*
Organization: Healthy Start Orange County
Guest(s): Linda Sutherland, Executive Director
Phone:
Date: 8/19/12
Duration: 30:00

Issues: Sutherland described the strides that have been made in reducing the number of infant deaths in Florida. However, she cautioned that much remains to be done. *Healthy Start Orange* helps to protect babies by doing case management, providing for mothers' health needs, providing grants, and doing community outreach.

Time: WCFB:
5:00
a.m.

Segment Topic: *Support for Parkinson's Patients*
Organization: Florida Hospital Neuroscience Institute Parkinson Outreach Center

Guest(s): Anissa Mitchell, Program Outreach Coordinator

Phone: Floridahospitalneuro.com

Date: 8/26/12

Duration: 30:00

Issues: Mitchell explained the work done at the Parkinson Outreach Center to improve the lives of persons with Parkinson's. The organization offers support groups, exercise and dance classes, music therapy, educational materials and clinical referrals. She invited listeners to support this work by attending *Return to Romance*, a musical fundraiser featuring performances by *Mark Romeo and Friends*. Proceeds will go to the National Parkinson's Foundation Central Florida Chapter and Florida Hospital's Parkinson Outreach Center.

Time: WCFB:
5:30
a.m.

Segment Topic: *10th Annual Caribbean Health Summit*
Organization: Center for Multicultural Wellness and Prevention Inc.
(CMWP)

Guest(s): Keith Gooden, Development and Marketing Director
Phone: (407) 953-5043 kgooden@cwmp.org

Date: 8/26/12

Duration: 20:00

Issues:

Gooden invited listeners to the Center for Multicultural Wellness and Prevention's annual *Caribbean Health Summit*. This year's summit, which will be held on September 8th, will feature access to free health screenings, information, and educational seminars related to mental and physical health maintenance.

Time: WCFB:
5:50
a.m.

Segment Topic: *Osceola County Has New Community Health Clinic*

Organization: Osceola County

Guest(s): John Quiones, Commissioner

Phone:

Date: 8/26/12

Duration: 10:00

Issues: Quiones announced that the new *Osceola County Community Health Clinic* is open to serve the needs of Osceola residents. The after-hours clinic is available to all people but the main purpose is to serve low- to moderate-income residents. The services offered include male and female adult primary care, family planning, women's health, assessment of minor illnesses, physical exams, care-related lab tests, health education, school physicals and other primary care related health services.

Time: WCFB:
5:30
a.m.

Segment Topic: *Substance Abuse Treatment for Uninsured*
Organization: Grove Counseling Center
Guest(s): Chelsea Dygan, Communications Chair
Phone: 407-327-1765
Date: 9/16/12
Duration: 30:00

Issues: Dygan explained that the **Grove Counseling Center** is a non-profit specializing in the prevention and treatment of substance abuse and behavioral health disorders. The Center's focus is on serving people who don't have insurance or have very little insurance. She described the various services offered and explained how someone would access them. Dygan made it clear that families are torn apart by these kinds of addictions but can be made whole with treatment.

Time: WCFB:
6:00
a.m.

Segment Topic: *OCHD Brings Awareness to Infant Mortality*
Organization: Orange and Seminole County Health Departments (OCHD)
Guest(s): Dain Wiester, Public Information Officer
Phone: 407-858-1429
Date: 9/16/12
Duration: 15:00

Issues: Weister explained that September is *Infant Mortality Awareness Month* and that the local health departments are trying to raise awareness about ways to keep babies well. He said that last year, 119 Orange County babies did not live until their first birthdays. The situation is even worse depending on the baby's race: black infants die 2-3 times more than white infants. Weister advised mothers to seek pre-natal care and to avoid smoking. Weister also invited listeners to the *Fourth Annual Stroll for Life* on Saturday, September 22, 2012

Time: WCFB:
5:00
a.m.

Segment Topic: ***New Medical Facility to Benefit Economically Challenged***
Organization: Community Food and Outreach Center
Guest(s): Andrae Bailey, Director
Phone: communityfoodoutreach.org
Date: 9/23/12
Duration: 30:00

Issues: Bailey explained that the Community Food and Outreach Center has long provided assistance to individuals trying to overcome economic challenges. The comfort of food, clothes, educational assistance, and the like are available to those in need. Within two weeks, the services of a new medical clinic will also be available and Bailey made a plea for help. He asked listeners to offer their 'time, talents, and treasure' to help the complete the project by September 30th.

Time: WCFB:
6:00
a.m.

Segment Topic: *Nutrition Advice for Healthy Living*

Organization:

Guest(s): Dr. Susan Mitchell

Phone: Susanmitchell.org

Date: 9/23/12

Duration: 30:00

Issues: Dr. Mitchell discussed some of the nutrition research that has been published over the past few months, explaining in laymen's terms what these studies suggest. Specifically, she discussed a study about eggs and another about rice, then several about sugar consumption. Dr. Mitchell offered suggestions for healthy eating and even a microwave method for cooking a 'breakfast on the go.'

ISSUE:

Public Safety

Time: WCFB:
6:10
a.m.

Segment Topic: *Health Departments Advise Families to Take Precautions Against Freshwater Amoeba*

Organization: Orange County Health Department
Guest(s): Dain Weister, Public Information Officer
Phone: (407) 858-1429
Date: 7/29/12
Duration: 15:00

Issues: Weister advised listeners to take precautions when enjoying fresh water activities during these hot months, due to the threat posed by amoebas. When amoebas enter a swimmer's nose, it can cause a very serious, even deadly, infection. Swimmers are advised to wear nose clips and not to stir up sediment while taking part in water-related activities. Weister also advised people who flush their sinuses with neti pots to use distilled or sterilized water.

Time: WCFB:
5:00
a.m.

Segment Topic: *Public Cautioned about Mosquito-borne Disease*
Organization: Volusia County Health Department
Guest(s): Paul Minshew, Environmental Manager
Phone: Volusia health.com
Date: 8/19/12
Duration: 30:00

Issues: Volusia County Health Department Environmental Manager Paul Minshew warned the public to take precautions against mosquito-borne diseases. West Nile virus is the primary concern here in Florida, he says, particularly in north Florida. However, central Floridians must be on their guard too. So, Minshew told listeners the precautions to take and how to recognize the symptoms of West Nile.

Time: WCFB:
6:15
a.m.

Segment Topic: *Storm Preparation*
Organization: Office of Emergency Management
Guest(s): Alan Harris, Emergency Manager Seminole County
Phone:
Date: 8/26/12
Duration: 15:00

Issues: Harris advised listeners to prepare for Tropical Storm Isaac and other storms that may head our way. He advises that people have a disaster kit ready with good supplies of food and water. Homeowners should clean up their yards and set up hurricane shutters or plywood. Harris also advised people to monitor the weather and respond accordingly.

Time: WCFB:
5:30
a.m.

Segment Topic: *Tow to Go Program Keeps Unsafe Drivers Off Roads*

Organization: AAA

Guest(s): Joanna Newton, Manager Tow to Go
Jessica Brady, AAA Spokeswoman

Phone:

Date: 9/2/12

Duration: 15:00

Issues: Newton and Brady described the AAA Auto Club's *Tow to Go* program. Through this program, AAA tow trucks will take both inebriated drivers and their cars home, free of charge. Newton explained that the goal of this program, offered on holidays and Super Bowl weekend, is to protect all people on the roads by keeping intoxicated drivers out of their cars.

Brady reviewed AAA predictions about Labor Day Weekend travel, given gas prices.

Time: WCFB:
5:00
a.m.

Segment Topic: *Fire Prevention Week*
Organization: Seminole County Fire Department
Guest(s): Randy Hatch, Fire Inspector
Phone: Firepreventionweek.org
Date: 9/30/12
Duration: 30:00

Issues: During *National Fire Prevention Week*, the Seminole County Fire Department and the National Fire Protection Association are encouraging residents to '*have two ways out.*' Hatch said that this means everyone should have two routes out of a burning home. Furthermore, everyone should have an escape plan and practice that plan. In fact, he advised putting the plan on the family's refrigerator and practicing it whenever a family member has a birthday.

ISSUE:

Social Issues

Time: WCFB:
6:00
a.m.

Segment Topic: *Summer Food Distribution Issues*
Organization: Second Harvest Food Bank of Central Florida
Guest(s): Dave Krepcho
Phone:
Date: 7/1/12
Duration: 30:00

Issues: Krepcho discussed Second Harvest Food Bank of Central Florida's current efforts to get food to hungry people. This past week, the agency provided disaster relief to victims of tropical storm Debbie. Second Harvest delivered a truck full of supplies to Cedar Key and Live Oak, areas hard hit by flooding. Another issue at hand is that children are out of school and going hungry because they don't get the a free lunch. So Second Harvest has set up locations where these children can get a meal. Finally, Krepcho spoke about efforts to get even more fresh vegetables and produce to hungry families.

Time: WCFB:
5:30
a.m.

Segment Topic: *HFUW Funds Programs to End Hunger*
Organization: Heart of Florida United Way (HFUW)
Guest(s): Joan Nelson Vice President of Community Investment
Larry Olness, Vice President of Community Services
Phone: HFUW.org
Date: 7/8/12
Duration: 30:00

Issues: *Alleviating Hunger and Homelessness* is one of the target areas Heart of Florida United Way (HFUW) has for the objective 'Investing in Results.' The two guests explained that hunger and homelessness are significant areas of concern in central Florida, as indicated by the calls to HFUW's 2-1-1 crisis line. They spoke about some of the agencies, funded by HFUW, that administer to crisis needs as well as those that work on prevention.

Time: WCFB:
5:00
a.m.

Segment Topic: *Clean Sweep Adoption Event*
Organization: Seminole County Animal Services
Guest(s): Diane Gagliano, Program Coordinator
Phone: (407) 665-5208; DGagliano@seminolecountyfl.gov
Date: 8/5/12
Duration: 30:00

Issues: Gagliano spoke about the *Clean Sweep Adoption Event*, an opportunity for people to find a special dog or cat to join their families. She explained that between August 1st through August 10th, Seminole Animal Services will try to adopt out every dog and cat in their adoption center that was there on the first day of the event. Gagliano explained that the *Clean Sweep* event is part of their efforts to win the *ASPCA/Rachel Ray \$100,000 Challenge*. If they win, they'll be able to provide even more veterinary services for the animals in the shelter.

Time: WCFB:
6:00
a.m.

Segment Topic: *Teens Raise Funds for Victims of Colorado Shootings*

Organization: Teens in Flight

Guest(s): Col. Jack Howell, President

Retired Marine Corps

Awarded the purple heart

Phone: www.teens-in-flight.com

Date: 8/12/12

Duration: 30:00

Issues: *Teens in Flight* is a non-profit organization that provides scholarships to teens who meet certain qualifications. These teens have lost a parent or sibling in the Global War On Terrorism or have an immediate family member who was wounded in action and disabled. Teens who are at-risk may also receive scholarships. Now the teens themselves are attempting to help the victims of the movie theater shootings in Aurora Colorado by raising funds through a fly-a-thon.

Time: WCFB:
6:00
a.m.

Segment Topic: *National Suicide Prevention Month*
Organization: American Foundation for Suicide Prevention (AFSP)
Guest(s): Robert Gebbia, Executive Director
Phone: 212-363-3500 ext. 2024; wtene@afsp.org
Date: 9/2/12
Duration: 30:00

Issues: *National Suicide Prevention Awareness Week* is September 9th – 15th. Suicide is now the 10th leading cause of death in the United States. The American Foundation for Suicide Prevention (AFSP) is working to bring national attention to the issue of suicide in order to prevent it. Gebbia said that we need to be doing much more to raise awareness and fund effective prevention programs. He also explained ways to recognize suicide warning signs and risk factors, and how to get help.

Time: WCFB:
5:30
a.m.

Segment Topic: *2-1-1 Offers Support for Persons in Crisis*

Organization:

Guest(s): Caree Jewell (Director, United Way 2-1-1 and licensed mental health specialist)

Phone: Hfuw.org

Date: 9/9/12

Duration: 20:00

Issues: 2-1-1 is United Way's free, 24-hour information and referral helpline, which links people in need with assistance from more than 2,000 local health and human service programs. Jewell is the director of the program, and she explained how callers are referred to agencies that can help them. Persons considering suicide can also dial 2-1-1 for support. As it is *National Suicide Prevention Week*, Jewell advised listeners on ways to identify if a loved one is contemplating suicide.

Time: WCFB:
5:20
a.m.

Segment Topic: ***Update: Animal Services Needs Support to Adopt Out Pets***

Organization: Seminole County Animal Services

Guest(s): Diane Gagliano, Program Coordinator

Phone:

Date: 9/16/12

Duration: 10:00

Issues: Seminole County Animal Services is trying to adopt out a record number of dogs and cats this month, as a way to win the *Rachel Ray / Humane Society Challenge*. Specifically, Seminole County Animal Services needs to adopt out more pets than they did this time last year. Updating listeners about the adoption efforts, Gagliano said that things are going well but people still need to come in and adopt a pet. If Animal Services wins, the money will be used to expand veterinary services for the pets. But even if they don't win the contest, Gagliano says that the staff is just happy that so many more of these shelter animals are finding homes.

Time: WCFB:
5:30
a.m.

Segment Topic: *United Way's 2012-2013 fundraising campaign*
Organization: Heart of Florida United Way
Guest(s): Shawn Bartelt, Campaign Chair
Bob Haight, United Way Senior Vice President of Resource
Development,

Phone:

Date: 9/23/12

Duration: 30:00

Issues: The two guests described the upcoming Heart of Florida United Way (HFUW) annual *Giving Campaign*. They described the incredible level of need in the Central Florida community and explained how the programs supported by HFUW fill that need. In fact, United Way supports around 84 health and human service agencies in the tri-county area. But it takes the support of the community to make this possible. Haight and Bartlett asked listeners to help by encouraging donation programs at their own places of business.

Time: WCFB:
5:30
a.m.

Segment Topic: *Animal Behavior and the Wiggle, Waggle, Walk*
Organization: SPCA of Central Florida
Guest(s): Diane Anderson, Animal Behaviorist/ Community Educator
Phone: (407) 248-1757; diane@orlandopets.org
Date: 9/30/12
Duration: 30:00

Issues:

Anderson described the many services offered by the SPCA of Central Florida and how funds raised at the *Wiggle, Waggle, Walk* will be used. The SPCA offers people a way to find a dog or cat to adopt into their families. These pets have received vaccinations, veterinary care, and even some training before they are adopted. Specialists help match up pets and owners, and provide insight into making the pet comfortable in the new home. Anderson said that the *Wiggle, Waggle, Walk* is one of the biggest fundraisers of the year, making it possible to house and feed these shelter pets. This year's event will feature lots of fun activities, including a costume contest. The event takes place on October 20th.

Time: WCFB:
6:00
a.m.

Segment Topic: *Students Help Russell Home*

Organization: Circle Christian School
Russell Home for Atypical Children

Guest(s): Karen Stella, Campus Manager Upper Class Program
Betty Turner, Childcare Coordinator

Phone: Runfortherussellhome@gmail.com
Russell Home: (407) 855-8063

Date: 9/30/12

Duration: 30:00

Issues: Students from the Circle Christian School have organized a 5K, *Run for the Russell Home*, and a *Fall Festival* in order to raise money for the Russell Home for Atypical Children. The home, lived in by children and adults with developmental conditions, is old and needs many repairs. Turner explained that her grandmother started the home many years ago and it needs to be fixed up. Stella explained that the Circle Christian students have often volunteered with the Russell Home residents and these warm, wonderful people deserve better.

Community Connections Segments for Third Quarter 2012

Segment Topic:	<i>Community Connections:</i>
Organization:	Orlando Police Department
Guest(s):	Georgianna Butler
Phone:	
Date:	July 1, 2012
Duration:	30 minutes
Issues:	National Night Out – Orlando has received national recognition for its events promoting safety in our community amongst neighbors.

Segment Topic:	<i>Community Connections:</i>
Organization:	Sex Trafficking
Guest(s):	Rev. Antonio Gregory
Phone:	
Date:	July 8, 2012
Duration:	30 minutes
Issues:	Florida has become the hub of the sex traffic trade for America. Pastor Gregory's organization attempts to find the girls, counsel them and get them home or start a new life

Segment Topic:	<i>Community Connections:</i>
Organization:	Dr. Philips Performing Arts Center
Guest(s):	Katherine Ramsberger
Phone:	407/839-0119
Date:	July 15, 2012
Duration:	30 minutes
Issues:	The Dr. Phillips Center is in the process of being built. It will include two grand performance theaters, a community theater, outdoor plaza and performance space, rehearsal rooms, administrative offices, and educational programming space. The performing arts center will be our way of showcasing Orlando to the rest of the world.

Segment Topic:	Community Connections:
Organization:	211-United Way
Guest(s):	Michael Flewellen
Phone:	407-835-0900
Date:	July 29, 2012
Duration:	30 minutes
Issues:	2-1-1, is United Way's free, 24-hour information and referral helpline which links people in need with assistance from more than 2,000 local health and human service programs

Segment Topic:	Community Connections:
Organization:	Big Brother Big Sister
Guest(s):	Jada Smith
Phone:	407/478-2996
Date:	August 5, 2012
Duration:	30 minutes
Issues:	New CEO Jada Smith – is helping to rebrand the organization and get more people involved in mentoring (especially men).

Segment Topic:	Community Connections:
Organization:	Pine Crest Charter School
Guest(s):	Bishop Allen Wiggins
Phone:	407/435-6716
Date:	August 12, 2012
Duration:	30 minutes
Issues:	The Hope Church is opening a charter school based on the Pinecrest model using technology and teaching each student at their own pace.

Segment Topic:	Community Connections:
Organization:	Planned Parenthood
Guest(s):	Chevelle Howard
Phone:	407/246-1788x135
Date:	August 19, 2012
Duration:	30 minutes
Issues:	The new program "Teens RISE" is slated to begin when school starts. Its goal is to give intervention to empower and inform girls 15-19 old to make better decisions about sex.

Segment Topic:	Community Connections:
Organization:	Healthy Start
Guest(s):	Dawn Steward
Phone:	407/975-5150
Date:	August 26, 2012
Duration:	30 minutes.
Issues:	With over 50,000 children in Orange County uninsured, she shared info for parents to let them know what resources they were eligible for

Segment Topic:	Community Connections:
Organization:	Adult Literacy League
Guest(s):	Janelle Allen
Phone:	407/422-1540
Date:	September 9, 2012
Duration:	30 minutes
Issues:	1 in every 5 adults in Central Florida, reads at or below 5 th grade level. They need support from the community to maintain a collaboration to get people reading

Segment Topic:	Community Connections:
Organization:	Recovery Walk
Guest(s):	Dr. John Robertson
Phone:	407/340-8292
Date:	September 16, 2012
Duration:	30 minutes
Issues:	Dr. John Robertson of the Multicultural Addictions Network shares the importance of helping our community rise above substance abuse. September is also National Recovery Month.

Segment Topic:	Community Connections:
Organization:	Hope for Danielle
Guest(s):	Fletcher Family
Phone:	
Date:	September 23, 2012
Duration:	30 minutes
Issues:	Danielle is in a coma, 60 days after being shot in her head. She was caught in the crossfire of a shoot out in Pine Hills. Her family talked about her recovery and what's next for her.

Segment Topic:	Community Connections:
Organization:	Translife
Guest(s):	Charlyce Simmons
Phone:	407/256-3947
Date:	September 30, 2012
Duration:	30 minutes
Issues:	Patient talked about the importance of black people to register to donate organs and tissue. The registry lacks people of color and blacks and Hispanics need transplants more than any other nationality

July PSA's:

CFEC – Employment Council having their annual President's Job Fair 60 companies ready to hire.

Deland City Council – will hold a resume writing workshop and job fair.

The Links, Inc. – holding an open forum to discuss Violence in America

LANES Group for girls – invites all teen girls to a FREE summer shape up and fitness class

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August PSA's

African American County of Christian Clergy – presents a Meet the Candidate forum

Your Vote Your Voice – education forum to learn barriers you'll face at the polls.

Back to School – supply drive hosted by several community organizations & local politicians

3 Ways to Vote – Early – Absentee and Day of Election. Taking Souls to the Polls date

Crime Prevention Walk & Health Fair – in time for back to school

Vote out Loud – a rally to get out the youth vote

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September PSA's

Zumba for Haiti – a fundraiser exercise class to raise money for education of children in Haiti

5K walk for Oakwood University in Alabama given by alumni residing in Florida

Step in the Name of Love – Annual Recovery Walk

Happy Healthy Kids Day – A kids health summit

Free Smoke Alarm Give Away – Sanford fire department giving them away & installing for free.

STAR Cares is our *community outreach*. We give back in two ways. Through our STAR Cares fund we **donate** \$1,000 every month to support our listeners (businesses or non-profit organizations) in need. We make donations when requested, or monthly if a need appears in the news. In the 2012 Third Quarter we gave:

\$1,000 to Alma Fletcher – family of Danielle Sampson who was shot riding in a car with her family

\$1,000 to Marvell Jones – her daughter was sitting in the back seat of a car when she was shot and killed

\$1,000 – Used to support “Take a Loved one to the Doctor Day.” We provide FREE well woman exams and prostate tests plus a variety of other health screenings for 400 STAR listeners.

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COX Media Inc. tested and listeners determined they wanted more information daily on economic literacy, education and health awareness. So every day through **Community Minute** – we give “tips” on any one of those topics and more!

COMMUNITY MINUTE – :60 second PSA that airs 1x daily on the same topic for 1 week

Sponsors: Mercedes Benz of South Orlando = MBSO & McCoy Federal Credit Union - MFCU

Week of July 2nd – sponsor: MBSO – Fireworks Safety – tips on keeping everyone safe

Week of July 9th – sponsor: MFCU – Importance of FREE Summer Fun - Kids @ Library

Week of July 16th – sponsor: MBSO – Primary election coming

Week of July 23rd – sponsor: MFCU – Myths on various health tips

Week of July 30th – sponsor: MBSO – National Minority Transplant Day – important to consider especially blacks make up the majority of those in need of transplants.

Week of Aug 6th – sponsor: MFCU – Breastfeeding your baby best way to develop immunity

Week of Aug 13th – sponsor: MBSO – Back to School, shopping, school supply locations

Week of Sept 3rd – sponsor: MFCU – Dispelling voter myths; getting ready for early vote

Week of Sept 10th – sponsor MBSO – Adult Literacy League needs more mentors who will read

Week of Sept 17th – sponsor: MFCU – National Recovery Month activities surrounding sobriety

NEWS

CRIME

Girl 15, shot in back of head while riding in car with parents

<http://www.wftv.com/news/news/local/investigators-teenage-girl-caught-crossfire-shot-h/nP6TW/>

1 Killed, 2 injured in Sanford overnite

<http://www.wftv.com/news/news/local/1-killed-2-injured-sanford-neighborhood-shooting/nP6Y8/>

OPD officers beaten by mob outside club

<http://www.wftv.com/news/news/local/two-orlando-officers-injured-altercation-nine-peop/nP6Gp/>

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George Zimmerman awaits bond hearing

http://www.cfnews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2012/7/2/zimmerman_bond_decis.html

17 year old arrested after 4-hour stand off

<http://www.wftv.com/news/news/local/attempted-murder-suspect-holed-inside-orange-count/nP4ZF/>

Former Brevard County teacher jailed on 4.4 million dollar bond –had sex w/ teenage girl

<http://www.wftv.com/news/news/local/former-teacher-accused-having-sex-student-jailed-4/nP7sx/>

Convicted killer asks for death penalty

http://www.cfnews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2012/8/7/day_2_in_sentencing_.html

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CULTURE

D.C. Police Officer jokes that he would kill 1st Lady Obama

<http://www.google.com/search?q=D.C.+police+officer+shoot+Michelle+Obama&sourceid=ie7&rls=com.microsoft:en-us:IE-SearchBox&ie=&oe=>

FAMU band bus director now charged with hazing

<http://www.wftv.com/news/news/local/band-bus-president-facing-felony-hazing-charge/nRMtt/>

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Magic to trade Dwight Howard to L.A. finally

<http://www.wftv.com/news/sports/basketball/report-la-lakers-get-orlando-magics-dwight-howard-/nQFcD/>

ECONOMY

Tax free weekend

<http://www.wftv.com/news/news/local/fla-shoppers-get-tax-break-over-3-day-period/nP9WF/>

NASA grants due out today

http://www.cfnews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2012/8/3/nasa_spaceflight_gra.html

EDUCATION

Seminole County school teacher could be fired for not telling district about her arrest record <http://www.wftv.com/news/news/local/seminole-co-teacher-may-be-fired-not-reporting-arr/nPmrs/>

FAMU president resigns immediately

http://www.cfnews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2012/7/16/florida_a_m_presiden.html

FAMU meets to determine next president after Ammons resigns suddenly last week

<http://www.wftv.com/news/news/local/famu-board-meets-discuss-fate-president/nPtZ7/>

ENVIRONMENT

Swimmer pulled from waters before making it to Florida from Cuba

http://www.washingtonpost.com/world/the_americas/endurance-swimmer-nyad-paddles-through-dark-waters-on-her-way-from-cuba-to-florida/2012/08/20/6ac18a5a-aaa8-11e1-866f-60a00f604425_story.html

Isaac is now a threat to the Gulf Coast, New Orleans and more

<http://www.wftv.com/news/ap/us/isaac-threat-to-gulf-coast-well-beyond-new-orleans/nRLg3/>

Isaac's prediction for Tampa, downgraded...

<http://www.wftv.com/news/weather/tropical-storm-warnings-after-new-depression-forms/nRGR8/>

HEALTH

Florida won't comply with health care reform bill upheld by Supreme Court
<http://www2.tbo.com/news/breaking-news/2012/jun/30/4/rick-scott-florida-wont-comply-with-health-care-la-ar-422369/>

2 People in critical condition after man drives into crowd watching street race
<http://www.wftv.com/news/news/one-dead-possible-street-racing-crash/nRFR9/>

SOCIAL ISSUES

Kissimmee pastor who molested a boy 2 months ago, now has stolen members ID
<http://www.wftv.com/news/news/local/kissimmee-pastor-wanted-fraud-expected-turn-self/nPsJg/>

Fl. Lt. Governor Carroll facing sex scandal allegations
<http://www.wptv.com/dpp/news/state/lt-gov-jennifer-carroll-sex-scandal-misconduct-accusations-become-the-talk-of-floridas-capital>

VOTING

1st Lady in Orlando tomorrow @ UCF
http://www.cfnews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2012/7/6/michelle_obama_makin.html
Republican convention

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<http://www.wftv.com/news/news/local/crash-snarls-traffic-state-road-192-osceola-county/nRL99/>
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Pres. Obama to speak at Rollins College today
<http://www.wftv.com/news/news/local/rollins-college-preps-president-obamas-arrival/nP8gj/>

Election day – primary
<http://www.wftv.com/news/news/local/fla-voters-decide-heated-legislative-primaries/nQ95X/>

Republicans ready to roll
<http://www.wftv.com/news/news/local/republicans-ready-roll-isaac-clouds-tone/nRLjh/>