

WCFB

Quarterly Report

April ● May ● June 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 second quarter 2012, the following issues were addressed:

Crime

- Internet Safety Month: Protecting One's Identity

Culture

- 51st Annual Apopka Art and Foliage Festival
- Annual Bahia Shrine Circus
- Exhibit Features Florida Art
- Military Ball to Honor Veterans
- Special Summer Events at Maitland Museums
- Agency Raises Fund for Arts Programs
- Masonic Organizations' Impact on Local Communities
- Book Based on Science Fact Rather than Fiction

Economy

- Daytona Beach Pier Renovation

Education

- Foster Grandparents Celebrates 40th Year
- After School Zone Enters 13th Year
- FCAT Controversy

Environment

- Earth Day Event in Seminole County
- Earth Day Week Activities
- St. Johns River Receives Great Waters Designation

Health

- Events to Benefit MS Society
- Help for Recovering Stroke Patients
- Ovarian Cancer Education and Research
- Help for Children Suffering from Grief
- Mental Health Awareness Month
- Horse Therapy Helps People with Various Afflictions

- Give Kids the World Reaches Volunteer Hour Milestone
- National Infant Immunization Week
- Rise in Cases of Pediatric Pneumonia
- Creed's Cause
- Taste of Point Orlando to Support Cancer Program
- Supporting Healthy Babies
- Help for Couples Who Want to Be Parents
- Mental Health Awareness Month
- 16th Annual Black Men's Health Summit
- Organization Coordinates Organ and Tissue Donation

Public Safety

- Disaster Relief and Hurricane Preparation
- Volusia County Raises Awareness About Pool Safety
- Public Health Issues
- Hurricane Preparation Event
- Blood Donations Needed

Social Issues

- 20th Annual Chef's Gala and Successful Campaign
- Support for Foster Children
- 2nd Annual Fighting Hunger 5K
- Program to Prevent Teen Pregnancy
- Golf Tournament to Raise Funds for Marines' Families
- Petition to Support Gay Scoutmasters
- Social Conditions Thought to Fuel Racial Health Disparities
- Services to Preserve Pet Safety
- Programs to Support Persons with Disabilities

Transportation

- Lake Mary's Plan For Sunrail Station

ISSUE:

Crime

Time: WCFB:
5:30
a.m.

Segment Topic: *Internet Safety Month: Protecting One's Identity*
Organization: Lifelock
Guest(s): Tami Nealy, Senior Director of Corporate Communications
Phone:
Date: 6/10/12
Duration: 30:00

Issues: The U.S. Senate has declared June to be *Internet Safety Month* and the Internet Crime Complaint Center recently released their *2011 Internet Crime Report*. According to the report, the level of identity theft taking place online is very high. Nealy explained what steps listeners can take to protect themselves from this kind of crime. She also described the kinds of tricks being used to steal personal information through phony phone calls and text messages.

ISSUE:

Culture

Time: WCFB:
6:00
a.m.

Segment Topic: *Exhibit Features Florida Art*
Organization: Orlando Museum of Art
Guest(s): Jude Goodier-Mojher, Associate Curator of Youth and Family Programs
Phone: (407) 896-4231 (282)
Date: 5/20/12
Duration: 30:00

Issues: The Orlando Museum of Art is currently featuring an exhibit, *Reflections: Florida Art created between 1865 and 1965*. Although the artists themselves were from all over, Florida's people and landscape are the subjects for their paintings and drawings. Goodier-Mojher described many of the pieces and explained the evolution that occurred as more people populated the state. She also invited listeners to enjoy a special event, *Storytellers of Central Florida Present Tales of Florida: Past and Present*.

Time: WCFB:
5:30
a.m.

Segment Topic: *51st Annual Apopka Art and Foliage Festival*

Organization: Apopka Woman's Club

Guest(s): Dina Morrow, Chairman
Sharon Fisher,
Kathy Hopper,
Trudy Weiss

Phone: Apopkawomansclub.org

Date: 4/29/12

Duration: 15:00

Issues: The guests invited listeners to the *51st Annual Apopka Art and Foliage Festival*. The event will feature juried fine art and crafts, bus tours of local nurseries, beekeeping exhibits, a butterfly house exhibit, indoor and outdoor foliage, entertainment, activities for children, and horticulturalists to answer questions.

The Apopka Woman's Club is a volunteer service organization that sponsors this annual event. The money raised goes to the local non-profit organizations and to fund academic scholarships for local residents.

Time: WCFB:
6:00
a.m.

Segment Topic: *Annual Bahia Shrine Circus*
Organization: Bahia Shrine
Guest(s): Ken Harrelson, Potentate 2012
Don Grable, Past Potentate

Phone:

Date: 5/6/12

Duration: 30:00

Issues: The Shriners invited listeners to the annual *Shrine Circus*, which will feature the Royal Hanneford circus performers. The circus is a way to earn money for the Bahia Shrine operational costs.

The guests also described the important work done at the 22 *Shriners' Hospitals for Children*. These hospitals provide free, quality medical care for children who require burn treatments, orthopedic care and equipment, spinal cord injury treatment, and cleft lip and palate surgery.

Time: WCFB:
5:00
a.m.

Segment Topic: *Military Ball to Honor Veterans*
Organization: Various Apopka Groups
Guest(s): John Ricketson, Publisher of Apopka Chief and Planter,
Organizer
Janine Arrowsmith, Volunteer

Phone:

Date: 5/13/12

Duration: 30:00

Issues: Ricketson invited listeners to the second annual *Apopka Military Ball*. He said that he organized the first Ball because, although Memorial Day cemetery ceremonies are important, he wanted a way to honor veterans while they are still alive. The community of Apopka embraced the idea and provided a special experience for over 300 veterans. This year they hope to duplicate that success and raise money for veterans who are experiencing financial difficulties. Arrowsmith explained why this event is so important to the community of Apopka.

Time: WCFB:
5:30
a.m.

Segment Topic: *Special Summer Events at Maitland Museums*
Organization: Art and History Museums Maitland
Guest(s): Andrea Bailey Cox, Executive Director and CEO
Phone: Artandhistory.org
Date: 6/3/12
Duration: 30:00

Issues: Cox described the various programs that the five Maitland Art and History museums will offer over the summer. These summer offerings include a concert series that begins on June 8th with the Mudflappers; free *Family Days* at the museums each month, featuring a craft and other activities; a new exhibit, *A Day in the Life of the Research Studio*; and *Artists Critique and Conversation*, a moderated event at which artists can discuss their work.

Time: WCFB:
6:00
a.m.

Segment Topic: *Agency Raises Fund for Arts Programs*
Organization: United Arts of Central Florida
Guest(s): Emma Krush, Communications Manager
Phone: (407) 628-0333; theartsmatter.com
Date: 6/3/12
Duration: 30:00

Issues: United Arts is an organization that raises funds to support various arts programs in Central Florida. Krush explained that the organization supports a diverse portfolio of arts and cultural organizations, both large and small. Community support is important, so Krush explained various ways that the community members might contribute to the cause.

Time: WCFB:
5:00
a.m.

Segment Topic: *Masonic Organizations' Impact on Local Communities*
Organization:
Guest(s): Christopher Hodapp, Author
Phone: (317) 842-1103
Date: 6/10/12
Duration: 30:00

Issues: Hodapp is the author of books including *Freemasons for Dummies* and *Solomon's Builders: Freemasons, Founding Fathers and the Secrets of Washington D.C.* He described how the history of masonry is so closely intertwined with the history of many U.S. communities like our local Apopka. The reason is because lodges were the center of social life for men in the 19th century, so towns often sprung up around them. Finally, he speculated as to the future of masonry in the United States.

Time: WCFB:
5:30
a.m.

Segment Topic: *Book Based on Science Fact Rather than Fiction*
Organization:
Guest(s): Homer Hickam, Author
Phone: Homerhickam.com
Date: 6/24/12
Duration: 30:00

Issues: Hickam's new youth fiction book, *Crater*, is the first of a trilogy of stories set on the moon. The main character, Crater, is a teenager who works in a Helium 3 mine, Hickam says that this is based in science fact, and that energy experts believe that there will be Helium 3 mines on the moon. Hickham, who trained astronauts for NASA, also commented on the proposed asteroid mining expedition funded by individuals like James Cameron. In his opinion, there isn't even a mining expert on the team, so it's not likely to be successful. Finally, he spoke about politics.

ISSUE:

Economy

Time: WCFB:
5:00
a.m.

Segment Topic: *Daytona Beach Pier Renovation*
Organization: Daytona City Government
Guest(s): Mayor Glenn Ritchie
Phone:
Date: 6/17/12
Duration: 15:00

Issues: The Mayor described the renovation of the famous Daytona Beach pier. He explained how it was initiated, what it includes, and projected the impact it will have on the local economy.

ISSUE:

Education

Time: WCFB:
5:00
a.m.

Segment Topic: *Foster Grandparents Program Celebrates 40th Year*
Organization: Foster Grandparents Program
Guest(s): Charlotte Merrit, Assistant Director
Phone: (407) 298-4180; fgpcf.org
Date: 4/22/12
Duration: 15:00

Issues: The Foster Grandparent Program will celebrate 40 years in Central Florida by recognizing volunteers at a special luncheon on May 7th. Merrit explained that the program pairs low-income senior volunteers with special needs children so that each has a positive experience. The seniors help the children with reading and other schoolwork for one year. This intergenerational relationship helps both senior and child feel valued.

Time: WCFB:
5:30
a.m.

Segment Topic: *After School Zone Enters 13th Year*
Organization: Orange County Government
Guest(s): Tyra Witsell, Manager Orange County Citizens Commission for Children , A Division of Department of Family Services
Lucille Anderson, Program Manager After School Zone Program
Phone: (407) 836-7660; Lucille.anderson@ocfl.net
Date: 4/22/12
Duration: 25:00

Issues: The *Orange County Citizens' Commission for Children After School Zone Program* is entering its 13th year of providing prevention and intervention after school services to Orange County middle school youth. The two guests said that the successful program provides homework support and gives students a myriad of experiences such as exposure to various career options. The award-winning program has turned out students who do better in school and move on to success in college and business.

Time: WCFB:
5:00
a.m.

Segment Topic: *FCAT Controversy*
Organization: University of Florida
Guest(s): Professor David Miller
Phone: 15:00
Date: 6/17/12
Duration: 30:00

Issues: Miller spoke about the controversy surrounding this year's FCAT results, which were so much lower than last year's. He explained how this kind of standard assessment works and how the results are interpreted. Miller said he thinks that there are some problems with FCAT because changes are being made too quickly, before certain data is being evaluated. As such, he says, comparisons from one year to the next become difficult.

ISSUE:

Environment

Time: WCFB:
5:45
a.m.

Segment Topic: *Earth Day Event in Seminole County*
Organization: Seminole County
Guest(s): Lori Hartsock, Greenways and Natural Lands
Phone: (404) 349-0959
Date: 4/1/12
Duration: 15:00

Issues: Seminole county's Leisure Services Department, Greenways and Natural Lands Program, and the Environmental Studies Center are sponsoring an *Earth Day Celebration* on April 14th. This will take place on the beautiful *Spring Hammock Preserve*. There will many opportunities to explore the area and learn about the indigenous animals and ecosystem.

Time: WCFB:
5:00
a.m.

Segment Topic: *Earth Day Week Activities*
Organization: City of Winter Park
Guest(s): Tim Maslow, Sustainability Coordinator
Phone: cityofwinterpark.org
Date: 4/15/12
Duration: 30:00

Issues: Rollins College and the City of Winter Park are working together to sponsor an entire week of activities in honor of Earth Day. Maslow said that participants will learn about the various green projects around town, including the many efforts to help businesses operate in an environmentally sensitive way. There will be many educational workshops offered focusing on green businesses, energy education, water conservation, waste reduction, and food productivity.

Time: WCFB:
5:00
a.m.

Segment Topic: *St. Johns River Receives Great Waters Designation*
Organization: St. Johns River Alliance

Guest(s): NE Office Florida Wildlife Federation
Mark Middlebrook,
Executive Director, St. Johns River Alliance
Sarah Owen Gledhill,
Planning Advocate, Florida Wildlife Federation

Phone: stjohsriveralliance.com

Date: 4/29/12

Duration: 20:00

Issues: The St. Johns River has received the *Great Waters* designation, which positions it to receive more federal attention and possibly dollars for restoration. The Great Waters Coalition advocates for decision makers to support the restoration of the waterways. Middlebrook discussed some of the restoration that would benefit the St. Johns.

ISSUE:

Health

Time: WCFB:
5:30
a.m.

Segment Topic: *Events to Benefit MS Society*
Organization: National Multiple Schlerosis Society Mid-Florida Chapter
Guest(s): Cody Yerian, Development Manager
Phone: (813) 889-8363; bikemsmid.org
Date: 4/1/12
Duration: 15:00

Issues: Cyclists looking for both a challenge and a way to help others can participate in *Bike MS: The Citrus Tour*. This is a two-day ride on April 21st-22nd to benefit the MS Society Mid-Florida Region. Yerian explained how the money raised at this event funds the organization's educational and support programs for the 13,000 MS patients in the region. These services include treatment education, peer counseling, equipment support, and more.

Time: WCFB:
6:00
a.m.

Segment Topic: *Help for Recovering Stroke Patients*
Organization: B Center Global Stroke Resource
Guest(s): Valerie Greene, Founder and CEO
Phone: Bcenter.com
Date: 4/1/12
Duration: 30:00

Issues: Greene explained that she started the B Center as a way to provide stroke victims around the world with support as they seek to recover. Greene herself was a stroke patient who lost mobility as well as the ability to verbally communicate. Through hard work and a willingness to try various therapies, she has recovered a great deal of what she had lost. Now she tries to help others to do the same. The B Center provides resources, hope and direction.

Time: WCFB:
5:00
a.m.

Segment Topic: *Ovarian Cancer Education and Research*
Organization: Ovarian Cancer Alliance
Guest(s): Bonnie Donihi, Executive Director
Phone: (407) 339-0024; ocaf.org
Date: 4/8/12
Duration: 30:00

Issues: It is time for the 11th Annual Teal Magnolia Luncheon on April 14th. This is a fundraiser for the Ovarian Cancer Alliance but it is also an opportunity to raise awareness of how this disease affects women. Donihi described what is known about the diagnosis and treatment of ovarian cancer. She said it is vitally important for women to know the symptoms and to see their doctors if those symptoms arise. She also explained why the Ovarian Cancer Alliance has expanded to include advocacy and support for patients with other gynecologic cancers.

Time: WCFB:
5:30
a.m.

Segment Topic: *Help for Children Suffering from Grief*
Organization: New Hope for Kids
Guest(s): Dave Joswick, Executive Director
Phone: (407) 599-0909; newhopeforkids.org
Date: 4/8/12
Duration: 30:00

Issues: Joswick explained that the main focus of *New Hope for Kids* is supporting families who have experienced death -- usually the death of a parent. The focus is to help children to work through their feelings about the loss because children who do not receive this kind of support often have emotional problems later in life. However, there is also support for adults.

Next week, New Hope for Kids will raise money at *Art of the Vine*, an event featuring wine, food, and entertainment.

Time: WCFB:
6:00
a.m.

Segment Topic: *Horse Therapy Helps People with Various Afflictions*
Organization: Freedom Ride
Guest(s): Maryann Gray, Executive Director
Phone: (407) 293-0411; freedomride.com
Date: 4/15/12
Duration: 30:00

Issues: Gray explained that *Freedom Ride* provides horseback riding for children and adults with disabilities. Depending on the type of disability an individual rider has, he or she can benefit both physically and mentally. The act of riding the horse gives these riders confidence and a sense of accomplishment. Furthermore, the riding helps develop the rider's core muscles and sense of balance. Gray invites people to visit Freedom Ride and to volunteer with the organization.

Time: WCFB:
5:30
a.m.

Segment Topic: *Give Kids the World Reaches Volunteer Hour Milestone*
Organization: Give Kids the World (GKTW)
Guest(s): Bill Swisher, volunteers with wife Annabelle
Alex Tran, Has volunteered since he was 12 (18 now)
Millie Zevallados,
Phone: Gktw.org
Date: 4/15/12
Duration: 30:00

Issues: Give Kids the World is an organization that provides children with life-threatening illnesses and their families with a wonderful Central Florida vacation. At the GKTW Village, the families enjoy meals and activities maintained by volunteers. Recently GKTW reached a milestone: over two million volunteer hours. Three of the volunteers explained why they volunteer and what they get out of the experience.

Time: WCFB:
5:55
a.m.

Segment Topic: *National Infant Immunization Week*
Organization: Orange County Health Department
Guest(s): Dain Weister, Public Information Officer
Phone: (407) 858-1429; orchd.com
Date: 4/22/12
Duration: 5:00

Issues: Weister explained that the Orange County Health Department is recognizing *National Infant Immunization Week*. He explained that their goal is to promote the benefits of immunizations and to improve infant health. He said that this is particularly important because recently, there has been an increase in the number of pertussis cases in several states including Florida.

Time: WCFB:
5:20
a.m.

Segment Topic: *Rise in Cases of Pediatric Pneumonia*
Organization: Centra Care
Guest(s): Dr. Tim Hendrix
Phone:
Date: 4/29/12
Duration: 10:00

Issues: Hendrix explained that there has been an increase in the number of pediatric pneumonia cases in central Florida, so his organization is advising parents to be mindful. He explained how the condition is diagnosed and how it is treated.

Time: WCFB:
5:30
a.m.

Segment Topic: *Creed's Cause*
Organization: Creed's Cause Foundation
Guest(s): Sarah St. Pierre Pettit, Mother
Phone: sarahsaintpierre@yahoo.com
Date: 4/29/12
Duration: 15:00

Issues: Creed Pettit was diagnosed with Leber's Congenital Amaurosis, a rare, hereditary disorder that leads to retinal dysfunction and visual impairment at an early age. Now that he has been diagnosed, there is a therapy available to help him. His mother, Sarah, explained that she wants to support efforts to research this disease by raising money to support projects at the University of Florida. There will be a 5K to raise money on May 5th.

Time: WCFB:
6:00
a.m.

Segment Topic: *Taste of Point Orlando to Support Cancer Program*
Organization: Florida Hospital Cancer Institute
Guest(s): Pamela Sain, Board Member
Phone: (407) 248-2838
Date: 4/29/12
Duration: 30:00

Issues: *Taste of Point Orlando* is an event to raise funds for the Esophageal Cancer Program at Florida Hospital Cancer Institute. Sain said that the event will feature food samplings from award-winning restaurants. Sain's father died from esophageal cancer and she herself has many of the conditions that can lead to this cancer. Therefore, she wanted people to know the symptoms and that the lifestyle changes that she has made have improved her condition.

Time: WCFB:
5:00
a.m.

Segment Topic: *Supporting Healthy Babies*
Organization: Healthy Start Coalition of Orange County
Guest(s): Linda Sutherland
Phone: (407) 741-5240; healthystartorange.org
Date: 5/20/12
Duration: 30:00

Issues: Sutherland described the success in reducing infant mortality rates that Healthy Start has had in Orange County. Healthy Start has been around for 20 years, originally established because at that time, Florida's infant mortality rate was one of the highest in the U.S. Each Healthy Start is an independent non-profit that does case management and home visits but also determines other local needs. For example, she says, in Orange County they have been offering mental health counseling, nutritional counseling, a breast pump loan program, and Daddy Boot Camps.

Time: WCFB:
5:30
a.m.

Segment Topic: *Help for Couples Who Want to Be Parents*
Organization: Fertile Dreams Foundation
Guest(s): Dr. Mark Trolice, Founder
Phone: fertiledreams.org
Date: 5/27/12
Duration: 30:00

Issues: Dr. Trolice spoke about the difficulties some couples have when trying to have children and the various ways that the Fertile Dreams Foundation supports them. The organization spreads awareness and provides grants for couples to pay for in-vitro fertilization. There is a special Fertile Dreams grant fundraiser on June 9th, called *An Evening of Music, Merriment, and Magic*. Dr. Trolice invited listeners to attend the event.

Time: WCFB:
5:00
a.m.

Segment Topic: *Mental Health Awareness Month*
Organization: Mental Health Association
Guest(s): Candice Crawford
Phone: (407) 898-0110; mhacf.org
Date: 5/27/12
Duration: 30:00

Issues: As it is *Mental Health Awareness Month*, Crawford described the services that her organization offers to the Central Florida community. She encouraged people who need help to contact the Mental Health Association.

Time: WCFB:
6:00
a.m.

Segment Topic: *16th Annual Black Men's Health Summit*
Organization: Central Florida Pharmacy Council
Guest(s): Juanita Green, Nurse and Volunteer
Phone: (407) 647-9339; blackmenshealthsummit.com
Date: 6/10/12
Duration: 30:00

Issues: Green described the disparity of health outcomes for African American men with cancer, stroke, diabetes, and AIDS when compared to other groups. These men die in greater numbers, often because they didn't seek medical attention soon enough. Therefore, the Central Florida Pharmacy Council started the *Black Men's Health Summit* 16 years ago. Green explained that this year's Summit will feature health screenings valued at more than \$450.00, including EKG, prostate cancer, and HIV. There will also be many organizations set up to distribute health information.

Time: WCFB:
5:00
a.m.

Segment Topic: *Organization Coordinates Organ and Tissue Donation*
Organization: Translife Organ and Tissue Donation Services
Guest(s): Kristine Neal, Public Education Coordinator
Phone: Translife.org
Date: 6/24/12
Duration: 30:00

Issues: Translife is a non-profit organ and tissue donation program that serves as the official link between donors and those waiting for transplant. She explained what is involved in becoming an organ and tissue donor and what it means to the recipient.

ISSUE:

Public Safety

Time: WCFB:
6:00
a.m.

Segment Topic: *Disaster Relief and Hurricane Preparation*
Organization: American Red Cross Mid-Florida Region
Guest(s): Joel Hass, Regional Chief Executive Officer
Phone: (407) 894-4141
Date: 4/8/12
Duration: 30:00

Issues: Haas spoke about disaster relief and hurricane preparedness. Individuals can get information about how to prepare on the Red Cross website. He also encouraged businesses to prepare for disaster. The idea is that if local businesses are ready for a disaster, then the entire community would be able to more quickly 'bounce back' should that disaster strike. This is American Red Cross Month too, so Haas explained how the Red Cross Volunteers help the victims of disasters.

Time: WCFB:
5:15
a.m.

Segment Topic: *Volusia County Raises Awareness About Pool Safety*
Organization: Daytona Beach Fire Department
Guest(s): Lt. Larry Stoney, Public & Community Education Officer
Phone: (386) 671-4006
Date: 4/22/12
Duration: 15:00

Issues: The City of Daytona Beach, the Daytona Beach Fire Department and the Volusia County Health Department are partnering to raise awareness about pool safety. Lt. Stoney explained that there was a spike last year in the number of toddlers drowning. Stoney gave tips about how to keep children safe around the pool.

Time: WCFB:
5:00
a.m.

Segment Topic: *Public Health Issues: Hepatitis*
Organization: Orange County Health Department
Guest(s): Mirna Chamorro, Public Information Officer
Phone: Vchd.org
Date: 5/6/12
Duration: 25:00

Issues: This is Hepatitis Awareness Month: The Health Department encourages people to get tested and get vaccinated. Chamorro explained that there are three types of hepatitis and explained how each affects the human body. There are two events coming up at which people can be tested: a Health Department event on May 18th and a health fair on May 19th.

Time: WCFB:
6:00
a.m.

Segment Topic: *Hurricane Preparation Event*
Organization: Orange County
Guest(s): Dave Freeman, Emergency Management
Phone:
Date: 5/27/12
Duration: 30:00

Issues: Orange County will be holding a hurricane preparedness event at the Fashion Square Mall next weekend. Residents can learn how to prepare their households for a hurricane and even win supplies. Freeman the predictions for this upcoming hurricane season and how listeners should prepare.

Time: WCFB:
5:00
a.m.

Segment Topic: ***Blood Donations Needed***
Organization: Florida's Blood Centers
Guest(s): Pat Michaels, Executive Director of Public Relations
Ron Howard, Blood Donor
Wesley Rivera, Blood Recipient
Phone: (407) 226-3853
Date: 6/3/12
Duration: 20:00

Issues: The three guests explained what it is like to donate blood and receive donated blood. First, Micheals described the procedure for blood donation, explaining how simple but important the process is. Howard, who is one of the Blood Center's top donors, described the reasons that he donates and encouraged others to do the same. Finally Rivera, a cancer patient, explained how important it is to him that Howard and others donate.

ISSUE:

Social Issues

Time: WCFB:
6:00
a.m.

Segment Topic: *20th Annual Chef's Gala and Successful Campaign*
Organization: Heart of Florida United Way
Guest(s): Bob Haight, Senior Vice President of Resource Development
Michele Plant, Director of Marketing and Communications
Phone: (407) 835-0900
Date: 4/22/12
Duration: 30:00

Issues: Haight explained that the Heart of Florida United Way recently announced that 19 million dollars were raised through this year's giving campaign. He said that this money will help meet the incredible level of need in our community. Plant said that people could continue to help by attending the 20th annual *Chef's Gala*, a fundraiser featuring a silent auction, food, and wine.

Time: WCFB:
5:30
a.m.

Segment Topic: *Support for Foster Children*
Organization: Children's Home Society
Guest(s): Phillip Deal, Director of Development
Phone:
Date: 5/6/12
Duration: 30:00

Issues: Deal explained that the Children's Home Society provides three types of support for children in need: efforts to break the cycle of child abuse and neglect, efforts to heal the pain for children who have suffered, and ways to find homes for the children in need. Deal discussed the *Fain House* for teens who have aged out of the system, the *Prenatal Project*, as well as mentoring, adoption, and counseling.

Time: WCFB:
5:30
a.m.

Segment Topic: *2nd Annual Fighting Hunger 5K*
Organization: Andrae Bailey, Executive Director
Guest(s): Community Food and Outreach Center
Phone: Communityfoodoutreach.org
Date: 5/13/12
Duration: 30:00

Issues: Bailey described the services offered by the Community Food and Outreach Center then invited listeners to help by participating in the 2nd Annual Fighting Hunger 5K. The organization's mission is to fight hunger and homelessness by helping families to get their basic needs met. Bailey asked listeners to help by participating in the 5K or by otherwise volunteering their time with the organization.

Time: WCFB:
6:00
a.m.

Segment Topic: *Program to Prevent Teen Pregnancy*
Organization: Orange County Health Department
Guest(s): Mirna Chamorro, Public Information Officer
Phone: Orchd.org
Date: 5/13/12
Duration: 30:00

Issues: May is *National Teen Pregnancy Prevention Month*. The Orange County Health Department wants to educate people on this issue because a lot of teens are getting pregnant; there were 1, 240 births in Orange County last year among girls ages 10 to 19. Chamorro described the physical, emotional, and economic challenges associated with teen pregnancy. Furthermore, she discussed ways for parents to establish lines of communication with their teens and ways to get more information.

Time: WCFB:
5:30
a.m.

Segment Topic: *Golf Tournament to Raise Funds for Marines' Families*
Organization: United States Marine Corps Combat Correspondents
Association (USMCCCA)

Guest(s): Allen Moore, Member
Jack Paxton, Executive Director

Phone:

Date: 5/20/12

Duration: 30:00

Issues: Paxton and Moore explained the purpose of the USMCCA and invited listeners to participate in their annual *Golf Tournament to Benefit America's Wounded Marines*. Both share their experiences as marine correspondents and as members of USMCCA.

Time: WCFB:
5:20
a.m.

Segment Topic: *Petition to Support Gay Scoutmasters*
Organization:

Guest(s): Jennifer Tyrell, Former Scout Master

Phone:

Date: 6/3/12

Duration: 10:00

Issues: Tyrell explained that she was her son's Boy Scout leader but was asked to leave when it became known that she is gay. However, she said that the families in her pack always knew and were fine with it. In fact, an online petition has been started and signed by thousands of people asking that she and others be reinstated. An Eagle Scout will deliver the petition to the Boy Scout convention being held in Orlando this week.

Time: WCFB:
5:30
a.m.

Segment Topic: ***Social Conditions Thought to Fuel Racial Health Disparities***

Organization: Partnership on Health Disparities
Guest(s): Linda Sutherland, Chairman of Board
Andrea Martin, Founding Director

Phone:
Date: 6/17/12
Duration: 30:00

Issues: Martin and Sutherland explained that the *Partnership on Health Disparities* is a collaborative effort to reduce health disparities among people of different races. The group's partners share ideas that allow them all to move the work forward. They made the point that African-Americans have higher rates of certain diseases and higher mortality rates related to those diseases. One response that they have offered is to establish Sister Circles, at which African-American women can learn health information. Sutherland made the connection between social conditions and African-Americans' stress levels.

Time: WCFB:
6:00
a.m.

Segment Topic: ***Services to Preserve Pet Safety***
Organization: SPCA of Central Florida
Guest(s): Jake White, Executive Vice President & General Manager
Phone: Orlandopets.org
Date: 6/17/12
Duration: 30:00

Issues: White focused on keeping pets safe over the summer and encouraged listeners to adopt a pet. First, pets need to be protected from the summer heat and the stress brought on by July 4th fireworks. Second, fleas and ticks are a big issue this time of year so White reminded listeners to keep up with the treatments. Third, there are basic animal behavior training classes available this summer as well as summer camps for the kids. Finally, listeners can help by participating in the *Wine for Whiskers* fundraiser in July.

Time: WCFB:
6:00
a.m.

Segment Topic: *Programs to Support Persons with Disabilities*
Organization: Easter Seals Florida
Guest(s): Michale Slaymaker, Vice President of Development
Phone: Makethefirstfivecount.org
Date: 6/24/12
Duration: 30:00

Issues: Slaymaker explained that summer is when the *Easter Seals Camp Challenge* is underway for children and adults with disabilities. He also described the various programs offered throughout the year, such as job skills training, and told people how they can volunteer. Slaymakeer also explained that a survey is underway to see if an Easter Seals Adult Day Care should be established at the Villages. Finally, he discussed the Easter Seals program, *Make the First Five Count*.

ISSUE:

Transportation

Time: WCFB:
5:25
a.m.

Segment Topic: *Lake Mary's Plan For Sunrail Station*
Organization: Lake Mary City Government
Guest(s): John Omana, Community Development Director
Phone:
Date: 5/6/12
Duration: 5:00

Issues: Omana discussed the proposed Lake Mary Sunrail Station plans and explained how the station will impact the area.

Community Connections Segments for Third Quarter 2009

Segment Topic:	<i>Community Connections:</i>
Organization:	Victim Service Center
Guest(s):	Jody Swain
Phone:	407/658-6565
Date:	April 1, 2012
Duration:	30:00
Issues:	Victim Service Center assists men & women who have been sexually violated. It brings attention through various events, lectures and campaigns. STAR Cares assisted by donating toiletries, underwear and other items

Segment Topic:	<i>Community Connections:</i>
Organization:	Early Learning Coalition
Guest(s):	Karen Willis and Dr. Marilyn Doyle
Phone:	407/259-2466 / 407/317-3200 x 3318
Date:	April 8, 2012
Duration:	30:00
Issues:	National Early Learning Month – represented by pinwheels. COX supports the recognition by placing pinwheels on our lawn and providing information on how childhood abuse affects the educational, emotional, and physical well being of African American children

Segment Topic:	<i>Community Connections:</i>
Organization:	City of Orlando – Dist. 6 Representative
Guest(s):	Comm. Sam Ings
Phone:	407/246-3016
Date:	April 15, 2012
Duration:	30:00
Issues:	April is National Financial Literacy Month – the task to get black people to manage money more responsibly was the focus of this interview. The importance of having the info come from home, means parents have to learn too.

Segment Topic:	<i>Community Connections:</i>
Organization:	Seminole County Health Department
Guest(s):	Denise Ward
Phone:	407/665-3384
Date:	April 29, 2012
Duration:	30:00
Issues:	New syphilis dilemma in Seminole County from emerging population of people infected with HIV. Their office has new programs for family planning; immunizations; breast & cervical screenings & school physicals

Segment Topic:	<i>Community Connections:</i>
Organization:	Eatonville Boy Scouts Troop
Guest(s):	"
Phone:	407/834-7832
Date:	April 29, 2012
Duration:	30:00
	1 st African American troop out of the Eatonville area – also largest troop of

Issues:	young black males in our region.
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Segment Topic:	Community Connections:
Organization:	Volusia County Health Department
Guest(s):	Rakinya Hinson, MPH
Phone:	386/274-0601
Date:	May 6, 2012
Duration:	30:00
Issues:	Mrs. Henson – talked about Vol. Cty becoming more tobacco free – why/how: Beginning with teens who are the 1 st culprit in the ad scheme to get addicted. Danger of flavored cigarettes sold to minors and importance of banning

Segment Topic:	Community Connections:
Organization:	Orange County Health Department
Guest(s):	Mirna Chimorro
Phone:	407/858-1418
Date:	May 13, 2012
Duration:	30:00
Issues:	May is Teen Pregnancy Prevention month and the OCHD campaign is in an attempt to eradicate the numbers of young girls becoming pregnant. In O.C. 3 of 10 teens were pregnant. O.C. has high HIV infected teens. All is preventable through the proper education

Segment Topic:	Community Connections:
Organization:	State Senator Gary Siplin – D. 19
Guest(s):	"
Phone:	407/340-7258
Date:	May 20, 2012
Duration:	30:00
Issues:	Since the shooting of Trayvon Martin, Sen. Siplin has gone into Sanford to find out what residents need in the area. He arranged a job fair to meet one of their requests for service.

Segment Topic:	Community Connections:
Organization:	Young Fathers of Central Florida
Guest(s):	Haki Nkrumah
Phone:	917/517-2662
Date:	6/3/12
Duration:	30:00
Issues:	June is National Father's Week and Mr. Nkrumah's organization plans activities covering; financial planning, a job fair; child support info; emotionally connecting to your child & more.

Segment Topic:	Community Connections:
Organization:	Central Florida Pharmacy Council
Guest(s):	Dr. Angela Adams
Phone:	407/702-7436
Date:	June 10, 2012

Duration:	30:00
Issues:	The 16 th Annual Black Men's Health Summit – 1,000 men were able to get free health screenings and information.

Segment Topic:	<i>Community Connections:</i>
Organization:	Central Florida Urban League
Guest(s):	Allie Braswell
Phone:	407/472-9992
Date:	June 17, 2012
Duration:	30:00
Issues:	Update on the Trayvon Martin case – community interaction in Sanford

Segment Topic:	<i>Community Connections:</i>
Organization:	White House
Guest(s):	Congresswoman Corrine Brown
Phone:	
Date:	June 24, 2012
Duration:	30:00
Issues:	She introduced a bill to recognize the Montford Marines – the 1 st black Marines enlisted who fought but were never given credit for their duty to the U.S.

April PSA's:

Victim Service Center – is the Association that recognizes men & women who have been sexually assaulted. Their clothesline project was being made available for display – tshirts designed to represent those people

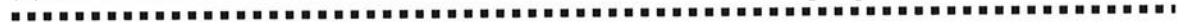
African American Chamber of Commerce – a series on “How to do Business with Osceola County” is being presented to members and the community

Senator Siplin – Conversations in Sanford – the Aftermath of the Death of Trayvon Martin.

Kappa League – Youth Conversations – the Aftermath of the Death of Trayvon Martin“ at the Experience Christian Center Church

Mothers Against Drunk Driving – 1st Annual Walk Like MADD Event for Central Florida to raise money and awareness for the organization trying to eradicate drunk driving.

Heaven's Rehearsal – A Christian Dance Summit for all dance and mime groups in Central Fl.



May PSA's

Entry to High School – several high school's held orientation for middle school students about to transition.

Celebrate the Photograph – SNAP! – Photographers from around the world share their work

Central Florida Assoc. of Black Journalists – Having their monthly meeting – open to public

Gas Give – A – Way – Empowerment Ministries giving \$25 gas card to public

Polk County Organization for Justice – unity support for Trayvon Martin’s family – motivation for community peace

Orlando Science Center and Ch. 13 – present “Intervention” the reality show on family drug intervention

June PSA’s

Does the Body of Christ have AIDS? – CMWP and Rollins College – opening a discussion on why black churches don’t talk about HIV/AIDS

Central Florida Employment Council – Orlando Mayor’s Job Fair – to equip & empower Central Floridians in search of work

Fill a Bag Feed a Family – the U.S. Post Office’s attempt to stave off hunger in the community

Burpees for Boobies – Cross Country runners raising money in support of breast cancer awareness

Emergency FCAT Town Hall Meeting – Sen. Siplin to discuss with the school board, why our children are failing the standardized test

STAR Cares is our *community outreach* and 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.

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 April 2nd – sponsor: MBSO – Autism – info on the disease and the effects on black people

Week of April 9th – sponsor: MFCU – Tax Tips - & Financial information

Week of April 16th – sponsor: MBSO – National Child Abuse Prevention Week

Week of April 23rd – sponsor: MFCU – STD Awareness & Prevention

Week of May 7th – sponsor: MBSO – Stroke Awareness

Week of May 14th – sponsor: MFCU – Teen Pregnancy

Week of May 21st – sponsor: MBSO – Underage Drinking

Week of June 4th – sponsor: MFCU – Child Internet Safety

Week of June 11th – sponsor MBSO – Father’s Week

Week of June 18th – sponsor: MFCU – Emergency Preparedness

Week of June 25th – sponsor: MBSO – Diabetes Awareness

Our May recipient of \$1,000 was the Justice for Trayvon Martin foundation.