



WTVX – CW 34 (West Palm Beach, FL)  
Quarterly Issues/Program List

For the Quarter:

July 1 thru September 30, 2009

Attached hereto are descriptions of the treatment of local issues addressed by the station through programming during the report period.

Compiled by Donna L. Alessi

Reviewed by Arika Zink, Vice President & General Manager

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Arika Zink, VP &GM

A handwritten date "10/5/09" in blue ink, written over a horizontal line.

Date



Third Quarter Issues/ Programs  
July 1, 2009 – September 30, 2009



WTVX's public affairs show, **Around Our Town** airs Sundays at 7am.

### **COMMUNITY**

- **Airdates:** 9/13

**Topic :** **Voice For the Children**

**Guests:** Marianne Malky (Pres. Of VFC), Rep. Priscilla Taylor (Rep. 84<sup>th</sup> District), and Rev. Ken Williamson (Rev. Unity Church)

**Summary:** This episode highlights the organization, Voice For the Children; in which the founder Marianne Malky makes the community aware of parental abduction. Marianne experienced this in 1975 when her son was kidnapped at the age of 5 by his father and her estranged ex-husband. She then went on to congress and established Voice for the Children to speak out against this rising problem. Eventually, she was reacquainted with her son at the age of 18. Often children are abducted by a familiar person. Rep. Priscilla Taylor of District 84 and Rev. Ken Williamson of Unity Church lend their support to the cause and speak on how such an occurrence can be prevented. The organization helps to reunite families with their missing children and is working to pass laws against such crimes.

- **Air Date:** 8/2

**Topic:** **North West Riviera Community Re-Development Corp.**

**Guests:** Schiller Ambroise & Stephanie Senatus

**Summary:** The North West Riviera Beach Community Re-Development Corp. provides and promotes affordable housing in the city of Riviera Beach. They have programs to teach future homeowners the basics of homeownership. They are also involved in the construction of affordable housing, which they own several sites in Riviera Beach. Ultimately, the corporation wants to encourage ownership and the pride and sense of accomplishment that goes along with it.

## **EDUCATION**

- **Airdates:** 7/26

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**Topic:** **Children's Services Council: Quality Childcare**

**Guests:** Melinda Cato

Melinda Cato works in the Early Care and Education Department of the Children's Services Council. She came on the show to inform parents of quality childcare and what it looks like when they are seek it for their children. Melinda pointed out what daycare centers or homes should have and what parents should be looking for. The Children Service council provided five :30 second PSA's to further explain the points that Melinda was making. Melinda and the Children Services Council's goal was to educate the parents in our community on what is best in childcare and how they could take advantage of that. The council offers more information for the public on its family central hotline in which specific childcare questions can be answered.

- **Airdates:** 8/9, 9/27

**Topic:** **Palm Beach Hospice**

**Guests:** Sue E. Deakin (Senior Director of Community Affairs)

**Summary:** AnEta Sewell interviews Sue. E. Deakin and her staff on the measures they are taking to educate the public on the healthcare services that are offered to the elderly at Hospice. The physicians specialize in elderly care and provide support to families that are losing a loved one. They also give the public information on how to participate in providing the best care for the last stage of their life.

- **Airdate:** 7/12

**Topic:** **Teen Temps, Inc**

**Summary:** **Teen Temps, Inc.** is a community-based, non-profit organization with a mission of providing future generations of youth with preparation and experiences through a "career opportunity system." Our focus is on delivering customized, motivating, and meaningful job placement or work experiences to underserved youth through the following key components:

- Provision of comprehensive counseling and guidance in occupation and career preparation;
- Provision of work-based and community-based learning to impart academic mastery and social skills competencies for a range of employment settings; and
- Placement in paid and unpaid apprenticeships, internships, externships and jobs leading to formal credentials for “value-added” occupational and career choices.

The innovation of Teen Temps is that it is structured to operate with youth and young adults similarly to the way a temporary employment agency operates with its employee clientele providing placement and matching of employees with employers for long term advancement through permanent placement, apprenticeships, customized training and / or postsecondary education. Teen Temps will begin with efforts to attract and retain teens in grades 9 - 12 through participation in career exploration and identification as a component of its after-school program.

- **Airdate:** 7/19, 8/30, 9/20

**Topic:** **Talented Teen Club: Building Teen Self-Esteem**

**Guests:** Jaunai Walker, Landy Cajuste, Renee Lall and Renee Roper

**Summary:** Talented Teen Club has a rich history of community involvement spanning over the last six years, within which we have been known to produce members of impeccable character and a firm belief in unselfish service to others. We have strived tirelessly to shape and mold our teenagers and young adults, by nurturing their minds and bodies with a mix of various community service events along with the mind tingling excitement of other programs designed specifically for the core members active in the club. The volunteer services have included the Palm Beach Film Festival, Sunfest, Jazz fest, Kaliedoscope, and recently the Heart Walk. The Club’s mission is to build self-esteem while providing a medium for the members to display their talents. The annual Be-you-ti-ful Competition at the Kravitz Center hosted by Ebony Fashion Model Jada Collins gives the members the opportunity to display their talents whether it be in music, modeling, acting, poetry, stepping or dancing and a chance to earn scholarship money. The club has expanded to include members in all of South Florida and as far as Orlando. This year the club wants to extend its services to youth in foster homes. There are over fifty group foster homes in west palm alone.

## **HEALTH SERVICES**

- **Airdates:** 9/6  
  
**Topic:** **Uterine Fibroids**  
**Guests:** Dr. Suzanne leblang MD, Dr. Millie Behera MD, Betsey Dunn, Shawne Johnson, Dianna Arcentales  
**Summary:** These doctors came on the show to offer their services and to inform woman in our community of the dangers and remedies of uterine fibroids. They came to make everyone aware of this condition. The segment began with Dr. Suzanne explaining what fibroids are and the symptoms of this condition.
- **Airdates:** 9/6 9pm thru 9/7 6pm  
  
**Topic:** **Muscular Dystrophy Telethon**  
WTVX was one of several networks who sponsored the Muscular Dystrophy Telethon. From the Production Staff and Master Control in Salt Lake City, to our Engineering Staff here in West Palm Beach, everyone contributed to the success of Muscular Dystrophy's 20 hours of dedication for Jerry's Kids.
- **Airdates:** 8/16  
  
**Topic :** **Alzheimer's Community Care**  
  
**Guests:** Mary M. Barnes (President & CEO) & James Longfield (VP of Development)  
The mission of Alzheimer's Community Care is to promote and provide specialized quality, compassionate care to Alzheimer's disease and related disorders patients and caregivers within a community-based environment. Mary M. Barnes, the CEO of Alzheimer's Community Care shares with us the symptoms of Alzheimers and the best treatments for the disease. Mary along with the help of James Longfield, the Vice President of Development for the organization are offering resolutions and knowledge to the community of this matter. They want the community to know that there is help for patrons and their families.

## **ENVIRONMENT**

- **Air Dates:** 7/5, 8/23  
  
**Topic:** **Red Cross**

**Guests:** Laura Courie, South Florida Water Management; Jose Tagle, City of West Palm Beach; Mayco F., Florida Power & Light; Joseph Hansen, American Red Cross; Joan Radabaugh of Peggy Adams Animal Rescue League; and Victoria Williams of My Safe Florida Homes.

The show highlights hurricane preparedness by having guests from the city of West Palm; American Red Cross; South Florida Management and Florida Power & Light. Each agency provided a list for what the community should do during a Tropical Storm warning such as which foods to store, where to find shelter if needed, and who they should contact for further direction. The show also includes two packages; with the Animal Rescue League and My Safe Florida Home. The Animal Rescue Package covers the importance of preparing your animals in the event of a storm, by being certain they have all necessary medication and are micro-chipped in the event the owner is separated from their pet. The My Safe Florida Home Package is an interview with Rep. Victoria Williams. Victoria gives the public tips on saving money through getting their homes inspected. She provides more detailed information of how homeowners may protect their homes during a storm and the necessary steps to take if there is any damage.