



WMBX - FM 102.3, Jensen Beach

Quarterly Issues/Programming Report for July 1 – September 30, 2019

3rd Quarter - 2019

Section I. Issues

The station has identified the following issues as significant issues facing our community in this quarter:

- A. Health Issues
- B. Community Events
- C. Social Issues
- D. Education & S.T.E.M.
- E. Children's Health & Safety
- F. Cancer Awareness

Section II. Responsive Programs

The station had broadcast programming dealing with each of the above referenced issues. Programming dealing with each issue is set out below:

A. Health Issues:

1. South Florida Sunday Show: 7/14/19, 6a-7a, 16:01 minutes. Dr. Bradley Lamm, Foot and Ankle doctor at Tenet Health Systems' Paley Spine and Orthopedic Institute at St. Mary's Medical Center, discusses a new minimally invasive bunion repair procedure he has developed. According to Dr. Lamm, bunions are typically hereditary. They grow as bumps on the inside of the big toe and lead to increasing joint pain over time. The type of shoe worn also could exacerbate the situation. Bunion surgery traditionally requires long operating and recovery times, and forces the patient to experience pain even afterward, during the healing process. In contrast, Dr. Lamm's new procedure, which is called "Crossroads" and officially became available at the Institute in May 2019 after five years of development, is more efficient. Furthermore, it involves a small incision that is less than an inch, in comparison to the five-inch-long incision required by the old procedure. He explains that Crossroads is very accurate to the millimeter, angle, position and rotation. The bone is cut and shifted over, thereby realigning the joint. Additionally, soft tissue is dialed back into place. Dr. Lamm says that most patients are able to walk immediately after surgery, and would simply need to wear velcro, sandal-type shoes before returning to sneakers about one month after surgery. He is currently working on new innovations for treating hammer toe. For more information: Paleyinstitute.org or blamm@paleyinstitute.org.
2. South Florida Sunday Show: 8/11/19, 6a-7a, 14:00 minutes. Karen Settembre, a Breast Lactation Consultant at St. Mary's Medical Center and Palm Beach Children's Hospital, uses Breastfeeding Awareness Month to discuss the importance and health benefits of breast feeding. She explains that breast milk is always advantageous, but is especially so for neonatal babies, who have been deprived of growth and opportunities to gain immunity while in the womb. Breast milk compensates partially for that loss.
The human gut helps to fight off bacteria, allergens, and viruses. The American Academy of Pediatrics advises that babies should receive only breast milk for the first six months of life, followed by six months of breast milk mixed with solid food. Conversely, the World Health Organization recommends breastfeeding exclusively for two years, while the average worldwide age of weaning is 4.6 years. Colostrum is the first form of milk that newborns receive after birth. It includes extra immunities

and antibodies, and expectant mothers typically begin producing it at 16 weeks of pregnancy. On the first day of life, newborns' systems are usually able to take in five to seven millimeters.

In terms of benefits for the mother, those who breastfeed are less likely to develop ovarian and breast cancer later in life. They also tend to lose weight more quickly. Alternatives to breastfeeding include feeding formula, or donor milk for premature babies. Donating mothers are pre-screened, and their milk samples are tested for quality and processing. The cost of that process often offsets the results of not receiving it, which could include a disease called necrotizing enterocolitis, which often causes death in as soon as 24 hours after onset. Fresh human milk is always preferred, as donor, frozen or handle milk offers diminished immunity factors, and pumping is often difficult and time-consuming. For more information: pbcbreastfeeding.org.

3. South Florida Sunday Show: 8/11/19, 6a-7a, 13:03 minutes. Dr. Ben Ravaee, a cardiologist at Delray Medical Center, discusses the causes and symptoms of, and treatments for, Atrial Fibrillation, as September is AFib Awareness Month. He defines the condition in terms of having an irregular heart rhythm that originates from the top chambers of the heart, or a problem with the heart's electrical conduction system. There is a possible hereditary link, and AFib is also more common with age. People with a history of high blood pressure, sleep apnea, blocked arteries, and heart attacks are also more prone to developing the condition. Therefore, Dr. Ravaee says it is important to lead a healthy lifestyle.

Treatment options take on an individualized approach, as some patients may be symptomatic, while others are asymptomatic. Medical professionals review the symptoms, frequency, and co-morbidities in developing the needed treatment plan. However, blood thinner is commonly used in most cases, in order to avoid blood clots, strokes and congestive heart failure in nearly all patients. Those who are symptomatic may be treated with anti-rhythmic medications designed to help the person avoid going into atrial fibrillation. Additional procedures include a "cardio version," which consists of medicating the patient to induce sleep and then shocking the heart to bring the person out of AFib. Another procedure, ablation, uses catheters, and is performed by a heart rhythm specialist. For more information: Delraymedicalctr.com or (833) 769-4862.

B. Community Events:

1. South Florida Sunday Show: 7/28/19, 6a-7a, 14:24 minutes Whitney Cunningham, Special Events Manager from FPL and Manatee Lagoon, a free family-friendly eco discovery center located at the Lake Worth Lagoon, and Craig Glover, Executive Director of Rise, discuss an upcoming back-to-school event. Manatee Lagoon was constructed by FPL as part of the utility's environmental mission to educate and inspire

people to understand how the environment impacts life, and the subsequent importance of caring for the environment. It has year-round offerings that include interactive exhibits, marine-themed art classes, daily tours, and adult and kids yoga. The center was voted TripAdvisor's number 1 museum in West Palm Beach. Glover explains that Rise has a purpose-built community's model that originated in Atlanta 20 years ago. The goal is to help a specifically targeted area break the cycle of poverty. In this case, the focus is on West Palm Beach's 33407 zip code. The organization strives to provide awareness of, and opportunities for, better housing, education, health and wellness, and employment. Currently, they are closely partnered with Northshore and Northboro elementary schools in the city of West Palm Beach. To that end, Manatee Lagoon is hosting the First Rise Back-to-School Bash on Saturday, August 3 from 10 a.m. to 12 p.m. at its facility at 6000 N. Flagler Drive in West Palm Beach. It is free and open to families and students of all ages. The event will include free eye and dental exams, physicals, the bookmobile, photo opportunities, free food and drinks provided by Rybovich Café, and entertainment from Hubbard Radio's Party 96.3. Florida KidCare will also be on site to discuss its insurance programs. In addition, Manatee Lagoon and Rise will provide 500 backpacks filled with school supplies to students at the event, with the support of sponsors including Office Depot and the Education Foundation. For more information: (561) 388-4084 or Northendrise.org.

2. South Florida Sunday Show: 8/18/19, 6a-7a, 15:30 minutes. C2Z is a public-private community collaboration, initiated by Palm Beach County Animals Care and Control, the Board of County Commissioners, and Peggy Adams Animal Rescue League, to bring animal welfare organizations together to end the euthanasia of adoptable animals in Palm Beach County. The belief is that our community has the expertise, the means and thus the obligation to aggressively implement strategies that will reduce the number of animals needing temporary shelter and end the euthanasia of adoptable animals in Palm Beach County. Elizabeth Harfmann of Palm Beach County Animal Care and Control and Kaitlyn Syler of Peggy Adams Animal Rescue League discuss their organizations, partnership and upcoming Countdown to Zero event. Peggy Adams is one of the largest animal shelters in the county. It offers adoption services, Peggy's Pantry Pet Food Bank, affordable wellness clinic, spay and neuter clinic, lower-cost surgeries, and affordable training. Full information is available at peggyadams.org.

Palm Beach County Animal Care and Control is the main open admission shelter for the county, and is also responsible for caring for stray dogs and cats. The center offers an adoption program that also includes livestock, as well as discounted dog training. The typical intake rate is 20 to 30 animals per day, although the center has observed a steady decrease of animals coming to the shelter and being euthanized in the county. However, there continues to be an issue with feral or community cats overbreeding in the area.

As for the two organizations' partnership, they are hosting the Sixth Annual Countdown to Zero event on September 28 from 10 a.m. to 4 p.m. at the South

Florida Fairgrounds. The goal is to end euthanasia of adoptable animals by 2024. Admission and parking is free, and the event will include 1,000 animals and will include a rabbit rescue, rat rescue, chickens, and will allow visitors to meet rescue groups and learn about available resources. Photographers, and individuals who can assist with clean-up, expediting adoptions and serving as foster homes, are asked to go to C2z.org. All supplies and training are provided for foster homes.

3. South Florida Sunday Show: 8/4/19, 6a-7a, 15:00 minutes. Riviera Beach Commissioner Douglas Lawson is focusing on everyone in the community with a community safety program that revolves around the documentary, "When They See Us." The film showcases the plight of five teens who were wrongly accused of a crime in New York's Central Park, and were later exonerated after serving three to 12 years each in prison. Lawson is showing it in several parts with panel discussions incorporated, to help determine effective community policing and anti-bullying strategies. His goal is to reach all members of the community, with a particular focus on youth, so that they use their time wisely, get to know their rights, and remember to respect law enforcement. Lawson says he is hosting the events in parks and other public venues due to the symbolism – that is, because the five teens in the documentary were arrested in a park. He believes the only way to create understanding and awareness of public safety is to go where the children are and to engage them there. Thus, the local politician also mentions a book bag drive taking place on August 4 from 3 to 6 p.m. at Wells Gym, in conjunction with the Sincere2000 Foundation, which focuses on mental health awareness and suicide prevention. Children and families will visit vendor booths to learn about mental health and the suicide epidemic, while filling the book bags with pertinent literature and school supplies. Additionally, mental health professional Esza Allen is hosting a similar event on August 20, at which therapists, counselors and mentors will be available to discuss depression, mental health and anxiety. For more information: (561) 301-1367.

C. Social Issues:

1. South Florida Sunday Show, 9/1/19 6a-7a, 13:54 minutes. Gary Porter and David Vaina of Treasure Coast Food Bank discuss numerous upcoming events as the organization celebrates its 31st year of operation. Along with providing traditional food bank services consisting of meals, canned goods, pet food and diapers, the Food Bank also provides 20 programs that are designed to lead people into more self-sufficient lives and continued financial stability. For example, case managers assist clients with enrolling in SNAP or Medicaid, youth development, and health care programs. In 2017, the old food bank was repurposed into a food production plant. It now offers after-school meals during summer in order to avoid nutritional deficiencies, culinary training by an executive chef, 12-week training programs, and catering services. Porter and Vaina point out that most of the people they serve are actually working individuals, and that many of the volunteers were once clients of the organization. Every dollar that is collected provides 10 meals, and volunteers are

always needed and welcome. With September being National Hunger Action Month, Treasure Coast Food Bank is hosting several events to bring awareness to the issue. It is part of a “30 ways in 30 days” initiative. The first Saturday of September and of each month is Friends & Family Volunteer Day, while September 12 is Go Orange Day, as orange is the national color for the hunger issue. On September 13, the organization will host its Out Laugh Hunger event in Fort Pierce, featuring comedian Devin Siebold, and the Hops against Hunger competition takes place September 19 through 27. The Food for Thought Tour happens the last Friday of every month. Another initiative launching in September will feature a wellness workshop with a cooking demonstration and healthy recipe for families. In addition, the 5th Annual Pack the House event is scheduled for October 25 and 26, and the Food Bank will also host its golf tournament and fall harvest dinner in November. For more information: Stophunger.org

2. South Florida Sunday, 8/25/19: 6a-7a, 16:35 minutes. Adriane Cantwell of the American Foundation for Suicide Prevention Southeast Chapter discusses the organization’s mission and upcoming walk. The AFSP strives to provide a resource to which those in need, and their families and friends, can turn to discuss their struggles. She adds that “talk saves lives,” and it is therefore important to speak up and listen, and for those struggling with suicidal tendencies to talk to someone they trust.

Suicide, which typically results from an accumulation of factors, is Florida’s eighth-leading cause of death and the tenth-leading cause of death nationally. Cantwell explains that social media and online bullying as well as substance use and abuse are increasing the local suicide statistics. However, many suicides are not reported because they are attributed to opioids or other overdoses. For that reason, the AFSP partners with schools and the educational system to educate students and parents, and to create a dialogue between them, as suicide does not discriminate. In addition, the National Suicide Hotline is available at (800) 273-TALK, and South Florida also has the “211” crisis resource system.

The organization’s upcoming event is the Palm Beach County “Out of the Darkness” 5K Walk. It will take place on September 28 at John Prince Park. The Walk is one of seven taking place in the region, and one of 400 nationwide. More than 800 people are expected to attend. The event will include a butterfly release, and a K9 crisis team will be available. Leashed pets are also welcome. For more information: afsp.org/palmbeach.

3. South Florida Sunday Show: 9/22/19, 6a-7a, 26:35 minutes. Diana Stanley, CEO of the Lord’s Place, and Sarah Alsofrom, Director of Community Relations at GL Homes, discuss the issue of homelessness in the local community and their partnership to address it. The mission of the Lord’s Place is to break the cycle of homelessness by creating innovative programming with compassion and efficiency. They provide people with the tools they need to rebuild their lives, while also identifying the unmet needs in the community. It is a \$12.5 million agency with 140 employees and 16 campuses throughout Palm Beach County. They identify hopeless individuals

through street engagement with City of West Palm Beach, in addition to the annual, 24-hour “Point in Time” campaign, which is held with various community partners such as Adopt-A-Family and Goodwill.

Job training services, education, and skill development programs are also offered, to help the homeless and addicted individuals become independent and self-sufficient with the help of peer specialists, who have lived experience. The organization launched programs specifically for assisting single women and the elderly in recent years find housing and rebuild their lives, as finding affordable housing is the most critical local issue in creating supportive housing. Housing can be temporary or permanent, based on where the person is on the “spectrum of homelessness.” Since that time, GL Homes has partnered with the Lord’s Place, as the company also believes in giving back through time, money and resources.

Social enterprises include Café Joshua and a thrift store on Dixie Highway. The organization recently opened a second thrift store at Military Trail and Forest Hill Boulevard. Another is set to open in September in Lake Park. The stores serve as training sites for retail associates and allow the organization to make inroads into needy communities. They also produce revenue that may be applied toward other programs and services. The Ending Homelessness Breakfast will take place November 21 at 7:30am. It is expected to serve 650 to 700 people, and it is sponsored by GL Homes. The theme is “Home for Good.” Tickets are \$75 each, and patron tickets cost \$150 each. For more information, or to become an individual or corporate volunteer: Thelordsplace.org

4. South Florida Sunday: 8/4/19, 6a-7a, 15:00 minutes. Javarius Jackson, legislative assistant for Councilman Douglas Lawson from the City of Riviera Beach, discusses several events scheduled to take place at city parks between July 18 and August 8. They will focus on the social issues of racial profiling and police brutality. The events were inspired by the Central Park 5, a group of young men who were falsely accused of rape in NYC and were exonerated. To that end, a documentary called “When they see us” will be screened in four parts, with one portion being shown at each of the four events. To goal is to bring awareness about policing and the issue of race, to offer enlightenment on our criminal justice system, and to engage, empower, and educate in a convenient manner, by bringing the conversation “right to the people” in their neighborhoods. The first event, which will include a panel discussion, will take place at Cunningham Park on July 18. The second one, at Tate’s Gym, will be on July 25, while the third part will take place at Wells Gym on August 1. The fourth and final installment, at the Marina on August 8, will include State Assistant Attorney Adrienne Ellis, as well as judges, police officers, and staff from the public defender’s office. In addition, mental health counselors will be available.

D. Education & S.T.E.M.:

1. South Florida Sunday Show: 7/7/19, 6a-7a, 25:26 minutes. Scott Benarde, Director of Communications; Rachel Gustafson, Assistant Curator; and Matthew Bird, Guest

Curator, discuss the new and upcoming exhibitions at the Norton Museum of Art in West Palm Beach. Since reopening five months ago following an extensive three-year renovation/construction project, the center has welcomed 110,000 visitors. Admission is free on Fridays and Saturdays year-round, and the Museum remains open until 10 p.m. on Fridays. The "Art After Dark" event takes place on Fridays throughout the year from 5 to 10 p.m. The staff explains that the Norton is a refuge or a haven for people to feel welcome, educated and free to interpret art as they want and to appreciate it as they want.

In conjunction with its five collecting areas that span neolithic Chinese objects to contemporary art, the Norton is introducing four new exhibitions this summer. The first one, called "See and Be Seen, Picturing Notoriety," analyzes celebrity culture from the 1600s through the present. Visitors who use the hashtag #nortonnow will have their selfie post included in the show. Another exhibition, "Small World: Five centuries of European prints and drawings," focuses on prints, reproductions, unique drawings, and the legacy of the Western art history canon. The third feature, which opens July 12, is the Toulouse-Lautrec Poster Exhibition. Lastly, the show "Coming Soon: Film posters from the collection of Dwight M. Cleveland", will feature 200 posters, many of them from around the world. That exhibit will compare and contrast posters for American films with those from different countries. The goal is to examine the different outlooks on plot, glamour, romance, and relationships from different cultural or ethnic lenses.

Lectures will accompany the aforementioned exhibitions, as will themed trivia games to entertain and educate. The Museum is also showing "Attack of the 50-foot Woman," "Dracula," "Grand Hotel," and "Snow White" through the summer. The Annual Bastille Day celebration, which takes place July 13 from 12 to 5 p.m., will feature French artists and impressionists, music, lawn games, and food and wine. More information and volunteer opportunities: Norton.org.

2. South Florida Sunday Show: 7/28/19, 6a-7a, 13:11 minutes. Playhouse mission: to provide entertainment, education and opportunities for artistic expression through volunteerism, community involvement and support. Today, the Playhouse proudly offers diverse programming, educational opportunities and outreach initiatives that continue to enrich lives. Daniel Eilola, Artistic Director of the Lake Worth Playhouse, discusses the historic, 67-year-old venue's offerings and programs. It cultivates and has a passion for showcasing local talent with six mainstay shows per year, produced in-house, in its 300-seat main theater. The summer show is "Footloose." The other five shows include three musicals and two plays. He says they offer "something for everyone" and have a 7/365 "Never be dark" policy. To that end, the venue screens independent films and hosts an international film festival each February or March, in addition to "Oscar Shorts" at the time of the Oscar Awards. It also plays home to cabaret shows and local bands, and partners with other local arts organizations that seek to use the Playhouse for their shows. The Playhouse's Black Box Theater, a 70-seat studio theater, also offers three plays per season, geared toward character studies and small casts. A full education

department at the Playhouse is open to everyone ages five and up, who want to learn musical theater, acting, and voice.

The Lake Worth Playhouse is volunteer-based and relies heavily on its strong donor base, as well as grants from the Palm Beach County Cultural Council, the State of Florida, and Primetime Palm Beach. It also seeks support through its outreach program to underserved schools that lack arts programs. For more information, daniel@lakeworthplayhouse.org and lakeworthplayhouse.org.

3. South Florida Sunday: 8/11/19, 6a-7a, 12:20 minutes. Jane Kim, Manager of Adult Education, and Ava-Dawn Davis-Sterling, Marketing Specialist with Palm Beach County Public Schools, discuss their ACE (Adult and Community Education) offerings. Courses are offered year-round at 26 school sites throughout the district. The pair says that although their GED program serves an important need, it is the smallest one in their roster. Among the more popular offerings are the community “fun and leisure” classes, which are open to all and cover dancing, tennis and pickle ball, to name a few. Registration for those classes is available at: pbclearn.org. The career-training program, which includes Home Health Aide, phlebotomy, EKG allows students to begin working in less than one year. On another note, the pre-apprentice program, which begins in September, provides prospective students with the opportunity to explore a trade such as electrical, plumbing, welding, carpentry free of charge, at sites in Belle Glade and Riviera Beach. That program served 400 people within the past year. There are also plans to introduce CDL and automotive programs. To register or for more information: Acepbc.com, (561) 649-6010, or register in person at any of the 26 school sites.
4. South Florida Sunday: 9/29/19, 6a-7a 13:05 minutes. Bill Hayes, producing artistic director of Palm Beach DramaWorks, discusses the organization’s programs and path during its 19th season of operation. He explains that the patron base increases every year, and the annual budget now tops \$4 million. Last year, the organization launched its first “New Year, New Play Festival,” featuring five original works. It will take place again from January 10 through 12, 2020, and will include a talkback session and panel discussion. The play “Tennessee Williams” will make its way to the facility in the coming weeks, as will “Ordinary Americans,” this December.

In addition, student programs including an annual writing contest and summer camp are offered to combat the cancellation of school theater programs. The “One Humanity Tour” plays in the schools for certain age groups, focusing on relevant issues such as human trafficking. Each performance reaches 500 to 600 students, for a total of 8,000 students per year. A stagecoach also brings needy students to the theater. Yet, ticket sales cover only 50 percent of operating costs. For more information or to donate, contact: Development Director Leslie Mandel, at (561) 514-4042 or palmbeachdramaworks.org.

E. Children's Health & Safety:

1. South Florida Sunday Show: 8/18/19, 6a-7a, 13:06 minutes. Amanda Atwater of Quantum House discusses the organization's mission and upcoming event. The Junior League of Palm Beach County founded "the House" on the campus of St. Mary's Medical Center in West Palm Beach in 2001. They offer free lodging, meals, laundry facilities, and activities for families of child patients who are fighting long-term illnesses. The facility offers a support group of families who remain in contact even after their treatment stays end.

The center invites local zoos, museums, and tutors to visit and provide services and continuing education. Hair salons also provide on-site services. In addition, the "House" invites volunteers to assist in the flower and vegetable gardens. They are also always in need of donations such as toiletries and hygiene products. Quantum House's next major event is "Raise the Roof," a six-hour dance marathon organized to raise money and awareness for patient families. It will take place on Saturday, September 21 from 6 p.m. to midnight at the Keiser University flagship campus gymnasium. For more information: Raisetherooftqh.org
2. South Florida Sunday Show: 8/25/19, 6a-7a, 12:53 minutes. Nicole Grossmayer of Little Smiles discusses the organization's upcoming events during its 20th year of operation. Little Smiles is a local non-profit whose mission it is to help children be children during difficult times, and to bring fun to their lives. To that end, the organization has partnerships with hospitals, group homes, foster homes, shelters, and law enforcement. The three full-time employees of Little Smiles, along with their partners and volunteers, host pizza parties, movie nights, socials, and arts and crafts activities. The non-profit is also involved in providing back-to-school supplies and resources for less fortunate children. Since 1999, Little Smiles has served about 240,000 children from the Treasure Coast to Miami, and is currently assisting around 15,000 per year, on average. Upcoming events include: Volunteer Bash on September 14; Pediatric Nurses Week during the last week of September into the beginning of October; the J-Town Jam Event, being hosted by former Metallica bassist Jason Newstead on October 5 at Abacoa; Champions BeerFest in Fort Lauderdale; Pumpkin Patch in Legacy Place; the Wines Around the World Event in Abacoa; and Trunk or Treating events throughout October. The Feast of Little Italy is scheduled to take place in November, at which time the organization's annual Toy Drive will also begin. For more information: littlesmilesfl.org or (561) 899-4700
3. South Florida Sunday Show: 9/08/19, 6a-7a, 15:12 minutes. Fallon Demers and Larry Green of Big Brothers, Big Sisters discuss their services and upcoming event. The organization provides one-on-one mentoring to students in schools who may not have a parent to offer such support. They also assign "big brothers" and "big sisters" to read and have lunch with students, among other things. There are currently six Title I elementary schools where the organization provides lunch during summer. In addition, the United Way provided supplies for every child at one elementary and

one middle school, and then branched off into other schools this past summer. Private donations are accepted, and volunteers are always needed. The Big Brothers, Big Sister's major event, the Big Taste of Martin County, will take place on October 15 from 5:30 to 8:30p.m. at the Stuart Jet Center. It will feature restaurants such as Fresh Catch and Mondo's, vendors and different categories, as well as entertainment, auctions and raffles. Early bird pricing is \$45 per person, or \$60 at the door. For more information: Mentorbig.org, (904) 525-4400, or fdemers@mentorbig.org.

4. South Florida Sunday Show: 9/22/19, 6a-7a, 13:12 minutes. Joe Santiago of Traveling Tutus discusses the organization's mission and available opportunities. Formed by longtime dancer Jenna Fleetwood in 2008, Traveling Tutus donates costumes to orphanages, Title 1 schools and Boys & Girls clubs across the United States and in 28 countries, as well as over 200 dance studios. Business partners provide financial donations, and all proceeds are applied toward mailing and providing costumes. Traveling Tutus replenished costumes for many studios in Puerto Rico following Hurricane Maria.
The items may be any age or size, so long as they are gently used. Santiago points out that costumes are not resold. The organization accepts costumes from anyone who wants to donate, including dancers, who may contact business partners and receive community service hours for their assistance. In addition, many studios have also become drop-off locations. Families are invited to serve as local studio ambassadors to assist in the mission. A silent auction will take place in November on the organization's Facebook page. For more information or to donate: Travelingtutus.org.

F. Cancer Awareness:

1. South Florida Sunday: 6a-7a 7/21/19, 15:56 minutes. Rudy Morgan, Executive Director of Georgia Prostate Cancer Coalition, says that his organization is partnered with the National Prostrate Cancer Registry at Clark Atlanta University for the past few years. Their mission is to create awareness and prevention of end-stage prostate cancer through a registry where survivors can provide information anonymously, particularly in June, which is Men's Health Month.
As a prostate cancer survivor, Morgan says it is important for men to get screened early, as one in nine men will be diagnosed with prostate cancer. Morgan adds that the number is one in five for African-American men, and one in three for men in the same family, reflecting a hereditary link. Thus, he suggests having both a blood test of 8 to 10 CC's, and a prostate-specific antigen test, at age 40. He recommends that men undergo a digital rectal exam, and says they should remember the result number in order to compare accurately from year to year. Morgan adds that if caught early, the cancer has a remission rate of over 90 percent. There are three million survivors nationwide, while 300,000 men are affected each year. The registration process takes 20 to 30 minutes. It may be completed at pcregistry.cau.edu.

2. South Florida Sunday: 8/11/19, 6a-7a, 18:14 minutes. Barbara Abernathy and Barbara Scarnata of POST (Pediatric Oncology Support Team), discuss their services along with Post Ambassador Ivy and her mom Chelsea. Ivy was diagnosed at 2 years old with leukemia. She is currently in remission. POST has been helping children and their families fight cancer for 21 years. The organization offers emotional and financial support that includes lodging, counseling, activities and gifts to help patients' siblings and families through the cancer journey. They serve those affected from birth up to age 21, and typically treat about 150 patients per year. All services are provided free of charge.

The organization's Save My Seat Program enrolls children in a hospital homebound school program if they cannot attend school during treatment. It also helps them to readjust to the classroom when they are ready, with the assistance of puppets that explain the health situation to their classmates. A stuffed monkey can serve as a placeholder for children who cannot go to school.

POST's Stronger than Cancer 5K will take place on Saturday, October 5 at 7:30 a.m. at Roger Dean Chevrolet Stadium in Jupiter. It will also include a one-mile Warrior Walk, Celebration of Life, and superheroes along the course. In addition, beads representing the phases of cancer - blue for hope; red for strength; green for resiliency' and gold for bravery - will be distributed along the track. The event will also offer a 100-yard Young Hero Dash for 4- to 10-year-olds, and a Diaper Dash for ages 3 and under. For more information: Postfl.org, (561) 882-6336, or on Facebook: Stronger than Cancer 5K.

3. South Florida Sunday Show: 9/22/19, 6a-7a, 14:22 minutes. Jay Zeager, Community Development Manager for the American Cancer Society, discusses the organization's upcoming local Making Strides Against Breast Cancer Walk events in West Palm Beach and South Palm Beach with Kim Crossen as well as Shannon Burrows, who is a survivor and is serving as Event Chair of the West Palm Beach Walk, and Julia Aquino-Serrano, who is also a survivor and Event Chair of the South Palm Beach Walk. They explain that the purpose is to come together and raise awareness of the disease and its implications, while celebrating survivors and caretakers. In addition, the group explains that it is important to be open and ask many questions when speaking with survivors, while addressing them with love and saying, "I don't know," in order to establish a rapport and comfort zone.

The West Palm Beach Walk will take place on October 26 at the Meyer Amphitheater, with registration beginning at 7 a.m. and the Walk starting at 9am. The South Palm Beach Walk is scheduled for October 27 at Florida Atlantic University, with 6:30 a.m. registration and an 8:30 a.m. start time. Both walks are two miles in length, and 10,000 to 20,000 individuals are expected at each one. All ages are welcome, and there will be survivor speakers and various activities. Volunteer and fundraising information: makingstrideswalk.org/palmbeachfl, jay.zeager@cancer.org for the Palm Beach Walk, and makingstrikeswalk.org/southpalmbeachfl or contact Lynn Curry at (561) 425-9389 or lynn.curry@cancer.org for the South Palm Beach Walk. The ACS fundraising app is also available.

4. South Florida Sunday Show: 9/15/19. 6a-7a, 22:30 minutes. Mike Byrd and Courtney Salter of the Leukemia and Lymphoma Society, Palm Beach/Treasure Coast Chapter

discuss the importance of their organization and upcoming event. The cure rate is over 90 percent. The local chapter's president and CEO, Dr. Lou DeGennaro, says, "It's never a good time to get cancer, but it's a great time to be fighting cancer." As a survivor, Byrd shares his experience and explains that it is important to be surrounded by a strong support system of people and resources, and to be open about the condition. The keynote event is Light the Night, of which the purpose is to ensure that everyone in the community is aware of what LLS does. The funds gathered from the community originate from events such as Light the Night. It will take place in West Palm Beach on Friday, November 22 at FitTeam Ballpark of the Palm Beaches. The next night, a walk will take place in Boca Raton at the Sunset Cove Amphitheater. The walk is a half-mile to one mile in length. Registration is free. The event will include informational vendors and a remembrance pavilion. A counselor will also be on-site. According to Byrd and Salter, 150 communities involved nationwide, raising \$72 million annually through Light the Night. For more information, to register or to donate: lightthenight.org or (561) 616-8682.

Section III: PSAs

Sunny WEAT aired Public Service Announcements for the following organizations and causes during the 3rd Quarter July 1, 2019 – September 30, 2019

Organizations

Little Smiles Children's Charity, City of West Palm Beach, Norton Museum of Art, Tent Health, Trustbridge, Jupiter Police Foundation, Lake Worth Playhouse, RISE, AT&T, The School District Of Palm Beach, Peggy Adams Animal Rescue League, Quantum House, American Foundation for Suicide Prevention, Treasure Coast Blood Bank, Big Brother & Big Sister of Martin County, United Way of Palm Beach County, Leukemia and Lymphoma Society, Traveling Tutus, the Lord's Place, DramaWorks, National K9 Cancer Foundation

Causes

Civic Events, Health & Wellness Adults & Children, Breastfeeding Awareness, Suicide Prevention, S.T.E.M. Education, Cancer Awareness, Homelessness and Food Bank.