



October 8, 2020

The following is a report on Public Affairs Programming for the Third Quarter of 2020 during which time the top issues of community interest and concern in Tampa, Florida and the surrounding area were found to be:

Health
Community Relations
Education
Public Safety
Environment

This report summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue. To meet these issues, WWRM-FM airs a series of public affairs programs on Sunday mornings as well as weekday news updates.

“Sunday Morning” airs Sunday mornings at 7:00 a.m. and “Radio Health Journal” airs Sunday mornings at 7:30 a.m.

WWRM-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WWRM-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and twice hourly from 4:00 to 6:00 p.m.

WWRM-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

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Respectfully submitted,

Nate Carter-Reed

Nate Carter-Reed
Director of Branding and Programming
Cox Media Group Tampa

NCR/mc

Health

Sunday, July 5, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Elizabeth Kunreuther and Matthew Tinsley

While most people who contract COVID-19 survive, those who suffer often-changing symptoms for months on end can only wonder when they'll get well. A survey of members of a long-haul survivor's support group find that many who don't have "textbook" symptoms suffer poor medical care and discrimination as a result. Two women who operate the support group discuss the issues.

2nd Segment

Host: Nancy Benson. Guest: Dr. Lauren Childs

The next step in beating the COVID-19 pandemic may be stepped up contact tracing and quarantine of people who've had contact with COVID-positive individuals. However, many people see that as too expensive and intrusive to be practical. An expert discusses how it might work, and how it might not.

Radio Health Journal is important to WWRM listeners as it showcases a variety of Health-related topics and Health is a primary topic of their interest.

Sunday, July 12, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Claire Mysko, Dr. Jennifer Carter, and Dawn White

Therapists report an increase in orthorexia, a not-yet recognized eating disorder where people become fixated on eating only healthy things and/or exercising hours per day. It can take over an afflicted person's life and result in physical symptoms much like anorexia. Experts discuss diagnosis and treatment.

2nd Segment

Host: Nancy Benson. Guest: Dr. Mark Dworkin

Summer is tick season, and tick bites are common. However, bites from a couple of types of ticks can produce paralysis and even death if the tick is not removed quickly. An expert discusses.

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Sunday, July 19, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Dr. Sundeep Khosla and Dr. Ethel Siris

Osteoporosis is increasing as America ages. However, fewer people are being tested for bone density and are agreeing to treatment because of side effects of osteoporosis medications. Experts discuss the devastating effects of increased broken bones and what can now be done to prevent them.

2nd Segment

Host: Nancy Benson. Guest: Dr. Saul Weiner

Doctors already say they're burned out, but the COVID-19 pandemic is making it worse. A noted physician educator discusses how burnout starts with the way future doctors are taught.

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Sunday, July 26, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Dr. Marcus Plescia, Lori Freeman, and Theresa Anselmo

State and local public health officials have been under pressure like never before in the COVID-19 pandemic, as citizens and elected officials push back against tough restrictions designed to curb the virus. Some officials have even been threatened. Feeling their bosses don't have their backs, a higher proportion of officials are quitting than normal, and these essential jobs will be hard to fill with qualified health experts.

2nd Segment

Host: Nancy Benson. Guest: Dr. Michael Scheeringa

Mental health experts once believed that children were too young to remember traumas well enough to suffer much from post-traumatic stress disorder. Now they know that children as young as 2 or 3 can be affected, often for the rest of their lives. An expert discusses PTSD in children and its treatment.

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Sunday, August 2, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guest: Dr. Sarah Lisanby and Dr. Dan Maixner

Electroconvulsive therapy still has a stigma, with the reputation of being a painful, disturbing procedure that wipes out memories and, if movies are to be believed, even creates zombies. Experts explain the reality—that ECT is a quiet procedure that provokes a short brain seizure, releasing huge amounts of neurotransmitters to reset the brain in what is the quickest and most dependable treatment for severe and often suicidal depression.

2nd Segment

Host: Nancy Benson. Guest: Dr. Abbas Ardehali

Lung transplants are the least done of all major organ transplants because the lungs are so easily damaged in the death process. A lung transplant surgeon explains, using one particularly difficult case as an example.

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Sunday, August 9, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Ekta Punwani - Project Leader, 100 top hospital program - Advocate Health Care.

Every year the list of 100 top hospitals is put out and this year four hospitals in the Tampa Bay area made the list. Project leader Ekta Punwani talks about the list. Discussed is what criteria goes into judging the hospitals, how all depts in the hospital are judged, how the judging takes place and which hospitals in the Tampa bay area made the list, how hospitals use the list to make improvements and how the list can attract medical students who are looking for a hospital to do their residency. Also discussed is how things have changed in many hospitals due to COVID-19 and how coronavirus patients are being treated may affect the list for next year. It is mentioned that this list is separate from the annual report card that is released by the Florida dept. of Health.

Sunday, August 9, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Dr. Nathaniel Beers and Keith Gambill

Many school districts are delaying decisions on whether students will attend in person or will be taught remotely once again to reduce the risk of COVID-19 to children and staff. Experts discuss the methods under consideration to lower risks and whether that will be enough to open for classes.

2nd Segment

Host: Nancy Benson. Guests: Greg Hammer and Dr. Priti Shah

People working at home may have no commute and can work in their pajamas, but they may find themselves more exhausted than when they worked at the office. Two experts discuss reasons for this fatigue—patterns of working at home and the surprising stress of virtual meetings.

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Sunday, August 16, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Dr. Dinee Simpson - Transplant surgeon/Donatelifenet

One thing the medical community is seeing with the coronavirus is a drop in people signing up to become an organ donor. Dr. Simpson with donatelifenet to talk about becoming an organ donor in the age of COVID-19. The number of organ and tissue donations have drastically dropped due to the virus and this is hurting the thousands of Americans who are on the waiting list for a lifesaving transplant. Discussed is what is the most common organ to be donated, why African Americans are less likely to donate their organs and what are the risks of getting a donated organ. Also talked about is whether people who tested positive for COVID-19 can donate their organs and can someone get COVID-19 from a donated organ. Dr. Simpson discusses all the postmortem test done on a donor before an organ is harvested. She also dispels many of myths that people associate with being an organ donor (if I'm in a crash and I'm an organ donor they won't try to save me).

Sunday, August 16, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Lawrence Gostin and Dr. Jacob Appel

Development of a Coronavirus vaccine is proceeding at a breakneck pace. What needs to happen to make sure it's safe and effective? And if a vaccine is successfully made, who should get it first? Will enough people opt in to get back to normal life, or will COVID-19 be with us for years? Experts discuss.

2nd Segment

Host: Nancy Benson. Guests: Janice Harris and Dr. Joshua Harris

A new study shows that people who have Type 2 Diabetes and are under chronic stress are more likely to have high blood sugar. The study's lead author and a patient discuss how stress can make diabetes worse and what people can do to counteract it.

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Sunday, August 23, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Dr. Ron Park - Executive Vice President of Health and DNA at Ancestry.com

For years many people have been using sites like Ancestry.com to find out more about their heritage and family. Now with the coronavirus, more people are using these sites to find out more about their Ancestor's health. Dr. Park talks about a new program called Ancestry Health that uses next generation sequencing (NGS) that checks a person's genetic health. A current independent survey shows that 60% of Americans are checking ancestry websites to learn more about their genetic health risk. Dr. Park explains that NGS technology is the first of its kind that zones in on a person's ancestor's health and what diseases or health issues they dealt with. It is discussed how the new technology works, what are people finding out that other testing options haven't been able to find, how can people use the information to their advantage and how the information can be useful to our doctors. This technology is very useful to someone who may have been adopted and know nothing about their ancestor's health and maybe didn't know breast cancer runs in their family, or maybe colon/prostate cancer and many other health issues.

Sunday, August 23, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Dr. David Matsumoto and Dr. Rebecca Brewer

With faces hidden behind masks for COVID-19, we are losing some of the visual information we depend on for smooth communication. Experts discuss the awkward encounters and specific looks we're likely to misinterpret when we can't see other people's mouths.

2nd Segment

Host: Nancy Benson. Guests: Dr. Mark Hardy and Dr. Bryan Waxman

People who injure their foot often think they have a mere sprained foot or ankle when they actually have an injury that is potentially much more severe and disabling if not treated. Experts explain the Lisfranc joint and injuries that can hurt it.

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Sunday, August 30, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guest: Dr. Aaron Berkowitz

Medicine in the Third World is vastly different than in the US, and American doctors sometimes run into unexpected hurdles when they try to bring modern medicine to impoverished nations. One such doctor describes his efforts.

2nd Segment

Host: Nancy Benson. Guests: Dr. Dennis Hrubby and Dr. Phil Gomez

The next pandemic is only a matter of “When and what,” according to health security experts, who here discuss what’s needed to be ready for a variety of possible pandemics and infectious threats, both natural and terror.

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Sunday, September 13, 2020 – Sunday Morning 7:00am

30:00

Host: Reed Pence. Guest: Dr. Mickey Rubin – Nutritionist

While many adults are looking to vitamins and food item that will boost their immune system babies are often overlooked and ignored in the discussion. Dr. Mickey Rubin talks about why it's important for pregnant mothers to make sure they're not only taking care of their own nutritional needs and immune system it's also important to help build a baby's immune system and nutritional needs both during pregnancy and after birth. First and foremost, Dr. Rubin says pregnant women should always consult with and follow the advice of their pediatrician. Many women will find themselves taking more dietary supplements. However, more women fail to take care of their baby's nutritional needs postnatal. Many parents aren't comfortable giving needed supplements to babies

and often depend on what they're feeding the baby to provide the needed vitamins and minerals which he advises against doing. Dr. Rubin says if that's the route parents plan on taking then one food item they need to give their newborn is right in our fridge is the egg. The common egg contains high amounts of protein needed to promote immune response, egg yolks have high amounts of zinc and selenium that are needed to boost the immune system and eggs are high in lecithin and choline which supports brain development and health. Lecithin supplements are often prescribed to dementia patients. The 2020 dietary guidelines for Americans committee has added eggs to their 'what to eat for health' report. Dr. Rubin stressed many times it's important for expectant mothers to always consult with their doctors before and after birth.

Sunday, September 13, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guest: Michael Gaunt

Pharmacists are often asked to do more work in less time than they need, and some experts worry it's causing medication mistakes. A pharmacist specializing in medication safety discusses pressures on pharmacists and what consumers can do to protect themselves.

2nd Segment

Host: Nancy Benson. Guests: Dr. Jean Kim and Dr. Ray Novaco

Psychologists say there's more anger in our society than ever. But they say that should be no surprise, since anger is often a reaction to uncertainty and fear. Two experts discuss the genesis of anger, how it serves a purpose, and how it can be controlled.

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Sunday, September 20, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Dr. Doug Olsen - Chief Medical Officer with Medicaid/Medicare & Florida Kid Care.

Once again, our Cox Media Group stations in Tampa are airing PSA's for Florida Kid Care (children's health insurance program known as CHIP) that is administered through Medicaid. Dr. Olsen talks about the program and why many parents need to take advantage of it. The program is needed especially during the coronavirus pandemic. Dr. Olsen discusses what chip is, what's covered, why it's important for students to have health coverage, why kids should be vaccinated against the flu, how

studies have shown that kids with better physical and mental health do better in school, what is the cost of the program and how can parents enroll. Also discussed is how CHIP not only covers kids doctors visits it also covers the cost of specialist, emergency room care, hospitalizations, vision, oral and mental health. He said studies have shown kids are just as easy to become a victim of COVID-19 as adults and with the flu season almost here now is the time for parents and kids are prepared and to make sure they have the coverage they need.

Sunday, September 20, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guest: Dr. William Haseltine

Children are living through a scary time right now and often have little understanding of why their world has been turned upside down. A noted public health expert explains what he's found about children's concerns of the pandemic and how parents can answer their questions.

2nd Segment

Host: Nancy Benson. Guests: Christina Morrison and Dr. Katie Stover

Pets are a comfort in difficult times, and the pandemic is no exception. Animal shelters report a surge in pet adoptions, especially puppies, in the last six months, and veterinarians are having to adopt procedures such as telemedicine to deal with the increase while still staying safe. Experts explain how adopting and training a new pet has changed in the pandemic.

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Sunday, September 27, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Dr. Alejandro Badia

Normally, we don't do book interviews however, a Florida doctor has written a book on the broken healthcare system in the country. The book addresses the problems with the healthcare system in Florida and the U.S. and what medical professionals feel needs to be done to fix them. Dr. Badia in south Florida just released his book "healthcare from the trenches." He discusses the most frustrating things doctors have to deal with on a daily basis, why it cost so much to stay in a hospital and get treatment, why walk in clinics are more attractive to the general public, why more Americans are taking a ride sharing service to the emergency room rather than take an ambulance, why health

insurance keeps going up and coverage is going down and how the affordable care act has hurt more Americans than it has helped. He also says many Floridians haven't really been exposed to the problems with our healthcare system and are now aware of it.

Sunday, September 27, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Dr. Rebecca Puhl, Dr. David Katz, and Kathy Kater

Studies show that medical professionals are as biased as the rest of us against people who are overweight, resulting in lectures, misdiagnoses, and patients who start avoiding the doctor. Experts explain the problem, results, and what might be done about it.

2nd Segment

Host: Nancy Benson. Guest: Dr. Kanica Monga

Rheumatoid diseases number around 100, though arthritis is the most well-known. They can be crippling and sometimes even fatal, but good treatments exist. The key is early detection, as an expert explains.

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Community Relations

Sunday, July 5, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: John Reckford – Habitat for Humanity

Habitat for humanity continues to help residents in the Tampa Bay area live the dream of becoming a homeowner. Mr. Reckford talks about the group and some of the projects they worked on in the Tampa area. Discussed is the work Habitat for Humanity is continuing to do in the Florida panhandle one year after hurricane Michael, some new projects coming up in our area and how local volunteers, and business partners are always needed. Also discussed is the thrift store in clearwater and how people/businesses can donate/help with supplies for Habitat for Humanity. Mr. Reckford is also the author of a new book about Habitat for Humanity called "Our Better Angels." The stories in the book features some of the people who have benefited from Habitat for Humanity and tells the story about how their lives have changed thanks to getting a home and off the streets.

Sunday, July 19, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Scott Fink - President of Hyundai of New Port Richey

For the last few years Hyundai automotive has been giving back to the community through their Hyundai Hope on Wheels charity. Mr. Fink with Hyundai of New Port Richey is chairman of the charity and announced this week that Hyundai Hope on Wheels has just made a major donation for the children's cancer center at St. Joseph's hospital in Tampa. Mr. Fink talks about the donation to the kid's cancer center. He tells us since the start of the charity several years ago they've donated over eleven-million-dollars to worthy causes and this year they're handing out 4.4 million-dollars to help in the fight against COVID-19. He talks about how the donation to St. Joseph's will pay for COVID tests for the kids in the hospital, their families and staff at the hospital. He said money will also be used to provide much needed PPE's and equipment needed in the battle against the coronavirus. The charity will make similar donations to other pediatric cancer centers here in Florida and across the nation.

Sunday, August 2, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Donna St. Louis with BayCare Health Systems

Due to the coronavirus, the annual Tampa Breast Cancer Walk is going virtual this year. Ms. St. Louis talks about this year's "Making Strides Against Breast Cancer walk" going virtual. This year's event will start with a virtual kick off on Aug. 11th. She talks about some of the virtual events taking place this year with the "Making Strides" walk. Also, how COVID-19 has changed the way BayCare is treating breast cancer patients, how many follow up appointments and consultations are being done virtually, how they are still treating breast cancer patients, what they are doing to make sure the office environment is sterile, why it's still important for women to get their annual mammograms and that they have seen the numbers going down when it comes to women getting their yearly test. She says it's safe to get your mammogram and how it can be done safely in office.

Sunday, September 6, 2020 – Sunday Morning 7:00am

30:00

Host: Amy Cardy. Guest: Shelly Glen-Chief of Marketing for Florida Cancer Specialists

Ms. Glen discusses the upcoming, annual event "Light the night walk" which takes place outdoors, (usually at a popular park, area beach, etc.), with this year's venue being

Julian B Lane Park. However, with COVID-19 and safety measures being in place, the foundation has been made to adjust their fundraiser to a smaller, safer count of people. They are also offering the public who is unable to attend, to watch the Facebook live video that will be posted to the leukemia and lymphoma Facebook page. Then, people will be encouraged to donate money, sponsor a walker or walk themselves to raise funds. This year, the walk is scheduled to be held on Saturday, November 14th, 2020. Ms. Glen spoke about how the public can sign up and when and how anyone can become a donor in order to help fund the research needed to find a cure for this disease. The LLS has invested \$1.3 billion in cutting edge research to advance therapies for those affected.

Education

Sunday, July 12, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Lacey Allen - Associate Director of Scholarships at the College Board.

(this was a statewide issue/public interest, so it ran on all stations)

Even with most kids planning on learning from home this school year, that doesn't mean scholarships for college should be ignored. Ms. Allen talks about how high school students can still apply for scholarships. She talks about the many scholarships offered by the school board and one scholarship is available to all students regardless of grades. Discussed is why some scholarships require to write an essay and she gives some tips on how to make the essay stand out. She says students should apply for all the scholarships available to them, what scholarships are offered by the U.S. Government and students and parents need to check to see if there is a deadline for applying for a scholarship. Also discussed is why it's important for kids to pick more than one college they'd like to attend since they may not always get a scholarship to the school the student would like to attend. It's a bad idea for parents to pressure their kids to attend the school they attended. That could cause added stress to a student who's already facing the stress of being a senior in high school.

Sunday, July 26, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Dr. Sara Capwell with Innovation Prep Academy

Schools in the Tampa Bay area are planning to reopen their doors in the next two weeks. Now parents have more options as to where they send their kids for the education.

More and more parents are choosing to send their kids to a charter school. Dr. Capwell talks about sending their kids to a charter school and the difference between a 'normal' school and a charter school. Why more parents are choosing a charter school, how the charter school is free to local students and how the educational program differs from a regular school. Also, how studies from the Florida Dept. of Education have shown that kids actually get better grades and do better on test than kids who go to a typical school. Discussed is how In Prep academy prepares for the school year under the umbrella of the coronavirus and the steps they are taking to make sure students and staff stay healthy.

Public Safety

Sunday, August 30, 2020 – Sunday Morning 7:00am

30:00

Host: Jeff Slater. Guest: Steve Zaloudek - Tampa area Bahai Race Unity Task Force.

There has been a lot of news nationally and here in Florida regarding police shootings involving African Americans. This has caused weeks of protest and civil unrest. Everyone can agree we need to have an open discussion about race relations in this country. That's why the Bahia group in Tampa has formed a unity task force to get the conversation started. Mr. Zaloudek talks about the information on their program and goals. The group is hosting virtual elevated conversation workshops and they've formed a racial equity media club. Some of the topics they'll be discussing are black on black crime, criminal justice disparities, the civil war, the confederate flag and monuments, poverty and economic disparities, educational disparities, affirmative action and reparations. These workshops are free, and everyone is invited to join the conversation. the discussions will be held on Saturday's and people can log on via zoom to join in. Steve also wanted to let us know they are also hosting a free devotion and meditation for unity and peace on Friday nights and anyone interested can join them through zoom.

Environment

Sunday, September 6, 2020 – Radio Health Journal 7:30am

30:00

Host: Reed Pence. Guests: Dr. Diana Liverman, Dr. Katherine Richardson, and Dr. Kristine Dahl

Rising global temperatures have produced extreme weather and a rising sea level. Climate scientists fear we may soon reach the point of no return, resulting in a hothouse

with large portions of the planet uninhabitable. Authors of a major report on this phenomenon explain.

2nd Segment

Host: Nancy Benson. Guests: Dr. Valerie Young and Dr. Pauline Rose Clance

Many people who are smart, talented and successful still believe they are incompetent on the inside and that others will eventually find out. This “imposter syndrome” can undermine careers and lead to psychological distress. Two noted experts in the field discuss origins and how to deal with the phenomenon.

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