

WCFB-FM
Daytona Beach

Each quarter, **WCFB** places in its Online Public Inspection File, a list of what it considers programming addressing some of the significant issues for the station's community. The following is a list of issue-responsive programming aired on the station between April 1 and June 30, 2021. While this list contains a brief description of some of **WCFB's** most significant programs, it doesn't include all programs and program segments broadcast by the station during the second quarter. Please contact the station for more information about the station's issue-responsive programming.

Submitted by: **Elizabeth Perrell, Director, Public Affairs**

Dated: **7/1/2021**

WCFB

Quarterly Report

April ● May ● June 2021

ISSUE:

Culture

Time: WCFB:
5:00
a.m.

Segment Topic: *59th Annual Apopka Art and Foliage Festival*

Organization: Apopka Woman's Club

Guest(s): Theresa Mott, President
Geri Garnet Unrue, Festival Co-Chair
Dena Morrow, Foliage
Jennifer Canfield, Entertainment
Saudi Ellis, Publicity
Pam Grossclose, Arts

Contact: apopkaartandfoliagefestival.org

Date: 4/18/21

Duration: 20:00

Issues: The guests described the work of the Apopka Woman's Club and invited listeners to the *59th Annual Art and Foliage Festival*. Mott explained that the Festival is away to raise money for scholarships and donations to community groups. The other guests described the art offerings, the opportunities to purchase foliage and get plant advice, the food vendors, and the entertainment. The event takes place April 24th and 25th at Kit Land Nelson Park.

Time: WCFB:
6:00
a.m.

Segment Topic: *27th Annual Paws in the Park*
Organization: Pet Alliance of Greater Orlando
Guest(s): Steve Bardy, Executive Director
Contact: www.petallianceorlando.org
Date: 4/18/21
Duration: 30:00

Issues: Bardy invited listeners to support the Pet Alliance of Greater Orlando's mission by participating in the *27th Annual Paws in the Park* on May 8th, 2021. He explained that the Pet Alliance is an animal welfare agency with a mission to educate, shelter, place and heal pets. Pet Alliance provides food, medical care and shelter for thousands of dogs and cats each year until they find their new homes. Funds for these efforts are raised at *Paws in the Park*, which will feature pets, doggy sports, a costume contest, pet-friendly vendors and more.

Time: WCFB:
5:00
a.m.

Segment Topic: *5th Annual CommUNITY Rainbow Run*

Organization: One Pulse Foundation, Inc.

Guest(s): Scott Bowman, Chief Communications and Government
Relations Officer

Contact: Onepulsefoundation.org; Communityrainbowrun.com

Date: 5/9/21

Duration: 30:00

Issues: The One Pulse Foundation was founded to honor the victims of the tragedy that occurred at the Pulse nightclub in June of 2016. Bowman explained that the foundation pillars are a memorial, building a museum, education, and scholarhips. *The Fifth Annual CommUNITY Rainbow Run* takes place on June 5th. There will be both virtual and in-person components.

Time: WCFB:
5:30
a.m.

Segment Topic: *Free Art Supplies for Foster Kids*

Organization: Simply Amazing

Guest(s): Susan Heitpas, Founder

Contact: 407-687-1674; in Simplyamazing.org

Date: 5/23/21

Duration: 20:00

Issues: Simply Amazing provides free art supplies for children living in temporary housing, foster care, or participating in youth at-risk programs. Heitpas explained that *Simply Amazing Creative Boxes* full of art supplies allow young people to positively express themselves while processing the trauma they have experienced.

Time: WCFB:
6:00
a.m.

Segment Topic: *Collaborative Campaign Supports Arts Programs*

Organization: United Arts of Central Florida

Guest(s): Juliana Steele, Interim President and CFO

Contact: 407-628-0333; unitedarts.cc

Date: 5/23/21

Duration: 30:00

Issues: Steele discussed United Arts of Central Florida's efforts to support the arts programs in central Florida through the *Collaborative Campaign for the Arts*. Steele explained how the funds raised are distributed to more than 60 arts, science and history cultural providers. She said the need for funds has been elevated due to the impact of Covid on arts groups' ability to connect with audiences.

Time: WCFB:
5:30
a.m.

Segment Topic: *Fashion For Wishes Benefits Make-A-Wish*

Organization: Make-A-Wish of Central and Northern Florida

Guest(s): J.R. Tanghal, Event Director

Contact: Fashionforwishes.com

Date: 5/30/21

Duration: 5:00

Issues: Tanghal invited listeners to support the mission of the Make-A-Wish Foundation of Central and Northern Florida by attending *Fashion for Wishes*. The June 12th runway show will feature central Florida boutiques and celebrity models.

ISSUE:

Economy

Time: WCFB:
5:00
a.m.

Segment Topic: ***Pandemic Challenges for People with Visual Impairment***

Organization: Lighthouse Central Florida

Guest(s): Kyle Johnson, President/CEO of Lighthouse,

Contact: (407) 898-2483; Lighthousecfl.org

Date: 4/12/21

Duration: 30:00

Issues:

Johnson described the mission of Lighthouse Central Florida and the special pandemic challenges they've faced in offering these services. Lighthouse Central Florida provides education, life skills, and job readiness training for individuals with vision impairment or blindness. Johnson described these programs and explained that Lighthouse had to pivot to a virtual environment over this past year. He also discussed the employment situation experienced by visually impaired persons during the pandemic.

ISSUE:

Education

Time: WCFB:
5:30
a.m.

Segment Topic: *The Great Big Backpack Build*

Organization: A Gift for Teaching

Guest(s): Marisa Worley, *Director of Development & Marketing*

Contact: Agiftforteaching.org

Date: 4/421

Duration: 20:00

Issues: Worley explained A Gift for Teaching's (AGFT) mission and asked listeners to help by participating in the *Great Big Backpack Build*. Nonprofit AGFT is Central Florida's primary provider of free school supplies to teachers for their students in high-need public schools within Orange and Osceola counties. In the *Great Big Backpack Build*, the goal is to outfit thousands of students with a backpack of school supplies in preparation for the 2021-2022 school year.

Time: WCFB:
6:00
a.m.

Segment Topic: *Programs Help Autistic Persons Develop Their Abilities*

Organization: OCA

Guest(s): Silvia Haas, Executive Director

Contact: 407-808-7837; gooca.org

Date: 4/12/21

Duration: 30:00

Issues: Haas described the mission and services provided by OCA. She explained that OCA provides individuals who have autism with functional, social, recreational and vocational programs.

ISSUE:

Environment

Time: WCFB:
6:00
a.m.

Segment Topic: *Preservation of the Florida Panther*

Organization:

Guest(s): Carlton Ward Jr., National Geographic Explorer,
Photographer and Florida Resident

Contact:

Date: 4/421

Duration: 30:00

Issues: Ward discussed what he has learned about the Florida panther over the past five years of photographing them. Ward shared insights into the difficulty of taking these photos because there are so few panthers. He also described the conservation efforts designed to provide safe crossing for panthers through ranches and other spaces. Efforts are underway to expand the Florida Wildlife Corridor, which is a network of public and private lands that runs throughout the state and allows for safe crossing.

Time: WCFB:
5:30
a.m.

Segment Topic: *New Book Relates Stories of the Florida Environment*

Organization: Rollins College

Guest(s): Leslie Poole, Professor Environmental Studies
Bruce Stephenson, Professor Environmental Studies

Contact:

Date: 4/18/21

Duration: 30:00

Issues: The two guests discussed the new book they've edited entitled, *The Wilder Heart of Florida: More Writers Inspired by Florida Nature*. The two are both professors of environmental studies who were able to describe the ecosystems of Florida and the wildlife that populates our area. They also highlighted some of the stories from the book and discussed some of the environmental challenges Floridians currently face.

Time: WCFB:
6:15
a.m.

Segment Topic: *Wildfire Prevention & Safe Recreation Advice*

Organization: USDA Forest Service

Guest(s): Mark Thibideau, Prevention Technician

Contact:

Date: 5/23/21

Duration: 15:00

Issues: Thibideau shared advice as to how families can safely enjoy the outdoors this summer. He focused on wildfire prevention tips and ways to socially distance in parks. He also said that people should be mindful to park their cars where sparks can't create a fire. Finally, he said spending time outdoors allows people to eliminate some of the anxiety created by COVID restrictions.

ISSUE:

Health

Time: WCFB:
5:50
a.m.

Segment Topic: *Spotting the Signs of Autism*

Organization: Autism Speaks

Guest(s): Dr. Pamela Dixon, Director of Clinical Services

Contact:

Date: 4/4/21

Duration: 10:00

Issues: Dr. Dixon discussed spotting the signs of autism early and how to seek support when needed. She explained the benefits of early diagnosis, listed the signs parents should look for, explained how to find information about screening and diagnosis, and what parents should know if they suspect their child has autism.

Time: WCFB:
5:00
a.m.

Segment Topic: *Efforts to Reduce Infant Mortality*

Organization: Healthy Start Orange

Guest(s): Jarred McCovery, Special Projects Coordinator

Contact: 407-228-1481; Healthystartorange.org

Date: 4/25/21

Duration: 30:00

Issues: McCovery invited listeners to participate in the *Virtual Celebration of Motherhood* on May 7th. The event is a fundraiser to support Healthy Start Orange, an organization dedicated to improving maternal and infant health and reducing the number of preterm births, low birth weight babies, and infant mortality. The event on May 7th will feature a silent auction and some of the Healthy Start moms' success stories.

Time: WCFB:
5:30
a.m.

Segment Topic: *Emotional Support Provided to Grieving Children*

Organization: New Hope for Kids

Guest(s): Dave Joswick, Executive Director

Contact: 407-331-3059; Newhopeforkids.org

Date: 4/25/21

Duration: 30:00

Issues: Joswick described the mission of New Hope for Kids. The organization provides an opportunity for children to work through their grief after the death of a loved one. He explained that the organization also grants wishes to children who have been diagnosed with a life-threatening illness.

Time: WCFB:
6:00
a.m.

Segment Topic: *Mental Health Services for Veterans*

Organization: Nef Rodriquez, CEO

Guest(s): Camaraderie Foundation

Contact: 407-841-0071; camaraderiefoundation.org

Date: 4/25/21

Duration: Nef Rodriquez, CEO

Issues: Rodriguez described the mission of the Camaraderie Foundation to provide healing for the “invisible wounds of war” by providing counseling services to veterans and their families. He made a plea for listeners to support the mission with their donations because the pandemic made it challenging for the organization to fundraise, even as the need for counseling services. Increased.

Time: WCFB:
6:00
a.m.

Segment Topic: *No Menthol Sunday*

Organization: Campaign for Tobacco-Free Kids
The Center for Black Health and Equity

Guest(s): Portia Reddick White, Vice President, Strategic Partnerships, Campaign for Tobacco-Free Kids
Delmonte Jefferson, Executive Director, The Center for Black Health and Equity

Contact:

Date: 5/16/21

Duration: 30:00

Issues: White and Jefferson discussed the purpose of *No Menthol Sunday*. The goal for the campaign is to raise awareness about the impact of menthol cigarettes on the overall health of the black community and to encourage the FDA to quickly implement a proposed ban on menthol cigarettes.

Time: WCFB:
6:10
a.m.

Segment Topic: *Mental Health Awareness Month Online Event*

Organization: Orange County Clerk of Courts

Guest(s): Tiffany Moore Russell, Clerk

Contact: www.myorangeclerk.com

Date: 5/16/21

Duration: 15:00

Issues: Russell explained that the Clerk's Office is hosting a free virtual webinar in observance of *Mental Health Awareness Month*. She said that the event will raise awareness about managing anxiety caused by COVID as well as the mental health resources available to Orange County residents.

Time: WCFB:
5:00
a.m.

Segment Topic: *Mental Health Awareness Month*

Organization: NAMI Greater Orlando

Guest(s): Eric Welch, Executive Director

Contact: Namigo.org

Date: 5/30/21

Duration: 30:00

Issues: Welch discussed *Mental Health Awareness Month* and the services offered by the National Alliance on Mental Illness (NAMI.) In wrapping up key ideas about Mental Health Awareness Month, Welch made observations about the negative impact the pandemic has had on mental health. He also commented on ways that individuals are adapting now that people are again meeting face to face. Welch described the various programs and services offered by NAMI and their work advocating on behalf of mental health efforts.

ISSUE:

Public Safety

Time: WCFB:
5:35
a.m.

Segment Topic: ***Water Safety and School Vaccinations***

Organization: Department of Health in Seminole County

Guest(s): Mirna Chamorro, Public Information Officer

Contact: seminole.floridahealth.gov/

Date: 5/30/21

Duration: 10:00

Issues: Chamorro spoke about water safety and the need for youth to get vaccinations before school begins in the fall. First, she advised listeners to make sure children are properly supervised in the pool, that everyone use proper hygiene protocol in the pool, that everyone be cautious regarding water-borne illness, and that people learn CPR. Second, she reminded everyone that to enter school in the fall, children will be expected to have their vaccinations updated. Chamorro advised parents to connect with their healthcare provider or their county health department to get children vaccinated and ready for school.

Time: WCFB:
6:00
a.m.

Segment Topic: *Preparing for Hurricane Season*

Organization: Seminole County Government

Guest(s): Alan Harris, Emergency Manager

Contact: seminolecountyfl.gov

Date: 5/30/21

Duration: 30:00

Issues: Harris discussed the upcoming hurricane season and advised listeners to make preparations now. Harris described the impact just one storm could have on the area and pointed out that people should plan their response so they could avoid some of the hardship. Specifically, he shared information about building stores of supplies and equipment, signing up for information alerts, and planning for shelter stays. Harris also shared emergency preparation lessons learned from the pandemic and past hurricanes.

ISSUE:

Social Issues

Time: WCFB:
5:00
a.m.

Segment Topic: *Child Abuse Prevention Month Awareness Effort*

Organization: Embrace Families

Guest(s): Glen Casel

Contact: (321) 441-2060; embracefamilies.org

Date: 4/4/21

Duration: 30:00

Issues: Casel shared information about the prevalence of child abuse, the role of Embrace Families in helping these children, and explained the purpose behind the MANicure Movement. Casel explained that one in five children experience abuse before the age of 18 and Embrace Families is the agency responsible for ensuring that children are in safe, stable, and loving homes. The MANicure Movement is a local effort that calls for people to paint only their pointer finger blue, so as to spark conversation about child abuse prevention.

Time: WCFB:
5:30
a.m.

Segment Topic: *Shelter for Animal Victims of Domestic Abuse*

Organization: Harbor House of Central Florida

Guest(s): Michelle Sperzel, CEO
Ted Maines Interiors, Chair of Event (co-chair)

Contact:

Date: 4/12/21

Duration: 30:00

Issues: The two guests discussed Harbor house of Central Florida's mission and invited listeners to participate in the *10th Annual Paws for Peace Walk*. Sperzel described Harbor House's work to help the victims of domestic abuse and explained that in these situations, pets are in danger. In fact, 88% of pets living in domestic abuse situations are either abused or killed. Therefore, Harbor House has a kennel in which these pets are safe. Maines invited people to participate in Paws for Peace to raise money for the kennel. *Paws for Peace Walk* takes place on April 17th at Blue Jacket Park.

Time: WCFB:
5:30
a.m.

Segment Topic: *35 Years Preventing Hunger and Homelessness*

Organization: The Sharing Center

Guest(s): Margaux Pagan, Associate Director of Marketing and
Development

Contact: (407) 260-9155; thesharingcenter.org

Date: 5/9/21

Duration: 30:00

Issues: Pagan described the Sharing Center's mission and plans to celebrate the organization's 35th anniversary. The mission is to prevent hunger and homelessness by offering services like the *Oasis*. Here, people are able to get showers, food and other support to get back on their feet. For their 35th anniversary, the Sharing Center will honor everyone involved in preventing homelessness by holding a 'birthday party' at Reiter Park on May 15th.

Time: WCFB:
6:00
a.m.

Segment Topic: *Program Designed to Help Teens and Their Caregivers*

Organization: Embrace Families

Guest(s): Amanda Reineck, Behavior Health Coordinator
Shannon Harding, Assistant Director of Youth Services

Contact:

Date: 5/9/21

Duration: 20:00

Issues: Reineck and Harding described *TeenEmbrace*, a program designed to help foster teens navigate their stress, develop their independence and be surrounded by adults who will support them rather than give up on them. By way of example, the two discussed the spring break plans for a group of teens who will have a 'staycation' in an area home. During the stay, these teens will gain experience with independent life skills like shopping for groceries.

Time: WCFB:
6:20
a.m.

Segment Topic: *Helping Parents Talk with Their Children*

Organization: Sound It Out Together

Guest(s): Dr. Alfiee M. Breland-Noble

Contact: Sounditouttogether.org

Date: 5/9/21

Duration: 10:00

Issues: Dr. Breland-Noble described the materials available through sounditouttogether.org to facilitate conversations between parents and their middle-school aged children. She explained how the pandemic impacted children in this age group and described the ways that these children benefit by talking about their emotional well-being with their parents.

Time: WCFB:
5:00
a.m.

Segment Topic: ***\$250,000 from the State of Florida to Extend Grocery Program***

Organization: United Against Poverty

Guest(s): Gwendolyn Butson, CEO
Nancy Robinson, Executive Director of Orlando Campus

Contact: Unitedagainstpoverity.org

Date: 5/16/21

Duration: 30:00

Issues: The two guests discussed the \$250,000 grant United Against Poverty received from the State of Florida. They explained that the grant would be used to extend their member share grocery program, which serves thousands of people in Orange, Indian River and St. Lucie counties. They also described the employment training programs, crisis management, and continuing education workshops they make available to their members.

Time: WCFB:
5:30
a.m.

Segment Topic: *Organization Helps At Risk Youth*

Organization: Edgewood Children's Ranch

Guest(s): Bruce Jordan, Executive Director

Contact: 407-295-2464

Date: 5/16/24

Duration: 30:00

Issues: Jordan described the mission of the Edgewood Children's Ranch. The non-profit's programming helps at-risk youth develop responsibility, accountability, and self-control. The children live and attend school at Edgewood but their parents visit and receive parenting skills development.

Time: WCFB:
5:00
a.m.

Segment Topic: ***Community Feeding Program & International Covid Response***

Organization: Sikh Society of Central Florida,

Guest(s): Amit Pal Singh, Chairman

Contact: orlandogurudwara.com

Date: 5/23/21

Duration: 30:00

Issues: When COVID created hardship in central Florida, the Sikh Society of Central Florida established a feeding program to help people in the community. Pal explained that at first, they were unsure how they could help but their efforts to distribute food just took off and they have distributed 35,000 freshly prepared meals since April 5th. More recently, because of the severe COVID outbreak in India, the group is working to send medical equipment to small village hospitals there.