



July 1, 2014

The following is a report on Public Affairs Programming for the Second Quarter of 2014 during which time the top issues of community interest and concern in New Port Richey, Florida and the surrounding area were found to be:

Health
Economy
Community Relations
Education
Public Safety

In order to meet these issues, WDUV-FM airs a series of public affairs programs on Sunday mornings as well as weekday news updates.

“Radio Health Journal” airs Sunday mornings at 6:30 a.m. “Spectrum” airs Sunday mornings at 7:00 a.m. “Sunday Morning” airs Sunday mornings at 7:30 a.m.

WDUV-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WDUV-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.

WDUV-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.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'John Larson', is written over the typed name.

John Larson
Director of Branding and Programming

JL/mlm

Health

Sunday, April 6, 2014 – Radio Health Journal 6:30 a.m.

15:00

Host: Nancy Benson. Guest: Liza Mundy, Reporter, Washington Post, Fellow, New American Foundation, and author, The Richer Sex: How the New Majority of Female Breadwinners is Transforming Sex, Love, and Family.

Nearly half of married working women out earn their husbands, and the trend is likely to accelerate with women making up 60% of college students. Ms. Benson discussed with Ms. Mundy the trend and what it means for families and life at home.

Sunday, April 13, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guests: Dr. Lara De Francesco, Senior Editor, Nature Biotechnology; Steve Hughes, Founder, Chairman, and Chief Executive Officer of Boulder Brands; Gregory Jaffe, Director, Biotechnology Project, Center for Science in the Public Interest; Ronnie Cummins, National Director, Organic Consumers Association; and Mark Lynas, Visiting Scholar, Cornell University College of Agriculture and Life Sciences.

Genetically modified organisms or GMO's have come to represent nearly half of all crop acres in the U. S. More than half of all processed foods contain GMO's. Mr. Pence discussed with Dr. De Francesco, Mr. Hughes, Mr. Jaffe, Mr. Cummins, and Mr. Lynas whether this is a food safety threat and if GMO products should be labeled.

2nd Segment

Host: Nancy Benson. Guest: Dr. Greg Canty, Medical Director, Center for Sports Medicine, Children's Mercy Hospitals and Clinics, Kansas City, Missouri.

With the arrival of spring, baseball, softball, and soccer take over the neighborhood sports fields. Ms. Benson discussed with Dr. Canty the most common injuries in spring and summer sports and the preventive steps to take to keep kids healthy.

Sunday, April 20, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guests: Walter Martin and Kathy Mellendy, surgical patients; Dr. Lawrence Cohn, Hubbard Professor of Cardiac Surgery, Harvard Medical School, and Chief Emeritus, Cardiac Surgery, Brigham & Women's Hospital, Boston; Peggy Huddleston, Psychotherapist and author, Prepare for Surgery, Heal Faster: A Guide of Mind-Body Techniques (healfaster.com).

Mr. Pence and Dr. Cohn discussed how surgeons are learning that a high proportion of people facing surgery are terrified of what might happen. This stress adversely affects outcomes. Ms. Huddleston discussed the programs of relaxation and visualization that so many large hospitals are turning to as a way to combat the problem.

2nd Segment

Host: Lynn Holley. Guests: Karla Dzienkowski, Interim Director, Willis-Ekbom Disease Foundation, and parent of a daughter with restless legs syndrome; Dr. William Ondo, Professor of Neurology, University of Texas Health Science Center, Houston, and Advisory Board Member, Restless Legs Syndrome Foundation.

Ms. Holley, Dr. Ondo, and Ms. Dzienkowski discussed how many patients who suffer from restless legs syndrome, a neurological condition that strikes in the evenings, experience some of the worst sleep conditions. Identifying and treating the syndrome were extensively covered.

Sunday, April 27, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guest: Dr. Nathalia Holt, HIV research scientist and author, Cured: How the Berlin Patients Defeated HIV and Forever Changed Medical Science.

Mr. Pence discussed how HIV has become a treatable chronic disease in the U. S. Yet around the world, millions still die of AIDS. Two patients better known as The Berlin Patients have apparently been cured of HIV. Researchers have made great strides in defeating the disease. Dr. Holt discussed where we are and where we are headed in the fight.

2nd Segment

Host: Nancy Benson. Guests: Dr. Ramon Franco, Jr., Director, Division of Laryngology, Harvard Medical School; Dr. Susan Miller, Principal, Voice Trainer, Washington, DC.

Ms. Benson and Dr. Franco discussed an unusual “voice strangling” disorder and the toxin that can treat it.

Sunday, May 4, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guests: Dr. Ezekiel Emanuel, Vice Provost for Global Initiatives, and Chair, Department of Biomedical Ethics and Health Policy, University of Pennsylvania; Henry J. Kaiser, Professor Emeritus of Economics and Health Policy, Stanford University, and Senior Fellow, Stanford Institute for Economic Policy Research; and Dr. Gail Morrison, Senior Vice Dean for Education and Director of Academic Programs, University of Pennsylvania Perleman School of Medicine.

Mr. Pence, Dr. Ezekiel, Mr. Kaiser, and Dr. Morrison discussed both sides of an issue regarding the increase in medical complexity and how some leading thinkers in medical education are proposing that the time spent on medical education can be cut by nearly one third. The key is reorganizing what is taught to rid curricula of research and other requirements that most doctors never use in their working lives.

2nd Segment

Host: Nancy Benson. Guest: Colleen Patrick-Goudreau, author, The 30-Day Vegan Challenge.

Over 1% of Americans follow a vegan diet. Ms. Benson and Ms. Patrick-Goudreau discussed how eliminating animal products from the diet is not as hard as many people think it is.

Sunday, May 11, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guests: Dr. Aaron Miller, Medical Director, Corinne Goldsmith Dickinson Center for Multiple Sclerosis, Icahn School of Medicine at Mount Sinai, New York; and Dr. Tim Coetzee, Chief Advocacy Services and Research Officer, National Multiple Sclerosis Society.

More treatments are needed for multiple sclerosis patients because, for some, no existing treatments work. Many experts have been stunned at the FDA's rejection of a promising new drug which has been approved in much of the rest of the world. Mr. Pence, Dr. Miller, and Dr. Coetzee discussed the consequences of rejection of this drug and whether the FDA has changed how it evaluates medicines.

2nd Segment

Host: Nancy Benson. Guest: Adele Levine, author, Run Don't Walk: The Curious and Chaotic Life of a Physical Therapist Inside Walter Reed Army Medical Center.

Ms. Benson, along with physical therapist Ms. Levine, discussed how veterans who had lost their limbs in combat were treated at Walter Reed Army Medical Center during its last days.

Sunday, May 11, 2014 – Sunday Morning 7:30 a.m.

15:00

Host: Mimi Lawson. Guests: Dr. Brian Kimbrell, Trauma Care physician; and Derek Welch, trauma survivor.

Ms. Lawson, Dr. Kimbrell, and Mr. Welch talked about the Senate and House bills being considered in the Florida legislature and how they are dealing with the closures of local trauma centers. Dr. Kimbrell has been spearheading a wide range of efforts for the \$2.5 million trauma project, including recruiting, developing trauma protocols, construction planning, and training staff. Trauma survivor Derek Welch of Ocala suffered a splenic aneurism in October 2012. Mr. Welch was transported to the trauma center at Ocala Regional Medical Center, bleeding to death with low blood pressure and difficulty breathing. He died twice – the first time in transport to Ocala Regional and the second time on the operating table. Despite losing his spleen and part of his pancreas, Derek survived thanks to the trauma experts at Ocala Regional. Ms. Lawson and Dr. Kimbrell discussed the recent bills that did not pass the legislature and how citizens can affect the way their representatives vote in the next session.

Sunday, May 18, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guests: Patricia Evans (verbalabuse.com), author, Victory Over Verbal Abuse and five other books; and Dr. Meredith Ferguson, Assistant Professor of Management, Jon Huntsman School of Business, Utah State University.

Incessant verbal abuse by a significant other can take a huge toll in misery. Abusers may be psychologically compensating for verbal, emotional, or sexual abuse they themselves received in childhood. Bosses are also significant abusers of subordinates, though for different reasons. Mr. Pence, Ms. Evans, and Dr. Ferguson discussed the consequences of verbal abuse, the hidden reasons it may occur, and what victims can do to stop verbal abuse.

2nd Segment

Host: Nancy Benson. Guest: Dr. Ira Lamster, Professor of Health Policy and Management, Mailman School of Public Health, Columbia University, and Dean Emeritus, Columbia University College of Dental Medicine.

Ms. Benson and Dr. Lamster discussed how people are keeping their teeth much longer than in previous generations and how it's creating new issues for them and for their dentists.

Sunday, May 25, 2014 - Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guests: Dr. Donald Frust, Professor of Radiology and Pediatrics and Vice President of Safety and Quality, Duke University Medical Center; Dr. Susanna Lee, Chief of Women's Imaging, Massachusetts General Hospital and Harvard Medical School; and Dr. James Brink, Chief Radiologist, Massachusetts General Hospital and Harvard Medical School.

CT scans allow doctors to take a look inside the body to help make much more precise diagnoses, guiding treatment, avoiding mistakes, and preventing unnecessary surgeries. However, the X-rays emitted create a cancer risk, and doctors admit they don't know exactly how risky they can be. Mr. Pence, Dr. Frust, Dr. Lee, and Dr. Brink discussed the benefit vs. risk calculation for patients.

2nd Segment

Host: Nancy Benson. Guests: Emily Fetterer and Kimberlie Kranich, new parents; Angelica Pinkevich, mother of home-birthed children; "Anne", Certified Professional Midwife; Ashley Price, President, Illinois Friends of Midwives; Dr. Maura Quinlan, Chair, Illinois Section, American College of Obstetricians and Gynecologists; and William Haine, Illinois State Senator.

Home births have increased by more than 50% since 2004. However in 22 states, certified professional midwives have to work outside the law to assist women in home births. Although doctors and nurse midwives *can* assist home births, very few of them actually do, leaving many women without a single legal home-birth provider. Ms. Benson, Ms. Fetterer, Ms. Kranich, Ms. Pinkevich, "Anne", Ms. Price, Dr. Quinlan, and Senator Haine discussed what some activists call a home birth crisis in one such state – Illinois.

Sunday, June 1, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guests: Dr. Louise B. Andrew, Emergency Room Physician and Attorney, MDmentor.com; Dr. Bob Patton, Nephrologist and Attorney, MediateNow.biz; and Dr. Jeffrey Segal, Neurological Surgeon and Chief Executive Officer, MedicalJustice.com.

Doctors say frivolous malpractice suits are a major issue in driving up medical cost. Many doctors believe they're too often victimized by unethical "expert witnesses" who testify incompletely or untruthfully. Mr. Pence, Dr. Andrew, Dr. Patton, and Dr. Segal discussed why the justice system is relatively blind to erroneous medical testimony and the efforts that doctors are taking to get rid of it.

2nd Segment

Guest: Dr. Jerome Kagan, Professor Emeritus of Psychology, Harvard University, and author, The Temperamental Thread.

Very little is understood about the creation of a personality. It is formed from natural-born temperament plus experience. Mr. Pence and Dr. Kagan discussed temperament, its origins, and the extent it can be changed or subverted.

Sunday, June 8, 2014 – Radio Health Journal 6:30 a.m.

15:00

Host: Reed Pence. Guests: Rob Hosking, Executive Director, Office Team staffing service; Todd Whitthorne, President, ACAP Health; and Michael Klachevsky, Practice Consultant for Absence Management, Standard Insurance Co.

Presenteeism is when people go to work at less than peak efficiency due to illness, injury, or distraction. Mr. Pence, Mr. Hosking, Mr. Whitthorne, and Mr. Klachevsky discussed the huge cost to the economy, the chronic illnesses that exact the most cost, and the accommodations that could save businesses billions of dollars.

2nd Segment

Guest: Wendy Aronssen, Psychotherapist and author, Refeathering the Empty Nest: Life After the Children Leave.

Parents who have spent 18 years or more raising children often feel lost when the last child leaves home for college or into their own place. Mr. Pence and Ms. Aronssen discussed common reactions and strategies for renewing purposeful living in the empty nest.

Sunday, June 8, 2014 – Sunday Morning 7:30 a.m.

10:00

Host: Mimi Lawson. Guest: Jayde Donovan, on-air host of WPOI-FM's morning show. Ms. Lawson and Ms. Donovan discussed the "Apple a Day" program that gives iPads to seriously ill children with cancer to aid in their recovery. Ms. Donovan explained how the gift helps get the young cancer patients through the arduous process of dealing with the issues relating to the disease such as chemo treatments. She elaborated on how she became interested in this program and how it's grown over the past several years. The "Apple a Day" program raised over \$25,000 from Cox employees and listeners, and the

iPads were given to the children at an event on June 7th. Ms. Lawson and Ms. Donovan discussed the toll cancer takes on the other children in a family and some of the options now available to patients and their families. Ms. Donovan explained how this technology helps kids keep in touch with teachers and their friends while they are in the hospital.

Sunday, June 15, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guest: Alfie Kohn, author, The Myth of the Spoiled Child: Challenging the Conventional Wisdom about Children and Parenting.

Every generation thinks that the one behind it is full of spoiled, entitled, lazy kids, prompting parenting advice that research shows is actually harmful to children. Mr. Pence and Mr. Kohn discussed why conventional wisdom about raising kids is often all wrong.

2nd Segment

Guest: Carlin Flora, author, Friendfluence: The Surprising Ways Friends Make Us Who We Are.

Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes, and health even more than our parents or spouses. Mr. Pence and Ms. Flora discussed the many ways friends determine our destinies.

Sunday, June 15, 2014 – Sunday Morning 7:30 a.m.

10:00

Host: Mimi Lawson. Guest: Rose Bouvier, Alzheimer's Association.

Ms. Lawson and Ms. Bouvier discussed the "Beauty Boot Camp" event which is coming up next weekend to benefit the Alzheimer's Association in Tampa. Ms. Bouvier shared her personal story of taking care of her ill mother suffering with the disease and how much it affected her family as well as the patient. The Gulf Coast Chapter is sponsoring the June 21st (the longest day of the year) event to highlight the challenges care givers face dealing with dementia patients. Ms. Lawson and Mr. Bouvier also talked about the standard test that should be added to every adult's health care routine. Good health protocols were explored as a way to help reduce the incidence of Alzheimer's. One of the event's goals is to help people connect and support each other while they deal with the disease.

Sunday, June 22, 2014 – Radio Health Journal 6:30 a.m.

30:00

Host: Reed Pence. Guests: Shelley Simonton, SCAD patient; Dr. Sharonne Hayes, Founder, Women's Heart Clinic, Mayo Clinic; and Carol Vich, SCAD patient.

A form of heart attack that strikes young, seemingly healthy people – most of them women, often near childbirth – is increasing. Mr. Pence, Ms. Simonton, and Dr. Hayes discussed heart attacks caused by arteries that split open rather than blockages.

2nd Segment

Guests: Dr. Robb Willer, Professor of Sociology, Stanford University; and Dr. Matthew Feinberg, Postdoctoral Fellow, Stanford University.

Most people regard gossip with disdain. While backbiting and vicious slander are usually disruptive, Mr. Pence, Dr. Willer, and Dr. Feinberg discussed the research that has found that informational gossip has benefits for society by keeping people in line with societal norms.

Economy

Sunday, April 13, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guests: Sylvia Alvarez, Housing and Education Alliance, Tampa. Mr. Greene and Ms. Alvarez discussed the details of what homeowners can do who are facing foreclosure issues. Ms. Alvarez also shared details of first-time homeowner classes, mortgage loan modifications, and the additional funding for Florida's hardest hit – those homeowners who need help paying their mortgages because they are now unemployed.

Sunday, April 20, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guest: Jackie Coy, Living Debt Free, Temple Terrace. Mr. Greene and Ms. Coy outlined the steps that can be taken to methodically reduce a person's debt and improve their credit score.

Sunday, April 20, 2014 – Sunday Morning 7:30 a.m.

15:00

Host: Mimi Lawson. Guest: Stuart Ritter, Parents, Kids, and Money Survey. Ms. Lawson and Mr. Ritter discussed how to talk with kids about money issues within the family and how to save for financial goals. Mr. Ritter emphasized the main things that are important to save for and what decisions and compromises have to be made to reach those goals. He revealed the results of the Parents, Kids, and Money Survey and discussed what kids already understand and ways to open the lines of communication about saving for the future. Mr. Ritter also gave tips to parents regarding retirement and optional ways to pay for a child's college education.

Sunday, May 4, 2014 – Sunday Morning 7:30 a.m.

15:00

Guest: Robert Forrester with the Paul Newman Foundation.

Ms. Lawson and Mr. Forrester discussed a recent grant from the Newman Foundation which will help women veterans returning from deployment find civilian jobs. Mr. Forrester talked about the special needs women face after they serve our country and try to find employment. The discussion included job creation, interview skills, and self-esteem issues. He encouraged local companies and individuals to participate in the

effort by offering jobs, donating appropriate business clothing, and contributing money to the Foundation.

Sunday, May 18, 2014 - Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guest: Jason Druding, Career Source Tampa Bay, Hillsborough County.

Mr. Greene and Mr. Druding discussed the vast number of services available to military veterans and their families regarding efforts to get them reemployed as they transition to civilian life.

Sunday, May 25, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Green. Guest: Al Chisolm, Career Source Tampa Bay, Tampa.

Mr. Greene and Mr. Chisolm discussed success stories about the SNAP Program (Supplemental Nutrition Assistance Program) as it relates to citizens accessing the available employment services and going to work. The goal is to help people become self-sufficient so they can exit the food stamp program.

Sunday, June 8, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guests: Bridget Skinner and Ashley Strachan, Career Source Tampa Bay, Tampa.

Mr. Greene, Ms. Skinner, and Ms. Strachan talked about the career retraining program available to job seekers based on income and being unemployed.

Sunday, June 8, 2014 – Sunday Morning 7:40 a.m.

10:00

Host: Mimi Lawson. Guest: Jay Desmartino with the Small Business Administration.

Ms. Lawson and Mr. Desmartino discussed the positives and negatives of owning and running your own business. There are new tools available to business owners which can help make their businesses successful. Educational resources are offered to plan budgets, manage employees, and create business plans for better outcomes. Mr. Desmartino informed the listeners about a new study which looked at statistics on how many businesses open and close, the reasons behind the failures, and what could have been done to mitigate the risks.

Community Relations

Sunday, April 13, 2014 – Sunday Morning 7:30 a.m.

15:00

Host: Mimi Lawson. Guests: Scott Macksman, St. Petersburg Museum of History; and Bobbi Bowden, University of South Florida Public Radio.

Ms. Lawson, Mr. Macksman, and Ms. Bowden talked about the new exhibit at the Museum of History in St. Petersburg. “The American Soldier, A Photographic Tribute”

is a very moving exhibit which captures the essence of military life. It took over two years to bring the exhibit to our area, and the museum had to build an extensive expansion to house it. It is a dramatic exhibition of 116 photographs that capture the danger and frustration, humor and beauty, the camaraderie, the death, and victory of 150 years of American soldiers from Gettysburg to the streets of Bagdad. Mr. Macksman stressed that bringing young people to the exhibit would be a way to teach them about the history of our country and the wars we have engaged in for freedom.

Sunday, April 27, 2014 – Sunday Morning 7:30 a.m.

30:00

Host: Mimi Lawson. Guests: Ned Pope and Jocelyn Carpenter with Give Day Tampa Bay.

Give Day Tampa Bay's purpose is to help grow individual giving and to expand on the culture of philanthropy in our community. Ms. Lawson, Mr. Pope, and Ms. Carpenter talked about charitable giving in the Tampa Bay region, the events that are involved with this week's Give Day, how the money will be used, and which charities are involved with this event.

2nd Segment

Guest: Anita Russell, Vice President of Suncoast Hospice.

Ms. Russell updated Ms. Lawson and the listeners on the many benefits Suncoast Hospice provides for the community. She discussed changes that have taken place as well as what's on the horizon. One of their popular community events is the annual Centenarian Party. At this year's party, which will take place on May 1st, the Hospice is attempting to beat the Guinness World Record of 32 centenarians at one gathering. Ms. Russell talked about how Hospice not only is there for "end of life" care but has expanded to provide people 55 and over with palliative care by trying to keep seniors from ever having to enter nursing homes. Ms. Lawson and Ms. Russell discussed the new education and health care initiative legislation and the effect it has had on our aging community.

Sunday, May 11, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guest: Gwen Harmon, Metropolitan Ministries, Tampa.

Mr. Greene and Ms. Harmon discussed the various facets of life that are being improved every day during the process of homeless families preparing for self-sufficiency.

Sunday, May 11, 2014 – Sunday Morning 7:45 a.m.

15:00

Host: Mimi Lawson. Guest: Paula Perry with "A Kid's Place".

Ms. Lawson and Ms. Perry discussed the importance of keeping siblings together in foster care and the upcoming "Every Child Needs A Place to Call Home" event. The luncheon is a fundraiser presented by Kids' Charity of Tampa Bay to support A Kid's Place. The event will feature keynote speaker and author, Derek Clark, and will be held on Friday, May 16, at Pepin's Hospitality Centre, 4121 North 50th Street in Tampa. The

event will mark the five-year anniversary of A Kid's Place and honor its late founder, Dottie Berger MacKinnon, with the presentation of the newly created Dottie Berger MacKinnon Guardian Angel Award presented by her widower, Mr. Sandy MacKinnon. In 2009, Dottie Berger MacKinnon founded A Kid's Place with the goal of changing the way sibling groups are handled in the foster care system. The state-of-the-art facility features a unique layout and a homelike atmosphere where siblings are able to continue living together during a traumatic time in their young lives. This initiative also strives to provide an enriching experience for the children while instilling hope, encouraging growth, and offering opportunities for success. Today, A Kid's Place houses 60 children as it continues to foster change in residential group care in the State of Florida.

2nd Segment

Guests: Kathy LeDesma with the "Adopt a Kid USA" program; and Richard Gill, an adoptive parent.

Ms. Lawson and Ms. LeDesma discussed the new initiative surrounding the adoption of children specifically in the United States. Ms. LeDesma outlined some of the special needs of kids in the foster care system and the importance of providing loving, stable homes for these kids. Mr. Gill shared his and his wife's story of adopting four children after their biological children were grown. He explained how much fulfillment they have experienced through adoption.

Sunday, May 18, 2014 – Sunday Morning 7:30 a.m.

15:00

Host: Mimi Lawson. Guest: Cindy Bosselman from the Armed Forces History Museum. Ms. Bosselman updated the listeners on events being held at the Armed Forces History Museum in Largo and its current exhibits. The museum has artifacts and displays from the Civil War to Iraq and Afghanistan. On this Memorial Day Weekend, some of the innumerable contributions to keep American free that have been made by the men and women in our military branches were discussed. The museum has a vast collection of pictures which give guests a real sense of the battles and conflicts experienced by those who have served. Veterans' affairs and the challenges that come with a return to civilian life are also highlighted.

Sunday, June 8, 2014 – Sunday Morning 7:50 a.m.

10:00

Host: Mimi Lawson. Guest: Rob Brumbaugh, The Nature Conservancy. Ms. Lawson and Mr. Brumbaugh discussed the restoration of Florida's coastlines and the natural barriers, oyster beds, mangroves, and seagrass which provide the first line of defense in the protection of our homes and property in the event of storms. Mr. Brumbaugh explained how many of these natural systems also help filter water for a cleaner bay as well as providing habitat for marine life. The discussion also highlighted the importance of keeping these habitats in place and how the seafood and tourist industries are helped by the creation of jobs. Restoration projects are explored as a cost effective way to protect our coastal infrastructures.

Sunday, June 15, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guest: Craig Lambert, Supervisor of Elections, Hillsborough County.

Mr. Greene and Mr. Lambert discussed the process of registering to vote so people can participate in the August 26th Primary and the November 4th General Election.

Sunday, June 15, 2014 – Sunday Morning 7:40 a.m.

10:00

Host: Mimi Lawson. Guest: Jared Roer, Ruth Eckerd Hall's "Shattered Silence" Project.

Ms. Lawson and Mr. Roer discussed the fifth season of the "Shattered Silence" project in which teenagers share their personal stories on stage at Ruth Eckerd Hall every year. PBS has done a documentary on this, and it will be shown on Tampa's WEDU through August. Mr. Roer shared the stories of bullying, gay teens, divorce, weight issues, and the other issues that were brought to light and have made such a huge difference in the lives of the teens and their parents who come to a performance. The program is open to teenagers, adults, and community members to facilitate understanding and to demystify the dynamics between generations.

Sunday, June 22, 2014 – Sunday Morning 7:30 a.m.

30:00

Host: Mimi Lawson. Guests: Titus Herman, Chief Executive Officer of Southeastern Guide Dogs (SEGD); Suzie Wilburn, Director of Admissions; Leslie Sheppard, Director of Puppy Raising and Breeding Services; and Amy Edwards, Veterinarian Coordinator.

SEGD was recently named "Non-Profit of the Year" by the Tampa Bay Business Journal. Ms. Lawson and Mr. Herman discussed what it means for SEGD to receive this award. Mr. Herman explained that the organization has received awards in the past for their treatment of the animals, but this is the first time they have been honored with this particular award. The mission of SEGD is to help people with limited sight issues. Mr. Herman told our listeners about the newly dedicated Assessment Center and the upcoming fund-raising campaign which is being held to raise money that will be put towards building a new facility for incoming students and the training of paired dogs and handlers. Ms. Wilburn shared her personal story of how having a guide dog has changed her life and the freedom a dog allows those with sight constraints. She explained the process of how the clients and dogs are paired and emphasized what a non-sighted person can expect a dog to do that will enhance their life. Ms. Sheppard talked about the breeding program at SEGD and what kind of temperament and other specific behavioral characteristics they look for. She also shared how the public can become involved by puppy raising, puppy petting excursions, donations, puppy naming, and gifting of supplies. Ms. Edwards talked about the health issues common to both dogs and people. She chronicled the plants and animals specific to Florida that are poisonous and explained how to treat accidental ingestions or encounters.

Education

Sunday, April 6, 2014 – Radio Health Journal 6:45 a.m.

15:00

Host: Reed Pence. Guests: Dr. Christopher Kearney, Professor of Psychology, University of Nevada - Las Vegas; and Dr. Karen Cassiday, Clinical Director, Anxiety and Agoraphobia Treatment Center, Northbrook, Illinois.

The start of the school year and returning from spring break are the two most common times for children to suffer from what used to be called “school phobia” which is anxiety leading them to claim they are ill and cannot go to school. Mr. Pence discussed with Dr. Kearney and Dr. Cassiday how these children should be treated and how they differ from children who are simply “playing hooky”.

Sunday, April 6, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guests: Lenzo Canty, Canty & Associates, Tampa.

Mr. Greene and Mr. Canty discussed the new rules involved with filing 2013 income tax returns. Mr. Canty elaborated on the value of making a checklist during the preparation required for filing federal income taxes for business owners as well as for individual taxpayers.

Sunday, April 13, 2014 – Sunday Morning 7:45 a.m.

15:00

Host: Mimi Lawson. Guest: Tiffany Lassin, Principal of The FACE School.

Ms. Lawson and Ms. Lassin discussed an upcoming fundraiser to benefit The FACE School which is a center for children ages 3-22 with Autism. The school serves students from Pinellas, Hillsborough, Polk, Manatee, and Pasco Counties. The money raised at the event will be used to bring new technology to their classrooms. iPads have been found to be especially beneficial as aids in developing the appropriate paths of learning and in meeting needs in all areas of functioning.

Sunday, May 4, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guest: Eleth Smith, author, Keep It Professional.

Ms. Smith talked with Mr. Greene about the mission of her new book. Her goal was to help business owners and those who are in the service delivery business focus on the basics and other dynamics necessary to improve customer service which will, in turn, improve the financial bottom line of their companies.

Sunday, May 4, 2014 – Sunday Morning 7:45 a.m.

15:00

Host: Mimi Lawson. Guests: Brian Frey, Production Manager, the Patel Conservatory; Leslie Farrell, Public Information Officer, the Patel Conservatory; and Florrie Geller, student dancer with the Patel’s “Sleeping Beauty” production.

Ms. Lawson, Mr. Frey, and Ms. Farrell discussed the Patel’s community outreach program which provides free programs for local schools, Metropolitan Ministries, and

many community members. They chronicled the funding shortfalls in schools which have resulted in music, dance and other education in the Arts being cut from educational programs. The Patel offers studies and summer classes, at no charge, to residents from 2 to 102 who want to explore dance, music, and theater as a profession or just for the enrichment of their lives. Ms. Geller told the listeners how studying the Arts has helped her with discipline and good work habits which she thinks will follow her throughout the rest of her education and adult life.

Sunday, June 22, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Mike Grecko, Superintendent of Pinellas County Schools.

Mr. Greene and Mr. Grecko discussed some of the successes and challenges of the recently-ended school year in terms of academic achievement of the 24th largest school district in America.

Sunday, June 29, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guest: Mary Ellen Elia, Superintendent of Hillsborough County Schools.

Mr. Greene and Ms. Elia gave an overview of the outsourcing initiative to have Kelly Services recruit and hire substitute teachers, the revamping of the transportation program with the purchase of new school buses, and the Common Core curriculum.

Public Safety

Sunday, April 20, 2014 – Sunday Morning 7:45 a.m.

15:00

Host: Mimi Lawson. Guests: Amanda Brennen and Angelina Rivera with The Crisis Center of Tampa Bay.

Ms. Lawson, Ms. Brennen, and Ms. Rivera discussed the history of the annual “Take Back the Night” event. This year’s event will be taking place in Tampa next Sunday. Ms. Brennen and Ms. Rivera discussed rape and sexual violence against women AND men in our society and the continuing educational efforts being made by The Crisis Center and the services they provide to victims of violence. The upcoming event and what participants can expect at the rally, which is open to all ages, were outlined. Tactics to demystify and reduce the shame and fear in reporting rape by victims were explored. An emergency number and website were offered to help report and deal with the ensuing issues of a sexual attack.

Sunday, April 27, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guests: Clarence Fort, Save Our Youth; and Darrell Daniels, Derrick Brooks Charities, Tampa.

Mr. Greene, Mr. Fort, and Mr. Daniels discussed intervention, crime prevention, education, and behavior modification as means of reducing juvenile delinquency.

Sunday, May 18, 2014 – Sunday Morning 7:45 a.m.

15:00

Host: Mimi Lawson. Guest: Dan Zielinski, Senior Vice President of Public Affairs for the Rubber Manufacturers Association.

Ms. Lawson and Mr. Zielinski discussed the importance of good tire care and maintenance especially during the upcoming Memorial Day Weekend on our roads. Mr. Zielinski gave tips on how to know if the tires are fit for a long trip – tire tread depth, inflation guidelines, and load recommendations. He also talked about the mistakes and misnomers drivers have about tires and road safety. Tires that are poorly maintained and under inflated can put a quick end to summer road trips. That's why before the kickoff of the summer travel season, the RMA is reminding motorists to be "tire smart". In many parts of the country, the snow from winter has given way to an epidemic of potholes, causing havoc to many vehicles. So, properly maintaining and checking your tires is more important than ever. Properly inflated tires can also help save money on gas. Drivers can save 11 cents per gallon at the pump and help their tires last longer with simple monthly maintenance.

Sunday, June 1, 2014 – Spectrum 7:00 a.m.

30:00

Host: Dayle Greene. Guest: Dorian Harris, Harris Outreach, Brandon.

Mr. Greene and Mr. Harris discussed the services that were available at a recent reentry program. Ex-offenders were assisted with resumes, cover letters, mock interviews, expungement and sealing of criminal records, and rights restoration to vote. This program is for people who made one mistake years ago and are still paying the price – not for repeat offenders.

Sunday, June 15, 2014 – Sunday Morning 7:50 a.m.

10:00

Host: Mimi Lawson. Guest: Dr. Bennie Small, Domestic Violence Expert.

Ms. Lawson and Dr. Small discussed the symposium taking place this week in Tampa dealing with domestic violence. Dr. Small offered statistics on the upsurge in domestic violence, education rates, and lack of mental health facilities. He also explained how the symposium will bring together law enforcement, legislators, and health advocates to create connections that will better serve victims of violence as well as families embroiled in this dynamic. Dr. Small also talked about how the lack of education can contribute to domestic violence and outlined the resources available to help stop this spiral.