

ISSUES/PROGRAMS LIST

Quarter 4, 2013

Description	Start Date	End Date	Perceived Need	Group Supported	Description of Action Taken
Adoption - Close to Home	10/2/2013	10/4/2013	Families, especially those in the faith community are underinformed about the details of adoption	The Joy FM Community, and various adoption agencies	The Morning Cruise highlighted the story of the adoption of Matthew and Kristen Hitchcock, the TMC Producer. A list was compiled of adoption agencies, calls were taken for interaction and experiences of others. This was highlighted for segments on 3 days of TMC.
Bullying	10/8/2013	10/9/2013	Parents and families need to be aware of measures various school districts are taking to prevent and report bullying.	Public Schools in our listening area and families	The Morning Cruise highlighted Glendale, CA school district to monitor students' social media, took listener calls and interacted on web and social media for segments during two days of the program.
Breast Cancer Awareness - Wearing Pink	10/17/2013	10/17/2013	Listeners need to be informed on what purchasing or donating to the pink ribbon campaign entails.	Breast Cancer Awareness Month	The Morning Cruise discussed the necessity of asking questions when purchasing "pink products" and referred to the BBB charity service during an extended segment of the program.
T-Shirts for Turkeys	11/11/2013	11/20/2013	Tangible involvement of listening community in supporting homeless ministries and food pantries for the HIGH DEMAND holiday feeding programs!	Mayor's Feed the Hungry, Metropolitan Ministries, Salvation Army, Gainesville Community Ministries, New Covenant Mission Sebring, and other food banks / community service providers.	Hosted multiple on-air "turkey stops" throughout listening area where listeners donated turkeys and received event t-shirt. worked with listed organizations to stock freezers in time for holiday demand. Collected thousands of turkeys for distribution.
How NOT to help the Philippines	11/13/2013	11/13/2013	People want to help the Haiyan victims in the Philippines, but are not sure what helps the most.	Local listeners, victims of Haiyan, the Philippine Red Cross.	Using experience as a NP working with humanitarian organizations, morning hosts informed listeners on problems w/ clothing and hard goods and discussed cashed donations, pointed to slate.com article and Red Cross links.
Breast Cancer Awareness	11/20/2013	12/20/2013	Breast cancer is a silent killer. Because October passed, many women ignore the need for exams and mammograms.	Women in our listening audience particularly those 40 and older	The Morning Cruise highlighted the story of "Good Morning America's" Amy Robach. TMC co-host, Carmen Brown, was persuaded by co-hosts and callers to have a mammogram.
Pregnancy Solutions and Options	12/6/2013	12/6/2013	Holiday support for two lesser known but recognized local charities.	Pregnancy Solutions of Venice and Center of Hope Venice.	The Midday Host interviewed artist, Bryan Duncan, about the need for awareness of options in the listening area and promoted his benefit concert for these organizations.
Holiday Safety	12/16/2013	12/18/2013	Holiday safety in the home with Christmas decorations	The listeners, Ready.Gov, local fire departments	Used information provided to encourage listeners to be overly safety conscious with Christmas decorations, candles, etc. during the holiday season.

Prepared by Bill Harrier
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WFLJ-89.3 FM, Frostproof, FL

Gifts that Empower Women	12/13/2013	12/13/2013	Conscientious listeners looking for ways to make holiday meaningful, beyond consumerism	Abolition International	Carmen highlighted non-profit accessory designs by Penh Lenh. Penh Lenh empowers young women rescued from sex trafficking in Cambodia to pursue their life goals through quality education, vocational training, and advanced career opportunities.