



**WIRK- FM 103.1, Indiantown**

**Quarterly Issues/Programming Report for October 1 – December 31, 2019**

**4th 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. Services for Low Income Families and Individuals
- C. Education & S.T.E.M.
- D. Children's Health, Aid and Resources
- E. Hunger
- F. Community Events

## 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: 12/15/19, 6a-7a, 14:54 minutes. Good Samaritan Medical Center Chef Seth Kirschbaum discusses the importance of eating healthy during the holidays. He emphasizes the advantage of keeping snacks available in order to avoid overeating during meals and that it is especially important during this time of year to avoid sugary, high carb and high fat foods while focusing on moderation. Kirschbaum explains that plant-based options exist for eggnog and other alcoholic beverages. When hosting holiday parties, he recommends practicing moderation in terms of balancing comfort foods with lighter options, eating and drinking more slowly, and keeping track of food portions.
2. South Florida Sunday Show: 10/20/19, 6a-7a, 16:06 minutes. Stanton Collemer, Alexis Membreno and Sam Cohen discuss the Cancer Alliance of Help and Hope's "No Shave November" which raises awareness of men's health issues, such as prostate cancer, testicular cancer. Membreno shares his experience as a cancer survivor, and the assistance he received from CAHH, after having to leave his job abruptly. "No Shave November" aims to increase early cancer detection, diagnosis and effective treatments, and ultimately reduce the number of preventable deaths. Men are encouraged to be aware of family history of cancer and to adopt a healthier lifestyle.
3. South Florida Sunday Show: 12/15/19, 6a-7a, 17:58 minutes. Dr. Mark Goldstein discusses new clinical trials taking place in the West Palm Beach area. He shares that these trials help medical professionals determine the need for a new or improved medications. Dr. Goldstein specializes in researching and finding solutions aimed at stabilizing or slowing down the symptoms and effects of Alzheimer's Disease. He shares that symptoms include awareness of cognitive function loss or short-term memory loss. Over time, patients begin to experience issues such as the inability to execute a complex plan, complete calculations, or use language, among other signs. The average timespan from diagnosis to death for Alzheimer's Disease is five to seven years.
4. South Florida Sunday Show: 12/8/19, 6a-7a, 15:57 minutes. Sharon Kitroser, Strategic Partnership Manager from the Gift of Life Bone Marrow Registry discusses the mission of Gift of Life. Gift of Life is one of only two bone marrow registries in the United States. The goal is to have individuals between the ages 18 to 35 swab their cheeks to

determine if they are a candidate to provide life-saving treatments for someone in need of a bone marrow or stem cell transplant due to blood cancers, chronic diseases, and sickle cell. The organization has a new stem cell collection center, located in Boca Raton. Bone marrow is requested almost exclusively for children.

5. South Florida Sunday: 6a-7a, 11/17/19, 12:45 minutes. Dr. Ben Ravaee, of Delray Medical Center, focuses on the importance of heart health during the holidays. He recommends being mindful of one's diet, particularly salt intake, which can cause or exacerbate blood pressure, congestive heart failure, and fluid retention. In addition, Dr. Ravaee adds that exercise, including running and walking helps reduce holiday stress while increasing the heart rate. He explains that stress can elevate the risk of cardiovascular events during and after the holidays, and that the hospital tends to see an increase in patients around this time of year for that reason.

**B. Services for Low Income Families and Individuals:**

1. South Florida Sunday Show: 10/13/19, 6a-7a, 12:23 minutes. Jennifer Raymond, Executive Director and MarcheLe Courtney, Development Administrator of Family Promise of South Palm Beach County discuss how the organization helps homeless families in Palm Beach County get back on their feet in 90 days by providing temporary housing, meals, counseling, financial assistance, case management, mental health assessments, employment services, and transitional housing. Family homelessness is a large problem in Palm Beach County and one in five children in the area live in poverty. Family Promise of South Palm Beach County has helped over 200 families who live in poverty to achieve self-sufficiency through a network of 1,200 volunteers who provide the shelter, a living facility, day center and meals on an ongoing basis.
2. South Florida Sunday Show: 10/20/19, 6a-7a, 16:49 minutes. Misha Ezratti, president of GL Homes, and Ezra Kreig, Director of Housing Initiatives for Gulfstream Goodwill Industries, discuss their partnership which with assistance from the Palm Beach County, the City of West Palm Beach, and the Quantum Foundation will provide affordable housing for developmentally delayed adults and homeless or nearly homeless people in our area. The new site, donated by the City of West Palm Beach, encompasses three different properties on various levels that need to be coordinated and joined. In addition to providing homes for low-income families, the goal of the project is to revitalize the area which was once a thriving neighborhood. Future tenants will be screened by Gulfstream Goodwill Industries and will be assigned a case manager who will provide independent living skills.
3. South Florida Sunday Show: 11/3/19, 6a-7a, 7:13 minutes. Karen Harris, VP Field Operations for the Health Care District of Palm Beach County and Janet Moreland, Hospital Administrator at Lakeside Medical Center which has serves the Glades area

of Palm Beach County discuss CL Brumback Primary Care Clinics operated by the Health Care District of Palm Beach County. CL Brumback strives to provide the highest quality health care to all Palm Beach County residents including low income individuals and families, the homeless and the migrant populations. Lakeside recently welcomed a new nursing director, medical director, general surgeon, psychiatrist, and an accredited Komen Foundation Breast Navigator for the Glades, and launched a board-certified eating group. They also recently engaged the area in a community health assessment plan to better understand medical local needs.

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

1. South Florida Sunday Show: 12/8/19, 6a-7a, 17:25 minutes. Kristen Calder of the Literacy Coalition of Palm Beach County shares that one in seven adults in Palm Beach County lack basic literacy skills. Recognizing the importance of early literacy and building school readiness skills, the Literacy Coalition of Palm Beach County serves 29,000 adults, children and families each year. Calder says that nearly half of third graders in Palm Beach County are not reading at their grade level. The Literacy Coalition provides books for students through a program called, "Reach Out and Read" and "Building Better Readers," which is geared toward helping first and second grade students to read on grade level by the end of third grade.
2. South Florida Sunday Show: 12/15/19, 6a-7a, 7:33 minutes. Amanda Dixon from the Jupiter Lighthouse and Museum shares that the Jupiter Lighthouse located in northern Palm Beach County offers educational tours, lectures, and evening programs. The Second Annual Family Adventure Day will feature an expedition modeled after Charlie Pierce who lived at the lighthouse in the 1800s. The expedition allows visitors to learn about and experience the property as Pierce did in his time, during Florida's "wild frontier" days.
3. South Florida Sunday: 12/1/19, 6a-7a, 14:33 minutes. Dr. Tom Pearson, Executive Director of the Armory Art Center discusses The Armory's Fourth Annual West Palm Beach Arts Festival. The free event offers art demonstrations, music classes, and art classes such as ceramics, oil painting and jewelry making with instructors from throughout the area. The festival will also include a kids' corner, music such as R&B, Irish and jazz groups, and food trucks.

D. Children's Health, Aid and Resources:

1. South Florida Sunday Show: 10/13/19, 6a-7a, 9:58 minutes. Kristi Huddleston of Harmony Hope Stables says her organization provides music and equine therapy for children in need with various issues such as autism, or those experiencing domestic problems. Horses can provide confidence and self-regulation, because horses mirror people with their behaviors. Huddleston's organization has helped nearly 25 children over six months.

2. South Florida Sunday Show: 10/20/19, 6a-7a, 11:30 minutes. Amanda Atwater, Marketing and Programs Director of the Quantum House which is known locally as the “local hospital hospitality house” discusses what they offer local families of children who are receiving treatment at area hospitals. The organization provides lodging, meals, laundry facilities, and other types of assistance through the facility, which is located on the campus of St. Mary’s Medical Center in West Palm Beach.
3. South Florida Sunday Show: 11/3/19, 6a-7a, 16:17 minutes. Christie Geltz and Ken Gottlieb, Community Outreach Managers from the Guardian Ad Litem Program, 15th Judicial Circuit share that Guardian Ad Litem operates through a state agency that provides advocacy for children in the dependency system. Families who are referred to court due to abandonment, abuse or neglect are appointed a volunteer who will serve as the child’s advocate and to help rehabilitate families. The team for each client is comprised of a case advocacy manager, a DCF attorney, and the child volunteer.
4. South Florida Sunday Show: 12/22/19, 6a-7a, 13:07 minutes. Lisa McMiller Executive Director and Founder of Golden Parents discusses the adverse effects of growing up without a father in the household. The 10-year-old organization focuses on low and middle class communities throughout Palm Beach County and serves children with disabilities and at-risk youth. The organization offers a weekly youth gathering called, “Teen Talk Tuesdays,” and a meeting referred to as, “Mentor Monday: Parent Edition.” Another popular program is “Constant Conversation Geared Around Mental Health.”

E. Hunger:

1. South Florida Sunday Show, 10/13/19: 6a-7a, 15:04 minutes. Patrick Franklin, President and CEO of the Urban League of Palm Beach County, discusses his organization’s mission, programs and upcoming events. The mission is “to empower our community and change lives.” Franklin shares that the Thanksgiving Food Drive, now in its 14th year provides turkeys, boxes of dry goods and fresh produce to more than 800 families in Palm Beach County. Families in need may go to the Urban League location in West Palm Beach on the Saturday before Thanksgiving to pick-up their meal.
2. South Florida Sunday Show, 11/17/19, 6a-7a, 12:38. Maura Nelson and Rick Sartory discuss Meals On Wheels and its “Pie It Forward” campaign. The nine-year-old organization delivers hot, nutritious meals daily to more than 250 home-bound seniors in Palm Beach County with the help of 300 volunteers. The organization’s campaign, “Pie It Forward,” is in its fifth year. Meals On Wheels recruits 35 local hotel and restaurant chefs to make and donate 25 to 300 pies, which are then sold on the Meals On Wheels website. Each pie that is sold equates a week of meals for a Palm Beach County resident who might otherwise be hungry.

3. South Florida Sunday Show, 10/27/19, 6a-7a, 15:32 minutes. Palm Beach Sheriff's Office District 9 Section Manager and Community Outreach for the Village of Royal Palm Beach discuss the challenges in our area for those who are hungry and how the Sheriff's office will help with its upcoming Thanksgiving Turkey Drive. 15 local schools hold food drives to collect non-perishable food items which are donated to PBSO. The PBSO delivers the turkeys and items to four food pantries, which then coordinate with 20 families from each school that are in need.

F. Community Events:

1. South Florida Sunday Show: 10/6/19, 6a-7a, 7:30 minutes. Evonn Loren of the "Zoe Loren Forever Make a Difference" Foundation explains that her daughter Zoe, a junior at Suncoast High School in West Palm Beach passed away ten years ago following a brief illness. The Foundation pays tribute to Zoe's legacy by providing Palm Beach County high school students opportunities for growth and enrichment. To date, they have donated over \$150,000 for college tuition and have funded arts and science programs for after-school centers that serve at-risk students. The Ninth Annual Zoe Loren Foundation 5K Fundraiser is scheduled to take place on Sunday, November 10th, at Carlin Park in Jupiter.
2. South Florida Sunday Show: 10/6/19, 6a-7a, 9:06 minutes. Samantha Corr from the Lake Worth Lagoon discusses the upcoming Sixth Annual LagoonFest in downtown West Palm Beach. The Lake Worth Lagoon Initiative was created through five entities including Palm Beach County, South Florida Water Management District, Florida Department of Environmental Protection, Florida Inland Navigation District, and the Palm Beach County League of Cities. They partnered with Discover the Palm Beaches and the City of West Palm Beach to create awareness about Palm Beach County's largest estuary which serves as home to manatees, fish, and sea turtles. LagoonFest takes place on Saturday, November 2nd from 9am to 2pm at the downtown West Palm Beach Waterfront and is free to the public.
3. South Florida Sunday Show: 12/29/19, 6a-7a, 13:12 minutes. Joe Santiago of Traveling Tutus shared that the organization was formed by longtime dancer Jenna Fleetwood in 2008 to instill confidence, self-expression, and joy through the gift of dance to children in South Florida and around the world. Traveling Tutus donates costumes to orphanages, Title 1 schools and Boys & Girls clubs and dance studios in the West Palm Beach area as well as across the United States and in 28 countries. 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.
4. South Florida Sunday: 6a-7a, 10/20/19, 4:58 minutes. Holly Cosentino discusses the American Cancer Society's sixth annual Bark for Life on November 6<sup>th</sup> from 11am to 3pm at Royal Palm Beach Commons Dog Park. The event honors four-legged caregivers and cancer survivors an opening ceremony, a walk to cheer on cancer survivors and patients, a dog contest, kids' activities and photos with Santa.

### **Section III: PSAs**

WIRK 103.1 aired Public Service Announcements for the following organizations and causes during the 4th Quarter October 1, 2019 – December 31, 2019

#### **Organizations**

Literacy Coalition of Palm Beach County, Meals On Wheels, Insight for the Blind, Urban League of Palm Beach County, Harmony Hope Stables, Cancer Alliance of Help and Hope's, American Cancer Society, Golden Parents, Guardian ad Litem, Quantum House, Harmony Hope Stables, Armory Art Center, Jupiter Lighthouse and Museum, Housing Initiatives for Gulfstream Goodwill Industries, Development Administrator of Family Promise of South Palm Beach County, Gift of Life, Good Samaritan Medical Center, JEM Research, Traveling Tutus , Health Care District of Palm Beach County, Palm Beach County Sheriff's Office.

#### **Causes**

Health Issues, Community Events, Poverty, Homeless in West Palm Beach, Education & S.T.E.M., Children's Health & Aid & Resources, Cancer Awareness, Treatment & Research, and Hunger.