

# **WMMO**

# **Quarterly Report**

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April  May  June 2017

# WMMO Quarterly Report

**April** □ **May** □ **June 2017**

*Perspectives* is a public service program that airs on WMMO Sunday mornings from 6:30 – 7:30 a.m. On this program, members of the Central Florida community discuss issues of concern to the region's citizenship. For the second quarter of 2017, the following issues were addressed:

## **Culture**

- History Center Exhibits Focus on Local History
- 56th Annual Apopka Art and Foliage Festival
- Annual Flag Day Program

## **Education**

- Science Education Opportunities
- Read to Sydney Therapy Dogs Encourage Reading
- Pathways to Success/Project COMPASS
- Day of Action Focusing on Summer Reading 21st

## **Environment**

- Night at the Preserve: Earth Day Event and Fundraiser
- Group Raises Appreciation of Florida Environment

## **Health**

- Support for Persons with Mental Illness
- Muscle Walk of Orlando May 13
- Oral Health Linked to Lung Cancer
- Pediatric Brain Cancer Research

- Lung Cancer Diagnosis and Treatment
- Walk to End Lupus Now - May 20th
- Support for Children with Down Syndrome and the 7<sup>th</sup> Annual Rum Ball
- 25th Annual Miracle Trail Ride

### **Public Safety**

- Panel Discussion on Gun Safety
- Orange County's Free Hurricane Expo - June 3

### **Social Issues**

- Give Hope, Change Lives” Gala and Silent Auction
- Domestic Violence Shelter Provides for Pets
- 25th Anniversary of the CHS Perinatal Program
- 5<sup>th</sup> Annual Walk a Mile in Her Shoes
- Agency Advocates Maintaining SNAP Funding
- Food Needs Increase for Children During Summer
- Foster Families Needed

**ISSUE:**

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***Culture***

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *History Center Exhibits Focus on Local History*

**Organization:** Orange County Regional History Center

**Guest(s):** Michael Perkins, Executive Director

**Contact:** Thehistorycenter.org

**Date:** 4/2/17

**Duration:** 30:00

**Issues:** Perkins described the various exhibits and services currently offered at the Orange County Regional History Center. One in particular is an exhibit that describes the role plastics play in our modern lives. Related to this, there is a 'tiny house ' on display, livable but small, that is made entirely of plastics. Perkins also discussed the summer camps that will be offered this year and reminded parents that registration is currently underway. Finally, he discussed the History Center's role in archiving and telling the history of central Florida. Currently, work is being done to collect items and stories related to the Pulse tragedy.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *56th Annual Apopka Art and Foliage Festival*

**Organization:** Apopka Woman's Club

**Guest(s):** Lori Schweitzer, President and Chairman of the Friday  
Workers Lunch  
Joann Castillo, Art Chairman  
Kathy Hopper, Foliage Chairman  
Eleanor Jones , Publicity

**Contact:** [www.Apopkaartandfoliagefestival.org](http://www.Apopkaartandfoliagefestival.org)

**Date:** 4/23/17

**Duration:** 30:00

**Issues:** The guests invited listeners to enjoy the *56th Annual Apopka Arts and Foliage Festival*. They explained that this event is a way for the Apopka Woman's Club to raise scholarship dollars for Apopka students. Many other local area non-profits also raise funds by participating. This event, held at Kit Land Nelson Park, features 100 entries of juried fine arts and creative handcrafts as well as the plants of twenty local nurseries. Visitors can take tours of local nurseries, ask experts their plant questions, enjoy the musical entertainment, and purchase art.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Annual Flag Day Program*

**Organization:** Scottish Rite Valley of Orlando

**Guest(s):** Chet King, Personal Rep for the Scottish Rite Valley

**Contact:** srorando.org

**Date:** 5/2/17

**Duration:** 30:00

**Issues:** King invited listeners to witness the Scottish Rite Valley of Orlando's *Flag Retirement Celebration* on June 10th. During this annual event, 7,000 flags will be properly and respectfully retired. Ceremonies will include the Oak Ridge High School JROTC presenting their *POW/MIA Scene* and the VFW conducting a 21-gun salute. Medal of Honor Recipients will be recognized at this year's event and seven first responders will be presented with certificates of recognition and flags that were flown over the Nation's Capitol.

**ISSUE:**

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*Education*

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *Science Education Opportunities*

**Organization:** Orlando Science Center

**Guest(s):** Jeff Stanford, Vice President of Marketing

**Contact:** Osc.org

**Date:** 4/23/17

**Duration:** 30:00

**Issues:** Stanford described the latest exhibits and educational opportunities available at the Orlando Science Center (OSC.) One of the big messages he had is that the OSC summer science camps would be special this year and invited parents to register. Related to this, OSC will be offering after school programs next fall at four area schools. Stanford also spoke about some of the exhibits and events the Orlando Science Center is currently offering to honor women in science. At one of these events, visitors will get to speak with female scientists about what they do and why they do it then view the film *Hidden Figures*. Finally, Stanford invited listeners to the *7th Annual Science of Wine*, a fundraiser at which participants learn about the processes by which wine is created.

**Time:** WMMO:  
6:15  
a.m.

**Segment Topic:** ***Read to Sydney Therapy Dogs Encourage Reading***

**Organization:** Sydney and Friends Reading & Learning Center

**Guest(s):** Thom Battisto

**Contact:** 407-247-8595; readtosydney.org

**Date:** 5/14/17

**Duration:** 15:00

**Issues:** Through *Read to Sydney*, volunteers go to local libraries with a therapy dogs to help children with Down's Syndrome and autism learn to read. The premise is that the child reads to the therapy dog, so there is no embarrassment or pressure. The therapy dog puts the child at ease, helping the child make progress. The organization now has a specially-dedicated reading room at the West Oaks Mall. Volunteers are needed.

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *Pathways to Success/Project COMPASS*

**Organization:** Heart of Florida United Way  
Goodwill Industries of Central Florida

**Guest(s):** Heath Wells of HFUW  
Annie Jones, Americorps Member  
Bill Oakley, Goodwill Industries

**Contact:** Hfuw.org; goodwillcfl.org or (407) 235-1550

**Date:** 6/25/17

**Duration:** 30:00

**Issues:** The guests described two innovative programs geared to enhancing the quality of education for local public school students. Wells explained that Heart of Florida United Way runs the *Americorps Pathways to Success Program*, by which volunteers spend a year supporting students at Evans and Oakridge high schools. Jones just completed a year at Oakridge High School so she described her experiences providing academic support to students and providing mentoring for students preparing for college. Oakley explained that Goodwill's *Project Compass* is an alternative education program for OCPS students who have struggled with traditional high schools. Through *Project Compass*, they can still earn their OCPS diploma while also gaining work experience..

**Time:**

WMMO:

7:00

a.m.

**Segment Topic:** *Day of Action Focusing on Summer Reading 21st*

**Organization:** Heart of Florida United Way

**Guest(s):** Traci Blue, Director Volunteer Resource Center

**Contact:** Hfuw.org

**Date:** 6/25/17

**Duration:** 30:00

**Issues:**

Blue explained that one of Heart of Florida United Way's core mission areas is supporting education and therefore, the organization offers a *Day of Action* to counter the 'summer reading slide.' She said that when children are out of school over the summer, they tend to 'slide' backwards in their reading ability. For children from low-income communities, this slide can be even more significant because there are so few books within the home and it is difficult for parents to get the children to the library. So through the *Day of Action*, each child is given several books to take home, enjoy, and even share with siblings. Many of these children attend various community 'camp' programs at which volunteers offer reading games and encouragement. Blue emphasized that even teens are included in these efforts. In addition, she explained why so many businesses are a part of the *Day of Action*; that children's ability to read is also an economic issue. In other words, these businesses want an educated workforce.

**ISSUE:**

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***Environment***

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Night at the Preserve: Earth Day Event and Fundraiser*

**Organization:** Oakland Nature Preserve

**Guest(s):** Mona PIPps, Managing Director  
Krista Carter, Board of Directors

**Contact:** 407-905-0054

**Date:** 4/16/17

**Duration:** 30:00

**Issues:** The two guests described the plants and animals at the Oakland Nature Preserve and invited listeners to *Night at the Preserve*. The Oakland Nature Preserve consists of 128 acres of native plants and animals and is the location for environmental education. PIPps says that there are beautiful native plants to see and animals like gopher tortoises, butterflies and 164 different kinds of birds. And it's also possible to hike down to see Lake Apopka. Carter described the work that went into restoring this area to its original state and explained what the Preserve means to the local community.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Group Raises Appreciation of Florida Environment*

**Organization:** Angela Withers, President

**Guest(s):** Henry Nehrling Society

**Contact:** Nehrling gardens.org  
<http://nehrlinggardens.org/>  
[angela.withers@nehlinggardens.org](mailto:angela.withers@nehlinggardens.org)

**Date:** 4/30/17

**Duration:** 30:00

**Issues:** Withers described Nehrling Gardens and the work done there to preserve the historic home and gardens. She explained that the site was originally the home and horticultural research site of Dr. Henry Nehrling. Years later, the site was purchased for preservation and much volunteer work was put into restoring the home and gardens. That conservation work continues though now the house and gardens are used for horticultural education and a way to establish an understanding and appreciation of the Florida environment. Withers also invited listeners to *Corks, Caladiums, and Canvases*, a fundraiser at which participants can enjoy the house and gardens.

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***Health***

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Support for Persons with Mental Illness*

**Organization:** National Alliance on Mental Illness (NAMI)

**Guest(s):** Katherine (last name withheld) - Support Group Member  
Eric Welch, Executive Director  
Hedy Bass, Volunteer

**Contact:** (407) 253-1900; namigo.org

**Date:** 4/2/17

**Duration:** 30:00

**Issues:** NAMI is a large grassroots organization with a mission to reach people with mental illness issues. Welch explained that NAMI efforts include providing education, providing support groups and engaging in advocacy. He says that one out of every five individuals will experience a mental illness at some point in life and NAMI's purpose is to help them achieve quality of life. All of the guests spoke about suicide and the need for individuals who have suicidal thoughts to reach out for help. Katherine shared how she became depressed and suicidal as a college student and how receiving help has led to a positive change in her life. Bass lost her son to suicide so told listeners to seek help and give help. She is involved in a NAMI fundraiser that is coming up soon, so she encouraged listeners to attend.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Muscle Walk of Orlando May 13*

**Organization:** Central Florida Muscular Dystrophy Association (MDA)

**Guest(s):** Contact: Maressa Levy, Fundraising Coordinator  
Rebecca Dorr, MG Patient and Walker

**Contact:** (407) 562-2035; mlevy@mdausa.org  
Rebekah.spiritualcare@gmail.com

**Date:** 4/9/17

**Duration:** 30:00

**Issues:** Levy described the various programs and the research supported by MDA. Rebekah has a disease that falls under the umbrella of concerns for MDA. She explained how MDA helped her and invited listeners to join her as she walks in the *MDA Muscle Walk of Orlando*. There is a goal to raise money for research.

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *Oral Health Linked to Lung Cancer*

**Organization:** American Lung Association and Sage Dental

**Guest(s):** Keishon Moore, Development Manager with American Lung Association

Veronica Alarcon, Sage Dental Community Marketing Manager in Central Regions

Dr. Kenneith Jainandan, Dentist with Sage Dental

**Contact:** 407-425-5864

**Date:** 4/30/17

**Duration:** 15:00

**Issues:** The guests explained the connection between oral health and lung health. Specifically, they pointed out that there is a connection between thoracic cancer and lung health. Dr. Jainandan explained that is important for people to have a yearly oral checkup both for prevention and to identify any issues that would require further medical attention.

**Time:** WMMO:  
6:45  
a.m.

**Segment Topic:** *Pediatric Brain Cancer Research*  
**Organization:** Children's Brain Tumor Family Foundation  
**Guest(s):** Denise Downing, President  
**Contact:** [www.cheeringforcaitlin.com](http://www.cheeringforcaitlin.com); [dpdowning@me.com](mailto:dpdowning@me.com)  
**Date:** 4/30/17  
**Duration:** 15:00

**Issues:** Downing invited listeners to participate in the *4th Annual Cheering for Caitlin 5k and Family Festival* to benefit pediatric brain tumor research. She described what her young daughter Caitlin experienced as she battled and then died from a brain tumor. Funds raised at the 5K will go to support research so that other children can be saved. Downing also discussed the work of Children's Brain Tumor Family Foundation.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Lung Cancer Diagnosis and Treatment*

**Organization:** American Lung Association  
Florida Hospital

**Guest(s):** Dr. Mark Socinski, Executive Medical Director for the Florida  
Hospital Cancer Institute

**Contact:** Lung.org

**Date:** 5/7/17

**Duration:** 30:00

**Issues:** The Florida Hospital Cancer Institute spreads across several hospitals and runs the medical programs for all kinds of cancers. In addition, these hospitals run clinical trials and try to bring new therapies and cost-efficient care for patients. Dr. Socinski's specialty is lung cancer, so he discussed the evolution of diagnosis and treatment for that disease. For example, he explained how imaging has improved and said that immunotherapy has become important to lung cancer treatment over the last two years. The doctor also discussed the value of screenings for people who have smoked or have other factors which increase the likelihood of developing lung cancer.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Walk to End Lupus Now - May 20th*  
**Organization:** Lupus Foundation of America Florida Chapter  
**Guest(s):** Amy E. Yalden, President and CEO  
**Contact:** 561-279-8606; ayalden@lupusfl.org; www.lupus.org/florida  
**Date:** 5/14/17  
**Duration:** 30:00

**Issues:** Yalden explained what Lupus is and how people can support research efforts. Lupus is a chronic auto-immune disease that can damage any part of one's body. Specifically, this means that the patient's body attacks its own organs. There are five million lupus patients, 90% of which are women of all races and ages. She says the need is to get people diagnosed sooner and get them to treatment. But Yalden explained that there aren't many treatment options, so the Lupus Foundation's goal is to raise research dollars. People can help by participating in one of the fundraising walks across the Florida. Locally, people can participate in the *Walk to End Lupus Now* on May 20th.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** ***Support for Children with Down Syndrome and the 7<sup>th</sup> Annual Rum Ball***

**Organization:** Down Syndrome Association of Central Florida

**Guest(s):** Katie DeeHart, Resource Development Manager

**Contact:** 850-602-6982; [Dsacf.org/rumball2017](http://Dsacf.org/rumball2017)

**Date:** 6/4/17

**Duration:** 30:00

**Issues:** The Down Syndrome Association of Central Florida offers support to families of children with Down Syndrome. DeeHart described this support and invited listeners to the *7<sup>th</sup> Annual Rum Ball*. First, she explained what Down Syndrome is and the various ways that the organization serves families. She says that there are programs to service needs across a patient's entire lifespan: there are support groups, education opportunities, social opportunities and more. The *Rum Ball* is a pirate-themed fundraiser organized by Central Florida DADS (Dads Appreciating Down Syndrome) and will include music, raffles, an auction, and a costume contest.

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *25th Annual Miracle Trail Ride*

**Organization:** The Greater Orlando Children's Miracle Network  
Arnold Palmer Medical Center Foundation

**Guest(s):** Jessica Layne, Manager for Corporate Partnerships

**Contact:** [www.gocmn.org](http://www.gocmn.org)

**Date:** 6/14/17

**Duration:** 30:00

**Issues:** Layne discussed the mission of the Children's Miracle Network (CMN) and invited listeners to participate in the *25th Annual Miracle Trail Ride*. CMN is a network of non-profit pediatric hospitals across America but the money raised locally stays with the Arnold Palmer Hospital for Children. Raising funds is the purpose of the *Trail Ride* on November 11th, which includes a ten mile trail ride, raffles, and an auction. All of the funds raised will support the children at the Arnold Palmer Hospital by supporting equipment needs, research, and efforts to make the children comfortable during their hospital stays.

**ISSUE:**

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***Public Safety***

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *Panel Discussion on Gun Safety*

**Organization:** League of Women Voters - Seminole County

**Guest(s):** David Barden,  
Gun Safety Action Team and Attorney in Florida

**Contact:** *lwwseminole.org*

**Date:** 5/21/17

**Duration:** 30:00

**Issues:** Barden invited listeners to attend the *Seminole County League of Women Voters' Panel Discussion about Gun Safety and Domestic Violence*. Barden explained that the League of Women Voters is a non-partisan group that provides education about public policy issues of concern to the community. He himself is part of the *Gun Safety Action Team* that has scheduled this particular panel. People will hear discussion from a wide range of perspectives on topics like domestic violence, campus carry, open carry and more. Discussion will lead to identifying steps the community can take to proactively keep neighborhoods safe.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Orange County's Free Hurricane Expo - June 3*  
**Organization:** Orange County Government  
**Guest(s):** Keith Kotch, Assistant Manager of Emergency Management  
**Contact:** (407) 836-9140; ocoem@ocfl.net  
**Date:** 5/21/17  
**Duration:** 30:00

**Issues:** Kotch advised listeners that it is time to prepare for the upcoming hurricane season and invited them to attend the *Orange County Hurricane Expo 2017*. He discussed hurricane preparation concepts such as having supplies on hand, having a evacuation plan, weather-proofing the home, flood insurance, plans for pets, and staying updated on weather conditions. Kotch also described the information and activities that would be available at the *Hurricane Expo 2017*, including how to survive and deal with floods, high wind damage and property loss. There will also be instruction on how to track storms, pack a disaster kit, and take care of pets. Vendors will distribute free readiness items. The event takes place on June 3rd at the Orange County Parks and Recreation Magic Gym at South Econ Community Park.

**ISSUE:**

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***Social Issues***

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *Give Hope, Change Lives” Gala and Silent Auction*

**Organization:** The Salvation Army of Orlando

**Guest(s):** Tiffani Jett, Public Relations and Marketing

**Contact:** 407-423-8581; [http://salvationarmyorlando.org/give hope](http://salvationarmyorlando.org/give-hope)

**Date:** 4/9/17

**Duration:** 30:00

**Issues:** Jett invited listeners to support the Salvation Army of Orlando programs by participating in the *Give Hope, Change Lives Gala and Silent Auction*. She described various Salvation Army programs including the daily feeding programs, emergency assistance programs, Men's Shelter, Women and Children's Program, and the senior citizen towers. The *Give Hope, Change Lives* event will feature former Major League Baseball player and 4-time World Series Champion, Darryl Strawberry.

**Time:**

WMMO:

6:30

a.m.

**Segment Topic:** *Domestic Violence Shelter Provides for Pets*

**Organization:** Harbor House

**Guest(s):** Michele Sperzel, CEO

**Contact:** Harborhousefl.com

**Date:** 4/16/17

**Duration:** 30:00

**Issues:** *Paws for Peace* is an event to raise money for Harbor House pets. When a woman leaves a violent home, she can take her pet and keep him at the shelter while she stays there. This is important because women will often stay in abusive situations rather than leave a pet behind. Sperzel says it is also important for the children at Harbor House to know that their pets are safe and that they can spend some calming moments with those pets.

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *25th Anniversary of the CHS Perinatal Program*

**Organization:** Children's Home Society

**Guest(s):** Phillip Deal, Regional Director of Philanthropy

**Contact:** (321) 397-3000; Chsbabies.org

**Date:** 5/28/17

**Duration:** 30:00

**Issues:** Deal described the mission of the Children's Home Society (CHS) including the purpose of the 25-year-old *Perinatal Program*. CHS is responsible for finding homes for children in the foster care program and permanent homes for those children who cannot be returned to their parents. Another purpose is to help break the cycle of abuse with education and to help abused children to heal. And of course, for 25 years the *Perinatal Program* has been helping people to be better parents and build strong bonds with their children. The program teaches parenting skills and offers parents ways to connect with other parents.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *5<sup>th</sup> Annual Walk a Mile in Her Shoes*

**Organization:** Harbor House of Central Florida

**Guest(s):** Tekoa Pouerie, Director of Development  
Tony Cardoza, Incoming Board of Directors President

**Contact:** [www.harborhousefl.com](http://www.harborhousefl.com)

**Date:** 6/11/17

**Duration:** 30:00

**Issues:** Pouerie described the mission of Harbor House of Central Florida and Cardoza invited listeners to participate in the *5<sup>th</sup> Annual Walk a Mile in Her Shoes*. Pouerie explained that Harbor House of Central Florida is Orange County's only state-certified domestic violence organization. Their mission is to eliminate domestic violence and to help victims leave abuse situations. To that end, they have a shelter for those who need it, provide legal support in the Orange County Courthouse, and have outreach services to assist victims as they make plans to leave the abuse situation. Cardoza explained that the '*Walk a Mile*' event is a fundraiser to support Harbor House programs but is also an awareness effort to facilitate understanding of domestic violence and its impact on our community.

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *Agency Advocates Maintaining SNAP Funding*

**Organization:** Second Harvest Food Bank of Central Florida

**Guest(s):** Dave Krepcho, President and CEO

**Contact:** Feedhopenow.org

**Date:** 6/11/17

**Duration:** 30:00

**Issues:** Krepcho described the hunger situation in central Florida and encouraged listeners to contact their government representatives to preserve SNAP funding. Second Harvest Food Bank collects and distributes food to over 500 partner food banks. He explained the purpose for the SNAP benefits program and why Second Harvest believes that cuts to that federal program would have a huge negative effect on Floridians. Given that the president's proposed budget calls for significant cuts to the SNAP program, Krepcho encouraged listeners to let their representatives know that they believe the SNAP funding should be kept intact.

**Time:** WMMO:  
7:00  
a.m.

**Segment Topic:** *Food Needs Increase for Children During Summer*

**Organization:** Second Harvest Food Bank of Central Florida

**Guest(s):** Greg Higgerson, Vice President of Development

**Contact:** (407) 295-1066; Feedhopenow.org

**Date:** 6/18/17

**Duration:** 30:00

**Issues:** Higgerson explained that summer poses special challenges to keeping central Florida children and their families fed but with listeners' donations and volunteer efforts, the challenges can be overcome. Because children are out of school during the summer, they are not receiving the free or reduced-cost meals that keep them nourished and able to focus on academics. Therefore, food banks and other organizations must provide special ways to get meals to the children. That means those agencies require more support from Second Harvest Food Bank. Higgerson invited listeners to help keep the community fed by providing donations of food and money and/or by volunteering their time at Second Harvest.

**Time:** WMMO:  
6:30  
a.m.

**Segment Topic:** *Foster Families Needed*

**Organization:** Community Based Care of Central Florida

**Guest(s):** Kristina Wilson, Nathan Wilson  
Andrea Moore, Aaron Moore  
Danielle Abbey, Community Based Care

**Contact:** [www.cbccfl.org](http://www.cbccfl.org)

**Date:** 6/18/17

**Duration:** 30:00

**Issues:** The guests described the need for foster parents in central Florida and shared their own experiences as foster parents. Abbey explained that the mission of Community Based Care is to support foster care, adoption, mentoring and youth transitional services. She spoke at length about the kind of training and support the organization offers to foster parents. The Moores described their experiences serving as foster parents for sibling groups and how they coordinate the various school schedules, extracurricular activities and therapy sessions. Both said that they have had wonderful support from CBC. The Wilsons have fostered numerous teenage boys, so they talked about what they do to provide these teens with a positive experience.