



April 1, 2015

The following is a report on Public Affairs Programming for the First Quarter of 2015 during which time the top issues of community interest and concern in Holiday, Florida and the surrounding area were found to be:

Health
Economy
Public Safety
Education
Community Relations

In order to meet these issues, WSUN-FM airs two public affairs programs on Sunday mornings as well as weekday news updates.

“X Sunday Morning” airs Sunday mornings at 6:00 a.m. “Spectrum” airs Sunday mornings at 6:30 a.m.

WSUN-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WSUN-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WSUN-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 'Dan Connelly', with a long horizontal line extending to the right.

Dan Connelly
Director of Branding and Programming

DC/mlm

Health

Sunday, January 4, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guests: Andy Kramer, Director of Development; Mike Jernigan, Director of “Paws for Patriots”; and Nina Ionota, Walk-A-Thon Chairperson. All three are associated with Southeastern Guide Dogs.

Ms. Lawson, Mr. Kramer, Mr. Jernigan, and Ms. Ionota discussed the mission of the organization and their upcoming fundraiser. Mr. Kramer and Mr. Jernigan explained what constitutes a non-profit and how the money donated must be used. Mr. Jernigan also discussed the role dogs play in the reentry into society for service men and women dealing with PTSD. Ms. Ionota informed the listeners on how to become involved with the February 28th Walk-A-Thons in both St. Petersburg and Sarasota.

Sunday, January 18, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guests: C. J. Hunt and George Thompson, co-authors of The Meat Diet.

Ms. Lawson, Mr. Hunt, and Mr. Thompson discussed how American health is declining because we’re not eating enough of the good meats (high protein/low fat). They discussed the advantages of including meat in one’s diet.

Sunday, January 25, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Nick Van Cleve. Guest: Laira Miller, Natural Resources Agent for the Pinellas County Extension Service.

The ecological impact is discussed in depth for a state that is struggling with record growth and population influx. Mr. Van Cleve and Ms. Miller elaborated on the potential problems from eroding shorelines to protecting wild life habitats. In addition, they spoke about the health concern of having clean air to breathe and a safe environment for all living creatures.

Sunday, March 1, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Dr. Girish Mishra, the American College of Gastroenterology, Wake Forest School of Medicine.

March is National Colorectal Cancer Awareness Month. Mr. Slater and Dr. Mishra discussed the importance of early screening. People have a 90% chance of survival if cancerous polyps are found early. In the past years, doctors have started looking for more deadly flat polyps. This is something doctors in other countries have been aware of for years, and the U. S. medical community is just now screening for “flat polyps”. Dr. Girish also elaborated on what goes on during a colonoscopy and why it’s not the torture it used to be. He explained how you must prep for your colonoscopy and why it’s the most stressful part of the procedure. Statistics show that minorities and low-income Americans often don’t get screened. Most African Americans and Hispanics don’t get colonoscopies, and their death rates from colon cancer are higher than whites. Mr.

Slater and Dr. Girish also talked about new Federal laws that insurance companies must follow and pay for when it comes to getting a colonoscopy and what is covered under Obamacare. The doctor brought up an interesting medical/race statistic. African Americans tend to get colon cancer on the left side of the colon, and Caucasians tend to get colon cancer on the right side of the colon. This is something the medical community cannot explain.

Sunday, March 15, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Dr. David Ross with the American College of Emergency Room Physicians.

Spring Break is underway for colleges and universities in Florida, and many high schools are off as well. Many spring breakers are in the area from other states. Mr. Slater and Dr. Ross discussed spring break safety. The proper use of sunscreen, making sure you know the water you're swimming in, curbing drinking, and using the buddy system are just some of the topics that were covered. Dr. Ross also talked about the dangerous trend doctors are seeing of kids taking and sharing prescription medications. It is against Federal law to sell a medication that is prescribed for you, and there will most likely be prison time for selling the medication. Dr. Ross also recommended that everyone should carry a medical thumb drive with them containing medical history, current medications, copies of blood work, allergies, and emergency contact information. If a person is unresponsive, EMT's, nurses, and doctors look for these thumb drives, and this helps them get the patient quicker treatment. Since the medical history is available at the click of a button, the patient most likely will get lifesaving treatment quicker. People should NOT put their Social Security number on the thumb drive to prevent identity theft. Dr. Ross also explained that medical professionals are now trained to look for "I.C.E." contacts on cell phones. This is a contact folder that everyone needs to have in their phone's contact directory. "I.C.E." stands for "In case of Emergency". Mr. Slater and Dr. Ross also talked about Florida's laws when it comes to drinking – legal age of consumption, the penalties for driving drunk/impaired, purchasing alcohol for a minor, and driving with an open container.

Economy

Sunday, January 4, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Sonya Davis and Tami Jackson of Bayfront Healthcare, St. Petersburg.

Mr. Greene discussed Pinellas County demographics with Ms. Davis and Ms. Jackson in relation to who has enrolled in the Affordable Care Act. The deadline is fast approaching, and those who do not have some form of health insurance will face fines.

Sunday, February 15, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Celeste Gibbons-Peoples, Director of the Black History Celebration for the City of Tampa.

Ms. Lawson and Ms. Gibbons-Peoples talked about the activities that will be part of the upcoming Black History celebration on February 18th. The community has supported young Black men and women with scholarships and mentoring from City leaders, former professional athletes, and previous scholarship winners. The climate of jobs and business opportunities was explored, and Ms. Gibbons-Peoples elaborated on many of the members of the community who have participated by providing services to secure these positions. Ms. Gibbons-Peoples also talked about how the entire Bay Area can participate in the celebration on Tuesday and how this program can be expanded to other counties including Sarasota, Pinellas, and Pasco.

Sunday, February 15, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Larry Labelle, the Training Tamer, New Tampa.

Mr. Greene and Mr. Labelle discussed so-called “out-of-the-box” methods that help job applicants seeking professional jobs secure them in the Tampa Bay area.

Sunday, February 22, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Maxine Haynes, AARP, Temple Terrace.

Mr. Greene talked with Ms. Haynes regarding a training program sponsored by AARP. The purpose of the program is to help seasoned “Baby Boomers” who are trying to re-enter the workforce by taking on part-time employment in the public or private sector.

Sunday, March 15, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Lee Bell, a Life Skills Coach, Tampa.

Mr. Greene and Mr. Bell outlined the necessary steps a person needs to take in order to obtain employment in today’s job market. The four most important steps are crafting a winning resume, preparing for the interview, making the best first impression possible during the interview, and following up with the employer after the interview.

Public Safety

Sunday, January 25, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Bob Gualtieri, Sheriff of Pinellas County.

Mr. Greene and Sheriff Gualtieri discussed the Sheriff’s Department’s community relations, the effort to recruit minorities for his department, how what is happening in Ferguson, Missouri is much different from Pinellas County in terms of civil unrests, and the training that law enforcement personnel go through to deal with the public.

Sunday, February 1, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Sandy Richardson, Spokesperson for the National Highway Transportation Administration.

Mr. Slater and Ms. Richardson with the N.H.T.A. discussed safety on Super Bowl Sunday. Statistics show there are more alcohol-related deaths and injuries on Super Bowl Sunday than any other day of the year – including New Year’s Eve. Ms. Richardson gave tips on throwing a Super Bowl party and keeping the guests safe. One important factor is encouraging guests to eat. Knowing how to tactfully cut someone off who may have had too much to drink is also imperative. Ms. McGuire also elaborated on alternatives to drinking and making sure no one leaves the party if they appear intoxicated. The N.H.T.A. is working with local law enforcement to crack down on drunk driving on Super Bowl Sunday. A D.U.I. can now cost you up to \$20,000 and your driver’s license. Also, the N.H.T.A. is asking for a Federal ban on the use of electronic devices while driving. Distracted driving accidents/deaths are rising because of drivers being distracted by using cell phones, texting, posting on Facebook and twitter, and even taking “selfies” while driving. Currently, texting and driving is against the law in Florida. However, the Florida Highway Patrol says since it’s a secondary offense, they’ve only written a dozen tickets. They are asking for more power in cracking down distracted driving.

Sunday, February 22, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Nick Van Cleve. Guests: Angeline Scotten, Director; and Carli Segelson, Public Information Officer. Both are with the Florida Fish and Wildlife Department.

Mr. Van Cleve, Ms. Scotten, and Ms. Segelson discussed the Tegù lizard, coyotes, and other invasive creatures that are threatening Florida’s endangered and protected species. It’s against federal and state laws to transport, own, or breed certain species. Some of these species have been known to prey on, endanger, and kill humans. An example of this is snakes (boa constrictors) getting out of their cages and killing innocent children. They also discussed the federal and state law which prohibits the molestation of certain species in Florida.

Sunday, March 8, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Melissa Wandall, President of the Coalition for Safer Roads. Ms. Lawson and Ms. Wandell discussed the latest findings from studies done linking crashes, deaths, injuries, and property loss to intersections that are electronically monitored. Police Departments across the State of Florida report intersections that have cameras are 68% less likely to see an accident. In Hillsborough County, the Mark Wandall Safety Act has helped reduce loss of life in intersection crashes by 54%, and Hillsborough has also seen a 38% reduction in rear end wrecks. They took a look at the rise in fatalities for children using crosswalks in Florida as well as drivers who ignore the School Bus Arm Stop Law. The discussion included how to educate the public to the dangers of distracted driving, drunk driving, and the recent upsurge in crashes involving wrong way drivers on the Bay Area interstates.

Sunday, March 8, 2015 – Spectrum 6:30 a.m.

15:00

Host: Dayle Greene. Guest: Thomas Forward, Spokesperson for the Fire Rescue Department of the City of Tampa.

Mr. Greene and Mr. Forward discussed the need for more firefighters and EMT's to be trained to replace those who are retiring.

Sunday, March 22, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Laurel Lynch, Spokesperson for Hope Family Services in Manatee and Sarasota Counties.

The Florida Legislature is currently debating House Bill 443 that calls for a three strike rule. A person must break a restraining/no contact order three times before they face serious jail time. Mr. Slater and Ms. Lynch discussed how that is not strict enough. Ms. Lynch emphasized that one strike should be the rule as a safety factor. She explained how restraining/no contact orders work, how hard it is to get one, and why they often aren't successful. Mr. Slater and Ms. Lynch discussed the programs that are available to help victims of domestic violence statewide as well as through Hope Family Services. Ms. Lynch mentioned how educators are trained to notice and report domestic violence/child abuse, how the system is currently failing children (such as the recent story of a Pinellas County five-year old being thrown off a bridge to her death), and how DCF (Department of Children and Families) is trying to make changes. Mr. Slater and Ms. Lynch also talked about domestic violence issues in the NFL. In spite of last year's domestic violence/child abuse issues in the NFL, the League is still not doing enough to put a stop to it. Football is not the only sport that should be concerned about domestic violence/child abuse.

Education

Sunday, January 11, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Lerodrick Terry, Hillsborough Community College.

Mr. Greene and Dr. Terry discussed the course offerings, student support services, and the success stories involving the students, faculty and staff of Hillsborough Community College's Ybor Campus. Dr. Terry also gave an overview of the internship programs offered by the College.

Sunday, February 1, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guests: Wendell and Debby Duggins, Members of the Tampa Chapter of the Florida A&M University Alumni Association.

Mr. Greene and Mr. and Mrs. Duggins shared some of the accomplishments of the State's only public, historically Black college/university in Tallahassee. Mr. and Mrs. Duggins also talked about recruitment, fund-raising, and the emphasis on courses and

majors dealing with STEM (science, technology, engineering, and math). Improving the image of the school following the hazing death of a student in the famed marching band is a top priority for the A&M Alumni Association.

Sunday, February 8, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Sylvia Carley, Founder of Black, Brown, and College Bound, Temple Terrace.

Mr. Greene and Dr. Carley elaborated on the details on an upcoming event which is designed to increase the number of Black and Latino males in higher education via enrollment in community colleges around the state.

Sunday, March 1, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Deborah York, Boca Ciega High School Parent-Teacher Association; Iris Pugh and Curtis Blakely, Students at Gibbs High School; and O. T. Delancy, Mentor at Gibbs High School.

Mr. Greene spoke with Ms. York about her hands-on involvement in the education of her college-bound son who ranks 8th out of 500 seniors as a model for other parents. Mr. Greene also spoke with Ms. Pugh and Mr. Blakely who are students at Gibbs High School in St. Petersburg and talked about the importance of completing a things-to-do list, having a Plan B, and the amount of due diligence needed to transition from high school to college. Mr. Delancy discussed how a student having a mentor can make a big difference in the creation of a “success story student”.

Sunday, March 29, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Althea Walker, Recruiting and Applications Manager, Hillsborough County School District.

Mr. Greene and Dr. Walker talked about the effort underway to recruit at least 200 classroom teachers because of the large number of “Baby Boomers” who are retiring. Dr. Walker gave a listing of the qualifications, working conditions, training, etc. The Hillsborough County School District is the largest employer in Hillsborough County with 25,000 employees.

Community Relations

Sunday, January 11, 2015 – Sunday Morning 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Janet McGuire, Spokesperson for the American Red Cross.

It has been a very cold January, and several house fires have occurred due to improper use of indoor heaters. Most of the homes involved did not have a smoke alarm. Mr. Slater and Ms. McGuire discussed the new free smoke alarm program. It’s an “all you have to do is ask” program that is free to the public. Ms. McGuire also talked about the

new Federal regulations regarding smoke detectors. Old battery types of smoke detectors will no longer be sold. You can only buy/get the new detectors with a 10-year lithium battery which means no more “chirping when the battery is low”. Studies show when the detector “chirps” people are more likely to remove the old battery and forget to install a new one. Also, there are new Federal regulations for home builders and landlords when it comes to smoke detectors. Mr. Slater and Ms. McGuire also discussed the new programs the Red Cross is hosting in our schools and the phone apps that are available to both kids (education game apps) and adults. The new app for adults will send emergency alerts, evacuation information, shelter information, etc.

Sunday, January 18, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Clarence Fort, New Mt. Zion Church, Tampa.

Mr. Greene and Mr. Fort discussed the history of how the Dr. Martin Luther King, Jr. Parade began in Tampa. Mr. Fort provided a timeline of the civil rights movement in Hillsborough County.

Sunday, March 8, 2015 – Spectrum 6:45 a.m.

15:00

Host: Dayle Greene. Guest: Stephen Koch, Chief Executive Officer of Big Brothers/Big Sisters.

Mr. Greene and Mr. Koch discussed the need for adult volunteers to mentor children to help ensure their success later in life.

Sunday, March 22, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Maurice Jackson, Spokesman for the NAACP of Tampa.

Mr. Jackson shared with Mr. Greene his recent trip to his native hometown of Selma, Alabama, for the 50th Anniversary of the historic Selma to Montgomery Civil/Voting Rights March. The Tampa-based musician also discussed the upcoming youth competition the NAACP sponsors annually showcasing students in math, science, poetry, music, monologues/speeches, and the like as a way to gain confidence in front of large audiences and in school.