



October 1, 2015

The following is a report on Public Affairs Programming for the Third 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  
Education  
Community Relations  
Public Safety

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,

  
Dan Connelly  
Director of Branding and Programming

DC/mlm

### **Health**

Sunday, July 5, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Retired Admiral Joe McGuire, U. S. Special Forces. Admiral McGuire and Ms. Lawson discussed his foundation which gives a full college scholarship to the children of Special Forces members killed in action. Admiral McGuire also talked about the role of service dogs now used to mitigate the symptoms of PTSD and other diseases facing returning veterans and their families.

Sunday, August 2, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Melanie Hall, Executive Director, Family Healthcare Foundation.

The Family Healthcare Foundation wants to remind parents that a strong start to the school year begins with health insurance. Tampa Bay parents may be unaware that their kids may be eligible for free or low-cost health coverage through Medicaid and Florida KidCare. In fact, children with health insurance through Medicaid and Florida KidCare receive coverage for regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions, and more. All of which are services needed year round, not just for back to school. An analysis of recent Census data by the Urban Institute shows that the Medicaid and CHIP participation rate in Florida was 84.7%, which is below the national participation rate of 88.3%. Many more Florida children are eligible and can get free or low-cost coverage under Medicaid or CHIP. Mathematica Policy Research, Inc. has found that uninsured children are 70% less likely than insured children to receive medical care for common childhood conditions. The Family Healthcare Foundation is working to change that through their outreach and enrollment efforts during the back-to-school season by helping parents understand eligibility requirements and apply for health coverage through Medicaid and CHIP.

Sunday, August 16, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guests: Clare Reynolds and Ken Gibson from the Crisis Center of Tampa Bay.

Ms. Reynolds talked with Ms. Lawson about her new appointment as the Outreach Coordinator of the CCTB. Ms. Reynolds, Mr. Gibson, and Ms. Lawson discussed the many services the center provides 24 hours a day, 7 days a week to families and individuals in need of emergency funds, healthcare, suicide prevention, and money management. Ms. Reynolds and Ms. Lawson also discussed their new program for veterans in which they can call to talk to another vet about PTSD and other issues surrounding the return to civilian life.

Sunday, August 30, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Latanya Richardson, Psychologist, Temple Terrace.

Ms. Richardson gave an overview of her upbringing in Philadelphia and how she overcame child abuse, being bullied, and being a high school dropout (having repeated three grades in school) to acquiring her G.E.D., an Associate's Degree, a Bachelor's Degree at Temple University, and two Master's Degrees.

Sunday, September 6, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Dr. Heidi-Marie Kellock, Head of Pediatric Emergency Medicine, Florida Hospital, Tampa.

Ms. Lawson and Dr. Kellock discussed new ways of dealing with children as well as parents when they come into the Emergency Room for treatment. They include new ways of reducing pain, setting a relaxing mood with artwork as well as lighting, and music in treatment spaces. Dr. Kellock also talked about an upcoming event where doctors and nurses will give information and tours of the new facility and dispense bike helmets and other preventative medicine tools to keep injuries from happening.

Sunday, September 27, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Nakeshia Hammond, Hammond Psychology and Associates, Brandon.

Dr. Hammond shared with Mr. Greene her expertise on how to handle the stress of being a parent. She elaborated on the necessity of following a plan to improve relationships between all kinds of families – blended families, step parenting, single parenting, etc.

### Economy

Sunday, July 19, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Mary Burrell, Public Information Officer for Pinellas County.

Ms. Lawson and Ms. Burrell discussed the goals of the Housing Finance Authority of Pinellas County. The Housing Finance Authority is currently accepting proposals for the use of new Land Assembly Funds to promote the development of workforce housing. Pinellas County is committed to providing quality, affordable housing for all income levels through partnerships with the private sector, including lenders, builders, developers, and community groups. Increasing the production of affordable housing and rehabilitation of existing properties provides economic development opportunities and creates jobs throughout the region.

Sunday, July 26, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Daryl Rosenthal, Social Security Administration, St. Petersburg.

Mr. Rosenthal gave a detailed explanation of how Social Security benefits young, middle-aged, and older workers in the workforce. Mr. Greene and Mr. Rosenthal elaborated on some of the benefits available for people who have become disabled and for surviving spouses.

Sunday, August 23, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Charles Gerdes, Chairman, St. Petersburg City Council. Mr. Greene and Mr. Gerdes discussed the economic impact of the Tampa Bay Rays remaining at Tropicana Field in Downtown St. Petersburg or relocating. They also updated the listeners on the status of downtown redevelopment, the redesign project for The Pier, and the proposed new police station. In addition, they talked at length about police community relations with African-American citizens of the city.

Sunday, September 13, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Leslie Farrell, Board Chair, Outreach Assisting Students in Schools (OASIS).

OASIS provides literally everything a child needs to go to school – from books to clothing and personal care products. Ms. Lawson and Ms. Farrell discussed the fact that in Hillsborough County 65% of school kids are living in poverty and lack the basic essentials to attend class. OASIS is run by volunteers. They collect donated items and distribute them to all the schools in the county.

Sunday, September 13, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Gilene Janvier, Life's Spring Services, Temple Terrace. Ms. Janvier shared with Mr. Greene how she serves as a career and life coach. Ms. Janvier conducts workshops on teaching job candidates how to write resumes, perform during interviews, research prospective employers, gain labor market information, dress to make the best possible first impression, and how to survive the probationary period and beyond regarding their career.

Sunday, September 20, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Dan Kelly, Financial Coach, Career Source Tampa Bay, Brandon.

Mr. Kelly discussed with Mr. Greene the many services he provides for military veterans including credit counseling, improving credit scores, monthly budgeting tips, and saving for retirement.

### **Education**

Sunday, July 5, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guests: Ken and Celeste Roberts, The Skills Center, Tampa. Mr. Greene discussed with Mr. and Mrs. Roberts how their group utilizes athletics as the mechanism to accelerate academic achievement and build character while promoting health and fitness for children 3-18.

Sunday, August 9, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Jeff Eakins, Superintendent, School District of Hillsborough County (SDHC), Tampa.

Mr. Greene and Mr. Eakins discussed some of the challenges he is facing as the newly appointed Superintendent of the 8th largest public school district in the nation. Mr. Eakins stressed the importance of more parental involvement in children's education, the training and credentials of SDHC employees, and reducing the number of students who are suspended or expelled by prevention and intervention.

Sunday, August 16, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Wildens Cajuste, Cameron Mingo, and Pierre Alisant, Men of Vision, Tampa.

Mr. Greene, Mr. Cajuste, Mr. Mingo, and Mr. Alisant discussed the positive experiences of being mentored by volunteers of this non-profit organization. Besides the educational field trips to expose the students to areas outside of their neighborhoods, the guests talked about their short and long-term goals to achieve success.

Sunday, August 30, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Mary Burrell, Public Information Officer, School District of Pinellas County (SDPC), St. Petersburg.

Pinellas County schools announced that the Bill and Melinda Gates Foundation has awarded the district nearly \$2.8 million for the next phase of a plan to personalize learning. Lealman Innovation Academy, the district's model school for personalized learning, as well as Clearwater, Northeast, Pinellas Park, and Seminole High Schools, have been officially accepted into Phase 3 of the Foundation's "Next Generation Systems Initiative" grant. Career Academies of Seminole was also accepted in pilot status for Phase 3. The District's locally-controlled plan is called "Pinellas Innovates: Pathways to Personalized Learning". "Pinellas Innovates" will transform what the district is doing in schools on a daily basis, moving beyond a one-size-fits-all approach. Learning will be tailored to what, when, where, and how students learn best, enabling them to take ownership of their learning.

Sunday, September 27, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Judy Genshaft, President of the University of South Florida. Ms. Lawson and Ms. Genshaft discussed the growing future of USF and the impact it's had on the Tampa Bay community as a learning center that is constantly moving into the future. USF is a research powerhouse and economic development engine that is ranked in the top 50 of all universities for research and the top 10 for patents generated. It is moving its College of Medicine and Heart Institute to Downtown Tampa as part of the mammoth urban development plan. It's actively producing more globally-educated students. To help with this effort, President Genshaft has donated \$1 million for the creation of scholarships to help students who want to study abroad. USF is recognized as one of the nation's most veteran-friendly universities and has a large veteran-student population, and it hopes to break ground early next year on a new \$100+ million dollar student housing complex.

### **Community Relations**

Sunday, July 19, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Ernest Hooper, Columnist for the Tampa Bay Times. Mr. Greene and Mr. Hooper discussed the "All Lives Matter" movement, better parenting leading to better outcomes, possible solutions to the transportation gridlock in Pinellas and Hillsborough Counties, as well as the pros and cons of the Tampa Bay Rays possibly relocating.

Sunday, July 26, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: James Hanney, Director of Arts at the Tampa International Airport.

Ms. Lawson and Mr. Hanney discussed how Tampa International Airport has begun the largest construction project in its history. One major aspect of the project is to involve local artists. They have invited the public to be part of their efforts to craft a unique experience for millions of travelers as they endeavor to elevate the travel experience through art. All Tampa Bay professional artists and artist teams who have demonstrated experience in public art, worked with public agencies, have completed one piece of artwork with a value of at least \$15,000, and can commit to installation by September 2017 are encouraged to get involved.

Sunday, August 2, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Dallas Ruffin, Big Brothers & Big Sisters, Tampa. Mr. Greene and Mr. Ruffin discussed the many ways the organization is helping to pair mentors with young children who are not getting the parental support they need.

Sunday, September 6, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Albert Owens (a/k/a “Bucified Bert”), OLE is Alive Foundation, Tampa.

Mr. Owens talked about his childhood in Tampa and how he overcame very difficult obstacles in order to attain his Bachelor’s Degree in Computer Engineering. Mr. Owens travels around the Tampa Bay area speaking at many schools in order to encourage students to believe in themselves and to avoid strangers who might be harmful.

### **Public Safety**

Sunday, July 12, 2015 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Reginald Strother, Spokesperson for Road2Manhood, Temple Terrace.

Mr. Greene and Mr. Strother discussed how the organization is helping young teenage men to become responsible for their actions, teaching them how to resolve conflicts without violence, to respect themselves and others, and the importance of completing their education in order to become self-sufficient.

Sunday, August 9, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Maggie Hall, Florida Department of Health for Pinellas County.

Ms. Lawson and Ms. Hall discussed the West Nile Virus. 12 sentinel chickens have now tested positive for the virus in Pinellas County this year. The other positive tests were confirmed in July in chickens in Tarpon Springs, St. Petersburg, and Oldsmar and in early August in Clearwater, St. Petersburg, and Seminole. Sentinel chickens serve as an early-warning detection system for some mosquito-borne diseases and can signal the fact that mosquitoes carrying the diseases are present in the area. Following the recent heavy rains, Mosquito Control technicians continue to aggressively treat known breeding areas by ground and by air and are responding to requests from residents. Additional fogging and treatment efforts are also ongoing in the areas where the positive sentinel chickens were located.

Sunday, August 23, 2015 – X Sunday Morning 6:00 a.m.

30:00

Host: Mimi Lawson. Guest: Petra Vybiralova, Coordinator of “Safe Kids”.

Safe Kids is a group focused on injuries to children under the age of 19. Ms. Lawson and Ms. Vybiralova discussed back to school safety and the main types of injuries sustained by children – drowning, pedestrian, bicycle accidents, and motor vehicle crashes. Ms. Lawson and Ms. Vybiralova also discussed the outreach services they provide to residents, schools, and community groups in Pasco, Hernando, Pinellas, Hillsborough, and Manatee Counties.