

WZZR
Fort Pierce, FL
Quarterly Issues/Programs List
Second Quarter, 2012
07/02/2012

WZZR provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

1. Easter community events; support for the arts
 2. Hunger
 3. Hurricane Preparedness; Red Cross services
 4. Child care; programs; services; car seats; adoptive parents; abused, neglected, and abandoned children; parenting
 5. Recreation opportunities
 6. Health & wellness; blood donations
 7. Mental health services
 8. The elderly; services; programs; protection; long term care
 9. State Education standards
-

Section I
LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

WZZR airs Sunday Outlook at 9:30a.m. on Sundays

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURA- TION
-------	--------------------	-------------	-------	---------------	---------------

Hurricane Center Director Retiring	Sunday Outlook	Living in Florida, we have come to rely on the National Hurricane Center to warn us about storms headed our way. When Bill Read took over as the director of the National Hurricane Center (NHC) in 2008, he arrived at the Miami-based Center at a time when employee morale was at an all-time low and communication with other federal agencies had deteriorated to the point of ineffectiveness. Under his leadership, NHC has undergone significant management changes and restructuring. Read joins <i>Sunday Outlook</i> as he prepares to retire from the agency.	Bill Read Director National Hurricane Center	04/01/12	30 min
Child Safety Seats	Sunday Outlook	Motor vehicle crashes are the leading cause of death for children ages three to 14. Child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars. Guest Kelly Powell discusses some of the common mistakes made when installing safety seats.	Kelly Powell Safe Kids Palm Beach West Palm Beach	04/08	30 min
SunUp\ARC: Joining Forces	Sunday Outlook	In what is a first for Indian River County, two nonprofits with similar missions have joined forces, creating a larger array of services and a more efficient use of donations. SunUp and Abilities Resource Center will now serve developmentally disabled children and adults.	Charles Bradley Executive Director Sun Up ARC	04/15	30 min

Protecting the Elderly	Sunday Outlook	<p>As we live longer and longer, most of us will probably eventually reside in a long-term care facility. A dedicated army of volunteers with the Long-Term Care Ombudsmen Program helps to ensure the health, safety and welfare of residents of those facilities.</p> <p>During the past fiscal year, staff and volunteers investigated 7,534 complaints concerning residents living in nursing homes, assisted living facilities, and adult family-care homes.</p>	Kevin McKeown Treasure Coast District Manager Florida Long-Term Care Ombudsman Program	04/22	30 min
Adoption: In Search of a "Forever" Family	Sunday Outlook	<p>For many people, Sunday is a family day. Perhaps it's the day when the family attends church together. . or maybe it's Sunday dinner with your extended family. How many of us take these things for granted? There are many kids who don't take these things for granted. . .because they don't have a forever family. Frank Avillo discusses the critical need for adoptive parents.</p>	Frank Avilla Director of Adoption Services Children's Home Society	04/29	30 min
Services for the Developmentally Disabled	Sunday Outlook	<p>So what do you do if you move to a new community and there are no services for your developmentally disabled son? If you are Mary Ellen Replogle, you go out and create them! Over 30 years ago, Mary Ellen and Dr. Harry Hurst began the Association for Retarded Citizens in Indian River County. Nearly 84, Mary Ellen is still making sure there are services available.</p>	Mary Ellen Replogle Community Activist	05/06	30 min

Speaking Up for Children	Sunday Outlook	Guardians ad Litem are court-appointed volunteers who give a voice to abused, neglected and abandoned children. Everyone is focused on the "best interests of the child," but the child is not present during court proceedings. The program ensures that the judge hears from the child—through specially-trained volunteers.	Elizabeth McCormick Guardian ad Litem Program 19 th Judicial Circuit	05/13	30 min
The American Red Cross	Sunday Outlook	Whether it's introducing your child to water safety or watching a natural disaster unfold on television, the logo of the American Red Cross is always a familiar and comforting sight. Steve Lewis discusses programs and services provided by the agency.	Steve Lewis Regional Manager of Communications Treasure Coast and Palm Beaches	05/20	30 min
Mental Health Awareness Month	Sunday Outlook	One in four adults has a diagnosable mental health condition like depression, anxiety, posttraumatic stress or substance abuse. Some aspects of our culture are "toxic," and the health and lives of all Americans are at serious risk. Kris Sarkauskas and Dr. Erwin Ramos discuss the new Walk-In Clinic as well as the importance of Mental Health Awareness Month.	Kris Sarkauskas Chief Executive Officer Dr. Erwin Ramos Medical Director Mental Health Association Indian River County	05/27	30 min
Learning to Be Better Parents	Sunday Outlook	In the physical or emotional absence of a father, children are twice as likely to be involved in crime; 77% more at risk of physical abuse; five times more likely to live in poverty; and twice as likely to abuse drugs or alcohol. Father and Child Resource Center Director David Cardno discusses some of the outreach programs the Center offers. The Center is part of the Healthy Start initiative in Martin County.	Dave Cardno Director, Father and Child Resource Center Martin County	06/03	30 min

Setting Educational Standards	Sunday Outlook	Commissioner Gerard Robinson, who heads the Florida Department of Education, discusses the new Common Core State Standards initiative that will affect all students in the state. The initiative, which is being implemented nationwide, strives to set national standards to ensure all students have the skills and knowledge they will need to be successful. Thus far, 45 states and three territories have adopted the standards	Gerard Robinson Florida Commissioner of Education Tallahassee	06/10	30 min
Protecting the Elderly	Sunday Outlook	As we live longer and longer, most of us will probably eventually reside in a long-term care facility. A dedicated army of volunteers with the Long-Term Care Ombudsmen Program helps to ensure the health, safety and welfare of residents of those facilities. During the past fiscal year, staff and volunteers investigated 7,534 complaints concerning residents living in nursing homes, assisted living facilities, and adult family-care homes.	Kevin McKeown Treasure Coast District Manager Florida Long-Term Care Ombudsman Program	06/17	30 min
Aging Out of Foster Care	Sunday Outlook	While many of us are going about our daily lives, there is any army of professionals and volunteers working tirelessly to ensure the health and safety of the children and youths in our area. Hibiscus Center has developed a unique program to address the needs of youngsters in foster care who are nearing their 18 th birthdays.	Gary Petit Chief Operating Officer Hibiscus Center Stuart	06/24	30 min

WZZR airs Palm Beach Perspectives on Sundays at 10:30p.m.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION
Farmworker Council Dig In fundraiser	Palm Beach Perspective	PB PERS Farmworker Council Spoke w Sergio and Lori from the Farmworker Council about the many services they provide such as financial education, food/clothing drives, housing assistance, etc. They will be at the DigIn event on 4/22 at Bednar Farms to share info with listeners.	Sergio Palacio, Exec Dir. And Lori Osborne, Boardmember Farmworker Coordinating Council of PBC. 800-727-6224 Farmworkercouncil.org	4/1	30
MacArthur Beach Nature Center grand re-opening 4/14	Palm Beach Perspective	PB PERS MacArthur Beach Talked w folks from MacArthur Beach State Park about their grand reopening of the nature center on 4/14. They have a line up of classes, music, tours and have free admission to the park that day. For more info call 776-7449	Art Carton Park Specialist, MacArthur Beach State Park 561-776-7449 x 109 Macarthurbeach.org	4/8	30
SUP Race on Earth Day, beach clean up 4/21, Volunteer Opportunities	Palm Beach Perspective	PB PERS Surfrider Foundation PBC Interviewed Tim and Emily from PBC Surfrider Foundation. It's nonprofit Environmental organization that works through a network of grassroots chapters who's volunteers help protect our ocean, waves and beaches through campaigns, programs and educational initiatives in their towns. They have lots of events, beach clean ups, SUP Race on Earth day. You can get the event list and sign up for their newsletter at surfriderpbc.org	Tim Frater and Emily Helmick, members Surfrider Foundation PBC. Surfriderpbc.org	4/15	30

St. Lucie County Solid Waste Plant Green Tips	Palm Beach Perspective	Talked to Ron and Chris about their solid waste plant. They are Extremely efficient and recycling/reusing the waste that they receive and actually help power the Tropicana Plant with the methane they pull off the landfills. They are working on a new technique to reduce waste into water to landscaping use.	Ron Roberts Solid Waste Division Director, St Lucie County Florida and Chris Craft, County Commissioner. 772-462-1631 Stlucieco.org	4/22	30
Text2Live Concert SWA green awareness	Palm Beach Perspective	Spoke w Ross & Dalton from Spanish River High about Rock2Live, a concert on 4/28 at FAU as part of their Don't Text & Drive initiative. Code DRIVESAFE for ticket discount. Then talked w Ron & Chris from St Lucie Solid Waste about Earthday and recycling techniques they are using to reduce need for landfills.	Ross & Dalton, Spanish River High Solid Waste	4/29	30
Stroke Awareness Month	Palm Beach Perspective	Talked w Dr. Morris & Val Perez from American Heart Assoc. about Stroke Awareness month. Dr. M went over signs of stroke and heart attack and Val let listeners know how they can help by creating teams to do the heart walk in September.	Dr. Morris and Val Perez www.goredformen.org	5/6	30
UCP	Palm Beach Perspective	Talked with Pat Murphy from UCP, United Cerebral Palsy, about what the charity does. They provide assistance to people with disabilities to enable them to live life with no limits. We talked about the upcoming 27 th Annual UCP Volleyball Tournament Fundraiser on June 2/3 for more info call Pat at 561-657-7779 x11.	Pat Murphy, United Cerebral Palsy www.ucp.org	5/13	30
Rock N Rock Sunday Fundraiser	Palm Beach Perspective	Spoke w Tony from the Nam Knights MC about their group and how they got started. They do an annual fundraiser called Rock N Roll Sunday at Greenacres park to help raise money for homeless vets. For info go to namknights.com	Tony Schebel NamKnights.com	5/20	30

Veteran's Administration	Palm Beach Perspective	Talked to Dr. Deepak Mandi, Chief of Staff at the VA hospital. They offer a lot of different services for veterans. He definitely encourages "new" returning vets to check out the services listed on the website, va.gov to help them find services to reacclimate. His specialty his geriatrics and we have one of the largest population of older vets in our area. Listeners can volunteer in lots of different capacities at the VA. They can go to the website to get more info.	Dr. Deepak Mandi, Chief of Staff, VA Hospital www.va.org	5/27	30
Summer Safety Tips	Palm Beach Perspective	Talked w David Summers, RN, CFRN, EMT-P from St. Mary's Medical Center. He does Community Outreach to help raise education/awareness and prevent injuries. We talked about summer safety tips. Some are: pool safety-line of sight w an adult watching, use sunscreen, stay hydrated, learn cpr and first aid. For more info listeners can goto stmarysmc.com	David Summers, RN CFRN, EMT-P St. Marys Medical Ctr Stmarysmc.com 561-882-6429	6/3	30
PBC Library Summer Reading Program	Palm Beach Perspective	Spoke to Donna Marie Smith and Cilla Jacobson from the Palm Beach County Library System. Donna does adult programs while Cilla focuses on Youth Services. They have put together a Summer Reading program for kids and adults called Dream Big Read. It runs 6/11-8/3. Prizes and incentives are included. They also talked about the Harry Potter exhibit that's coming to the Wellington Branch. They have lots of other programs including "LAMP" which listeners can check out online at www.pbclibrary.org	Donna Marie Smith, M.L.I.S. and Cilla Jacobson, Youth Svcs Coordinator. PBC Library System Pbclibrary.org 561-649-5435 800-780-5151	6/10	30

Safe Harbor Adopt A Cat Month	Palm Beach Perspec- tive	Talked with Paula from Safe Harbor about Adopt of Cat Month. Safe Harbor is a no kill facility that works to find "forever homes" for pets that they care for. They help folks make "family" decision to adopt and match them to the right kind of pet. They had volunteer and corporate sponsor opportunities available. Listeners can get more info at safeharborrescue.com	Paula, Safe Harbor Safeharborrescue.com 5691-386-6595	6/17	30
Myasthenia Gravis Month	Palm Beach Perspec- tive	Spoke with Melissa about Myasthenia Gravis. MG is a chronic autoimmune neuromuscular disorder that is characterized by fluctuating weakness of the voluntary muscle groups in which the nerve receptors in the muscles don't receive the information from the brain. This results in difficulty controlling the muscles sometimes for breathing, walking or eye movement just to name a few. It seems to impact women 20-40 years old and men 50 or older. There is ongoing research into treatment/cures and listeners can find out more on FB or myasthenia.org.	Melissa myasthenia.org .	6/24	30

Section III
PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
08/07	CONSUMER RADIO NETWORK	001:00	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ASK A DOCTOR HEALTH QUESTIONS	AD COUNCIL	000:15	054
BULLYING	DONORSCHOSE.ORG	000:30	025
BULLYING	DONORSCHOSE.ORG	000:32	014
CHILD PROOFING YOUR HOUSE	AD COUNCIL	000:30	088
CLEMATIS BY NIGHT WEEK3	CITY OF WPB	000:30	026
CUT 3	PSA - ADOPT US KIDS/AD COUNCIL - ADOPTION	000:30	169
CUT 3	PSA - DEPT OF ENERGY/AD COUNCIL - SAVING ENERGY	000:30	172
CUT 3	PSA - ENERGY EFFICIENCY COLIN - 30	000:30	001
CUT 3	PSA - ENERGY EFFICIENCY TERRELL - 30	000:30	002
DONATING TO HUNGER CHARITY	AD COUNCIL	001:00	137
ENCOURAGEMENT TO READ	AD COUNCIL	000:30	081
GOVERNMENT WEBSITE AWARENESS	USA.GOV	000:15	054
HEALTH AND FITNESS	AD COUNCIL	000:29	076
HEALTH AND FITNESS	AD COUNCIL	000:30	115
HEALTH AND FITNESS	AD COUNCIL	000:31	138
HEALTH AND FITNESS	CITY OF HOPE	000:30	005
HEALTH AND FITNESS	CITY OF HOPE	000:31	014
HEALTH AND FITNESS	CITY OF HOPE	000:32	004
HIGH SCHOOL DROP PREVENTION	AD COUNCIL	000:30	164
HOW TO TAKE A GED TEST	AD COUNCIL	000:15	055
HOW TO TAKE A GED TEST	AD COUNCIL	001:00	133
iHeart Fund Raiser	CITY OF HOPE	000:27	008
iHeart Fund Raiser	CITY OF HOPE	000:31	016
IMPORTANCE OF	AD COUNCIL	000:59	127

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
TEACHING A CHIL			
INFO ON ADOPTING A CHILD	AD COUNCIL	000:15	124
INFO ON ADOPTING A CHILD	AD COUNCIL	000:30	087
INFO TO PLAN FOR AN EMERGENCY	AD COUNCIL	001:00	126
JAZZ ON THE PALM	CITY OF WPB	000:28	022
LITERACY	DONORSCHOSE.ORG	000:30	014
MENTOR A CHILD	AD COUNCIL	001:00	273
PREVENTING SLIPS AND FALLS	AMERICAN ACADEMY OTHROPEDIC S	000:29	094
SAVE MONEY ON GAS	DRIVESMARTERCHALLENGE.ORG	000:30	088
SAVING ENERGY WITH NEW LBULBS	AD COUNCIL	000:15	080
SELF ESTEEM	DONORSCHOSE.ORG	000:31	024
SIGN UP FOR CROHNS & COL WALK	CCTAKESTEPS.ORG	000:15	053
SIGN UP FOR YOUTH FOOTBALL	USAFOOTBALL.COM	000:30	091
STOP TEXTING WHILE DRIVING	AD COUNCIL	000:30	085
STOP TEXTING WHILE DRIVING	NATIONAL SAFETY COUNCIL	000:30	084
TIPS ON SAVING ENERGY	AD COUNCIL	000:30	085
TIPS ON SAVING MONEY	AD COUNCIL	000:15	113
TIPS ON SAVING MONEY	AD COUNCIL	000:30	081
VOLUNTEERING WITH UNITED WAY	AD COUNCIL	001:00	132
WATERFRONT WPB	CITY OF WPB	000:30	089
WOUNDED WARRIOR FOUNDATION	FORD TRUCKS	000:29	003
WOUNDED WARRIOR FOUNDATION	FORD TRUCKS	000:30	014
WOUNDED WARRIOR	FORD TRUCKS	000:31	043

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
FOUNDATION			
