

# **WMMO**

# **Quarterly Report**

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October  November  December  
2015

# WMMO Quarterly Report

**October** □ **November** □ **December 2015**

*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 fourth quarter of 2015, the following issues were addressed:

## **Culture**

- Festival of Trees
- Seniors First Turkey Trot 5K
- How to Become a Girl Scout

## **Economy**

- Organization Secures Long-term Support for Wounded Officers
- Organization Helps Persons Establish Independence at Work and Home
- Goodwill Helps Put People to Work

## **Education**

- Early Literacy Initiative Focuses on Kindergarten Readiness
- Valencia Wins \$5.25 Million Hispanic Education Grant
- Community Opportunities for Science Education
- Volunteers Help Students Understand Business

## **Environment**

- Bird Walks Focus on Fall Bird Migration
- Efforts to Advocate and Educate on Behalf of Manatee
- Stormwater Pond Turned into Therapy Location

## **Health**

- Creepy Crawl Walk and 5K for Bleeding Disorders
- Resources for Alzheimer's and Dementia Patient Caregivers
- Ruck Sack March / Mental Health Support for Veterans
- Grief Counseling and Support for Children Who Experience Loss

### **Public Safety**

- Adopt a Fire Department\
- People Encouraged to Prepare for Natural Disasters

### **Social Issues**

- Feed the Need
- Organization Transforms Homeless Persons' Lives
- Sleep Out: Executive Edition
- Organization Provides Soap to Those in Need
- Habitat for Humanity Holds Open House

**ISSUE:**

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*Culture*

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

**Segment Topic:** *Festival of Trees*  
**Organization:** Orlando Museum of Art  
**Guest(s):** Linda Cegelis, Council of 101  
**Contact:** (407) 896-4231; Omart.org  
**Date:** 11/8/15  
**Duration:** 30:00

**Issues:** The *Council of 101*, a group of volunteers who raise funds for the Orlando Museum of Art (OMART), invite everyone to attend the annual *Festival of Trees*. Cegelis explained that the event will feature a host of trees specially-designed by non-profit groups and artists from around central Florida. The trees will be available for purchase, as will beautiful wreaths and gingerbread houses. Cegelis also described the musical acts that will be performing throughout the *Festival of Trees*, as well as the decorator tables and the Christmas Boutique. She explained that all funds raised would support the ongoing programming and exhibits at OMART.

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

**Segment Topic:** *Seniors First Turkey Trot 5K*

**Organization:** Seniors First, Inc.

**Guest(s):** Wayne Gardner, Senior Director of Stepping Stone

**Contact:** (407) 649-4100; Turkeytrotorlando.com

**Date:** 11/8/15

**Duration:** 30:00

**Issues:** The annual *Seniors First Turkey Trot 5K* will take place on Thanksgiving Day 2016. Gardner invited listeners to participate in the event and support the Seniors First programs, which allow our local senior citizens to remain living in their homes. The event will feature a run/walk around Lake Eola and a special 'Tot Trot' for the young people. This event raises funds to support Seniors First Meals on Wheels, Stepping Stone Medical Equipment Bank, and in-home care programs.

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

**Segment Topic:** *How to Become a Girl Scout*

**Organization:** Girl Scouts of Citrus Council

**Guest(s):** Stacie Simpson, Vice President of Membership and Marketing

**Contact:** 715-937-0415; citrus-gs.org

**Date:** 11/29/15

**Duration:** 30:00

**Issues:** Simpson explained how one joins Girl Scouts and described what Girl Scouts actually do. She said that girls can join a variety of ways and can join at any time during the year. For example, a girl can join a troop or join individually as a 'Juliette' (named for the founder of Girl Scouts.) She went on to explain that the Girl Scouts' mission is to 'build girls of courage, confidence, and character who make the world a better place.' She described the programming and badges that allow girls to achieve these goals through a framework of discovering, connecting, and taking action. Simpson added that adults are needed to serve as volunteer leaders.

**ISSUE:**

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***Economy***

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

**Segment Topic:** *Organization Secures Long-term Support for Wounded Officers*

**Organization:** Wounded Officers Initiative

**Guest(s):** Pete Hernandez, President and Founder  
Jimmy Brown, VP and Co-Founder

**Contact:** The I CAARE for Law Enforcement Ride

**Date:** 10/4/15

**Duration:** 30:00

**Issues:** Hernandez explained that the Wounded Officers' Initiative is the first national, non-profit organization to address the long-term needs of officers who are catastrophically injured in the line of duty. The organization advocates for wounded officers who are forced to retire due to their injuries, and works to secure their retirement benefits and provide mental health support. Brown described how and why the organization began. He said that there are various organizations that handle *certain* needs but that Wounded Officers Initiative wants to address the total picture: retirement benefits, medical benefits, and even reintegration into the workforce.

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

**Segment Topic:** ***Organization Helps Persons Establish Independence at Work and Home***

**Organization:** Center for Independent Living

**Guest(s):** Margaux Pagon, Development Director  
Kevin Walker, Events and Marketing Director

**Contact:** 407-623-1070; Cilorlando.org

**Date:** 10/18/15

**Duration:** 30:00

**Issues:** The two guests described the services offered by the Center for Independent Living (CIL) then invited listeners to participate in the annual *Stroll and Roll* fundraiser. The organization helps persons with any kind of disability to establish independence at work and home. Pagon said that 90% of persons with disabilities are unemployed, so the need is immense. But she adds that though job counseling and working with employers, it is possible to find the right technology and other accommodations to make employment possible. CIL also works to make the home accessible for the disabled individuals. For example, volunteers may build a ramp onto the home or add a special phone line for the hard of hearing. Finally, Walker invited listeners to *Stroll and Roll*. This fundraiser offers participants an opportunity to try to complete the track in a wheel chair.

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

**Segment Topic:** *Goodwill Helps Put People to Work*

**Organization:** Goodwill Industries of Central Florida

**Guest(s):** Bill Oakley, President

**Contact:** Goodwillcfl.org

**Date:** 12/20/15

**Duration:** 30:00

**Issues:** Oakley explained how Goodwill Industries of Central Florida helps connect people with jobs. First, people donate their gently used items to Goodwill stores and the funds raised support jobs programs and ten *Job Connection Centers*. At these *Centers*, people can get help with resumes, learn how to represent themselves well, and conduct online job searches. There is also access to computer training and adult education programs. Oakley also discussed Goodwill's special efforts to connect veterans to jobs, and described the *Good Source* program, which is a staffing agency for people who are precariously housed or homeless.

**ISSUE:**

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***Education***

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

**Segment Topic:** *Early Literacy Initiative Focuses on Kindergarten Readiness*

**Organization:** Heart of Florida United Way

**Guest(s):** Ashley Blasewitz, Vice President Marketing and Communication

**Contact:** (407) 835-0917; Hfuw.org or unitedwayreadingpals.org

**Date:** 10/25/15

**Duration:** 30:00

**Issues:** Blasewitz described *Reading Pals*, the new Heart of Florida United Way (HFUW) literacy program, which focuses on ensuring that voluntary pre-kindergarten (VPK) students have a solid reading ability foundation upon entering grade school. HFUW will engage, train, and deploy volunteers to spend an hour a week for 25 weeks reading to young students. Volunteers will be matched to no more than one VPK child at a time. The program needs a minimum of 200 volunteers to read to 200 students across nine schools in Orange and Osceola counties. Additional sites will be added in Seminole County later in the academic year.

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

**Segment Topic:** ***Valencia Wins \$5.25 Million Hispanic Education Grant***

**Organization:** Valencia College

**Guest(s):** Kathleen Plinskie, Osceola and Lake Nona Campus  
President

**Contact:** Valenciacollege.edu

**Date:** 11/1/15

**Duration:** 30:00

**Issues:**

Valencia College was awarded a \$5.25 million grant by the U.S. Department of Education through the federal *Developing Hispanic-Serving Institutions Program*. This program is designed to expand educational opportunities on campuses where Hispanics and other minorities make up a large portion of the student body such as on Valencia's Osceola Campus. Plinskie explained that the money will be used to increase the number of career and technical education programs at that campus. Community focus groups will even be brought together to identify training needs unique to Osceola county. Part of the grant money will be used to increase student advising on Valencia's East Campus to help more students graduate and transfer to bachelor's degree programs.

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

**Segment Topic:** *Community Opportunities for Science Education*

**Organization:** Orlando Science Center

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

**Contact:** (407) 514-2000; Osc.org

**Date:** 11/15/15

**Duration:** 15:00

**Issues:** Stanford provided an update on the Orlando Science Center's science education programming. First, he spoke about the success and wrap-up of the *Mummies* exhibit, which was the pinnacle of the Science Center's 60<sup>th</sup> anniversary. He described the new building renovations that have made presentation of the entranceway better and created room for an expansion of the early learning area. The Science Center plays a big role in supporting local schools by offering field trips and special teacher programs. Finally, Stanford emphasized that the learning isn't just for kids because there are also special adult events offered throughout the year.

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

**Segment Topic:** *Volunteers Help Students Understand Business*

**Organization:** Junior Achievement Orlando

**Guest(s):** Kathy Panter

**Contact:** (407) 898-2121; jacentralfl.org

**Date:** 11/29/15

**Duration:** 15:00

**Issues:** Panter said that Junior Achievement's (JA) mission is to empower young people to 'own their economic success', and that JA is an economic development organization "that prepares tomorrow's workforce." Students learn how the business community works and how to be good employees. There is also a financial literacy program for 12th graders. Volunteers go into the classroom to conduct these programs, helping Orange, Osceola, Seminole, and Volusia County students explore business. More volunteers are needed.

**ISSUE:**

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***Environment***

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

**Segment Topic:** *Bird Walks Focus on Fall Bird Migration*

**Organization:** Orange Audubon Society

**Guest(s):** Larry Martin, Volunteer

**Contact:** (407) 647-5834: [www.orangeaudubonfl.org](http://www.orangeaudubonfl.org)

**Date:** 10/11/15

**Duration:** 30:00

**Issues:** The Orange Audubon Society is sponsoring a series of 'bird walks' during the month of October as a way to encourage more people to get into birding and to make the public aware of the opportunities available in the Mead Botanical Garden. Martin is one of the experienced birders who will lead the walks for the novices. He explained why the migration is an exciting time to learn about birding and described some of the many birds that he and other birders have already spotted. Martin said that the walks are free and the pace is casual, so no particular athletic ability is necessary.

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

**Segment Topic:** *Efforts to Advocate and Educate on Behalf of Manatee*

**Organization:** Save the Manatee Club

**Guest(s):** Dr. Katie Tripp, Director of Science and Conservation

**Contact:** Savethemanatee.org

**Date:** 12/27/15

**Duration:** 30:00

**Issues:** Dr. Tripp discussed the Save the Manatee Club's mission to educate, advocate, and fund environmental projects. The Save the Manatee Club has a mission to protect manatees and their habitat, and to be a voice for the manatee. The Club engages in advocacy on behalf of the manatee with local, state, and federal governments, addressing related issues such as water conservation and boating speeds. They also do outreach and education on issues like manatee protection and water conservation. The organization also provides funding to research projects and rehabilitation facilities. Dr. Tripp also provided an update on the numbers of manatee and on the proposed de-listing of the manatee. She said there are big hurdles like loss of warm-water habitat that must be addressed as relates to keeping the species numbers on track.

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

**Segment Topic:** *Stormwater Pond Turned into Therapy Location*

**Organization:** Kids House Wayne Densch Children's Advocacy Center  
IFAS

**Guest(s):** Bonnie Rizzo, Executive Support Manager  
Taryn Sudol, Florida Yards and Neighborhood Program

**Contact:** 407-324-3036 Office ext. 235; kidshouse.org

**Date:** 12/27/15

**Duration:** 30:00

**Issues:** Kids House of Seminole County is the one-stop for child abuse investigations in Seminole County and the regional advocacy center for children who have experienced trauma and abuse. They conduct investigations, do follow-up with family, provide court testimony if necessary and follow the family to instill preventative measures. This means that the children are only interviewed once and therefore, do not have to repeat the trauma. Rizzo has been behind an effort to transform a storm water pond next to Kids' House into a peaceful therapeutic location for these children by planting vegetation that attracts wildlife. Sudol explained how her group provided the expertise for the planting that allowed volunteers to create the desired atmosphere. So now the stormwater pond is *Kids' Pond*, a pleasant place for children and their therapists to walk and reflect. Rizzo says she hopes that the idea to transform a stormwater pond spreads.

**ISSUE:**

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*Health*

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

**Segment Topic:** *Creepy Crawl Walk and 5K for Bleeding Disorders*

**Organization:** Hemophilia Foundation of Greater Florida

**Guest(s):** Caitlyn Beersdorf, Development Coordinator  
Fran Haynes, Executive Director

**Contact:** (407) 629-0000; hemophiliaflorida.org

**Date:** 10/11/15

**Duration:** 30:00

**Issues:** Haynes explained that the Hemophilia Foundation of Greater Florida helps people with bleeding disorders improve their quality of life. The organization does this by offering programs and services to support healthier and more independent lives. These services include emergency services, information and referrals, family programs, and camping outings. The organization also advocates on behalf of the patients' treatment access and helps with the significant cost of medication. To help fund these services and medication assistance, Beersdorf asked listeners to support the *Creepy Crawl Walk and 5K for Bleeding Disorders*. Proceeds from this 5K race on October 25th will benefit the Hemophilia Foundation of Greater Florida.

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

**Segment Topic:** *Resources for Alzheimer's and Dementia Patient  
Caregivers*

**Organization:** Alzheimer's and Dementia Resource Center

**Guest(s):** *Nancy Squillacioti*, Executive Director

**Contact:** (407) 843-1910; [adrccares.org](http://adrccares.org)

**Date:** 10/25/15

**Duration:** 30:00

**Issues:**

Squillacioti described the various education programs and services offered to Alzheimer's and Dementia patient caregivers by the Alzheimer's and Dementia Resource Center (ARDC.) She said that caring for a loved one with Alzheimer's disease or related dementia is a full-time job that places tremendous financial, economic and emotional stress on caregivers and family members. Caregivers are able to phone ADRC with concerns and receive information and referrals that help them care for their loved ones. There is also the opportunity to network and consult with other caregivers through support groups. In these groups, caregivers swap ideas about how to manage new situations. There is also a special information conference for caregivers coming up on November 13th, addressing the latest information about dementia and treatments. Squillacioti also invited listeners to a special fundraiser.

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

**Segment Topic:** *Ruck Sack March / Mental Health Support for Veterans*

**Organization:** Camaraderie Foundation

**Guest(s):** Skye Bowlin, Executive Assistant  
Terrie Wallace, Executive Director

**Contact:** (407) 841-0071; camaraderiefoundation.org

**Date:** 11/1/15

**Duration:** 30:00

**Issues:** The Camaraderie Foundation provides support for the invisible wounds of war by providing counseling and support services to service members and their families. When these service members experience time away from family and friends it can strain their relationships; so counseling is needed to help with these emotional injuries of war and related post-traumatic stress disorder. Camaraderie Foundation pays for these individuals to spend time with a trained therapist. Listeners are invited to support Camaraderie's mission by participating in the annual *Ruck Sack March* on November 7th. Participants will run or walk a three, six, or 12 mile route.

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

**Segment Topic:** *Grief Counseling and Support for Children Who Experience Loss*

**Organization:** New Hope for Kids

**Guest(s):** Dave Joswick, Executive Director

**Contact:** Newhopeforkids.org

**Date:** 12/6/15

**Duration:** 30:00

**Issues:** Joswick described the mission of New Hope for Kids and the various programs and events the organization offers. New Hope for Kids provides grief support for families that have encountered a death. Specifically, they support children aged 3-18 as they work through their grief. There is also a wish granting program for children with life-threatening illnesses who live in Orange, Osceola, or Seminole counties. Joswick also said there is a Christmas present drive called *Santa's Bag of Hope* that is going on right now, so listeners were asked to contribute. Finally, Joswick invited everyone to participate in the annual *Christmas Bike Ride*, a six mile route chaperoned by the Seminole County Police Department. There is a \$10.00 donation to cover the cost of putting on the ride.

**ISSUE:**

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*Public Safety*

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

**Segment Topic:** *Adopt a Fire Department*

**Organization:** Orange County Fire Rescue Department

**Guest(s):** Kathleen Kennedy, Public Information Officer

**Contact:** [Ocfl.net/adoptafirestation](http://Ocfl.net/adoptafirestation)

**Date:** 11/29/15

**Duration:** 15:00

**Issues:** *Adopt a Fire Department* is an initiative lead by Mayor Teresa Jacobs. The basic idea is that a community group or family visits a local fire station and does something to thank firefighters for the work they do throughout the year. Kennedy says that it means a lot to them because firefighters are working on the holidays. She says that on average, the local firefighters respond to about 300 calls a day but they average more on holidays. She added that these firefighters are there for people during most difficult times of their lives. So it means a lot when people volunteer to come down to the station with treats and thank the firefighters for the public safety work they do.

**Time:**

WMMO:

7:00

a.m.

**Segment Topic:** *People Encouraged to Prepare for Natural Disasters*

**Organization:** American Red Cross of Greater Orlando

**Guest(s):** Katherine “Boo” Gonzalez, Executive Director

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

**Date:** 12/20/15

**Duration:** 30:00

**Issues:** Gonzalez encouraged listeners to be prepared for disasters and to consider supporting the American Red Cross of Greater Orlando. She said that in order to prepare, people must devise a safety plan and have a disaster kit ready. There is information to help people prepare on the organization's web site. She also said that people could support the American Red Cross' work by volunteering their time and by donating funds. Red Cross volunteers help with disaster relief due to natural disasters and fires. Finally, Gonzalez discussed some holiday safety tips to prevent fires and safely prepare holiday meals.

**ISSUE:**

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***Social Issues***

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

**Segment Topic:** *Feed the Need*

**Organization:** Christian Service Center

**Guest(s):** Robert Stuart, Executive Director

**Contact:** Feedtheneedorlando.com; christianservicecenter.org

**Date:** 10/4/15

**Duration:** 30:00

**Issues:** *Feed the Need* is coming up on October 8th. This annual event is held at the Dubsdread Country Club. The event is a fundraiser to support the three core programs of the Christian Service Center: family emergency assistance, Daily Bread, and Love Pantry. Each of these programs provides food and support to those in need. In addition to attending the Feed the Need event, Stuart asked listeners to volunteer with the Christian Service Center.

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

**Segment Topic:** *Organization Transforms Homeless Persons' Lives*  
**Organization:** Coalition for the Homeless of Central Florida  
**Guest(s):** Muffet Robinson, Director of Community and Media Relations  
**Contact:** (407) 426-1250; Centralfloridahomeless.org  
**Date:** 11/15/15  
**Duration:** 30:00

**Issues:** Robinson explained that the Coalition for the Homeless of Central Florida is the leading provider of homeless services in Orange, Seminole, and Osceola counties. The Coalition transforms lives by guiding individuals and families to a point of self-sufficiency. There are three facilities: the Center for Women and Families; the new Men's Service Center; and a Women's Residential and Counseling Center. Staff also help families in the community with case management and job placement. Robinson asked listeners to donate presents and other items for the children staying in the shelters.

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

**Segment Topic:** *Sleep Out: Executive Edition*

**Organization:** Covenant House Orlando

**Guest(s):** Tamara Chaumley, Development Specialist

**Contact:** (P) 407-736-9000

**Date:** 11/22/15

**Duration:** 30:00

**Issues:** Covenant House Orlando provides shelter and other forms of support to homeless teens. Chaumley described the situation that these teens face and the support that Covenant House provides in order to keep these teens safe until they can find better circumstances, employment, and even education. She invited listeners to participate in *Sleep Out: Executive Edition*, an opportunity for community professionals to raise funds for Covenant House. The event participants will literally sleep outdoors, each in his or her own box, for an entire night. Although it is just for one night, Chaumley said that it provides participants with great insight into the hardships homeless teens face. She said that listeners could also help by donating goods and volunteering their time.

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

**Segment Topic:** *Organization Provides Soap to Those in Need*

**Organization:** Clean the World

**Guest(s):** Whitney Majors

**Contact:** (407) 574-8353; Cleantheworld.org

**Date:** 12/13/15

**Duration:** 30:00

**Issues:** The mission of Clean the World is to collect the used bars of soap from hotels, process them, and pass the soap on to individuals who need it. She explained that there are children overseas who die from infections that could be prevented if only the children were given bars of soap and taught how to use them. Clean the World receives the soap from partner hotels, sanitizes it, and gets it out to over 100 countries. They also collect and process the gel soap bottles and create kits that are distributed to homeless persons in Central Florida. The organization is always in need of volunteers.

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

**Segment Topic:** *Habitat for Humanity Holds Open House*

**Organization:** Habitat for Humanity of Greater Orlando

**Guest(s):** Catherine McManus, President and CEO

**Contact:** (407) 440-6968; [habitat-orlando.org](http://habitat-orlando.org)

**Date:** 12/13/16

**Duration:** 30:00

**Issues:** McManus invited listeners to Habitat for Humanity of Greater Orlando's *Holiday Open House* on December 17th, where they will see the type of work Habitat for Humanity is doing. People will be able to tour one of the houses built in Butler's Preserve, which will wind up being 59 homes in a specially-built community. She wants people to see the quality of construction, the safety and security measures put in place, and the energy efficiency that the buildings include. She also explained that habitat homes are not 'free' because the homeowners are investing hundreds of hours of sweat equity as they work alongside volunteers, learn about home maintenance and managing finances, and pay a no-interest mortgage. Volunteers are always needed.