

Community Connections Segments for First Quarter 2013

Segment Topic:	<i>Community Connections:</i>
Organization:	Infinite Scholars
Guest(s):	Prof. Laura Dorsey
Phone:	407/719-0225
Date:	1/6/13
Duration:	30 min.
Issues:	STAR Cares supports Infinite Scholars –scholarship workshops annually with our interview that encourages disadvantaged youths to apply for \$1 million worth of money The 2013 fair featured 30 colleges & universities. The fair is open to all ethnic minority high school seniors.

Segment Topic:	<i>Community Connections:</i>
Organization:	MLK Commission
Guest(s):	Corey Johnson/OUC, Courtney Powell/ACE Applications
Phone:	321/229-6639
Date:	1/13/13
Duration:	30 min.
Issues:	2 of the members of the City of Orlando Mayor’s MLK Commission spoke about the event which was established to highlight African Americans contributions to our city

Segment Topic:	<i>Community Connections:</i>
Organization:	Blue Print/Orlando Venues
Guest(s):	Janiero Coulter/Marya Collier
Phone:	407/246-3180
Date:	1/20/13
Duration:	30 min.
Issues:	The two offices were established through the City of Orlando to provide employment to minority workers in developing the new Amway and other venues within the Parramore area.

Segment Topic:	<i>Community Connections:</i>
Organization:	Harbor House
Guest(s):	Carol Wick/Delores Moore
Phone:	407/886-2856
Date:	1/27/13
Duration:	30 min.
Issues:	Harbor House is Orange County’s only shelter for victims of domestic violence. Exec. Dr. Carol Wick talked about the new pet shelter opened on their campus. Many times a victim will not leave their residence if there is not a facility that takes pets. Delores is now managing additional outreach at Community Outreach in midtown.

Segment Topic:	<i>Community Connections:</i>
Organization:	National Black HIV/Aids Awareness Day
Guest(s):	Dr. John Robertson
Phone:	407/297-1185
Date:	2/3/13
Duration:	30 min.
Issues:	Dr. John provides programming for the local observation of the national holiday that commemorates those who have died from the disease, as well as those still living.

Segment Topic:	<i>Community Connections:</i>
Organization:	Hannibal Square Heritage Center
Guest(s):	Barbara Chandler
Phone:	407/539-2680
Date:	2/10/13
Issues:	The curator talked about the features of the displays in the center (photo's quilts, etc.) belonging to former slaves who were some of the 1 st residents of Winter Park.

Segment Topic:	<i>Community Connections:</i>
Organization:	Young Father's of Central Florida
Guest(s):	Haki Nkrumah
Date:	2/17/13
Duration:	30 min.
Issues:	Mr. Nkrumah developed the 1 st National Teen Fatherhood Conference in an effort to educate the community about the lack of resources available to young teen dad's and how to develop them.

Segment Topic:	<i>Community Connections:</i>
Organization:	The Worship Center/Youth Central
Guest(s):	Rev. Dr. Frank Thompson
Phone:	407/521-7000
Date:	2/24/13
Duration:	30 min.
Issues:	The history of youth central – a young African Amer. Teen boy had been suspended and came to Frank's church and asked for water. They talked and he found the boy unable to read. Pastor's members developed a tutoring program and from there the early learning center developed.

Segment Topic:	Community Connections:
Organization:	Dr. Lavon Bracy
Guest(s):	Dr. Lavon Bracy
Phone:	
Date:	3/3/13
Duration:	30 min.
Issues:	Bracy's father was the NAACP Pres. In Gainesville. He asked her to become the 1 st black to graduate from Gainesville H.S. Her integration experience is now being looked at to develop a movie. She told of how she was spit on, beaten, and her color lightened in the year book. Today Dr. Lavon & her husband have retired as pastors of New Cov.

Segment Topic:	Community Connections:
Organization:	Planned Parenthood – Teen Experience
Guest(s):	SIHLE Group of teens and their Director
Phone:	
Date:	3/10/13
Duration:	30 min.
Issues:	2 Teens talked about their choice to be sexually active and how it has affected/not affected their life. SIHLE is a group for sexually active girls, developed to teach them how to avoid teen pregnancy, STI's and other negative aspects of having sex too early.

Segment Topic:	Community Connections:
Organization:	Colon Cancer
Guest(s):	Dr. Baker
Phone:	
Date:	3/17/13
Duration:	30 min.
Issues:	March is colon cancer awareness month, Dr. Baker talked about the need for early detection – he stressed that there were just as many women as men who developed the cancer and ways to try and prevent it.

COMMUNITY CONNECTION ONLINE: A new 10-15 min. segment heard online only

Organization:	
Guest(s):	Dr. Steve Perry
Phone:	Publicist – Yusuf Salaam 860/997-6802
Date:	1/7/13
Duration:	10 min. online only
Issues:	Dr. Perry is a CNN contributor and nationally respected educator whose Connecticut charter school is receiving high honors spoke about why children living in poverty deserve to be educated. I spoke with him as he was the speaker for the African American Chamber’s Awards dinner.

Segment Topic:	<i>Community Connections ONLINE ONLY :</i>
Organization:	Minority AIDS Network – Conference on the Faces of HIV
Guest(s):	Renee LadyByrd Burgess – One of the Faces of HIV
Phone:	407/475-2973
Date:	3/22/13
Duration:	10 min.
Issues:	The speaker was infected with HIV by her husband who knew he was dying. She talks about the devastation and how she followed through and had him arrested for knowingly infecting her. The former Mrs. Byrd is raising a daughter born with infirmities from the virus.

Segment Topic:	<i>Community Connections ONLINE ONLY:</i>
Organization:	NACA – Neighborhood Association Corp. of America
Guest(s):	Darren Duarte
Phone:	617/947-2632
Date:	3/12/13
Duration:	10 min.
Issues:	The American Dream event to purchase a home or get out of one in foreclosure came back to Orlando for the 3 rd year. The fair provides education and options for those in need.

COMMUNITY MINUTE

SPONSORS:

McCoy Federal Credit Union – MFCU
Mercedes Benz of South Orlando – MBSO
Peter LoBlack Immigration Attorney – PLB

Week of:	1/7	Infinite Scholars – Scholarship Fair	MFCU
Week of	1/14	MLK Events	PLB
Week of	1/21	Cervical Cancer Awareness	MBSO
Week of	1/28	Financial Fitness for the New Year	MFCU
Week of	2/4	National Black Aids Awareness	PLB
Week of	2/11	Asthma Awareness	MBSO
Week of	2/18	Heart Disease & Stroke Awareness	MFCU
Week of	2/25	National Oral Hygiene Week	PLB
Week of	3/4	National Women’s History Month	MBSO
Week of	3/11	Multiple Sclerosis Awareness	MFCU
Week of	3/18	National Mother/Daughter HIV Awaren	PLB
Week of	3/25	Spring Break Activities	MBSO

STAR CARES Events: January 2013

Event Description/Media Support	Date	Location/On-Site	Attendance
<u>Infinite Scholars Event</u> that provides over a million dollars of educational support for (5 - Comm. Min/7 PSA's Comm. Conn.)	January 10, 2013	Evans H.S. Pine Hills Rd. Outdoor	500 people
<u>Let's Kick Asthma</u> Support Group for STAR listeners suffering with asthma. Initiated by JoJo (8 PSA's)	January 15, 2013	Florida Pulmonary Center	30 people
<u>MLK Parades</u> (5 Comm. Min./Promo's Comm. Conn.)	January 19, 2013	Orange County & Eatonville	1,800 people
<u>Eagle Awards Dinner</u> African American Chamber STAR 94.5 received the Trustee Award	January 19, 2013	Disney Contemporary	1,000 people
<u>MLK Parade</u> (5 Comm. Min./Promo's Comm. Conn.)	January 21, 2013	Sanford, FL	800 people
<u>Financial Fitness</u> Workshop to get on top of our money and credit	January 31, 2013	City of Orlando John H. Jackson Center	100 people

Total number of people exposed to our brand 4,230

STAR CARES Events: February 2013

Event Description/Media Support	Date	Location/On-Site	Attendance
Universal Studio provide support to the hundreds of employees of Universal Studio inviting them to attend Black History events at the park	February 1, 2013	Universal Studio	300 people
SIHLE (an acronym for a program)	February 4, 2013	SIHLE is a group for young sexually active teenage girls. Monica May spoke with them about sexuality & their education	12 people
Black AIDS Day Event (5 Comm. Min./ Comm. Conn.)	February 7, 2013	Frontline Outreach in Orlando to commemorate the lives of people who have died from AIDS . Monica May hosted the event which included a speaker & dinner.	50 people
Career Conference	February 8, 2013	Colonial High School	100 people
Principal for the Day	February 13, 2013	Pine Hills Elementary School Is a grossly impoverished facility near our studio. STAR Cares spoke in every 4 th grade class to encourage them for the FCAT Writes exam. Then after we provided lunch for 30 students.	180 people
Speaker for ONIC – Orlando's Neighborhood Improvement Coalition has a youth & neighborhood performance every year and STAR Cares hosts it.	February 13, 2013	Shakespeare Theater	100 people
Black History Trip to Clearwater, FL to the Largo Historic Park – Scenes reenacted from 40's	February 23, 2013	Largo Park, Clearwater FL.	45 people

Total number of people exposed to our brand 787

STAR CARES Events: March 2013

Event Description/Media Support	Date	Location/On-Site	Attendance
<p><u>Women’s History Project</u> STAR Cares, Monica May hosted the Women’s History luncheon which recognizes accomplishments of black women in our community. This years speaker was Bishop Vashti McKenzie. See photo’s</p>	March 1, 2013	Rosen Center	350 people
<p><u>Feminine POWER</u> Monica May spoke at the high school’s female program that featured several leaders in our community. Girls were encouraged to bring their mother’s out as well</p>	March 21, 2013	Colonial High School	48 people
<p><u>“Let’s Spill the Tea”</u> A day of encouragement was held for 73 mothers & daughters to empower them to talk about “taboo topics” and strengthen their bond of communication</p>	March 23, 2013	Shakespeare Theater	73 participants 10 volunteers + 5 vendors

Total number of people exposed to our brand 486
Grand Total for 1st Quarter = 5,503