

WTTB 2024 Quartely Issues and Programs List - 1Q

AIR DATES	DURATION	# OF TIMES	Issues Addressed	Description
3/1-3/31/24	:30	20	Family Health Services	Charity: American Cancer Society for Life Event: Relay Public Service Announcements to promote ACS Event - Relay for Life on the Treasure Coast to promote breast cancer awareness and raise money to support ACS breast cancer research.
2/1-2/29/24	:30	40	Family Health Services	Charity: Alzheimer and Parkinson Association of Indian River County is a 501c(3) non profit organization in Indian River County Florida. They provide free services and programs to families within the county that are afflicted with memory or movement disorders. The campaign was for the Day of Hope Conference for Caregivers of those with dementia is an annual conference hosted by the Alzheimer & Parkinson Association each spring.
1/1-3/31/24	:30	898	Health Services	Cleveland Clinic of Indian River Campaigns focused on Health Issues including services including cancer care and orthopaedic services offered by the community hospital.
1/1-2/29/24	:30/15/10	50		Dogs For Life, Inc. is a non-profit organization devoted to improving the quality of life for veterans and other individuals in need through training hearing and service dogs, providing therapy dogs for first responders and school resource programs, and owning an off-leash dog park.
1/1-2/29/24	:30	45	Family Health Services	Organization: Dillard's Vero Beach Kendra Scott Jewelry Saturday 10/12 Event: Kendra Scott, CFO and founder of the jewelry brand offered a percentage of jewelry pieces sold at Dillard's in Vero Beach on 10/12 to go towards assisting families that are going through the challenge of having a terminally ill parent. The funds raised will ENABLE FAMILIES to visit Disney and create one last happy and joyful memory together.
2/1-3/31/24	:30	51	Community Awareness	Fellsmere Riding Club

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1/1-3/31/24	:30	92	Community Awareness	Florida Association of Broadcasters- Various Public Services announcements which affect listeners in Indian River, St. Lucie, and Martin Counties.
1/1-2/29/24	:30	305	Children's Programs	Charity: Gifford Youth Association Event: Up Up and Away Mission: With academics in focus, GYAC has played a crucial role in increasing the graduation rate of Indian River County's African American population from 23% at its inception to over 90% present day by holding students, parents and employees accountables and ensure they have the tools they need to succeed. The campaign focused on selling tickets for the fundraising event
1/1-1/31/24	:60/30	60	Community Awareness	Humane Society of IRC- Advertising to bring the community out to the event. All proceeds raised at Bark in The Park are to help the homeless, lost and at risk animals in the community.
1/1-3/31/24	:30	200	Community Awareness	Organization: Indian River County Fair Association. The fair has a strong focus on clean, affordable family fun, but more than that, it continued its focus on community outreach. As a nonprofit event, the fair is a fundraiser with proceeds supporting the local burn fund, scholarships and other charitable causes. This campaign was used to promote ticket sales for the 2024 fair.
2/1-2/29/24	:30	22	Community Awareness	Indian River County Property Appraisers- Advertising to bring community awareness about filing for homestead exemption.
1/1-3/31/24	:30	180	Community Awareness	Organization: Indian River County Sheriff's Department Campaign: Promoting their new app to keep community aware of crime and safety

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1/1-3/31/24	:30	215	Environmental Services	Indian River County Solid Waste - Indian River County Solid Waste Disposal District provides collection points for the residents to deliver municipal solid waste, yard trash, household hazardous waste and various recyclable material to maintain the health and well being of the community and environment.
1/1-3/31/24	:15/5	140	Mental Health Services	Organization: Mental Health Collaboration of Indian River County Mission is to establish a continuum of care for mental health made up of private and public funders, mental health providers and individuals who work in collaboration to increase access, decrease duplication, and facilitate community wide support of mental health issues. The Collaborative seeks to engage and build trust among individuals, funders, government agencies, law enforcement and mental health providers to transform the continuum of care into an effective system. The vision of the Collaborative is succeeding because of the inclusive, cross-sector approach adopted by its founders and members. The campaign focuses on promoting mental health.
1/1-3/31/24	:30	19	Community Awareness	Mckee Botanical Gardens- nurtures and enhances a historic garden in a unique tropical setting for the education, enjoyment and enrichment of all.
1/1-3/31/24	:30	473	Arts & Cultural	Riverside Theatre in Vero Beach is a non profit, professional producing theatre featuring musicals and plays. As a non for profit theatre, they reply on fundraising to continue to keep the arts and entertainment thriving.
	:05/:15		Community Awareness/Family Event	Sebastian Clambake is a non profit corporation that organizes a festival with the process dedicated to local non profit capital projects. The Sebastian Clambake has raised over \$1,000,000 over the past 20 years.
1/1-3/31/24	:30	574	Arts & Cultural	Organization: Sunrise Theatre directly benefits the economy and quality of life in St. Lucie County by attracting visitors from other cities, counties and states. The Sunrise Theatre is a public non profit organization During covid the theatre had to close jeopardizing its future. The campaign focused on donations to keep the community theatre open. This campaign promoted the 100th anniversary of the Sunrise Theatre bringing arts and entertainments to the City of Ft. Pierce.

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3/1-3/31/24	60	102	Community Awareness	Sunshine Physical Therapy
2/1-2/29/24	:30	70	Community Awareness	Tax Collectors Office of IRC
1/1-3/31/24	:30		Family Health Services	TCCH serves more than 28,000 adults and children per year and fifty percent that live below the Federal Poverty Level. TCCH provides medical, dental, behavioural and mental health, vision, and pharmacy to all. The campaign focused on the Great American Duck Derby event is held in October. 3,000+ ducks are sold for \$5 each. At the event, the rubber ducks are released into the river and first one that swims across the line is a winner with cash winnings for first, second, and third place.
1/1-3/31/24	:60	307	Community Awareness	The Senior Collaboration Indian r River County's mission is to improve the quality of life of all Indian River County Seniors through a community collaboration of service providers, funders and advocate for seniors. They link seniors with providers and services in Indian River County to advocate for improvements to allow seniors to have quality of life and age in place with inclusion in both the civic and social structure of Indian River County.
3/1-3/31/24	30	40	Community Awareness & Family Services	United Against Poverty serves those in poverty by providing crisis care, case management, transformative education, food and household subsidy, employment training and placement, personal empowerment training and active referrals to other collaborative social service providers. Campaign focused on a community Job Fair for both employers and job seekers.
1/1-3/31/24	:30	319	Community Awareness & Family Services	United Way of Indian River County. United Way improves lives by mobilizing the caring power of communities around the world to advance the common good. This local campaign focused on the "Day of Caring" campaign in which local citizens are invited to participate in a one day volunteer event for the community to help others that need projects done with everything from painting to gardening.

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2/1-2/29/24	:60	165	Community Awareness & Family Services	We Care Foundation
1/1-3/31/24	:15/:30	1816	Family Health Services	Whole Family Health Center provides high quality, caring, accessible health care services; adult and child, medical, mental and oral health, to everyone. Campaign promoted adult, and children health services with a focus on affordability.
DOCUMENTATION AVAILABLE UPON REQUEST				