



WTCN-TV MY 15 (West Palm Beach, FL)  
Quarterly Issues/Program List

For the Quarter:

July 1, 2010 –September 30, 2010

Attached hereto are descriptions of the treatment of local issues addressed by the station through programming during the report period.

Compiled by Suzanne Burg  
Reviewed by Arika Zink, Vice President & General Manager

*Arika Zink*

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Arika Zink, VP &GM

10-1-10

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Date

3Q'10



Third Quarter Issues/ Programs  
July 1, 2010 thru September 30, 2010  
WTCN's public affairs show, **Around Our Town**  
7/1-9/16/10 Tuesdays/Thursdays at 8am; 9/25/10 Saturday at 8:30am & 9am  
Hosted by AnEta Sewell

## **COMMUNITY**

**Topic:** Florida Power & Light: Care To Share  
**Air Dates:** 8/10, 8/12  
**Guests:** Sarah Marmion & Louis Gonzalez

**Summary:** Sarah and Louis came on the show to discuss FPL's efforts to assist families who are facing financial hardships. In the state the economy is in today, FPL wants to provide some sort of relief and they do so through their Care to Share Program. This program receives donations from FPL clients who have extra to spare. These monies are then offered to those who are struggling and qualify for assistance.

She also touched on the recent protests that have been taking place against the building of FPL's new site. Louis discussed the career opportunities that exist at FPL. He has been with the company for over 20 years and plans to retire.

**Topic:** Mothers Against Murderers Association  
**Air Dates:** 7/20, 7/22  
**Guests:** Angela Williams (Founder & President), Jean Howard (Advocacy Photographer),  
Georgie Dixon (Secretary)

**Summary:** This show highlights the issue of gang and gun violence in our community. Mothers Against Murderers Association spoke about how their organization assists grieving mothers who have lost children to violence. A package was included to show MAMA in action in our community and the efforts they are making to reach out to our youth. The organization assists in planning funerals, providing counseling and monetary support to families that have been affected by such violence.

**Topic:** Teen Temps, Inc.  
**Air Dates:** 8/3, 8/5  
**Guests:** Wanda Akins (President & CEO), Sharon Anderson (Co-founder)

**Summary:** Teen Temps, Inc. is a community-based, non-profit organization with a mission of providing future generations of youth with preparation and experiences through a "career opportunity system." Our focus is on delivering customized, motivating, and meaningful job placement or work experiences to underserved youth through the following key components:

Provision of comprehensive counseling and guidance in occupation and career preparation;  
Placement in paid and unpaid apprenticeships, internships, externships and jobs leading to formal credentials for "value-added" occupational and career choices.

The innovation of Teen Temps is that it is structured to operate with youth and young adults similarly to the way a temporary employment agency operates with its employee clientele providing placement and matching of employees with employers for long term advancement through permanent placement, apprenticeships, customized training and / or postsecondary education. Teen Temps will begin with efforts to attract and retain teens in grades 9 - 12 through participation in career exploration and identification as a component of its after-school program.

**Topic:** Urban League of Young Professionals  
**Air Dates:** 8/31, 9/2  
**Guests:** Graylen Houston (President), Blanca McKrey (VP of Finance), Shawn Frasier (Fund Development Chairwoman), Jaunai Walker (Prof. Development Chairwoman).

**Summary:** The Urban League of Palm Beach County has been in existence for over 20 years. One of its divisions are the Young Professionals who help in supporting and advancing the programs of the Urban League of Palm Beach County while uniting young professional men and women to promote social, economic and political empowerment. The current Graylen Houston and his board were recently sworn in and share with the host and community of their future objectives for the organization and how the community will benefit.

**Topic:** Abundant Solutions  
**Air Dates:** 9/7, 9/9  
**Guests:** Greg Turner (President of Abundant Solutions) and Brian Henderson (President of Mind Altering Strategies)

**Summary:** This show highlighted the services offered by these two companies. Greg Turner and Brian Henderson serve in the community as motivational speakers. Their focus is primarily on our youth and they provide services such as counseling, mentorship, career and educational development. Many of today's youth struggle with acceptance and peer pressure, Mr. Turner and Mr. Henderson have built their organization to combat these problems. They try to reach our at-risk youth and guide them on the path of success.

## EDUCATION

**Topic:** Talented Teen Club: Building Teen Self-Esteem  
**Air Dates:** 7/6, 7/8, 9/25  
**Guests:** Jaunai Walker, Landy Cajuste, Rene Lall and Renae Roper

**Summary:** Talented Teen Club has a rich history of community involvement spanning over the last six years, within which we have been known to produce members of impeccable character and a firm belief in unselfish service to others. We have strived tirelessly to shape and mold our teenagers and young adults, by nurturing their minds and bodies with a mix of various community service events along with the mind tingling excitement of other programs designed specifically for the core members active in the club. The volunteer services have included the Palm Beach Film Festival, Sunfest, Jazz fest, Kaliedoscope, and recently the Heart Walk. The Club's mission is to build self-esteem while providing a medium for the members to display their talents. The annual Be-you-ti-ful Competition at the Kraviz Center hosted by Ebony Fashion Model Jada Collins gives the members the opportunity to display their talents whether it be in music, modeling, acting, poetry, stepping or dancing and a chance to earn scholarship money. The club has expanded to include members in all of South Florida and as far as Orlando. This year the club wants to extend its services to youth in foster homes. There are over fifty group foster homes in West Palm alone.

## **HEALTH SERVICES**

**Topic:** Palm Beach Hospice  
**Air Dates:** 7/13, 7/15  
**Guests:** Sue E. Deakin (Senior Director of Community Affairs)

**Summary:** AnEta Sewell interviews Sue. E. Deakin and her staff on the measures they are taking to educate the public on the healthcare services that are offered to the elderly at Hospice. The physicians specialize in elderly care and provide support to families that are losing a loved one. They also give the public information on how to participate in providing the best care for the last stage of their life.

**Topic:** Uterine Fibroids  
**Air Dates:** 9/14, 9/16  
**Guests:** Suzanne LeBlang, MD, University Image Guided Therapy Center  
Millie Behera, MD, Duke University, NC

**Summary:** Dr. LeBlang and Dr. Behera discussed uterine fibroids and how women afflicted with them can experience severe pain and excessive bleeding. They also discussed non-invasive treatments for uterine fibroids.

**Topic:** Alzheimer's Community Care  
**Air Dates:** 8/24, 8/26  
**Guests:** Mary M. Barnes (president and CEO) and James Longfield (VP of Development)

**Summary:** The mission of Alzheimer's Community Care is to promote and provide specialized quality, compassionate care to Alzheimer's disease and related disorders patients and caregivers within a community-based environment. Mary M. Barnes, the CEO of Alzheimer's community Care shares with us the symptoms of Alzheimers and the best treatments for the disease. Mary, and James Longfield, the VP of Development for the organization are offering resolutions and knowledge to the community of this matter. They want the community to know that there is help for patrons and their families.

## **ENVIRONMENT**

**Topic:** Red Cross  
**Air Dates:** 8/17, 8/19  
**Guests:** Laura Courie, South Florida Water Management; Jose Tagle, City of West Palm Beach; Mayco F., Florida Power & Light; Joseph Hansen, American Red Cross; Joan Radabaugh of Peggy Adams Animal Rescue League; and Victoria Williams of My Safe Florida Homes.

**Summary:** The show highlights hurricane preparedness by having guests from the city of West Palm; American Red Cross; South Florida Management and Florida Power & Light. Each agency provided a list for what the community should do during a Tropical Storm warning such as which foods to store, where to find shelter if needed and who they should contact for further direction. The show also includes two packages; with the Animal Rescue League and My Safe Florida Home. The Animal Rescue Package covers the importance of preparing your animals in the event of a storm, by being certain they have all necessary medication and are micro-chipped in the event the owner is separated from their pet. The My Safe Florida Home Package is an interview with Rep. Victoria Williams. Victoria gives the public tips on

saving money through getting their homes inspected. She provides more detailed information of how homeowners may protect their homes during a storm and the necessary steps to take if there is any damage.

## **CHILDRENS SERVICES**

**Topic:** Children's Services Council: Quality Childcare

**Air Dates:** 7/27, 7/29

**Guests:** Melinda Cato

**Summary:** Melinda Cato works in the Early Care and Education Department of the Children's Services Council. She came on the show to inform parents of quality childcare and what it looks like when they are seek it for their children. Melinda pointed out what daycare centers or homes should have and what parents should be looking for. The Children Service council provided five: 30 second PSAs to further explain the points that Melinda was making. Melinda and the Children Services Council's goal is to educate the parents in our community on what is best in childcare and how they could take advantage of that. The council offers more information for the public on its family central hotline in which specific childcare questions can be answered.

**Topic:** Voice for the Children

**Air Date:** 7/1, 9/25

**Guests:** Marianne Malky (Pres. Of VFC), Rep. Priscilla Taylor (Rep. 84<sup>th</sup> District), and Rev. Ken Williamson (Rev. Unity Church)

**Summary:** This episode highlights the organization, Voice for the Children; in which the founder Marianne Malky makes the community aware of parental abduction. Marianne experienced this in 1975 when her son was kidnapped at the age of 5 by his father and her estranged ex-husband. She then went on to Congress and established Voice for the Children to speak out against this rising problem. Eventually, she was reacquainted with her son at the age of 18. Often children are abducted by a familiar person. Rep. Priscilla Taylor of District 84 and Rev. Ken Williamson of Unity Church lend their support to the cause and speak on how such an occurrence can be prevented. The organization helps to reunite families with their missing children and is working to pass laws against such crimes.