



640AM SOUTH FLORIDA

WMEN- AM 640, Royal Palm Beach

Quarterly Issues/Programming Report for January 1- March 31, 2021

1st Quarter - 2021

Section I. Issues

The stations have identified the following issues as significant issues facing our community in this quarter:

- A. Cancer Awareness
- B. Children and Infant Care
- C. Women in Leadership
- D. Animal Rescue
- E. Community Health
- F. Community Resources and Events

Section II. Responsive Programs

The station had broadcast programming dealing with each of the above referenced issues. Programming dealing with each issue is set out below:

A. Cancer Awareness

1. South Florida Sunday Show: 6-7 a.m. 1/24/21, 6:34 minutes.
Lisa Friter Breast Cancer Survivor on South Florida Race for the Cure 30th Anniversary. The race will be held virtually on 1/30/21.
2. South Florida Sunday Show: 6-7 a.m. 2/21/21, 13:35 minutes.
Sally Berenzweig CEO of the Pap Core Champions for Cancer Research on Fundraising for Cancer Research.
3. South Florida Sunday Show: 6-7 a.m. 3/7/21, 4:36 minutes.
Dr. Allison Schneider, Cleveland Clinic Florida on colorectal cancer among younger women in South Florida and delayed screenings due to COVID.
4. South Florida Sunday Show: 6-7 a.m. 3/21/21, 13:59 minutes.
Dr. Mahdi Taha Medical Director of Medical Oncology at Delray Medical Center about proper screening for colorectal and prostate cancer.
5. South Florida Sunday Show: 6-7 a.m. 3/28/21, 9:02 minutes.
Dr. David Maron Co-Chair, Department Colorectal Surgery at Cleveland Clinic Florida on surgical options for men who are diagnosed with cancer of the colon along with survival rates.

B. Children and Infant Care

1. South Florida Sunday Show: 6-7 a.m. 3/14/21, 4:29 minutes.
Celeste Jackson Honorary Event Chair Speak Up for Kids of Palm Beach County on "Gift a Birthday" providing birthday parties for kids in foster care.
2. South Florida Sunday Show: 6-7 a.m. 3/21/21, 11:43 minutes.
Loren Young, Special Events Manager Children's Home Society on the CHS Heroes 5K run, April 1st Downtown West Palm Beach. Benefits CHS, the largest and oldest statewide nonprofit in Florida dedicated to serving children and their families.
3. South Florida Sunday Show: 6-7 a.m. 3/28/21, 9:56 minutes.
Jeffrey Fine, Event Co-chair for Healthy Mothers Health Babies. Baskets4Babies provides underprivileged mothers with items they need for their babies after giving birth.
4. South Florida Sunday Show: 6-7 a.m. 3/28/21, 4:32 minutes.
Rose McKelvie, NICU administrator of the SALA Foundation children's hospital. March for Babies/Pre-mature birth. Preterm birth rates continue to rise, and the U.S. remains among the most dangerous developed nations for childbirth, especially for women and babies of color.
5. South Florida Sunday Show: 6-7 a.m. 2/7/21, 9:41 minutes.
Thin Mint Sprint (WPB 3/6 & Broward 3/7) Rebecca Schaffer interim director of development Girl Scouts of SE Florida. The run allows Girl Scouts, families, and friends to celebrate healthy living and community involvement benefiting nearly 19,000 Girl Scouts in South Florida.

C. Women in Leadership

1. South Florida Sunday Show: 6-7 a.m. 1/31/21, 12:05 minutes.
Dorothy Jacks, Palm Beach County Property Appraiser. Elected in 2016 after a distinguished 28-year career in the office. Recipient of the Women in Leadership Award (WILA) Public Sector from the Executive Women of the Palm Beaches
2. South Florida Sunday Show: 6-7 a.m. 2/14/21, 8:26 minutes.
Lauren Whetstone, litigation shareholder in the firm's Palm Beach County offices. She focuses her practice in the areas of complex commercial litigation and securities litigation. Winner of Emerging Leader WILA Executive Women of the Palm Beaches

3. South Florida Sunday Show: 6-7 a.m. 2/21/21, 7:15 minutes.
Natalie Alvarez Vice President, Regional Team Leader, Key Private Bank;
winner of WILA volunteer sector award.
4. South Florida Sunday Show: 6-7 a.m. 02/28/21, 9:16 minutes.
Bridget Berry, Shareholder, Greenberg Traurig, global law firm in the West
Palm Beach. Private sector winner of the WILA.
5. South Florida Sunday Show: 6-7 a.m. 3/14/21, 13:22 minutes.
Renee Layman. CEO, Center for Child Counseling
Licensed mental health counselor. Winner of Nonprofit Sector WILA.
6. South Florida Sunday Show: 6-7 a.m. 3/28/21, 14:00 minutes.
Joi Gordon CEO Dress for Success. Keynote speaker for the WILA
luncheon. She joined Dress for Success® as a board member in 1999 and
became CEO of Dress for Success Worldwide in 2002

D. Animal Rescue

1. South Florida Sunday Show: 6-7 a.m. 1/10/21, 9:50 minutes.
Courtney Zanetti Director of Community Outreach Humane Society of the
Treasure Coast on Greyhound Adoptions & Mutt Derby (1/30/21)
2. South Florida Sunday Show: 6-7 a.m. 1/31/21, 14:44 minutes.
Jill Stewart the found of China Dog Rescue.org. Her non-profit saves pure
bred dogs, golden retrievers, pugs, French bulldogs, Labs etc. from slaughter
and consumption in China and flies them to South Florida for adoption.
3. South Florida Sunday Show: 6-7 a.m. 2/7/21, 8:23 minutes.
Kaitlyn Seyler, walk director/marketing coordinator for 20th Annual Barry
Crown Walk for the Animals (2/20) at Meyer amphitheater downtown West
Palm Beach to raise funds for Peggy Adams Animal Rescue.
4. South Florida Sunday Show: 6-7 a.m. 2/14/21, 7:49 minutes.
Barbara Masi, President, and founder of Awesome Greyhound Adoptions on
Hounds & Heroes program. Greyhounds are placed as pets, therapy dogs and
fully trained service dogs for veterans with PTSD or who need mobile
assistance.

5. South Florida Sunday Show: 6-7 a.m. 2/28/21, 11:32 minutes.
Courtney Zanetti Director of Community Outreach Humane Society of the Treasure Coast. Greyhound Adoptions & Mutt Derby. Proceeds go to Awesome Greyhound Adoptions, Greyhound Pet Adoption SE Florida, and Greyhound Support Transport.

E. Community Health

1. South Florida Sunday Show: 6-7 a.m. 1/31/21, 14:10 minutes.
Dr. Jeffrey Newman Cardiothoracic surgeon at Delray Medical Center. February is Heart Health Month and people need to know the signs of heart attack to not ignore them and save a life.
2. South Florida Sunday Show: 6-7 a.m. 2/7/21, 10:28 minutes.
Janice Dean, FOX and Friends on nursing home deaths from the coronavirus and how Florida's Governor Ron DeSantis protected seniors when New York Governor Andrew Cuomo did not.
3. South Florida Sunday Show: 6-7 a.m. 2/14/21, 10:40 minutes.
Dr. Hugo Daila, Urologist, Florida Healthcare Specialists on treating and managing incontinence in older Floridians.
4. South Florida Sunday Show: 6-7 a.m. 3/28/21, 5:00 minutes
Melissa Mickle, member of Board of Directors for American Heart Assn. Go Red for Women - Heart Health for Women. Heart disease is the leading cause of death and disability in women in the United States and in Florida.

5. Community Resources and Events

1. South Florida Sunday Show: 6-7 a.m. 1/10/21, 8:44 minutes.
Kathleen Glover Director of Marketing Jupiter lighthouse and Museum. Family Adventure Day (1/16) offers family fun on the waterfront at the Jupiter Inlet Lighthouse & Museum.
2. South Florida Sunday Show: 6-7 a.m. 1/17/21, 11:41 minutes.
Diana Stanley CEO of the Lord's Place on homelessness in Palm Beach County and how to donate clothing, food, and supplies to help sustain those who do not have a stable home environment.

3. South Florida Sunday Show: 6-7 a.m. 1/24/21, 4:38 minutes.
Noel Martinez President and CEO Palm Beach North Chamber of Commerce on the 36th Annual ArtiGras Fine Arts Festival (2/13-2/14) ArtiGras is a nationally recognized fine arts festival attracting tens of thousands of art lovers and collectors.
4. South Florida Sunday: 6-7 a.m. 2/14/21, 10:34 minutes.
Patrick Franklin Head of Urban League Entrepreneurship Center. ULPBC has opened the Entrepreneurship Center to assisting business owners in creating, sustaining, and growing their companies in Palm Beach County.
5. South Florida Sunday: 6-7 a.m. 2/28/21, 12:39 minutes.
Vince Larkins Pres CEO of the Fair Housing Center of the Greater Palm Beaches. Ensures equal and affordable housing opportunities for all people and the elimination of all barriers to that goal.
6. South Florida Sunday: 6-7 a.m. 3/14/21, 11:40 minutes.
Ann Noble Chief Advancement Officer of the Lord's Place, Sleep Out 2021. Sleep In for Sleep Out is about stepping into our neighbors' "home" for a night to help fight homelessness.

Section III: PSAs

Stations aired Public Service Announcements for the following organizations and causes during the 1st Quarter.

January 1-March 31, 2021

Organizations

The Lord's Place, Peggy Adams Animal Rescue League, Humane Society, ArtiGras, Palm Beach Chamber of Commerce, Jupiter Lighthouse & Museum, School District of Palm Beach County, Martin County Fair, Pap Corp Champions for Cancer Research, Cleveland Clinic, Children's Home Society, Health Mothers Healthy Babies, Urban League

Causes

Animal rescue, Cancer research and treatment, Homelessness, COVID relief, Women in leadership, Adult education, Children's health