

WZTA
Fort Pierce, FL
Quarterly Issues/Programs List
Third Quarter, 2012
10/03/2012

WZTA provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

1. Education; budgets; supplies
2. Health & wellness; heat affects;
3. Hurricane Preparedness; Red Cross services
4. Child care; programs; services; car seats; adoptive parents; abused, neglected, and abandoned children; parenting
5. Recreation opportunities; water safety
6. Substance abuse & treatment
7. The environment
8. Animal care
9. Support for the arts

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

WZTA airs Sunday Outlook on Sundays at 9:30a.m. for 30 minutes

ISSUE	PROGRAM/ TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURA- TION
Weather Update	Sunday Outlook	John Pendergrast, who is the senior meteorologist for the National Weather Service's (NWS) Melbourne Office, explains the new radar system that provides earlier and more accurate weather warnings. The three-dimensional radar will also allow the NWS to assist local firefighters during wildfires.	John Pendergrast Senior Meteorologist National Weather Service	07/01	30 min

Save the Chimps	Sunday Outlook	What has islands, lots of fur and perhaps more feet than you can count? Save the Chimps is the world's largest chimpanzee rescue organization in the world. The sanctuary is home to chimps previously used for medical research, in the entertainment industry and other unnatural environments. The sanctuary is located in Ft. Pierce.	Jen Feuerstein Sanctuary Director Save the Chimps Ft. Pierce, FL	07/08	30 min
Beating the Heat	Sunday Outlook	The high temperatures and almost-unbearable humidity is more than uncomfortable—there are a number of health concerns as well. Nearly everyone can be at risk for heat exhaustion, but certain segments of the population, such as children and the elderly, need to be especially careful. Board-certified internist Dr. Michael Sherman shares with listeners some of the symptoms and warning signs as well as tips on prevention.	Dr. Michael Sherman Board Certified Internist Palm City	07/15	30 min
Children's Services of Martin County	Sunday Outlook	Eight Florida counties have created taxing districts to fund preventive and early intervention programs to support children and families. Suzanne Wentley, who is the Public Education Director for Children's Services of (CSC) Martin County, discusses some of the programs currently funded. She also explains how the CSC monitors funded programs to ensure they are meeting their stated goals.	Suzanne Wentley Public Education Director Children Services of Martin County	07/22	30 min

The American Red Cross	Sunday Outlook	Whether its introducing your child to water safety or watching a natural disaster unfold on television, the logo of the American Red Cross is always a familiar and comforting sight. Steve Lewis discusses programs and services provided by the agency.	Steve Lewis Regional Manager of Communications Treasure Coast and Palm Beaches	07/29	30 min
Parent Academy	Sunday Outlook	St. Lucie County's Parent Academy is a great example of what happens when people collaborate! The St. Lucie County School District, Houghton Mifflin Harcourt Publishing, Seacoast National Bank, <i>St. Lucie News Tribune</i> and the St. Lucie County Health Department formed this nonprofit organization to help ensure student success by working with and strengthening families. Some of the focus areas include student achievement; parent development; family health and safety; and adult learning.	Nancy Brown Executive Director Parent Academy St. Lucie County Judi Miller Chief Executive Officer Big Brothers\Big Sisters St. Lucie, Okeechobee and Indian River Counties	08/05	30 min
Riverside Theatre	Sunday Outlook	Riverside Theatre, the only professional producing theater on the Treasure Coast, has another fabulous season planned. The 2012-2013 season includes <i>Ain't Misbehavin'</i> , <i>Funny Girl</i> , <i>Les Misérables</i> and <i>Grease</i> on the Stark Stage. The Waxlax Stage will feature <i>Red</i> , <i>Woody Sez</i> and <i>Faith Healer</i> .	Oscar Sales Marketing Director Riverside Theatre Vero Beach, FL	08/12	30 min

Beating the Heat	Sunday Outlook	The high temperatures and almost-unbearable humidity is more than uncomfortable—there are a number of health concerns as well. Nearly everyone can be at risk for heat exhaustion, but certain segments of the population, such as children and the elderly, need to be especially careful. Board-certified internist Dr. Michael Sherman shares with listeners some of the symptoms and warning signs as well as tips on prevention.	Dr. Michael Sherman Board Certified Internist Palm City	8-19-12	30 min
Save the Chimps	Sunday Outlook	What has islands, lots of fur and perhaps more feet than you can count? Save the Chimps is the world's largest chimpanzee rescue organization in the world. The sanctuary is home to chimps previously used for medical research, in the entertainment industry and other unnatural environments. The sanctuary is located in Ft. Pierce.	Jen Feuerstein Sanctuary Director Save the Chimps Ft. Pierce, FL	8-26-12	30 min
Cancer	Stand Up to Cancer	The biggest names in entertainment come together to raise money for cancer research. Scientists on the front line of cancer research discuss their efforts to save lives.		9-2-12 11:00a .m.	30 min

<p>Parent Academy</p>	<p>Sunday Outlook</p>	<p>St. Lucie County's Parent Academy is a great example of what happens when people collaborate! The St. Lucie County School District, Houghton Mifflin Harcourt Publishing, Seacoast National Bank, St. Lucie News Tribune and the St. Lucie County Health Department formed this nonprofit organization to help ensure student success by working with and strengthening families. Some of the focus areas include student achievement; parent development; family health and safety; and adult learning.</p>	<p>Nancy Brown Executive Director Parent Academy St. Lucie County</p> <p>Judi Miller Chief Executive Officer Big Brothers\Big Sisters St. Lucie, Okeechobee and Indian River Counties</p>	<p>9-9-12</p>	<p>30 min</p>
<p>Children's Services of Martin County</p>	<p>Sunday Outlook</p>	<p>Eight Florida counties have created taxing districts to fund preventive and early intervention programs to support children and families. Suzanne Wentley, who is the Public Education Director for Children's Services of (CSC) Martin County, discusses some of the programs currently funded. She also explains how the CSC monitors funded programs to ensure they are meeting their stated goals.</p>	<p>Suzanne Wentley Public Education Director Children Services of Martin County</p>	<p>9-16-12</p>	<p>30 min</p>
<p>Save the Chimps</p>	<p>Sunday Outlook</p>	<p>What has islands, lots of fur and perhaps more feet than you can count? Save the Chimps is the world's largest chimpanzee rescue organization in the world. The sanctuary is home to chimps previously used for medical research, in the entertainment industry and other unnatural environments. The sanctuary is located in Ft. Pierce.</p>	<p>Jen Feuerstein Sanctuary Director Save the Chimps Ft. Pierce, FL</p>	<p>9-23-12</p>	<p>30 min</p>

Aging Out of Foster Care	Sunday Outlook	While many of us are going about our daily lives, there is any army of professionals and volunteers working tirelessly to ensure the health and safety of the children and youths in our area. Hibiscus Center has developed a unique program to address the needs of youngsters in foster care who are nearing their 18th birthdays.	Gary Petit Chief Operating Officer Hibiscus Center Stuart	9-30-12	30 min
ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Recreation Programs for kids	Clear Connection	Soccer is a great way for kids to develop emotional, physical and mental growth. Registration is taking place. Sebastian Soccer provides soccer programs for boys and girls ages 4-19. Kids discover great sportsmanship while developing character. Sebastian Soccer says they help kids get their kicks. It is a non profit organization dedicated to the advancement of the sport of soccer. Sebastian soccer is always seeking sponsors for their teams.	Amanda Burns, Sebastian Soccer Assn	6-30-12 to 7-7-12; 5X/day	1:30 min each

Emergency Preparedness	Clear Connection	<p>Sarah brought us important tips on being prepared before disaster strikes. She suggests the following: Build an emergency kit including flashlights, potable water, food, first aid supplies and a battery powered radio. Next, create a plan for what to do if a storm is headed our way. Remove loose branches from trees, secure outdoor furniture and loose items. During a hurricane warning, cover windows, To learn more about how to prepare for hurricanes and other emergencies, visit redcross.org. Remember to support the Red Cross so they are ready to help when disaster strikes. The local chapter is also always looking for volunteers to assist in an emergency</p>	Sarah Ruwe, Executive Director ARC Treasure Coast	7-11-12 to 7-19-12 5X/Day	1:30 min each
School Support	Clear Connection	<p>This organization supplies to the school as requested by the school teachers and paid staff at the schools. The organization collects everything from expired ink cartridges to used refrigerators or other appliances. All the items collected are recycled and the funds generated are spent to help supply the schools with items they might not otherwise have available. The organization also has a facebook page on which they recruit more volunteers. You can do as little as collect ink cartridges, aluminum, aluminum cans, and other metal suitable for recycling.</p>	Rosie Stubbs Director of Friends of North Indian River County Schools	7-24-12 to 7-31-12 5X/Day	1:30 min each

Health & Wellness	Clear Connection	Jennifer came to recruit skaters, both men and women. The league practices weekly. They are a non profit organization empowering women and promoting physical fitness. She invited the community to an upcoming bout. Tailgating is available and a fun way to get to know the other sport enthusiasts. Bout starts at 6PM. They also have a facebook page to learn more about the organization and its mission.	Jennifer Garrity South Florida Roller Girls	8-1-12 to 8- 8-12 5X/Day	1:30 min each
Youth Programs	Clear Connection	Mission is to inspire all young people to realize their full potential as responsible and productive, responsible and caring citizens. Elizabeth recruited adult volunteers to become big brothers and big sisters at the Sebastian and Fellsmere clubs. They are very intentional in their support of children. They aspire to retain volunteers long term so they are better able to recognize the positive impact they have on the childrens' lives. She thanked the community for their continued support.	Elizabeth Tomasin Boys and Girls Clubs	8-9-12 to 8- 16-12 5X/Day	1:30 min each

<p>Lifeguard Benefit</p>	<p>Clear Connection</p>	<p>The Vero Beach Lifeguard Association held its 2nd annual Labor Day event to benefit their organization. Funds raised are used to purchase important life saving equipment. The event is a poker run in Vero Beach. Registration Sunday 4Pm on September 2nd. Raffles and more including entertainment. Their mission Is to promote water safety and life guarding. www.vbla.org. He reminded listeners to be safe in the water on Labor Day Weekend.</p>	<p>Joshua Harris, Lifeguard Vero Beach Lifeguard Association</p>	<p>7-17-12 to 7-24-12 5X/Day</p>	<p>1:30 min each</p>
<p>Children's Charities</p>	<p>Clear Connection</p>	<p>Mr. Mohica came to promote the 5th comedy event designed to raise funds for a different ailing child each year. This year the event is held at the Irish American Club on September 8th. It benefits 9 year old Quenton Martin, Battling a serious illness. There are 5 comedians being featured and Mr. Mohica ran through them. There will be silent auction.</p>	<p>Fred Mohica Comedian 5th Annual Benefit Comedy Show</p>	<p>8-25-12 to 9-1-12 5X/Day</p>	<p>1:30 min each</p>
<p>Substance Abuse & treratment</p>	<p>Clear Connection</p>	<p>Ms. Dapp talked about success in our community. Indian River County is proudly the home of thousands of residents that have succeeded long term and have overcome alcohol and drug dependence. People in recovery achieve health lifestyles both physically and emotionally and contribute in positive ways to their communities. It also proves prevention works, treatment is effective and people recover. The organization is holding a recovery celebration walk on Sept 15th followed by music, food and fun for the children.</p>	<p>Robin Dapp Exec Dir Substance Awareness Center</p>	<p>9-2-12 to 9-8-12 5X/Day</p>	<p>1:30 min each</p>

<p>Diversity Understanding Foodbank</p>	<p>Clear Connection</p>	<p>The 2nd annual San Gennaro Festival is to be held at the Port St Lucie Civic Center on September 14th and 15th. Saint Gennaro is the Patron Saint of Naples Italy. The Festival celebrates Italian American heritage. The event will include an outdoor mass and music celebration. Admission is free. The event will feature traditional Italian foods. She asked that people bring a canned food item to help support the Treasure Coast Food Bank.</p>	<p>Sandra Lisscio San Gennaro Festival</p>	<p>9-9-12 to 9-14-12 5X/Day</p>	<p>1:30 min each</p>
<p>Support for local schools</p>	<p>Clear Connection</p>	<p>Saturday, September 29th there is an event called "Run To Build" which will help fund construction projects at Sebastian River Charter Junior High School. This is the first annual run for the school. Funds raised will support improvements to the new building under construction at the school. This is the number one ranked school in the area. Ms Simchick gave all the race details and encouraged area residents to support this event.</p>	<p>Dale Simchick, Board Member Sebastian Charter Junior High</p>	<p>9-15-12 to 9-20-12 5X/Day</p>	<p>1:30 min each</p>

The environment	Clear Connection	Environmental exhibitors from throughout the treasure Coast will be on hand to help celebrate National Estuaries Day. The event offers free admission. Visitors will learn more about the Indian River Lagoon. There will be discounted boat tours, free admission to both the St Lucie County Aquarium and the regional history center. She invited visitors to plan to spend the full day celebrating the lagoon and all it brings to our lives in this area. There will also be a tandem celebration at the Harbor Branch Marine Institute on the same day and a shuttle back and forth. Learn more about National Estuaries Day at sms.si.edu	Laura Diedrick, Executive Director Smithsonian Marine Institute	9-21- 12 to 9-27- 12 5X/Day	1:30 min each
-----------------	------------------	---	---	---	---------------------

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ASK A DOCTOR HEALTH QUESTIONS	AD COUNCIL	000:15	020
BE AWARE OF AUTISM STATS	AD COUNCIL	001:00	040
BENEFIT COMEDY SHOW	QUINTON MARTIN FUNDRAISER	001:31	009
BLOOD DONATIONS	INDIAN RIVER BLOOD BANK	001:31	001
BOYS AND GIRLS CLUBS	BOYS & GIRLS CLUB	001:31	012
CHILD PROOFING YOUR HOUSE	AD COUNCIL	000:30	038

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	103
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	027
CUT 3	CHILD CARE I.D.	000:30	006
CUT 3	PSA - BOOSTER SEATS-LATCH - BOOKSTORE	000:30	014
CUT 3	PSA - TEEN VIOLENCE - ANGRY ROBOT	000:30	014
CUT 3	PSA - TEEN VIOLENCE - EXCUSES EXCUSES	000:30	013
DONATING TO HUNGER CHARITY	AD COUNCIL	001:00	077
DONT DRINK & DRIVE	AD COUNCIL	000:30	097
EMPOWERING WOMEN	SOUTH FLORIDA ROLLERGIRLS	001:31	007
ENCOURAGING KIDS TO BRUSH TEE	AD COUNCIL	000:30	034
ENCOURAGEMENT TO READ	AD COUNCIL	000:30	032
GOVERNMENT WEBSITE AWARENESS	USA.GOV	000:15	023
HEALTH AND FITNESS	AD COUNCIL	000:30	103
HEALTH AND FITNESS	AD COUNCIL	000:31	069
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	029
HIGH SCHOOL DROP PREVENTION	AD COUNCIL	000:30	069
HOW TO TAKE A GED TEST	AD COUNCIL	000:15	028
HOW TO TAKE A GED TEST	AD COUNCIL	001:00	075
HUNGER AWARENESS	AD COUNCIL	000:30	091
IMPORTANCE OF TEACHING A CHIL	AD COUNCIL	000:59	067
IMPORTANCE OF TEACHING A CHIL	AD COUNCIL	001:00	079
INFO ON ADOPTING A CHILD	AD COUNCIL	000:15	066
INFO ON ADOPTING A CHILD	AD COUNCIL	000:30	089
INFO TO PLAN FOR AN EMERGENCY	AD COUNCIL	001:00	069

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
KEEPING OCEANS CLEAN	AD COUNCIL	000:29	051
LEARN TO ROW	INDIAN RIVER ROWING CLUB	001:30	011
LOW COST CHILDCARE	EARLY LEARNING COALITION	001:30	006
MENTOR A CHILD	AD COUNCIL	001:00	153
PLAN FOR EMERGENCY SITUATIONS	AD COUNCIL	000:30	099
PREVENTING SLIPS AND FALLS	AMERICAN ACADEMY OTHROPEDIC S	000:29	046
PROMOTING ESTUARY DAY	SMITHSONIAN MARINE STATION	000:31	005
RED CROSS HURRICANE SAFETY	RED CROSS	001:31	003
SAVE MONEY ON GAS	DRIVESMARTERCHALLENGE.ORG	000:30	036
SAVING ENERGY WITH NEW LBULBS	AD COUNCIL	000:15	033
SIGN UP FOR CROHNS & COL WALK	CCTAKESTEPS.ORG	000:15	028
SIGN UP FOR YOUTH FOOTBALL	USAFOOTBALL.COM	000:30	050
SOCCER SIGNUPS	SEBASTIAN SOCCER ASSN.	001:31	006
STOP TEXTING WHILE DRIVING	AD COUNCIL	000:15	062
STOP TEXTING WHILE DRIVING	NATIONAL SAFETY COUNCIL	000:30	036
SUBSTANCE AWARENESS	SUBSTANCE AWARENESS INDIAN R	001:31	006
THINGS WE GET FROM FOREST	AD COUNCIL	000:30	077
TIPS ON SAVING ENERGY	AD COUNCIL	000:30	032
TIPS ON SAVING MONEY	AD COUNCIL	000:15	108
TIPS ON SAVING MONEY	AD COUNCIL	000:30	074
TIPS ON SAVING MONEY	AD COUNCIL	000:31	076
VERO BEACH LIFEGUARDS	VERO BEACH LIFEGUARDS ASSN	001:31	013
Visit Florida	FLORIDA ASSN. OF BROADCASTERS	000:30	010
VOLUNTEERING WITH UNITED WAY	AD COUNCIL	001:00	070