

WZTA
Fort Pierce, FL
Quarterly Issues/Programs List
Fourth Quarter, 2012
01/02/2013

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. Hunger relief; Educational Opportunities; shelter; counseling
 2. Support for non profits
 3. The environment; protection
 4. Child care; programs; services;
 5. Support for the Arts
 6. Cancer
 7. The environment
 8. Animal care
 9. Holiday stress
-

**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 Palm Beach Perspectives on Sundays at 9:30a.m.

ISSUE	PROGRAM/ TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURA- TION
ACS	Palm Beach Perspectives	Spoke with Carla Flores from the American Cancer Society about their upcoming Making Strides Against Breast Cancer walk on 10/13. This year's walk is at the Meyer Ampitheatre. They can register at www.putonyourpinkbra.com and find out about setting up their team. They welcome everyone to walk - no registration fee required.	Carla Flores, American Cancer Society www.putonyourpinkbra.com	10/07	30 min

<p>Sari Center (services for cancer patients/c o survivors)</p>	<p>Palm Beach Perspectives</p>	<p>Interviewed Corinne Danielson, MPH, CHES, Exec Dir. Sari Asher Center for Integrative Cancer Care. They are a non-profit that offers a variety of therapies for cancer patients, survivors and co-survivors. Some of them are: acupuncture, nutrition counseling, yoga, lymphademaic massage. They have a luncheon on 10/25 about lymphadema. It's free and open to the public. For more info call 561-578-5900 or www.saricenter.org</p>	<p>Corinne Danielson, MPH, CHES, Exec Dir. Sari Asher Center for Integrative Cancer Care</p> <p>561-578-5900</p>	<p>10/14</p>	<p>30 min</p>
<p>Crohns & Colitis</p>	<p>Palm Beach Perspectives</p>	<p>Talked with Craig and Wendy from CCFA. They are doing a walk to promote awareness of Crohns disease and Ulcerative colitis. There a several "Take Steps" fundraising walks throughout Florida. Listeners can sign up and find out more info at ccfa.org</p>	<p>Craig and Wendy, Crohns and Colitis Foundation, www.ccfa.org</p>	<p>10/21</p>	<p>30 min</p>
<p>AAV2 Breast Cancer Research</p>	<p>Palm Beach Perspectives</p>	<p>Talked with Dr. Craig Meyers about the research he and his team at Penn State are doing on the AAV2 virus. He's making progress on the animal trials and is working on getting funding for Human Trials. Listeners can help donate by contacting dsunday@hmc.psu.edu or calling 717-531-0003 ext 280646.</p>	<p>Dr. Craig Meyers, Penn State School of Medicine. 717-531-0003 x280646</p>	<p>10/28</p>	<p>30 min</p>
<p>WPB VA Hospital</p>	<p>Palm Beach Perspectives</p>	<p>Talked with Dr. Fernandez from the WPB VA Center. They have added over 40 staff members to their Mental Health department to meet the increasing needs for the veterans in our area. They offer counseling for the vets and their family members to help them readjust. For more information go to www.westpalmbeach.va.gov</p>	<p>Dr. Fernandez, WPB VA Hospital Westpalmbeach va.gov</p>	<p>11/04</p>	<p>30 min</p>

Palm Healthcare Quantum Diabetes Outreach	Palm Beach Perspectives	Interviewed Marjorie Sullivan, VP Communications Palm Healthcare Foundation, Eric Kelly, VP of Programs, Quantum Foundation, Kerry Jamieson, Dir of Communication, Quantum and Eugenia Millender, Clinical Director FAU Diabetes Center. They have combined their resources to host 20 events to offer free diabetes screenings and family activity days. Listeners can call 211 or go to www.211palmbeach.org for more info.	Marjorie Sullivan, VP Communications Palm HealthCare Foundation, Eric Kelly VP of Programs Quantum Foundation, 211 or www.211palmbeach.org	11/11	30 min
FAU Diabetes Center Education/out reach/services	Palm Beach Perspectives	Spoke with Eugenia and Mikki from FAU Diabetes Education and Reseach Center. They offer treatment, counseling and education for listeners who have Diabetes or have loved ones who are dealing with this chronic disease. Listeners can find out more by calling 561-803-8880.	Eugenia and Mikki FAU Diabetes Education and Research Center. 561-803-8880	11/18	30 min
FAU Diabetes Center Education/out reach/services	Palm Beach Perspectives	Spoke with Eugenia and Mikki from FAU Diabetes Education and Reseach Center. They offer treatment, counseling and education for listeners who have Diabetes or have loved ones who are dealing with this chronic disease. Listeners can find out more by calling 561-803-8880.	Eugenia and Mikki FAU Diabetes Education and Research Center. 561-803-8880	11/25	30 min
Kravis Center	Palm Beach Perspectives	Talked with Ashley Douglass, Marketing & PR Coor and Linda Bridsey, Marketing Mgr, from the Kravis Center. They offer a wide variety of entertainment for the community. They have adults at leisure series, learning luncheons, writing classes and of course all the shows. The tix are on sale for the Kravis on Broadway season. It includes Jersey Boys, Billy Elliot, just to name a few. For more info or to become a volunteer listeners can call 561-832-SHOW.	Ashley Douglass, Marketing PR Coor and Linda Birdsey, Marketing Mgr, Kravis Center 561-832-SHOW	12/2	30 min

Quantum Foundation STEM program	Palm Beach Perspectives	Talked with Kerry Diaz, President and Eric Kelly VP of Programs for the Quantum Foundation. Quantum was created to offer education, services and workforce in areas of health. They are doing a STEM (Science Technology Engineering Math) program with the school board. They have the grantees online. Any non-profit can apply to provide services by going to the website at quantunfnd.org or calling 832-7497.	Kerry Diaz, President and Eric Kelly, VP of Programs, Quantum Foundation 561-832-7497	12/9	30 min
Norton Museum	Palm Beach Perspectives	Chatted with the Norton folks. They are doing a lot of very creative exhibits as part of their Art After Dark series. It takes place every Thursday from 5p-9p. The 20th is holiday themed and is a "sketchbook" (3rd one every month) and the Art After Dark for 12/27 is called "Say It Loud" and is Free. They are offering Free admission to the Norton all day and to the Say It Loud - Art After Dark as a holiday gift to the community. To find out more listeners can go to www.norton.org	Scott and Kitty from Norton Museum of Art www.norton.org	12/16	30 min
Florida Prepaid College Fund	Palm Beach Perspectives	Talked with Yvette about the Florida Prepaid College fund and all the different options that are available to help families set aside money for their kids college education. Listeners can find out more by calling 1-800-552-GRAD.	Yvette Faulkner Florida Prepaid College Fund 1-800-552-GRAD	12/23	30 min
Holiday Repeat Fla Prepaid show	Palm Beach Perspectives	Talked with Yvette about the Florida Prepaid College fund and all the different options that are available to help families set aside money for their kids college education. Listeners can find out more by calling 1-800-552-GRAD	Yvette Faulkner Florida Prepaid College Fund 1-800-552-GRAD	12/30	30 min
ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION

<p>Harvest Outreach Center & Foodbank Hunger Relief Educational Opportunities</p>	<p>Clear Connection</p>	<p>Ms Halick came to promote a fundraising truck show event. Harvest food and outreach provides food and hope on the Treasure Coast with locations in Indian River and St Lucie County. Their goal is providing a hand up to those in need helping them break free of poverty. Hunger relief, transformative educational opportunities with employment as the focus and more. The event is scheduled October 18th and will raise funds with vendors that will offer fashion and beauty items and more. She asked listeners to like them on Facebook in order to stay in touch with the events and needs of the Harvest Food and Outreach Center.</p>	<p>Cindy Halick, P.R. Director</p>	<p>10-2-12 to 10-6-12; 5X/day</p>	<p>1:30 min each</p>
<p>Community Event</p>	<p>Clear Connection</p>	<p>Mr. Signorelli came to promote the second annual event held by St. John at the Cross at the Crowley Center in West Vero to raise funds for the Knights of Columbus charities. Mr. Signorelli covered all the activities including a traditional Oompa band from California. There will be a celebratory keg tapping ceremony, in keeping with German tradition within the beer garden. There are activities for children, including face painting and more. There is also a children's menu to compliment the all German fare. The event is October 12, 13 and 14th. Tickets can be purchased in advance at St. John of the Cross.</p>	<p>Al Signorelli, Event Coordinator</p>	<p>10-7-12 to 10-12-12 5X/day</p>	<p>1:30 min each</p>

<p>Women's Refuge Golf Tournament</p>	<p>Clear Connection</p>	<p>Saturday October 27th the Womens' Refuge is presenting their 15th annual golf tournament to raise money. The event welcomes men and women golfers and the tickets include continental breakfast, lunch, golf cart rental and golf plus lots of prizes. It is a shotgun team scramble and there will be prizes in each of three flights. The Women's Refuge serves women and their families across the Treasure Coast with counseling, support groups and a residential program. The women of the refuge work all year securing prizes for this, their major fundraiser.</p>	<p>Karen Schafer, Asst Director</p>	<p>10-13-12 to 10-19-12 5X/day</p>	<p>1:30 min each</p>
<p>Homelessness</p>	<p>Clear Connection</p>	<p>The Homeless Family Center proudly announces their Annual Dinner - the Red White & Blue Dinner, The American Dream. This event was held the night before the presidential election and had a patriotic theme. Cindy reviewed the price of tickets to both the cocktail event and the dinner and dancing event. She asked that residents in our community "cast their votes" for the Homeless Family Center by buying tickets and supporting their initiative to end homelessness for families on the Treasure Coast. There is a long waiting list and the home currently is serving 66 families with a place to live, food, counseling, educational services and more so they leave the center equipped to enter the workforce and become contributing members of the community. The Homeless Family Center has a zero tolerance policy for drugs and alcohol.</p>	<p>Cindy Goetz, Volunteer</p>	<p>10-20-12 to 10-26-12 5X/day</p>	<p>1:30 min each</p>

Ecological responsibilities	Clear Connection	<p>Sebastian Clambakes 10th anniversary will be celebrated Nov 1 - 4th at Riverview Park in Sebastian. The event celebrates the clams that are so popular from along our river. Anjani recapped all the great seafood that will be available. Additionally, the Sebastian Clambake sets up a Community Arts Stage where local entertainers can showcase their talents. There is a kids zone along with plenty of activities for adults. The Clambake celebrates our treasure Indian River and focuses on ecological responsibility. Admission is free. The proceeds benefit the charities of the Sebastian Clambake Foundation, which provides funding for capital improvements to non profits within the northern part of Indian River County.</p>	Ananji Cerillo	10-27-12 to 11-1-12 5x/day	1:30 min each
Support for the Arts	Clear Connection	<p>Ms. Corrigan invited local residents to become a part of the Vero Beach High School Performing Arts Center by purchasing a season ticket. She recapped all the shows you receive for one single price. The shows run from the fall through May. The ticket also includes the very popular Holiday Musical review. Performances are presented by Vero Beach High School performing arts students. The Performing Arts Center is on the campus of Vero Beach High School. Tickets must be purchased before Nov 4 in order to take advantage of the discount package.</p>	Crystal Corrigan, Auditorium Director	11-2-12 to 11-13-12 5x/day	1:30 min each

<p>Social Service Fund Raising</p>	<p>Clear Connection</p>	<p>The St Helen Harvest Festival is an annual event to benefit St. Helen Church and School. It is a well established community event featuring rides, games, food and entertainment to raise funds for the St Helen Parish and its service to our community. Mr. Egan came to tell us about all the rides and attractions that will be featured this year. Admission and parking are always free at this event. There is a wide array of food offerings and entertainment for adults and children alike. Also, the Ladybug Boutique features handmade items for sale. There is the annual cake walk for which parishioners prepare homemade baked goods. The Patron Saint Award is a drawing. As always, the event takes place the weekend prior to Thanksgiving and runs from Thursday to Sunday.</p>	<p>JB Egan</p>	<p>11-8-12 to 11-14-12 5x/day</p>	<p>1:30 min each</p>
------------------------------------	-------------------------	--	----------------	---------------------------------------	----------------------

<p>The Arts Poetry</p>	<p>Clear Connection</p>	<p>Lisa Rymer was our guest to promote the Poetry open mic which takes place on the 4th Sunday of every month. The poetry event is free and welcomes poets of all ages. Part of the event celebrates Laura Riding Jackson who was an acclaimed poet who spent her last days in a cracker house in Wabasso. Students and actually people of all ages are welcomed to perform their original works or read a poem by another author. The event supports the arts along the Treasure Coast. Ms Rymer also mentioned that the Laura Riding Jackson cracker house has been relocated to the campus of the Environmental Learning Center to preserve it in its original condition. Listeners are invited to visit it on Saturday mornings.</p>	<p>Lisa Rymer</p>	<p>11-15-12 to 11-20-12 5x/day</p>	<p>1:30 min each</p>
----------------------------	-----------------------------	---	-------------------	--	------------------------------

<p>Services for children</p>	<p>Clear Connection</p>	<p>Lauren's Way is a non profit organization started by 6th grader Lauren Weaver to collect much needed supplies of all kinds for the homeless community. The organization has served our community since Lauren was 7 years old. It has grown in awareness and many local businesses help Lauren collect the items needed. The items are distributed to organizations like The Source. She explained that the items most needed include Socks, rain poncho, deodorant, large nail clippers, first aid kit, bicycle tire repair kit, mosquito repellant (such as deep woods off), Mylar blankets (such as those sold in camping section at local stores, may also be called emergency blankets), soap, wash cloth, toothpaste, brush, shampoo, conditioner, hand sanitizer, beef jerky/slim jims, vienna sausage, canned hearty soup, cheese/crackers, protein bars/granola bars. Lauren's initiatives are conducted all year but her biggest push is during the holidays.</p>	<p>Lauren Weaver</p>	<p>11-21-12 to 11-24-12 5x/day</p>	<p>1:30 min each</p>
------------------------------	-------------------------	---	----------------------	--	----------------------

Animal care	Clear Connection	<p>Martin Lavander came to tell us about the Florida Cracker Christmas dinner event which is held to raise funds for the Blue Ribbon Charitable foundation, an organization dedicated to keeping pets in loving arms. The organization helps needy people provide medical services and food for their pets. In these tough economic times, many people must give up their most loved pet due to the economic pressures of maintaining it. This organization steps in on the owners behalf so finances aren't a consideration in the treatment of animals. This event is held annually at the Heritage Center. Tickets were available in advance at a number of local businesses and Martin reviewed them.</p>	Martin Lavander Director	11-25-12 to 12-2-12 5x/day	1:30 min each
The Arts	Clear Connection	<p>The Vero Beach Art Club presents the Under The Oaks Fine Art Show takes place in the fall. It is the largest event in Indian River County and draws attendees from through the Treasure Coast and the State of Florida. This year, art enthusiasts are invited to attend the selection event for artists who display at the big event. The juried art event is being held at Friday Dec 14 at Christ By The Sea Church. It is a full day event and includes breakfast and lunch. Tickets are \$50 and are limited, sold on a first come first served basis. Learn more about the arts at that exhibit and become involved in the selection process by attending this event. Proceeds benefit the Vero Beach Art Club.</p>	Sue Dinunno	12-3-12 to 12-11-12 5x/day	1:30 min each

<p>Holiday stress</p>	<p>Clear Connection</p>	<p>Pastoral Counselor Gerry Lamothe came to tell us how to cope with the stresses of the holidays. The holidays can be very difficult for people who have experienced loss through the death of a loved one or a broken relationship or unemployment. He suggested three tips to help cope: Balance expectations; we have good days and bad days all year long. Do not have unachievable expectations. 2) Do all things in moderation: do not overspend, the perfect gift may not be the most expensive. Over spending is frequently associated with trying to compensate for difficulties in one's life. 3) Pay attention to yourself: get plenty of rest, eat right and exercise. It is easier to become overwrought when you are over tired. Make the holidays a great time in spite of personal difficulties by using these tools.</p>	<p>Gerry Lamothe Pastoral Counselor</p>	<p>12-12-12 to 12-20-12 5x/day</p>	<p>1:30 min each</p>
<p>Cancer</p>	<p>Clear Connection</p>	<p>Nancy explained the American Cancer Society can be an early call when you have a diagnosis of cancer. The organization does not diagnose, but it provides support, information and guidance. The website cancer.org has a valuable and extensive resource library. Having cancer is hard, but finding help shouldn't be. The American Cancer Society is here to help guide you to success in fighting this disease.</p>	<p>Nancy Madsen, Patient Services Manager</p>	<p>12-21-12 to 12-29-12 5x/day</p>	<p>1:30 min each</p>

**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
AMERICAN CANCER SOCIETY	WHAT TO DO AFTER BEING DIAGNO	001:30	008
ARTS	SMITHSONIAN	000:31	004
ASK A DOCTOR HEALTH QUESTIONS	AD COUNCIL	000:15	019
ASK YOUR DOCTOR QUESTIONS	AD COUNCIL	001:00	019
BE AWARE OF AUTISM STATS	AD COUNCIL	001:00	049
BOOSTER SEAT SAFETY AWARENESS	AD COUNCIL	000:30	060
BOOSTER SEAT SAFETY AWARENESS	AD COUNCIL	001:00	183
CHECK STATUS OF RE AGENT	DBPR	000:30	013
CHECK YOUR CPA'S CREDENTIALS	DBPR	000:30	034
CHILD PROOFING YOUR HOUSE	AD COUNCIL	000:30	015
CHILDRENS HEALTH AWARENESS	JEFFEREY MODEL FOUNDATION	000:59	007
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	008
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	001
CREATE LEARNING MOMENTS W KID	AD COUNCIL	001:00	020
CUT 3	CHILD CARE I.D.	000:30	004
CUT 3	PSA - BOOSTER SEATS-LATCH - BOOKSTORE	000:30	002
CUT 3	PSA - TEEN VIOLENCE - ANGRY ROBOT	000:30	013
CUT 3	PSA - TEEN VIOLENCE - EXCUSES EXCUSES	000:30	011
DEPARTMENT OF AGRICULTURE	FLORIDA ASSN OF BROADCASTERS	000:30	019

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
DOC RECRUITMENT	FAB	000:30	021
DONATING TO HUNGER CHARITY	AD COUNCIL	001:00	032
DONT DRINK & DRIVE	AD COUNCIL	000:30	057
DRUNK DRIVING PREVENTION	AD COUNCIL	001:01	022
ENCOURAGING KIDS TO BRUSH TEE	AD COUNCIL	000:30	029
ENCOURAGMENT TO READ	AD COUNCIL	000:30	017
FL FAN GAME	FLORIDA ASSN OF BROADCASTERS	000:30	013
FRESH FOR FL KIDS	FLORIDA ASSN OF BROADCASTERS	000:30	027
GOVERNMENT WEBSITE AWARENESS	USA.GOV	000:15	027
HELP FOR CLEANING UP CREDIT	AD COUNCIL	001:00	009
HIGH SCHOOL DROP PREVENTION	AD COUNCIL	000:30	040
HOW TO TAKE A GED TEST	AD COUNCIL	000:15	023
HOW TO TAKE A GED TEST	AD COUNCIL	001:00	004
HUNGER AWARENESS	AD COUNCIL	000:30	062
IMPORTANCE OF TEACHING A CHIL	AD COUNCIL	000:59	026
IMPORTANCE OF TEACHING A CHIL	AD COUNCIL	001:00	033
INFO ON ADOPTING A CHILD	AD COUNCIL	000:15	058
INFO ON ADOPTING A CHILD	AD COUNCIL	000:30	068
INFO TO PLAN FOR AN EMERGENCY	AD COUNCIL	001:00	029
JOIN THE FL NATIONAL GUARD	FL NATIONAL GUARD	000:30	016
KEEPING OCEANS CLEAN	AD COUNCIL	000:29	026
MARRIAGE FAMILY COUNCIL OF VR	TIPS ON HOW TO BEAT HOLIDAY B	001:30	017
MENTOR A CHILD	AD COUNCIL	001:00	044
MILITARY AND VETERANS	FISHER HOUSE	000:30	041

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
NATIONAL GUARD RECRUITMENT	FAB	000:30	057
NATIONAL GUARD RECRUITMENT	FAB	001:00	025
PLAN FOR EMERGENCY SITUATIONS	AD COUNCIL	000:30	067
PREVENTING SLIPS AND FALLS	AMERICAN ACADEMY OTHROPEDIC S	000:29	020
PROMOTE PERF ARTS ON TREASURE	VERO BEACH HIGH SCHOOL	001:30	006
PROMOTING ESTUARY DAY	SMITHSONIAN MARINE STATION	000:31	001
PROMOTION OF OKTOBERFEST	KNIGHTS OF COLUMBUS	001:30	009
RAISE MONEY FOR HOMLESS CENTE	HOMELESS FAMILY CENTER	001:30	011
RAISE MONEY FOR LITERARY CHAR	LAURA RIDER LIT FOUNDATION	001:30	002
RAISE MONEY FOR LOCAL CHAIRIT	SEBASTIAN CLAMBAKE FOUNDATION	001:30	003
RAISE MONEY FOR VOLUNTEER VET	BLUE RIBBON CHARITY FOUNDATIO	001:30	005
SAVE ENERGY	AD COUNCIL	000:30	009
SAVE ENERGY	AD COUNCIL	001:02	008
SAVE MONEY ON GAS	DRIVESMARTERCHALLENGE.ORG	000:30	022
SAVING ENERGY WITH NEW LBULBS	AD COUNCIL	000:15	034
SELF ESTEEM	SPECIAL OLYMPICS	000:24	004
SELF ESTEEM	SPECIAL OLYMPICS	000:30	061
SELF ESTEEM	SPECIAL OLYMPICS	000:31	019
SIGN UP FOR CROHNS & COL WALK	CCTAKESTEPS.ORG	000:15	026
SIGN UP FOR YOUTH FOOTBALL	USAFOOTBALL.COM	000:30	022
SIGN UP TO VOLUNTEER	AD COUNCIL	000:30	006
ST HELENS FALL FESTIVAL	ST. HELEN CATHOLIC CHURCH	001:31	001
STOP TEXTING WHILE	AD COUNCIL	000:15	055

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
DRIVING			
STOP TEXTING WHILE DRIVING	NATIONAL SAFETY COUNCIL	000:30	015
THINGS WE GET FROM FOREST	AD COUNCIL	000:30	050
TIPS ON SAVING ENERGY	AD COUNCIL	000:30	017
TIPS ON SAVING MONEY	AD COUNCIL	000:15	107
TIPS ON SAVING MONEY	AD COUNCIL	000:30	032
TIPS ON SAVING MONEY	AD COUNCIL	000:31	042
VERO BEACH ART CLUB	RAISE MONEY FOR ART CHARITY	001:30	007
Visit Florida	FLORIDA ASSN. OF BROADCASTERS	000:30	053
VOLUNTEERING WITH UNITED WAY	AD COUNCIL	001:00	027