

WZTA
Fort Pierce, FL
Quarterly Issues/Programs List
Third Quarter, 2013
10/01/2013

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. Local economy
 2. Health & wellness; immunizations; check ups; mental health issues
 3. The environment; conservation; education
 4. The arts; accessibility; music; museums; theatre
 5. Parks and Recreation
 6. Back to School tips
 7. Social service
 8. Education; literacy
 9. Children; programs; services; recreation
 10. The environment; Indian River Lagoon
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**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 broadcasts Perspectives on Sundays at 9:00a.m.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURA -TION
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<p>Community Health Fair Free School Shots T. Leroy Jefferson Medical Society</p>	<p>Perspectives</p>	<p>Talked with Dr. Collette Brown-Graham and Dr. Patricia Sherron from the T. Leroy Jefferson Medical Society. They are doing their annual Health Fair on Saturday 7/13 from 9am to 2pm at FoundCare. Kids can get their immunizations for school and parents can get checked out too. They have mammograms, pap smears, blood pressure and diabetes screenings for them. They are also doing a cooking demonstration showing how to prep "healthy" foods and what the "new plate" should look like. They also do a healthcare symposium plus volunteer as mentors at various schools in the county. To find out more listeners can go to www.tljmedicalsociety.org or call 561-318-0814</p>	<p>Dr. Collette Brown-Graham Dr. Patricia Sherran T. Leroy Jefferson Medical Society 561-318-0814</p>	<p>7/6/13</p>	<p>30 min</p>
<p>Swede Fest Quantum Foundation</p>	<p>Perspectives</p>	<p>Talked with Elizabeth Dashiell, SwedeFest and Eric Kelly VP of Programs for the Quantum Foundation. Swede Fest is the 2nd annual film festival which features 3 minute long films with parody commentary. Quantum was created to offer education, services and workforce in areas of health. They are doing lots of programs in the community to provide access to healthcare. They are accepting applications for grants. They have the grantees online. Any non-profit which focuses on health services, education can apply to for a grant by going to the website at quantunfnd.org or calling 832-7497.</p>	<p>Elizabeth Dashiell, SwedeFest Eric Kelly, VP of Programs Quantum Foundation 561-832-7497</p>	<p>7/13/13</p>	<p>30 min</p>

211 Helpline	Perspectives	Talked with Patrice Schroeder from 211 Helpline. Listeners can contact them at 211 to find out what programs and services are available in the community such as meal delivery services, respite care, daycare, Sunshine call, etc. 211 is also a crisis line as well and is in their 5th decade of service to a 5 county area. There are 16 211 lines in Florida and they are all over the country as well.	Patrice Schroeder, Community Relations/PB Coord. 211 Helpline	7/21/13	30 min
Snook Florida Angler Action Program	Perspectives	Talked with Brett Fitzgerald, CEO, Snook & Gamefish Foundation. They promote education, conservation and research. Founded by William R. Mote they work with the state to record fishing activity using a new free app called the IAngler. It's pretty basic app that allows the state to collect data on how much fish are in an area, size, fish kills, etc. The angler can use it to track his/her fishing trips and the tides/lunar events and see if there is a trend with the number of fish caught. Listeners can get info/join at snookfoundation.org	Brett Fitzgerald, Managing Director Snook & Gamefish Foundation Snookfoundation.org 561-707-8923	7/28/13	30 min
Norton Museum	Perspectives	Talked with Scott Benarde, Dir of Communications, Hilary Greene, Communications Coordinator, and Maggie Edwards, Curatorial Asst from the Norton Museum. They are doing some great exhibits this summer and have Free Thursday admission for the month of August. This Thursday it's the Lego demonstration. The exhibit will be at the museum into September and kids can come "build" their lego sculpture as well as check out those on display as part of the exhibit. The museum is also looking for volunteers/docents. Listeners can get more info at Norton.org	Scott Benarde, Dir Communication Hilary Greene, Communications Coordinator, Maggie Edwards, Curatorial Asst Norton Museum	8/4	30 min

<p>Port St. Lucie Parks & Rec</p>	<p>Perspectives</p>	<p>Talked to Joe about Parks & Rec department. The City of Port St. Lucie just celebrated it's 52nd "Birthday". They were created as the parks were built and have over 39 that they work with daily. They create lots of great events to engage the community in the parks. They have a Free Fishing Tournament coming up on 8/17 at Rotary Park. To find out more listeners can go to cityofpsl.com/parks-recreation.</p>	<p>Joseph Taylor, Recreation Specialist, Port St. Lucie Parks & Recreation 772-344-4021</p>	<p>8/11</p>	<p>30 min</p>
<p>Dr. Andrew Reiss Back to school health tips</p>	<p>Perspectives</p>	<p>Talked with Dr. Andrew Reiss from Pediatric Associates Boca office. We went over some tips for a good school year. Take the kids for their wellness visit. Some tips are: pack a healthy lunch with your kids, talk with them about picking healthy foods if they are eating cafeteria lunch, send them out to play (with sunscreen), limit screen time to 2 hours or less/day, get enough sleep, take time to study and work on goal setting. Any questions, call your pediatrician or contact Dr. Reiss at pediatricassociates.com</p>	<p>Dr. Andrew Reiss, Pediatric Associates, Boca</p>	<p>8/18</p>	<p>30 min</p>

United Way	Perspectives	<p>Interviewed Laurie George, Ph.D. and Kasha Owers, VP Community Impact, at United Way. They are kicking off their 2013-14 Community Campaign with a Break of Champions at the Kravis Center on 9/25. Businesses that would like to attend should email rochellekingsley@uniterwaypbc.org Listeners can also check out the programs/partners who work with them at www.unitedwaypbc.org. They have some other events including "Day of Caring" coming up in October. They are focusing on financial/health education and services. For charities that are interested in partnering with them they should contact Kasha at 561-375-6617</p>	<p>Laurie George Ph.D. Kasha Owers, VP Community Impact, United Way 561-375-6617</p>	8/25/13	30 min
Pipeline to a Cure Little Smiles Surfrider	Perspectives	<p>Talked with Tim Frater and Timmy Schwab from Little Smiles. They are both involved with 3 great events that are coming up. Pipeline for a Cure for Cystic Fibrosis Foundation, Beach day where kids can learn to surf on 9/14 9a-1p. Salt water/air is great natural way for kids with CF to get in a breathing treatment while outside having fun. The 2nd part of Pipeline is the "Baggies & Black Tie" Gala on 9/20 7p at Jupiter Beach Resort. Info at MFogg@cff.org Surfrider is taking part in the 28th International Coastal Clean up on 9/21 at 7am (check surfriderpbc.org for all details) and then starting at 2pm on 9/21 it's BAMBOOZLE 2013, teams of 4 meet up at O'sheas on Clematis and then head out from 3p-6p to do their scavenger hunt. The team with most points win. Sign up your team by 9/1 online and they'll get a bamboozle T-shirt. www.littlesmiles.org to sign up.</p>	<p>Tim Frater Timmy Schwab Cystic Fibrosis/ Little Smiles/ Surfrider Littlesmiles.org Info at MFogg@cff.org</p>	9/1/13	30 min

<p>PBC Action Alliance for Mental Health</p>	<p>Perspectives</p>	<p>Talked with Rita Thrasher, Founder, PBC Action Alliance for Mental Health and Lori Jo Bacch, Co-chair of the Lake Worth Connection. They in conjunction with Boynton Beach Mental Health Initiative are hosting a free event to help parents of children who are struggling with social, emotional, behavioral, and educational problems. It's on 9/21 at 9:30a at the Courtyard Marriott in Boynton Beach. They both shared their experiences with mental health issues and encourage early detection/treatment. Parents can call 561-955-4810 to sign up. Reservations are required.</p>	<p>Rita Thrasher, Founder, PBC Action Alliance for Mental Health 561-955-4810</p>	<p>9/8/13</p>	<p>30 min</p>
<p>Jupiter Performing Arts Fund JPAF</p>	<p>Perspectives</p>	<p>Spoke with Dedra Malizia, VP and Kristy Kreiger, Events Coord. for Jupiter Performing Arts Fund (JPAF). Their charity raises funds for music programs in the Jupiter public schools. They hope to expand sometime in the future to include more schools in the county. Right now they do a neat program called New Life for Old Notes in which they refurbish gently used band equipment. They have lots of fundraisers and the cool one coming up is on 9/19 at Bubba Gump Shrimp in Jupiter and is called "Talk Like a Pirate, The Sequel" since this is the 2nd year they are doing it. For more info go to www.jpaf.org.</p>	<p>Dedra Malizia VP Kristy Kreiger, Events Coord. Jupiter Performing Arts Fund www.jpaf.org</p>	<p>9/15/13</p>	<p>30 min</p>

Great Grown Up Spelling Bee	Perspectives	Talked with Darlene Kolstrub, Literacy Coalition of Palm Beach County. They offer a variety of programs to help both students and adults with literacy training. They have some fundraisers coming up that the listeners can participate in, including Read for Record 10/3, Volunteer Literacy Symposium 10/12, and Great Grown Up Spelling Bee 10/17. Listeners can also volunteer by going to literacyphbc.org	Darlene Kolstrub, PBC Literacy www.literacyphbc.org	9/22/13	30 min
Boy Scouts of America	Perspectives	Spoke with Jim Bowman, Field Director, Boy Scouts of America, Gulfstream Council 561-667-3431 We talked about the benefits of scouting and how kids can apply. They are also in the middle of their annual popcorn sale. Listeners can go to orderpopcorn.com	Jim Bowman, Field Director, BSA, Gulfstream Council 561-667-3431	9/29/13	30 min
ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Indian River Lagoon	Clear Connections	Ms. Heeter Explains the danger the Indian River Lagoon is in. She discusses the likely causes of the lagoon crisis and mentions the plan ORCA has to fix the lagoon's problems. She gives the website and phone number for donations: www.teamorca.com	Neda Heeter ORCA	6-28-13 to 7-5-13 5X/day	1:30 min each
Sebastian Soccer	Clear Connections	Ms. Bernie says registration has opened the Sebastian Soccer League. She gives website to register. Explains types of teams that are available for different aged students, fees, and what the fees include. The organization promotes good sportsmanship and physical activities in children. Sebastian soccer is a non-profit. Gives website and phone number for the Sebastian Soccer Association and tells the deadlines for registration. Sebastiansoccer.com	Christie Bernie	7-6-13 to 7-13-13 5X/day	1:30 min each

Navy Seal Museum Art Show	Clear Connections	Our guests introduced themselves and explained an artwork they purchased to salute all the things the Navy Seals do. Colonel Zickert explained the origin of the painting. He talked about where the print would be on exhibit so veterans, their families and other interested parties could visit to see it. The date and time of the unveiling was announced.	Rick Kieser, Dr James Schaffer, Colonel Martin Zickert	7-14-13 to 7-20-13 5X/day	1:30 min each
211 Helpline	Clear Connections	Ms. Woodward explains 211 is a helpline deisgned to put people who need services in touch with organizations that can assist them. She gives a scenario of being affected by the economy. Explains how the helpline works. Gives the number and asks to call 211 to hear the options available.	Paige Woodward	7-21-13 to 7-29-13 5X/day	1:30 min each
Boys and Girls Club	Clear Connections	Thanks community for support. Explains their mission. Asks for volunteers to get involved at Sebastian and Fellsmere clubs. Gives phone number, website and Facebook. Tells about their approach to help children. Explains that The Boys and Girls Clubs offer after school care and homework assistance to working parents.	Elizabeth Thomason	7-30-13 To 8-7-13 5x/day	1:30 min each
Indian River County Chamber of Commerce	Clear Connections	Ms Chandler tells what the chamber does and how they make a difference in Indian River County. Asks people to do and develop business locally. Talks about the Who's Who in Indian River Chamber Guide and gives information to join the chamber and get involved in the activities of the Chamber. She welcomes listeners to pick up a copy of the business guide at the Chamber offices	Penny Chandler	8-8-13 To 8-18-13 5x/day	1:30 min each

Comedy Fundraiser	Clear Connections	Tells the date of the 6th annual benefit comedy show. Proceeds of this annual event go to a needy person who is struggling with a medical issue. The roster of this year's comedians is reviewed. Additionally, local restaurants donated food and he mentioned all the restaurants that are making donations this year. Gives ticket prices, phone number, showtime, and venue of the show.	Mark Zmay, Event Coordinator	8-19-13 To 8-28-13 5x/day	1:30 min each
Vero Beach Air Show	Clear Connections	Says air show is returning to Vero Beach after a decade long hiatus. Mr. Menger gives the dates and explains that the show will celebrate the history of flight. He gave some information on the exhibits of planes, static displays and airborne demonstrations. He also mentions Vero beach will present another air show in May 2014 when the Blue Angels will make an appearance. Gives website and Facebook.	Eric Menger, Airport Director	8-29-13 to 9-5-13 5x/day	1:30 min each
Big Brothers Bowl	Clear Connections	Invites listeners to come out to the first annual " Bowl for Kids Sake". Invites businesses and groups to make a team. Mentions some of the challenges available to participate in. Gives out email and phone number, repeats phone number and gives dates. This bowling event is a fundraiser for Boys and Girls Clubs.	Robert Vota	9-6-13 To 9-14-13 5x/day	1:30 min each
Smithsonian Marine Station	Clear Connections	Gives dates for National Estuaries Day and explains the activities planned at the Smithsonian Marine Station on that day. Invites listeners to bring their families and learn how vital the oceans and our lagoon are to industry, commerce and life itself. Gives website and phone number. Talks about "hands across the lagoon" and where to find more about the events taking place on National Estuaries Day.	Laura Deitrick	9-15-13 to 9-22-13 5x/day	1:30 min each

Vero beach Air Show	Clear Connections	A final push before the return of the Vero Beach airshow is made for volunteers and visitors to the event. The event is a fundraiser for the Exchange Clubs of Indian River County and also for the Veteran's Council. There will be special activities for the Vets; they also receive free admission, October 5th and 6th, 2013.	Colonel Marty Zieckert	9-23-13 To 9-30-13 5x/day	1:30 min each
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**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
Civil Rights	CIVIL RIGHTS	001:00	034
Children	PSA - MAKE A WISH FOUNDATION AWARNNESS	001:00	001
Memorial	PSA 911 DAY	000:30	020
Veterans	T-SHOW YOUR STRIPES - PHASE 1 - A	000:33	002
Veterans	T-SHOW YOUR STRIPES - PHASE 1 - B	000:33	004
Veterans	T-SHOW YOUR STRIPES - PHASE 2 - A	000:33	324
211 HELP LINE	INFO ON COMM SERVICE HELP	001:30	015
ASK A DOCTOR HEALTH QUESTIONS	AD COUNCIL	000:15	035
ASK A DOCTOR HEALTH QUESTIONS	AD COUNCIL	000:30	035

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ASTHMA PREVENTION IN CHILDREN	AD COUNCIL	000:15	030
AUTISM	AD COUNCIL	000:30	009
BE AWARE OF AUTISM STATS	AD COUNCIL	001:00	089
BE KNOWLEDGABLE ABOUT FORECLO	AD COUNCIL	001:00	107
BENEFIT COMEDY SHOW	INDIAN RIVER COMEDY BENEFIT	001:30	014
BIG BROTHERS BOWL	BIG BROTHERS BIG SISTERS	001:30	012
BOYS AND GIRLS CLUBS	BOYS & GIRLS CLUB	001:30	012
BULLYING PREVENTION	AD COUNCIL	000:30	029
CHECK STATUS OF RE AGENT	DBPR	000:30	031
CHECK YOUR CPA'S CREDENTIALS	DBPR	000:30	061
CHILDREN	AD COUNCIL	000:15	001
COMMUNITY INVOLVEMENT	INDIAN RIVER CHAMBER OF COMME	001:30	014
DONT DRINK & DRIVE	AD COUNCIL	000:30	088
DRUNK DRIVING PREVENTION	AD COUNCIL	001:00	005
FOOD SAFETY	AD COUNCIL	000:15	013
FOOD SAFETY	AD COUNCIL	000:30	007
FOOD SAFETY	AD COUNCIL	000:59	005
FOOD SAFETY	AD COUNCIL	001:00	012
FREE CREDIT COUNSELING	NFCC	000:29	089
FREE CREDIT COUNSELING	NFCC	001:00	091
GET HELP WITH YOUR MORTGAGE	AD COUNCIL	001:00	051
GOV HELP WITH HOME MORTGAGES	AD COUNCIL	000:15	041
GOVERNMENT WEBSITE AWARENESS	USA.GOV	000:15	046
HAVE QUESTIONS READY WHEN BUY	AD COUNCIL	000:30	033

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEART DISEASE AWARENESS IN WO	AMERICAN HEART ASSOCIATION	000:30	025
HUNGER AWARENESS	AD COUNCIL	000:59	029
HUNGER AWARENESS	AD COUNCIL	001:00	047
Hurricane Prep	Fla Division Of Emergency Man	000:30	012
HURRICANE PREPAREDNESS	FLORIDA ASSN OF BROADCASTERS	000:30	011
INFO TO PLAN FOR AN EMERGENCY	AD COUNCIL	001:00	052
KNOW LUPUS SYMPTOMS	AD COUNCIL	000:30	052
LEAD POISONING PREVENTION	AD COUNCIL	000:30	034
LEARN HOW TO USE THE INTERNET	AD COUNCIL	001:00	047
Lightning Safety	Fla Division Of Emergency Man	000:31	011
LITERACY	AD COUNCIL	000:30	009
LITERACY	AD COUNCIL	001:00	005
LUNGER CANCER AWARENESS	PFIZER	001:00	054
MAKE A WISH FOUNDATION AWARNE	MAKE A WISH FOUNDATION	001:00	038
MEN KNOW YOUR MEDICAL HISTORY	AD COUNCIL	000:30	029
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	046
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	169
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	035
NATIONAL GUARD RECRUITMENT	FLORIDA ASSN OF BROADCASTERS	000:30	053
NATIONAL GUARD RECRUITMENT	FLORIDA ASSN OF BROADCASTERS	000:58	039
NATIONAL GUARD RECRUITMENT	FLORIDA ASSN. OF BROADCASTERS	000:58	013
NAVY SEAL MUSEUM	UNVEILING OF ART PIECE	001:29	006
PLAN FOR EMERGENCY SITUATIONS	AD COUNCIL	000:30	042
PREVENT ANIMAL POACHING	HUMANE SOCIETY	000:59	054

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PREVENT POLLUTION IR LAGOON	SMITHSONIAN ESTUARIES	001:30	014
PREVENT TEENAGE DRUNK DRIVING	MENNONITE CHURCHS	001:00	057
PREVENTING SLIPS AND FALLS	AMERICAN ACADEMY OTHROPEDIC S	000:29	034
PROVIDING DVDS FOR INJURED VE	AD COUNCIL	000:30	022
PROVIDING DVDS FOR INJURED VE	AD COUNCIL	000:31	045
PSA	AT&T	000:30	028
PSA	SHOW YOUR STRIPES	000:30	129
PSA	SHOW YOUR STRIPES	000:31	038
QUIT PLAYING GAMES	FAB	000:30	028
QUIT TABACCO USE	AD COUNCIL	000:30	060
QUIT TABACCO USE	FAB	000:30	090
RECYCLE YOUR ELECTRONICS	CONSUMER ELECTRONICS ASSOC	001:00	052
REDUCING GUN VIOLENCE	AD COUNCIL	000:30	038
RIP CURRENT	FLORIDA ASSO. OF BROADCASTERS	000:30	009
Safe Driving	AD COUNCIL	000:15	014
Safe Driving	AD COUNCIL	000:30	010
Safe Driving	AD COUNCIL	001:00	018
SAVE ENERGY	AD COUNCIL	000:30	096
SAVING ENERGY WITH NEW LBULBS	AD COUNCIL	000:15	049
SEBASTIAN SOCCER	INFO ON YOUTH SOCCER LEAUGE	001:29	014
STOP TEXTING WHILE DRIVING	AD COUNCIL	000:15	061
STOP TEXTING WHILE DRIVING	NATIONAL SAFETY COUNCIL	000:30	032
SUN SAFETY	FLORIDA ASSO. OF BROADCASTERS	000:30	010
TIPS ON SAVING ENERGY	AD COUNCIL	000:30	026

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
VB AIR SHOW	EXCHANGE CLUB VERO BEACH	001:29	004
VB AIR SHOW	EXCHANGE CLUB VERO BEACH	001:30	001
VERO BEACH AIR SHOW	VERO BEACH COMMUNITY	001:30	001
Visit Florida	FLORIDA ASSN. OF BROADCASTERS	000:30	020
Visit Florida	Visit Florida	000:30	021
Visit Florida	Visit Florida	001:00	041
VOLUNTEERING WITH UNITED WAY	AD COUNCIL	000:30	024
VOLUNTEERING WITH UNITED WAY	AD COUNCIL	001:00	050
WILDFIRE PREVENTION	AD COUNCIL	000:14	008
WILDFIRE PREVENTION	AD COUNCIL	000:59	019
YOUTH	FLA DEPT OF KIDS AND FAMILIES	000:31	027