

WZTA
Fort Pierce, FL
Quarterly Issues/Programs List
Second Quarter, 2012
07/02/2012

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. Easter community events; support for the arts
 2. Hunger
 3. Hurricane Preparedness; Red Cross services
 4. Child care; programs; services; car seats; adoptive parents; abused, neglected, and abandoned children; parenting
 5. Recreation opportunities
 6. Health & wellness; blood donations
 7. Mental health services
 8. The elderly; services; programs; protection; long term care
 9. State Education standards
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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 airs Sunday Outlook on Sundays at 9:30a.m. for 30 minutes

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURA- TION
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Hurricane Center Director Retiring	Sunday Outlook	Living in Florida, we have come to rely on the National Hurricane Center to warn us about storms headed our way. When Bill Read took over as the director of the National Hurricane Center (NHC) in 2008, he arrived at the Miami-based Center at a time when employee morale was at an all-time low and communication with other federal agencies had deteriorated to the point of ineffectiveness. Under his leadership, NHC has undergone significant management changes and restructuring. Read joins <i>Sunday Outlook</i> as he prepares to retire from the agency.	Bill Read Director National Hurricane Center	04/01/12	30 min
Child Safety Seats	Sunday Outlook	Motor vehicle crashes are the leading cause of death for children ages three to 14. Child safety seats reduce the risk of fatal injury by 71 percent for infants and by 54 percent for toddlers in passenger cars. Guest Kelly Powell discusses some of the common mistakes made when installing safety seats.	Kelly Powell Safe Kids Palm Beach West Palm Beach	04/08	30 min
SunUp\ARC: Joining Forces	Sunday Outlook	In what is a first for Indian River County, two nonprofits with similar missions have joined forces, creating a larger array of services and a more efficient use of donations. SunUp and Abilities Resource Center will now serve developmentally disabled children and adults.	Charles Bradley Executive Director Sun Up ARC	04/15	30 min

Protecting the Elderly	Sunday Outlook	<p>As we live longer and longer, most of us will probably eventually reside in a long-term care facility. A dedicated army of volunteers with the Long-Term Care Ombudsmen Program helps to ensure the health, safety and welfare of residents of those facilities.</p> <p>During the past fiscal year, staff and volunteers investigated 7,534 complaints concerning residents living in nursing homes, assisted living facilities, and adult family-care homes.</p>	Kevin McKeown Treasurer Coast District Manager Florida Long-Term Care Ombudsman Program	04/22	30 min
Adoption: In Search of a "Forever" Family	Sunday Outlook	<p>For many people, Sunday is a family day. Perhaps it's the day when the family attends church together. . or maybe it's Sunday dinner with your extended family. How many of us take these things for granted? There are many kids who don't take these things for granted. . .because they don't have a forever family. Frank Avillo discusses the critical need for adoptive parents.</p>	Frank Avilla Director of Adoption Services Children's Home Society	04/29	30 min
Services for the Developmentally Disabled	Sunday Outlook	<p>So what do you do if you move to a new community and there are no services for your developmentally disabled son? If you are Mary Ellen Replogle, you go out and create them! Over 30 years ago, Mary Ellen and Dr. Harry Hurst began the Association for Retarded Citizens in Indian River County. Nearly 84, Mary Ellen is still making sure there are services available.</p>	Mary Ellen Replogle Community Activist	05/06	30 min

Speaking Up for Children	Sunday Outlook	Guardians ad Litem are court-appointed volunteers who give a voice to abused, neglected and abandoned children. Everyone is focused on the "best interests of the child," but the child is not present during court proceedings. The program ensures that the judge hears from the child—through specially-trained volunteers.	Elizabeth McCormick Guardian ad Litem Program 19 th Judicial Circuit	05/13	30 min
The American Red Cross	Sunday Outlook	Whether it's 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	05/20	30 min
Mental Health Awareness Month	Sunday Outlook	One in four adults has a diagnosable mental health condition like depression, anxiety, posttraumatic stress or substance abuse. Some aspects of our culture are "toxic," and the health and lives of all Americans are at serious risk. Kris Sarkauskas and Dr. Erwin Ramos discuss the new Walk-In Clinic as well as the importance of Mental Health Awareness Month.	Kris Sarkauskas Chief Executive Officer Dr. Erwin Ramos Medical Director Mental Health Association Indian River County	05/27	30 min
Learning to Be Better Parents	Sunday Outlook	In the physical or emotional absence of a father, children are twice as likely to be involved in crime; 77% more at risk of physical abuse; five times more likely to live in poverty; and twice as likely to abuse drugs or alcohol. Father and Child Resource Center Director David Cardno discusses some of the outreach programs the Center offers. The Center is part of the Healthy Start initiative in Martin County.	Dave Cardno Director, Father and Child Resource Center Martin County	06/03	30 min

Setting Educational Standards	Sunday Outlook	Commissioner Gerard Robinson, who heads the Florida Department of Education, discusses the new Common Core State Standards initiative that will affect all students in the state. The initiative, which is being implemented nationwide, strives to set national standards to ensure all students have the skills and knowledge they will need to be successful. Thus far, 45 states and three territories have adopted the standards	Gerard Robinson Florida Commissioner of Education Tallahassee	06/10	30 min
Protecting the Elderly	Sunday Outlook	As we live longer and longer, most of us will probably eventually reside in a long-term care facility. A dedicated army of volunteers with the Long-Term Care Ombudsmen Program helps to ensure the health, safety and welfare of residents of those facilities. During the past fiscal year, staff and volunteers investigated 7,534 complaints concerning residents living in nursing homes, assisted living facilities, and adult family-care homes.	Kevin McKeown Treasure Coast District Manager Florida Long-Term Care Ombudsman Program	06/17	30 min
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 18 th birthdays.	Gary Petit Chief Operating Officer Hibiscus Center Stuart	06/24	30 min
ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION

<p>Community Baptist Church Spring Fling & Easter Holiday Fair</p>	<p>Clear Connection</p>	<p>Shelby invited the community to the 4th annual free extravaganza including bounce houses for the kids, pony rides, games, Easter Eggs Hunts, face painting and a free lunch. There is also a bake sale. Shelby gave directions to the event and reiterated everyone was invited. She also invited the community to their contemporary Easter Service on Sunday April 8th at 11AM.</p>	<p>Shelby Russo, Volunteer</p>	<p>4-2-12 to 4-5-12 5X/day</p>	<p>1:30 min each</p>
<p>The Arts</p>	<p>Clear Connection</p>	<p>Lauren came to promote the Art of Music Fine Art Auction to benefit the Vero Beach Choral Society's scholarship fund. The event is being held at Northern Trust Bank and the community can view the art that will be up for auction at the bank's location all month. The Choral Society invites you to vote on your favorite piece of art as well. The Choral Society supports the best of today's young musicians to support the survival of classical music traditions and appreciation.</p>	<p>Lauren Smith, Board President of the Vero Beach Choral Society</p>	<p>4-6-12 to 4-13-12 5X/day</p>	<p>1:30 min each</p>
<p>May Pops event</p>	<p>Clear Connection</p>	<p>The May Pops event will be held May 6th at the Windsor Polo Ground, for the benefit of the Indian River Medical Center Foundation. The theme is "Expect The Unexpected". Attendees are invited to bring a picnic basket as they welcome the Brevard Symphony Orchestra conducted by Christopher Confessori. There is a guest soloist, Christiana Knoll. There is something for everyone. The concert begins at 5:30 PM and gates open at 3:30. Lawn tickets are \$25 in advance. Visit Maypopsinvero.com for more information.</p>	<p>Julia Keenan for the Indian River Medical Center Foundation</p>	<p>4-14-12 to 4-20-12 5X/day</p>	<p>1:30 min each</p>

<p>Stamp Out Hunger Food Drive</p>	<p>Clear Connection</p>	<p>On Saturday May 12 the US Postal Service partners with the letter carriers to present the country's largest food drive. The food remains local. Becky indicated participants should not include glass or perishable items. Letter Carriers will pick up the bag of food you donate by your mailbox. This is an annual event but Becky said the pantries at the local food banks are in short supply and encouraged participation in this year's event.</p>	<p>Becky Allen Volunteer for US Post Office Stamp Out Hunger</p>	<p>4-21-12 to 4-27-12 5X/day</p>	<p>1:30 min each</p>
<p>Hurricane Preparednes s</p>	<p>Clear Connection</p>	<p>The fourth annual Hurricane Hanger party will be presented for the whole family on Friday May 11 from 5 to 10pm at the Vero Beach Airport. Experience the Red Cross disaster simulator, the Kids Zone and entertainment from the band OPM. The Hanger party has 2 missions - to raise awareness that we are entering another hurricane season and also to raise funds for the American Red Cross Treasure Coast Chapter. Attendees were also encouraged to bring food donations to be given to the letter carrier's food drive, as well.</p>	<p>Steve Lewis American Red Cross Treasure Coast Chapter</p>	<p>4-28-12 to 5-4-12 5X/day</p>	<p>1:30 min each</p>

Child Care	Clear Connection	<p>Ms. Jackson promoted the high quality child care provided by the early learning coalition to families in need. It is also a clearing house to connect needy families with children to organizations that can help them with the care of their children.</p> <p>She encouraged young families to get in touch with the Early Learning Coalition and find out more about the early education options that are available to them, including the VPK program that is offered within the State of Florida.</p>	Jackie Jackson, Executive Director Early Learning Coalition	5-5-12 to 5-11-12 5X/day	1:30 min each
Recreation Activities	Clear Connection	<p>Dennis invited area residents to participate in the free National Learn to Row day on June 2nd , presented by the Indian River Rowing Club. Ages 14 and up are welcomed. The event takes place 8am to 1pm at the C-54 canal just a few miles north of Fellsmere on Babcock Road. You must be a good swimmer. It is a free event and a great way to get an introduction into the sport of rowing. He suggest participants bring water proof sandals, a bottle of water and snug fitting shorts. More information at the website indianriverrowingclub.com</p>	Dennis Rings IRC Rowing Club	5-12-12 to 5-19-12 5X/day	1:30 min each

Support for non profits	Clear Connection	<p>Ms Cerillo invited non profit organizations to submit their requests for funding from the 2012 Sebastian Clambake Lagoon Festival on November 2 - 4 in Sebastian's Riverview Park. The foundation funds new construction or capital improvements only. The non profit must be located between 77th Street near Wabasso and the Northern Indian River County line. The deadline to apply is June 6th. The organization is also looking for sponsors and vendors for this year's event. She invited all to visit the website at sebastianclambake.org. This is the clambake's 10th anniversary year.</p>	Anajani Cerillo, Board Member Sebastian Clambake Foundation	5-20-12 to 5-25-12 5X/day	1:30 min each
The Environment	Clear Connection	<p>Saturday June 9th is World's Oceans Day and the Smithsonian Museum in Fort Pierce will have a special event at the Fort Pierce Aquarium. There will be guided tours, hands on activities, touch tank and lagoon tours. Admission is \$4 for adults and \$3 for children. People across the world will celebrate World's Oceans Day and you are invited to learn all the Ocean provides to us local on the Treasure Coast. The first 100 kids in attendance will receive a free gift bag.</p>	Sally Dillon Spokesperson	5-26-12 to 5-31-12 5X/day	1:30 min each

Benefit for local children's charities	Clear Connection	The tournament is being held at Capt Butchers Marina in Sebastian. The guaranteed purse is \$14,000. Captains Party is on June 8th and the tournament is June 9th. Yellow Umbrella, Youth Guidance and Boys and Girls Club are just a few of the non profits supported by this fishing tournament. This event is presented by the Sebastian Exchange Club. It is an annual event of this club and their largest fundraiser of the year.	Michael Natalli, Chairman The Blue Water Open Fishing Tournament	6-1-12 to 6-6-12 5X/day	1:30 min each
Theatre Events	Clear Connection	Mr. Madden came to promote the show Hairspray and it will be presented at PSL High School by students from the St. Lucie County Schools. Performances are June 20 - 24th. It is a full stage presentation with a live orchestra. All performers and stage hands are St Lucie County School students. Tickets are just \$15. There are matinee and evening performances. Listeners were given the number above for more information and to reserve tickets for the summer production of Hairspray, The Musical.	Patrick Madden, Director of the Summer Musical St Lucie County School Board	6-7-12 to 6-13-12 5X/day	1:30 min each

Blood Donations	Clear Connection	Mr. Thompson came on to encourage listeners to donate blood. He pointed out there is no synthetic substitute and the need is constant. One pint save an average of three lives. He pointed out that 90% of the population will need donated blood in their lifetime. 20% of all blood donated goes to cancer patients. It takes about 7 to 10 minutes to donate blood. He suggests you come in well hydrated and eat a good meal. Blood banks frequently run low on type 0 and type b blood. Medical care depends on a steady stream of healthy donors.	Larry Thompson, Marketing Director Indian River Blood Bank	6-14-12 to 6-21-12 5X/day	1:30 min each
Youth Rec Programs	Clear Connection	Ms Burnes invited children from throughout the Treasure Coast to come register for soccer. They provide programs for girls and boys age 4 - 19. They receive their uniform, shirt and socks with their registration of \$60. It is a non profit organization. There is a website for all the pertinent information. Sebastian soccer.com. She tells us that soccer is a great way for children to experience physical, mental and emotional growth...plus physical activity is the best way to maintain a healthy body weight.	Amanda Burnes Sebastian Soccer Association	6-22-12 to 6-29-12 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
06/12	CONSUMER RADIO NETWORK	001:00	006
08/07	CONSUMER RADIO NETWORK	001:00	007
ASK A DOCTOR HEALTH QUESTIONS	AD COUNCIL	000:15	011
BLOOD DONATIONS	INDIAN RIVER BLOOD BANK	001:31	036
BLOOD DRIVE	INDIAN RIVER BLOOD BANK	001:31	001
BUILDING FUND ASSISTANCE	SEBASTIAN CLAMBAKE FOUNDATION	001:31	019
CHILD PROOFING YOUR HOUSE	AD COUNCIL	000:30	024
CUT 3	CHILD CARE I.D.	000:30	007
CUT 3	PSA - BOOSTER SEATS-LATCH - BOOKSTORE	000:30	011
CUT 3	PSA - DEPT OF ENERGY/AD COUNCIL - SAVING ENERGY	000:30	015
CUT 3	PSA - TEEN VIOLENCE - ANGRY ROBOT	000:30	011
CUT 3	PSA - TEEN VIOLENCE - EXCUSES EXCUSES	000:30	011
DISCLAIMER 1	PSA - KEEP OCEANS CLEAN ALLIANCE/AD COUNCIL - LITTERING	000:29	026
DONATING TO HUNGER CHARITY	AD COUNCIL	001:00	042
DONT DRINK & DRIVE	AD COUNCIL	000:30	053
ENCOURAGEMENT TO READ	AD COUNCIL	000:30	015
GOVERNMENT WEBSITE AWARENESS	USA.GOV	000:15	010
HEALTH AND FITNESS	AD COUNCIL	000:29	079
HEALTH AND FITNESS	AD COUNCIL	000:30	114
HEALTH AND FITNESS	AD COUNCIL	000:31	136
HEALTH AND FITNESS	CITY OF HOPE	000:30	006
HEALTH AND FITNESS	CITY OF HOPE	000:31	014
HEALTH AND FITNESS	CITY OF HOPE	000:32	004
HIGH SCHOOL DROP PREVENTION	AD COUNCIL	000:30	044
HOW TO TAKE A GED	AD COUNCIL	000:15	015

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
TEST			
HOW TO TAKE A GED TEST	AD COUNCIL	001:00	040
HUNGER AWARENESS	AD COUNCIL	000:30	051
HURRICANE SAFETY PGM	RED CROSS	001:31	029
IMPORTANCE OF TEACHING A CHIL	AD COUNCIL	000:59	040
IMPORTANCE OF TEACHING A CHIL	AD COUNCIL	001:00	048
INDIAN RIVER MEDICAL FOUNDATI	INDIAN RIVER MEDICAL FOUNDATI	001:31	015
INFO ON ADOPTING A CHILD	AD COUNCIL	000:15	042
INFO ON ADOPTING A CHILD	AD COUNCIL	000:30	053
INFO TO PLAN FOR AN EMERGENCY	AD COUNCIL	001:00	040
KEEPING OCEANS CLEAN	AD COUNCIL	000:29	025
LEARN TO ROW	INDIAN RIVER ROWING CLUB	001:31	033
LOW COST CHILDCARE	EARLY LEARNING COALITION	001:31	016
MENTOR A CHILD	AD COUNCIL	001:00	088
PLAN FOR EMERGENCY SITUATIONS	AD COUNCIL	000:30	056
PORT SAINT LUCIE HIGH SCHOOL	PSL HIGH DRAMA DEPT	001:31	022
PREVENTING SLIPS AND FALLS	AMERICAN ACADEMY OTHROPEDIC S	000:29	037
SAVE MONEY ON GAS	DRIVESMARTERCHALLENGE.ORG	000:30	023
SAVING ENERGY WITH NEW LBULBS	AD COUNCIL	000:15	024
SIGN UP FOR CROHNS & COL WALK	CCTAKESTEPS.ORG	000:15	014
SIGN UP FOR YOUTH FOOTBALL	USAFOOTBALL.COM	000:30	020
STAMP OUT HUNGER	US POST OFFICE	001:31	014

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
STOP TEXTING WHILE DRIVING	AD COUNCIL	000:15	036
STOP TEXTING WHILE DRIVING	NATIONAL SAFETY COUNCIL	000:30	023
SUBSTANCE AWARENESS	SUBSTANCE AWARENESS INDIAN R	001:31	010
THINGS WE GET FROM FOREST	AD COUNCIL	000:30	041
TIPS ON SAVING ENERGY	AD COUNCIL	000:30	020
TIPS ON SAVING MONEY	AD COUNCIL	000:15	048
TIPS ON SAVING MONEY	AD COUNCIL	000:30	042
TIPS ON SAVING MONEY	AD COUNCIL	000:31	043
VOLUNTEERING WITH UNITED WAY	AD COUNCIL	001:00	042