

**CBS RADIO INC**

**QUARTERLY ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WOCL-FM**

**3rd QUARTER, 2014**  
(July 1st through September 30th)

Prepared by:

Michael Rafferty  
Public Service Affairs Director  
Filed: October 8, 2014

**Issues of Concern to Orlando  
Addressed in Responsive Programming in the  
3<sup>rd</sup> Quarter, 2014**

<b><u>Subject</u></b>	<b><u>Description of Issue of Concern</u></b>
1. Community Events	Organizations that offer activities and events for family and community involvement.
2. Community Outreach	Organizations that provide support and education for local issues and community concerns.
3. Arts and Education	Local schools, organizations, and institutions that promote general education, as well as the cultivation and preservation of the arts (visual art, community theater) in the community.
4. Health/Health Education	Organizations that provide resources and awareness on a variety of health-related issues, including particular diseases, and living a healthier life style.
5. Children's Issues	Organizations that provide resources, advocacy, and education focused specifically on the medical and psychological health and well being of children and adolescents in our communities.

**WOCL-FM Programs That Address Community Issues  
(Regularly Scheduled Public Affairs Programs)  
3<sup>rd</sup> Quarter, 2014**

<u><i>Public Affairs Program</i></u>	<u><i>Schedule and Description</i></u>
1. "SUNNY Across Central Florida"	(Sunday 11:00 p.m. – 12:00 a.m.) Hosted by Michael Rafferty. Highlights issues, events and organizations affecting the Central Florida Community.

**Most Significant Issue-Responsive Programming**  
**3<sup>rd</sup> Quarter, 2014**  
**(July 1<sup>st</sup> through September 30<sup>th</sup>)**

**ISSUE:           Community Events**

SUNNY Across Central Florida  
August 3<sup>rd</sup>, 2014  
11:00 PM  
13 minutes of a 60 Minute Program

Steven Torres and Matt Barringer of the Titusville Rotary Club visited SUNNY Across Central Florida to talk about the 2014 North Brevard Brewfest and the work of the Titusville Rotary Club. Matt spoke about how the money that is raised by festival will be used. Steven talked about the participating breweries and about the live music which will feature The Jonnie Morgan Band and Tim Reynolds of The Dave Matthews Band who will close the festival.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
July 27th, 2014  
11:00 pm  
19 minutes of a 60 minute program

SUNNY Across Central Florida host Michael Rafferty spoke with Public Relations Manager Mark Hoewing and Survivor: Thailand cast member Tanya Vance. Mark discussed the work of GKTW and how the GKTW Village helps children with life-threatening diseases and their families cope by providing some relief from the stress of their situation. Tanya talked about her experiences as a cast member of Survivor: Thailand as well as her six year relationship with Hearts of Reality.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
August 17<sup>th</sup>, 2014  
September 7<sup>th</sup>, 2014  
11:00 PM  
14 minutes of a 60 minute program

Event Coordinator Rosie Moore stopped by the SUNNY Across Central Florida studios to talk about The Gift of Life event. Rosie has a personal stake in the success of this event as she had a premature baby born at 27 weeks old. Her child was in the neonatal intensive care unit for five months. This experience spurred Rosie to help other parents with premature babies. Rosie explained how the money raised will go towards the purchase of new equipment as well as towards the creation of a **film** based on Rosie's story. The film, "A Story of Faith", will be used to create resources for parents with children in the NICU unit.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
August 24<sup>th</sup>, 2014  
August 31<sup>st</sup>, 2014  
11:00 PM  
14 minutes of a 60 minute program

Jason Siegel who is the CEO of the Orlando Solar Bears and a board member of the Greater Orlando American Heart Association spoke with SUNNY Across Central Florida host Michael Rafferty about the upcoming 2014 Greater Orlando Heart Walk. Jason explained how the event will promote a healthy lifestyle while raising awareness of the fight against heart disease.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

**Live PSA Rotator – American Diabetes Association Signature Walk**

Various times (25) :30 spots

Promotes one day event by the American Diabetes Association.

**Live PSA Rotator – Making Strides Against Breast Cancer 5K Walk**

Various times (90) :30 spots

Promotes one day event by the American Cancer Society.

**Live PSA Rotator – IHOP Sneakers for Kids Campaign**

Various times :30 spots

Promotes IHOP sneaker donation campaign

**Live PSA Rotator – GKTW Hearts Of Reality**

Various times (15) :30 spots

Promotes one day event benefitting Give Kids The World.

**Live PSA Rotator – Taste of the Nation**

Various times (35) :30 spots

Promotes one day event benefitting Share Our Strength

**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1<sup>st</sup> through September 30<sup>th</sup> )**

**ISSUE:** Community Outreach

SUNNY Across Central Florida  
September 21<sup>st</sup>, 2014  
11:00 pm  
13 minutes of a 60 minute program

Jennifer Gallagher who is the Director of Community Outreach for Habitat for Humanity of Greater Orlando visited SUNNY Across Central Florida to talk about the latest project in the Fixin' Up The Neighborhood program.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
July 20<sup>th</sup>, 2014  
August 24<sup>th</sup>, 2014  
11:00 pm  
23 minutes of a 60 minute program

SUNNY Across Central Florida was visited by Erin Pagan who is the Director of Communications for the American Red Cross Mid Florida Region. Erin talked about why it is important be prepared. Erin discussed what steps to take before, during and after a storm including making and maintaining an emergency preparedness kit. A hurricane safety checklist that can be downloaded and printed can be found on the Red Cross website. Erin also talked about the many services provided by the Red Cross and how you can help.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
August 10<sup>th</sup>, 2014  
August 17<sup>th</sup>, 2014  
11:00 pm  
16 minutes of a 60 minute program

Cynthia Ramirez ,who is the Executive Director of the FUTURES Foundations for Volusia County Schools, visited SUNNY Across Central Florida to talk about Amscot’s “Just a Dollar” campaign. Cynthia explained how the funds raised are used to support reading, classroom grants and scholarship programs such as the FUTURES Foundation.

\*Also posted onto station website 1059SUNNYFM.com\*

**PSA for Environmental Concerns “Light Show”**

July 6<sup>th</sup>, 2014  
11:00 pm  
60 seconds  
Produced by the US Forest Service and the Ad Council

**PSA for Environmental Concerns “Busy Family”**

August 31<sup>st</sup>, 2014  
11:00 pm  
60 seconds  
Produced by the US Forest Service and the Ad Council

**PSA for Environmental Concerns “Forest Brigade”**

September 28<sup>th</sup>, 2014  
11:00 pm  
60 seconds  
Produced by the US Forest Service and the Ad Council

**PSA for Environmental Concerns “Forest Animals”**

September 14<sup>th</sup>, 2014  
11:00 pm  
60 seconds  
Produced by the US Forest Service and the Ad Council

**PSA for Environmental Concerns “Show And Tell”**

July 20<sup>th</sup>, 2014  
11:00 pm  
60 seconds  
Produced by the US Forest Service and the Ad Council



**PSA for Pet Adoption “Best In Show”**

July 6<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the Humane Society and the Ad Council

**PSA for Wildlife Preservation “Bear Hug”**

July 6<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the US Forest Service and the Ad Council

**PSA for Wildlife Preservation “Bonfire Revised”**

August 31<sup>st</sup>, 2014

11:00 pm

60 seconds

Produced by the US Forest Service and the Ad Council

**PSA for Wildlife Preservation “Bear Sightings Cigarette”**

September 21<sup>st</sup>, 2014

11:00 pm

60 seconds

Produced by the US Forest Service and the Ad Council

**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1<sup>st</sup> through September 30<sup>th</sup>)**

**ISSUE:** Arts and Education

SUNNY Across Central Florida  
July 20<sup>th</sup>, 2014  
July 27<sup>th</sup>, 2014  
11:00 pm  
20 minutes of a 60 minute program

Public Relations and Marketing Coordinator Mark Schaub stopped by the SUNNY Across Central Florida studio to talk about upcoming events at the Orlando Science Center. Mark talked about the 2014 Maker Faire, the Young Entrepreneurs Academy as well as Sportsology which allows visitors to test their athletic abilities while learning how their bodies work.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
June 8th, 2014  
July 27<sup>th</sup>, 2014  
August 3<sup>rd</sup>, 2014  
11:00 PM  
16 minutes of a 60 Minute Program

SUNNY Across Central Florida was visited by Ray Larsen who is the assistant vice president of Children's Services for Heart of Florida United Way. Ray spoke about the "Going to College" texting project that will help reduce the information barrier that some students face. Ray explained how this program will help children from less affluent backgrounds get through the application process and how the program aims to increase the number of students who enroll in college.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
August 3<sup>rd</sup>, 2014  
August 10<sup>th</sup>, 2014  
11:00pm  
19 minutes of a 60 minute program

Dedra Curtis and Saltana Haque visited SUNNY Across Central Florida to talk about the USA Ambassador Pageant and how it was established to promote each contestant's individual strength and how it encourages them to be involved in their communities.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

**PSA for Minority Education “Stock Tip – Alisha”**

August 10<sup>th</sup>, 2014  
September 28<sup>th</sup>, 2014  
11:00  
30 seconds  
Produced by UNCF and the Ad Council

**PSA for Minority Education “Opportunity – Charles”**

August 3<sup>rd</sup>, 2014  
August 24<sup>th</sup>, 2014  
11:00  
30 seconds  
Produced by UNCF and the Ad Council

**PSA for Teaching “Growing Up”**

August 17<sup>th</sup>, 2014  
11:00 pm  
60 seconds  
Produced by TEACH and the Ad Council

**PSA for Reading “Levar Burton”**

September 28<sup>th</sup>, 2014  
11:00 pm  
60 seconds  
Produced by Reading Is Fundamental, Library of Congress and the Ad Council

**PSA for Prevention of Texting While Driving “Driving Sounds”**

August 31<sup>st</sup>, 2014  
11:00pm  
30 seconds  
Generic PSA produced by the National Highway Traffic Safety Administration and the Ad Council

**PSA for Prevention of Texting While Driving “What You See”**

August 31<sup>st</sup>, 2014

11:00pm

30 seconds

Generic PSA produced by the National Highway Traffic Safety Administration and the Ad Council

**PSA for Buzzed Driving Prevention “Drive Around”**

August 31<sup>st</sup>, 2014

11:00 pm

30 seconds

Produced by the National Highway Traffic Administration and the Ad Council

**PSA for Buzzed Driving Prevention “GPS”**

August 3<sup>rd</sup>, 2014

11:00 pm

30 seconds

Produced by the National Highway Traffic Administration and the Ad Council

**PSA for Emergency Preparedness “Make A Plan”**

July 6<sup>th</sup>, 2014

11:00 pm

30 seconds

Produced by FEMA and the Ad Council

**PSA for Emergency Preparedness “Family Routine”**

July 6<sup>th</sup>, 2014

July 20<sup>th</sup>, 2014

August 17<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by FEMA and the Ad Council

**PSA for Emergency Preparedness “No Clue”**

July 13<sup>th</sup>, 2014

11:00 pm

60 seconds

August 24<sup>th</sup>, 2014

30 seconds

Produced by FEMA and the Ad Council

**PSA for Emergency Preparedness “Not A Drop”**

August 24<sup>th</sup> , 2014

11:00 pm

60 seconds

Produced by FEMA and the Ad Council

**PSA for Financial Literacy “Winning The Lotto”**

September 14<sup>th</sup> , 2014

11:00 pm

60 seconds

Produced by the American Institute of CPAs and the Ad Council

**PSA for Firearm Storage “ Heard It In The News”**

July 6<sup>th</sup> , 2014

September 7<sup>th</sup> , 2014

September 28<sup>th</sup> , 2014

11:00 pm

60 seconds

Produced by the National Crime Prevention Council, the Bureau of Justice Assistance and the Ad Council

**PSA for Foreclosure Prevention “Isolation”**

July 6<sup>th</sup> , 2014

September 7<sup>th</sup> , 2014

September 14<sup>th</sup> , 2014

11:00 pm

60 seconds

Produced by the US Treasury, HUD and the Ad Council

**Most Significant Issue-Responsive Programming  
3rd Quarter, 2014  
(July 1<sup>st</sup> through September 30<sup>th</sup>)**

**ISSUE:** Health/Health Education

SUNNY Across Central Florida  
September 7<sup>th</sup>, 2014  
September 14<sup>th</sup>, 2014  
11:00 pm  
21 minutes of a 60 minute program

SUNNY Across Central Florida was visited by Dr. Thomas Breaud from the Orange County Health Department who talked about the chikungunya virus and how it is transmitted. Dr. Thomas explained how simple steps such as removing standing water and applying mosquito repellent can help you avoid contracting the virus. Dr. Thomas also discussed the symptoms of the virus which include fever and severe joint pain.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
September 21<sup>st</sup>, 2014  
September 28<sup>th</sup>, 2014  
11:00 pm  
15 minutes of a 60 minute program

Dr. Swannie Jett, Director of the Florida Department of Health in Seminole County and Katherine Beltran, Director of the Diabetes Prevention Program, visited SUNNY Across Central Florida to talk about the YMCA Diabetes Prevention Program.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
September 14<sup>th</sup>, 2014  
September 21<sup>st</sup>, 2014  
11:00 pm  
11 minutes of a 60 minute program

Senior Vice President Jose Pena visited SUNNY Across Central Florida to talk about Fifth Third Bank's "Pay To The Order Of" which partners with customers and the community to fight cancer and fund research.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
August 31<sup>st</sup>, 2014  
11:00 PM  
14 minutes of a 60 Minute Program

Deb Pagan and Kathy Pierson visited SUNNY Across Central Florida to talk about the YMCA's Fittpalooza 5K run which will benefit the Osceola and Oviedo YMCA.

**PSA for Stroke Awareness "Lunch"**

August 3<sup>rd</sup>, 2014  
August 24<sup>th</sup>, 2014  
August 31<sup>st</sup>, 2014  
September 21<sup>st</sup>, 2014  
11:00 pm  
60 seconds  
Produced by the American Stroke Association and the Ad Council

**PSA for Caregivers "ARP Roles"**

July 6<sup>th</sup>, 2014  
September 14<sup>th</sup>, 2014  
11:00 pm  
60 seconds  
Produced by AARP and the Ad Council

**PSA for Dating Abuse Prevention “Excuses”**

September 14<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the Ad Council

**PSA for Dating Abuse Prevention “Angry Robot”**

August 10<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the Ad Council

**PSA for Food Safety “Recipes For Disaster”**

August 10<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the USDA, HHS and the Ad Council

**PSA for Health Insurance Enrollment “ Take Care People”**

September 7<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by Get Covered America and the Ad Council

**PSA for High Blood Pressure Prevention “Learning”**

August 31<sup>st</sup>, 2014

11:00 pm

60 seconds

Produced by AHA, ASA and the Ad Council

**PSA for Dating Abuse Prevention “Quitting”**

September 7<sup>th</sup>, 2014

September 14<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the Ad Council

**PSA for Hunger Prevention “Rachel Ray”**

September 14<sup>th</sup>, 2014

August 3<sup>rd</sup>, 2014

11:00 pm

60 seconds

Produced by Feeding America and the Ad Council



**PSA for Hunger Prevention “ 1 in 5 Kids”**

August 10<sup>th</sup>, 2014

September 28<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by Feeding America and the Ad Council

**PSA for Hunger Prevention “Savannah Guthrie”**

August 10<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by Feeding America and the Ad Council

**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1<sup>st</sup> through September 30<sup>th</sup>)**

**ISSUE:** Children's Issues

SUNNY Across Central Florida  
August 17<sup>th</sup>, 2014  
September 28<sup>th</sup>, 2014  
11:00 pm  
20 minutes of a 60 minute program

Donna Lucier is a local mom who runs her own business and who homeschools her two sons. Donna has been homeschooling for 10 years and visited the SUNNY Across Central Florida studio to share her thoughts on homeschooling.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
August 31<sup>st</sup>, 2014  
September 7<sup>th</sup>, 2014  
11:00 pm  
16 minutes of a 60 minute program

Kids House Philanthropy Director Phillip Schwalb and Events Manager Jennifer Weller spoke with SUNNY Across Central Florida host Michael Rafferty about the work of Kids House. Phillip explained the mission of Kids House which is to prevent child abuse and to aid child abuse victims and families by providing coordinated services in a safe, child-friendly environment. Jennifer talked about the upcoming 13th Annual Kids House Klassic fundraiser.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
August 10<sup>th</sup>, 2014  
August 24<sup>th</sup>, 2014  
11:00 pm  
14 minutes of a 60 minute program

Director of the Food and Nutrition Services Program of Orange County Public Schools Lora Gilbert stopped by the SUNNY Across Central Florida studio to talk about the Orange County School Lunch Program. Lora talked about how the food served to the students is nutritionally balanced and how important a healthy diet is to learning and excelling in school

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

SUNNY Across Central Florida  
September 14<sup>th</sup>, 2014  
September 28<sup>th</sup>, 2014  
11:00 pm  
14 minutes of a 60 minute program

Community Based Care of Central Florida CEO Glen Casel spoke with SUNNY Across Central Florida host Michael Rafferty about CBC's foster parenting program.

\*Also posted onto station website [1059sunnyfm.radio.com](http://1059sunnyfm.radio.com)\*

**PSA for Child Mentoring "Cafeteria"**

August 31<sup>st</sup>, 2014

11:00pm

60 seconds

Generic PSA produced by The United Way and the Ad Council

**PSA for Teaching "Growing Up"**

August 17<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by TEACH and the Ad Council

**PSA for Child Safety "Baseball"**

August 31<sup>st</sup>, 2014

11:00 pm

60 seconds

Generic PSA produced by National Highway Safety Administration and the Ad Council

**PSA for Reading “Levar Burton”**

September 28, 2014

11:00 pm

60 seconds

Produced by Reading Is Fundamental, Library of Congress and the Ad Council

**PSA for Father Involvement “ADC Manual”**

July 20<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the US Department of Human Services and the Ad Council

**PSA for Father Involvement “Guys Night Out”**

August 17<sup>th</sup>, 2014

August 31<sup>st</sup>, 2014

11:00 pm

30 seconds

Produced by the US Department of Human Services and the Ad Council

**PSA for Father Involvement “Dad O’Clock”**

August 31<sup>st</sup>, 2014

11:00 pm

60 seconds

Produced by the US Department of Human Services and the Ad Council

**PSA for Adoption “Meditation Dad”**

July 13<sup>th</sup>, 2014

July 27<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the US Dept. of Health and Human Services, Adopt US Kids and the Ad Council

**PSA for Adoption “Meditation Mom”**

August 3<sup>rd</sup>, 2014

August 31<sup>st</sup>, 2014

11:00 pm

60 seconds

Produced by the US Dept. of Health and Human Services, Adopt US Kids and the Ad Council

**PSA for Autism Awareness**

September 14<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by Autism Speaks and the Ad Council

**PSA for Bully Prevention**

July 27<sup>th</sup>, 2014

August 24<sup>th</sup>, 2014

August 31<sup>st</sup>, 2014

11:00 pm

30 seconds

Produced by the Ad Council

**PSA for Child Passenger Safety “ Tap Your Heels”**

July 13<sup>th</sup>, 2014

September 7<sup>th</sup>, 2014

11:00 pm

30 seconds

Produced by the National Highway Traffic Administration and the Ad Council

**PSA for Child Passenger Safety “Party”**

September 14<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the National Highway Traffic Administration and the Ad Council

**PSA for Children’s Oral Health “Copycat”**

July 13<sup>th</sup>, 2014

August 17<sup>th</sup>, 2014

11:00 pm

30 seconds

Produced by the Partnership for Health Mouth Healthy Lives and the Ad Council

**PSA for High School Drop Out Prevention “OGN Graduation”**

July 13<sup>th</sup>, 2014

August 3<sup>rd</sup>, 2014

August 10<sup>th</sup>, 2014

11:00 pm

60 seconds

Produced by the US Army and the Ad Council

**Public Service Announcements  
3rd Quarter, 2014  
(July 1<sup>st</sup> through September 30<sup>th</sup>)**

Throughout the quarter the station aired periodic PSAs providing information on a variety of local community activities and issues. Representative examples of such PSAs include the following:

**Live PSA Rotator – American Diabetes Association Signature Walk**

Various times (25) :30 spots

Promotes one day event by the American Diabetes Association.

**Live PSA Rotator – Making Strides Against Breast Cancer 5K Walk**

Various times (90) :30 spots

Promotes one day event by the American Cancer Society.

**Live PSA Rotator – IHOP Sneakers for Kids Campaign**

Various times :30 spots

Promotes IHOP sneaker donation campaign

**Live PSA Rotator – GKTW Hearts Of Reality**

Various times (15) :30 spots

Promotes one day event benefitting Give Kids The World.

**Live PSA Rotator – Taste of the Nation**

Various times (35) :30 spots

Promotes one day event benefitting Share Our Strength

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