

Public Affairs Program List

In Focus

Q1: January – March 2015

<u>Date</u>	<u>Title/Topic (s)</u>	<u>Issue(s) Covered</u>	<u>Guest(s)</u>
Jan 4	Year End Best Of 2014	Various	Various
Jan 11	Gullah Museum	Local History, Culture, Art	Loise Cohen
Jan 18	President Street Rebuild	Traffic	Bret Bell
Jan 25	VITA / Gallant Few	Taxes / Veterans	Taniqua Gadsen / Sean Squires
Feb 1	Goodwill	Community, Business	Michael Winckler
Feb 8	Peach Care	Health Insurance, Children	Eva Elmer / LaToya Brannen
Feb 15	A Town Get Down	Community, Arts	Tom Townsend
Feb 22	President Street Update/VITA Rerun	Traffic/Taxes	Bret Bell/ Taniqua Gadsen
Mar 1	Census Test	Government/Community	John Thompson / Rev Thurman Tillman
Mar 8	Massie School /Youth Art Month	Community/Schools	Catriona Schaefer/ Melanie Hoffman
Mar 15	SSU Leadership Conference	Community/Women's Issues	Wanda Lloyd
Mar 22	Admiral Annie Andrews	Military/Community	RDML Annie Andrew
Mar 29	No Show Due to Network Failure		

"IN FOCUS"

AIR DATE: January 11, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Local History, Culture and Art

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The non-profit Gullah Museum of Hilton Head Island will be hosting its sixth annual gala on Saturday, January 17th of the Martin Luther King, Jr. holiday weekend. This year's theme is "Honoring the Doctors, Midwives and Medicine Men". During the time both before, and after, the construction of the HHI Bridge in 1956, the community relied on the services of these men and women to provide medical care, deliver babies and use herbal remedies to address illness and injuries. We'll discuss the purpose of the museum, it's progress in being established, it's focus on HHI history and or course the Gala. We'll also talk about the newly opened Maritime Center and its collaboration with the Gullah Museum of Hilton Head Island on an exhibit called "Gullah History & Culture Through Art", curated by multi-media artist Amiri Farris. The exhibit includes artwork by Amiri Farris portraying Gullah life, one-of-a kind sweet grass baskets by renowned weavers Michael Smalls and Dino Badger, a series of commissioned 'trickster tales' and other artifacts relating to the rich Gullah cultural heritage.

GUEST #1 NAME: Louise Cohen

GUEST #1 TITLE: Founder and Director

GUEST #1 ORGANIZATION: The Gullah Museum of Hilton Head Island

GUEST #1 PHONE: 843-681-3254

GUEST #1 PR CONTACT: Carrie Hirsch - 843-684-0923

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“IN FOCUS”

AIR DATE: January 18, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Traffic/Roads

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

Work is set to start on a 30-month project to rebuild President Street and General McIntosh Boulevard. We'll talk about the timeline of the project, its traffic impacts, and its goals which include:

- Raising the elevation of President Street and General McIntosh between 5 and 8 feet to alleviate street flooding. Currently, the roadway – one of the County's major hurricane evacuation routes – floods during heavy tides and rainfall events.
- Reconfiguration of the intersection of General McIntosh and President Street.
- Construction of a bridge over an expanded Bilbo Canal, which will improve drainage through much of the greater downtown area.

GUEST #1 NAME: Bret Bell

GUEST #1 TITLE: Public Information Officer

GUEST #1 ORGANIZATION: The City of Savannah

GUEST #1 PHONE: 912-652-3821

GUEST #1 PR CONTACT: none

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“IN FOCUS”

AIR DATE: January 25, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Taxes

MAIN ISSUE #1 TOTAL TIME: 15 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Volunteer Income Tax Assistance (VITA) program offers free tax help to individuals and families with a total income of \$58,000 or less. In Chatham County, the Neighborhood Improvement Association and the Savannah Coastal Empire Asset Development Coalition bring the VITA program to Savannah from January to April. VITA is an IRS program that enables eligible taxpayers to have their federal and state income taxes prepared for free by certified volunteers. VITA volunteers make sure that filers receive all the credits they're eligible for, such as the Earned Income Tax Credit (EITC). The IRS estimates that over \$8 million in EITC is left unclaimed each year. They will also help – to the best of their ability – to answer your questions about how the Affordable Care Act could affect your taxes.

GUEST #1 NAME: Taniqua Gadsen

GUEST #1 TITLE: VITA Volunteer / Executive Director

GUEST #1 ORGANIZATION: Savannah Neighborhood Improvement Center

GUEST #1 PHONE: 912.447.5577

GUEST #1 PR CONTACT: none

MAIN ISSUE(S) #2: Veterans

MAIN ISSUE #2 TOTAL TIME: 15 Minutes

MAIN ISSUE #2 PROGRAM SUMMARY:

GallantFew's mission is to prevent veteran isolation by connecting new veterans with hometown veteran mentors, thereby facilitating a peaceful, successful transition from military service to a civilian life filled with hope and purpose. They do this by creating and supporting a nationwide network of successfully transitioned veterans that engage locally with new veterans with the same military background now going through transition. Their goal is to prevent veteran unemployment, homelessness and suicide. "Run Ranger Run" is an event designed to encourage motivation, camaraderie, and spirit by running, logging miles, forming teams and sharing running tips as well as raise money for GallantFew and increase awareness of Veteran issues.

GUEST #2 NAME: Sean Squires

GUEST #2 TITLE : Volunteer

GUEST #2 ORGANIZATION: Gallant Few

GUEST #2 PHONE: 910-580-0380

GUEST #2 PR CONTACT: Brandy Mai - 910-580-0380

"IN FOCUS"

AIR DATE: February 1, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Community Issues, Local Business

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

Goodwill of the Coastal Empire is a non-profit organization with over 850 employees. In 2013, Goodwill provided services to 19,518 people and placed 1,672 into employment. Goodwill serves 33 counties in Georgia and South Carolina, operating 19 retail locations, and nine Job Connection Centers. Goodwill accepts tax deductible donations of clothing, household items, computers, and car donations, as well as operates an online store at [www.shopgoodwill.com](http://www.shopgoodwill.com). In January, Goodwill of the Coastal Empire announced that Michael Winckler has joined the organization as the Chief Executive Officer. Winckler has served as the Vice President of Workforce Development for Goodwill of Coastal and Central Virginia for the past ten years with his main projects including Workforce Development, Career Development Services, Government Contracts, and Business Services. We'll talk about Goodwill's many programs and services in the community, their goals, and how his experience could help shape those goals.

GUEST #1 NAME: Michael Winckler

GUEST #1 TITLE: CEO

GUEST #1 ORGANIZATION: Goodwill of the Coastal Empire

GUEST #1 PHONE:

GUEST #1 PR CONTACT: Marjorie Young - 912-844-9990

“IN FOCUS”

AIR DATE: February 8, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Health Care, Kids

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

An estimated 80% of children in Chatham County currently qualify for insurance through the public health insurance programs, PeachCare for Kids and Medicaid. Many parents, however, are not aware that their children are eligible or they don't know where to get help to enroll their child. In July, the City of Savannah was one of eight cities selected by the National League of Cities to receive a grant to launch the “Campaign for Healthy Kids and Families” to help expand healthcare coverage for uninsured children—19 and under-- in our community. The campaign also seeks to increase awareness of the options available to families who are straining to pay for family health insurance plans. What the Campaign for Healthy Kids and Families is; it's goals; the differences between Medicaid and PeachCare; Eligibility and Requirements; Comparisons with having health insurance through your job already; how to get help with enrollment; and the South Carolina equivalent.

GUEST #1 NAME: Eva Elmer

GUEST #1 TITLE: Campaign Manager

GUEST #2 NAME: LaToya Brannen

GUEST #2 TITLE: Enrollment Assister

GUEST #1 ORGANIZATION: Campaign for Healthy Kids and Families / Chatham County  
Safety Net Planning Council

GUEST #1 PHONE: 912-661-3040

GUEST #1 PR CONTACT: none

"IN FOCUS"

AIR DATE: February 15, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Community, Arts

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Fifth Annual "A-Town Get Down" will feature more than 25 live bands and visual artists, including the five-time Grammy award-winning Blind Boys of Alabama. With great music, art, workshops, jam sessions and plenty of family fun, "A-Town Get Down" is a 12-hour, family-oriented arts festival named for musician and SCAD student Alex Townsend who was killed in a car accident. Out of their grief, his family founded the Alex Townsend Memorial Foundation to benefit arts education, and then the "A-Town Get Down" as a way to share their son's love of music and art with the City of Savannah which he grew to love as he "found himself". We'll talk to his father about the day itself, how it has grown, what you can expect, and how the Foundation money is distributed.

GUEST #1 NAME: Tom Townsend

GUEST #1 TITLE: Founder/Organizer

GUEST #1 ORGANIZATION: The Alex Townsend Memorial Foundation /  
"A-Town Get Down"

GUEST #1 PHONE: 314-436-9960

GUEST #1 PR CONTACT: - Kinzie Collett - Robertson & Markowitz – 912-921-1040

"IN FOCUS"

AIR DATE: February 22, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Taxes

MAIN ISSUE #1 TOTAL TIME: 15 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Volunteer Income Tax Assistance (VITA) program offers free tax help to individuals and families with a total income of \$58,000 or less. In Chatham County, the Neighborhood Improvement Association and the Savannah Coastal Empire Asset Development Coalition bring the VITA program to Savannah from January to April. VITA is an IRS program that enables eligible taxpayers to have their federal and state income taxes prepared for free by certified volunteers. VITA volunteers make sure that filers receive all the credits they're eligible for, such as the Earned Income Tax Credit (EITC). The IRS estimates that over \$8 million in EITC is left unclaimed each year. They will also help – to the best of their ability – to answer your questions about how the Affordable Care Act could affect your taxes.

GUEST #1 NAME: Taniqua Gadsen

GUEST #1 TITLE: VITA Volunteer / Executive Director

GUEST #1 ORGANIZATION: Savannah Neighborhood Improvement Center

GUEST #1 PHONE: 912.447.5577

GUEST #1 PR CONTACT: none

MAIN ISSUE(S) #2: Traffic/Roads

MAIN ISSUE #2 TOTAL TIME: 15 Minutes

MAIN ISSUE #2 PROGRAM SUMMARY:

The work has started on the 30-month project to rebuild President Street and General McIntosh Boulevard. We revisit our conversation with the City of Savannah about the timeline of the project, its traffic impacts, and its goals which include; Raising the elevation of President Street and General McIntosh between 5 and 8 feet to alleviate street flooding; Reconfiguration of the intersection of General McIntosh and President Street and Construction of a bridge over Bilbo Canal, which will improve drainage through much of the greater downtown area.

GUEST #2 NAME: Bret Bell

GUEST #2 TITLE: Public Information Officer

GUEST #2 ORGANIZATION: The City of Savannah

GUEST #2 PHONE: 912-652-3821

GUEST #2 PR CONTACT: none



“IN FOCUS”

AIR DATE: March 1, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Government – Local and Federal

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The U.S. Census Bureau is preparing to kick-off the 2015 Census Test in the Savannah, Georgia area. This is the only test of its kind in the nation, which means that the Savannah area has the unique opportunity to lead the way for the country. The Census Bureau will be testing ways for people to complete the census online, as well as their messaging methods and techniques for reaching sometimes hard-to-reach communities. The test is being conducted to help save taxpayers billions of dollars in 2020 Census-related costs and ensure a more accurate count in the decennial census. We'll talk about why the Savannah Area – which is actually several counties in Georgia and South Carolina – was chosen for the Test, why this research is important, how the online questionnaire will work, and how the Census Bureau is trying new outreach methods with community partners to encourage every resident to respond.

GUEST #1 NAME/TITLE: John Thompson - Director of the US Census Bureau

GUEST #2 NAME/TITLE: Rev Thurman Tillman – Community Outreach Coordinator

GUEST #1 ORGANIZATION: US Census Bureau

GUEST #1 PHONE: none

GUEST #1 PR CONTACT: Emma Scherer - Reingold Inc - 571.982.8716

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"IN FOCUS"

AIR DATE: March 8, 2015

HOST: Claire Beverly  
MAIN ISSUE(S) #1: Community, Local History  
MAIN ISSUE #1 TOTAL TIME: 15 Minutes  
MAIN ISSUE #1 PROGRAM SUMMARY:

GUEST #1 NAME: Melanie Hoffman  
GUEST #1 TITLE: Heritage Specialist  
GUEST #1 ORGANIZATION: Massie Heritage Center  
GUEST #1 PHONE: (912) 395-5070  
GUEST #1 PR CONTACT: none

With St Patrick's Day around the corner, Massie Heritage Center will host a two-hour guided walking tour focusing on the Irish history of Savannah. These tours will explore historic Savannah and the surrounding squares focusing on our city's Irish heritage. You can learn about some of the interesting and famous Irish figures of Savannah, including John Rourke, William Kehoe, Flannery O'Conner, Robert Emmett and Sgt. William Jasper. The tours will begin at the Massie Heritage Center on historic Calhoun Square and end at Emmett Park on Bay Street. We'll talk about what the Massie Center is, why they give these tours, what you can learn, how you can register, and what's next at Massie for the summer.

MAIN ISSUE(S) #2: Education, Arts  
MAIN ISSUE #2 TOTAL TIME: 15 Minutes  
MAIN ISSUE #2 PROGRAM SUMMARY:

During the month of March, the Savannah Mall will use Dillard's Court to showcase visual arts projects created by students from 53 area schools in recognition of National Youth Art Month (YAM). The theme of this year's event is "Make it Pop!" YAM is an annual observance each March to emphasize the value of art and art education for all children and to encourage public support for quality school art programs. We'll talk about what Youth Art Month is and why do we have it; Why the Arts are critical to overall education; the Council for Art Education; the works on display how were they chosen; and about this year's theme.

GUEST #2 NAME: Catriona Schaefer  
GUEST #2 TITLE: Teacher Specialist for Visual Arts  
GUEST #2 ORGANIZATION: Savannah Chatham County Public Schools System  
GUEST #2 PHONE: 912-656-2147  
GUEST #2 PR CONTACT: none

“IN FOCUS”

AIR DATE: March 15, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Women’s Issues, Business, Community

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

In observance of March as Women’s History Month, Savannah State University will present the inaugural Women’s Leadership Conference on Friday, March 27th. The theme, Women Rising: Moving Forward and Making a Difference, will highlight topics such as executive leadership skills; work/life balance; navigating change; tools for success; developing 21st century leaders; and bridging troubled waters. Speakers will include women leaders who work in higher education, corporate, government, health, social services and other settings. During this conference, local women leaders will share their secrets for success and lessons learned as they've climbed the ladder of achievement. Attendees will participate in conversational dialogue with panelists and learn how these phenomenal leaders overcame obstacles and moved forward in their careers, while making a difference in the community at large. We’ll speak with one of the organizers, and one of the speakers, about why this is important to them, and to the women of the community.

GUEST #1 NAME: Wanda Lloyd

GUEST #1 NAME: Chair / Associate Professor –

Dept. of Journalism and Mass Communications

GUEST #1 ORGANIZATION: Savannah State University

GUEST #1 PHONE: 912-358-3376

GUEST #2 NAME: Susan Speros

GUEST #2 NAME: President/CEO

GUEST #2 ORGANIZATION: Speros Technology / Communication

GUEST #2 PHONE: 912-354-8900

PR CONTACT: Cynthia Wright Carriage Trade PR - 912-856-9075

“IN FOCUS”

AIR DATE: March 22, 2015

HOST: Claire Beverly

MAIN ISSUE(S) #1: Military / Women's Issues

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

US Navy Rear Admiral Annie Andrews was raised in the Savannah area and graduated from Savannah State University before commissioning in the U.S. Navy. As a Navy Human Resources officer her assignments have been in the areas of manpower, personnel, training and education. Andrews began her career at Naval Station Whiting Field, Milton, Florida, with assignments to Training Air Wing 5, as assistant admin officer, and Helicopter Training Squadron 8, as Flight Simulator coordinator. Other assignments and staff assignments included director, Counseling and Assistance Center, Naval Air Station Keflavik, Iceland; officer-in-charge, Navy Personnel Support Activity Detachments Subic Bay and Cubi Point, United States Forces Philippines, Republic of the Philippines; branch head, Deserter Branch/Deserter Apprehension Program (PERS-842), Washington, D.C.; and chief, Requirements Branch and Joint Manpower Planner, Manpower and Personnel Directorate Joint Staff, J-1 in Washington, D.C.. Andrews most recently served as the director of Total Force Requirements Division. Andrews served as commanding officer of: Boston Military Entrance Processing Station Navy Recruiting District San Francisco, and Recruit Training Command (RTC), Great Lakes. During her tour at RTC, she led the training efforts of over 100,000 Sailors for duty in the Fleet and was instrumental in the commissioning of the Navy's only immersive simulator trainer, the USS Trayer. We will talk about her upbringing in the Savannah area, her SSU Education, opportunities for Women in the Navy, the importance of STEM education, various careers in the Navy, “Life after the Navy”, and of course the purpose and strength of the US Navy.

GUEST #1 NAME: RDML Annie Andrews  
GUEST #1 TITLE: Navy Recruiting Command  
GUEST #1 ORGANIZATION: US Navy  
GUEST #1 PHONE: none

PR CONTACT:  
LT Robert Kearley (USNR)  
Public Affairs Officer  
Navy Office of Community Outreach (NAVCO)  
202-379-6721 (cell)