

“IN FOCUS”

AIR DATE: March 31, 2014

HOST: Claire Beverly

MAIN ISSUE(S) #1: Schools and Education, Health, Local Business

MAIN ISSUE #1 TOTAL TIME: 20 minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

A new initiative is under way to send fresh produce straight from local farms to school district cafeterias. The Beaufort County School district has partnered with Sodexo and the Gullah Farmers Co-op to establish a farm-to-school program that meets all federal requirements and offers fresh local produce in school lunches. Three years in the making, the farm-to school initiative aims to benefit the students by providing them with lower-sodium, less-processed lunches - something that the 17 local farmers in the Gullah Farmer Co-op are able to supply. The school district's initial field-testing of the new system will be in schools on Lady's Island and St. Helena Island but will soon expand to other schools.

GUEST #1a NAME: Roberta Peterson, General Manager, Office of Student Nutrition, BCSD

GUEST #1b NAME: Nicole Holloman, Principal, St. Helena Elementary School

GUEST #1c NAME: John “Jackie” Fraizer, Barefoot Farms, Gullah Farmers Co-op

GUEST #1 PR CONTACT: Megan Meyer 843-322-2306

MAIN ISSUE(S) #2: Health, Community

MAIN ISSUE #2 TOTAL TIME: 10 minutes

MAIN ISSUE #2 PROGRAM SUMMARY:

Cardiovascular disease - including heart disease, stroke, and high blood pressure—is the number one killer of women and men in the US and is a leading cause of disability, preventing Americans from working and enjoying family activities. But exercise – even just walking! – can significantly reduce your risk. We'll talk about the benefits of walking for both adults and kids and about the upcoming American Heart Association Beaufort/Jasper Heart Walk.

GUEST #2a NAME: Carolyn Grant – Public Relations Director – Coastal Carolina Hospital

GUEST #2b NAME: Holly Mlodzinzki – Health Promotions Coordinator – Hilton Head Hospital

GUEST #2 PR CONTACT: Robyn Morrissey 843-480-4907