

PUBLIC AFFAIRS REPORT
for
WXPX-TV
BRADENTON, FLORIDA
for
THIRD QUARTER ENDING: September 30, 2013

In accordance with Section 73.3526(a) of the Federal Communications Commission's rules, the following, in the opinion of WXPX-TV, are the problems and needs of the community for the period noted above. They are not necessarily listed in order of importance. Each is identified by significant public affairs and/or public service programming in response to these needs.

Issues:

1. Planning For the Unexpected
2. Financial Literacy
3. Community Awareness
4. Making the Connection with School Work and Play
5. Fun in the Sun
6. Exploring Florida
7. Disabilities in the Workplace
8. Empowering Women
9. Fiscal and Parental Responsibility
10. Enhancing Communication Skills

A detailed summary of each program's content, including guests, affiliations and date of broadcast is included in this report.

The Rose Lee Archer Show is a half hour community affairs program covering issues that are important to the Tampa Bay area. Common concerns and relevant issues are addressed to bring a sense of awareness to the viewing public's understanding of these issues, as they relate to Tampa Bay.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 6-12
Air Date:	Tuesday July 2, 2013	Time: 6:00 am
Topic/Title:	Empowering Women	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Working women in Florida make eighty cents for every one dollar paid to men based on the U.S. Census report. Florida is 11th among all states in women's pay equity according to the ranking of the National Partnership for Women and Families. According to the University of Florida sugar in Florida creates 10,000 jobs totaling about 1.51 billion dollars a year in state revenue.

Guest: Allison Rhodes, is a working mother of five and one child has Autism. As an advocate for safety, wellness and healthy living she knows the importance of feeding her children healthy and recognizes the need for parents to take a proactive approach to educate their families on the facts about fat, calories and sugars in our diet.

Guest: Susan Smith, National Confectionery Association, said sugar creates over 10,000 jobs in Florida totaling about 1.51 billion dollars in revenue. There are about 70,000 jobs nationwide in the confectionery industry and that probably triples when you talk about people who market, sell and distribute candy products and that creates about a \$32 billion in revenue each year.

Guest: Lela Rose, American fashion celebrity designer, says Florida working women in the public want to look great for themselves feel happier to project the most positive image and create a positive atmosphere. She announced the "Women Just like You" Campaign to identify women who make a difference each day.

Guest: Elaine Griffin, home designer revealed a new study that women spend an average of 17 hours a week doing housework.

Guests: Dr. Roshina Raj, fertility expert and Elaine Griffin mother of twins discussed the American Society for Reproductive Medicine study finding women over 35 years old trying to conceive for six months or women under 35 trying to conceive for over a year should seek expert evaluation.

Guest: Vicki I-Vine, Author, "Girlfriends Breaking Barriers Around Important Women's Health Issues". She's here to share her experiences to help change the cycle by opening up one-on-one conversations to find solutions to common health issues. And why women find it difficult to discuss female health issues with a medical expert.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 8-12
Air Date:	Tuesday July 2, 2013	Time: 6:30 am
Topic/Title:	Fun in the Sun	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Florida's state labor laws do not require businesses to offer paid time off as an employee benefit to employees who meet a set of qualifications like full-time employment. Paid time off is any time not worked by an employee at their regular rate. Companies know the value of giving employees time to deal with non-work related issues. Despite the high cost of paid time off, employee family benefits help secure and retain talented employees.

Guest: Food Network's Chef Jim O'Connor, original host of "All-American Festivals" agrees we all need time to enjoy fun and food. Florida means grill time and the competitive backyard chefs with special summer recipes can be fun, and sweet and spicy salmon with a honey Florida mango salsa.

Guest: Ceci Carmichael, Food & Lifestyle expert gave best ever summer party tips to celebrate with friends and family, like a hot dog station. Offering families on a budget an alternative way of socializing and having fun on a family staycation.

Guest: Johnny Jet, Travel & Technology Expert reports a new survey says, "30% of people going on vacation plan to take their work or laptops with them." Job demands aren't 9 to 5 but more like 24/7 and workers I think they are expected to reply to their e-mails or text messages or voicemails within minutes.

Guest: Lieut. Gen. John Castellaw and Gary Luce, military/energy experts discussed Floridians want to lower gas prices and the 12 month average price per gallon for regular in Florida is \$.20 lower than the national average. America is reliant on foreign oil and the US military is leading the way in energy innovations. The Navy began testing biofuel as an alternative energy source for the Great Green Fleet by 2016.

Guest: Linda Ciampa, Parenting expert, journalist and maternity nurse, has suggestions for those with new family members who want to have fun on the road. A challenge for new moms is finding a clean public bathrooms. Charmin launched a free mobile app, called sit or squat noting a map database with over 125,000 restrooms from your smart phone or mobile device.

Guests: Nia Vardalos, American Girl and naturopathic Doctor Duffy Mackay discussed a national survey commissioned by the Council for Responsible Nutrition reports 82% of adults try to eat a balanced diet and 61% report that they exercise regularly and during the summer our healthy lifestyle is on the bottom of the to-do list.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 13-12
Air Date: Thursday July 4, 2013 Time: 6:00 am
Topic/Title: Positive Energy For Well Being
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: 31.5 million U.S. seniors are enrolled in Medicare Part D plans, with 3.4 million beneficiaries living in Florida Over 2.5 million students make up Florida's public schools. According to the University of Florida's Wells Center over 20,000 new primary brain tumors diagnosed each year as second leading cause of cancer death in men ages 20 to 29. Over 1.3 million Floridians have diabetes. About, 400,000 Floridians have diabetes and do not know it. Influenza is a serious respiratory illness, the Centers for Disease Control and Prevention (CDC) recommends annual vaccination for everyone 6 months of age and older.

Guest: Mike Anderson, United Health Care , Chief Pharmacy Officer presents information regarding Medicare Open Enrollment Period (Oct. 15 – Dec. 7), including deadlines and how to enroll and tips to help seniors sort through dozens of available Part D plans to meet their health needs as well as their budget.

Guest: Dr. Cheryl Rosenfeld, Endocrinologist, & Angela Gaskinsare Type 2 diabetic, who has a long family history in diabetic management. Shared life style tips to overcome obstacles in diabetes management.

Guest: Dr. Edelman, American Lung Association and Sarah Chalke, Actress/mother TV series, Scrubs, discussed the need for vaccination against Influenza, a serious respiratory illness that can lead to hospitalization and even death. Everyone is at risk of contracting and spreading influenza. The Centers for Disease Control and Prevention (CDC) recommends annual vaccination for everyone 6 months of age and older.

Guest: Chris Faulkner, CEO of Breitling Oil & Gas shared honest conversation on our energy dependence. U.S. Energy Information Administration (EIA) estimates the United States holds overs 2,500 trillion cubic feet of technically recoverable natural gas resources & 33% is held in shale rock formations.

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Program:	<i>Rose Lee Archer Show</i>	Episode: 8-13
Air Date:	Thursday July 4, 2013	Time: 6:30 am
Topic/Title:	Discover Florida	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue: According to South Florida water management studies...nitrate levels are rising in many local bodies of water. The damage is due to homeowners applying, fertilizer incorrectly resulting in nitrogen leaking into our groundwater & robbing oxygen from our fish. This summer discover Florida's Public Gardens and enjoy family reunions with an etiquette approach to digital manners.

Guest: Paul James the Gardener Guy suggests that if we visit a public garden we can get ideas of how to create a beautiful yard and use compost as a fertilizer to protect our ecosystem.

Guest: John Gidding, HGTV's *Curb Appeal*, nationally recognized expert and designer on offered tips to transform your out-door living and entertaining spaces. He stressed keeping bite free and protecting our family from the West Niles mosquitos.

Guest: Daniel Post Senning, the great-great-grandson of etiquette pioneer Emily Post, and author of "Manners in a Digital World - Living Well Online. Daniel offered new etiquette to use at your next family reunion so you don't spoil summer fun with a family feud. And our changing roles as adult siblings and how to instill good family manners in a digital age.

Guest: Robert Verdi, celebrity stylist presented a mom and her son with a free digital makeover to help get most forms your digital life.

Guest: Sissy Biggers, Entertaining Expert offered quick entertaining ideas that are perfect for family barbeque ..and reminds us to ask family to always bring their favorite dish as a compliment to the menu. is here this morning with some quick and easy ideas

Guest: Michael Copely, Retail lending expert at TD BANK Florida said home prices are on the rise in Florida at the fastest pace in six years & home purchases up nearly 50 % and offered a new Mortgage Survey Index that showed what buyers need from the loan lenders.

Guest: Matt Passmore, star of the Glades brought in more than 3.7 million dollars in only two months of work, increasing Florida's workforce development. The Glades overall economic impact to Florida is over 17.8 million dollars.

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PUBLIC AFFAIRS REPORT
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Program:	<i>Rose Lee Archer Show</i>	Episode: 8-11
Air Date:	Tuesday, July 9, 2013	Time: 6:00 am
Topic/Title:	Florida Headache Free Fun	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Florida family vacation spots rank in the top 11 destinations in the world by US News and Frommer's. Floridians are blessed to live in probably the most visited vacation destination in the world; this is paradise from the 825 most beautiful beaches in the world to all of the amazing Florida attractions and the state parks and everything in the middle that 82 million people come and visit.

Guest: Will Seccombe, Chief Marketing Officer for Visit Florida, said, "there's so many incredible values from the high-end properties and the beautiful resorts like the Don CeSar to much more affordable properties that are hot deals that fits your budget and your expectations. Florida has 825 miles of the most beautiful beaches in the world and that doesn't cost you a thing.

Guest: Jill Martin, Visit Florida and Florida Insider Magazine writer, offered unique affordable destinations around Florida. If you have not been up to the Emerald Coast area up by Sandestin and Destin and Seaside I would recommend that highly. The fishing up there is fantastic, they're nicknamed the luckiest fishing Village in the world for a reason, that's a great place to take your kids. On the West Coast in St. Pete Beach the beaches are gorgeous, award-winning, family-friendly, so many different things to do here from Captain Nemo Cruises to the Dahlia Museum and the Florida Aquarium. Moving down the coast hunting for seashells over on Captiva and Sanibel, you just can't beat that that's one of those priceless Florida vacation memories for sure.

Guest: Stephanie Oswald, Cofounder and Editor in Chief of Travel Girl Magazine, explained how to use new technology to make a family vacation easier and really important to do your homework so you can find some fantastic deals out there. Remember exotic doesn't have to mean traveling too far away here in Florida like great super island destinations, Key West, Amelia Island.

Guest: Travel Mom, Kim Orlando, knows how to travel smart and going away doesn't mean you have to go far away it means that you're leaving your house. Florida has lots of free things to do from West Palm Beach to Pinellas to Orlando to Jacksonville.

Guest: HGTV Brad Staggs, offered a way for families to interact during the summer and enjoy the Great Outdoors during Great Outdoors Month to celebrate and appreciate our natural wealth. Brad offered instructional videos on all kinds of projects to get people working with their hands and get people out into the real outdoors.

Guest Ben Sargent, of Cooking Channels "Hook Line and Dinner" agrees if you teach a man to fish he will never starve. Florida is the crustacean capital, mollusks, shellfish and going out for stone crabs. The most sustainable type of fishing there is. It sounds horrible but what they do is they just break off the claw and release the crab it doesn't actually hurt the crab it's an escape mechanism and that claw regenerates and it grows back twice as big.

Guest: Dr. Richard Lipton lead study investigator National Headache Foundation's Landmark American Migraine Prevalence and Prevention Study the largest study of migraine and headache sufferers ever conducted underscores for the first time how serious an impact migraine related nausea has on over 31 million migraine sufferers.

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Program:	<i>Rose Lee Archer Show</i>	Episode: 9-12
Air Date:	Tuesday, July 9, 2013	Time: 6:30 am
Topic/Title:	Securing Florida Homes	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: The State of Florida Emergency Management has three basic concepts:

- 1) All-hazards preparedness is the foundation of readiness for all disasters
- 2) The Cycle of emergency management includes preparedness, response, recovery, and mitigation; and 3) All disasters are local.

Hurricane preparedness in Florida takes a lot more planning than having water and supplies. Preparedness begins by securing your home.

Guest: Carlos Manzano, Forensic Roof Investigator of Miami, said examine your roof and if needed seal the roof deck and strengthen the roof's connections. This will protect your home from wind-driven rain. If you have a roof leak that's difficult to identify the location of intrusion.... Forensic roofers will investigate the nature of the leak of the leak.

Guest: Jeremy, Forensic Plumber is called in by a home owner once the leak's origin is found and uses a scope to use that will identify where the water is settling and causing mold. Water damage can cause mold due to a damaged pipe, storm damage to a roof or window, or rising water from a flood. Regardless of the source, insurance coverage for water and mold damage varies with individual policies.

Guest: Sam Vallano, South Florida Property contractor said follow these rules to secure your home from storms. Three Ways to protect your home by Preparing for Summer storms. 1. Seal and Secure Your Roof:
2. Seal and Secure Your Soffits
3. Seal and Secure windows and doors.

Guest: Bryan Koon, Director of the Florida Division of Emergency Management, discussed the functions of Florida's state emergency response team, SERT. Explaining when the state response begins on a local level and what resources are in place at Florida's Emergency Management. Offering Florida residents web sites to beginning planning their family and business emergency plans, preparation is our personal responsibility.

WXPX-TV, BRADENTON, FLORIDIA
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Program:	<i>Rose Lee Archer Show</i>	Episode: 14-12
Air Date:	Thursday July 11, 2013	Time: 6:00 am
Topic/Title:	Fiscal & Parental Responsibilities	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: According to the Tampa Bay Times...A team of Florida state economists say the unemployment rate and the jobs picture is set to remain bleak through 2016. Being responsible parents begins with planning a family budget, caring for our children's health care needs and recognizing a woman's need to care for herself and her aging process through multiple roles in life.

Guest: Jim Kaitz, President/CEO, Association for Financial Professionals said Economic Professionals said business decision makers are not hiring or investing due to the uncertainty in the economy and decisions on what the Fiscal –Cliff. The Association for Financial Professionals serves a network of more than 16,000 members nationwide.

Guest: Dr. Michelle Warren, says Florida women who support their family between the ages of 45-55 have added stress in dealing with the economy they are also facing the symptoms and suffering caused from Menopause. She explained the benefits and risks associated with different treatments

Guest: is Dr, HEMANT) SHARMA, Ass. Chief of Allergy, Children's National Medical Center,

Says about 200,000 children in Florida that's 1-in every 13, have food allergies. In the past ten years the rate has doubled, to 1 in 100 children has an allergic reaction so severe it could be fatal. Parents who recognize their child's food allergies look to Florida schools to insure their children avoid foods that will trigger the allergic reaction. That's why the new program "Get Schooled in Anaphylaxis" is being promoted.

Guest: Chef Michael LaDuke, Senior Executive Red Lobster a Darden Restaurant offered tips for our viewers on choosing high-quality seafood that's fresh, delicious and makes affordable meals for the whole family. Darden Restaurants are a national a sponsor of disability mentoring month throughout the nation...here in Florida they continue to support Archer Disability Foundations mentoring events from Boca to Vero Beach, by offering lunch to the mentees.

Guest: VA Medical Center in West Palm Beach was the hosts of Disability Mentoring Days 30 student mentees from Palm Beach School District's ESE department. Mentees experienced hands on job skills in the sign shop, IT department, and law enforcement it was a great event for students, teachers and VA Medical Center mentors.

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Program:	<i>Rose Lee Archer Show</i>	Episode: 9-13
Air Date:	Thursday July 11, 2013	Time: 6:30 am
Topic/Title:	Explore Florida	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: According to a 2012 National Financial Capability Study at the Global Center for Financial Literacy. 18 % of reported, their household spent more than their income (not including the purchase of a new home, car or other big investment), while 23% of individuals reported having medical bills that are past due. A 2012 survey found that over 226 million vacation days go without being used so take the time to visit St. Augustine during the 500th anniversary.

Guest: Geri Walsh, President of FINRA Investor Education Foundation. Geri explained the mission of the Financial Industry Regulatory Authority, Inc. (FINRA). It's the largest independent regulator of securities firms doing business with the public in the United States and it conducted the study to identify the states that needed financial capability improvement.

Guest: Scott Steinberg High tech expert, explained new research found Florida is among the leading states whose drivers are looking for better ways to connect and communicate to more energy-efficient travel, innovative and eco-friendly solutions expected to increase the impact on how Americans drive. as well as provide the technology needed to help returning vetrans with multiple disabilities integrate back into the community.

Guest: Kendra Thornton Travel expert, shared a 2012 survey found that over 226 million vacation days go without being used in the U.S. annually. With the economy many are still struggling and say they just don't have the money to getaway. If you can't afford to get away studies show its healthier for you to take time for a short get away.

Guest: Bryan Barron, co-author of Don't Go to the Cosmetics Counter Without Me, discussed

Melanoma, that's responsible for close to 75% of all skin cancer. According to the Environmental Protection Agency, Jefferson County Florida has the 7th highest rate of melanoma diagnoses in Florida and 135% above the national average. Barron reminded us why sun protection should be used every day, just like brushing your teeth.

Guest: Robin Miller, Cookbook Guru & Host of Food Network's "Quick Fix Meals" created awareness of the risk for anaphylaxis – a severe allergic reaction that happens quickly and may cause death. Be prepared for guests who may be allergic to a bee sting, shrimp on the barbecue or a party latex balloon can end as life-threatening emergency, in fact, an emergency room visit caused by food-elated anaphylaxis occurs every 18 minutes in the US

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PUBLIC AFFAIRS REPORT
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Program:	<i>Rose Lee Archer Show</i>	Episode: 11-11
Air Date:	Tuesday July 16, 2013	Time: 6:00 am
Topic/Title:	Renewable Energy To Make Your Mark	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: “Make Your Mark” celebrates new campaign of the achievements and stories of people living with Cervical Dystonia and Blepharospasm a potentially disfiguring, rare neurological conditions of 300,000 people with Dystonia. Prostate cancer strikes one in six men as second-leading cause of cancer deaths among American men with lung cancer being the first. Each year over 200,000 American men are diagnosed with prostate cancer killing over 32,000 men. COPD is a progressive life-threatening lung disease affects 12 million Americans, presenting Florida COPD Awareness Day. Curing our gas shortage can be done by producing a Bio fuel from a biomass, a pyrolysis machine and do it in seconds.

Guest: Dr. Neal Shore, neurology expert and prostate cancer advocate Joel Nowak discussed new prostate cancer therapy to help over 200,000 American men diagnosed with prostate cancer that kills over 32,000 men each year. Also, answering questions on the controversy about how much Prostate Specific Antigen, (PSA) screening to do.

Guest: Dr. James Donahue discussed what happens when COPD worsens. Particularly in severe or very severe stages of the COPD and how patient can't breathe. You can simulate by filling your lungs up with air and without breathing out try to breathe again you'll just get that feeling how terrible. All the air is trapped in the lungs and new air can't get in and he air trapping causes the shortness of breath. COPD is now affecting younger people.

Guest: Paul Gilna, Director of the US Bio Energy Science Center, Heather Young, Energy Biosciences Institute analyst, and Jim Lane, Editor of “BioFuels Digest” offered viewers a new perspective on exploring new and innovative answers to our energy problem. The discussion offered viewers great hope on how to reduce our prices at the pump here in Florida.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 8-11
Air Date:	Tuesday July 16, 2013	Time: 6:30 am
Topic/Title:	Florida Headache Free Fun	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Florida family vacation spots rank in the top 11 destinations in the world by US News and Frommer's. Floridians are blessed to live in probably the most visited vacation destination in the world; this is paradise from the 825 most beautiful beaches in the world to all of the amazing Florida attractions and the state parks and everything in the middle that 82 million people come and visit.

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Guest: Travel Mom, Kim Orlando, knows how to travel smart and going away doesn't mean you have to go far away it means that you're leaving your house. Florida has lots of free things to do from West Palm Beach to Pinellas to Orlando to Jacksonville.

Guest: HGTV Brad Staggs, offered a way for families to interact during the summer and enjoy the Great Outdoors during Great Outdoors Month to celebrate and appreciate our natural wealth. Brad offered instructional videos on all kinds of projects to get people working with their hands and get people out into the real outdoors.

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THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 2-12
Air Date: Thursday July 18, 2013 Time: 6:00 am
Topic/Title: Encouraging Creativity to Reach Our Potential
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Archer Disability Foundation partnered with VSA Arts of Tampa to offer students with disabilities a creative venue to develop artistic skills, creative ideas and problem solving to encourage independence as a means of personal expression and promotes access and inclusion to people with disabilities. Mentors inspire mentees by guiding their talents. Classical musical artist Lang Lang, says mentors are most important to bring you to the next level. An estimated 65 million Americans care for a family member and if your obese or a smoker you will pay for it. According to the US Census Bureau homeownership declined three years in a row and people are opting to rent instead of buying.

Guest: Cindy Pinjanowski, Director VSA Arts, Palm Beach County, discussed the art and theatre classes offered at VSA Arts for the development of persons with disabilities and the merit of disability mentoring.

Guest: Randye Kaye, Radio personality actress and author; said she is just one of the 65 million Americans providing invaluable care to her son Ben. Randye's son was diagnosed with schizophrenia at age 20 and she worked hard to get him a greater quality of life.

Guest: Lang Lang, Classical Pianist discuss where his passion for music began and how fortunate he was to have 5 to 6 really important mentors throughout his career and how they inspired him to get to a new level.

Guest: Chris Brown, VP of Development, Apts.com. Homeownership is at its lowest level in decades in the US and that includes Florida of course. A survey on apartments.com found about 20% of the people coming to our site our current homeowners shifting with economic conditions in the housing market citing flexibility and the low maintenance lifestyle..

Guest: Carry McLean, Consumer health expert said a new insurance study confirms the hidden cost of lighting up will cost smokers 14% more on health insurance premiums if overweight you'll pay 22% more on your health insurance premiums.

Guest: Dr. Jennifer Trachtenber, Pediatrician, discussed studies of mobile phones have 18 times the number of germs than toilet handles and even worse the flu virus can live up to 48 hours on hard surfaces.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 6-13
Air Date: Thursday July 18, 2013 Time: 6:30 am
Topic/Title: Enhancing Our Communication Skills
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: A recent survey found 58% of homeowners moving forward with remodeling plans and 57% remodeling the kitchen because of resale benefits. First time Mothers today are 3.5 years older than mothers in the past 3 decades. Children who learn a second language tend to have superior reading, writing, analytical and social skills, as well as more extensive vocabularies, 19% of Floridians speak Spanish, and the most widely taught second language.

Guest: Jane Buckingham, Best Selling Author offered tips to handling life's sticky situations and keeping mom happy and never hold judgment that will cause an unhealthy relationship. is Jane Buckingham.

Guest: Elaine Griffin, renowned designer and author, shared design rules that can help reduce your carbon foot print in the kitchen as well as professional secrets to remodeling a kitchen. Lighting can really tie a kitchen design together

Guest: is LORI RICHMOND, EDITOR OF THEBUMP.COM. First time Mothers today are 3.5 years older than mom in the past 3 decades. A baby's birth is a special-unique time in a family's life... and it's a time of joy and exhaustion. NEW MOMS put lots of time and energy and learn real quick the babies needs are number one.

Guest: Julia Pimsleur Levine- is a Forbes.com contributor, and founder and creator of Little Pim, the leading language-learning program that introduces young children to a second language.

Guest: LARRY GAMACHE, Car & Consumer Expert & Carfax Communications Director, shared. New research from Carfax shows that nearly 2.1 million cars with open recalls were for sale online last year, over 90,000 in Florida.

Guest: Dr. Tracy Stevens Cardiologist, Member of Women Heart national scientific advisory council. There is over 250,000 women die of a heart attack each year and yet most women's handbags are better prepared for a broken nail or bad hair day than a heart attack

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Program:	<i>Rose Lee Archer Show</i>	Episode: 12-12
Air Date:	Tuesday July 23, 2013	Time: 6:00 am
Topic/Title:	Life Saving New Normal	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: There over 49 million American enrolled in Medicare, including the 3 million Floridians. Prostate cancer is the second leading cause of cancer, claiming over 33,000 lives each year, over 6,000 here in Florida. Nine out of ten, flu-related deaths and over six out of ten flu-related hospital stays occur in people over 65 years old. A new approach to selecting cancer treatment can save your life.

Guest: Chris Abbott, United Health Care Medicare Education Officer, explained Medicare parts A, B, C & D and how together it insures comprehensive health care coverage. This includes preventative health care options that include dental, vision care and even silver sneakers gym memberships to insure beneficiaries stay healthy.

Guest: Former Harry Carson , NFL players and Hall of Famer Mike Haynes created awareness of prostate cancer that o discuss this critical health issue and discuss “Know Your Stats.” Prostate cancer is the second leading cause of cancer, claiming over 33,000 lives each year, over 6,000 here in Florida.

Guest: Dr. Carolyn Bridges, Associate Director for Adult Immunizations, Centers for Disease Control & Prevention &--Dr. Richard Birkel, Acting Senior V. P. of Healthy Aging and Director of the National Council on Aging urges older adults 65 and older to get an influenza vaccination this season and determine which of the two vaccine options available are best for you to help protect against influenza.

Guest: Dr. Sandeep Reddy, oncologists and CLINICAL Assoc. Professor of Medicine and Cancer survivor Sandra Fehrman, discussed the new approach to customizing cancer care.

Guest: Paul De La Cerda, explained why the U.S. Constitution has proved to endure and guide American government, while men and women, put their lives on the line everyday to defend our freedom. And how Wounded Warriors helps injured service persons find their New Normal.

Guest: John Gidding, HGTV's Curb Appeal Architect/ Interior designer, offered exciting news about the Urban Oasis in Miami. Housing Demands up, inventory low and prices rising. The battle for South Florida’s residential real estate is back ...even with more upcoming foreclosures.

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THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 3-13
Air Date:	Tuesday July 23, 2013	Time: 6:30 am
Topic/Title:	Planning for the Unexpected	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: According to Florida law just about any property can be seized by police if its suspect to have been involved in committing or attempting to commit a crime. You can buy stolen goods from police property rooms in Orlando and Tampa Police Departments. According to National Kids Count program 35% of US families are raised by single parents in Florida that's 39% and 82% of children ages six weeks to six years in daycare/school are exposed to dangerous germs easily spread. Florida ranks 18th in the nation in injuries, resulting in 12,000 deaths per year.

Guest: Retired Detective Tommy Lane is the founder of propertyroom.com, an auction site. As a detective he cleaned out the property room and thought of all the money that could go back into the department or the city who paid to prosecute the criminals who stole the goods.

Guest: Jerry Trainor who plays a parent-relative in the family comedy "Wendell and Vinnie" on Nickelodeon, says single dad parenting must have time for humor. Wendell his brothers son who was left to him after a tragic accident talks about today's real life issues in raising a child in grade school.

Guest: Dr. Paul Checchia, Critical Care Pediatrician & Heidi Staats, parent advocate discuss the risk of daycare or preschool settings constant sharing of toys and furniture and frequent hugging and handholding and eating and napping and dropping food on the floor and sharing them in close quarters makes daycare an ideal environment for infections spreading among young children especially young babies.

Guest: Manisha Thakor, Personal Finance Expert offered tips to establish an effective long-term plan to protect us against healthcare skyrocketing costs. Accidental and violent injuries are leading cause of death for those ages 45 or younger. Those who live with an unexpected illness, injury or serious medical condition can cost thousands of dollars of out-of-pocket expenses.

Guest: Dr. Erica Herzog Pulmonologist shared the alarming increase in rare diseases with more than 30 million or 1 out of 10 Americans suffer from one of the 7000 identified rare diseases. She discussed the signs, symptoms and options of rare diseases like Idiopathic Pulmonary Fibrosis or IPF, which need to be better understood so new therapies for patients suffering with this disease are developed. IPF is scaring of the lungs and is very difficult for patients to breathe, it's poorly understood, it's often misdiagnosed and we have really no available FDA approved drugs to treat it.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 8-13
Air Date:	Thursday July 25, 2013	Time: 6:00 am
Topic/Title:	Discover Florida	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue: According to South Florida water management studies...nitrate levels are rising in many local bodies of water. The damage is due to homeowners applying, fertilizer incorrectly resulting in nitrogen leaking into our groundwater & robbing oxygen from our fish. This summer discover Florida's Public Gardens and enjoy family reunions with an etiquette approach to digital manners.

Guest: Paul James the Gardener Guy suggests that if we visit a public garden we can get ideas of how to create a beautiful yard and use compost as a fertilizer to protect our ecosystem.

Guest: John Gidding, HGTV's *Curb Appeal*, nationally recognized expert and designer on offered tips to transform your out-door living and entertaining spaces. He stressed keeping bite free and protecting our family from the West Niles mosquitos.

Guest: Daniel Post Senning, the great-great-grandson of etiquette pioneer Emily Post, and author of "Manners in a Digital World - Living Well Online. Daniel offered new etiquette to use at your next family reunion so you don't spoil summer fun with a family feud. And our changing roles as adult siblings and how to instill good family manners in a digital age.

Guest: Robert Verdi, celebrity stylist presented a mom and her son with a free digital makeover to help get most forms your digital life.

Guest: Sissy Biggers, Entertaining Expert offered quick entertaining ideas that are perfect for family barbeque ..and reminds us to ask family to always bring their favorite dish as a compliment to the menu. is here this morning with some quick and easy ideas

Guest: Michael Copely, Retail lending expert at TD BANK Florida said home prices are on the rise in Florida at the fastest pace in six years & home purchases up nearly 50 % and offered a new Mortgage Survey Index that showed what buyers need from the loan lenders.

Guest: Matt Passmore, star of the Glades brought in more than 3.7 million dollars in only two months of work, increasing Florida's workforce development. The Glades overall economic impact to Florida is over 17.8 million dollars.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 10-13
Air Date:	Thursday July 25, 2013	Time: 6:30 am
Topic/Title:	Preparing Florida's Future	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: The US population of older persons will grow to 72 million by 2030 and Florida's older population could grow to 35% of the state's population. Florida housing market is up 10.2% over last summer and the demand for home purchases is high, but inventory is low. Local retailers return 52 % of revenue to the local economy in jobs & goods and services purchased locally.

Guest: Bill White, Residential Lending V. P. NASA Federal Credit Union discussed the latest trends in mortgages as home prices going up in Florida. There are new options to help get the refinancing and less needed down to get financing. If your home is underwater, look into getting a HARP loan.

Guest: Dr. Lewis-Hall, Chief Medical Officer, Pfizer Inc & Donna Butts, Executive Director of Generations United. The ladies discussed what the Get Old research found and how older Americans and all generations need to rethink about the upcoming age boom. And the importance to begin preparing for the growing numbers of aging Americans in 2030.

Guest: Katie Linendoll, Technology Expert and Emmy Award Winner offers new technology in gaming to keep our children busy and weeding out all the best new technology to keep us entertained and business savvy .

Guest: Dr. Ryan Stybel, therapeutic optometrist & Ross Mathews, comedian and television personality According to the American Academy of Ophthalmology, cosmetics are the most common sources of problems for contact lens wearers. Using cosmetic products leave deposits on the lens, eye irritation, allergy, injury, infection and dryness. A nationwide poll showed contact lens wearers are tired of dry eyes in front of the computer or driving home from work

Guest: BRAD SMITH, Customer Experience VP at Sage North America. U.S. Small Business Administration says small businesses currently provide 55 % of all jobs. Local retailers return 52 % of their revenue to the local economy in the form of jobs & goods and services purchased locally.

Guest: Dr. Roy Hinman St. Augustine Physician, visionary and entrepreneur who personally invested in a family business that collects yard waste and turns it into green energy to light up over 700 homes in St. John's County.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 8-12
Air Date:	Tuesday July 30, 2013	Time: 6:00 am
Topic/Title:	Fun In The Sun	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Florida's state labor laws do not require businesses to offer paid time off as an employee benefit to employees who meet a set of qualifications like full-time employment. Paid time off is any time not worked by an employee at their regular rate. Companies know the value of giving employees time to deal with non-work related issues. Despite the high cost of paid time off, employee family benefits help secure and retain talented employees.

Guest: Food Network's Chef Jim O'Connor, original host of "All-American Festivals" agrees we all need time to enjoy fun and food. Florida means grill time and the competitive backyard chefs with special summer recipes can be fun, and sweet and spicy salmon with a honey Florida mango salsa.

Guest: Ceci Carmichael, Food & Lifestyle expert gave best ever summer party tips to celebrate with friends and family, like a hot dog station. Offering families on a budget an alternative way of socializing and having fun on a family staycation.

Guest: Johnny Jet, Travel & Technology Expert reports a new survey says, "30% of people going on vacation plan to take their work or laptops with them." Job demands aren't 9 to 5 but more like 24/7 and workers I think they are expected to reply to their e-mails or text messages or voicemails within minutes.

Guest: Lieut. Gen. John Castellaw and Gary Luce, military/energy experts discussed Floridians want to lower gas prices and the 12 month average price per gallon for regular in Florida is \$.20 lower than the national average. America is reliant on foreign oil and the US military is leading the way in energy innovations. The Navy began testing biofuel as an alternative energy source for the Great Green Fleet by 2016.

Guest: Linda Ciampa, Parenting expert, journalist and maternity nurse, has suggestions for those with new family members who want to have fun on the road. A challenge for new moms is finding a clean public bathrooms. Charmin launched a free mobile app, called sit or squat noting a map database with over 125,000 restrooms from your smart phone or mobile device.

Guests: Nia Vardalos, American Girl and naturopathic Doctor Duffy Mackay discussed a national survey commissioned by the Council for Responsible Nutrition reports 82% of adults try to eat a balanced diet and 61% report that they exercise regularly and during the summer our healthy lifestyle is on the bottom of the to-do list.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 13-12
Air Date: Tuesday July 30, 2013 Time: 6:30 am
Topic/Title: Positive Energy For Well Being
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: 31.5 million U.S. seniors are enrolled in Medicare Part D plans, with 3.4 million beneficiaries living in Florida Over 2.5 million students make up Florida's public schools. According to the University of Florida's Wells Center over 20,000 new primary brain tumors diagnosed each year as second leading cause of cancer death in men ages 20 to 29. Over 1.3 million Floridians have diabetes. About, 400,000 Floridians have diabetes and do not know it. Influenza is a serious respiratory illness, the Centers for Disease Control and Prevention (CDC) recommends annual vaccination for everyone 6 months of age and older.

Guest: Mike Anderson, United Health Care , Chief Pharmacy Officer presents information regarding Medicare Open Enrollment Period (Oct. 15 – Dec. 7), including deadlines and how to enroll and tips to help seniors sort through dozens of available Part D plans to meet their health needs as well as their budget.

Guest: Dr. Cheryl Rosenfeld, Endocrinologist, & Angela Gaskinsare Type 2 diabetic, who has a long family history in diabetic management. Shared life style tips to overcome obstacles in diabetes management.

Guest: Dr. Edelman, American Lung Association and Sarah Chalke, Actress/mother TV series, Scrubs, discussed the need for vaccination against Influenza, a serious respiratory illness that can lead to hospitalization and even death. Everyone is at risk of contracting and spreading influenza. The Centers for Disease Control and Prevention (CDC) recommends annual vaccination for everyone 6 months of age and older.

Guest: Chris Faulkner, CEO of Breitling Oil & Gas shared honest conversation on our energy dependence. U.S. Energy Information Administration (EIA) estimates the United States holds over 2,500 trillion cubic feet of technically recoverable natural gas resources & 33% is held in shale rock formations.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 5-13
Air Date:	Thursday August 1, 2013	Time: 6:00 am
Topic/Title:	Caregivers Earn Respect	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Florida legislators put forth legislation to benefit their constituents. Behind change in state or federal laws, teams of advocates, a variety of working professionals and state or federally mandated councils. Florida has over 875,000 married working moms and over 430,000 single working mothers. An average mom spends over 18 hours a week cleaning and organizing their homes in addition to nurturing.

Guest: The Arc of Florida, the Agency for Persons with Disabilities (APD), Florida Developmental Disability Council, and Governor Rick Scott announces budget recommendation to provide 36 million for the APD Medicaid waiver waiting list.

Guest: Lauren Bush Lauren is Co-Founder and CEO of Feed Projects and President & CEO of Clarins, Jonathan Zrihen team up to feed over 1.5 million school meals in an effort to fight hunger around the world.

Guest: Tara Aronson, Parent and child expert, revealed an average mom spends over 18 hours a week cleaning and organizing their homes. Florida has over 875,000 married working moms and over 430,000 single working mothers.

Steve Bonner, President & CEO, Cancer Treatment Centers of America offered survey findings, and better forms of communication to improve cancer care now and in the future. He revealed the first-of-its-kind study- The Cancer Experience: A National Study of Patients and Caregivers”.

Guest: Forrest Gregg, Former-NFL Hall of Famer and Dr. Rajeev Kumar discuss symptoms and education will allow you to live with Parkinson’s with quality of life. Gregg shared his story revealed in a reality-style video series for the Parkinson’s More Than Motion™ community that will recycle Asthma inhalers by Glaxo-Smith Kline Complete the Cycle Recycling Program.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 4-13
Air Date:	Thursday August 1, 2013	Time: 6:30 am
Topic/Title:	Debt Responsibility	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Mortgage debt makes up the largest portion of the \$11.34 trillion consumer debt. A banking survey in Florida found customers are stressed out over finances. Federal Reserve found an average American household spends 11% of its disposable income to wipe out all past debts.

Guest: Farnoosh Torabi, Financial Experts offered tips to take control of our finances and said consumers have become more fiscally responsible and more people are taking on part time work to pay off past debt. She encourages consumers to share success stories on paying down debt with others who are faced with the same issues.

Guest: Ryan Bailey, TD Bank VP shared the result of Florida banking survey with a checklist of key characteristics consumers should expect from their bank and the banking habit that influence our choice of a bank to do business. Survey showed consumers are stressed and need to feel the bank is their good neighbor and they know them and trust them.

Guest: Micha Mussio, Auto Journalist, Kelly Blue Book. Micha said the hottest trends in new 2014 models is fuel efficiency and lighter weight autos that use new types of aluminum and metal processes.

Best of all he said the American manufactures are doing a great job competing with the Asian brands for style and efficiency.

Guest: ANJA WINIKKA, SITE DIRECTOR OF *THEKNOT.COM*, emphasized that planning a wedding dealt with determining what your priorities are. According to the Sun Sentinel an average South Florida wedding can cost as much as a new Suv, or more depending on your honeymoon venue, wedding rings, dress, reception and more.

Guest: Bobbie Thomas, Celebrity style expert, and Author of *The Power of Style* offered her success on having a luxury vacation by using reward points. An average family of four spends about \$4,000 on a Florida vacation, but the real secret to style is to love yourself and the way you look, otherwise you can spend thousands of dollars and still suffer from the lack of confidence and enjoy where ever you are.

Guest: Daryl Johnson, Former NFL Player & Dr. Harry Fisch urged men who have symptoms of fatigue, belly fat, lack of desire to be tested for LOW T. Millions of men have Low Testosterone a chronic medical condition and are embarrassed to talk about it with their doctor.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 4-12
Air Date: Tuesday August 6, 2013 Time: 6:00 am
Topic/Title: Spring Has Sprung
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Agricultural Sciences over 14% of US residents relocate on an annual basis and the average cost to repair a home for sale is approximately \$2000. With the sluggish economy, foreclosures and short sales foreclosure auctions are a good place to find properties at discounted prices. US Department of Energy estimate drivers traveling over 60 miles per hour lose 7 to 23% of fuel economy. A new drug trend report shows 90% of patients surveyed agreed taking their medications as prescribed was important but as few as one half of them are actually doing it despite risking serious complications. High unemployment and prices of gas escalating this episode offers many resources to help you spend your money wisely to rejuvenate your home and family during the spring season.

Guest: Jason Cameron, Desperate Landscapes licensed contractor offered a wheelbarrow full of creative solutions to tackle your landscape problems. Most of us want our homes to look the best and starting outside can be less expensive if your willing to do the work.

Guest: Stephen St. Onge designer dad, husband, father of two and a homeowner who understands responsibilities are ever-growing through their weekly to do list. The kitchen is the heart of the home it's the house center of action with kids and family running around but the idea of doing key choices you can change out to make that space better and to me the starting point is appliances and light.

Guest: Bradley Berman co-creator of Green Driving Center and EBay's green driving expert. US Department of Energy estimate drivers traveling over 60 miles per hour lose 7 to 23% of fuel economy.

Guest: Dr. Bob Neese Chief Scientist for Express Scripts presented the new drug trend report that reveled 90% of patients surveyed agreed taking their medications as prescribed was important but as few as one half of them are actually doing it despite risking serious complications like blindness, kidney failure, heart attack even strokes. So why are so many of us still not taking their meds?

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 7-13
Air Date: Tuesday August 6, 2013 Time: 6:30 am
Topic/Title: Summer Protection Healthy Habits
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: According to an Environmental Protection Agency survey 37.7% of white adults in Florida had at least one sunburn in the past year. 5 Sunburns put you at a significant risk factor for the development of skin cancer. About 626 people die from melanoma in Florida every year. Teaching your kids to unplug and have fun without technology.

Guest: Melissa Rycroft Dancing with the stars winner, discussed the need for sun protection everyday. She said just remember if you can see the sun the sun can see you.

Guest: STACY DEBROFF, Parenting expert said its no surprise that kids today lack social skills and the ability to have fun because parents can't get them to unplug. Stacy discussed the findings of a parent survey that presented the growing problem of kids disconnecting from technology to learn to socialize.

Guest: Stuart Kronauge, General Manager, COCA-COLA shared the new program to fight obesity called GET THE BALL ROLLING. The activity program is based on touring states and countries to teach them how to create, plan and participate in activities outside, to tackle obesity.

Guest: Sarah Gavin, Expedia travel expert shared some of the hottest travel deals to get family out and having fun on a budget to make this family vacation a reality.

Guests: Torstein Hagen, Chairman of Viking Cruises and Travel Expert Ann Scully shared a new vacation concept to share with the one you love and make time to recharge your love life without the kids.

Guest: Dr. Richard Aguilar, Medical Director at Diabetes Nations and the Diabetes Care Foundation discussed the importance of holistic approach to fighting the skyrocketing cases of Type 2 Diabetes. The Florida department of Health...reports Diabetes is the 6th leading cause of death in Florida. Type 2 diabetes is a progressive disease that affects the body's ability to metabolize sugar or glucose.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 6-12
Air Date:	Thursday August 8, 2013	Time: 6:00 am
Topic/Title:	Empowering Women	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Working women in Florida make eighty cents for every one dollar paid to men based on the U.S. Census report. Florida is 11th among all states in women's pay equity according to the ranking of the National Partnership for Women and Families. According to the University of Florida sugar in Florida creates 10,000 jobs totaling about 1.51 billion dollars a year in state revenue.

Guest: Allison Rhodes, is a working mother of five and one child has Autism. As an advocate for safety, wellness and healthy living she knows the importance of feeding her children healthy and recognizes the need for parents to take a proactive approach to educate their families on the facts about fat, calories and sugars in our diet.

Guest: Susan Smith, National Confectionery Association, said sugar creates over 10,000 jobs in Florida totaling about 1.51 billion dollars in revenue. There are about 70,000 jobs nationwide in the confectionery industry and that probably triples when you talk about people who market, sell and distribute candy products and that creates about a \$32 billion in revenue each year.

Guest: Lela Rose, American fashion celebrity designer, says Florida working women in the public want to look great for themselves feel happier to project the most positive image and create a positive atmosphere. She announced the "Women Just like You" Campaign to identify women who make a difference each day.

Guest: Elaine Griffin, home designer revealed a new study that women spend an average of 17 hours a week doing housework.

Guests: Dr. Roshina Raj, fertility expert and Elaine Griffin mother of twins discussed the American Society for Reproductive Medicine study finding women over 35 years old trying to conceive for six months or women under 35 trying to conceive for over a year should seek expert evaluation.

Guest: Vicki I-Vine, Author, "Girlfriends Breaking Barriers Around Important Women's Health Issues". She's here to share her experiences to help change the cycle by opening up one-on-one conversations to find solutions to common health issues. And why women find it difficult to discuss female health issues with a medical expert.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 11-12
Air Date:	Thursday August 8, 2013	Time: 6:30 am
Topic/Title:	Connecting School Work and Play	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Over 2.5 million students make up Florida's public schools. According to the National Retail Federation parents of children in kindergarten through 12th grade will spend an estimated \$688.62 for back-to-school shopping, that's up \$85 over last year. According to Agricultural Department data 2.6 million subsidized lunches are offered to Florida public school students. "1 in 54 boys or 1 in every 252 girls diagnosed with autism."

Guest: Jennifer Jolly, Tech Lifestyle editor says, two of every five people are doing that digital dash to the store to really save back to school money and find the best deals without breaking the bank. We are expected to spend some on back-to-school shopping this year - \$700 per young student and about \$1000 for college kids.

Guest: Leah Guy, Host of "Who's on Deck" and national health nutrition advocate. Believes we are in an epidemic obesity right now for both adults and children and unfortunately school lunches and vending machines are part of the problem so parents really have to take control and one of the things that they can do is involve the kids into the process of making lunches. Teach them that healthy food can really taste good and introduce some healthy options by letting them make their own lunch.

Guest: Dr. David Posey, Autism Researcher discussed the alarming statistics that "1 in 54 boys or 1 in every 252 girls are diagnosed with autism" but scientific advancements continue to provide researchers with new insights into the spectrum of autism and why these individuals have a difficult time in social situations.

Guest: Colleen Kelly, National President of the National Treasury Employees Union, discussed a new survey that dispels the myths in this troubling economy of the role of federal workers. An estimated 84,000 Floridians are federal employees. Florida federal employees provide vital services to the public in Florida every day in a variety of agencies.

Guest: Merilee Kern, lifestyle expert says we are all worker harder and longer hours and need a little break to energize and indulge in something to make us look and feel better as well as de-stress.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 2-11
Air Date:	Tuesday August 13, 2013	Time: 6:00 am
Topic/Title:	Financial Literacy For Life	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Florida ranks second in the nation when it comes to credit card delinquency. The South Florida Business Journal reports over 1% of all Floridians have at least one credit card that's 90 days or more delinquent. The Sunshine State ranks 35th as the amount of debt under which credit card holders are drowning with an average debt of over \$5000, that's up .05% from last quarter. About 25% of Floridians put nothing aside each month for their retirement and another 25% wait until their in their 40s or 50s to put aside for their retirement.

Guest: Louis Barajas is a financial expert and author of "Small Business, Big Life" and "The Latino Journal to Financial Greatness". He is committed to educating consumers to start to get back on their feet and those who can't find a job why it's more important than ever this year to really sit down and write your goals - we call them financial resolutions to accomplish financially in 2011, to lower your debt, increase your savings, or add more to your retirement plans. To help you find a job, write your goals down. Specifically in Florida you have a lot of immigrant population that come from South America that come from other parts and they come with nothing and they get on their feet, it takes a lot of effort but it does take a lot of being actually very conscious of what you're doing to rebuild their confidence in themselves in what they can offer and provide value to other employers whether they need to create their own business and have internal tools that they can offer to other people and create revenue. That's one thing the second thing is they need to be conscious of how their spending and where they're spending their money, take a look at how you're spending your money for example - there are people out there and there are programs out there that they can offer to people who have lost their jobs, government programs that offer them free cell phone service with up to like 250 minutes per month, like Assurance Wireless,

Guest: Maxine Sweet, Vice President of Public Education at Experian North America has more than 30 years of experience in the credit industry. As a Financial Education Columnist for Ask Experian on www.Experian.com Sweet understands the credit industry and consumers questions. Experian decided to look at the state of credit with the state of the economy and unfortunately found that scores are reflecting what's happening, they are declining, they're not plummeting but they definitely have gone down over the last couple of years. Some states having more trouble than others. In Florida we looked at specifically the Miami and Fort Lauderdale area has a score of 719 compared to a national average of 749. So Florida is one of the states that falls below the national average and is credit challenged. These are vantage scores and the range is from 501 to 990 and the vantage score is set up so it's sort of intuitive that if you are in the 900s it's like a 90 or a "A", 800 is a "B", 700 is "C" so you are a low "C" yeah but the significant thing about that is that it's an average so you have some consumers who are doing very, very well but it's offset by too many consumers who are really struggling and that would be influenced by what's happening with foreclosures in Florida, unemployment, inability to make all your payments on time and that's the most important factor that affects credit scores is making all of your payments on time.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 3-12
Air Date: Tuesday August 13, 2013 Time: 6:30 am
Topic/Title: Manage Our Lives For Success
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue: School districts across the nation facing budget cuts technology in our children's classroom may not be as cutting-edge as it should be. A \$25,000 technology grant was presented to school districts. Pharmacists of local drug stores are available to answer questions from customers about vitamins and supplements as they do about over-the-counter products and prescription medications. According to the American Heart Association 79 million Americans suffer from heart disease. The National Coalition for Women with Heart Disease advocates to set a healthier table.

Guest: Lorie Marrero, Chief Executive Organizer of Clutter Diet, Inc. offered three tips to getting organized. Plan ahead before you buy, to prevent clutter, determine your storage so the most frequently used items are most accessible places. Prevent clutter with paper, print less and unsubscribe to things you don't need and get rid of junk mail.

Guest: Steve Rapport, Red Rock Reports, and Quang Ha, of Worth Avenue Group. They discussed the \$600 billion a year for elementary and secondary education, which the federal government provides about 10% of those funds provides funding for basic operations, salaries etc. So really the kind of technology that we put in classrooms really comes from the federal government and those programs have been cut in recent years and we need grants.

Guest: Jim Morelli, National Medical Writer offered great tips on how to speak to your pharmacist. Noting his favorite examples is an insect bite or a bee sting and you're in discomfort if you've got an antiperspirant at home that contains aluminum, rub that on to relieve that discomfort.

Guest: Dr. Thomas Gazda and Kara Quaid, Psychiatric Nurse Practitioner, discovered how diet and medical history of depression might actually be connected to a nutritional deficiency in her brain and a lack of L-methyfolate.

Guest: Celebrity Chef Herb Mesa, partnered with Women Heart to educate viewers on how to lower cholesterol and choose foods with plant sterols to incorporate into everyday family meals.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 10-12
Air Date: Thursday August 15, 2013 Time: 6:00 am
Topic/Title: Take Charge Manage Your Life
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: The **U.S. Department of Health and Human Services' Office on Women's Health** helps to empowers women of all ages to live healthier lives by staying active. A new survey finds health issue affects millions of Women's lifestyle & erodes their self-confidence. Florida's Healthy Start provides risk -screening of all Florida's pregnant women and newborn infants to identify those at risk of poor birth, health and developmental outcomes. And, 1 in 10 Floridians has diabetes, Florida ranks the 29th-most-obese state in the US.

Guest: Dr. Roshini Raj, women's health expert, advocates for women of all ages to empowers themselves to live healthier lives by staying active and opting for nutritious meals. Developing healthy eating habits is essential to maintaining good health

Guest: Victoria Shanta Retelny, mother, author/owner of LivingWell Communications, offered facts on the need for nutrition before and during pregnancy. The first months of pregnancy and first year of caring for a baby can be incredibly challenging.

Guest: Dr. Rhonda Robinson, Optometrist; Jeannie Mai, style expert , discussed survey that revealed the first thing a women wants to take off at the end of the day to insure comfort is contact lenses, shoes and traditional work clothes women.

Guest: . Dr. Diana—Ramos, OB/GYN, discussed a new survey that revealed *that time of the month* doesn't allow women with heavy periods to lead a normal active lifestyle, and diminishes confidence at work & socially, leaving her feeling embarrassed_and mentally depressed.

Guest: Steve Richert, founder of nonprofit Living Vertical has a unique slant on managing life with Type one diabetes and takes his challenge to another height. While managing type 1 diabetes, he reminds us that 1 in 10 Floridians have diabetes.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 10-13
Air Date: Thursday August 15, 2013 Time: 6:30 am
Topic/Title: Preparing Florida's Future
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: The US population of older persons will grow to 72 million by 2030 and Florida's older population could grow to 35% of the state's population. Florida housing market is up 10.2% over last summer and the demand for home purchases is high, but inventory is low. Local retailers return 52 % of revenue to the local economy in jobs & goods and services purchased locally.

Guest: Bill White, Residential Lending V. P. NASA Federal Credit Union discussed the latest trends in mortgages as home prices going up in Florida. There are new options to help get the refinancing and less needed down to get financing. If your home is underwater, look into getting a HARP loan.

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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 13-11
Air Date: Tuesday August 20, 2013 Time: 6:00 am
Topic/Title: Changes In The Workplace
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Archer Disability Foundation celebrated another year of disability mentoring teaming with our mentor friends at the VA Medical Center in West Palm Beach where students and job seekers with disabilities were introduced to their many employment options.

Guest: James Murray, VA Medical Center WPB, Disabilities Employment Program Manager discussed how he landed his job and his work at the VA to address the needs of people with disabilities. Jim has a disability and volunteered to be the People with Disabilities Program Manager after working in rehab and loved to improve someone's quality of life, and said there's nothing more rewarding. Noting about 1.4% of VA employees have self-identified as having a disability.

Guest: Kathleen Waddell, Chief of Nutrition & Food Services, VA Medical Center, heads a brand-new program using accommodations to employ people with developmental disabilities, five days a week, four hours a day doing a variety of services in nutrition food service.

Guest: Dr. Jean Bonhomme, Men's Health Network shared the results of new survey on "shift work disorder." Dr. Bonhomme said, "the human body has a natural rhythm that lets it know when it's supposed to be sleeping and when it's supposed to be awake. When we work or stay awake during these hours that we should be sleeping the rhythm becomes disrupted. 1500 shift workers surveyed, those working nontraditional hours; IT workers, firefighters, doctors, nurses, anybody working nontraditional schedule and they found 4 out of 10 reported were having difficulties working nontraditional work schedules, 3 out of 10 reported fallen asleep on the job in the past month, and some several times. An additional 4 out of 10 stated they nearly fell asleep and had emotional difficulties. Feeling frustrated, being drained, feelings of anxiety, depression, and had significant problems with family and social relationships, which made this survey so important.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 14-12
Air Date:	Tuesday August 20, 2013	Time: 6:30 am
Topic/Title:	Fiscal & Parental Responsibilities	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Florida family vacation spots rank in the top 11 destinations in the world by US News and Frommer's. Floridians are blessed to live in probably the most visited vacation destination in the world; this is paradise from the 825 most beautiful beaches in the world to all of the amazing Florida attractions and the state parks and everything in the middle that 82 million people come and visit.

Guest: Will Secombe, Chief Marketing Officer for Visit Florida, said, "there's so many incredible values from the high-end properties and the beautiful resorts like the Don CeSar to much more affordable properties that are hot deals that fits your budget and your expectations. Florida has 825 miles of the most beautiful beaches in the world and that doesn't cost you a thing.

Guest: Jill Martin, Visit Florida and Florida Insider Magazine writer, offered unique affordable destinations around Florida. If you have not been up to the Emerald Coast area up by Sandestin and Destin and Seaside I would recommend that highly. The fishing up there is fantastic, they're nicknamed the luckiest fishing Village in the world for a reason, that's a great place to take your kids. On the West Coast in St. Pete Beach the beaches are gorgeous, award-winning, family-friendly, so many different things to do here from Captain Nemo Cruises to the Dahlia Museum and the Florida Aquarium. Moving down the coast hunting for seashells over on Captiva and Sanibel, you just can't beat that that's one of those priceless Florida vacation memories for sure.

Guest: Stephanie Oswald, Cofounder and Editor in Chief of Travel Girl Magazine, explained how to use new technology to make a family vacation easier and really important to do your homework so you can find some fantastic deals out there. Remember exotic doesn't have to mean traveling too far away here in Florida like great super island destinations, Key West, Amelia Island.

Guest: Travel Mom, Kim Orlando, knows how to travel smart and going away doesn't mean you have to go far away it means that you're leaving your house. Florida has lots of free things to do from West Palm Beach to Pinellas to Orlando to Jacksonville.

Guest: HGTV Brad Staggs, offered a way for families to interact during the summer and enjoy the Great Outdoors during Great Outdoors Month to celebrate and appreciate our natural wealth. Brad offered instructional videos on all kinds of projects to get people working with their hands and get people out into the real outdoors.

Guest Ben Sargent, of Cooking Channels "Hook Line and Dinner" agrees if you teach a man to fish he will never starve. Florida is the crustacean capital, mollusks, shellfish and going out for stone crabs. The most sustainable type of fishing there is. It sounds horrible but what they do is they just break off the claw and release the crab it doesn't actually hurt the crab it's an escape mechanism and that claw regenerates and it grows back twice as big.

Guest: Dr. Richard Lipton lead study investigator National Headache Foundation's Landmark American Migraine Prevalence and Prevention Study the largest study of migraine and headache sufferers ever conducted underscores for the first time how serious an impact migraine related nausea has on over 31 million migraine sufferers.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 8-13
Air Date:	Thursday August 22, 2013	Time: 6:00 am
Topic/Title:	Discover Florida	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue: According to South Florida water management studies...nitrate levels are rising in many local bodies of water. The damage is due to homeowners applying, fertilizer incorrectly resulting in nitrogen leaking into our groundwater & robbing oxygen from our fish. This summer discover Florida's Public Gardens and enjoy family reunions with an etiquette approach to digital manners.

Guest: Paul James the Gardener Guy suggests that if we visit a public garden we can get ideas of how to create a beautiful yard and use compost as a fertilizer to protect our ecosystem.

Guest: John Gidding, HGTV's *Curb Appeal*, nationally recognized expert and designer on offered tips to transform your out-door living and entertaining spaces. He stressed keeping bite free and protecting our family from the West Niles mosquitos.

Guest: Daniel Post Senning, the great-great-grandson of etiquette pioneer Emily Post, and author of "Manners in a Digital World - Living Well Online. Daniel offered new etiquette to use at your next family reunion so you don't spoil summer fun with a family feud. And our changing roles as adult siblings and how to instill good family manners in a digital age.

Guest: Robert Verdi, celebrity stylist presented a mom and her son with a free digital makeover to help get most forms your digital life.

Guest: Sissy Biggers, Entertaining Expert offered quick entertaining ideas that are perfect for family barbeque ..and reminds us to ask family to always bring their favorite dish as a compliment to the menu. is here this morning with some quick and easy ideas

Guest: Michael Copely, Retail lending expert at TD BANK Florida said home prices are on the rise in Florida at the fastest pace in six years & home purchases up nearly 50 % and offered a new Mortgage Survey Index that showed what buyers need from the loan lenders.

Guest: Matt Passmore, star of the Glades brought in more than 3.7 million dollars in only two months of work, increasing Florida's workforce development. The Glades overall economic impact to Florida is over 17.8 million dollars.

Program did not air due to technical difficulty

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 9-13
Air Date:	Thursday August 22, 2013	Time: 6:30 am
Topic/Title:	Explore Florida	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: According to a 2012 National Financial Capability Study at the Global Center for Financial Literacy. 18 % of reported, their household spent more than their income (not including the purchase of a new home, car or other big investment), while 23% of individuals reported having medical bills that are past due. A 2012 survey found that over 226 million vacation days go without being used so take the time to visit St. Augustine during the 500th anniversary.

Guest: Geri Walsh, President of FINRA Investor Education Foundation. Geri explained the mission of the Financial Industry Regulatory Authority, Inc. (FINRA). It's the largest independent regulator of securities firms doing business with the public in the United States and it conducted the study to identify the states that needed financial capability improvement.

Guest: Scott Steinberg High tech expert, explained new research found Florida is among the leading states whose drivers are looking for better ways to connect and communicate to more energy-efficient travel, innovative and eco-friendly solutions expected to increase the impact on how Americans drive. as well as provide the technology needed to help returning veterans with multiple disabilities integrate back into the community.

Guest: Kendra Thornton Travel expert, shared a 2012 survey found that over 226 million vacation days go without being used in the U.S. annually. With the economy many are still struggling and say they just don't have the money to getaway. If you can't afford to get away studies show its healthier for you to take time for a short get away.

Guest: Bryan Barron, co-author of Don't Go to the Cosmetics Counter Without Me, discussed

Melanoma, that's responsible for close to 75% of all skin cancer. According to the Environmental Protection Agency, Jefferson County Florida has the 7th highest rate of melanoma diagnoses in Florida and 135% above the national average. Barron reminded us why sun protection should be used every day, just like brushing your teeth.

Guest: Robin Miller, Cookbook Guru & Host of Food Network's "Quick Fix Meals" created awareness of the risk for anaphylaxis – a severe allergic reaction that happens quickly and may cause death. Be prepared for guests who may be allergic to a bee sting, shrimp on the barbecue or a party latex balloon can end as life-threatening emergency, in fact, an emergency room visit caused by food-related anaphylaxis occurs every 18 minutes in the US.

Program did not air due to technical difficulty

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 8-12
Air Date:	Tuesday August 27, 2013	Time: 6:00 am
Topic/Title:	Fun N Sun	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Florida's state labor laws do not require businesses to offer paid time off as an employee benefit to employees who meet a set of qualifications like full-time employment. Paid time off is any time not worked by an employee at their regular rate. Companies know the value of giving employees time to deal with non-work related issues. Despite the high cost of paid time off, employee family benefits help secure and retain talented employees.

Guest: Food Network's Chef Jim O'Connor, original host of "All-American Festivals" agrees we all need time to enjoy fun and food. Florida means grill time and the competitive backyard chefs with special summer recipes can be fun, and sweet and spicy salmon with a honey Florida mango salsa.

Guest: Ceci Carmichael, Food & Lifestyle expert gave best ever summer party tips to celebrate with friends and family, like a hot dog station. Offering families on a budget an alternative way of socializing and having fun on a family staycation.

Guest: Johnny Jet, Travel & Technology Expert reports a new survey says, "30% of people going on vacation plan to take their work or laptops with them." Job demands aren't 9 to 5 but more like 24/7 and workers I think they are expected to reply to their e-mails or text messages or voicemails within minutes.

Guest: Lieut. Gen. John Castellaw and Gary Luce, military/energy experts discussed Floridians want to lower gas prices and the 12 month average price per gallon for regular in Florida is \$.20 lower than the national average. America is reliant on foreign oil and the US military is leading the way in energy innovations. The Navy began testing biofuel as an alternative energy source for the Great Green Fleet by 2016.

Guest: Linda Ciampa, Parenting expert, journalist and maternity nurse, has suggestions for those with new family members who want to have fun on the road. A challenge for new moms is finding a clean public bathrooms. Charmin launched a free mobile app, called sit or squat noting a map database with over 125,000 restrooms from your smart phone or mobile device.

Guests: Nia Vardalos, American Girl and naturopathic Doctor Duffy Mackay discussed a national survey commissioned by the Council for Responsible Nutrition reports 82% of adults try to eat a balanced diet and 61% report that they exercise regularly and during the summer our healthy lifestyle is on the bottom of the to-do list.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 11-12
Air Date:	Tuesday August 27, 2013	Time: 6:30 am
Topic/Title:	Connecting School Work and Play	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Over 2.5 million students make up Florida's public schools. According to the National Retail Federation parents of children in kindergarten through 12th grade will spend an estimated \$688.62 for back-to-school shopping, that's up \$85 over last year. According to Agricultural Department data 2.6 million subsidized lunches are offered to Florida public school students. "1 in 54 boys or 1 in every 252 girls diagnosed with autism."

Guest: Jennifer Jolly, Tech Lifestyle editor says, two of every five people are doing that digital dash to the store to really save back to school money and find the best deals without breaking the bank. We are expected to spend some on back-to-school shopping this year - \$700 per young student and about \$1000 for college kids.

Guest: Leah Guy, Host of "Who's on Deck" and national health nutrition advocate.

Believes we are in an epidemic obesity right now for both adults and children and unfortunately school lunches and vending machines are part of the problem so parents really have to take control and one of the things that they can do is involve the kids into the process of making lunches. Teach them that healthy food can really taste good and introduce some healthy options by letting them make their own lunch.

Guest: Dr. David Posey, Autism Researcher discussed the alarming statistics that " 1 in 54 boys or 1 in every 252 girls are diagnosed with autism" but scientific advancements continue to provide researchers with new insights into the spectrum of autism and why these individuals have a difficult time in social situations.

Guest: Colleen Kelly, National President of the National Treasury Employees Union, discussed a new survey that dispels the myths in this troubling economy of the role of federal workers. An estimated 84,000 Floridians are federal employees. Florida federal employees provide vital services to the public in Florida every day in a variety of agencies.

Guest: Merilee Kern, lifestyle expert says we are all worker harder and longer hours and need a little break to energize and indulge in something to make us look and feel better as well as de-stress.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 10-13
Air Date:	Thursday August 29, 2013	Time: 6:00 am
Topic/Title:	Preparing Florida's Future	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: The US population of older persons will grow to 72 million by 2030 and Florida's older population could grow to 35% of the state's population. Florida housing market is up 10.2% over last summer and the demand for home purchases is high, but inventory is low. Local retailers return 52 % of revenue to the local economy in jobs & goods and services purchased locally.

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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 11-13
Air Date: Thursday August 29, 2013 Time: 6:30 am
Topic/Title: Lead By Example
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Wildlife Tourism and & Gulf Coast Economy” -Report... tourism in the five Gulf coast states supports 2.6 million. 47% of Americans said money was the biggest factor in planning a spontaneous trip. And, 6 million Americans who have severe allergies are at risk when travelling. Students are returning to school after a long summer. 33% of Florida children are either overweight or obese, Rally for Recess need parents to lead by example eat healthy and stay active.

Guest: Captain C.T. Williams & Chef Tory McPhail discussed the increase of tourism in the 5 Gulf states bringing in more than 20 million dollars annually to Louisiana, Texas, Mississippi, Alabama and Florida ...& \$5.3 billion annually in federal, state and local tax revenue.

Guest: Chris Staudinger, Expedia Travel blogger. 47% of Americans said money was the biggest factor in planning a spontaneous trip, but 93% claim they would be “at least somewhat likely” to drop everything at a moment’s notice to go on their dream trip (if someone else paid for it).

Guest: Jerome Bettis, former Pittsburgh Steelers Running Back, Dr. Myron Zitt, Allergy Specialist. A new survey revealed_6 million Americans who have severe allergies are at risk when travelling.

Guest: Katie Linendoll, Tech Expert & Emmy Award winning, Florida home girl, offers a back-to-school list of the most secure, flexible, fastest, user friendly and fun tech to keep the whole family ahead of the curve.

Guest: Mario Armstrong, Technology & Digital Lifestyle Commentator, presents the latest solutions to best learning tools from the tech and digital world for the best Back to School Picks that can meet everyone’s budget.

Guest: Dr. Joanna Dolgoff, explained how parents have to lead by example by eating healthy and staying active. Childhood obesity cases continue to rise as 33% of Florida children are obese or overweight.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 10-12
Air Date: Tuesday September 3, 2013 Time: 6:00 am
Topic/Title: Take Charge Manage Your Life
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: The **U.S. Department of Health and Human Services' Office on Women's Health** helps to empowers women of all ages to live healthier lives by staying active. A new survey finds health issue affects millions of Women's lifestyle & erodes their self-confidence. Florida's Healthy Start provides risk -screening of all Florida's pregnant women and newborn infants to identify those at risk of poor birth, health and developmental outcomes. And, 1 in 10 Floridians has diabetes, Florida ranks the 29th-most-obese state in the US.

Guest: Dr. Roshini Raj, women's health expert, advocates for women of all ages to empowers themselves to live healthier lives by staying active and opting for nutritious meals. Developing healthy eating habits is essential to maintaining good health

Guest: Victoria Shanta Retelny, mother, author/owner of LivingWell Communications, offered facts on the need for nutrition before and during pregnancy. The first months of pregnancy and first year of caring for a baby can be incredibly challenging.

Guest: Dr. Rhonda Robinson, Optometrist; Jeannie Mai, style expert , discussed survey that revealed the first thing a women wants to take off at the end of the day to insure comfort is contact lenses, shoes and traditional work clothes women.

Guest: . Dr. Diana—Ramos, OB/GYN, discussed a new survey that revealed *that time of the month* doesn't allow women with heavy periods to lead a normal active lifestyle, and diminishes confidence at work & socially, leaving her feeling embarrassed_and mentally depressed.

Guest: Steve Richert, founder of nonprofit Living Vertical has a unique slant on managing life with Type one diabetes and takes his challenge to another height. While managing type 1 diabetes, he reminds us that 1 in 10 Floridians have diabetes.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 12-12
Air Date:	Tuesday September 3, 2013	Time: 6:30 am
Topic/Title:	Life Saving New Normal	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: There over 49 million American enrolled in Medicare, including the 3 million Floridians. Prostate cancer is the second leading cause of cancer, claiming over 33,000 lives each year, over 6,000 here in Florida. Nine out of ten, flu-related deaths and over six out of ten flu-related hospital stays occur in people over 65 years old. A new approach to selecting cancer treatment can save your life.

Guest: Chris Abbott, United Health Care Medicare Education Officer, explained Medicare parts A, B, C & D and how together it insures comprehensive health care coverage. This includes preventative health care options that include dental, vision care and even silver sneakers gym memberships to insure beneficiaries stay healthy.

Guest: Former Harry Carson , NFL players and Hall of Famer Mike Haynes created awareness of prostate cancer that o discuss this critical health issue and discuss “Know Your Stats.” Prostate cancer is the second leading cause of cancer, claiming over 33,000 lives each year, over 6,000 here in Florida.

Guest: Dr. Carolyn Bridges, Associate Director for Adult Immunizations, Centers for Disease Control & Prevention &--Dr. Richard Birkel, Acting Senior V. P. of Healthy Aging and Director of the National Council on Aging urges older adults 65 and older to get an influenza vaccination this season and determine which of the two vaccine options available are best for you to help protect against influenza.

Guest: Dr. Sandeep Reddy, oncologists and CLINICAL Assoc. Professor of Medicine and Cancer survivor Sandra Fehrman, discussed the new approach to customizing cancer care.

Guest: Paul De La Cerda, explained why the U.S. Constitution has proved to endure and guide American government, while men and women, put their lives on the line everyday to defend our freedom. And how Wounded Warriors helps injured service persons find their New Normal.

Guest: John Gidding, HGTV's Curb Appeal Architect/ Interior designer, offered exciting news about the Urban Oasis in Miami. Housing Demands up, inventory low and prices rising. The battle for South Florida’s residential real estate is back ...even with more upcoming foreclosures.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 6-13
Air Date: Thursday September 5, 2013 Time: 6:00 am
Topic/Title: Enhancing Our Communication Skills
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: A recent survey found 58% of homeowners moving forward with remodeling plans and 57% remodeling the kitchen because of resale benefits. First time Mothers today are 3.5 years older than mothers in the past 3 decades. Children who learn a second language tend to have superior reading, writing, analytical and social skills, as well as more extensive vocabularies, 19% of Floridians speak Spanish, and the most widely taught second language.

Guest: Jane Buckingham, Best Selling Author offered tips to handling life's sticky situations and keeping mom happy and never hold judgment that will cause an unhealthy relationship. is Jane Buckingham.

Guest: Elaine Griffin, renowned designer and author, shared design rules that can help reduce your carbon foot print in the kitchen as well as professional secrets to remodeling a kitchen. Lighting can really tie a kitchen design together

Guest: is LORI RICHMOND, EDITOR OF THEBUMP.COM. First time Mothers today are 3.5 years older than mom in the past 3 decades. A baby's birth is a special-unique time in a family's life... and it's a time of joy and exhaustion. NEW MOMS put lots of time and energy and learn real quick the babies needs are number one.

Guest: Julia Pimsleur Levine- is a Forbes.com contributor, and founder and creator of Little Pim, the leading language-learning program that introduces young children to a second language.

Guest: LARRY GAMACHE, Car & Consumer Expert & Carfax Communications Director, shared. New research from Carfax shows that nearly 2.1 million cars with open recalls were for sale online last year, over 90,000 in Florida.

Guest: Dr. Tracy Stevens Cardiologist, Member of Women Heart national scientific advisory council. There is over 250,000 women die of a heart attack each year and yet most women's handbags are better prepared for a broken nail or bad hair day than a heart attack.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 7-13
Air Date: Thursday September 5, 2013 Time: 6:30 am
Topic/Title: Summer Protection Healthy Habits
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: According to an Environmental Protection Agency survey 37.7% of white adults in Florida had at least one sunburn in the past year. 5 Sunburns put you at a significant risk factor for the development of skin cancer. About 626 people die from melanoma in Florida every year. Teaching your kids to unplug and have fun without technology.

Guest: Melissa Rycroft Dancing with the stars winner, discussed the need for sun protection everyday. She said just remember if you can see the sun the sun can see you.

Guest: STACY DEBROFF, Parenting expert said its no surprise that kids today lack social skills and the ability to have fun because parents can't get them to unplug. Stacy discussed the findings of a parent survey that presented the growing problem of kids disconnecting from technology to learn to socialize.

Guest: Stuart Kronauge, General Manager, COCA-COLA shared the new program to fight obesity called GET THE BALL ROLLING. The activity program is based on touring states and countries to teach them how to create, plan and participate in activities outside, to tackle obesity.

Guest: Sarah Gavin, Expedia travel expert shared some of the hottest travel deals to get family out and having fun on a budget to make this family vacation a reality.

Guests: Torstein Hagen, Chairman of Viking Cruises and Travel Expert Ann Scully shared a new vacation concept to share with the one you love and make time to recharge your love life without the kids.

Guest: Dr. Richard Aguilar, Medical Director at Diabetes Nations and the Diabetes Care Foundation discussed the importance of holistic approach to fighting the skyrocketing cases of Type 2 Diabetes. The Florida department of Health...reports Diabetes is the 6th leading cause of death in Florida. Type 2 diabetes is a progressive disease that affects the body's ability to metabolize sugar or glucose.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 11-12
Air Date:	Tuesday September 10, 2013	Time: 6:00 am
Topic/Title:	Connecting School Work And Play	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Over 2.5 million students make up Florida's public schools. According to the National Retail Federation parents of children in kindergarten through 12th grade will spend an estimated \$688.62 for back-to-school shopping, that's up \$85 over last year. According to Agricultural Department data 2.6 million subsidized lunches are offered to Florida public school students. "1 in 54 boys or 1 in every 252 girls diagnosed with autism."

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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 14-12
Air Date:	Tuesday September 10, 2013	Time: 6:30 am
Topic/Title:	Fiscal & Parental Responsibilities	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: According to the Tampa Bay Times...A team of Florida state economists say the unemployment rate and the jobs picture is set to remain bleak through 2016. Being responsible parents begins with planning a family budget, caring for our children's health care needs and recognizing a woman's need to care for herself and her aging process through multiple roles in life.

Guest: Jim Kaitz, President/CEO, Association for Financial Professionals said Economic Professionals said business decision makers are not hiring or investing due to the uncertainty in the economy and decisions on what the Fiscal –Cliff. The Association for Financial Professionals serves a network of more than 16,000 members nationwide.

Guest: Dr. Michelle Warren, says Florida women who support their family between the ages of 45-55 have added stress in dealing with the economy they are also facing the symptoms and suffering caused from Menopause. She explained the benefits and risks associated with different treatments

Guest: is Dr, HEMANT) SHARMA, Ass. Chief of Allergy, Children's National Medical Center,

Says about 200,000 children in Florida thats 1-in every 13, have food allergies. In the past ten years the rate has doubled, to 1 in 100 children has an allergic reaction so severe it could be fatal. Parents who recognize their child's food allergies look to Florida schools to insure their children avoid foods that will trigger the allergic reaction. That's why the new program "Get Schooled in Anaphylaxis" is being promoted.

Guest: Chef Michael LaDuke, Senior Executive Red Lobster a Darden Restaurant offered tips for our viewers on choosing high-quality seafood that's fresh, delicious and makes affordable meals for the whole family. Darden Restaurants are a national a sponsor of disability mentoring month throughout the nation...here in Florida they continue to support Archer Disability Foundations mentoring events from Boca to Vero Beach, by offering lunch to the mentees.

Guest: VA Medical Center in West Palm Beach was the hosts of Disability Mentoring Days 30 student mentees from Palm Beach School District's ESE department. Mentees experienced hands on job skills in the sign shop, IT department, and law enforcement it was a great event for students, teachers and VA Medical Center mentors.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 5-13
Air Date: Thursday September 12, 2013 Time: 6:00 am
Topic/Title: Caregivers Earn Respect
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Florida legislators put forth legislation to benefit their constituents. Behind change in state or federal laws, teams of advocates, a variety of working professionals and state or federally mandated councils. Florida has over 875,000 married working moms and over 430,000 single working mothers. An average mom spends over 18 hours a week cleaning and organizing their homes in addition to nurturing.

Guest: The Arc of Florida, the Agency for Persons with Disabilities (APD), Florida Developmental Disability Council, and Governor Rick Scott announces budget recommendation to provide 36 million for the APD Medicaid waiver waiting list.

Guest: Lauren Bush Lauren is Co-Founder and CEO of Feed Projects and President & CEO of Clarins, Jonathan Zrihen team up to feed over 1.5 million school meals in an effort to fight hunger around the world.

Guest: Tara Aronson, Parent and child expert, revealed an average mom spends over 18 hours a week cleaning and organizing their homes. Florida has over 875,000 married working moms and over 430,000 single working mothers.

Steve Bonner, President & CEO, Cancer Treatment Centers of America offered survey findings, and better forms of communication to improve cancer care now and in the future. He revealed the first-of-its-kind study- The Cancer Experience: A National Study of Patients and Caregivers”.

Guest: Forrest Gregg, Former-NFL Hall of Famer and Dr. Rajeev Kumar discuss symptoms and education will allow you to live with Parkinson’s with quality of life. Gregg shared his story revealed in a reality-style video series for the Parkinson’s More Than Motion™ community. that will recycle Asthma inhalers by Glaxo-Smith Kline Complete the Cycle Recycling Program.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 11-13
Air Date: Thursday September 12, 2013 Time: 6:30 am
Topic/Title: Lead By Example
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Wildlife Tourism and & Gulf Coast Economy” -Report... tourism in the five Gulf coast states supports 2.6 million. 47% of Americans said money was the biggest factor in planning a spontaneous trip. And, 6 million Americans who have severe allergies are at risk when travelling. Students are returning to school after a long summer. 33% of Florida children are either overweight or obese, Rally for Recess need parents to lead by example eat healthy and stay active.

Guest: Captain C.T. Williams & Chef Tory McPhail discussed the increase of tourism in the 5 Gulf states bringing in more than 20 million dollars annually to Louisiana, Texas, Mississippi, Alabama and Florida ...& \$5.3 billion annually in federal, state and local tax revenue.

Guest: Chris Staudinger, Expedia Travel blogger. 47% of Americans said money was the biggest factor in planning a spontaneous trip, but 93% claim they would be “at least somewhat likely” to drop everything at a moment’s notice to go on their dream trip (if someone else paid for it).

Guest: Jerome Bettis, former Pittsburgh Steelers Running Back, Dr. Myron Zitt, Allergy Specialist. A new survey revealed_6 million Americans who have severe allergies are at risk when travelling.

Guest: Katie Linendoll, Tech Expert & Emmy Award winning, Florida home girl, offers a back-to-school list of the most secure, flexible, fastest, user friendly and fun tech to keep the whole family ahead of the curve.

Guest: Mario Armstrong, Technology & Digital Lifestyle Commentator, presents the latest solutions to best learning tools from the tech and digital world for the best Back to School Picks that can meet everyone’s budget.

Guest: Dr. Joanna Dolgoff, explained how parents have to lead by example by eating healthy and staying active. Childhood obesity cases continue to rise as 33% of Florida children are obese or overweight.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 2-12
Air Date: Tuesday September 17, 2013 Time: 6:00 am
Topic/Title: Encouraging Creativity To Reach Potential
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Archer Disability Foundation partnered with VSA Arts of Tampa to offer students with disabilities a creative venue to develop artistic skills, creative ideas and problem solving to encourage independence as a means of personal expression and promotes access and inclusion to people with disabilities. Mentors inspire mentees by guiding their talents. Classical musical artist Lang Lang, says mentors are most important to bring you to the next level. An estimated 65 million Americans care for a family member and if your obese or a smoker you will pay for it. According to the US Census Bureau homeownership declined three years in a row and people are opting to rent instead of buying.

Guest: Cindy Pinjanowski, Director VSA Arts, Palm Beach County, discussed the art and theatre classes offered at VSA Arts for the development of persons with disabilities and the merit of disability mentoring.

Guest: Randye Kaye, Radio personality actress and author; said she is just one of the 65 million Americans providing invaluable care to her son Ben. Randye's son was diagnosed with schizophrenia at age 20 and she worked hard to get him a greater quality of life.

Guest: Lang Lang, Classical Pianist discuss where his passion for music began and how fortunate he was to have 5 to 6 really important mentors throughout his career and how they inspired him to get to a new level.

Guest: Chris Brown, VP of Development, Apts.com. Homeownership is at its lowest level in decades in the US and that includes Florida of course. A survey on apartments.com found about 20% of the people coming to our site our current homeowners shifting with economic conditions in the housing market citing flexibility and the low maintenance lifestyle..

Guest: Carry McLean, Consumer health expert said a new insurance study confirms the hidden cost of lighting up will cost smokers 14% more on health insurance premiums if overweight you'll pay 22% more on your health insurance premiums.

Guest: Dr. Jennifer Trachtenber, Pediatrician, discussed studies of mobile phones have 18 times the number of germs than toilet handles and even worse the flu virus can live up to 48 hours on hard surfaces.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 9-12
Air Date:	Tuesday September 17, 2013	Time: 6:30 am
Topic/Title:	Securing Florida Homes	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: The State of Florida Emergency Management has three basic concepts:

- 1) All-hazards preparedness is the foundation of readiness for all disasters
- 2) The Cycle of emergency management includes preparedness, response, recovery, and mitigation; and 3) All disasters are local.

Hurricane preparedness in Florida takes a lot more planning than having water and supplies. Preparedness begins by securing your home.

Guest: Carlos Manzano, Forensic Roof Investigator of Miami, said examine your roof and if needed seal the roof deck and strengthen the roof's connections. This will protect your home from wind-driven rain. If you have a roof leak that's difficult to identify the location of intrusion.... Forensic roofers will investigate the nature of the leak of the leak.

Guest: Jeremy, Forensic Plumber is called in by a home owner once the leak's origin is found and uses a scope to use that will identify where the water is settling and causing mold. Water damage can cause mold due to a damaged pipe, storm damage to a roof or window, or rising water from a flood. Regardless of the source, insurance coverage for water and mold damage varies with individual policies.

Guest: Sam Vallano, South Florida Property contractor said follow these rules to secure your home from storms. Three Ways to protect your home by Preparing for Summer storms. 1. Seal and Secure Your Roof:
2. Seal and Secure Your Soffits
3. Seal and Secure windows and doors.

Guest: Bryan Koon, Director of the Florida Division of Emergency Management, discussed the functions of Florida's state emergency response team, SERT. Explaining when the state response begins on a local level and what resources are in place at Florida's Emergency Management. Offering Florida residents web sites to beginning planning their family and business emergency plans, preparation is our personal responsibility.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 1-13
Air Date: Thursday September 19, 2013 Time: 6:00 am
Topic/Title: Creating Community Awareness To Benefit Florida
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: The CDC recommends 17 different immunizations based on age and many of them are infants and child immunizations but a good dozen of them are for adults change from time to time.

Whooping cough, has the biggest outbreak in Florida in 50 years.

Guest: Dr. Alan London, General Family Practice, says you will need immunizations two weeks before you're going to be exposed. So if you're thinking you're going to be on an airplane you're going to be going to a new environment your community may not have a flu outbreak but you're going somewhere else you want that immunization two weeks before you go.

Guest: Patti Frye, mother/wife with depression, Frye's depression was treated for over 10 years and then her medication stopped working.until she tried brain food Deplin before she left for the day to work.

Guest: Dr. Teresa Zesiewicz, Professor of Neurology at University of South Florida, is creating awareness for Parkinsons - 70% of patients with motor issues and will notice tremor they also may suffer from sleep problems such as insomnia, fatigue and some problems with memory, pain.

Guest: Bob Jones, President of Acura Pharmaceuticals, offered news of the statewide database to block thousands of allergy pill purchases as authorities cracked down on meth labs in Florida. Methamphetamine or Meth is a highly addictive illegal drug produced by combining a household chemical ingredient with an over the counter cold medicine. A new cold medicine has derailed Meth production and Meth drug abuse and its effect on families and the community.

Guest: Dr. Lisa Thorton, pediatrician revealed a new study showing parents need to spend a little more time thinking about what they're feeding their baby and the safety challenges mothers face trying to budget the amount of their babies feeding formula by stretching it by watering down the quantity and nutrients.

Guest: The Environmental Protection Agency will propose a new ruling for managing a pharmaceutical waste. Rolling out in Florida this winter is a new innovative recycling effort that will recycle Asthma inhalers by Glaxo-Smith Kline Complete the Cycle Recycling Program.

Guest: Dr. Robin Ganzert President and Chief Executive Officer for American Humane Association, Jerry Means, & Arson dog Sadie, past hero dog award law enforcement dog finalist. Arson takes lives of 150 to 200 civilians a year members of our community.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 12-13
Air Date: Thursday September 19, 2013 Time: 6:30 am
Topic/Title: Preparing For Life's Responsibilities
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: According to the Center for Disease Control and Prevention, Over 26 % of Floridians ages 18 & over are obese. Preparing awareness campaigns for parents and educators of life threatening allergic reactions that take place in Florida school settings. Over 15 MILLION cases are reported of head lice in children ages 3-11 and Florida lice have become resistant to 100% of over the counter treatments.

Guest: Alison Sweeney, Host of Biggest Loser shares inspiration for those who want to have a healthy life style but are obese. According to the Center for Disease Control and Prevention—over 26 % of Floridians ages 18 & over are obese and feed your better campaign focuses on the persons feeling of feeding themselves better.

Guest: Dr. Hemant Sharma, pediatric allergist, partners to launch a new e-book and offer practical tips to help extended school community to be aware of the signs and symptoms of a life-threatening allergic reaction. Help those at risk to avoid allergens at all times and be prepared to use an epinephrine auto-injector and seek immediate medical care if anaphylaxis occurs.

Guest: Lo VonRump stylist couture fashion and Raychel Wade Celebrity makeup artist o share runways styles for a fall fashion wardrobe to create on a budget to bring out the best in you.

Guest: Risa Barash, Co-Founder Fairy Tales Hair Care says with a little bit of prevention, parents can help avoid a full-blown outbreak. A New England Journal of Medicine research report found Texas, California, and Florida to have 100 percent of the lice tested carried resistance genes to the most widely recommended pesticides found in over the counter products.

Guest: Sam Valano, South Florida Property Manager, recommends having your room cleaned every couple of years before hurricane season due to dust, leaves, tree branches, and more can weigh down your roof, and cause sagging or cracking. Mold and fungi can also grow on your roof, causing structural damage as well as releasing toxic material into the air around your home, leaving your family with health risk. And a dirty roof uses 40% more energy to cool your home.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 5-12
Air Date:	Tuesday September 24, 2013	Time: 6:00 am
Topic/Title:	Disabilities In The Workplace	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Less than 20% of the people with disabilities are employed in the labor force compared to nearly 70% of persons with no disabilities. Only 10% of our Florida students with disabilities graduate from high school with some form of employment and 70% are still unemployed two years after graduation.

Guest: Dr. JR Harding, Agency for Persons with Disabilities, Tallahassee APD is committed to living, learning and working, those are our core sets of values and how to get there is working with folks like you. Harnessing services the state and the Feds can't reach all. We shepherd and guide our sons and daughters, our brothers and sisters, our moms and dads, our veterans who have served us honorably back into a quality-of-life, with a self-identity of making a contribution. Remember the first thing people ask you...What do you do? 70% of America's disabled population cannot answer that question.

Guest: Aleisa McKinlay, Director, Florida Department of Vocational Rehabilitation If you're a small business owner and you've heard anything today that makes you think maybe I want to try this but I'm just not sure yet... think about what we offer a program through Voc Rehab called on-the-job training and it will benefit you as a business owner tremendously and it benefits our customers.

Guest: Molly Gosline, Executive Director of the Florida Independent Living Council is a federally mandated council that is and we are also in state statute here in Florida. Every state has a statewide Independent Living Council that helps to remove attitudinal and architectural barriers for people with disabilities. The Centers for Independent Living here in Florida, we have 16 centers, the centers have the responsibility, federally mandated responsibility to provide four core services and those services are information and referral.

Guest: US Congressman Allen West: We have to look at the fact that in the 18-24 year old category for veterans coming back from Iraq and Afghanistan the unemployment rate is 24.1%, that's reprehensible that's not acceptable. So we have to first of all look at those veterans we have to look at all those individuals across this country to see where they can be contributors. But at the federal government level we have to make sure that we provide small-business owners the incentives and the ability to grow and expand those businesses and hire those individuals so that everyone can have a good quality standard of living.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 3-13
Air Date:	Tuesday September 24, 2013	Time: 6:30 am
Topic/Title:	Planning For The Unexpected	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: According to Florida law just about any property can be seized by police if its suspect to have been involved in committing or attempting to commit a crime. You can buy stolen goods from police property rooms in Orlando and Tampa Police Departments. According to National Kids Count program 35% of US families are raised by single parents in Florida that's 39% and 82% of children ages six weeks to six years in daycare/school are exposed to dangerous germs easily spread. Florida ranks 18th in the nation in injuries, resulting in 12,000 deaths per year.

Guest: Retired Detective Tommy Lane is the founder of propertyroom.com, an auction site. As a detective he cleaned out the property room and thought of all the money that could go back into the department or the city who paid to prosecute the criminals who stole the goods.

Guest: Jerry Trainor who plays a parent-relative in the family comedy "Wendell and Vinnie" on Nickelodeon, says single dad parenting must have time for humor. Wendell his brothers son who was left to him after a tragic accident talks about today's real life issues in raising a child in grade school.

Guest: Dr. Paul Checchia, Critical Care Pediatrician & Heidi Staats, parent advocate discuss the risk of daycare or preschool settings constant sharing of toys and furniture and frequent hugging and handholding and eating and napping and dropping food on the floor and sharing them in close quarters makes daycare an ideal environment for infections spreading among young children especially young babies.

Guest: Manisha Thakor, Personal Finance Expert offered tips to establish an effective long-term plan to protect us against healthcare skyrocketing costs. Accidental and violent injuries are leading cause of death for those ages 45 or younger. Those who live with an unexpected illness, injury or serious medical condition can cost thousands of dollars of out-of-pocket expenses.

Guest: Dr. Erica Herzog Pulmonologist shared the alarming increase in rare diseases with more than 30 million or 1 out of 10 Americans suffer from one of the 7000 identified rare diseases. She discussed the signs, symptoms and options of rare diseases like Idiopathic Pulmonary Fibrosis or IPF, which need to be better understood so new therapies for patients suffering with this disease are developed. IPF is scaring of the lungs and is very difficult for patients to breathe, it's poorly understood, it's often misdiagnosed and we have really no available FDA approved drugs to treat it.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program: *Rose Lee Archer Show* Episode: 13-12
Air Date: Thursday September 26, 2013 Time: 6:00 am
Topic/Title: Positive Energy For Well Being
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: 31.5 million U.S. seniors are enrolled in Medicare Part D plans, with 3.4 million beneficiaries living in Florida Over 2.5 million students make up Florida's public schools. According to the University of Florida's Wells Center over 20,000 new primary brain tumors diagnosed each year as second leading cause of cancer death in men ages 20 to 29. Over 1.3 million Floridians have diabetes. About, 400,000 Floridians have diabetes and do not know it. Influenza is a serious respiratory illness, the Centers for Disease Control and Prevention (CDC) recommends annual vaccination for everyone 6 months of age and older.

Guest: Mike Anderson, United Health Care , Chief Pharmacy Officer presents information regarding Medicare Open Enrollment Period (Oct. 15 – Dec. 7), including deadlines and how to enroll and tips to help seniors sort through dozens of available Part D plans to meet their health needs as well as their budget.

Guest: Dr. Cheryl Rosenfeld, Endocrinologist, & Angela Gaskinsare Type 2 diabetic, who has a long family history in diabetic management. Shared life style tips to overcome obstacles in diabetes management.

Guest: Dr. Edelman, American Lung Association and Sarah Chalke, Actress/mother TV series, Scrubs, discussed the need for vaccination against Influenza, a serious respiratory illness that can lead to hospitalization and even death. Everyone is at risk of contracting and spreading influenza. The Centers for Disease Control and Prevention (CDC) recommends annual vaccination for everyone 6 months of age and older.

Guest: Chris Faulkner, CEO of Breitling Oil & Gas shared honest conversation on our energy dependence. U.S. Energy Information Administration (EIA) estimates the United States holds over 2,500 trillion cubic feet of technically recoverable natural gas resources & 33% is held in shale rock formations.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2013

Program:	<i>Rose Lee Archer Show</i>	Episode: 4-13
Air Date:	Thursday September 26, 2013	Time: 6:30 am
Topic/Title:	Debt Responsibility	
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Archer	

Issue addressed: Mortgage debt makes up the largest portion of the \$11.34 trillion consumer debt. A banking survey in Florida found customers are stressed out over finances. Federal Reserve found an average American household spends 11% of its disposable income to wipe out all past debts.

Guest: Farnoosh Torabi, Financial Experts offered tips to take control of our finances and said consumers have become more fiscally responsible and more people are taking on part time work to pay off past debt. She encourages consumers to share success stories on paying down debt with others who are faced with the same issues.

Guest: Ryan Bailey, TD Bank VP shared the result of Florida banking survey with a checklist of key characteristics consumers should expect from their bank and the banking habit that influence our choice of a bank to do business. Survey showed consumers are stressed and need to feel the bank is their good neighbor and they know them and trust them.

Guest: Micha Mussio, Auto Journalist, Kelly Blue Book. Micha said the hottest trends in new 2014 models is fuel efficiency and lighter weight autos that use new types of aluminum and metal processes.

Best of all he said the American manufactures are doing a great job competing with the Asian brands for style and efficiency.

Guest: ANJA WINIKKA, SITE DIRECTOR OF *THEKNOT.COM*, emphasized that planning a wedding dealt with determining what your priorities are. According to the Sun Sentinel an average South Florida wedding can cost as much as a new Suv, or more depending on your honeymoon venue, wedding rings, dress, reception and more.

Guest: Bobbie Thomas, Celebrity style expert, and Author of *The Power of Style* offered her success on having a luxury vacation by using reward points. An average family of four spends about \$4,000 on a Florida vacation, but the real secret to style is to love yourself and the way you look, otherwise you can spend thousands of dollars and still suffer from the lack of confidence and enjoy where ever you are.

Guest: Daryl Johnson, Former NFL Player & Dr. Harry Fisch urged men who have symptoms of fatigue, belly fat, lack of desire to be tested for LOW T. Millions of men have Low Testosterone a chronic medical condition and are embarrassed to talk about it with their doctor.