

PUBLIC AFFAIRS REPORT
for
WXPX-TV
BRADENTON, FLORIDA
for
THIRD QUARTER ENDING: September 30th, 2015

In accordance with Section 73.3526(e)(11)(i) 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. Heart Health
2. Living Long and Energetic
3. Technology and Digital Lifestyle
4. Addressing Multi Health Concerns for Seniors
5. Women in Business and Leadership
6. Financial Awareness
7. Managing Diabetes
8. Energy Efficiency and Recycling
9. Shark Attacks in Florida
10. Volunteering Your Time

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, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 14-14
Topic/Title: Live Long Healthy and Secure
Air Date: Thursday, July 2, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: A survey found 72 % of women ages 25-40 want permanent family planning methods. Research reveals engaged fathers live longer, healthier, more satisfying lives. Department of Homeland Security removes 400,000 people annually. The Florida Legislature's Office of Economic and Demographic Research predict Floridians over 60 will represent 55% of Florida's population.

Guest: Dr. Suzanne Gilberg-Lenz, introduced a new initiative called- Family Size Matters, designed to educate women and their spouses about family planning options.

Guest: is Dr. KYLE PRUETT, Clinical Professor at Yale Child Study Center reports love and care from fathers is proven to have a meaningful impact on how a child develops and the benefits of having a father engage with his child.

Guest: Amy Salinger, fashion expert, discussed a Dads survey that revealed over half of American Dads confess to receiving gifts they did not like. And, a third says some family members have completely forgotten them on Father's Day.

Guest: Mar Jennings, Lifestyle Expert & TV Host, discussed Florida's aging population, The Florida Legislature's Office of Economic and Demographic Research predicts Floridians over 60 will represent over 55% of our states population.

Guest: Kelly O'Donnell, Executive Vice President of Financial Engines, offered resources to help decide on the options available in planning your social security benefits to receive the maxim amount, since American couple leaves more than \$100,000 on the table in lifetime benefits.

Guest: Douglas Stump, President of American Immigration Lawyers Association discussed the need for immigration reform and how it will affect all Americans in the future if Congress does not act quickly.

Guest: Chris Faulkner, Industry Expert and CEO of Breitling, discussed the controversy over Fracking and the latest technologies, regulations and research collaborated on during New York Energy Week.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 9-15
Topic/Title:	Wise Men	
Air Date:	Thursday, July 2, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: According to the Center for Disease Control, about 1,500 babies in the US are born with upper limb reductions each year. , 7 out of 10 men feel it's important to look good physically in order to succeed personally and professionally and research shows, 59% of American men say personal care products boost their self-esteem. Millennials bridal planning find personalizing their wedding choices ensure it's unique and rare and has a social responsibility connection.

Guest: Adelaide Polk-Bauman Bridal style expert, offered creative ways to have your wedding to stand out and make a statement.

Guest: Mario Armstrong, Emmy Award TM Winning Technology and Digital Lifestyle Commentator to celebrate the new grad reaching one of life's major milestones or a deserving Dad.

Guest: Scott Steinberg, World Famous Technology, business and parenting expert. Scott shares how tech-savvy Dads who enjoy playing a slightly different game.

Guest: George Elephant, Home improvement specialist on NBC's "George to the Rescue" and father of three. George stressed the importance of introducing your children to take a responsible approach to tools.

Guest: Discovery Kids, Beals and grade school educators teamed up to offer a hand to those who were born with upper limb reductions.

Guest: Michael O'Connor, Celebrity stylist, & Manhattan dermatologist, Dr. Cameron Rokhsar. discuss growing trends in men's personal style and grooming tips.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 10-13
Topic/Title: Preparing For Florida's Future
Air Date: Tuesday, July 7, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) 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, 2015

Program:	Rose Lee Archer	Episode: 4-15
Topic/Title:	Safe Healthy Options	
Air Date:	Tuesday, July 7, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Three million registered car owners in Florida have at least one open recall on their auto. Forty billion dollars is spent on heart failure patients annually. Florida has the largest population with heart failures due to annual older tourists and retirees residing in the state.

Guest: Steve Greenberg, Tech Expert shared the new technology featured at the Consumer Electronics Show. CES displayed over 20,000 new products being launched. Including home entertainment and upping the audio experience.

Guest: Jay Jacobs, Author & Wellness Ambassador and his daughter Jen Jacobs, Personal Trainer, shared their weight loss journey. Being proactive to protect their health father and daughter dynamic duo Jay and Jen Jacobs lost a combined weight of 295 pounds.

Guest: Rob Fletcher, Founder of ANGT, America's Next Great Trainer. Rob offered encouragement to create the changes you want to transform your lifestyle to a healthier one by making smarter choices. Start by eating healthier, hydrated and active.

Guest: Dr. Nirav Neerav Raval, Thoracic Medical Director, & Transplant Cardiologist at Florida Hospital Transplant Institute. Introduced the new CardioMEMS High tech implantable monitoring device to alert doctors & reduce hospitalizations by 37%.

Guest: Chef Dustin Hilinski, Red Lobster offered tips to plan the perfect romantic evening. The **Date Night Opportunity report from The National Marriage Projects** found one-on-one couple time plays an important role in strengthening quality and stability of relationships and marriages.

Guest: Larry Gamache, Car & Consumer Expert, & Communications Director CARFAX shared Carfax Annual Recall Data, to Protect Car Owners and Consumers. Mini vans and SUV have the highest amount of open recalls unfixed.

Guest: Micah Muzio, Managing Editor of video for Kelley Blue Book offered a sneak peak of over 500 vehicles on display including the most innovative designs in the world and never-before seen debuts.

Guest: Timothy Lepak, President of The National Alliance of Advocates for Buprenorphine Treatments & Dr. Richard Soper, treated and counseled for eighteen years in private practice. Over 2.5 million Americans are opioid dependent. Opioid addiction -tripled over a 10-year period.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 10-14
Topic/Title: Recharge Parental Batteries
Air Date: Thursday, July 9, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: 72% of high school girls do not meet currently recommended levels of physical activity. A "*MORE Magazine* survey, women 50+ who are entering a new stage in life may be looking for avenues to pursue their long-awaited dreams." According to the American Psychological Association, women who take care of themselves are happier and healthier.

Guest: Elizabeth Kunz, President & CEO of Girls on the Run joins us to discuss how this organization helps - inspire girls to be joyful, healthy and confident. 72% of high school girls do not meet currently recommended levels of physical activity. Active girls participating in organized sports, report lower levels of depression.

Guests: Dara Torres, Mom and 12-time Olympic medalist and Beth Matthey, President Elect of the National Association of School Nurses, discussed the results of Moms on Meningitis Survey (MOMS) and many moms do not realize they must immunize their children to prevent them getting Meningococcal meningitis, a rare but deadly bacteria.

Guest: Jerome Bettis, former Pittsburg Steelers running back, who knows firsthand how to live with severe allergies and **Laurel Francoeur, an Asthma and Allergy Foundation of America Patient Advocate and Spokesperson**. Discussed how to recognize symptoms of a severe allergic reaction & responding with quick emergency treatment.

Guest: Dr. Roshini Raj, board certified gastroenterologist & internist and Pamela Mitchell, Founder and CEO of The Reinvention Institute shared results of More survey that many women aren't prepared to begin their new journey in life because they are struggling with different health conditions.

Guest: Dr. Vivian Diller, Psychologist & women in contemporary culture expert and, Dr. Doris Day, an Aesthetic dermatologist. According to the American Psychological Association, women who take care of themselves are happier and healthier overall.

Guest: Anne Taylor Hartzell, Hip Travel Mama, Blogger, offered road trip tips to see Florida and save money when you get to your destination.

Guest: Dr. Richard Aguilar, Medical Director of Diabetes Nation and Debbie Allen, Emmy Award winning actress and choreographer presented to encourage people with type 2 diabetes to increase physical activity by health inspired dance..

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 10-15
Topic/Title:	Identify Risks	
Air Date:	Thursday, July 9, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: According to the International Shark Attack File, at the University of Florida. Florida leads the U. S. in shark attacks, with 28 incidents just last year Volusia County reported 10 incidents, in Brevard eight, two in Broward County & two in Palm Beach County. Most researchers believe that a combination of genetics and environmental factors can influence Parkinson's risk.

Guest: Raina Seitel, *SuperMom*, kids are home from school and for millions of stay at home or working moms it's the perfect time to plan ahead so the family will enjoy themselves, rain or shine. Raina offers ideas to help guarantee seamless summer fun.

Guest: Jamie Gwen, Celebrity Chef and four time cookbook author share some healthy tips to twist up a traditional barbeque when spending time grilling unique treats to entertain your summer guests.

Guest: Mario Armstrong, Emmy Award™ Winning Technology and Digital Lifestyle Commentator, shares with viewers the best free apps to keep us safe and active during the summer months. From apps to keep our mobile devices secure to finding discount tickets to a Pro-baseball game.

Guest: Sara Paul, an advanced practice cardiovascular nurse for 27 years and one of the founders of the **American Association of Heart Failure Nurses.** Sara educates viewers to the 5.1 million Americans living with heart failure.

Guest: Dr. Tatiana Fahrude, Molecular geneticist and Jon Gilman, who was genetically tested to find a mutation related to Parkinson's disease. Most researchers believe that a combination of genetics and environmental factors can influence risk.

Guest: Paul de Gelder, shares his first- hand experience of being attacked by a shark that paved the way to appear in Bride of Jaws on the Discovery Channel. According to the International Shark Attack File at the University of Florida. ...FLORIDA leads the U. S. in shark attacks, with 28 incidents just last year.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 7-14
Topic/Title:	Restorative Spring Cleaning	
Air Date:	Tuesday, July 14, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Spring cleaning can be restorative to give our home and family a fresh attitude. Women are 2-3 times more likely than men to develop MS and no case is the same with over 30 symptoms. Florida's Hispanic children have higher risks of lymphoma and lymphoid leukemia compared with non-Hispanic white children making it the fifth most common cancer in Hispanics. Center for Disease Control reports, colorectal cancer as the 2nd leading cause of cancer-related deaths of men and women in the US with 3800 Floridians died last year from this cancer.

Guest: Frances Largeman-Roth, Registered Dietician offered tips on how to change our shopping and eating habits to achieve overall health. The key she said is to get as much nutrition and vitamins from healthy food in our diet as we age.

Guest: Colleen Burns -Mom on the Run” of five boys, offered organizational tips to get your home feeling fresh with a new attitude and learn to how to save time and money to transition your home from dull and dark to light and airy.

Guest: Katie Linendoll Tech Expert and Emmy Award winning show host, shares tech savvy advice to reinvent your home office after a session of spring cleaning and re-evaluate yesterday's technology to customize what you need to stay on top of your game.

Guest: Alison Sweeny, actress, author and mom discussed her essential restorative tips to look and feel your best and why its so important to have a daily routine to get our day jump started.

Guest: Ginny Oman, MS advocate & Monique Acton -Certified Aquatic Fitness Training Specialist at the Aquatic Exercise Association. Overheating is a MS symptom, making life in Florida challenging and swimming refreshing.

Guest: Emily Marquez, Executive Director of the Southern Florida Leukemia & Lymphoma Society & Monica Alvarado a 53-year-old Acute Myelogenous Leukemia survivor who resides in south FL. The National Institute on Health reports, Florida's Hispanic children have higher risks of lymphoma and lymphoid leukemia compared with non-Hispanic white children and the fifth most common cancer in Hispanics

Guest: Dr. Douglas Rex, one of the top colonoscopy experts in the world. Colorectal cancer is 2nd leading cause of cancer-related deaths of men and women in the US. Only 60% of people over 50 actually get screened for this cancer.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 2-15
Topic/Title:	Freedom to Choose	
Air Date:	Tuesday, July 14, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida is the third largest populated state in the U.S. with the most expensive and affordable properties in the nation. Immigration, ongoing issues in Florida with 19.4 % of residents are foreign born, according to the Migration Policy Institute. About 140,000 people a year have Atrial Fibrillation -related strokes in the U.S. 35 % of employees at the VA Medical Center in West Palm Beach Florida are veterans.

Guest: Dr. Cheryl Burgess, Dermatologist and Amy Salinger, Style Expert, shared easy tips for women of any age to make the New Year the most stylish.

Guest: Amanda Steinberg, Dailyworth Founder shared study reporting 23 % of respondents feel “proud” of how they handled their money and 50 % said they are “content” with the financial decisions they made last year.

Guest: Leslie Holman, President, American Immigration Lawyers Association. Leslie discussed the evolution of what’s to come after President Obama’s Executive Action on immigration will impact undocumented immigrants.

Guest: Dr. Gere Dizerega, Researcher discussed diabetes and its impact on those its effects. Approximately 29 million Americans currently live with diabetes which coupled with poor circulation can cause foot ulcers. Increasing the risk for developing additional ulcers and resulting in one of the 75,000 amputations each year.

Guest: Lt. Colonel, Dr. Todd Villines, Fellowship Program Director and Director of Cardiovascular Research at Walter Reed National Military Medical Center. Dr.Villines discussed the outcome of two studies assessed at the American Heart Association’s Scientific Session to reduce the risk of stroke.

Guest: Mary Ann Goodman, Public Affairs Officer coordinates with Rose Lee Productions and media services each year for Disability Mentoring Day to interview a VA employee dedicated to increase the quality of life for other veterans. Behind the scenes **Corey Bullard,** audio video specialist at the VA joins in to mentor volunteer videographer pat archer. Corey help Pat set up an interview with Connie Gallon, Vocational Rehabilitation Coordinator & passionate veteran who works to assess in coming veterans. **Cristy McKillop, Associate Director at the West Palm Beach VA Medical Center** proudly shared some impressive employment statistics.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 12-14
Topic/Title: Vacation or Volunteer
Air Date: Thursday, July 16, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: The U.S. Centers for Disease Control and Prevention (CDC) updates travel advisory's to inform travelers of recommended vaccines prior to travel. Every year, vaccines prevent 3 million deaths and save 750,000 children from disability. Salvation Army established National Donut Day in 1938 to honor military veterans and remember the work of the "Donut Lassies." Over 45 years ago Special Olympics began in a summer camp to change lives of people with intellectual disabilities.

Guest: Colleen Burns, Mom on the Run, raising six sons! She knows the best way to keep all of her boys busy and out of trouble during the summer is to think ahead and give them plenty to do. One suggestion is to get your kids to volunteer in the community.

Guest: Major James Betts, General Secretary of The Salvation Army. The SA, began National Donut Day in 1938 to honor military veterans and remember the work of the "Donut Lassies" who served donuts to soldiers during World War I, and served the treats to American soldiers returning home with the nickname "doughboys."

Guest: Lisa McElroy, Travel writer & mom offered stress free tips for family travels. Picking the perfect hotel and making sure all the bags are packed to getting the car serviced and ensuring you have the right technology to stay connected, can make the list of tasks seem endless.

Guest: Sharon Lackey, Whitney's mother, & Kari Luther Rosebeck, President & CEO of TS Alliance, an advocacy organization dedicated to improving the lives of those living with TSC.

3,500 athletes from across the US will compete in the Special Olympics USA Games, and that includes Team Florida. 17-year-old Whitney Lackey will compete in the Special Olympics.

Guest: Dhani Jones, former NFL linebacker, entrepreneur and nationally recognized travel enthusiast discussed new top travel trends. According to the U.S. Department of Transportation, more Americans travel between the months of May and August than any other time of year.

Guest: Steve Dale, Pet expert & certified dog and cat behaviorist, offered some little known facts about some of the most popular dog breeds.

Guest: Dr. Leonard Friedland, an infectious disease vaccination specialist and pediatrician. The

U.S. Centers for Disease Control and Prevention (CDC) updates travel advisory's to urge travelers to update recommended vaccinations prior to travel. These notices inform business and pleasure travelers as well as clinicians about current health issues related to specific destinations.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 8-15
Topic/Title: Women's Business Leadership
Air Date: Thursday, July 16, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: Women-owned businesses generate over \$1.4 trillion dollars in revenues and employ over 7.8 million workers. Florida Business growth created OVER 470,000 jobs last year. Parents feel challenged to keep kids stay smart, active, and healthy, during summer break.

Guest: Dr. Bernadette Russell, Provost at Palm Beach State College defined the integral parts of an ecosystem for women business leaders.

Guest: Jacquie Keely, Corporate and Continuing Education Palm Beach State College opened the event for the 4th Annual Women Entrepreneur Network.

Guest: Melanie Dickenson, President & Publisher of the South Florida Business Journal shares what she and others women believe is the power of mentoring

Guest: Roxanna Trinko, President & CEO of Baseline Engineering and Land Surveying, realized she loved to dig in the dirt and be the only girl in a boys business.

Guest: Mary Wong is the President of Office Depot Foundation a charitable organization where she grew her reputation of giving.

Guest: Gene Marks, business management expert, columnist, author and business owner shared the challenges of today's entrepreneur's.

Guest: Keri Gohman the head of Capital One Small Business Banking shared the results of the Capitol One Small business Confidence Score

Guest: Jim Glassman Senior Economist at JP Morgan Chase & Company, offered the results of the Chase Business Leaders Outlook that surveyed 2,000 small and middle-market business leaders.

Guest: Dr. Matt Longjohn, National Health Officer at the YMCA–USA shared the results of a new survey of over 1,200 parents by the YMCA and the American Academy of Pediatrics..

Guest: Robert Decker, Corporate Vice President, Planning & Design, at Cedar Fair shared the inspiration for the imagination of the Voyage of the Iron Reef.

Guest: Joan Cole Duffell, Executive Director for the Committee for Children reports 1 IN 4 girls and 1 in 20 boys report experiencing childhood sexual abuse before the age of 18.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 9-14
Topic/Title:	Kick Start Summer	
Air Date:	Tuesday, July 21, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida ranks #7 in Inactivity with 27.5% of the population not participating in physical activities. Research shows eating breakfast improves math grades, vocabulary skills, and memory. A consumer survey found nearly 3 out of 4 women believe feeling their age is worse than looking their age. 25 % of Florida's adults 65 and older have been told by a healthcare provider they had a heart attack, coronary heart disease, or a stroke.

Guest: Dayle Haddon, actress model and founder of Women One & Susan Randall, Senior Director of Science and Education at the National Osteoporosis Foundation discussed bone health and for women to focus on bone health more than beauty. Women need more calcium in their diet to ensure bone health and when women visit their doctor request a test to identify any bone deficiencies or osteoporosis.

Guest: Holly Robinson Peete, Actress & mother of four discussed the challenges of getting her kids out and ready for their day with a balanced breakfast in the morning, and to include protein to kick start their days.

Guest: Julie Morgenstern, renowned organizational expert, and Dr. Steven Lamm, Director of Men's Health for NYU Langone Medical Center, discussed what holds people back from starting a weight loss program, what is BMI—body mass index used by health professionals and the importance of consulting with your doctor about your weight loss goals. And make small, positive changes in our lifestyle to benefit our lives.

Guest: Nurse Barb Dehn, shared facts that almost 8% of hay fever symptoms are caused from seasonal allergies, from dust mites, pet dander to mold in Florida and according to the American Academy of Allergy, Asthma and Immunology, allergic disease is the fifth leading chronic disease in the U.S. among all ages, and third common chronic disease among children under 18 years old.

Guest: Dara Torres, Five –time Olympian swimmer shared research that revealed almost 80% of parents don't consider swimming when planning to put their child in a specific sport. Dara a Florida athlete encourages parents to get join a Swim Club in their area to help their kids build physical and personal strength and for parents it's a Great Place for Friends, Fitness & Fun.

Guest: Dr. Tracy L. Stevens, Cardiologist, addressed in Florida, 25% of adults 65 and older have been told by a healthcare provider they had a heart attack, coronary heart disease, or a stroke. Nearly twice as many women in the US die of heart disease, stroke and other cardiovascular diseases than they do from all forms of cancer. Coalition for Women with Heart Disease encourages women to never leave home without aspirin in their handbag that can save their life.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 9-15
Topic/Title:	Wise Men	
Air Date:	Tuesday, July 21, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: According to the Center for Disease Control, about 1,500 babies in the US are born with upper limb reductions each year. , 7 out of 10 men feel it's important to look good physically in order to succeed personally and professionally and research shows, 59% of American men say personal care products boost their self-esteem. Millennials bridal planning find personalizing their wedding choices ensure its unique and rare and has a social responsibility connection.

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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 15-14
Topic/Title:	Summer Safety	
Air Date:	Thursday, July 23, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: According to Florida Realtors latest housing data released the housing market reported increased median prices and an uptick in inventory. Since 2000, the Florida Department of Transportation's Road Rangers assists motorists to improve safety for motoring public and responders dial *347 for (FHP). Close to 29 million Americans have diabetes and are at risk for diabetic macular edema (DME), a leading cause of vision loss.

Guest: Mario Armstrong, Emmy Award Winner and tech & digital lifestyle commentator, New digital Apps have become such an important part of our daily lives. The newest ones offer a free math app to help your kids excel in math or repair devices and shop for a new home.

Guest: Kate Smith, Color Expert/Media Personality shared her tips to create curb appeal by transforming the home's exterior with a few simple steps. So whether you want to sell your home or not... its curb appeal sets the tone in welcoming your family and visitors. If you're considering renovation or just 'sprucing up' the exterior, color plays a major role in creating curb appeal.

Guest: Joey Logano, NASCAR® driver Joey Logano who knows first-hand the importance of car maintenance. If your getting the family ready for a summer road trip like millions of Florida families, remember the first thing on your to do list is to service your car to keep you and your family safe.

Guest: Carley Knobloch, Lifestyle Technology Expert, offers tips for staying stress-free during this summer travel season. According to a Harris survey, a record 66% of Americans will hit the air, roads and rails to enjoy a leisure trip this summer. And with new technologies emerging constantly, travelers are now finding all the comforts and conveniences of home-- while on the road.

Guest: Dave Lissy, the CEO of Bright Horizons Family Solutions Today's working parents look to their employers as a main source of support so they can be their best at work and at home. Joining us this morning, Dave Lissy, CEO of Bright Horizons Family Solutions discussed this study and the realities of blending work and family life.

Guest: Dr. Michael Cooney, Ophthalmologist & Retina Specialist, discussed the risk for diabetic macular edema (DME), a leading cause of vision loss for people with diabetes to people with diabetes. A recent study confirms early screening, detection and intervention will help fight against severe vision loss that can result from diabetic eye conditions.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 10-15
Topic/Title:	Identify Risks	
Air Date:	Thursday, July 23, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

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Guest: Dr. Tatiana Fahrude, Molecular geneticist and Jon Gilman, who was a genetically tested to find a mutation related to Parkinson's disease. Most researchers believe that a combination of genetics and environmental factors can influence risk

Guest: Paul de Gelder, shares his first- hand experience of being attacked by a shark that paved the way to appear in Bride of Jaws on the Discovery Channel. According to the International Shark Attack File at the University of Florida. ...FLORIDA leads the U. S. in shark attacks, with 28 incidents just last year.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 6-14
Topic/Title:	Family Affair	
Air Date:	Tuesday, July 28, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: One in 3 adults are at risk of diabetes, for African Americans more than 1 in six adults has diabetes and 9 % of Floridians have diabetes. The National Institute on Health reports over 25 million Americans have a rare disease. Did you know, Americans left more than a billion dollars in unclaimed refunds on the table last year.

Guest: Rev Run, Hip Hop Legend and Jeannette Jordan, Novo Nordisk Certified Diabetes Educator shared facts to create awareness of the importance of knowing your risk. Think of diabetes as a family affair and getting screened and staying healthy as a family event.

Guest: Traci Gigout, Director of Education & Artistry at Kevyn Aucoin Beauty and Catherine Jonas, Psychotherapist, Cedars-Sinai, Los Angeles help transform patients' lives through the Highlights Project and help heal them through make up artistry.

Guest: Katie Linendoll, Tech Expert and Emmy Award TM winning show host, shared new tech devices to keep you in top form and happy to be at home. From fitness, computing, monitoring your blood pressure and even simplifying healthy cooking, "there's no place like home."

Guest: Gwen Flamberg, Us Weekly Beauty Director offers the inside scoop on beauty tips from what was seen on the red carpets this awards season.

Guest: Richard Gartlan, H& R Block, changes in their health care coverage you will need to know how the Affordable Care Act will affect your tax return.

Guest: Vera Sweeney Parenting expert and mom of three shared tips to take the guesswork out of the equation for new parents who are frazzled & confused about what products and gear that's best for your lifestyle, budget and, most importantly, the baby.

Guest: Carrie Mc Lean, Tax Expert introduced new eHealth Price Index* that shows for the first time the cost of -- off-exchange health Insurance plans and what others are paying in your area and best Florida plans.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 14-14
Topic/Title: Live Long Healthy & Secure
Air Date: Tuesday, July 28, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: A survey found 72 % of women ages 25-40 want permanent family planning methods. Research reveals engaged fathers live longer, healthier, more satisfying lives. Department of Homeland Security removes 400,000 people annually. The Florida Legislature's Office of Economic and Demographic Research predict Floridians over 60 will represent 55% of Florida's population.

Guest: Dr. Suzanne Gilberg-Lenz, introduced a new initiative called- Family Size Matters, designed to educate women and their spouses about family planning options.

Guest: is Dr. KYLE PRUETT, Clinical Professor at Yale Child Study Center reports love and care from fathers is proven to have a meaningful impact on how a child develops and the benefits of having a father engage with his child.

Guest: Amy Salinger, fashion expert, discussed a Dads survey that revealed over half of American Dads confess to receiving gifts they did not like. And, a third says some family members have completely forgotten them on Father's Day.

Guest: Mar Jennings, Lifestyle Expert & TV Host, discussed Florida's aging population, The Florida Legislature's Office of Economic and Demographic Research predicts Floridians over 60 will represent over 55% of our states population.

Guest: Kelly O'Donnell, Executive Vice President of Financial Engines, offered resources to help decide on the options available in planning your social security benefits to receive the maxim amount, since American couple leaves more than \$100,000 on the table in lifetime benefits.

Guest: Douglas Stump, President of American Immigration Lawyers Association discussed the need for immigration reform and how it will affect all Americans in the future if Congress does not act quickly.

Guest: Chris Faulkner, Industry Expert and CEO of Breitling, discussed the controversy over Fracking and the latest technologies, regulations and research collaborated on during New York Energy Week.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 14-13
Topic/Title:	Passionate Mentors	
Air Date:	Thursday, July 30, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida has over 1.6 million small businesses that employee over 444,066 workers, and 1.2 million Florida small businesses have no employees. Diabetes Awareness Month promotes diabetic education to clarify ingredients in soda and foods. 100 million Americans are partially or totally disabled by chronic pain, pain killers can lead to addiction. Disability Mentoring at the VA hospital to help those with disabilities find jobs.

Guest: Dr. Melina Jampolis, internist/physician nutrition specialist offered facts on the great sugar debate. Paddy Spence, CEO Zevia explained why he cut sugar out of his life twelve years ago and started a company to help diabetics.

Guest: Dr. James North, Pain management specialist and his patient Wanda Draughn discussed the latest advancement to treat chronic pain and Wanda shared her personal struggles with chronic pain. 40 % of back surgeries are unsuccessful, resulting in further pain side effects, addiction and disability

Guest: Susan Solovic, Small business expert/author: Gabie Boko VP of marketing, Sage North discussed the 99.7% US small businesses that employee 64 % of new private-sector jobs. Florida has over 1.6 million small businesses that employee over 444,000 workers. (444,066) and almost 1.2 million Florida small businesses do not hire employees they work solely in the business.

Guest: Katie Linendoll, Technology expert offered great gift solutions for home business owners who need some of the latest tech products to keep their business and home life running smooth.

Guest: Ryan Bailey, TD Bank Executive Vice President discussed a new national survey on the recent inaugural TD Bank Checking Experience Index- finding 83% of Americans are happy with their everyday banking and Floridians using more drive through service than any place in the US.

Guest: Disability Mentoring Day at the VA Medical Center in West Palm Shana Zingman, of the VA Medical Center's Medical Media and Joanne Deithorn, Chief of Medical Media teamed up high school student Benjamin the mentee.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 7-15
Topic/Title:	Appreciate and Pamper	
Air Date:	Thursday, July 30, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida generates over 32 million tons of solid waste year. The state's goal is to reduce disposal of recyclables to 75%. Mother's Day is the third largest consumer spending holiday with nearly 20 billion dollars spent on gifts last year. Of the million people who will suffer a heart attack this year, nearly one half of them will have had no prior symptoms or warning signs.

Guest: Mario Armstrong, Digital Life Style Commentator, offered apps to save money on food shopping and compare prices in numerous stores.

Guest: Anthony Carrino & John Colaneri, HGTV Co-Hosts share tips to ensure energy efficiency through small home improvements.

Guest: Erika Vetrini, TLC Host & Closer Weekly's contributing editor, reminds viewers Earth Day is celebrated in more than 102 countries. She offered many tips to start being eco-friendly. She noted how many new companies have introduced products that are eco-friendly that branch into more new green products.

Guest: Kate Law, Floral Design Expert for FTD and shared Mother's Day is the third largest consumer spending holiday. Flowers are the top seller of popular gifts that express love & appreciation.

Guest: Raina Seitel, Super Mom, shared why moms want to be appreciated and pampered, and need flexibility at home and work. Mom's central concern is her family's safety having the peace of mind she deserves. She said even trendy moms want to give back to those who need help to make a difference in another's life.

Guest: Dr. Eric Serrano, practicing MDVIP medicine, shared why National Doctor's Day is an important day that creates awareness of the doctors who actively promote heart health to their patients to reduce the amount of deaths from cardiovascular disease for a million people who suffer a heart attack act every 60 seconds.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 12-14
Topic/Title:	Vacation or Volunteer	
Air Date:	Tuesday, August 4, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: The U.S. Centers for Disease Control and Prevention (CDC) updates travel advisory's to inform travelers of recommended vaccines prior to travel. Every year, vaccines prevent 3 million deaths and save 750,000 children from disability. Salvation Army established National Donut Day in 1938 to honor military veterans and remember the work of the "Donut Lassies." Over 45 years ago Special Olympics began in a summer camp to change lives of people with intellectual disabilities.

Guest: Colleen Burns, Mom on the Run, raising six sons! She knows the best way to keep all of her boys busy and out of trouble during the summer is to think ahead and give them plenty to do. One suggestion is to get your kids to volunteer in the community.

Guest: Major James Betts, General Secretary of The Salvation Army. The SA, began National Donut Day in 1938 to honor military veterans and remember the work of the "Donut Lassies" who served donuts to soldiers during World War I, and served the treats to American soldiers returning home with the nickname "doughboys."

Guest: Lisa McElroy, Travel writer & mom offered stress free tips for family travels. Picking the perfect hotel and making sure all the bags are packed to getting the car serviced and ensuring you have the right technology to stay connected, can make the list of tasks seem endless.

Guest: Sharon Lackey, Whitney's mother, & Kari Luther Rosebeck, President & CEO of TS Alliance, an advocacy organization dedicated to improving the lives of those living with TSC.

3,500 athletes from across the US will compete in the Special Olympics USA Games, and that includes Team Florida. 17-year-old Whitney Lackey will compete in the Special Olympics.

Guest: Dhani Jones, former NFL linebacker, entrepreneur and nationally recognized travel enthusiast discussed new top travel trends. According to the U.S. Department of Transportation, more Americans travel between the months of May and August than any other time of year.

Guest: Steve Dale, Pet expert & certified dog and cat behaviorist, offered some little known facts about some of the most popular dog breeds.

Guest: Dr. Leonard Friedland, an infectious disease vaccination specialist and pediatrician. The U.S. Centers for Disease Control and Prevention (CDC) updates travel advisory's to urge travelers to update recommended vaccinations prior to travel. These notices inform business and pleasure travelers as well as clinicians about current health issues related to specific destinations.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 15-14
Topic/Title:	Summer Safety	
Air Date:	Tuesday, August 4, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: According to Florida Realtors latest housing data released the housing market reported increased median prices and an uptick in inventory. Since 2000, the Florida Department of Transportation's Road Rangers assists motorists to improve safety for motoring public and responders dial *347 for (FHP). Close to 29 million Americans have diabetes and are at risk for diabetic macular edema (DME), a leading cause of vision loss.

Guest: Mario Armstrong, Emmy Award Winner and tech & digital lifestyle commentator, New digital Apps have become such an important part of our daily lives. The newest ones offer a free math app to help your kids excel in math or repair devices and shop for a new home.

Guest: Kate Smith, Color Expert/Media Personality shared her tips to create curb appeal by transforming the home's exterior with a few simple steps. So whether you want to sell your home or not... its curb appeal sets the tone in welcoming your family and visitors. If you're considering renovation or just 'sprucing up' the exterior, color plays a major role in creating curb appeal.

Guest: Joey Logano, NASCAR® driver Joey Logano who knows first-hand the importance of car maintenance. If your getting the family ready for a summer road trip like millions of Florida families, remember the first thing on your to do list is to service your car to keep you and your family safe.

Guest: Carley Knobloch, Lifestyle Technology Expert, offers tips for staying stress-free during this summer travel season. According to a Harris survey, a record 66% of Americans will hit the air, roads and rails to enjoy a leisure trip this summer. And with new technologies emerging constantly, travelers are now finding all the comforts and conveniences of home-- while on the road.

Guest: Dave Lissy, the CEO of Bright Horizons Family Solutions Today's working parents look to their employers as a main source of support so they can be their best at work and at home. Joining us this morning, Dave Lissy, CEO of Bright Horizons Family Solutions discussed this study and the realities of blending work and family life.

Guest: Dr. Michael Cooney, Ophthalmologist & Retina Specialist, discussed the risk for diabetic macular edema (DME), a leading cause of vision loss for people with diabetes to people with diabetes. A recent study confirms early screening, detection and intervention will help fight against severe vision loss that can result from diabetic eye conditions.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 10-14
Topic/Title: Recharge Parental Batteries
Air Date: Thursday, August 6, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: 72% of high school girls do not meet currently recommended levels of physical activity. A "MORE Magazine survey, women 50+ who are entering a new stage in life may be looking for avenues to pursue their long-awaited dreams." According to the American Psychological Association, women who take care of themselves are happier and healthier.

Guest: Elizabeth Kunz, President & CEO of Girls on the Run joins us to discuss how this organization helps - inspire girls to be joyful, healthy and confident. 72% of high school girls do not meet currently recommended levels of physical activity. Active girls participating in organized sports, report lower levels of depression.

Guests: Dara Torres, Mom and 12-time Olympic medalist and Beth Matthey, President Elect of the National Association of School Nurses, discussed the results of Moms on Meningitis Survey (MOMS) and many moms do not realize they must immunize their children to prevent them getting Meningococcal meningitis, a rare but deadly bacteria.

Guest: Jerome Bettis, former Pittsburg Steelers running back, who knows firsthand how to live with severe allergies and **Laurel Francoeur, an [Asthma and Allergy Foundation of America](#) Patient Advocate and Spokesperson**. Discussed how to recognize symptoms of a severe allergic reaction & responding with quick emergency treatment.

Guest: Dr. Roshini Raj, board certified gastroenterologist & internist and Pamela Mitchell, Founder and CEO of The Reinvention Institute shared results of More survey that many women aren't prepared to begin their new journey in life because they are struggling with different health conditions.

Guest: Dr. Vivian Diller, Psychologist & women in contemporary culture expert and, Dr. Doris Day, an Aesthetic dermatologist. According to the American Psychological Association, women who take care of themselves are happier and healthier overall.

Guest: Anne Taylor Hartzell, Hip Travel Mama, Blogger, offered road trip tips to see Florida and save money when you get to your destination.

Guest: Dr. Richard Aguilar, Medical Director of Diabetes Nation and Debbie Allen, Emmy Award winning actress and choreographer presented to encourage people with type 2 diabetes to increase physical activity by health inspired dance..

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 11-15
Topic/Title:	Ignite Your Financial Future	
Air Date:	Thursday, August 6, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida's also becoming a technology hot spot. The Sunshine State has over 21,500 IT firms the largest based in Tampa. Florida ranks #3 in IT, behind Texas and California. Nearly 100 million tourists visited Florida and for every 85 tourists it creates one job. And this year Americans will travel by land, taking over 870,526,000 trips.

Guest: Mario Armstrong, Emmy Award Winner and tech & digital lifestyle commentator, offered tech and games to keep the family entertained.

Guest: Katie Linendoll Emmy Award TM Winning TV Host and Technology Expert shared tech to help kids 10+ up learn technology and problem solving. Also, teaching kids responsibilities to help with chores.

Guest: Erika Vetrini, TLC Host said no matter if you're driving or flying ...everyone needs time off to get away for some summer fun and plan how to have summer fun and keep everyone safe in the sun.

Guest: John Sweeney, Executive Vice President at Fidelity Investments shared the findings of a New Survey about couples and retirement. According to the Census American Community Survey the average Median Household income in Florida is almost 47,000...that is almost \$2300 less than the national average.

Guest: Kyle Golden an energy expert offered energy efficiency tips to help save energy mostly during the hot summer months. Florida Energy Efficiency and Conservation Act emphasizes reducing growth rates of weather-sensitive peak demand, reducing and controlling the growth rates of electrical demand in Florida.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 9-14
Topic/Title:	Kick Start Summer	
Air Date:	Tuesday, August 11, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida ranks #7 in Inactivity with 27.5% of the population not participating in physical activities. Research shows eating breakfast improves math grades, vocabulary skills, and memory. A consumer survey found nearly 3 out of 4 women believe feeling their age is worse than looking their age. 25 % of Florida's adults 65 and older have been told by a healthcare provider they had a heart attack, coronary heart disease, or a stroke.

Guest: Dayle Haddon, actress model and founder of Women One & Susan Randall, Senior Director of Science and Education at the National Osteoporosis Foundation discussed bone health and for women to focus on bone health more than beauty. Women need more calcium in their diet to ensure bone health and when women visit their doctor request a test to identify any bone deficiencies or osteoporosis.

Guest: Holly Robinson Peete, Actress & mother of four discussed the challenges of getting her kids out and ready for their day with a balanced breakfast in the morning, and to include protein to kick start their days.

Guest: Julie Morgenstern, renowned organizational expert, and Dr. Steven Lamm, Director of Men's Health for NYU Langone Medical Center, discussed what holds people back from starting a weight loss program, what is BMI—body mass index used by health professionals and the importance of consulting with your doctor about your weight loss goals. And make small, positive changes in our lifestyle to benefit our lives.

Guest: Nurse Barb Dehn, shared facts that almost 8% of hay fever symptoms are caused from seasonal allergies, from dust mites, pet dander to mold in Florida and according to the American Academy of Allergy, Asthma and Immunology, allergic disease is the fifth leading chronic disease in the U.S. among all ages, and third common chronic disease among children under 18 years old.

Guest: Dara Torres, Five –time Olympian swimmer shared research that revealed almost 80% of parents don't consider swimming when planning to put their child in a specific sport. Dara a Florida athlete encourages parents to get join a Swim Club in their area to help their kids build physical and personal strength and for parents it's a Great Place for Friends, Fitness & Fun.

Guest: Dr. Tracy L. Stevens, Cardiologist, addressed in Florida, 25% of adults 65 and older have been told by a healthcare provider they had a heart attack, coronary heart disease, or a stroke. Nearly twice as many women in the US die of heart disease, stroke and other cardiovascular diseases than they do from all forms of cancer. Coalition for Women with Heart Disease encourages women to never leave home without aspirin in their handbag that can save their life.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 8-15
Topic/Title: Women's Business Leadership
Air Date: Tuesday, August 11, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: Women-owned businesses generate over \$1.4 trillion dollars in revenues and employ over 7.8 million workers. Florida Business growth created OVER 470,000 jobs last year. Parents feel challenged to keep kids stay smart, active, and healthy, during summer break.

Guest: Dr. Bernadette Russell, Provost at Palm Beach State College defined the integral parts of an ecosystem for women business leaders.

Guest: Jacquie Keely, Corporate and Continuing Education Palm Beach State College opened the event for the 4th Annual Women Entrepreneur Network.

Guest: Melanie Dickenson, President & Publisher of the South Florida Business Journal shares what she and others women believe is the power of mentoring

Guest: Roxanna Trinko, President & CEO of Baseline Engineering and Land Surveying, realized she loved to dig in the dirt and be the only girl in a boys business.

Guest: Mary Wong is the President of Office Depot Foundation a charitable organization where she grew her reputation of giving.

Guest: Gene Marks, business management expert, columnist, author and business owner shared the challenges of today's entrepreneur's.

Guest: Keri Gohman the head of Capital One Small Business Banking shared the results of the Capitol One Small business Confidence Score

Guest: Jim Glassman Senior Economist at JP Morgan Chase & Company, offered the results of the Chase Business Leaders Outlook that surveyed 2,000 small and middle-market business leaders.

Guest: Dr. Matt Longjohn, National Health Officer at the YMCA-USA shared the results of a new survey of over 1,200 parents by the YMCA and the American Academy of Pediatrics..

Guest: Robert Decker, Corporate Vice President, Planning & Design, at Cedar Fair shared the inspiration for the imagination of the Voyage of the Iron Reef.

Guest: Joan Cole Duffell, Executive Director for the Committee for Children reports 1 IN 4 girls and 1 in 20 boys report experiencing childhood sexual abuse before the age of 18.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 14-14
Topic/Title:	Live Long Healthy & Secure	
Air Date:	Thursday, August 13, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: A survey found 72 % of women ages 25-40 want permanent family planning methods. Research reveals engaged fathers live longer, healthier, more satisfying lives. Department of Homeland Security removes 400,000 people annually. The Florida Legislature's Office of Economic and Demographic Research predict Floridians over 60 will represent 55% of Florida's population.

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Guest: Chris Faulkner, Industry Expert and CEO of Breitling, discussed the controversy over Fracking and the latest technologies, regulations and research collaborated on during New York Energy Week.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 10-15
Topic/Title:	Identify Risks	
Air Date:	Thursday, August 13, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: According to the International Shark Attack File, at the University of Florida. Florida leads the U. S. in shark attacks, with 28 incidents just last year Volusia County reported 10 incidents, in Brevard eight, two in Broward County & two in Palm Beach County. Most researchers believe that a combination of genetics and environmental factors can influence Parkinson's risk.

Guest: Raina Seitel, *SuperMom*, kids are home from school and for millions of stay at home or working moms it's the perfect time to plan ahead so the family will enjoy themselves, rain or shine. Raina offers ideas to help guarantee seamless summer fun.

Guest: Jamie Gwen, *Celebrity Chef* and four time cookbook author share some healthy tips to twist up a traditional barbeque when spending time grilling unique treats to entertain your summer guests.

Guest: Mario Armstrong, Emmy Award™ Winning Technology and Digital Lifestyle Commentator, shares with viewers the best free apps to keep us safe and active during the summer months. From apps to keep our mobile devices secure to finding discount tickets to a Pro-baseball game.

Guest: Sara Paul, an advanced practice cardiovascular nurse for 27 years and one of the founders of the **American Association of Heart Failure Nurses.** Sara educates viewers to the 5.1 million Americans living with heart failure.

Guest: Dr. Tatiana Fahrude, Molecular geneticist and Jon Gilman, who was a genetically tested to find a mutation related to Parkinson's disease. Most researchers believe that a combination of genetics and environmental factors can influence risk

Guest: Paul de Gelder, shares his first- hand experience of being attacked by a shark that paved the way to appear in Bride of Jaws on the Discovery Channel. According to the International Shark Attack File at the University of Florida. ...FLORIDA leads the U. S. in shark attacks, with 28 incidents just last year.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 9-14
Topic/Title:	Kick Start Summer	
Air Date:	Tuesday, August 18, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida ranks #7 in Inactivity with 27.5% of the population not participating in physical activities. Research shows eating breakfast improves math grades, vocabulary skills, and memory. A consumer survey found nearly 3 out of 4 women believe feeling their age is worse than looking their age. 25 % of Florida's adults 65 and older have been told by a healthcare provider they had a heart attack, coronary heart disease, or a stroke.

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Guest: Nurse Barb Dehn, shared facts that almost 8% of hay fever symptoms are caused from seasonal allergies, from dust mites, pet dander to mold in Florida and according to the American Academy of Allergy, Asthma and Immunology, allergic disease is the fifth leading chronic disease in the U.S. among all ages, and third common chronic disease among children under 18 years old.

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Guest: Dr. Tracy L. Stevens, Cardiologist, addressed in Florida, 25% of adults 65 and older have been told by a healthcare provider they had a heart attack, coronary heart disease, or a stroke. Nearly twice as many women in the US die of heart disease, stroke and other cardiovascular diseases than they do from all forms of cancer. Coalition for Women with Heart Disease encourages women to never leave home without aspirin in their handbag that can save their life.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 9-15
Topic/Title: Kick Start Summer
Air Date: Tuesday, August 18, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: According to the Center for Disease Control, about 1,500 babies in the US are born with upper limb reductions each year. , 7 out of 10 men feel it's important to look good physically in order to succeed personally and professionally and research shows, 59% of American men say personal care products boost their self-esteem. Millennials bridal planning find personalizing their wedding choices ensure its unique and rare and has a social responsibility connection.

Guest: Adelaide Polk-Bauman Bridal style expert, offered creative ways to have your wedding to stand out and make a statement.

Guest: Mario Armstrong, Emmy Award TM Winning Technology and Digital Lifestyle Commentator to celebrate the new grad reaching one of life's major milestones or a deserving Dad.

Guest: Scott Steinberg, World Famous Technology, business and parenting expert. Scott shares how tech-savvy Dads who enjoy playing a slightly different game.

Guest: George Elephant, Home improvement specialist on NBC's "George to the Rescue" and father of three. George stressed the importance of introducing your children to take a responsible approach to tools.

Guest: Discovery Kids, Beals and grade school educators teamed up to offer a hand to those who were born with upper limb reductions.

Guest: Michael O'Connor, Celebrity stylist, & Manhattan dermatologist, Dr. Cameron Rokhsar. discuss growing trends in men's personal style and grooming tips.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 15-14
Topic/Title:	Summer Safety	
Air Date:	Thursday, August 20, 2015	6:00 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

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Guest: Dr. Michael Cooney, Ophthalmologist & Retina Specialist, discussed the risk for diabetic macular edema (DME), a leading cause of vision loss for people with diabetes to people with diabetes. A recent study confirms early screening, detection and intervention will help fight against severe vision loss that can result from diabetic eye conditions.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 11-15
Topic/Title:	Ignite Your Financial Future	
Air Date:	Thursday, August 20, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida's also becoming a technology hot spot. The Sunshine State has over 21,500 IT firms the largest based in Tampa. Florida ranks #3 in IT, behind Texas and California. Nearly 100 million tourists visited Florida and for every 85 tourists it creates one job. And this year Americans will travel by land, taking over 870,526,000 trips.

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Guest: Erika Vetrini, TLC Host said no matter if you're driving or flying ...everyone needs time off to get away for some summer fun and plan how to have summer fun and keep everyone safe in the sun.

Guest: John Sweeney, Executive Vice President at Fidelity Investments shared the findings of a New Survey about couples and retirement. According to the Census American Community Survey the average Median Household income in Florida is almost 47,000...that is almost \$2300 less than the national average.

Guest: Kyle Golden an energy expert offered energy efficiency tips to help save energy mostly during the hot summer months. Florida Energy Efficiency and Conservation Act emphasizes reducing growth rates of weather-sensitive peak demand, reducing and controlling the growth rates of electrical demand in Florida.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 12-14
Topic/Title: Vacation or Volunteer
Air Date: Tuesday, August 25, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: The U.S. Centers for Disease Control and Prevention (CDC) updates travel advisory's to inform travelers of recommended vaccines prior to travel. Every year, vaccines prevent 3 million deaths and save 750,000 children from disability. Salvation Army established National Donut Day in 1938 to honor military veterans and remember the work of the "Donut Lassies." Over 45 years ago Special Olympics began in a summer camp to change lives of people with intellectual disabilities.

Guest: Colleen Burns, Mom on the Run, raising six sons! She knows the best way to keep all of her boys busy and out of trouble during the summer is to think ahead and give them plenty to do. One suggestion is to get your kids to volunteer in the community.

Guest: Major James Betts, General Secretary of The Salvation Army. The SA, began National Donut Day in 1938 to honor military veterans and remember the work of the "Donut Lassies" who served donuts to soldiers during World War I, and served the treats to American soldiers returning home with the nickname "doughboys."

Guest: Lisa McElroy, Travel writer & mom offered stress free tips for family travels. Picking the perfect hotel and making sure all the bags are packed to getting the car serviced and ensuring you have the right technology to stay connected, can make the list of tasks seem endless.

Guest: Sharon Lackey, Whitney's mother, & Kari Luther Rosebeck, President & CEO of TS Alliance, an advocacy organization dedicated to improving the lives of those living with TSC.

3,500 athletes from across the US will compete in the Special Olympics USA Games, and that includes Team Florida. 17-year-old Whitney Lackey will compete in the Special Olympics.

Guest: Dhani Jones, former NFL linebacker, entrepreneur and nationally recognized travel enthusiast discussed new top travel trends. According to the U.S. Department of Transportation, more Americans travel between the months of May and August than any other time of year.

Guest: Steve Dale, Pet expert & certified dog and cat behaviorist, offered some little known facts about some of the most popular dog breeds.

Guest: Dr. Leonard Friedland, an infectious disease vaccination specialist and pediatrician. The U.S. Centers for Disease Control and Prevention (CDC) updates travel advisory's to urge travelers to update recommended vaccinations prior to travel. These notices inform business and pleasure travelers as well as clinicians about current health issues related to specific destinations.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 16-14
Topic/Title:	Back to School	
Air Date:	Tuesday, August 25, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: A new Florida standards assessment test and new student policies called b-y-o-d: bring your own device; cell phones, tablets and laptops. Florida law requires a minimum of 180 school days each year to serve over 2.6 million students in over 4400 public schools, not to mention those in higher education at the 135 Florida colleges. Another change is from the U.S. Federal Communications Commission the FCC will spend \$1 billion a year in the next two years to improve Wi-Fi networks at schools and libraries

Guest: Mario Armstrong, Emmy Award Winner, Tech & Digital Lifestyle Commentator offers his tips for parents to get kids off to school and pack everything they need to keep them smart, savvy, safe and sound. Whether they're staying local or heading to a dorm out of town.

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Guest: Lauren Berger, Career Expert and Author shared a recent study conducted by Harris Poll for Dell, 80% of parents whose child is away at school will likely text more with their child, while 62 % will video chat. Parents and children are talking less but communicating more.

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Guest: Jennifer Jolly, USA Today Tech Columnist, reported U.S. Federal Communications Commission will spend \$1 billion a year in the next two years to improve Wi-Fi networks at schools and libraries. According to the National Retail Federation, Parents will spend \$8.4 billion on back-to-school electronics this year, an increase of 7% from last year.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 14-14
Topic/Title: Live Long Healthy & Secure
Air Date: Thursday, August 27, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: A survey found 72 % of women ages 25-40 want permanent family planning methods. Research reveals engaged fathers live longer, healthier, more satisfying lives. Department of Homeland Security removes 400,000 people annually. The Florida Legislature's Office of Economic and Demographic Research predict Floridians over 60 will represent 55% of Florida's population.

Guest: Dr. Suzanne Gilberg-Lenz, introduced a new initiative called- Family Size Matters, designed to educate women and their spouses about family planning options.

Guest: is Dr. KYLE PRUETT, Clinical Professor at Yale Child Study Center reports love and care from fathers is proven to have a meaningful impact on how a child develops and the benefits of having a father engage with his child.

Guest: Amy Salinger, fashion expert, discussed a Dads survey that revealed over half of American Dads confess to receiving gifts they did not like. And, a third says some family members have completely forgotten them on Father's Day.

Guest: Mar Jennings, Lifestyle Expert & TV Host, discussed Florida's aging population, The Florida Legislature's Office of Economic and Demographic Research predicts Floridians over 60 will represent over 55% of our states population.

Guest: Kelly O'Donnell, Executive Vice President of Financial Engines, offered resources to help decide on the options available in planning your social security benefits to receive the maxim amount, since American couple leaves more than \$100,000 on the table in lifetime benefits.

Guest: Douglas Stump, President of American Immigration Lawyers Association discussed the need for immigration reform and how it will affect all Americans in the future if Congress does not act quickly.

Guest: Chris Faulkner, Industry Expert and CEO of Breitling, discussed the controversy over Fracking and the latest technologies, regulations and research collaborated on during New York Energy Week.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 12-15
Topic/Title: Back to School Volunteer
Air Date: Thursday, August 27, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
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Issue addressed: Last years, a new Florida standards assessment test and new student policies called

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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 6-14
Topic/Title: Family Affair
Air Date: Tuesday, September 1, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: One in 3 adults are at risk of diabetes, for African Americans more than 1 in six adults has diabetes and 9 % of Floridians have diabetes. The National Institute on Health reports over 25 million Americans have a rare disease. Did you know, Americans left more than a billion dollars in unclaimed refunds on the table last year.

Guest: Rev Run, Hip Hop Legend and Jeannette Jordan, Novo Nordisk Certified Diabetes Educator shared facts to create awareness of the importance of knowing your risk. Think of diabetes as a family affair and getting screened and staying healthy as a family event.

Guest: Traci Gigout, Director of Education & Artistry at Kevyn Aucoin Beauty and Catherine Jonas, Psychotherapist, Cedars-Sinai, Los Angeles help transform patients' lives through the Highlights Project and help heal them through make up artistry.

Guest: Katie Linendoll, Tech Expert and Emmy Award TM winning show host, shared new tech devices to keep you in top form and happy to be at home. From fitness, computing, monitoring your blood pressure and even simplifying healthy cooking, "there's no place like home."

Guest: Gwen Flamberg, Us Weekly Beauty Director offers the inside scoop on beauty tips from what was seen on the red carpets this awards season.

Guest: Richard Gartlan, H& R Block, changes in their health care coverage you will need to know how the Affordable Care Act will affect your tax return.

Guest: Vera Sweeney Parenting expert and mom of three shared tips to take the guesswork out of the equation for new parents who are frazzled & confused about what products and gear that's best for your lifestyle, budget and, most importantly, the baby.

Guest: Carrie Mc Lean, Tax Expert introduced new eHealth Price Index* that shows for the first time the cost of -- off-exchange health Insurance plans and what others are paying in your area and best Florida plans.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 15-14
Topic/Title:	Summer Safety	
Air Date:	Tuesday, September 1, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: According to Florida Realtors latest housing data released the housing market reported increased median prices and an uptick in inventory. Since 2000, the Florida Department of Transportation's Road Rangers assists motorists to improve safety for motoring public and responders dial *347 for (FHP). Close to 29 million Americans have diabetes and are at risk for diabetic macular edema (DME), a leading cause of vision loss.

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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 10-14
Topic/Title: Recharge Parental Batteries
Air Date: Thursday, September 3, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: 72% of high school girls do not meet currently recommended levels of physical activity. A "MORE Magazine survey, women 50+ who are entering a new stage in life may be looking for avenues to pursue their long-awaited dreams." According to the American Psychological Association, women who take care of themselves are happier and healthier.

Guest: Elizabeth Kunz, President & CEO of Girls on the Run joins us to discuss how this organization helps - inspire girls to be joyful, healthy and confident. 72% of high school girls do not meet currently recommended levels of physical activity. Active girls participating in organized sports, report lower levels of depression.

Guests: Dara Torres, Mom and 12-time Olympic medalist and Beth Matthey, President Elect of the National Association of School Nurses, discussed the results of Moms on Meningitis Survey (MOMS) and many moms do not realize they must immunize their children to prevent them getting Meningococcal meningitis, a rare but deadly bacteria.

Guest: Jerome Bettis, former Pittsburg Steelers running back, who knows firsthand how to live with severe allergies and **Laurel Francoeur, an [Asthma and Allergy Foundation of America](#) Patient Advocate and Spokesperson**. Discussed how to recognize symptoms of a severe allergic reaction & responding with quick emergency treatment.

Guest: Dr. Roshini Raj, board certified gastroenterologist & internist and Pamela Mitchell, Founder and CEO of The Reinvention Institute shared results of More survey that many women aren't prepared to begin their new journey in life because they are struggling with different health conditions.

Guest: Dr. Vivian Diller, Psychologist & women in contemporary culture expert and, Dr. Doris Day, an Aesthetic dermatologist. According to the American Psychological Association, women who take care of themselves are happier and healthier overall.

Guest: Anne Taylor Hartzell, Hip Travel Mama, Blogger, offered road trip tips to see Florida and save money when you get to your destination.

Guest: Dr. Richard Aguilar, Medical Director of Diabetes Nation and Debbie Allen, Emmy Award winning actress and choreographer presented to encourage people with type 2 diabetes to increase physical activity by health inspired dance.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 9-15
Topic/Title: Wise Men
Air Date: Thursday, September 3, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: According to the Center for Disease Control, about 1,500 babies in the US are born with upper limb reductions each year. , 7 out of 10 men feel it's important to look good physically in order to succeed personally and professionally and research shows, 59% of American men say personal care products boost their self-esteem. Millennials bridal planning find personalizing their wedding choices ensure its unique and rare and has a social responsibility connection.

Guest: Adelaide Polk-Bauman Bridal style expert, offered creative ways to have your wedding to stand out and make a statement.

Guest: Mario Armstrong, Emmy Award TM Winning Technology and Digital Lifestyle Commentator to celebrate the new grad reaching one of life's major milestones or a deserving Dad.

Guest: Scott Steinberg, World Famous Technology, business and parenting expert. Scott shares how tech-savvy Dads who enjoy playing a slightly different game.

Guest: George Elephant, Home improvement specialist on NBC's "George to the Rescue" and father of three. George stressed the importance of introducing your children to take a responsible approach to tools.

Guest: Discovery Kids, Beals and grade school educators teamed up to offer a hand to those who were born with upper limb reductions.

Guest: Michael O'Connor, Celebrity stylist, & Manhattan dermatologist, Dr. Cameron Rokhsar. discuss growing trends in men's personal style and grooming tips.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 16-14
Topic/Title: Back to School
Air Date: Tuesday, September 8, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: A new Florida standards assessment test and new student policies called b-y-o-d: bring your own device; cell phones, tablets and laptops. Florida law requires a minimum of 180 school days each year to serve over 2.6 million students in over 4400 public schools, not to mention those in higher education at the 135 Florida colleges. Another change is from the U.S. Federal Communications Commission the FCC will spend \$1 billion a year in the next two years to improve Wi-Fi networks at schools and libraries

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WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 11-15
Topic/Title:	Ignite Your Financial Future	
Air Date:	Tuesday, September 8, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 15-14
Topic/Title: Summer Safety
Air Date: Thursday, September 10, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 12-15
Topic/Title: Back to School
Air Date: Thursday, September 10, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

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WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 12-14
Topic/Title: Vacation or Volunteer
Air Date: Tuesday, September 15, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

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Guest: Major James Betts, General Secretary of The Salvation Army. The SA, began National Donut Day in 1938 to honor military veterans and remember the work of the "Donut Lassies" who served donuts to soldiers during World War I, and served the treats to American soldiers returning home with the nickname "doughboys."

Guest: Lisa McElroy, Travel writer & mom offered stress free tips for family travels. Picking the perfect hotel and making sure all the bags are packed to getting the car serviced and ensuring you have the right technology to stay connected, can make the list of tasks seem endless.

Guest: Sharon Lackey, Whitney's mother, & Kari Luther Rosebeck, President & CEO of TS Alliance, an advocacy organization dedicated to improving the lives of those living with TSC. 3,500 athletes from across the US will compete in the Special Olympics USA Games, and that includes Team Florida. 17-year-old Whitney Lackey will compete in the Special Olympics.

Guest: Dhani Jones, former NFL linebacker, entrepreneur and nationally recognized travel enthusiast discussed new top travel trends. According to the U.S. Department of Transportation, more Americans travel between the months of May and August than any other time of year.

Guest: Steve Dale, Pet expert & certified dog and cat behaviorist, offered some little known facts about some of the most popular dog breeds.

Guest: Dr. Leonard Friedland, an infectious disease vaccination specialist and pediatrician. The U.S. Centers for Disease Control and Prevention (CDC) updates travel advisory's to urge travelers to update recommended vaccinations prior to travel. These notices inform business and pleasure travelers as well as clinicians about current health issues related to specific destinations.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program:	Rose Lee Archer	Episode: 7-15
Topic/Title:	Appreciate and Pamper	
Air Date:	Tuesday, September 15, 2015	6:30 am
Duration:	30 minutes	
Style/Type:	Interview Format	
Source:	Rose Lee Productions	
Host:	Rose Lee Archer	

Issue(s) Addressed: Florida generates over 32 million tons of solid waste year. The state's goal is to reduce disposal of recyclables to 75%. Mother's Day is the third largest consumer spending holiday with nearly 20 billion dollars spent on gifts last year. Of the million people who will suffer a heart attack this year, nearly one half of them will have had no prior symptoms or warning signs.

Guest: Mario Armstrong, Digital Life Style Commentator, offered apps to save money on food shopping and compare prices in numerous stores.

Guest: Anthony Carrino & John Colaneri, HGTV Co-Hosts share tips to ensure energy efficiency through small home improvements.

Guest: Erika Vetrini, TLC Host & Closer Weekly's contributing editor, reminds viewers Earth Day is celebrated in more than 102 countries. She offered many tips to start being eco-friendly. She noted how many new companies have introduced products that are eco-friendly that branch into more new green products.

Guest: Kate Law, Floral Design Expert for FTD and shared Mother's Day is the third largest consumer spending holiday. Flowers are the top seller of popular gifts that express love & appreciation.

Guest: Raina Seitel, Super Mom, shared why moms want to be appreciated and pampered, and need flexibility at home and work. Mom's central concern is her families safety having the peace of mind she deserves. She said even trendy moms want to give back to those who need help to make a difference in another's life.

Guest: Dr. Eric Serrano, practicing MDVIP medicine, shared why National Doctor's Day is an important day that creates awareness of the doctors who actively promote heart health to their patients to reduce the amount of deaths from cardiovascular disease for a million people who suffer a heart attack act every 60 seconds.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 16-14
Topic/Title: Back to School
Air Date: Thursday, September 17, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: A new Florida standards assessment test and new student policies called b-y-o-d: bring your own device; cell phones, tablets and laptops. Florida law requires a minimum of 180 school days each year to serve over 2.6 million students in over 4400 public schools, not to mention those in higher education at the 135 Florida colleges. Another change is from the U.S. Federal Communications Commission the FCC will spend \$1 billion a year in the next two years to improve Wi-Fi networks at schools and libraries

Guest: Mario Armstrong, Emmy Award Winner, Tech & Digital Lifestyle Commentator offers his tips for parents to get kids off to school and pack everything they need to keep them smart, savvy, safe and sound. Whether they're staying local or heading to a dorm out of town.

Guest: Shannon Eis, Parenting Guru & Toy Expert offered parent's tips to get their kids geared up with everything they need to do well in class, inspire creativity and learn new social skills. Shannon shared easy ways to put nutritious foods in your student's lunch box.

Guest: Lauren Berger, Career Expert and Author shared a recent study conducted by Harris Poll for Dell, 80% of parents whose child is away at school will likely text more with their child, while 62 % will video chat. Parents and children are talking less but communicating more.

Guest: Katie Linendoll, Tech Expert and Emmy Award winning Show Host, says there is no better time than a new school year to take inventory of the gadgets in our lives that help us stay smart, connected and entertained. Katie gave viewers a sneak peek at some powerful "must-have" tech.

Guest: Colleen Burns, Parenting Expert and mother of six boys shared her advice on how to complete a to-do list for families before classes begin, from getting the kids ready on time, making sure they get to school safely, preparing lunches in a pinch, and creating a seamless routine without getting overwhelmed.

Guest: Jennifer Jolly, USA Today Tech Columnist, reported U.S. Federal Communications Commission will spend \$1 billion a year in the next two years to improve Wi-Fi networks at schools and libraries. According to the National Retail Federation, Parents will spend \$8.4 billion on back-to-school electronics this year, an increase of 7% from last year.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 10-15
Topic/Title: Identify Risks
Air Date: Thursday, September 17, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: According to the International Shark Attack File, at the University of Florida. Florida leads the U. S. in shark attacks, with 28 incidents just last year Volusia County reported 10 incidents, in Brevard eight, two in Broward County & two in Palm Beach County. Most researchers believe that a combination of genetics and environmental factors can influence Parkinson's risk.

Guest: Raina Seitel, *SuperMom*, kids are home from school and for millions of stay at home or working moms it's the perfect time to plan ahead so the family will enjoy themselves, rain or shine. Raina offers ideas to help guarantee seamless summer fun.

Guest: Jamie Gwen, *Celebrity Chef* and four time cookbook author share some healthy tips to twist up a traditional barbeque when spending time grilling unique treats to entertain your summer guests.

Guest: Mario Armstrong, Emmy Award™ Winning Technology and Digital Lifestyle Commentator, shares with viewers the best free apps to keep us safe and active during the summer months. From apps to keep our mobile devices secure to finding discount tickets to a Pro-baseball game.

Guest: Sara Paul, an advanced practice cardiovascular nurse for 27 years and one of the founders of the **American Association of Heart Failure Nurses.** Sara educates viewers to the 5.1 million Americans living with heart failure.

Guest: Dr. Tatiana Fahrude, Molecular geneticist and Jon Gilman, who was a genetically tested to find a mutation related to Parkinson's disease. Most researchers believe that a combination of genetics and environmental factors can influence risk

Guest: Paul de Gelder, shares his first- hand experience of being attacked by a shark that paved the way to appear in Bride of Jaws on the Discovery Channel. According to the International Shark Attack File at the University of Florida. ...FLORIDA leads the U. S. in shark attacks, with 28 incidents just last year.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 18-14
Topic/Title: Eye Gaze on Technology
Air Date: Tuesday, September 22, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: According to a recent survey, 1 in every 5 Americans is more concerned about maintaining a youthful appearance than healthy vision. Biology Letters, reports, our gaze is automatically drawn to the eye area. Know Your Stats About Prostate Cancer® campaign encourages men to know their prostate cancer risk. Learn about the latest shopping trends for more educated consumers.

Guest: Dr. Kimberly Reed, optometrist and board member of the Ocular Nutrition Society, from S. Florida & Elizabeth Somer, nationally recognized registered dietitian and author offered nutrition solutions to eye health at any age and how to prevent damaging your vision and how to get your daily nutrition to support eye health.

Guest: Dr. Ellen Marmur a leading dermatologist and dermatologic surgeon & Brigitte Reiss-Anders one of the most accomplished makeup artists in America offer our viewers how to re-invent and re-invest in our daily eye routine to attract others with eyes that pop and create lash envy.

Guest: Pro Football Hall of Famer Harry Carson and Pro Football Hall of Famer and prostate cancer survivor, Michael Haynes team up with the National Football League and the Urology Care Foundation, for the sixth year, —to create awareness of —the Know Your Stats About Prostate Cancer® campaign, this initiative is to encourage men to know their prostate cancer risk and to start the conversation with their doctor.

Guest: Lee Abbamonte, Travel expert & the youngest American to visit every country in the shares the newest virtual reality tech trends to iconic destinations, to allow you to know what you're getting yourself into in advance to help calm those pre-travel jitters.

Guest. Mario Armstrong, Emmy Award Winner and tech & digital lifestyle commentator, offers the newest tech trends, apps and products that make life easier, safer and more fun. Whether you're a parent or a kid, into fantasy or reality, Mario shares his tech tips for the season.

Guest: Mike Kercheval, President & CEO of the International Council of Shopping Centers (ICSC) discussed how the retail industry is changing to reflect consumer need and trends in shopping. Retailers plan to open over 42,000 stores over the next 12 months & over 81,000 in the next 24 months that's —nearly-- a five year high. A new report reveals surprising information about trends enhance the customer experience.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 11-15
Topic/Title: Ignite Your Financial Future
Air Date: Tuesday, September 22, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: Florida's also becoming a technology hot spot. The Sunshine State has over 21,500 IT firms the largest based in Tampa. Florida ranks #3 in IT, behind Texas and California. Nearly 100 million tourists visited Florida and for every 85 tourists it creates one job. And this year Americans will travel by land, taking over 870,526,000 trips.

Guest: Mario Armstrong, Emmy Award Winner and tech & digital lifestyle commentator, offered tech and games to keep the family entertained.

Guest: Katie Linendoll Emmy Award TM Winning TV Host and Technology Expert shared tech to help kids 10+ up learn technology and problem solving. Also, teaching kids responsibilities to help with chores.

Guest: Erika Vetrini, TLC Host said no matter if you're driving or flying ...everyone needs time off to get away for some summer fun and plan how to have summer fun and keep everyone safe in the sun.

Guest: John Sweeney, Executive Vice President at Fidelity Investments shared the findings of a New Survey about couples and retirement. According to the Census American Community Survey the average Median Household income in Florida is almost 47,000...that is almost \$2300 less than the national average.

Guest: Kyle Golden an energy expert offered energy efficiency tips to help save energy mostly during the hot summer months. Florida Energy Efficiency and Conservation Act emphasizes reducing growth rates of weather-sensitive peak demand, reducing and controlling the growth rates of electrical demand in Florida.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 6-15
Topic/Title: Better Life Experience
Air Date: Thursday, September 24, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: The Achieving a Better Life Experience Act (ABLE Act) federal legislation passed in Florida to ease financial strains on individuals with disabilities by creating tax-free savings accounts to cover expenses without losing state and federal benefits. Florida tourism, expects 69.5 million visitors this year. IRS tax law changes and deduction errors.

Guest: Barbara Palmer, appointed Director of the Agency for Persons with Disabilities by Governor Rick Scott tells the crowd to have a plan and persevere and never give up.

Guest: Gail Harrell of District 83 in Martin County presented a passionate stance on the Able Act.

Guest: Florida's Lieutenant Governor, Carlos Lopez-Cantera stressed the importance of state funding to eliminate the critical needs wait list and put the resources to care for those in need.

Guest: Senator Anitere Flores of District 37, Miami Dade County presented The 2015 Idelio Valdes Leadership & Advocacy Award

Guest: Amanda Bake, Award Recipient believes everyone has special talents that can be employed

Guest: Florida House of Representative Alan Williams District 8 Gadsden & Leon County supports the inclusion of all voices of Floridians.

Guest: State Representative Mark Pafford, House District 86 in Palm Beach County advocates for his constituents with disabilities to have dignity they deserve.

Guest: Joshua Santora, KSC educational program specialist AT NASA education introduces commercial spaceflights.

Guest: Taylor Cole, Head of Public Relations North America for Hotels.com says Miami and Orlando are top destinations for American's and international travelers.

Guest: Katie Linendoll, TV Host and Technology shares her favorite gaming, tech and app picks.

Guest: Dana Holmes, Lifestyle Expert offers spring time fun family traditions.

Guest: Tracy Metro, offers helpful DIY Design tips to get your home ready for Spring.

Guest: Greg Rosica, Ernst & Young's Personal Tax Services, offered recent tax changes before filing taxes.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 13-15
Topic/Title: Plan to Decrease Family Stress
Air Date: Thursday, September 24, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: According to the Insurance Information Institute, damages from severe weather; hurricanes, fires, tornadoes, floods, earthquakes & winter storms cost \$29 billion per year. FEMA & Ready.GOV offer resources to get a Family Emergency Preparedness Plan. Nearly 1 in 5 --parents rated their own stress levels at a maximum "10 out of 10. Florida Department of Juvenile Justice public safety and delinquency in Florida are trending down in the past two years.

Guest: Erika Vitriini discussed time saving survival tips. WebMD Stress in Children Consumer Survey found 1 in 5 parents rated their stress level at "10 out of 10.," The American Academy of Pediatrics reports "A child's stress can increase along with family stress if not recognized."

Guest: Dr. Marcia Brose, Associate Professor of Otorhinolaryngology and thyroid cancer patient Victoria Ballesteros offered the truth & myths about Thyroid Cancer.

Guest: Jeanne Salvatore, VP, Chief Communications Officer & Consumer spokesperson for Public Affairs at the Insurance Information Institute. More renters live in Miami then other parts of Florida and need flood insurance. Jeanne offered an insurance check list and free resources.

Guest: Ready.Gov government footage was shared to promote Family Emergency Plan on to organize family information and help you develop a plan that will work for you.

Guest: Craig Fugate past Director of Florida's Division of Emergency Management now Administrator of the Federal Emergency Management Agency, FEMA, offered resources and support to help Florida viewers get past Hurricane Season.

Guest: Phylcia Rashad offers her celebrity status to advance and improve the lives of our youth through Florida's AMI kids. The organization headquartered in Tampa works in partnership with youth agencies, local communities and families to offer troubled youth the support they need.

WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 16-14
Topic/Title: Back to School
Air Date: Tuesday, September 29, 2015 6:00 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: A new Florida standards assessment test and new student policies called b-y-o-d: bring your own device; cell phones, tablets and laptops. Florida law requires a minimum of 180 school days each year to serve over 2.6 million students in over 4400 public schools, not to mention those in higher education at the 135 Florida colleges. Another change is from the U.S. Federal Communications Commission the FCC will spend \$1 billion a year in the next two years to improve Wi-Fi networks at schools and libraries

Guest: Mario Armstrong, Emmy Award Winner, Tech & Digital Lifestyle Commentator offers his tips for parents to get kids off to school and pack everything they need to keep them smart, savvy, safe and sound. Whether they're staying local or heading to a dorm out of town.

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WXPX-TV, BRADENTON, FLORDIA
PUBLIC AFFAIRS REPORT
THIRD QUARTER, 2015

Program: Rose Lee Archer Episode: 8-15
Topic/Title: Women Business Leadership
Air Date: Tuesday, September 29, 2015 6:30 am
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Productions
Host: Rose Lee Archer

Issue(s) Addressed: Women-owned businesses generate over \$1.4 trillion dollars in revenues and employ over 7.8 million workers. Florida Business growth created OVER 470,000 jobs last year. Parents feel challenged to keep kids stay smart, active, and healthy, during summer break.

Guest: Dr. Bernadette Russell, Provost at Palm Beach State College defined the integral parts of an ecosystem for women business leaders.

Guest: Jacquie Keely, Corporate and Continuing Education Palm Beach State College opened the event for the 4th Annual Women Entrepreneur Network.

Guest: Melanie Dickenson, President & Publisher of the South Florida Business Journal shares what she and others women believe is the power of mentoring

Guest: Roxanna Trinka, President & CEO of Baseline Engineering and Land Surveying, realized she loved to dig in the dirt and be the only girl in a boys business.

Guest: Mary Wong is the President of Office Depot Foundation a charitable organization where she grew her reputation of giving.

Guest: Gene Marks, business management expert, columnist, author and business owner shared the challenges of today's entrepreneur's.

Guest: Keri Gohman the head of Capital One Small Business Banking shared the results of the Capitol One Small business Confidence Score

Guest: Jim Glassman Senior Economist at JP Morgan Chase & Company, offered the results of the Chase Business Leaders Outlook that surveyed 2,000 small and middle-market business leaders.

Guest: Dr. Matt Longjohn, National Health Officer at the YMCA–USA shared the results of a new survey of over 1,200 parents by the YMCA and the American Academy of Pediatrics..

Guest: Robert Decker, Corporate Vice President, Planning & Design, at Cedar Fair shared the inspiration for the imagination of the Voyage of the Iron Reef.

Guest: Joan Cole Duffell, Executive Director for the Committee for Children reports 1 IN 4 girls and 1 in 20 boys report experiencing childhood sexual abuse before the age of 18.