

PUBLIC AFFAIRS REPORT  
for  
WXPX-TV  
BRADENTON, FLORIDA  
for  
THIRD QUARTER ENDING: December 31st, 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. Wellness/Trends in Healthcare
2. Tech Lifestyle
3. Living With Health Issues
4. Education
5. Finances
6. Energy Efficiency
7. Holiday Consumer Tips
8. Family Traditions
9. Services/Help for Families
10. Social Responsibility/Awareness

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

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

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

Program: Rose Lee Archer Episode: 3-15  
Topic/Title: Energy Efficient Future  
Air Date: Thursday, October 1, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) addressed: 75% of American moms plan to return to work post baby and 42 % of moms attribute their stress to feeding their baby. There has been more cases of whooping cough reported in the last ten years than prior 40 years combined. Only 8% of people actually achieve their New Year's resolutions. 1 cent drop in oil equals, \$1 billion annual decline in gas prices.

**Guest:** Tammy Gold, Author & Mother of three wrote in her book that no child is the same and parents should never compare one child to another.

**Guest: Katie Van Tornhout, Family Ambassador, Sounds of Pertussis & Dr. Siobhan Dolan, March of Dimes.** The resurgence of Pertussis or whooping cough, has escalated in the last ten years, as a highly contagious affecting young children and infants.

**Guest: Cat Schwartz, Mommy Tech** offered tech tips to monitor your baby's temp and overall health and other SMART technology, "mom-approved" AND budget friendly.

**Guest Katie Linendoll, Emmy Award winning TV personality, writer, tech expert and global tech consultant** offered tips for a TECH MAKEOVER. Every year, mobile devices get smarter, faster and more versatile, to keep you powered up and connected to your world.

**Guest: Negar Ali-Kline, Celebrity Stylist** offered tips for a clothing make-over to shake up your boring style with a fashion statement that makes you look and feel confident.

**Guest: Terra Wellington, Wellness & Lifestyle Author,** only 8% of people actually achieve their New Year's resolutions. Terra offered diet and medical tracking tips to stick with "Real Resolutions."

**Guest: Carley Knobloch, Lifestyle Expert** offered tips tech tips to cover basics of keeping your home running efficiently and energy trackers to monitor the amount of energy consumed in your home.

**Guest: Jack Gerard, President and CEO of the American Petroleum Institute.** The Department of Energy estimates that every 1 cent drop translates to a \$1 billion annual decline in gas spending by Americans and this is great news for Florida's tourism as well.

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

Program: Rose Lee Archer Episode: 10-15  
Topic/Title: Identify Risks  
Air Date: Thursday, October 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 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  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 17-14  
Topic/Title: Take Care of You & Yours  
Air Date: Tuesday, October 6, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed:** Troops for Fitness program, employees veterans in Miami to deter obesity with a boot camp style fitness class. Over 1.1 million people live with, or in remission from, a blood cancer in the U.S.. Cancer is the leading cause of death from disease in children under age 14 and 16,000 children will be diagnosed this year. 1 in 20 men will have prostate cancer that advanced at the time of diagnosis. Older adults account for 60 % of flu related hospitalization and (90 %) of flu-related deaths.

Guest: Laura Ortiz, lead instructor for Troops for Fitness Miami program. U.S. military veterans teamed up with Coca-Cola and the National Recreation and Park Association to create Troops for Fitness program and inspire residents to get active.

Guest: Dr. Raj Chopra, thinks athletes celebrities need to work hard and long to be in shape and look their best. Celebrity secrets were shared on how the stars have youthful appearances

Guest: Dr. Louis DeGennaro , CEO of the Leukemia and Lymphoma Society and 'Chip' Esten, of the ABC TV series *Nashville* discuss blood cancer patient survival rates that have doubled, tripled & quadrupled.

Guest: Richard Shadyac, Jr., President and CEO, ALSAC, awareness and fundraising organization of St. Jude Children's Research Hospital, cancer survivor Miguel, who St. Jude doctors saved his life. 16,000 children will be diagnosed with cancer in the U.S this year.

Guest: Dr. William OH, Chief of the Division of Hematology and Medical Oncology, at Mt. Sinai and Jan Manarite, advocate and senior educational facilitator at the Prostate Cancer Research Institute. They discussed the changing symptoms and warning sign that the disease is progressing, About 1 in 20 men will have prostate cancer that advanced at the time of diagnosis.

Guest: Judith Light Emmy and Tony award winning actress and Dr. Albert Terrillion, Director, Self-Management Alliance at National Council on Aging about the Flu + You. Adults account for (60 %) of flu-related hospitalizations and (90 %) of flu-related deaths. They discussed the importance annual flu vaccination.

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

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

Issue(s) Addressed: Last years, 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 parents 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.

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PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 9-15  
Topic/Title: Wise Men  
Air Date: Thursday, October 8, 2015 6:00 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  
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FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 14-15  
Topic/Title: Giving Time or Talents  
Air Date: Thursday, October 8, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed** The public can check a charity that solicits in the State of Florida and how they spend their donations by contacting the Florida Department of Agriculture. According to the Florida Department of Health about 1700 Floridians died of Liver Cancer last year. Technology can improve your productivity and quality of life and save money.

Guest: Mario Armstrong, Technology and Digital lifestyle expert stressed that organization is key to keeping the stress down and the productivity up. There are ways to get technology for a fraction of the price by upgrading and swapping out your old devices.

Guest: Jill Cataldo, coupon expert shared a new App that helps you discover the best prices in over 800 retailers, by comparing the best sales price.

Guest: Sandra Lee, Lifestyle Expert shared how to create tasty meals to our family with some interesting and tasty options for quick easy wholesome meal solutions.

Guest: Pam Brewer, "Cheesemonger" and expert in cheese tastes and pairing of cheeses, fruits and beverages and Craig Culver co-founder of Culver's restaurants help Floridians up our "curd I.Q." for National Cheese Curd Day.

Guest: Florida Department of Agriculture and Consumer Services, Consumer Hotline helps the public check out whether or not a charitable organization is properly registered. You can also find out how that organization spends their donation. In 2014, Macy's department stores donated over 27 million dollars to about 6,000 nonprofit organizations.

Guest: DR. Myron Schwartz, Director of Liver Surgery, Mount Sinai Medical Center & Thomas Nealon III, National Board Chair and Chief Executive Officer, American Liver Foundation from Miami discussed the increase in Liver cancer the sixth most common cancer in the world and the second most common- cause of death from cancer worldwide

WXPX-TV, BRADENTON, FLORIDIA  
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FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 14-14  
Topic/Title: Live Long Healthy & Secure  
Air Date: Tuesday, October 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.

**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  
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FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 20-14  
Topic/Title: Responsible Actions  
Air Date: Tuesday, October 13, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed:** Women who have died due to complications experienced during pregnancy and childbirth, have doubled in the past 20 years. A nationwide survey revealed new parents number one concern, is feeding their baby. *Digital Behavioral Health* is one of the latest trends in healthcare. One in three seniors dies with Alzheimer's or dementia in the U.S. Teens are 400% more likely to die in a car crash than 25-34 year old drivers

**Guest: Dr. Michael Rosenblatt, Executive VP and Chief Medical Officer at Merck and Jennifer Albert, new mom, who shared her personal story of the complications she experienced during childbirth. Dr. Michael Rosenblatt discussed a 10-year, \$500 million initiative to create a world where no woman dies giving life.**

**Guest: Dr. Lisa Thornton, Pediatrician** is a strong advocate for health and wellness starting at an early age parents. A nationwide survey of pediatricians revealed that of all the random questions asked by new parents, the one concern that topped the list is feeding.

**Guest: Heather Bauer, Registered dietician and nutrition expert and author** offered tips to eating more pure foods without sugars and salts, focusing on natural ingredients.

**Guest: Nicole Feliciano, Lifestyle Expert & CEO of Momtrends** suggests every woman keep a few essential items in her bag to be prepared for whatever the day brings her way.

**Guest: Dr. Reena Pande, Cardiologist & Chief Medical Officer at AbiLTO and Michael Laskoff, CEO of AbiLTO** offering Digital Behavioral Health as one of the latest trends in Health Care.

**Guest: Lauren Miller Rogan, Alzheimer caregiver and Jeff Huber, President of Home Instead Senior Care** promotes relief and raise awareness the Alzheimer's Association, one in three seniors dies with Alzheimer's or another dementia in the U.S. and 70% of the people with Alzheimer's live at home cared for by family and friends.

**Guest Doug Herbert, Founder of B.R.A.K.E.S., to help teens and parents learn more to stay safe on the road.** According to the National Highway Traffic Safety Administration (NHTSA), car crashes remain the number one cause of death for teens in our nation. Teens are 400% more likely to die in a car crash than 25-34 year old drivers. The statistics involving teens behind the wheel are alarming: Joining us this morning

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FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 16-14  
Topic/Title: Back to School  
Air Date: Thursday, October 15, 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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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.

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

Program: Rose Lee Archer Episode: 13-15  
Topic/Title: Plan To Decrease Your Family's Stress  
Air Date: Thursday, October 15, 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 than 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, FLORIDIA  
PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 18-14  
Topic/Title: Eye Gaze on Technology  
Air Date: Tuesday, October 20, 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, FLORIDIA  
PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 11-15  
Topic/Title: Ignite Your Financial Future  
Air Date: Tuesday, October 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.

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.

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PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 12-15  
Topic/Title: Back to School  
Air Date: Thursday, October 22, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: Last years, 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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Program: Rose Lee Archer Episode: 15-15  
Topic/Title: Redefine Sense of Normalcy  
Air Date: Thursday, October 22, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: National Science Day tapped into students STEM skills of law of gravity to solve the everyday problem of distracted drivers. Pro-energy policies could fuel our economy by over 2 million U.S jobs and \$443 billion dollars per year. Understanding our body's four common health conditions could save you \$500.00 a year. Over 4 million Floridians are caregivers to family members or friends.

Guest: Meredith Sinclair, Education Specialist, Toy Commentator & Columnist help stimulate a child's interest in programming, & learn to interact & socialize.

Guest Leland Melvin Former Astronaut & Jennifer Sirangelo, President & CEO of the National 4-H Council shared the excitement of the students working on Motion Comotion to learn more about physics, speed and safety.

Guest: Louis Finkel, Executive Vice President of the American Petroleum Institute and South Florida resident share a study that found pro energy policies will lower average annual household energy costs & save about \$360 per household.

Guest: Jackie Aube, offered simple ways to improve 4 conditions in life to know more about your body to help you save money on health coverage.

Guest: Jessica Fishman Levinson, Nutritionist & Dietitian, offered how to grocery shop and prepare healthy dinner meals for families on the go. The Florida Department of Health states one quarter of today's families have regular dinners together.

Guest: Dr. John Sabra, practicing general & trauma surgeon discussed challenges faced by caregivers who provide unpaid care to Adults with chronic conditions and disabilities who are living at home more than ever before.

Guest: Dr. Katie Rodan & Dr. Kathy Field practicing Dermatologists and Co-authors of Write your Skin A Prescription for Change. The doctors shared simple lifestyle changes to improve the appearance and health of your skin.

Guest: Joan Lunden, Advocate and Breast Cancer Survivor shared her passionate message on the devastating moment when you hear you have breast cancer and offered the Good Day Project resources in your community to help you create a sense of normalcy.

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

Program: Rose Lee Archer Episode: 19-14  
Topic/Title: Manage Your Risks  
Air Date: Tuesday, October 27, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer  
Issue(s) Addressed: Fred Levin, fought Big Tobacco in 1993, he is responsible for saving 100,000 American lives each year. HIV/AIDS is the 3<sup>rd</sup> leading cause of death among African-American women ages 25-44. Education helps patients', caregivers and family members cope with Prostate Cancer. 40 Million Women suffer from bladder leaks. Travelers Consumer Risk Index, revealed concern over, financial risks, identity theft, health problems and food safety.

**Guest: Fred Levin, personal injury lawyer**, rewrote the Florida Medicaid Third Party Recovery Act allowing Florida to sue the Tobacco Industry to recover costs for treating illnesses caused by cigarette smoking. The legislation resulted in a \$13 billion dollar settlement for Florida.

**Guest: Dr. Michael Gottlieb**, HIV/AIDS research pioneer authored the first report in 1981 to the US Center for Disease Control identifying the new disease as HIV/AIDS, **Maria Davis**, former model & Music industry insider, who contracted Aids in 1995 from her fiancée.

**Guest: Dr. Jeffrey Albaugh & Tom Kirk, President & CEO, USTOO International**, discussed one in seven men in the US will be diagnosed with prostate cancer during their lifetime.

**Guest: James Martin, Chaiman of 60 Plus Association** discussed new energy legislation and U.S. government data that shows families with average or lower than median income (approximately one-half of all households) ..spend 20 percent of their disposable income on energy.

**Guest: Dr. Marla Shapiro medical expert & Positive Aging Expert Barbara Hannah Grufferma** discussed the 40 million women who suffer from Bladder Leaks. The ladies work to encourage women to have open dialogue with their doctors, family and friends.

**Guest: Patrick Gee, Senior Vice President, of Claim at Travelers**, discussed the survey and identify the risks Americans feel the most vulnerable about such as, financial risks, identity theft, health problems and food safety.

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

Program: Rose Lee Archer Episode: 14-15  
Topic/Title: Giving Time or Talents  
Air Date: Tuesday, October 27, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed** The public can check a charity that solicits in the State of Florida and how they spend their donations by contacting the Florida Department of Agriculture. According to the Florida Department of Health about 1700 Floridians died of Liver Cancer last year. Technology can improve your productivity and quality of life and save money.

Guest: Mario Armstrong, Technology and Digital lifestyle expert stressed that organization is key to keeping the stress down and the productivity up. There are ways to get technology for a fraction of the price by upgrading and swapping out your old devices.

Guest: Jill Cataldo, coupon expert shared a new App that helps you discover the best prices in over 800 retailers, by comparing the best sales price.

Guest: Sandra Lee, Lifestyle Expert shared how to create tasty meals to our family with some interesting and tasty options for quick easy wholesome meal solutions.

Guest: Pam Brewer, "Cheesemonger" and expert in cheese tastes and pairing of cheeses, fruits and beverages and Craig Culver co-founder of Culver's restaurants help Floridians up our "curd I.Q." for National Cheese Curd Day.

Guest: Florida Department of Agriculture and Consumer Services, Consumer Hotline helps the public check out whether or not a charitable organization is properly registered. You can also find out how that organization spends their donation. In 2014, Macy's department stores donated over 27 million dollars to about 6,000 nonprofit organizations.

Guest: DR. Myron Schwartz, Director of Liver Surgery, Mount Sinai Medical Center & Thomas Nealon III, National Board Chair and Chief Executive Officer, American Liver Foundation from Miami discussed the increase in Liver cancer the sixth most common cancer in the world and the second most common- cause of death from cancer worldwide

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

Program: Rose Lee Archer Episode: 11-15  
Topic/Title: Ignite Your Financial Future  
Air Date: Thursday, October 29, 2015 6:00 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  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 16-15  
Topic/Title: Adversities to Advocacy  
Air Date: Thursday, October 29, 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 Pew Research Center, 10,000 baby boomers will turn 65 every day for the next 15 years. Seniors must review their existing policies for their healthcare benefits and coverage to better understand new Medicare reforms. One-third of Americans say it is acceptable to simply skim the label of over the counter medicines. The Center for Disease Control and Prevention reports 51.4 million Insurgery procedures were performed last year.

Guest: Mario Armstrong. Emmy Award<sup>TM</sup> winning technology and digital lifestyle commentator offered his narrowed down suggestion to motivate viewers to start planning early with new tech and apps to diminish stress.

Guest: Alan Taylor Radio host of The Drive & World, renowned expert in all-things-travel offered his guide to rving on the road in a RV.

Guest: Dr. Tyler Jung, Chief Medical Officer of Healthcare Partners, shared important changes and reforms to Medicare coverage to improve their health care opportunities.

Guest: Dr. Darria Gillespie emergency room physician shared the importance of responsible use of over-the-counter medicines, and reading every part of your medicine label, every time you use a medicine.

Guest: Dr. Archelle Georgiou discussed the importance of researching doctors and hospital outcome on major surgery and a new guide that help patients identify the best hospital for a specific surgery and the best doctor outcomes.

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

Program: Rose Lee Archer Episode: 17-14  
Topic/Title: Take Care of You & Yours  
Air Date: Tuesday, November 3, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed:** Troops for Fitness program, employees veterans in Miami to deter obesity with a boot camp style fitness class. Over 1.1 million people live with, or in remission from, a blood cancer in the U.S. Cancer is the leading cause of death from disease in children under age 14 and 16,000 children will be diagnosed this year. 1 in 20 men will have prostate cancer that advanced at the time of diagnosis. Older adults account for 60 % of flu related hospitalization and (90 %) of flu-related deaths.

Guest: Laura Ortiz, lead instructor for Troops for Fitness Miami program. U.S. military veterans teamed up with Coca-Cola and the National Recreation and Park Association to create Troops for Fitness program and inspire residents to get active.

Guest: Dr. Raj Chopra, thinks athletes celebrities need to work hard and long to be in shape and look their best. Celebrity secrets were shared on how the stars have youthful appearances

Guest: Dr. Louis DeGennaro , CEO of the Leukemia and Lymphoma Society and 'Chip' Esten, of the ABC TV series *Nashville* discuss blood cancer patient survival rates that have doubled, tripled & quadrupled.

Guest: Richard Shadyac, Jr., President and CEO, ALSAC, awareness and fundraising organization of St. Jude Children's Research Hospital, cancer survivor Miguel, who St. Jude doctors saved his life. 16,000 children will be diagnosed with cancer in the U.S this year.

Guest: Dr. William OH, Chief of the Division of Hematology and Medical Oncology, at Mt. Sinai and Jan Manarite, advocate and senior educational facilitator at the Prostate Cancer Research Institute. They discussed the changing symptoms and warning sign that the disease is progressing, About 1 in 20 men will have prostate cancer that advanced at the time of diagnosis.

Guest: Judith Light Emmy and Tony award winning actress and Dr. Albert Terrillion, Director, Self-Management Alliance at National Council on Aging about the Flu + You. Adults account for (60 %) of flu-related hospitalizations and (90 %) of flu-related deaths. They discussed the importance annual flu vaccination.

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

Program: Rose Lee Archer Episode: 13-15  
Topic/Title: Plan To Decrease Your Familys Stress  
Air Date: Tuesday, November 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 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, FLORIDIA  
PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 20-14  
Topic/Title: Responsible Actions  
Air Date: Thursday, November 5, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed:** Women who have died due to complications experienced during pregnancy and childbirth, have doubled in the past 20 years. A nationwide survey revealed new parents number one concern, is feeding their baby. *Digital Behavioral Health* is one of the latest trends in healthcare. One in three seniors dies with Alzheimer's or dementia in the U.S. Teens are 400% more likely to die in a car crash than 25-34 year old drivers

**Guest: Dr. Michael Rosenblatt, Executive VP and Chief Medical Officer at Merck and Jennifer Albert, new mom, who shared her personal story of the complications she experienced during childbirth. Dr. Michael Rosenblatt discussed a 10-year, \$500 million initiative to create a world where no woman dies giving life.**

**Guest: Dr. Lisa Thornton, Pediatrician** is a strong advocate for health and wellness starting at an early age parents. A nationwide survey of pediatricians revealed that of all the random questions asked by new parents, the one concern that topped the list is feeding.

**Guest: Heather Bauer, Registered dietician and nutrition expert and author** offered tips to eating more pure foods without sugars and salts, focusing on natural ingredients.

**Guest: Nicole Feliciano, Lifestyle Expert & CEO of Momtrends** suggests every woman keep a few essential items in her bag to be prepared for whatever the day brings her way.

**Guest: Dr. Reena Pande, Cardiologist & Chief Medical Officer at AbiLTO and Michael Laskoff, CEO of AbiLTO** offering Digital Behavioral Health as one of the latest trends in Health Care.

**Guest: Lauren Miller Rogan, Alzheimer caregiver and Jeff Huber, President of Home Instead Senior Care** promotes relief and raise awareness the Alzheimer's Association, one in three seniors dies with Alzheimer's or another dementia in the U.S. and 70% of the people with Alzheimer's live at home cared for by family and friends.

**Guest Doug Herbert, Founder of B.R.A.K.E.S., to help teens and parents learn more to stay safe on the road.** According to the National Highway Traffic Safety Administration (NHTSA), car crashes remain the number one cause of death for teens in our nation. Teens are 400% more likely to die in a car crash than 25-34 year old drivers. The statistics involving teens behind the wheel are alarming: Joining us this morning

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FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 15-15  
Topic/Title: Redefine Sense of Normalcy  
Air Date: Thursday, November 5, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: National Science Day tapped into students STEM skills of law of gravity to solve the everyday problem of distracted drivers. Pro-energy policies could fuel our economy by over 2 million U.S jobs and \$443 billion dollars per year. Understanding our body's four common health conditions could save you \$500.00 a year. Over 4 million Floridians are caregivers to family members or friends.

Guest: Meredith Sinclair, Education Specialist, Toy Commentator & Columnist help stimulate a child's interest in programming, & learn to interact & socialize.

Guest: Leland Melvin Former Astronaut & Jennifer Sirangelo, President & CEO of the National 4-H Council shared the excitement of the students working on Motion Comotion to learn more about physics, speed and safety.

Guest: Louis Finkel, Executive Vice President of the American Petroleum Institute and South Florida resident share a study that found pro energy policies will lower average annual household energy costs & save about \$360 per household.

Guest: Jackie Aube, offered simple ways to improve 4 conditions in life to know more about your body to help you save money on health coverage.

Guest: Jessica Fishman Levinson, Nutritionist & Dietitian, offered how to grocery shop and prepare healthy dinner meals for families on the go. The Florida Department of Health states one quarter of today's families have regular dinners together.

Guest: Dr. John Sabra, practicing general & trauma surgeon discussed challenges faced by caregivers who provide unpaid care to Adults with chronic conditions and disabilities who are living at home more than ever before.

Guest: Dr. Katie Rodan & Dr. Kathy Field practicing Dermatologists and Co-authors of Write your Skin A Prescription for Change. The doctors shared simple lifestyle changes to improve the appearance and health of your skin.

Guest: Joan Lunden, Advocate and Breast Cancer Survivor shared her passionate message on the devastating moment when you hear you have breast cancer and offered the Good Day Project resources in your community to help you create a sense of normalcy.

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

Program: Rose Lee Archer Episode: 7-15  
Topic/Title: Appreciate and Pamper  
Air Date: Tuesday, November 10, 2015 6:00 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, FLORIDIA  
PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 16-15  
Topic/Title: Adversities to Advocacy  
Air Date: Tuesday, November 10, 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 Pew Research Center, 10,000 baby boomers will turn 65 every day for the next 15 years. Seniors must review their existing policies for their healthcare benefits and coverage to better understand new Medicare reforms. One-third of Americans say it is acceptable to simply skim the label of over the counter medicines. The Center for Disease Control and Prevention reports 51.4 million Insurgery procedures were performed last year.

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Guest: Alan Taylor Radio host of The Drive & World, renowned expert in all-things-travel offered his guide to rving on the road in a RV.

Guest: Dr. Tyler Jung, Chief Medical Officer of Healthcare Partners, shared important changes and reforms to Medicare coverage to improve their health care opportunities.

Guest: Dr. Darria Gillespie emergency room physician shared the importance of responsible use of over-the-counter medicines, and reading every part of your medicine label, every time you use a medicine.

Guest: Dr. Archelle Georgiou discussed the importance of researching doctors and hospital outcome on major surgery and a new guide that help patients identify the best hospital for a specific surgery and the best doctor outcomes.

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

Program: Rose Lee Archer Episode: 10-15  
Topic/Title: Identify Risks  
Air Date: Thursday, November 12, 2015 6:00 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  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 17-15  
Topic/Title: Volunteer Journey  
Air Date: Thursday, November 12, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed.. A new study reveals the financial and emotional impact Managing Long-Term Care Risk” study reveals startling key findings about the financial & emotional impact of not planning for long term care approximately 23.5 million adult Americans that’s 1 in 10 Americans live with insomnia. Every year millions of disenfranchised youth get lost in system and resources here in Florida.

Guest: Andrew Bucklee, Senior VP at Lincoln Financial addressed the confusion and myths to reveal the findings of a study of Managing Long Term Care Risks and the questions viewers need to address.

Guest: Mario Armstrong. Emmy Award winning technology and digital lifestyle commentator shared reasons for families that play together- stay together and enjoy family projects and music.

Guest: Dr. Natalie Dautovich, National Sleep Foundation Environmental Scholar and Zac Taylor father of two, husband and business owner is one of the 23.5 million Americans living with insomnia. They both discussed a new awareness campaign “Beyond Tired” from the National Sleep Foundation.

Guest: Bill Berloni animal trainer is an Tony Award Honoree for Excellence in Theater and has been rescuing dogs, including senior dogs from shelters to train then for TV, film and stage performances.

Guest: Phylcia Rashad, Tony Award Winning Actress joined AMIkids to help disenfranchised youths who are lost in the cracks of the judicial system. David and Andrea are graduates of AMIkids who have worked hard to create success in their lives.

Guest: VA Medical Center, West Palm Beach featured four guests;  
Colleen Snead, Chief of Audiology & Speech Pathology and volunteer for the Honor Flight.  
Ray Rios, Medical Support Assistant, and volunteer for the Honor Flight.  
Elizabeth Santiago, Patients Advocate and volunteer for Young Marines of the Palm Beaches  
Gene Braxton, Cultural Transformation Facilitator and volunteer for Project 425

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

Program: Rose Lee Archer Episode: 12-15  
Topic/Title: Back to School  
Air Date: Tuesday, November 17, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: Last years, 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 parents 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  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 8-15  
Topic/Title: Women Business Leadership  
Air Date: Tuesday, November 17, 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 4<sup>th</sup> 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.

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

Program: Rose Lee Archer Episode: 18-14  
Topic/Title: Eye Gaze on Technology  
Air Date: Thursday, November 19, 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, FLORIDIA  
PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 14-15  
Topic/Title: Giving Time or Talents  
Air Date: Thursday, November 19, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

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Guest: Sandra Lee, Lifestyle Expert shared how to create tasty meals to our family with some interesting and tasty options for quick easy wholesome meal solutions.

Guest: Pam Brewer, "Cheesemonger" and expert in cheese tastes and pairing of cheeses, fruits and beverages and Craig Culver co-founder of Culver's restaurants help Floridians up our "curd I.Q." for National Cheese Curd Day.

Guest: Florida Department of Agriculture and Consumer Services, Consumer Hotline helps the public check out whether or not a charitable organization is properly registered. You can also find out how that organization spends their donation. In 2014, Macy's department stores donated over 27 million dollars to about 6,000 nonprofit organizations.

Guest: DR. Myron Schwartz, Director of Liver Surgery, Mount Sinai Medical Center & Thomas Nealon III, National Board Chair and Chief Executive Officer, American Liver Foundation from Miami discussed the increase in Liver cancer the sixth most common cancer in the world and the second most common- cause of death from cancer worldwide.

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

Program: Rose Lee Archer Episode: 22-14  
Topic/Title: Give it a Holiday Feel  
Air Date: Tuesday, November 24, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer  
Issue(s) Addressed: Did you know half of American women undertook a home improvement job in the past two years. 60 % of U.S. adults are overwhelmed at the thought of starting a home improvement project

Guest: Anitra Mecadon, DIY Network Dynamo discussed the two most important reasons women worked a home improvement project was to save money, but the second most important reason is personal pride & satisfaction.

Guest: Daniel Grady Faires, Interior Design expert says the stress of a project will impact a romantic partnership, whether they stay on budget, and the lack of knowledge about where to start the project.

Guest: Audrey McClelland, Parenting expert and Mother of 5 . Discussed the changes a new mommy will experience physically and emotionally. What steps can parents take prior to baby's arrival to have a seamless transition. Parents need to prepare for a new baby prior to ever getting pregnant.

Guest: Katie Linendoll, Expert and Emmy Award winning show host, offered new gadgets trending and what's a "must-have." To keep family safe, new tech for safety-conscious consumers.

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: Dr. Dyan Hes, Board Certified Pediatrician. A baby's skin is not as fully developed and its 20 to 30% thinner and has smaller skin cells than adult skin. This means your child's skin has an increased risk of bacterial growth and may be more prone to irritation.

Guest: Dr. Mark Jackson Clinical Professor Medicine/Dermatology at University of Louisville and LAURA MCCRAW discussed psoriasis, a chronic inflammatory skin disorder, which is the most common autoimmune disease in the U.S. affecting 7.5 million adults. Psoriasis appears as raised, red patches covered with a silvery white buildup of dead skin cells.

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

Program: Rose Lee Archer Episode: 13-15  
Topic/Title: Plan to Decrease Your Familys Stress  
Air Date: Tuesday, November 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, FLORIDIA  
PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 15-15  
Topic/Title: Redefine Sense of Normalcy  
Air Date: Thursday, November 26, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: National Science Day tapped into students STEM skills of law of gravity to solve the everyday problem of distracted drivers. Pro-energy policies could fuel our economy by over 2 million U.S jobs and \$443 billion dollars per year. Understanding our body's four common health conditions could save you \$500.00 a year. Over 4 million Floridians are caregivers to family members or friends.

Guest: Meredith Sinclair, Education Specialist, Toy Commentator & Columnist help stimulate a child's interest in programming, & learn to interact & socialize.

Guest Leland Melvin Former Astronaut & Jennifer Sirangelo, President & CEO of the National 4-H Council shared the excitement of the students working on Motion Comotion to learn more about physics, speed and safety.

Guest: Louis Finkel, Executive Vice President of the American Petroleum Institute and South Florida resident share a study that found pro energy policies will lower average annual household energy costs & save about \$360 per household.

Guest: Jackie Aube, offered simple ways to improve 4 conditions in life to know more about your body to help you save money on health coverage.

Guest: Jessica Fishman Levinson, Nutritionist & Dietitian, offered how to grocery shop and prepare healthy dinner meals for families on the go. The Florida Department of Health states one quarter of today's families have regular dinners together.

Guest: Dr. John Sabra, practicing general & trauma surgeon discussed challenges faced by caregivers who provide unpaid care to Adults with chronic conditions and disabilities who are living at home more than ever before.

Guest: Dr. Katie Rodan & Dr. Kathy Field practicing Dermatologists and Co-authors of Write your Skin A Prescription for Change. The doctors shared simple lifestyle changes to improve the appearance and health of your skin.

Guest: Joan Lunden, Advocate and Breast Cancer Survivor shared her passionate message on the devastating moment when you hear you have breast cancer and offered the Good Day Project resources in your community to help you create a sense of normalcy.

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

Program: Rose Lee Archer Episode: 18-15  
Topic/Title: Innovative Business Ideas  
Air Date: Thursday, November 26, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: Americans purchase around 6.5 billion greeting cards each year. Sending season's greetings is a holiday tradition. Last year's NFL season had 202.3 million people watch regular season games. According to the Small Business Administration there are over 2 million small businesses in Florida. Over 10 million Americans have undiagnosed eye problems and illnesses.

Guest: Mario Armstrong. Emmy Award winning technology and digital lifestyle commentator offers great ideas to help you plan, stress less, and grab the best gifts and deals.

Guest: Bonnie Marcus, Stationary & Greeting Card Designer shares how Americans purchase around 6.5 billion greeting cards each year. Sending season's greetings is a holiday tradition many of us love to do and between shopping, planning, and wrapping gifts, sending out the cards and taking the time to personalize the card.

Guest: Maureen Petrosky Entertainment Expert discussed the new approach to celebrating the football taking a modern twist from tailgating to Homegating. Football is big business, last years NFL season had 202.3 million people watch regular season games.

Guest: Dr. Ann Bass, the MS Clinical Director of the Neurology Center of San Antonio introduced a new approach for the 500,000 people diagnosed with MS to share their stories with others who suffer from multiple sclerosis at an event in Miami.

Guest: Dr. Lori Grover, O.D., and Dr. Mark Jacquot, Vice President and Clinical Director of Lenscrafters shared the importance of an annual physical exam and eye exam due to more than 10 million Americans have undiagnosed eye problems and illnesses, which most could have been prevented with a comprehensive annual eye exam.

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

Program: Rose Lee Archer Episode: 20-14  
Topic/Title: Responsible Actions  
Air Date: Tuesday, December 1, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed:** Women who have died due to complications experienced during pregnancy and childbirth, have doubled in the past 20 years. A nationwide survey revealed new parents number one concern, is feeding their baby. *Digital Behavioral Health* is one of the latest trends in healthcare. One in three seniors dies with Alzheimer's or dementia in the U.S. Teens are 400% more likely to die in a car crash than 25-34 year old drivers

**Guest: Dr. Michael Rosenblatt, Executive VP and Chief Medical Officer at Merck and Jennifer Albert, new mom, who shared her personal story of the complications she experienced during childbirth. Dr. Michael Rosenblatt discussed a 10-year, \$500 million initiative to create a world where no woman dies giving life.**

**Guest: Dr. Lisa Thornton, Pediatrician** is a strong advocate for health and wellness starting at an early age parents. A nationwide survey of pediatricians revealed that of all the random questions asked by new parents, the one concern that topped the list is feeding.

**Guest: Heather Bauer, Registered dietician and nutrition expert and author** offered tips to eating more pure foods without sugars and salts, focusing on natural ingredients.

**Guest: Nicole Feliciano, Lifestyle Expert & CEO of Momtrends** suggests every woman keep a few essential items in her bag to be prepared for whatever the day brings her way.

**Guest: Dr. Reena Pande, Cardiologist & Chief Medical Officer at AbiLTO and Michael Laskoff, CEO of AbiLTO** offering Digital Behavioral Health as one of the latest trends in Health Care.

**Guest: Lauren Miller Rogan, Alzheimer caregiver and Jeff Huber, President of Home Instead Senior Care** promotes relief and raise awareness the Alzheimer's Association, one in three seniors dies with Alzheimer's or another dementia in the U.S. and 70% of the people with Alzheimer's live at home cared for by family and friends.

**Guest Doug Herbert, Founder of B.R.A.K.E.S., to help teens and parents learn more to stay safe on the road.** According to the National Highway Traffic Safety Administration (NHTSA), car crashes remain the number one cause of death for teens in our nation. Teens are 400% more likely to die in a car crash than 25-34 year old drivers. The statistics involving teens behind the wheel are alarming: Joining us this morning

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

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

Program: Rose Lee Archer Episode: 17-15  
Topic/Title: Volunteer Journey  
Air Date: Thursday, December 3, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: A new study reveals the financial and emotional impact Managing Long-Term Care Risk” study reveals startling key findings about the financial & emotional impact of not planning for long term care approximately 23.5 million adult Americans that’s 1 in 10 Americans live with insomnia. Every year millions of disenfranchised youth get lost in system and resources here in Florida.

Guest: Andrew Bucklee, Senior VP at Lincoln Financial addressed the confusion and myths to reveal the findings of a study of Managing Long Term Care Risks and the questions viewers need to address.

Guest: Mario Armstrong. Emmy Award winning technology and digital lifestyle commentator shared reasons for families that play together- stay together and enjoy family projects and music.

Guest: Dr. Natalie Dautovich, National Sleep Foundation Environmental Scholar and Zac Taylor father of two, husband and business owner is one of the 23.5 million Americans living with insomnia. They both discussed a new awareness campaign “Beyond Tired” from the National Sleep Foundation.

Guest: Bill Berloni animal trainer is an Tony Award Honoree for Excellence in Theater and has been rescuing dogs, including senior dogs from shelters to train then for TV, film and stage performances.

Guest: Phylcia Rashad, Tony Award Winning Actress joined AMIkids to help disenfranchised youths who are lost in the cracks of the judicial system. David and Andrea are graduates of AMIkids who have worked hard to create success in their lives.

Guest: VA Medical Center, West Palm Beach featured four guests;  
Colleen Snead, Chief of Audiology & Speech Pathology and volunteer for the Honor Flight.  
Ray Rios, Medical Support Assistant, and volunteer for the Honor Flight.  
Elizabeth Santiago, Patients Advocate and volunteer for Young Marines of the Palm Beaches  
Gene Braxton, Cultural Transformation Facilitator and volunteer for Project 425

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

Program: Rose Lee Archer Episode: 16-15  
Topic/Title: Adversities to Advocacy  
Air Date: Thursday, December 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 Pew Research Center, 10,000 baby boomers will turn 65 every day for the next 15 years. Seniors must review their existing policies for their healthcare benefits and coverage to better understand new Medicare reforms. One-third of Americans say it is acceptable to simply skim the label of over the counter medicines. The Center for Disease Control and Prevention reports 51.4 million Insurgery procedures were performed last year.

Guest: Mario Armstrong. Emmy Award TM winning technology and digital lifestyle commentator offered his narrowed down suggestion to motivate viewers to start planning early with new tech and apps to diminish stress.

Guest: Alan Taylor Radio host of The Drive & World, renowned expert in all-things-travel offered his guide to rving on the road in a RV.

Guest: Dr. Tyler Jung, Chief Medical Officer of Healthcare Partners, shared important changes and reforms to Medicare coverage to improve their health care opportunities.

Guest: Dr. Darria Gillespie emergency room physician shared the importance of responsible use of over-the-counter medicines, and reading every part of your medicine label, every time you use a medicine.

Guest: Dr. Archelle Georgiou discussed the importance of researching doctors and hospital outcome on major surgery and a new guide that help patients identify the best hospital for a specific surgery and the best doctor outcomes.

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

Program: Rose Lee Archer Episode: 22-14  
Topic/Title: Give it A Holiday Feel  
Air Date: Tuesday, December 8, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer  
Issue(s) Addressed: Did you know half of American women undertook a home improvement job in the past two years. 60 % of U.S. adults are overwhelmed at the thought of starting a home improvement project

Guest: Anitra Mecadon, DIY Network Dynamo discussed the two most important reasons women worked a home improvement project was to save money, but the second most important reason is personal pride & satisfaction.

Guest: Daniel Grady Faires, Interior Design expert says the stress of a project will impact a romantic partnership, whether they stay on budget, and the lack of knowledge about where to start the project.

Guest: Audrey McClelland, Parenting expert and Mother of 5 . Discussed the changes a new mommy will experience physically and emotionally. What steps can parents take prior to baby's arrival to have a seamless transition. Parents need to prepare for a new baby prior to ever getting pregnant.

Guest: Katie Linendoll, Expert and Emmy Award winning show host, offered new gadgets trending and what's a "must-have." To keep family safe, new tech for safety-conscious consumers.

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Guest: Dr. Dyan Hes, Board Certified Pediatrician. A baby's skin is not as fully developed and its 20 to 30% thinner and has smaller skin cells than adult skin. This means your child's skin has an increased risk of bacterial growth and may be more prone to irritation.

Guest: Dr. Mark Jackson Clinical Professor Medicine/Dermatology at University of Louisville and LAURA MCCRAW discussed psoriasis, a chronic inflammatory skin disorder, which is the most common autoimmune disease in the U.S. affecting 7.5 million adults. Psoriasis appears as raised, red patches covered with a silvery white buildup of dead skin cells.

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

Program: Rose Lee Archer Episode: 24-14  
Topic/Title: Give Back to Pay It Forward  
Air Date: Tuesday, December 8, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed:** A new Intel study reports 79 % of Americans are excited to learn and try out new technologies. Ease stress during the holidays by getting organized. Employees use 51% of their eligible paid vacation time and paid time off according to a survey of 2,300 workers and 61% of Americans report working while on vacation.

**Guest: Mario Armstrong, Tech Expert Mario Armstrong** introduced hands-on experience with new tech products to learn more about technology devices that are cutting edge technology.

**Guest: Katie Linendoll, Tech Expert** has expert advice to make gift giving for all ages very merry & bright. Katie offered quick safe and effortless shopping ideas.

**Guest: Scott Steinberg, Technology Expert,** introduced items for working professionals on the go and tech products that include used console games.

**Guest: Guest: Marlene Pratt, Lifestyle Expert** offered new and fun ways to revamp predictable yearly get together. Marlene said the most important part of the holidays is giving and being kind to others.

**Guest: Kim Orlando, Founder of TRAVELINGMOM.COM** said 51 % of American employees don't use up their vacation time and the holiday season is a great time to break away with the family.

**Guest: Jack Nerad, Executive Editorial Director & Analyst at Kelley Blue Book** offered a sneak peak of the auto industry latest designs, concept cars & technology in hybrids autos.

**Guest: Chef Jamie Gwen** managing party times and dates for a get together, can be chaotic. Jaime offered homemade food gift items and tips to entertain with less time in the kitchen.

**Guest: Erika Vetrini TV Host** offered tips to get organized for your holiday entertaining to avoid getting overwhelmed with unfinished holiday to do list. She suggests planning your food preparation so you can spend more time with holiday visitors and stay out of the kitchen.

**Guest: Julie Edelman, Accidental Housewife** ...offered suggestions for Feel Good gift giving that supports your local and global charities. She helps motivate us to Pay it Forward

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

Program: Rose Lee Archer Episode: 23-14  
Topic/Title: All About Family  
Air Date: Thursday, December 10, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed:** The National Retail Federation says this season's 4.1% increase in holiday sales will be the first time since 2011 that sales topped 4%. Parents with a limited budget for gifts should consider toys that are creative, artistic and build self-esteem to increase a child's development. Holidays are stressful and can affect our digestive system. If planning to host a party, address dietary issues of guests.

**Guest: Meredith Sinclair, Education Specialist and Toy Commentator,** offers parents wise advice to bring joy to all in the family. She shared great tips on giving creative and artistic kids gifts or technology on a budget.

**Guest: Justin Mayer, Hess Toy Truck General Manager** shared fascinating history of the 50th Anniversary of the Holiday Hess Toy Truck. The Mobile Museum of a collection of 50 yrs of Hess Trucks in Miami, Florida

**Guest: Mario Armstrong Emmy Award Winner & Technology & Digital Lifestyle commentator** suggests very cool gift ideas that are also great values.

**Guest: Katie Brown, Homemade Craft Guru & Editor in Chief of Yahoo DIY.** She ignites your creativity for the Do's & Dont's of holiday entertaining and making distinctive gifts for everyone.

**Guest: Tracy Metro Celebrity Lifestylist,** offers tips to make party-hosting easy, fast, simple and fun with holiday season party ideas.

**Guest: Andrea Smith Digital Lifestyle Editor,** discussed the National Retail Federation season's forecast of a 4.1% increase in holiday sales the first time since 2011 that sales topped 4%.

**Guest: Sunny Anderson, Celebrity Chef for Food Network and Dr. David Rubin, Gastroenterologist** at the Digestive Diseases Center at the University of Chicago Medicine create awareness of the 1.4 million Americans who suffer from Inflammatory Bowel Diseases.

**Guest: Eduardo Marturet, Internationally Acclaimed Conductor, Director of Miami Symphony Orchestra** Do you dream of a world filled with peace and brotherhood and less conflict and war? Make Your Own Peace is a global nonprofit that allows you to click on a web site to hear your favorite music and donate to your favorite cause.

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

Program: Rose Lee Archer Episode: 19-15  
Topic/Title: Holiday Donation Benefits  
Air Date: Thursday, December 10, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: The state of Florida 119,075 non-profits. St. Jude's Children's hospital donations helped improve survival rate of childhood cancer from 20 % to 80 %, For the past 51 years The Hess Toy Truck has been a holiday tradition offering a classic toy model truck each year.

Guest: Justin Mayer, General Manager of Hess Toy Truck. The history of the Hess Toy Truck and the new and exciting surprise consumers can look for.

Guest: Meredith Sinclair, Education Specialist and TV Commentator offers special gifts to inspire, educate and entertain kids of all ages to contribute to your kids development.

Guest: Jennifer Jolly, Emmy Award Winner Consumer Technology Journalist has the perfect name for the season ... we'll all want be "Jolly" when we give or get something on Jennifer's clever, fun and practical gift list.

Guest: Mario Armstrong, Emmy Award™ Winning Technology and Digital Lifestyle Commentator, shares the best of the holiday season's to have fun, save money, catch-up on the world with free apps.

Guest: Jamie Gwen, Celebrity Chef and Certified Sommelier, serves up her tips to break the holiday party mold and host the event of the season and reinvent the leftovers and repurpose items from the prior holiday.

Guest: Richard Shadyac JR, President and CEO, ALSAC, fundraising and awareness organization for St. Jude Children's Research Hospital along with JAMIE STEIN, Vice President of Public Relations and Member Communications, at Kmart and Thanayd a childhood cancer patient.

Guest: Ellie Kay, Author of 14 books including: Ellie Kay, Author of 14 books including; "HEROES AT HOME: HELP & HOPE FOR AMERICA'S MILITARY FAMILIES." Ellie is Mom to three children and a wife to her Military husband. Ellie is working with veterans on the SING 2 – SALUTE campaign to create awareness of the issues facing families..

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

Program: Rose Lee Archer Episode: 24-14  
Topic/Title: Give Back to Pay It Forward  
Air Date: Tuesday, December 15, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

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FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 22-14  
Topic/Title: Give It a Holiday Feel  
Air Date: Thursday, December 17, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer  
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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: Dr. Dyan Hes, Board Certified Pediatrician. A baby's skin is not as fully developed and its 20 to 30% thinner and has smaller skin cells than adult skin. This means your child's skin has an increased risk of bacterial growth and may be more prone to irritation.

Guest: Dr. Mark Jackson Clinical Professor Medicine/Dermatology at University of Louisville and LAURA MCCRAW discussed psoriasis, a chronic inflammatory skin disorder, which is the most common autoimmune disease in the U.S. affecting 7.5 million adults. Psoriasis appears as raised, red patches covered with a silvery white buildup of dead skin cells.

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

Program: Rose Lee Archer Episode: 20-15  
Topic/Title: Family Holiday Traditions  
Air Date: Thursday, December 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 Consumer Electronics Association Holiday sales will hit nearly \$34.2 billion this year due to emerging technologies. Around two-thirds of American consumers have purchased at least one gift card this holiday season.

Guest: Katie Linendoll, Emmy Award Winning TV Host & Technology Expert offered tech time to give & receive the best games, apps, devices & gadgets that make everyday life run smoother.

Guest: Jennifer Jolly, Emmy Award winner and consumer technology journalist, with essential gifts you really want and need this holiday season to create a holiday cheer.

Guest: Dana Holmes, Life Style Expert shared perfect gifts to stay on budget because the Holidays can be stressful, hectic and expensive to help you give without breaking the bank.

Guest: Mario Armstrong, Emmy Award™ Winning Technology and Digital Lifestyle Commentator, shares what your gaming friends and family really want and don't look further.

Guest: Cat Schwartz, the High Tech Mommy presented the latest and greatest gift ideas to keep the children pleased and the family safe.

Guest: Jane Buckingham author of the Modern Girls guide helps unwrap the joy of this holiday season. Jane explained the ease of Santa's Perfect present finder at malls in Florida.

Guest: Ereka Vetrini joined us to share her Party Pro tips and advice on how to throw the perfect soiree without the stress and the number one step in party planning ...cleaning the house.

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

Program: Rose Lee Archer Episode: 23-14  
Topic/Title: All About Family  
Air Date: Tuesday, December 22, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

**Issue(s) Addressed:** The National Retail Federation says this season's 4.1% increase in holiday sales will be the first time since 2011 that sales topped 4%. Parents with a limited budget for gifts should consider toys that are creative, artistic and build self-esteem to increase a child's development. Holidays are stressful and can affect our digestive system. If planning to host a party, address dietary issues of guests.

**Guest: Meredith Sinclair, Education Specialist and Toy Commentator**, offers parents wise advice to bring joy to all in the family. She shared great tips on giving creative and artistic kids gifts or technology on a budget.

**Guest: Justin Mayer, Hess Toy Truck General Manager** shared fascinating history of the 50th Anniversary of the Holiday Hess Toy Truck. The Mobile Museum of a collection of 50 yrs of Hess Trucks in Miami, Florida

**Guest: Mario Armstrong Emmy Award Winner & Technology & Digital Lifestyle commentator** suggests very cool gift ideas that are also great values.

**Guest: Katie Brown, Homemade Craft Guru & Editor in Chief of Yahoo DIY.** She ignites your creativity for the Do's & Dont's of holiday entertaining and making distinctive gifts for everyone.

**Guest: Tracy Metro Celebrity Lifestylist**, offers tips to make party-hosting easy, fast, simple and fun with holiday season party ideas.

**Guest: Andrea Smith Digital Lifestyle Editor**, discussed the National Retail Federation season's forecast of a 4.1% increase in holiday sales the first time since 2011 that sales topped 4%.

**Guest: Sunny Anderson, Celebrity Chef for Food Network and Dr. David Rubin, Gastroenterologist** at the Digestive Diseases Center at the University of Chicago Medicine create awareness of the 1.4 million Americans who suffer from Inflammatory Bowel Diseases.

**Guest: Eduardo Marturet, Internationally Acclaimed Conductor, Director of Miami Symphony Orchestra** Do you dream of a world filled with peace and brotherhood and less conflict and war? Make Your Own Peace is a global nonprofit that allows you to click on a web site to hear your favorite music and donate to your favorite cause.

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

Program: Rose Lee Archer Episode: 21-15  
Topic/Title: Holiday Pleasures  
Air Date: Tuesday, December 22, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: The number of Americans making financial resolutions for the New Year is rising with 37% considering a resolution, compared to 31% last year. According to Enterprise Florida, Florida's microelectronics and computer products sector has grown to 745 companies with 31,000 employees that produce a broad spectrum of equipment, and technology of the future.

Guest: Katie Linendoll, Emmy Award Winning TV Host & Technology Expert offered her best suggestions to keep tech life running smooth with the newest products out for the holidays.

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Guest: Meredith Sinclair Education Specialist, Toy Commentator, Columnist and mom, confirming the spirit of Christmas begins by bringing joy to children on the holidays is surely one of life's greatest pleasures.

Guest: Erika Vetrini, TV Host and Mom of two, offered unique gifts for each of your unique members of the family.

Guest: Melissa Gerstein Co-founder of the MOM'S offered up tips to eliminate the stress during the holidays so that everyone enjoys and has fun memories.

Guest Karla Martinez, Co-host of Univision's morning show *Despierta America* offered a little food passion to spice up your holiday cuisine with Spanish traditional dishes during the holidays to celebrate and enjoy your family and friends..

Guest: Lauren Brouhard, Senior VP at Fidelity, says it's a common trend—economic uncertainty reminds people of the importance of financial planning. It's a wakeup call about your finances and helps keep the over spending during the holidays under control.

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

Program: Rose Lee Archer Episode: 19-15  
Topic/Title: Holiday Donation Benefits  
Air Date: Thursday, December 24, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: The state of Florida 119,075 non-profits. St. Jude's Children's hospital donations helped improve survival rate of childhood cancer from 20 % to 80 %, For the past 51 years The Hess Toy Truck has been a holiday tradition offering a classic toy model truck each year.

Guest: Justin Mayer, General Manager of Hess Toy Truck. The history of the Hess Toy Truck and the new and exciting surprise consumers can look for.

Guest: Meredith Sinclair, Education Specialist and TV Commentator offers special gifts to inspire, educate and entertain kids of all ages to contribute to your kids development.

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Guest: Mario Armstrong, Emmy Award™ Winning Technology and Digital Lifestyle Commentator, shares the best of the holiday season's to have fun, save money, catch-up on the world with free apps.

Guest: Jamie Gwen, Celebrity Chef and Certified Sommelier, serves up her tips to break the holiday party mold and host the event of the season and reinvent the leftovers and repurpose items from the prior holiday.

Guest: Richard Shadyac JR, President and CEO, ALSAC, fundraising and awareness organization for St. Jude Children's Research Hospital along with JAMIE STEIN, Vice President of Public Relations and Member Communications, at Kmart and Thanayd a childhood cancer patient.

Guest: Ellie Kay, Author of 14 books including: Ellie Kay, Author of 14 books including; "HEROES AT HOME: HELP & HOPE FOR AMERICA'S MILITARY FAMILIES." Ellie is Mom to three children and a wife to her Military husband. Ellie is working with veterans on the SING 2 – SALUTE campaign to create awareness of the issues facing families..

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

Program: Rose Lee Archer Episode: 20-15  
Topic/Title: Family Holiday Traditions  
Air Date: Thursday, December 24, 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  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 18-15  
Topic/Title: Innovative Business Ideas  
Air Date: Tuesday, December 29, 2015 6:00 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

Issue(s) Addressed: Americans purchase around 6.5 billion greeting cards each year. Sending season's greetings is a holiday tradition. Last year's NFL season had 202.3 million people watch regular season games. According to the Small Business Administration there are over 2 million small businesses in Florida. Over 10 million Americans have undiagnosed eye problems and illnesses.

Guest: Mario Armstrong. Emmy Award winning technology and digital lifestyle commentator offers great ideas to help you plan, stress less, and grab the best gifts and deals.

Guest: Bonnie Marcus, Stationary & Greeting Card Designer shares how Americans purchase around 6.5 billion greeting cards each year. Sending season's greetings is a holiday tradition many of us love to do and between shopping, planning, and wrapping gifts, sending out the cards and taking the time to personalize the card.

Guest: Maureen Petrosky Entertainment Expert discussed the new approach to celebrating the football taking a modern twist from tailgating to Homegating. Football is big business, last years NFL season had 202.3 million people watch regular season games.

Guest: Dr. Ann Bass, the MS Clinical Director of the Neurology Center of San Antonio introduced a new approach for the 500,000 people diagnosed with MS to share their stories with others who suffer from multiple sclerosis at an event in Miami.

Guest: Dr. Lori Grover, O.D., and Dr. Mark Jacquot, Vice President and Clinical Director of Lenscrafters shared the importance of an annual physical exam and eye exam due to more than 10 million Americans have undiagnosed eye problems and illnesses, which most could have been prevented with a comprehensive annual eye exam.

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

Program: Rose Lee Archer Episode: 20-15  
Topic/Title: Family Holiday Traditions  
Air Date: Tuesday, December 29, 2015 6:30 am  
Duration: 30 minutes  
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WXPX-TV, BRADENTON, FLORIDIA  
PUBLIC AFFAIRS REPORT  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 19-15  
Topic/Title: Holiday Donation Benefits  
Air Date: Thursday, December 31, 2015 6:00 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  
FOURTH QUARTER, 2015

Program: Rose Lee Archer Episode: 21-15  
Topic/Title: Holiday Pleasures  
Air Date: Thursday, December 31, 2015 6:30 am  
Duration: 30 minutes  
Style/Type: Interview Format  
Source: Rose Lee Productions  
Host: Rose Lee Archer

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