

PUBLIC AFFAIRS REPORT
for
WXPX-TV
BRADENTON, FLORIDA
for
SECOND QUARTER ENDING: June 30th, 2014

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. Planning For the Unexpected
2. Health & Wellness Technology and Intervention
3. Community Awareness
4. Prepping For Life's Responsibilities
5. Debt Responsibility
6. Discovering Florida
7. Family Issues and Guidance
8. Summer Fun in Florida

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
SECOND QUARTER, 2014

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|--------------|------------------------------|---------------|
| Program: | <i>Rose Lee Archer Show</i> | Episode: 3-12 |
| Air Date: | Tuesday April 1, 2014 | Time: 6:00 am |
| Topic/Title: | Manage Our Lives For Success | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 4-14
Air Date: Tuesday April 1, 2014 Time: 6:30 am
Topic/Title: Changes For The Better
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Florida's Secretary of Health announced the top public health threat to our future is weight. Two thirds of Floridians will be obese by 2030... if they don't change their dietary habits. Florida ranks 35th in the nation with 33.1% of children ages 10-17 being overweight or obese and higher than the national average of 30.6%. Florida Department of Health reports 25 % of adults ages 65 and older had a heart attack or a stroke

Guest: Dr. Dan Johnston, Health & Fitness Expert, briefs members of Congress and both the President's and First Lady's staff on the concept of comprehensive health and fitness. He's made a career of helping others maintain health regardless of their lifestyle, advocates we get more sound sleep to keep our immune system healthy.

Guest: Jessica James, Executive Chef at Applebee's & experienced mom. . Parents are a role model for kids and need to strategize to get kids to eat healthy and choose food combinations and mix and match "tot-tastic" options.

Guest: Dr. Warren Brill, President of the American Academy of Pediatric Dentistry. and Rosie Pope TV personality/mom. Create awareness of a new educational campaign to address the crisis state of children's oral health and tooth decay that affects 42 % of children ages 2 to 11. They encourage parents and caregivers to begin their child's dental care early

Guest: is Dr. Richard Krasuski, Cardiologist at Cleveland Clinic discussed # 1 killer of men and women in the United States. Yet, according to a recent Heart Health Survey by the Cleveland Clinic, 74 % of Americans don't believe they will die of heart disease. Dr. discussed lack of concern and offer a proactive approach to prevent heart disease

Guest: Ingrid Hoffman , Cooking Channel's Celebrity Chef & Author demonstrated easy small changes to stop dieting and binging and dispelled the concept of eating healthy is boring. She offered fun recipes that taste delicious and trim calories by using healthier ingredients.

Guest: Holly Perez, money expert, shared a Quicken survey that revealed 23 % of Americans typically spend more than they earn in a given year, and the holiday season of spending only adds to a financial hangover. Holly shared resources to help viewers get resources to help them get out of debt.

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 2-12
Air Date: Thursday April 3, 2014 Time: 6:00 am
Topic/Title: Encouraging Creativity to Reach Potential
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 6-14
Air Date: Thursday April 3, 2014 Time: 6:30 am
Topic/Title: Family Affair
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

WXPX-TV, BRADENTON, FLORIDIA
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Program: *Rose Lee Archer Show* Episode: 3-13
Air Date: Tuesday April 8, 2014 Time: 6:00 am
Topic/Title: Planning For The Unexpected
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 6-13
Air Date: Tuesday April 8, 2014 Time: 6:30 am
Topic/Title: Enhancing Our Communication Skills
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 12-13
Air Date: Thursday April 10, 2014 Time: 6:00 am
Topic/Title: Preparing For Life's Responsibilities
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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SECOND QUARTER, 2014

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 7-14 |
| Air Date: | Thursday April 10, 2014 | Time: 6:30 am |
| Topic/Title: | Restorative Spring Cleaning | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

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

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

WXPX-TV, BRADENTON, FLORIDIA
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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 1-13
Air Date: Tuesday April 15, 2014 Time: 6:00 am
Topic/Title: Creating Community Awareness to Benefit Florida
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

Whooping Cough has the biggest outbreak in Florida in 50 years.

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

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

Guest: Dr. Teresa Zesiewicz, Professor of Neurology at University of South Florida, is creating awareness for Parkinson's. 70% of patients will have motor issues and tremors. They also may suffer from sleep problems such as insomnia, fatigue and some problems with memory and pain.

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

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

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

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

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 6-14 |
| Air Date: | Tuesday April 15, 2014 | Time: 6:30 am |
| Topic/Title: | Family Affair | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

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

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

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|--------------|-----------------------------|---------------|
| Program: | <i>Rose Lee Archer Show</i> | Episode: 4-13 |
| Air Date: | Thursday April 17, 2014 | Time: 6:00 am |
| Topic/Title: | Debt Responsibility | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 5-14
Air Date: Thursday April 17, 2014 Time: 6:30 am
Topic/Title: Problem Solving To Change Lives
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: U.S. Department of Health and Human Services, reports the percentage of children who go in for their annual checkup declines as children get older, leaving 30 % of teens exposed to both short-and long-term health risks.

Guest: Dr. Richard Chung, Director, Adolescent Medicine, Duke University to discussed the importance of teens annual checkups. Teens have difficult time coping with stress and socializing. Dr. Chung said parents must act as role models to insure a healthy environment.

Guest: Rob Shaddock and Kay-lani Mallela shared insight into the future of engineering and how it affects everyone. Kaylaini was selected as on one of the New Faces of Engineering and she encourages students to enjoy problem solving because that is the foundation of science and engineering..

Guest: Jennifer Beals, successful acting career, being a mother, women's rights activist is celebrating the 30 year anniversary of the famous movie- Flashdance. She is also fighting for toxins to be taken our of skin care and sunscreens.

Guest: John Kovac, Vice President Marketing at AutoTrader.com revealed new car ads that promote the technology and impact of those ads on viewers, who can relate to the message. He also said that many of the successful ads he analyzed left viewers dreaming of owning the product.

Guest: Maureen Petrosky, Celebrity Chef, Author and life style expert, shared tips on how to create a party theme and throw a winning party for your guests to enjoy. Also she discussed how to create a kid friendly party so guests and the host enjoy the party.

Guest: Lisa Lewis CPA and tax expert at Turbo Tax, offered tips on how to avoid the biggest mistakes millions of American's make on their taxes each year. Think of all the deductions you can take that will increase your amount of IRS refund check back that is due to you. The earlier you file the earlier you will receive your check back.

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|--------------|-----------------------------|---------------|
| Program: | <i>Rose Lee Archer Show</i> | Episode: 6-12 |
| Air Date: | Tuesday April 22, 2014 | Time: 6:00 am |
| Topic/Title: | Empowering Women | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

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

Guest: Jennifer Beals, successful acting career, being a mother, women's rights activist is celebrating the 30 year anniversary of the famous movie- Flashdance. She is also fighting for toxins to be taken out of skin care and sunscreens.

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Program: *Rose Lee Archer Show* Episode: 4-14
Air Date: Tuesday April 22, 2014 Time: 6:30 am
Topic/Title: Change For The Better
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Florida's Secretary of Health announced the top public health threat to our future is weight. Two thirds of Floridians will be obese by 2030... if they don't change their dietary habits. Florida ranks 35th in the nation with 33.1% of children ages 10-17 being overweight or obese and higher than the national average of 30.6%. Florida Department of Health reports 25 % of adults ages 65 and older had a heart attack or a stroke

Guest: Dr. Dan Johnston, Health & Fitness Expert, briefs members of Congress and both the President's and First Lady's staff on the concept of comprehensive health and fitness. He's made a career of helping others maintain health regardless of their lifestyle, advocates we get more sound sleep to keep our immune system healthy.

Guest: Jessica James, Executive Chef at Applebee's & experienced mom. . Parents are a role model for kids and need to strategize to get kids to eat healthy and choose food combinations and mix and match "tot-tastic" options.

Guest: Dr. Warren Brill, President of the American Academy of Pediatric Dentistry. and Rosie Pope TV personality/mom. Create awareness of a new educational campaign to address the crisis state of children's oral health and tooth decay that affects 42 % of children ages 2 to 11. They encourage parents and caregivers to begin their child's dental care early

Guest: is Dr. Richard Krasuski, Cardiologist at Cleveland Clinic discussed # 1 killer of men and women in the United States. Yet, according to a recent Heart Health Survey by the Cleveland Clinic, 74 % of Americans don't believe they will die of heart disease. Dr. discussed lack of concern and offer a proactive approach to prevent heart disease

Guest: Ingrid Hoffman , Cooking Channel's Celebrity Chef & Author demonstrated easy small changes to stop dieting and binging and dispelled the concept of eating healthy is boring. She offered fun recipes that taste delicious and trim calories by using healthier ingredients.

Guest: Holly Perez, money expert, shared a Quicken survey that revealed 23 % of Americans typically spend more than they earn in a given year, and the holiday season of spending only adds to a financial hangover. Holly shared resources to help viewers get resources to help them get out of debt.

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 4-12
Air Date: Thursday April 24, 2014 Time: 6:00 am
Topic/Title: Spring Has Sprung
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 7-14
Air Date: Thursday April 24, 2014 Time: 6:30 am
Topic/Title: Restorative Spring Cleaning
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 7-12
Air Date: Tuesday April 29, 2014 Time: 6:00 am
Topic/Title: Planning Summer Fun
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: A recent AAA consumer poll survey said two thirds of Floridians plan to take a summer vacation, an increase of 8000 from last year. 48% say they'll spend about \$1000 or less on a vacation of four days and remaining Floridians will spend up to \$3000. Also, 49% of Floridians prefer to drive their car or truck.

Guest: Larry Gamache, Carfax Communications Director and used car history consumer expert, said last year over 119,000 cars were offered for sale in the state of Florida with open recalls so Carfax is educating consumers contact their vehicles dealer to determine if they have an open recall for free of charge in partnership with the original equipment manufacturers by checking at www.recall.carfax.com. This is how Florida used car owners and sellers can improve public safety.

Guest: Lauren Tjaden, & Jill Martin family vacation experts and writers offered Florida families travel budget friendly ideas as traveling on the road trip using Visit Florida website at, www.visitflorida.com. Lauren suggests to use your Florida residency for many online discounts and check out the homepage to find the hot deals button.

Guest: Kelly Packard, Former Baywatch star knows all about summer fun as a mom of a three, navigating summer vacations, barbecues, playgrounds and family get-togethers, Kelly offered tips in planning a special summer fun vacation. She said have a list of things that you want to do, places to go, and remember to bring my digital camera to capture those memories and put into a scrapbook. Also, teaching kids early it's okay to stay home too and have a good time without spending money.

Guest: Chef Josh Henderson, is creating awareness of National Street Eats Movement. Try a unique summer treat touring your town. No stale doughnuts and Franks - its gourmet fare on paper plates. This craft began in 2007 to create farm to table food making it easier and less expensive.

Guests: Dr. Roshina Raj, women's physical and mental well-being expert, said primary care physicians make sure you get the appropriate checkups and screenings tests but also making sure you have a good exercise regiment and a healthy diet and your doctor can help you with all of these.

Guest: Melinda Marchiano, pediatric cancer survivor and Dr. Lillian Meacham discuss the National Cancer Survivor's Day Foundation and how it supports hundreds of hospitals nationwide and here in Florida through the AFLAC Cancer Center and Innovative Therapy.

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 3-14
Air Date: Tuesday April 29, 2014 Time: 6:30 am
Topic/Title: Lifestyle Balance & Success
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Florida's Surgeon General says 6 out of 10 Floridians are currently overweight. Helping us stay fit is new technology to monitor our activities. Bone health needs to be addressed with over 1.5 million advanced cancer patients as the disease spreads to their bones. Over two-thirds of advanced breast cancer patients & 90 % of advanced prostate cancer patients experience the spread of cancer to the bone. A Men's Health survey of over 900 of readers found one-third of men experiencing hair loss admit to feeling "helpless."

Guest: Richard Blais- Restaurateur, author and television personality offered resources to kick start your weight loss and the encouragement you need to find healthy alternatives to bad eating habits. Richard shared some great meals as healthier alternatives to high fat dishes without sacrificing the taste.

Guest: Bill Rancic, TV Host of "Giuliana & Bill" offered tips for men to build confidence in life, love and business. Men's Health survey of over 900 readers found one-third of men experiencing hair loss admit to feeling "helpless" and 66% used negative language like "victim," "defeated" or "unavoidable"

Guest: David Wise, Olympic Medal Contender and top athlete in freestyle skiing shared his excitement as he prepares for the 2014 Sochi Olympic games. David is also a parent who promotes sports development while knowing the importance of a well-rounded lifestyle for a child as he teaches his daughter how to ski.

Guest: Mario Armstrong, Technology and Digital Lifestyle Commentator, shared some of the newest technology to help improve our health and more mobile entertainment to keep us connected in and out of the home featured at the International Consumer Electronics Show.

Guest: Jack Nerad, Executive Editorial Director at Kelly Blue Book, gave us a sneak peak of his picks of the best of the 25th year of the Detroit Auto Show. The showcase of the global automotive community revealed the future of transportation and its new innovative designs.

Guest: Dr. David H. Henry, Clinical Professor of Medicine & National advocate -Tom Kirk, President and CEO of USTOO, Prostate Cancer Network. Bone health is an under-reported and addressed issue affecting 1.5 million advanced cancer patients as the disease spreads to their bones. Over two-thirds of advanced breast cancer patients & 90 % of advanced prostate cancer patients experience the spread of cancer to the bone. Since every case of bone cancer is diagnosed at different stages of cancer no two cases seem to be the same time frame from diagnosis to the spread of bone cancer.

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 13-12
Air Date: Thursday May 1, 2014 Time: 6:00 am
Topic/Title: Positive Energy For Well Being
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 2-14 |
| Air Date: | Thursday May 1, 2014 | Time: 6:30 am |
| Topic/Title: | Health & Wellness Technology | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

Issue: After the New Year its time to commit to improving our health care. By maintaining an active daily lifestyle and taking the time to strengthen our bodies we can overcome severe health care issues at any age.

Guest: Dr. Roshini Raj, board certified gastroenterologist and internist discussed the most confusing symptoms women experience after the Health.com poll revealed that 67% of women, regardless of their age, have been too embarrassed to discuss a health topic with their doctor.

Guest: Doug Franklin, President of the Multiple Sclerosis Society of America & Kristen Adams, MS patient & Swim for MS Ambassador increase attention to the important benefits of aquatic exercise, especially for people living with multiple sclerosis (MS) and introduce the WHY I Swim campaign is

Guest: Dr. Steven Dayan, Facial plastic surgeon how feeling younger and more energetic than you look can be addressed by changing your lifestyle and facial habits so your looks match your energy level. Dr. Dayan stressed sun protection from ultra violet rays.

Guest: Todd Townsend, Consumer trends and technology expert offered a sneak peak at the latest innovative trends in products and services being launched at the International Consumer Electronics Show CES to continue to change our everyday lives and monitor everything from our heart beat to how many steps we take each day.

Guest: Elaine Oliver the Communications specialist and coordinator for MyhealthVet at the VA Medical Center in West Palm Beach introduced the 10 year old program that has only a larger older vet population benefiting from the program. Elaine said over 40% of vets signed up for the program are in their 60's & 70's/

Guest: Chris Depak, Veteran & VA Medical Center Employee sat down with us to demonstrate how easy it is to register at MYhealthVet.

Guest: Dr. Saidia Shillingford-Associate Chief Primary Care at the VA Medical Center presented how patients who are well informed will benefit from open communications with their health care providers. Dr. Shillingford is a pioneer in secure messaging.

Chris Depak, Veteran and VA Medical Center Employee sat down with us to demonstrate how easy it is to register at MYhealthVet.

The VA Medical Centers nationwide offer a secured communication resource that offers veterans medical records to be viewed in the comfort of your home. As a pioneer in the securing messaging Dr. Saidia Shillingford-Associate Chief Primary Care at the VA Medical Center presented how patients who are well informed will benefit from open communications with their health care providers.

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 6-13
Air Date: Tuesday May 6, 2014 Time: 6:00 am
Topic/Title: Enhancing Our Communication Skills
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 7-13
Air Date: Tuesday May 6, 2014 Time: 6:30 am
Topic/Title: Summer Protection Healthy Habits
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 11-13
Air Date: Thursday May 8, 2014 Time: 6:00 am
Topic/Title: Lead By Example
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

Guest: Jerome Bettis, former Pittsburgh Steelers Running Back, Dr. Myron Zitt, Allergy Specialist. A new survey revealed 6 million Americans who have severe allergies are at risk when travelling.

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 8-14
Air Date: Thursday May 8, 2014 Time: 6:30 am
Topic/Title: Spring Into Summer
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: Florida has the second highest incidence of melanoma in the U.S., and sadly over 600 Floridians die from melanoma annually. The 24th annual Retirement Confidence Survey reports, retirement confidence shows signs of recovery, after seven years of steady decline. Allergy season is here affecting More than 60 million Americans. The National Meningitis Association (NMA) estimates 800 to 1,200 people are infected with meningococcal disease each year in the US.

Guest: Pati Dubroff, Hollywood's makeup artists & beauty industry, believes the rewards of caring for our skin to insure the vitality of our skin for a fresh Spring look into the summer months.

Guest: Carrie Ann Inaba, Dancing with the Stars- Judge and Rescue Cat Advocate shares tips to give rescue cats a happy and healthy home.

Guest: Greg Burrows, Senior VP at Principal Financial & Nevin Adams, Director of Education & External Relations at the Employee Benefit Research Institute, discuss the results of the 24th annual Retirement Confidence Survey, which revealed...Americans' retirement confidence shows signs of recovery, after seven years of steady decline.

Guests: Micah Muzio, Kelley Blue Book, Managing Editor offered a sneak peak of the new innovative features and concept cars to help drivers find more comfort and independence on the road.

Guest: Nancy Lieberman, Basketball Hall of Famer, Coach and Mom, knows firsthand how disruptive allergy symptoms can affect your quality of life during spring & summer. Over 60 million Americans suffer from seasonal allergy symptoms. A recent survey reports half of allergy sufferers using over-the-counter allergy medicine aren't satisfied with the relief it provides.

Guest: Lynn Bozof, President of the National Meningitis Association & Jamie Schanbaum a 25 year old survivor of meningococcal disease. The National Meningitis Association (NMA) estimates 800 to 1,200 people in the US are infected with meningococcal disease each year. A severe bacterial infection of the bloodstream and every 10 minutes, one person dies worldwide from meningococcal disease.

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 3-13
Air Date: Tuesday May 13, 2014 Time: 6:00 am
Topic/Title: Planning For The Unexpected
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 6-14
Air Date: Tuesday May 13, 2014 Time: 6:30 am
Topic/Title: Family Affair
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 8-13
Air Date: Thursday May 15, 2014 Time: 6:00 am
Topic/Title: Discover Florida
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 5-14
Air Date: Thursday May 15, 2014 Time: 6:30 am
Topic/Title: Problem Solving To Change Lives
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: U.S. Department of Health and Human Services, reports the percentage of children who go in for their annual checkup declines as children get older, leaving 30 % of teens exposed to both short-and long-term health risks.

Guest: Dr. Richard Chung, Director, Adolescent Medicine, Duke University to discussed the importance of teens annual checkups. Teens have difficult time coping with stress and socializing. Dr. Chung said parents must act as role models to insure a healthy environment.

Guest: Rob Shaddock and Kay-lani Mallela shared insight into the future of engineering and how it affects everyone. Kaylaini was selected as on one of the New Faces of Engineering and she encourages students to enjoy problem solving because that is the foundation of science and engineering..

Guest: Jennifer Beals, successful acting career, being a mother, women's rights activist is celebrating the 30 year anniversary of the famous movie- Flashdance. She is also fighting for toxins to be taken our of skin care and sunscreens.

Guest: John Kovac, Vice President Marketing at AutoTrader.com revealed new car ads that promote the technology and impact of those ads on viewers, who can relate to the message. He also said that many of the successful ads he analyzed left viewers dreaming of owning the product.

Guest: Maureen Petrosky, Celebrity Chef, Author and life style expert, shared tips on how to create a party theme and throw a winning party for your guests to enjoy. Also she discussed how to create a kid friendly party so guests and the host enjoy the party.

Guest: Lisa Lewis CPA and tax expert at Turbo Tax, offered tips on how to avoid the biggest mistakes millions of American's make on their taxes each year. Think of all the deductions you can take that will increase your amount of IRS refund check back that is due to you. The earlier you file the earlier you will receive your check back.

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

| | | |
|--------------|-----------------------------|---------------|
| Program: | <i>Rose Lee Archer Show</i> | Episode: 9-13 |
| Air Date: | Tuesday May 20, 2014 | Time: 6:00 am |
| Topic/Title: | Explore Florida | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 7-14
Air Date: Tuesday May 20, 2014 Time: 6:30 am
Topic/Title: Restorative Spring Cleaning
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 10-13
Air Date: Thursday May 22, 2014 Time: 6:00 am
Topic/Title: Preparing For Florida's Future
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 9-14
Air Date: Thursday May 22, 2014 Time: 6:30 am
Topic/Title: Kick Start Summer
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 7-13
Air Date: Tuesday May 27, 2014 Time: 6:00 am
Topic/Title: Summer Protection Healthy Habits
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 8-14 |
| Air Date: | Tuesday May 27, 2014 | Time: 6:30 am |
| Topic/Title: | Spring Into Summer | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

Issue addressed: Florida has the second highest incidence of melanoma in the U.S., and sadly over 600 Floridians die from melanoma annually. The 24th annual Retirement Confidence Survey reports, retirement confidence shows signs of recovery, after seven years of steady decline. Allergy season is here affecting More than 60 million Americans. The National Meningitis Association (NMA) estimates 800 to 1,200 people are infected with meningococcal disease each year in the US.

Guest: Pati Dubroff, Hollywood's makeup artists & beauty industry, believes the rewards of caring for our skin to insure the vitality of our skin for a fresh Spring look into the summer months.

Guest: Carrie Ann Inaba, Dancing with the Stars- Judge and Rescue Cat Advocate shares tips to give rescue cats a happy and healthy home.

Guest: Greg Burrows, Senior VP at Principal Financial & Nevin Adams, Director of Education & External Relations at the Employee Benefit Research Institute, discuss the results of the 24th annual Retirement Confidence Survey, which revealed...Americans' retirement confidence shows signs of recovery, after seven years of steady decline.

Guests: Micah Muzio, Kelley Blue Book, Managing Editor offered a sneak peak of the new innovative features and concept cars to help drivers find more comfort and independence on the road.

Guest: Nancy Lieberman, Basketball Hall of Famer, Coach and Mom, knows firsthand how disruptive allergy symptoms can affect your quality of life during spring & summer. Over 60 million Americans suffer from seasonal allergy symptoms. A recent survey reports half of allergy sufferers using over-the-counter allergy medicine aren't satisfied with the relief it provides.

Guest: Lynn Bozof, President of the National Meningitis Association & Jamie Schanbaum a 25 year old survivor of meningococcal disease. The National Meningitis Association (NMA) estimates 800 to 1,200 people in the US are infected with meningococcal disease each year. A severe bacterial infection of the bloodstream and every 10 minutes, one person dies worldwide from meningococcal disease.

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 8-13 |
| Air Date: | Thursday May 29, 2014 | Time: 6:00 am |
| Topic/Title: | Discover Florida | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

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

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

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Program: *Rose Lee Archer Show* Episode: 10-14
Air Date: Thursday May 29, 2014 Time: 6:30 am
Topic/Title: Recharge Parental Batteries
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

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Program: *Rose Lee Archer Show* Episode: 11-13
Air Date: Tuesday June 3, 2014 Time: 6:00 am
Topic/Title: Lead By Example
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

Guest: Jerome Bettis, former Pittsburgh Steelers Running Back, Dr. Myron Zitt, Allergy Specialist. A new survey revealed 6 million Americans who have severe allergies are at risk when travelling.

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 12-13
Air Date: Tuesday June 3, 2014 Time: 6:30 am
Topic/Title: Preparing For Life's Responsibilities
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 13-13
Air Date: Thursday June 5, 2014 Time: 6:00 am
Topic/Title: What Lies Ahead
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

Issue addressed: To insure Florida's economic development we need to address women's health issues and heart disease is the leading cause of death in women. Heart attacks kill over 200,000 women each year, five times the number of women who die from breast cancer. Also, Thyroid cancer is the fastest-growing cancer in America one out of two women over 50 has a thyroid lump.

26 million visitors came to Florida the first quarter of this year resulting in a 4.7% increase in tourism over last year and adding 36,000 jobs to Florida.

Guest: Elizabeth Battaglini, RN CEO of Healthy Women offered ways to incorporate more fish in your family's diet to prevent heart disease. "Women are the caregivers taking care of our families taking care of our husbands, plan the meals and purchase the meals we need to add fish into their diet.

Guest: Dr. Matthew Budoff, expert in prevention of heart disease reminded us unfortunately some of the things that we inherit from our parents and genetics are very important and if you have a family history of heart disease, brother, sister, parents, you're definitely at an increased risk.

Guest: Dr. R. Mack Harrell of the American Association of Clinical Endocrinologist and Tony Harnell a recording artist who had removed two large cancerous thyroid tumors from his neck. Dr. Harrell explained where the thyroid is located low in the neck below the Adams Apple and it moves when you swallow. If you got a family member with thyroid cancer particularly if it happens to be a female family member you're a little bit higher risk.

Guest: Andrew Kransy technology and consumer trends expert let us know how dependent a culture we are on smart phones used by 51% of the US population.. 2.1 9 trillion text messages were sent last year & 80% of 18 to 44-year-olds check their phone first thing when they wake up.

Guest: Randy Snow Chief Strategic Officer at R&R Partners and Rossi Ralenkotter created success in the marketing campaign to increase tourism and jobs. The **Vegas Stories** launched by Las Vegas Convention and Visitors Authority known tagline "what happens here stays here" endured a recession. Florida 4.7 % increase equaled 26 million visitors, first quarter of 2013, adding 36,000 jobs to Florida.

Guest: Mike Maloney, Investment Expert & Author, best-selling investment author discussed how ort Florida had highest foreclosures of any state, 1 in every 104 housing units, nearly 3 times the national average and offered his tips to how Floridians can recover from such hard-hitting economic damage.

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 8-14 |
| Air Date: | Thursday June 5, 2014 | Time: 6:30 am |
| Topic/Title: | Kick Start Summer | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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|--------------|-----------------------------|---------------|
| Program: | <i>Rose Lee Archer Show</i> | Episode: 9-13 |
| Air Date: | Tuesday June 10, 2014 | Time: 6:00 am |
| Topic/Title: | Explore Florida | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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Guest: Robin Miller, Cookbook Guru & Host of Food Network's "Quick Fix Meals"

created awareness of the risk for anaphylaxis – a severe allergic reaction that happens quickly and may cause death. Be prepared for guests who may be allergic to a bee sting, shrimp on the barbecue or a party latex balloon can end as life-threatening emergency, in fact, an emergency room visit caused by food-related anaphylaxis occurs every 18 minutes in the US.

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 6-14
Air Date: Tuesday June 10, 2014 Time: 6:30 am
Topic/Title: Family Affair
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

WXPX-TV, BRADENTON, FLORIDIA
PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 7-14
Air Date: Thursday June 12, 2014 Time: 6:00 am
Topic/Title: Restorative Spring Cleaning
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

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SECOND QUARTER, 2014

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 11-14 |
| Air Date: | Thursday June 12, 2014 | Time: 6:30 am |
| Topic/Title: | Adventurous Summer | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

Issue addressed: According to the Florida Department of Health over 35 thousand Floridians died last year from lung cancer. Milk studies show kids who don't drink milk, tend have higher BMI's than kids who do drink milk. Protecting you and your family's skin from the Florida sun is as important as proper road safety to start your Florida Summer adventurous road trip.

Guest: Dr. David Spigel, Director of the Lung Cancer Research Program at Sarah Cannon Research Institute. Dr. Spigel discussed more people die of lung cancer than colon, breast and prostate cancers combined. Over 224,210 new cases of lung cancer are to be diagnosed this year. The Florida Department of Health reports over 35 thousand Floridians died from lung cancer last year.

Guest: Kelly Packard, Actress and mom revealed a trend of the consumption of milk at a steady decline for decades. This trend means kids across the country are missing out on important vitamins and nutrients. And studies show kids who don't drink milk, tend have higher BMI's than kids who do drink milk.

Guest: Mario Armstrong, Emmy Award Winner, tech & digital lifestyle expert, offered Dads and grads tips on new gadgets for the sentimental side of you and how to stay on top of your game in today's competitive world.

Guest: Emily Loftiss, beauty and style expert to the Celebrities offered professional advice on how to create summer beauty standards to accomplish flawless skin, bright smiles and healthy hair by protecting your beauty from the damage of Florida's sun.

Guest: Kim Mance, Travel expert offered tips on how to soak up the sand and enjoy world renowned historical excitement, like Kennedy Space Center taking you and your family to the next level of opening up your eyes to a Florida Adventure. Kim's ideas shared ways to kick the traditional summer getaway up a notch.

Guest: Lisa McElroy, Travel expert & Busy working Mom, is no stranger to packing up the family and heading out on the road. Lisa shares her family tips for family traveling this summer to make their trip much easier. From allowing each family member to pick one activity and restaurant to the power of choice to stay connected and hitting the road with proper road safety.

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 7-13
Air Date: Tuesday June 17, 2014 Time: 6:00 am
Topic/Title: Summer Protection Healthy Habits
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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|--------------|-----------------------------|---------------|
| Program: | <i>Rose Lee Archer Show</i> | Episode: 8-14 |
| Air Date: | Tuesday June 17, 2014 | Time: 6:30 am |
| Topic/Title: | Spring Into Summer | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

Issue addressed: Florida has the second highest incidence of melanoma in the U.S., and sadly over 600 Floridians die from melanoma annually. The 24th annual Retirement Confidence Survey reports, retirement confidence shows signs of recovery, after seven years of steady decline. Allergy season is here affecting More than 60 million Americans. The National Meningitis Association (NMA) estimates 800 to 1,200 people are infected with meningococcal disease each year in the US.

Guest: Pati Dubroff, Hollywood's makeup artists & beauty industry, believes the rewards of caring for our skin to insure the vitality of our skin for a fresh Spring look into the summer months.

Guest: Carrie Ann Inaba, Dancing with the Stars- Judge and Rescue Cat Advocate shares tips to give rescue cats a happy and healthy home.

Guest: Greg Burrows, Senior VP at Principal Financial & Nevin Adams, Director of Education & External Relations at the Employee Benefit Research Institute, discuss the results of the 24th annual Retirement Confidence Survey, which revealed...Americans' retirement confidence shows signs of recovery, after seven years of steady decline.

Guests: Micah Muzio, Kelley Blue Book, Managing Editor offered a sneak peak of the new innovative features and concept cars to help drivers find more comfort and independence on the road.

Guest: Nancy Lieberman, Basketball Hall of Famer, Coach and Mom, knows firsthand how disruptive allergy symptoms can affect your quality of life during spring & summer. Over 60 million Americans suffer from seasonal allergy symptoms. A recent survey reports half of allergy sufferers using over-the-counter allergy medicine aren't satisfied with the relief it provides.

Guest: Lynn Bozof, President of the National Meningitis Association & Jamie Schanbaum a 25 year old survivor of meningococcal disease. The National Meningitis Association (NMA) estimates 800 to 1,200 people in the US are infected with meningococcal disease each year. A severe bacterial infection of the bloodstream and every 10 minutes, one person dies worldwide from meningococcal disease.

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 7-14
Air Date: Thursday June 19, 2014 Time: 6:00 am
Topic/Title: Restorative Spring Cleaning
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

Four minutes lost 6:08a-6:12a due to technical difficulty

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 10-14
Air Date: Thursday June 19, 2014 Time: 6:30 am
Topic/Title: Recharge Parental Batteries
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

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SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 8-13
Air Date: Tuesday June 24, 2014 Time: 6:00 am
Topic/Title: Discover Florida
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

Program: *Rose Lee Archer Show* Episode: 9-14
Air Date: Tuesday June 24, 2014 Time: 6:30 am
Topic/Title: Kick Start Summer
Duration: 30 minutes
Style/Type: Interview Format
Source: Rose Lee Archer

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 10-13 |
| Air Date: | Thursday June 26, 2014 | Time: 6:00 am |
| Topic/Title: | Preparing For Florida's Future | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

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

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PUBLIC AFFAIRS REPORT
SECOND QUARTER, 2014

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| Program: | <i>Rose Lee Archer Show</i> | Episode: 12-14 |
| Air Date: | Thursday June 26, 2014 | Time: 6:30 am |
| Topic/Title: | Vacation Or Volunteer | |
| Duration: | 30 minutes | |
| Style/Type: | Interview Format | |
| Source: | Rose Lee Archer | |

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

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

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

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

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

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

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

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