



July 1, 2016

The following is a report on Public Affairs Programming for the Second Quarter of 2016 during which time the top issues of community interest and concern in Sarasota, Florida and the surrounding area were found to be:

Economy  
Education  
Health  
Public Safety  
Community Relations

In order to meet these issues, WHPT-FM airs two public affairs programs on Sunday mornings.

“West Coast Forum” airs Sunday mornings at 6:00 a.m. “Spectrum” airs Sunday mornings at 6:30 a.m.

WHPT-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WHPT-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WHPT-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

Respectfully submitted,

A handwritten signature in blue ink that reads "John Brennan".

John Brennan  
Director of Branding and Programming

JB/mlm

### **Economy**

Sunday, April 3, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Eric Lyman, Vice President, Industry Insights for true car.com. More and more people are looking for green cars or cars that are hybrids. Which cars on the market offer the best value for consumers that also save money on gas? Mr. Slater and Mr. Lyman talked about "driving green". Thanks to low gas prices, state and federal rebate programs, and automaker incentives, it's easy for Americans to drive green. So, the average transaction prices for fuel-efficient vehicles have dipped significantly. Mr. Lyman also mentioned each of the top green vehicles being offered by each automaker, the latest government incentives for buying a green/hybrid vehicle, and why hybrid and plug-in cars are now a better value for the American consumer.

Sunday, April 3, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Lenzo Canty, Certified Public Accountant, Tampa. Mr. Greene and Mr. Canty discussed tax preparation tips, deductions, ways to get larger refunds, and changes in the 2015 income tax filing forms.

Sunday, April 24, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Judy Dorcy, Spokesperson for Career Source Tampa Bay. Mr. Greene and Ms. Dorcy shared information on opportunities for the 16 to 24 demographic regarding the high demand for welders, solderers, construction workers, and manufacturing workers. Ms. Dorcy explained that free training is available for people interested in obtaining jobs that pay from \$12 to \$18 an hour. The target demographic for these jobs are those who may be prone to dropping out of high school.

Sunday, May 1, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Kala Gibson, Senior Vice President and Head of Banking, Fifth Third Bank.

More and more of our listeners are trying to shop locally to help local businesses grow. But how can businesses help themselves? Mr. Slater and Ms. Gibson discussed some of the many ways. For instance, most small businesses aren't taking advantage of resources that could help alleviate many of the biggest problems that business owners face. Ms. Gibson talked about the various programs offered by the Small Business Administration that people can take for free. One key program teaches how to access cash flow and gain access to working capital. Another valuable program teaches people the steps they can follow to start their own small business from finding a location to getting a loan.

Sunday, May 8, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: T. R. Coverson, Financial Coach, Brandon.



Mr. Greene and Mr. Coverson discussed coaching the public in legacy and estate planning as well as retirement services.

### Sunday, May 22, 2016 – West Coast Forum 6:15 a.m.

15:00

Host: Jeff Slater. Guest: Robb Hilson, Small Business Executive, Bank of America. According to a recent study by the Bank of America, the "2016 Small Business Owner Report", only one in three small business owners are confident the economy will improve during the next twelve months. Mr. Slater and Mr. Hilson talked about how the global economy affects small businesses, how health care plans are hurting/helping small businesses, and why small businesses are most likely waiting until after the presidential election before they make any major changes or decisions.

Note: The "2016 Small Business Owner Report" study was co-sponsored by the Greater Florida Chamber of Commerce.

### Sunday, May 22, 2016 – Spectrum 6:45 a.m.

15:00

Host: Dayle Greene. Guest: Wendell Duggins and Netral Cromuel of the Florida A&M University Alumni Association.

Mr. Greene, Mr. Duggins, and Ms. Cromuel discussed the upcoming 2016 Florida A&M National Alumni Convention being held in Tampa, the positive outcome of the historically Black university founded in 1887, and the local economic impact of having 500 people attend the convention. The convention is scheduled to take place May 25<sup>th</sup> through May 29<sup>th</sup>.

### Sunday, June 5, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Kathy Cummings, Spokesperson for Hillsborough County Affordable Housing Services.

The rental market in our area has hit an all-time high, and people are struggling to pay their rent. Ms. Cummings explained that, right now, it's cheaper to buy than to rent. Mr. Slater and Ms. Cummings discussed the various steps first time buyers need to take, how their credit score will affect their mortgage, why location is important, online tools available to first time buyers, and tax incentives for first time buyers.

## **Education**

### Sunday, April 10, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Latoya Jordan, Principal of Lacochee Elementary School in Pasco County.

Mr. Greene and Ms. Jordan discussed the challenges of state-required testing, efforts to get more parental involvement, and the fact that there is a language barrier with the

parents of most of the school's students because their comprehension of English is very limited.

### Sunday, April 17, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Jacqueline Coffee-Leeks, Girls Youth Empowerment, Tampa. Mr. Greene and Ms. Coffee-Leeks provided an overview of the recent conference involving girls in elementary and middle school as it relates to teaching them the importance of having self-esteem and encouraging them to refrain from spending too much time on social media.

### Sunday, May 22, 2016 – West Coast Forum 6:00 a.m.

15:00

Host: Jeff Slater. Guest: Danae Domain with [savingforcollege.com](http://savingforcollege.com). According to a national survey, 75% of Americans don't know what a 529 plan is? It is the IRS code number for a special tax-free savings account used to save for college. Ms. Domain explained to Mr. Slater that a 529 plan works like a 401k. She elaborated on how to set up a 529 saving plan, how soon it should start (at birth), the limitations there are as to where the money can be spent, and what the tax benefits are.

### Sunday, May 22, 2016 – Spectrum 6:30 a.m.

15:00

Host: Dayle Greene. Guest: Pamela McCoy, Bona5d Financial Services, Carrollwood. Mr. Greene and Ms. McCoy shared tips that were geared towards high school and college graduates such as how to save money, making and following a budget, and limiting their debt.

### Sunday, May 29, 2016 – Spectrum 6:30 a.m.

15:00

Host: Dayle Greene. Guests: Meesha Stubbs and Tracey Weldon, Florida A&M University Alumni Association, Plant City. Mr. Greene, Ms. Stubbs, and Ms. Weldon discussed how Florida A&M graduates are experiencing higher educational opportunities and positive futures.

### Sunday, June 12, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Michael Biltz, Managing Director, Accenture Technology Vision. According to a new report, many businesses large and small are suffering from "digital culture shock" meaning they are slow to keep their technology current. Mr. Slater and Mr. Biltz discussed how a company uses technology to keep up with the competition, what the new tech trends businesses can use are, how social media can be used to grow a business, and how to keep employees up to date on technology.



Sunday, June 26, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Jeff Eakins, Superintendent, School District of Hillsborough County.

Mr. Greene and Mr. Eakins talked about the positive outcomes of the school year regarding the record number of high school graduates. Mr. Eakins also elaborated on those students who will be going from school to work, the students who just earned their GED, and those who will start their own businesses. Another important topic that was covered was Hillsborough County's need for 1,000 new teachers due to many baby boomers who are retiring.

## **Health**

Sunday, April 24, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Dr. M. J. Corcoran, Certified Parenting Coach.

Graduation and prom season kicks off next week. Our teens will be going to many graduation parties, and we know what Prom Night is like when it comes to drinking. Mr. Slater and Dr. Corcoran discussed the teen drinking problem. Tips were given on how we can talk to our teens about drinking (and driving) and how to encourage our kids not to drink if they are offered alcohol. Mr. Slater and Dr. Corcoran explained how we can tell our kids not to drink even though we, as parents, often drink at home. Dr. Corcoran talked about how the "parenting approach" has changed over that last decade and gave additional tips for parents that can help make a difference in their teens' lives.

Sunday, May 15, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Dale Barnett, National Commander of the American Legion.

With Memorial Day just weeks away, Mr. Slater talked with Mr. Barnett about all the scandals and problems facing the VA and why the American Legion believes the VA is still needed. How can the VA be improved? How can we be sure our vets are getting the best treatment? How can vets receive assistance when navigating the VA system? Why has the outsourcing voucher program been such a failure for our vets? Commander Barnett answered these questions and more.

Sunday, May 29, 2016 – West Coast Forum 6:00 a.m.

15:00

Host: Jeff Slater. Guest: Carol Cummings, R.N., with Brookdale Senior Living.

Brookdale Senior Living in Sarasota is rolling out a new, free program called "Know Your Brain, Grow Your Brain, and Flex Your Brain". It's a program designed to keep senior citizens' brains and minds active. Mr. Slater and Ms. Cummings talked about the various activities used to keep the mind sharp, why it's important to work out the brain, and how seniors can use the Internet and modern technology to keep their brains healthy and active.

Sunday, May 29, 2016 – Spectrum 6:30 a.m.

15:00

Host: Dayle Greene. Guest: Daryl Rosenthal, Spokesperson for the U.S. Social Security Administration Office in Tampa.

Mr. Greene and Mr. Rosenthal talked about the convenience and the efficiency of the Social Security Administrations' website. Disability benefits can now be applied for online, and many of the services available for the disabled can also be accessed.

Sunday, June 12, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: William Weaver, Spokesperson for the Boys & Girls Club of Tampa.

Mr. Weaver talked with Mr. Greene about his impressions of the Tampa Bay Area after relocating here three years ago from Chicago. The discussion centered around what Mr. Weaver considers the main challenge for low income families – the lack of a unified and efficient transportation system. He elaborated on why he believes it affects quality of life, educational opportunities, and voter apathy.

Sunday, June 19, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Audrey Rowe, USDA Administrator, Food and Nutrition Services.

School is out, and that means more children will not be getting enough to eat. During the school year, low-income kids get fed through government assistance at school. When school's out, many kids won't get breakfast or lunch. During the summer break, the average family's monthly grocery bill goes up \$300.00 which many families can't afford. Mr. Slater and Ms. Rowe discussed the "Feeding Our Future" program that provides meals for children. How the program works, how you qualify, and what local groups and charities are supplying the food to low-income families are some of the topics covered.

### **Public Safety**

Sunday, May 1, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Ross Anderson, Founder of Men of Vision, Hillsborough County.

Mr. Greene and Mr. Anderson discussed Men of Visions' 10<sup>th</sup> Anniversary. They are celebrating ten years of providing services to predominantly African-American and Latino middle and high school males who are at risk of dropping out of school. Mr. Anderson elaborated on some of the procedures in place for trying to keep the boys out of trouble so they can become productive citizens.



Sunday, May 15, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Valansir Key, Operation Red Sea, Tampa.

Mr. Greene and Ms. Key discussed helping those affected by the water crisis in Flint, Michigan, and efforts by her non-profit group to bring about public awareness of municipal water quality issues in the Tampa Bay area.

Sunday, June 5, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Nick Zoller, Pinellas County Communications Department, Clearwater.

Mr. Greene and Mr. Zoller shared tips about how residents should have a personal "Hurricane Plan" in place so they are prepared in case of a flood warning, tropical storm, or hurricane.

Sunday, June 19, 2016 – Spectrum 6:30 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Brandon Dawkins, University of South Florida School of Medicine.

Dr. Dawkins is about to complete his two-year residency before relocating back to Atlanta. As a commuter between Tampa and St. Petersburg, he compared the traffic gridlock challenges in the Tampa Bay Area with traffic in the Atlanta Metro area and offered possible solutions.

### **Community Relations**

Sunday, April 10, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Melissa Sullivan with Mayflower Moving Services.

The State of Florida and many of our local cities have been hiring "millennial consultants" to find ways to keep millennials in our area workforce. Studies have shown that millennials are attending our local and state colleges and then moving out of the area. Mayflower Moving Services just conducted a study to see where millennials are moving and why. Mr. Slater and Ms. Sullivan discussed the study and how our local government can use the information to keep millennials from moving away. The study showed a vibrant downtown is what's most important to millennials along with public transportation and green transportation. Millennials also say the local food and brew scene is also very important as well as more urban centers. Millennials are also looking for cities that have music and art festivals.

Sunday, April 17, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Dr. David Atkins, Acting Chief Research and Development Officer with the Department of Veterans Affairs.

Recent studies by the Department of Veterans Affairs show that minority populations are not getting as much care through the VA as whites. Mr. Slater and Dr. Atkins discussed the different health issues between minorities and whites that need to be treated and the accelerating health equality for the vets. Dr. Atkins also elaborated on why he thinks minority vets are less likely to seek help from the VA. He feels that minority vets are less likely to trust the VA. Dr. Atkins also discussed the current research the VA is doing regarding minority health issues.

Sunday, May 8, 2016 – West Coast Forum 6:00 a.m.

30:00

Host: Jeff Slater. Guest: Kimberly Offutt, National Foster Care Adoption Director for Bethany Christian Services.

Today is Mother's Day. While we take time out to remember mom, why not take time out to honor Foster Mothers? Mr. Slater and Ms. Offutt discussed being a foster mother. Why being a foster parent can be important to a child who has been taken from their family (normally due to violence), how foster parents provide essential support for kids in foster care, and why not all kids in foster care are "bad" kids. Mr. Slater and Ms. Offutt talked about the qualifications to be a foster parent – i.e., Do you have to own your own home? Do you have to be married? Does income matter? Ms. Offutt answered those questions and more.