

# **CBS Radio Inc.**

## **QUARTERLY ISSUES & PROGRAMS REPORT**

**for**

### **WHFS-AM**

**3<sup>rd</sup> Quarter 2014**

**July 1 through September 30**

**Prepared by:**  
Roxanne Wilder

**Filed:**  
October 8, 2014

**Quarter Ending:**  
September 30, 2014

**WHFS-AM**  
**Regularly Scheduled Public Affairs Programs**  
**3<sup>rd</sup> Quarter, 2014**

***Public Affairs Program***

**"The Current"**

***Schedule and Description***

Roxanne Wilder talks with community leaders and political leaders regarding local, regional and national issues of concern for Tampa Bay area residents.

**Sundays, 6am-7am**

# WHFS-AM

## Issues of Concern for Tampa/St. Petersburg/Clearwater area Addressed in responsive Programming in the 3<sup>rd</sup> Quarter 2014

| <i><b>Subject</b></i>         | <i><b>Description of issues of concern being addressed</b></i>   |
|-------------------------------|--|
| Medical/Health                | Pinellas County Mosquito Control; Dr. Robert Hauser, Parkinson's Disease & Movement Disorders Center; Danielle DeCosmo from Creative Care (part of Creative Clay) discussing services provided to hospital patients; Sleep Expert Robert Brough on improving sleep quality; Dr. Sampson Davis on health care crisis in America; American Heart Association on the Signs of Stroke; Dr. Carol Hahn on the Choosing Wisely Campaign; Dick Vitale and the Pediatric Cancer Foundation; Kim Gabeline on National Dog Obesity Month; Julie Mastry of Selma Mastry Ovarian Cancer Foundation; Emily Wenzel of Pilates; Amber Ketchum on Vegetarian Awareness; Collins Medelin of My Hope Chest |
| Education/Arts/<br>Work place | Chance Wolf, author of <i>Surf Sharks</i> ; Lania Berger, owner of Arthur Murray Dance in Palm Harbor on National Dance Day; Christine Alexander of Florida Studio Theatre; Cloty Davis, Your Diploma Your Way; Back to school tech ideas with Jennifer Jolly  |
| Economy/<br>Politics          | Vinny Tafuro, author of <i>Corporate Empathy</i> ; Pinellas County Commissioner Ken Welch, Chair of the PSTA Board & Brad Miller, CEO of PSTA on Greenlight Pinellas; PNC Bank's Tyler J. Eyler; Kim Tesch Vaugt and Julie Rathwell of Career Source Tampa Bay on Startup Quest  |
| Environment/<br>History       | Franco Ripple on Coast Guard Auxiliary; Jim Flynn of LRE Ground Services on sinkholes; Suncoast Primates   |
| Law Enforcement/<br>Military  | Nichole Cason of Crisis Center of Tampa Bay on human trafficking; Command Sergeant Major Luther Thomas, Jr. on the synergy between the Army and the business community; Mike Boettcher, Emmy Award-Winning journalist on the documentary, <i>The Hornet's Nest</i>   |
| Family/Events/<br>Community   | Pam Ora of Random Acts of Flowers Pinellas; Actress and singer Mandy Moore on the importance of cat shelters; Tampa Hillsborough Expressway Authority on Kids Day; Dr. Theo Sai, Chief Medical Officer, Senior Products, Central Florida of Humana on the Humana Communities Benefit charitable giving program; Rich Stroud of Everyday Blessings; Ken Walters on the Head of the Hillsborough Rowing & Paddling Regatta Festival; Chris Harrell from the SPCA on the Pet Walk; Nationally-known dog trainer, Joel Silverman   |

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Community

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"

|         |        |          |         |
|---------|--------|----------|---------|
| WHFS-AM | Sunday | 07/06/14 | 6:00 AM |
|---------|--------|----------|---------|

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:

Roxanne Wilder spoke with Pam Ora of Random Acts of Flowers Pinellas. Random Acts of Flowers recycles and repurposes flowers by engaging dedicated volunteer teams to deliver beautiful bouquets and moments of kindness to individuals in healthcare facilities across the country.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Family

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      07/06/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with nationally known dog trainer, Joel Silverman. Joel discussed the various types of dog personalities and explained how you can incorporate this knowledge into your dog's training.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

**ISSUE:**  
Environment, Education

**PROGRAM NAME:**  
"The Current"

**AIR DATE & TIME:**  
Segment "C"

WHFS-AM

Sunday

07/06/14

6:40 AM

**DURATION OF PROGRAMMING SEGMENT:**  
20 minutes of a 1 hour program

**DESCRIPTION OF PROGRAMMING SEGMENT:**  
Roxanne Wilder spoke with author, Chance Wolf. Chance spoke about his latest book, *Surf Sharks*, and about his desire to get excited about reading, nature, and the environment.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

**ISSUE:**  
Community, Family

**PROGRAM NAME:**  
"The Current"

**AIR DATE & TIME:**  
Segment "A"  
WHFS-AM                      Sunday                      07/13/14                      6:00 AM

**DURATION OF PROGRAMMING SEGMENT:**  
20 minutes of a 1 hour program

**DESCRIPTION OF PROGRAMMING SEGMENT:**  
Roxanne Wilder spoke with actress, singer and songwriter Mandy Moore. Mandy shared ways to support cat shelters across the country and specifically, in Florida. Cat shelters need help to improve their services and facilities to better care for cats that are awaiting forever homes.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Education, Environment

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      07/13/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Franco Ripple, representing the Coast Guard Auxiliary. With summer being a popular time for boating and activities on the water, Franco spoke about boating safety and educational opportunities available through the Coast Guard Auxiliary.



**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Family, Events

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      07/13/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke about Kids Day put on by Tampa Hillsborough Expressway Authority. The event took place on July 13<sup>th</sup> and took place at the Tampa Convention Center in the Central Hall. It was an expo just for kids with activities for kids of all ages to enjoy.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Arts, Education

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      07/20/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Lania Berger. Lania is the owner of Arthur Murray Dance in Palm Harbor and she talked about how to sign up for free classes in order to celebrate National Dance Day. She also talked about the history of National Dance Day and the health benefits that result from dancing.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Environment

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      07/20/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Part 1 of Roxanne Wilder's conversation with Jim Flynn from LRE Ground Services. Jim explains the science behind sinkholes and exactly what homeowners need to know.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Environment

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      07/20/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Part 2 of Roxanne Wilder's conversation with Jim Flynn from LRE Ground Services. Jim explains what can be done if it's been confirmed that a house has been built on or near a sinkhole and how having sinkhole repair performed can salvage the majority of the value of a home.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Health

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      07/27/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Roxanne Wilder interviewed a representative from Pinellas County Mosquito Control. With the potential of mosquito-borne viruses prevalent in Florida, it is of utmost importance that residents of Pinellas County receive a strong message on the prevention of mosquitoes. Listeners learned about preventative steps taken by Pinellas County to help stop the spread of mosquito-borne diseases, like chikungunya, and what residents can do to help.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

**ISSUE:**  
Law Enforcement

**PROGRAM NAME:**  
"The Current"

**AIR DATE & TIME:**  
Segment "B"  
WHFS-AM                      Sunday                      07/27/14                      6:20 AM

**DURATION OF PROGRAMMING SEGMENT:**  
20 minutes of a 1 hour program

**DESCRIPTION OF PROGRAMMING SEGMENT:**  
Roxanne Wilder spoke with Nichole Cason of Crisis Center of Tampa Bay. Nichole talked about the dangers of human trafficking and how prevalent it is in the Tampa Bay area. She also spoke about what can be done to prevent the crime and how to help victims.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Medical, Health

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      07/27/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Dr. Robert Hauser, Director of the USF Parkinson's Disease and Movement Disorders Center. Dr. Hauser is the local principal investigator for a Michael J. Fox Foundation-sponsored clinical trial, attempting to identify individuals at risk for Parkinson's disease even before they exhibit the cardinal features of slowness, stiffness, and tremor.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Economy

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      08/03/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with author Vinny Tafuro about his new book, *Corporate Empathy*.  
Vinny discusses ways in which corporations of all sizes have had success by making empathy a part of their corporate culture.



**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Arts, Community

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      08/03/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Christine Alexander from Florida Studio Theatre. Florida Studio Theatre presents contemporary theatre in its five venues and offers improvisational workshops. Christine also reported on the theatre's summer schedule.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Education

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      08/03/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Cloty Davis from Your Diploma Your Way. Your Diploma Your Way is an institute that provides Bay Area residents with the opportunity to take flexible programs to earn a high school diploma/GED.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Community, Economy

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      08/10/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with PNC Bank's Tyler J. Elyer. Tyler discussed important angles to consider when it comes to getting a divorce and when it comes to putting together a pre-nuptial agreement when getting re-married. Changes in marital status can have big implications on one's financial portfolio.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Medical, Health

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      08/10/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Danielle DeCosmo with Creative Care. Creative Care is a program offered through Creative Clay Cultural Arts Center. It's a multi-disciplinary area in healthcare that serves patients, families, and caregivers in health care communities in the greater St. Petersburg area. Topics included services offered by Creative Care and art therapies for hospital patients.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Community, Economy

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      08/10/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Dr. Theo Sai, Chief Medical Officer, Senior Products, Central Florida of Humana. Dr. Sai explained the Humana Communities Benefit charitable giving program, sponsored by the Humana Foundation, and the online community vote. For the first time, the public had the opportunity to weigh in on which finalist they feel is most deserving of the \$350,000 grant.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Health, Medical

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      08/17/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with emergency room physician Dr. Sampson Davis about his recently released book *Living & Dying in Brick City*. Dr. Davis also gave his opinion on the state of health care in America.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Health, Medical

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      08/17/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Roxanne Wilder spoke with sleep expert Robert Brough to find out more about how to get a good night of quality sleep. Brough added insight on ways to treat sleep disorders, and he offered information on new treatments and techniques that can help.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

**ISSUE:**

Community, Family

**PROGRAM NAME:**

"The Current"

**AIR DATE & TIME:**

Segment "C"

WHFS-AM

Sunday

08/17/14

6:40 AM

**DURATION OF PROGRAMMING SEGMENT:**

20 minutes of a 1 hour program

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Roxanne Wilder spoke with actress, singer and songwriter Mandy Moore. Mandy shared ways to support cat shelters across the country and specifically, in Florida. Cat shelters need help to improve their services and facilities to better care for cats that are awaiting forever homes.



**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Family

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:

Segment "A"

WHFS-AM

Sunday

08/24/14

6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:

Roxanne Wilder spoke with Rich Stroud about Everyday Blessings. The mission of Everyday Blessings, Inc. is to provide high quality care for sibling groups through a live-in caregiver model. They partner with community agencies and the children's families to transition each child into a safe, stable and permanent home.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Medical

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      08/24/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with a representative from American Heart Association about warning signs related to stroke. The odds of surviving a stroke and having a full recovery are increased the sooner someone is able to get to a hospital and receive treatment. The important stroke warning signs were explained in detail.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Education

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      08/24/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Jennifer Jolly, who is a tech expert. With kids going back to school, it's important that parents are able to find phones, computers, tablets that are both economical and durable. Jennifer talked about the best ways to look for and purchase these items.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Economy, Politics

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      08/31/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Pinellas County Commissioner Ken Welch, Chair of the PSTA Board and Brad Miller, CEO of PSTA on Greenlight Pinellas. Greenlight Pinellas is a proposal that will be on the November election ballot to improve public transit in Pinellas County and would increase the sales tax by one cent to 8% while cutting property taxes, all to fund a major increase in bus service and light-rail.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Health

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      08/31/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Julie Mastry, who works with the Selma Mastry Ovarian Cancer Foundation. Julie talked about Selma Mastry Ovarian Cancer Foundation's mission, which is to bring awareness about ways to detect and treat ovarian cancer.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Economy

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      08/31/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

**DESCRIPTION OF PROGRAMMING SEGMENT:**

Roxanne Wilder spoke with Kim Tesch Vaugt and Julie Rathwell of Career Source Tampa Bay. Start-up Quest. Startup Quest® is a nationally recognized entrepreneurship training program that connects teams of qualified participants with successful CEOs and entrepreneurs to learn the steps needed to transform an invention from state universities and NASA into a product for the marketplace.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Environment

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      09/07/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder talked with Collins Medelin, Miss Florida United States. Collins works for My Hope Chest, which is an organization that raises funds for women who need breast cancer reconstruction because of breast cancer.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Environment

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      09/07/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Emily Wenzel of Kapok Pilates. Emily talked about the history of Pilates and explained the physical benefits of practicing Pilates. She also provided tips for those who have never done Pilates but want to try it.



**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Health

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      09/07/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with nutritionist, Amber Ketchup. Amber talked about vegetarian awareness and explained the reasons why a vegetarian diet might be beneficial, as well as tips to try if one is wishing to convert to a vegetarian diet.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Military, History

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      09/14/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Emmy Award Winning Journalist, Mike Boettcher. Mike talked about his experiences filming his documentary, *The Hornet's Nest*. The documentary is a tribute to the heroism and sacrifice of the U.S. Armed Forces following the attacks in 2001, and the film follows the U.S. forces fighting on the front lines in Afghanistan.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Environment, Community

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      09/14/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder talks with a member of the Suncoast Primary Sanctuary. The Suncoast Primary Sanctuary is a haven for primates that allows them to live out their lives with peace and dignity. The Primate Sanctuary is located in Palm Harbor and hosts a lobster dinner each year to raise funds for the Sanctuary.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

**ISSUE:**  
Family, Community

**PROGRAM NAME:**  
"The Current"

**AIR DATE & TIME:**  
Segment "C"  
WHFS-AM                      Sunday                      09/14/14                      6:40 AM

**DURATION OF PROGRAMMING SEGMENT:**  
20 minutes of a 1 hour program

**DESCRIPTION OF PROGRAMMING SEGMENT:**  
Roxanne Wilder spoke with Chris Harrell of the SPCA about the upcoming SPCA Pet Walk. The Pet Walk is an incredible event that takes place each year in downtown St. Petersburg. It raises money for the SPCA and is an opportunity for dog lovers to get together for a great cause.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:

Arts

PROGRAM NAME:

"The Current"

AIR DATE & TIME:

Segment "A"

WHFS-AM

Sunday

09/21/14

6:00 AM

DURATION OF PROGRAMMING SEGMENT:

20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:

Roxanne Wilder spoke with famed sports announcer and author, Dick Vitale. "Dickie V" spoke about ways we can help fight against Pediatric Cancer. He's teamed with the Pediatric Cancer Foundation and was honored with the inaugural Heart of Gold Award at the 2014 Brinner of Hope.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Family

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      09/21/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Kim Gabeline about National Dog Obesity Month. Kim explained different ways that pets can receive more exercise and better nutrition so as to maintain a healthy weight and fight obesity.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Medical, Health

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      09/21/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Dr. Carol Hahn, a radiation oncologist. Dr. Hahn relayed information about the Choosing Wisely campaign. This campaign is an initiative whereby healthcare professionals identify specific treatments that are commonly ordered but may not always be appropriate for cancer patients.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Community

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "A"  
WHFS-AM                      Sunday                      09/28/14                      6:00 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Ken Walters on the Head of the Hillsborough Rowing & Paddling Regatta Festival. Ken is working to bring more events to Tampa's downtown. He relayed the details of the Regatta and explained how to get involved.



**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Military, Community

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "B"  
WHFS-AM                      Sunday                      09/28/14                      6:20 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with Command Sergeant Major Luther Thomas, Junior, one of the most senior African Americans in the Army Reserve. Command Sergeant Major Thomas talked about the synergy happening between our nation's Army Reserve soldiers and the business community across the United States, with a focus on private-public partnership matching skill sets with military and civilian jobs.

**WHFS-AM**  
**Most Significant Issue-Responsive Programming**  
**3rd Quarter, 2014**  
**(July 1 through September 30)**

ISSUE:  
Economy

PROGRAM NAME:  
"The Current"

AIR DATE & TIME:  
Segment "C"  
WHFS-AM                      Sunday                      09/28/14                      6:40 AM

DURATION OF PROGRAMMING SEGMENT:  
20 minutes of a 1 hour program

DESCRIPTION OF PROGRAMMING SEGMENT:  
Roxanne Wilder spoke with author Vinny Tafuro about his new book, *Corporate Empathy*.  
Vinny discusses ways in which corporations of all sizes have had success by making empathy a  
part of their corporate culture.