

WCFB

Quarterly Report

January February March 2015

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January ☐ February ☐ March 2015

Retrospect is a public service program that airs on WCFB Sunday mornings from 5:00 – 7:00 a.m. On this program, members of the Central Florida community discuss issues of concern to the region's citizenship. For the first quarter of 2015, the following issues were addressed:

Culture

- History Museum Features Two New Exhibits
- Ceremony Commemorates Historic Landmark Designation
- 13th Annual Unity Heritage Festival
- Luv 2 Run 5K Event Benefits Girl Scouts
- Orlando Folk Festival Takes on Valentine's Theme
- Morse February Events
- Herblock, the political cartoons of Pulitzer Prize winner Herbert Block
- Collaborative Campaign to Support the Arts
- History Timeline Event Honors Local Heroes
- Artist31 Offers 31 Days of Art Events

Economy

- Alice Report: Half of Central Floridians Struggle Financially Education
- 14th Annual Mayor's Job Fair
- Florida Legislative Session

Education

- 20th Annual Valencia Film Celebration

- CPR in Schools
- Seminole State College Celebrates 50 Years in 2015
- 29th Annual Bacchus Bash to Fund Hospitality Education
- Program Offers Business Education

Environment

- Clean Water At the Heart of Wetlands Festival

Health

- People Advised to Get Flu Shot as Number of Flu Cases Rises
- Houses Provide Housing for Parents of Ill Children
- Sickle Cell Anemia Awareness and Patient Support
- Education for MS Patients and Their Families
- Heart Month Focus on Women's Health
- Healthy Start Orange
- MG Walk and Support Group
- Families Given Support as They Work Through Grief
- Parkinson's Foundation Move It Day Walk Run Event
- Hive of Hope Supports Stroke Patients
- AHA Promotes National Walking Day
- Live, Work, Move Seminole 5K!

Public Safety

- Apopka Citizens' Public Safety Academy
- Consumers Asked to Drink Alcohol Responsibly
- Agency Promotes Child Safety

Social Issues

- New Butler's Preserve Ground-breaking
- City of Orlando's 2015 MLK Calendar Events
- Program Provides Food to People in Need

- Foster Parent Training Course in Spanish
- Experts Consider the Issue of Health Equity
- Puzzle Pieces: Conversations About Social Justice
- Health Department Recognizes National Black History Month
- Organization Lends Support to the Area's Homeless
- Organization Provides Support for Troubled Teens
- Advocates Encourage Florida to Accept Federal Health Dollars

ISSUE:

Culture

Time: WCFB:
6:00
a.m.

Segment Topic: *Ceremony Commemorates Historic Landmark Designation*

Organization: Art and History Museums Maitland

Guest(s): Andrea Bailey Cox, Executive Director

Contact: Artandhistory.org

Date: 1/10/15

Duration: 30:00

Issues: The Art and History Museums Maitland is holding a special dedication ceremony to recognize the Maitland Art Center's new designation as an historic landmark. Cox explained that the Art Center, originally called the Research Studio, was established by Andre Smith to be an, "oasis for creativity." The Research Studio was a place for artists to live, inspire each other, and experiment. Smith died in 1959, leading to the end of the artist in residence program. The Art Center went through a period of decline but was saved by concerned citizens and is once again a place of artistic creativity.

Time: WCFB:
6:00
a.m.

Segment Topic: *History Museum Features Two New Exhibits*

Organization: Orange County Regional History Center

Guest(s): Mike Perkins, Curator of Exhibits

Contact: (407) 836-8500; thehistorycenter.org

Date: 1/4/15

Duration: 30:00

Issues: Perkins described the two major exhibits that will be featured at the Orange County Regional History Center in the coming months. First, he described *And Still We Rise: Race, Culture, and Visual Conversations*. This exhibit features quilts depicting key moments in four centuries of African American history. Second, he described *The Art of the Highwaymen*, a collection of paintings made by the African American men who sold them up and down the coast in Florida.

Time: WCFB:
6:00
a.m.

Segment Topic: *13th Annual Unity Heritage Festival*

Organization: City of Winter Park

Guest(s): Robert Knight, Organizer

Contact: (407) 399-4295

Date: 1/18/15

Duration: 15:00

Issues: Knight invited listeners to attend the 13th Annual Unity Heritage Festival. The event promotes the exploration of family history while raising funds to support the Educational Fulfillment Fund for economically disadvantaged Winter Park youth. There will be entertainment, vendors, and games.

Time: WCFB:
5:30
a.m.

Segment Topic: *Luv 2 Run 5K Event Benefits Girl Scouts*

Organization: Girl Scout Troop 4082

Guest(s): Nancy Swalby, Troop Leader

Contact: Citrus-gs.org; www.racetimesports.com

Date: 2/1/15

Duration: 30:00

Issues: Swalby invited listeners to participate in the *Luv 2 Run 5K*, a charity run that benefits Girl Scouts. She explained that the 5K started out as a service project that her troop organized in order to earn their silver award. The original idea was to teach younger girls about health, nutrition and exercise, then encourage them to participate in the run. Five years later, the girls still organize the run and each year and donate some of the proceeds to a charity. The event will be held Sunday, February 8th.

Time: WCFB:
5:15
a.m.

Segment Topic: *Orlando Folk Festival Takes on Valentine's Theme*

Organization: Mennello Museum of American Art

Guest(s): Genevieve Bernard, Curator of Education

Contact: www.mennellomuseum.com

Date: 2/8/15

Duration: 15:00

Issues:

The Mennello Museum of American Arts' Orlando Folk Festival is going through some changes this year. Although it will still feature independent musical acts, art, crafts, and food, it will now be called the 'Indie-Fest' and include some Valentine's Day activities. As a part of the evolution to 'Indie-Fest' the event will now include a picnic and special picnic foods from East End Market. The event will be held on February 15, from 2:00 – 7:00 p.m.

Time: WCFB:
5:30
a.m.

Segment Topic: *Morse February Events*

Organization: Morse Museum of American Art

Guest(s): Catherine Hinman

Contact: (407) 645-5311

Date: 2/8/15

Duration: 30:00

Issues: Hinman said that February is the height of the Morse Museum's season, with lots of visitors. So they always try to have special exhibitions at this time of year. Visitors will be able to enjoy two new exhibits starting on February 10th: *The Bride Elect*, *Gifts from the 1905 Wedding of Elizabeth Morse* and *Selections from the Harry P. Seaman Gift of American and European Decorative Arts*. Hinman says the first is the story of a family wedding while the second is the story of a prominent lawyer who found the Morse and donated the beautiful things that he had spent a lifetime collecting.

Time: WCFB:
6:00
a.m.

Segment Topic: *Herblock*, the political cartoons of Pulitzer Prize winner
Herbert Block

Organization: Holocaust Center
Holocaust Memorial Research And Education Center:

Guest(s): Susan Mitchell, Project Director

Contact: 407-628-0555; www.holocaustedu.org

Date: 2/8/15

Duration: 30:00

Issues:

The Holocaust Memorial Research And Education Center has a new exhibit, called *Herblock*, on display until the end of March. Mitchell explained that the exhibit features the work of Herbert Block, whose political cartoons brought social justice issues out into the open for public discussion. On February 26th, the Holocaust Center will screen the film *Herblock/ The Black and the White*, which focuses on Block's life and his impact on U.S. politics. Both the exhibit and film screening are free.

Time: WCFB:
5:30
a.m.

Segment Topic: *Collaborative Campaign to Support the Arts*

Organization: United Arts of Central Florida

Guest(s): Flora Maria Garcia, President and CEO

Contact: Unitedarts.cc; Orlandoatplay.com

Date: 3/1/15

Duration: 30:00

Issues: Garcia said that United Arts' mission is to encourage and nourish the arts in Central Florida. There are many ways that United Arts funds organizations; For example, there is *Power to Give* for projects up to \$10,000, there are individual grants to artists working in communities, and there is a contact with the school district. During the *Collaborative Campaign*, which lasts until April 30th, dollars donated by the public will be matched by United Arts.

Time: WCFB:
5:30
a.m.

Segment Topic: *History Timeline Event Honors Local Heroes*

Organization: Scottish Rite

Guest(s): Aldus and Deborah Grauds

Contact:

Date: 3/22/15

Duration: 30:00

Issues: The Grauds invited listeners to participate in the *History Timeline Event* put on by the Winter Park Scottish Rite. This year's event will honor local heroes and feature various historical reenactments. There will also be history exhibits and a car show.

Time: WCFB:
6:00
a.m.

Segment Topic: *Artist31 Offers 31 Days of Art Events*

Organization: Art and History Museums Maitland

Guest(s): Andrea Bailey Cox, Executive Director

Contact: (407) 539-2181; www.art31.org

Date: 3/22/15

Duration: 30:00

Issues: Bailey Cox explained that during the month of March, the Maitland Art Center is holding its Art31 exhibit, focusing on the theme 'Sanctuary.' This month-long event encourages visitors to be active participants in various forms of art including: performances in the gallery by Bach Festival Society of Winter Park; *Artist Critique & Conversation* with Gilbert Vicario, Senior Curator of Des Moines Art Center; Yoga in the A&H's main garden with Ryan Lynch; and *Plein Air Day* with Central Florida Watercolor Society.

ISSUE:

Economy

Time: WCFB:
5:30
a.m.

Segment Topic: ***Alice Report: Half of Central Floridians Struggle Financially***

Organization: Heart of Florida United Way

Guest(s): Ashley Blasewitz,
Vice President Marketing & Communications

Contact: Hfuw.org

Date: 1/4/14

Duration: 30:00

Issues: Blasewitz described the findings detailed in the newly released ALICE Report (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed.) This report, commissioned by the Heart of Florida United Way (HFUW) shows that more than 203,000 households in the tri-county area are unable to consistently afford Florida's cost of living. The data includes housing costs, transportation, childcare, and more. Blasewitz added that the data shows the federal poverty line is not an accurate description of the true scope of need.

Time: WCFB:
5:00
a.m.

Segment Topic: *14th Annual Mayor's Job Fair*
Organization: Central Florida Employment Council
Guest(s): Paulette Weir, Spokesperson
Contact: CFEC.org
Date: 1/25/15
Duration: 20:00

Issues: The *14th Annual Mayor's Job Fair* is taking place on January 28th, noon - 4:00 at the Central Florida Fairgrounds. Over 65 companies will be in attendance, covering all kinds of industries. Weir explained how to make the most of this opportunity, beginning with the pre-job fair workshop at which participants can get tips and ideas for when they go into the job fair. She explained that the job fair is military-friendly and that CFEC has also brought experts that can help at the veteran's table.

In addition to putting on job fairs, CFEC, a division of Christian Help, offers a variety of programs that assist job seekers on a daily basis.

Time: WCFB:
6:00
a.m.

Segment Topic: *Florida Legislative Session*

Organization: Heart of Florida United Way

Guest(s): Robert Brown, President and CEO

Contact: Hfuw.org

Date: 3/8/15

Duration: 30:00

Issues: Brown said that Heart of Florida United Way (HFUW) is interested in Florida Legislature issues related to education, income, and health because HFUW efforts are centered in those areas. Brown says that given the state's budget surplus, the organization is hoping that rather than cuts, the Legislature should up funding to relevant areas. HFUW wants the expansion of Medicaid, and that children of legal immigrants not have to wait five years before they can fall under the state's KidCare program. He said that combined, the 31 United Ways in Florida have just one person in Tallahassee advocating and he encouraged listeners to get involved and contact their representatives.

ISSUE:

Education

Time: WCFB:
6:00
a.m.

Segment Topic: *20th Annual Valencia Film Celebration*

Organization: Valencia College

Guest(s): Ralph Clemente, Program Chair – Film Production
Technology

Contact: (407) 582-2413

Date: 2/15/15

Duration: 30:00

Issues: Clemente described the growth of the Valencia College Film Program and invited listeners to the *20th Annual Valencia Film Celebration*. Clemente himself helped to build this film program, one that has earned the respect of the film industry and led to positive economic impact within Florida. The basic premise, he explained, is to train students in the film industry by providing them with opportunities to work with trained professionals on real films. People who attend the *Valencia Film Celebration* will see the result of these student / professional collaborations.

Time: WCFB:
5:00
a.m.

Segment Topic: *CPR in Schools*

Organization: American Heart Association

Guest(s): Wayne Rich, Chairman of the Metro Board

Contact: (407) 839-4245

Date: 2/22/15

Duration: 30:00

Issues: Rich explained that the American Heart Association is advocating that CPR training be required in Florida's High Schools. This 'hands only' CPR training would take only about an hour, he says, and could fit into already existing programs – such as physical education. Rich made the point that other southern states have successfully adopted CPR requirements and says Florida shouldn't be left behind. He encouraged listeners to contact their legislative representatives.

Time: WCFB:
5:30
a.m.

Segment Topic: *Seminole State College Celebrates 50 Years in 2015*

Organization: Seminole State College

Guest(s): Dr. Laura Ross, Vice President of Academic Affairs

Contact:

Date: 3/8/15

Duration: 30:00

Issues: Dr. Ross described the evolution of Seminole State College from its start back in 1965 to what it looks like today. Seminole County is their service area and that's what they serve first but because they've grown, they also draw students in from other counties. She described the many degree tracks offered by the institution and explained how that accommodates many types of students. Dr. Ross also invited listeners to the many special events the college has planned for this anniversary year, both on-campus and out in the community.

Time: WCFB:
5:00
a.m.

Segment Topic: *29th Annual Bacchus Bash to Fund Hospitality Education*

Organization: Central Florida Hotel & Lodging Association Foundation, Inc.

Guest(s): Rich Maladecki, President and CEO

Contact: <http://bacchusbashorlando.com>

Date: 3/29/15

Duration: 30:00

Issues:

Maladecki explained that the annual *Bacchus Bash* is a charitable event to benefit the central Florida hospitality education. The Central Florida Hotel & Lodging Association Foundation distributes funds raised in the form of hospitality scholarships and grants for Central Florida hospitality students and programs. He also spoke to the state of the area's hospitality industry, the economic impact, and how the students training at area colleges are so vital to maintaining the industry's current level of quality and growth.

Time: WCFB:
5:30
a.m.

Segment Topic: *Program Offers Business Education*

Organization: Junior Achievement Central Florida

Guest(s): Shelley Warticki

Contact: 407-270-4976; jacentralfl.org

Date: 3/29/15

Duration: 15:00

Issues: Warticki explained that Junior Achievement helps students prepare for success in the business world by representing the connection between what is learned in the classroom and how to apply that in the business world. Specifically, Junior Achievement focuses on workplace readiness, financial literacy, and entrepreneurship. She invited listeners to participate in the *4.01K Race for Good Financial Health*, starting at 4:01 p.m. on 4/1/15. She also asked for volunteers who can share their business experience with students.

ISSUE:

Environment

Time: WCFB:
6:00
a.m.

Segment Topic: *Clean Water At the Heart of Wetlands Festival*

Organization: Orlando Easterly Wetlands

Guest(s): Mark Sees , City of Orlando Wetlands Manager

Contact: Cityoforlando.net/wetlands

Date: 1/25/15

Duration: 30:00

Issues: Sees explained how water is purified as it flows through the Orlando Easterly Wetlands and invited listeners to learn more at the annual *Wetlands Festival*. The water flowing there begins as wastewater that is purified then released through the wetlands grass, thus cleaning it even more before it flows into the St. Johns. The Wetlands Festival will feature tours, hikes, and other wetland-related activities. There will also be vendors and performers.

ISSUE:

Health

Time: WCFB:
5:55
a.m.

Segment Topic: *People Advised to Get Flu Shot as Number of Flu Cases Rises*

Organization: Orange County Health Department

Guest(s): Dain Weister, Spokesman

Contact: Orhd.com

Date: 1/10/15

Duration: 5:00

Issues: Flu has taken a serious turn this year because we've had more flu cases hitting earlier. There is still a lot of influenza going around so they are still encouraging people to have a flu vaccination. Weister emphasized that the vaccination helps one's body build up immunity to more than one strain of the virus.

Time: WCFB:
5:00
a.m.

Segment Topic: *Houses Provide Housing for Parents of Ill Children*

Organization: Ronald McDonald Houses of Central Florida

Guest(s): Laura Heidrich, Development Director

Contact: www.ronaldmcdonaldhouseorlando.org

Date: 1/4/15

Duration: 30:00

Issues: Ronald McDonald Houses offer families a 'home' to stay in while a child must stay in the hospital. There are two Ronald McDonald Houses in Central Florida, which allow families to be right next to the hospital. The houses really feel like home, with private baths, a kitchen, laundry room, and allow for people to support each other and get a good meal. Heidrich announced that she had exciting news: they have broken ground on a third house to be built in the Lake Nona medical community. More volunteers are needed to help staff that location when the building is complete.

Time: WCFB:
5:45
a.m.

Segment Topic: *Sickle Cell Anemia Awareness and Patient Support*

Organization: Chanell Wright Foundation

Guest(s): Chiquita Wright, CEO and Founder
Tony Wright, Co-Founder and Executive Director

Contact: www.chanellwrightfoundation.org

Date: 1/18/15

Duration: 15:00

Issues: Chiquita and Tony Wright started the *Chanell Wright Foundation* in honor of their daughter, Chanell, who passed away after suffering with her sickle cell anemia. The organization educates the public about sickle cell and provides patients with financial assistance for prescriptions and transportation to doctor's visits. The Wrights invited listeners to a fashion show fundraiser on Jan 24th 2015.

Time: WCFB:
5:30
a.m.

Segment Topic: *Education for MS Patients and Their Families*

Organization: MS Society

Guest(s): Registered Nurse, Connie Esterling
Stephanie Waldamott, Director of Marketing and Special
Programs

Contact: Cielo Villasenor at 202.821.1020 ext 102

Date: 1/25/15

Duration: 15:00

Issues: The two guests invited listeners to learn about Multiple Sclerosis (MS) at the *"Lights, Camera, Take Action on MS"* event. MS patients will learn about the disease, connect with each other, and learn about treatments. Esterling described what daily life is like for MS patients and how the conference will shed light on some of the issues they face. Lifestyle experts will lead participant discussions.

Time: WCFB:
5:00
a.m.

Segment Topic: *Heart Month Focus on Women's Health*

Organization: Florida Hospital Orlando

Guest(s): Kimberly Dawson, Administrator for Florida Hospital for the
Cardiovascular Institute

Contact:

Date: 2/1/15

Duration: 30:00

Issues: Dawson says heart disease impacts someone every minute in the United States. She focused on women, saying that one in four women die from cardiovascular disease. She says that cardiovascular disease is an epidemic, especially for women. She reviewed some symptoms of heart attack and stroke then some provided advice for heart health. She said that women can model good lifestyle changes to positively impact other members of their families.

Time: WCFB:
5:00
a.m.

Segment Topic: ***MG Walk and Support Group***
Organization: Myasthenia Gravis MGFA in Orlando
Guest(s): David Dorr, Support Group Leader
Contact: Mgwalk.org/orISO
Date: 3/1/15
Duration: 30:00

Issues: Dorr explained that MG is a neuromuscular disease causing patients to have muscle problems. In the first phase of MG, patients may have droopy eyelids; in the second phase the patient experiences weakness in the legs; and in the third phase the condition affects all the patient's muscles, so that they have trouble swallowing and breathing. Dorr explained that he leads an MG support group and invites all to join. He also invited listeners to participate in the *MG Walk* on March 7th.

Time: WCFB:
6:00
a.m.

Segment Topic: *Families Given Support as They Work Through Grief*

Organization: New Hope for Kids

Guest(s): Dave Joswick, Executive Director

Contact: (407) 599-0909; Newhopeforkids.org

Date: 3/1/15

Duration: 30:00

Issues: New Hope for Kids has two main programs. The first program provides grief support to families, children and adults. He said that in the tri-county area, 4,000 kids lose a loved one each year. The second program is a wish program; each year, they grant 50 wishes to local children who have a life-shortening illness. Joswick explained that the organization needs volunteers and people to participate in their upcoming fundraiser.

Time: WCFB:
5:00
a.m.

Segment Topic: *Parkinson's Foundation Move It Day Walk Run Event*

Organization: National Parkinson's Foundation

Guest(s): Dr. Rita Bornstein
John Gabriel
Patrick Magaha

Contact:

Date: 3/8/15

Duration: 30:00

Issues: The three guests invited listeners to support the Parkinson's Foundation by participating in the annual *Move It Day Run Walk*. Gabriel, former General Manager of the Orlando Magic wants to spread the word of support and encouragement that he has received from the Foundation. Bornstein, former President of Rollins College made the case that exercise is very important to Parkinson's patients. Magaha explained that his father had Parkinson's and that's why he coordinates *Moving Day*.

Time: WCFB:
6:00
a.m.

Segment Topic: *Hive of Hope Supports Stroke Patients*

Organization: Bcenter: Global Stroke Resource

Guest(s): Valerie Green, Founder

Contact: (888) 942-9355; www.Bcenter.com

Date: 3/15/15

Duration: 30:00

Issues: Greene explained that the B-Center began as a way to put stroke patients in touch with the information and therapies they need to recover. Green had two strokes in her early thirties and decided that the story of her recovery could motivate others. She shared her story with listeners as well as the signs and symptoms of stroke. The B-Center now sponsors the *Hive of Hope Stroke Support Group*, which is a group that meets once a month to explore information related to stroke. This month, the group will explore energy medicine with Lyn Milum who practices *Eden Energy Medicine*.

Time: WCFB:
5:45
a.m.

Segment Topic: *AHA Promotes National Walking Day*

Organization: American Heart Association – Greater Orlando

Guest(s): Chris Rolle, Market President, Senior Vice President, BB&T
Greater Orlando American Heart Association Board Member
and co-chair of the *2015 Orlando Heart Walk*

Contact: 407-481-6305, www.heart.org/nationalwalkingday.

Date: 3/29/15

Duration: 30:00

Issues: Rolle encouraged listeners to participate in *National Walking Day* on April 1st. The American Heart Association of Greater Orlando, of which he is a board member, is sponsoring a walk around Lake Eola at noon on that day. He encouraged all members of the community to head out to the lake to get active. In fact, employees of local businesses are encouraged to team up and come out for the walk. Rolle explained that walking and other forms of exercise are so important to heart health and the message behind the walk is 'be active'. He also thinks of this walk as a great lead-in to the American Heart Association's *2015 Orlando Heart Walk*, coming up in September.

Time: WCFB:
6:00
a.m.

Segment Topic: *Live, Work, Move Seminole 5K!*

Organization: Florida Department of Health in Seminole

Guest(s): Dr. Swannie Jett, Seminole County Health Officer

Contact: (407) 665-3008

Date: 3/29/15

Duration: 30:00

Issues: Dr. Jett explained what public health is and introduced the message and activities that will be a part of *Public Health Week*, April 6-12. For one thing, he invited listeners to celebrate health by walking or running the 1st annual *5K in Seminole County*. Dr. Jett also spoke about the issues and programs surrounding public health in Seminole County.

ISSUE:

Public Safety

Time: WCFB:
5:40
a.m.

Segment Topic: ***Apopka Citizens' Public Safety Academy***

Organization: Apopka Police Department

Guest(s): Cynthia Hall, Community Policing Officer

Contact: (407) 703-1771, ext. 245

Date: 1/10/15

Duration: 5:00

Issues: Hall explained that the *Apopka Citizens' Public Safety Academy* is a ten week academy for Apopka city and business owners so they form a better understanding of police and fire public safety. The program will introduce topics like CPR, fire safety and command, police patrol, bike unit, canine unit and driving course. Citizens can be involved with volunteer efforts afterwards, such as *Shop with a Cop*. Hall said that programs like this allow the police to be more connected with the community and allows community members to learn how to keep their neighborhoods safe.

Time: WCFB:
5:45
a.m.

Segment Topic: *Consumers Asked to Drink Alcohol Responsibly*

Organization: Beer Institute

Guest(s): Jim McGreevy,

Contact: Beerinstitute.org

Date: 1/10/15

Duration: 10:00

Issues: McGreevy explained that the Beer Institute represents brewers and suppliers to the brewing industry. Beer sales contribute about \$14 billion to Florida's economy each year so these businesses want to encourage consumers to drink responsibly. He asked listeners to focus on safety by taking steps like arranging for designated drivers. Also, the Beer Institute has just published a white paper on responsibility that lists opportunities for safety and resources for parents to use when talking to their children, teens, and college students.

Time: WCFB:
6:00
a.m.

Segment Topic: *Agency Promotes Child Safety*

Organization: Department of Children and Families

Guest(s): David Ocasio, Public Information Officer

Contact: (407) 317-7056

Date: 2/22/15

Duration: 30:00

Issues: The Department of Children and Families is trying to educate the public about child safety through its *#itCANbedone Campaign*. The two guests shared the information from the campaign, which centers on these topics: safe sleep, water safety, protecting children from high temperatures. They also explained the stipulations of senate bill 1666 and how DCF has responded to them.

ISSUE:

Social Issues

Time: WCFB:
5:00
a.m.

Segment Topic: ***New Butler's Preserve Ground-breaking***
Organization: Habitat for Humanity of Greater Orlando Area
Guest(s): Jennifer Gallagher, Director of Community Outreach
Contact: (407) 648-4567; habitat-orlando.org
Date: 1/10/15
Duration: 30:00

Issues: Habitat for Humanity has broken ground on the new 59 home community of Butler's Preserve, and will be pouring the first slab on Friday. In a previous ground-breaking, people wrote well-wishes on cards. These cards will be put into the concrete as each of the houses is built. She explained how and why Habitat homes are built by volunteers and how the eventual homeowners put in hundreds of hours of sweat equity. They are particularly excited about the possibilities for Butler's Preserve but volunteers are always needed. Habitat has also been working with revitalization efforts in adjacent neighborhoods. The project is expected to continue through 2018.

Time: WCFB:
5:30
a.m.

Segment Topic: *City of Orlando's 2015 MLK Calendar Events*

Organization: City of Orlando

Guest(s): Corey Johnson, MLK Mayor's Martin Luther King, Jr.
Commission
Robert Forrester, Fraternity

Contact:

Date: 1/10/15

Duration: 10:00

Issues: Johnson and Forrester invited listeners to participate in the City of Orlando's many events to commemorate the Martin Luther King, Jr. Holiday. The events begin with a candlelight vigil followed by a service at which the guest speaker will discuss the 50th anniversary of the *Voting Rights Act*. There will be a parade and many other events throughout the week, including the *Alphas for Justice Community Forum* sponsored by the Alpha Phi Alpha fraternity.

Time: WCFB:
5:00
a.m.

Segment Topic: *Program Provides Food to People in Need*

Organization: Tuskawilla Shepherd's Inc. 5013c

Guest(s): Harry Arthur,
John Chambliss

Contact: (407) 615-9168

Date: 1/18/15

Duration: 30:00

Issues: The two guests described the Tuskawilla Shepherd's Hope food distribution program. This program is essentially a food bank, at which people in need can access food for their families. They also invited listeners to help by participating in their golf tournament on Friday, April 17th.

Time: WCFB:
5:30
a.m.

Segment Topic: *Foster Parent Training Course in Spanish*

Organization: Community Based Care of Central Florida

Guest(s): Karla Radka, Vice President of Community Impact

Contact: 1-866-90-CHILD ; www.protectadinspire.org

Date: 1/18/15

Duration: 15:00

Issues: Community Based Care of Central Florida (CBC) is the region's leading nonprofit organization overseeing foster care, adoption and other child welfare services. Radka explained that Community Based Care of Central Florida (CBC) will hold a foster parent training course in Spanish beginning on February 16th. .

Time: WCFB:
5:45
a.m.

Segment Topic: *Experts Consider the Issue of Health Equity*

Organization: Seminole County Health Department

Guest(s): Venise White, MPH, MHPE
Grants Writer, Office of Administration
The Florida Department of Health in Seminole County

Contact: Seminolecohealth.com

Date: 1/25/15

Duration: 15:00

Issues: White explained that Health Equity is the equal opportunity for all to obtain their full health potential despite their socio-economic background, race or ethnicity. Medical professionals, public health professionals, and community members will soon come together at a forum to discuss what health equity is and how it can be achieved. She said the challenges are institutional barriers like access to care and a lack of infrastructure. She says that the Health Department wants people who attend to understand health equity so that leadership will emerge. Also they want opportunities for collaborative opportunities to do something about these issues.

Time: WCFB:
6:00
a.m.

Segment Topic: *Puzzle Pieces: Conversations About Social Justice*

Organization: Winter Park Public Library

Guest(s): Ruth Edwards, Director of Civic Engagement

Contact: www.wpppl.org; (407) 234-3721

Date: 2/1/15

Duration: 30:00

Issues: Edwards invited listeners to attend *Puzzle Pieces: Conversations about Social Justice*, sponsored by the Winter Park Public Library. The Puzzle Pieces Series includes sessions entitled *Black Men in Dialogue Bridging the Gap*, *Eye of the Storm*, *Dark Girls*, *A Man Named Pearl*, and *What Kind of Asian Are You?*

Time: WCFB:
5:00
a.m.

Segment Topic: *Health Department Recognizes National Black History Month*

Organization: Florida Department of Health in Seminole County

Guest(s): Venise White, Grants Administrator

Contact: Orange.floridahealth.gov

Date: 2/8/15

Duration: 15:00

Issues: Venise White explained that the Florida Department of Health is recognizing February as *National Black History Month* by honoring African-Americans who are 'Community Pioneers in Public Health.' White described the work of the individuals to be honored, saying that their work has included providing improved access to health care, healthier environments, and health education.

White also explained the concept of 'health equity' and how Seminole Health works to eliminate barriers that prevent individuals from accessing health care.

Time: WCFB:
5:00
a.m.

Segment Topic: *Organization Lends Support to the Area's Homeless*

Organization: Coalition for the Homeless of Central Florida

Guest(s): Brent Trotter, President / CEO

Contact: Centralfloridahomeless.org; (407) 426-1255

Date: 12/15/15

Duration: 30:00

Issues: Trotter says the mission of the Coalition of the Homeless is to transform the lives of homeless men, women, and children by providing crucial services in their time of crisis. the goal is to eliminate the causes of their homelessness and return them to a state of self-sufficiency. He spoke about the newly opened Men's Facility, saying they were able to place 82 men in permanent housing. This means that the men were able to stay in the facility, then get jobs and raise the funds they needed to obtain permanent housing.

Time: WCFB:
5:30
a.m.

Segment Topic: *Healthy Start Orange*

Organization: Healthy Start Coalition of Orange County

Guest(s): Linda Sutherland, Executive Director

Contact: Healtystartorange.org; (407) 741-5242

Date: 2/15/15

Duration: 30:00

Issues: Sutherland explained that Healthy Start is in business as part of a statewide maternal child health network that helps pregnant women, new moms, and their families with their babies' health and safety. Healthy Start deals mostly with at-risk mothers but really help everybody. The organization works with women starting at their first prenatal appointments. They worked with 7,000 mothers last year and 4,000 babies. She explained that they also work with fathers by providing a 'Daddy Boot Camp.'

Time: WCFB:
5:30
a.m.

Segment Topic: *Organization Provides Support for Troubled Teens*

Organization: House of Hope

Guest(s): Karla Mathis, Executive Director

Contact: (407) 843-8686

Date: 2/22/15

Duration: 30:00

Issues: The House of Hope is home and school for abuse victims, runaways and otherwise struggling teens. The faith-based program offers participants residential care, schooling, opportunities to grow emotionally by participating in sports and life skills training. House of Hope has a fundraiser and celebratory event, *30 Years of Hope*, taking place on March 7th. As represented in the name, this will be an anniversary event at which participants will learn about the progress the organization has made since it was founded 30 years ago.

Time: WCFB:
5:00
a.m.

Segment Topic: *Advocates Encourage Florida to Accept Federal Health Dollars*

Organization: Shepherd's Hope

Guest(s): Marnie Stahlman, Executive Director

Contact: (407) 876-6699; shepherdshope.org

Date: 3/22/15

Duration: 30:00

Issues: Stahlman explained that Shepherd's Hope wants Florida to accept federal health dollars but that there is currently a bi-partisan divide on this issue. She explained that her organization offers medical support to the uninsured and underinsured working poor of central Florida and so the healthcare situation is very real to her. She says that thousands of people would benefit from the state accepting *Florida Health Insurance Affordability Exchange Program*, and her organization wants the Florida House of Representatives to take up this issue. Finally, she encouraged listeners to contact their representatives and seek the bill's approval.

Segment Topic:	<i>Community Connections:</i>
Organization:	Infinite Scholars
Guest(s):	Laura Dorsey
Phone:	
Date:	January 4, 2015
Duration:	30 min.
Issues:	Millions of dollars in college scholarship money is available for high school students in our community. Mrs. Dorsey organizes this annual event at Evans H.S. and invites schools from across the country to meet students. They can receive money on the spot. Monica May presented "Breaking the Cord," a parents workshop at the event this year.

Segment Topic:	<i>Community Connections:</i>
Organization:	Winter Park Library
Guest(s):	Dr. Ruth Edwards, Cyria Underwood
Phone:	
Date:	January 18, 2015
Duration:	30 min
Issues:	Conversations about Social Justice is a discussion on race and gender relations. STAR Cares will be a part of the events held on Rollins' campus as well as other parts of the Winter Park area. The intent is to bridge the generations with information and social media messaging

Segment Topic:	<i>Community Connections:</i>
Organization:	M-Can and The Center
Guest(s):	Dr. John Robertson & Lindsay Kincaide
Phone:	407/228-8272
Date:	February 1, 2015
Duration:	30 min.
Issues:	A discussion about the National Black HIV testing event that STAR Cares will participate in. We also discussed a new pill on the market to decrease the spread of HIV

Community Connection Segments for First Quarter 2015

Segment Topic:	<i>Community Connections:</i>
Organization:	Orange County History Center

Guest(s):	Claudine Tomlinson Burney
Phone:	407/836-8582
Date:	February 8, 2015
Duration:	30 min.
Issues:	The 2015 STAR 94.5 Black History trip was to the OCHC for the “Tour of the Quilts” and to see the Highwaymen. We also talked about the black history event at the Wellsbuilt Museum along Senator Thompson’s play One Voice

Segment Topic:	<i>Community Connections:</i>
Organization:	Young Fathers of Central Florida
Guest(s):	Haki Nkrumah
Phone:	407/423-9400
Date:	February 22, 2015
Duration:	30 min.
Issues:	This is the 3 rd annual Teen Fathers Conference to bring attention to the help that young men need when they become dad’s.

Segment Topic:	<i>Community Connections:</i>
Organization:	Seminole County Health Department
Guest(s):	Dr. Swanee Jett
Phone:	407/858-1418
Date:	March 1, 2015
Duration:	30 min.
Issues:	New Years resolutions...Dr. Jett challenged his healthcare team to make a healthy promise and post on a wall for everyone to see their progress. He extended the challenge to the Sanford community as well. SCHD now provides mobile access to a variety of tests – FREE screening – prostate, WIC services and other health education

Segment Topic:	<i>Community Connections:</i>
Organization:	United Way/YMCA Teen Achievers
Guest(s):	Ray Larson & Mina Ford
Date:	March 15, 2015
Duration:	30 min.
Issues:	Their collaboration will bring heightened attention to the need for collegiate exposure to underserved students in the Central Florida community.

Community Connection Segments for First Quarter 2015

Segment Topic:	<i>Community Connections:</i>
Organization:	Parent Abuse
Guest(s):	Alice Flowers
Phone:	321/229-7688

Date:	March 22, 2015
Duration:	30 min.
Issues:	Mrs. Flowers sister was murdered in 2013 by her own son. For years she lived in fear of him. He had mental issues that were misdiagnosed and got progressively worse. Flowers is working with state legislature to sponsor SB1346, a bill in support of parents suffering abuse at the hands of their children.

Segment Topic:	<i>Community Connections:</i>
Organization:	Second Harvest Food Bank
Guest(s):	Dave Krepko
Phone:	407/514-1060
Date:	March 29, 2015
Duration:	30 min.
Issues:	New location for the food bank allows them to assist more than 3 times the people in need than before. We talked about the summer feeding program for families, donation & volunteer opportunities and more.

Community Connection Online Segments for First Quarter 2015

Segment Topic:	<i>Community Connections Online:</i>
Organization:	South Apopka Ministerial Alliance
Guest(s):	Rev. Richard King, Retired OCS Captain Ken Wilson
Phone:	
Date:	January 6 – 10, 2015
Duration:	20 min.
Issues:	Violence in black communities and how to curb it. The Alliance brought speakers in from the state and police officers to discuss ways to alleviate the problem. Monica May moderated the event at St. James in Apopka

STAR Cares

Is the Community outreach of WCFB/STAR 94.5. Every month we donate up to \$1,000 to a person, family or organization that expresses viable need. It is an opportunity for STAR 94.5 to really connect with the hardships of those in our audience.

2015 1st Quarter Donations:

Strengthen Orlando - \$1,000 January

STAR Cares will make a donation to STRENGTHEN ORLANDO to support the Martin Luther King Commisison activities.

Orange County History Center - \$550.00 Caterings Best \$450.00 February

STAR Cares will pay admission fee of \$6.00 (@ \$318.00) for 53 STAR 94.5 listeners to attend the OCRHC for our annual Black History tour. STAR Cares paid Catering's Best to provide box lunches for 55 STAR 94.5 listeners who attended the OCRHC for our annual Black History tour.

STAR CARES EVENTS – January 2015

Date

Event Description

Attendance

1/8	Monica moderated a task force at City Hall for Commissioner Regina Hill's effort to combat crime in Orlando	150
1/10	Monica moderated Crime Prevention workshop in Apopka	150
1/12	Monica moderated "Remembering Haiti" an event sponsored by Commissioner Ings at City Hall	250
1/15	Infinite Scholars event at Evans High School – hundreds of students are invited to attend and receive millions of dollars in scholarship money. Monica presented "Breaking the Cord," a workshop for parents.	1,500
1/17	Jaycee's MLK Parade	3,800
1/19	YMCA Pappy Kennedy Breakfast	1,000
1/22	Monica moderated a task force at City Hall for Commissioner Regina Hill's effort to combat crime in Orlando	100
1/31	STAR Cares/OCPS Media Day – students invited to media Workshop at the ELC with local radio and television hosts	125
Total STAR Cares impressions – January		: 7,075

STAR CARES EVENTS – February 2015

2/2	Monica moderated a task force at City Hall for Commissioner Regina Hill's effort to combat crime in Orlando	80
2/7	National Black HIV Testing Day at N.W. Community Center	100
2/7	UNCF-Empower ME Tour at Bethune Cookman University Monica spoke on a panel with national celebrities about college life	1,500
2/10	Orange County Black History event	200
2/18	Monica moderated an event for Orlando Neighborhood Improvement At the Shakespeare Theater	150
2/21	STAR Cares Black History Trip – Orange County History Center	60
2/21	Harbor House Teen Summit – STAR Cares provided music	85
2/23	Monica moderated a race relations panel at UCF with national and local speakers	175
2/26	Young Father's of Central Florida – Teen Fathers Conference Monica moderated the event that draws national attention	225
2/26	Monica moderated a business panel for Black History community Icons Val Demings, Bob Billinslea and Annetta Wilson	110
2/27	Monica moderated a Black History event for Guardian Care to bring Attention to the 1 st hospital for African Americans in our community	120

which now houses a rehabilitation center

Total STAR Cares impressions – February: 2,805

STAR CARES EVENTS – March 2015

3/3	Monica moderated a task force at City Hall for Commissioner Regina Hill’s effort to combat crime in Orlando	65	
3/7	STAR Cares attended two events OCPS Parent Academy and Tech Sassy Girlz Annual Fundraiser	95	80
3/11	Monica was the speaker for the Women’s Executive Council Luncheon	35	
3/12	Principal for the Day at Memorial Middle School in collaboration With Central Florida Kidney Center	35	
3/12	Town Hall meeting at the Downtown Recreation Center to unveil plans to combat crime in District 5. Culmination of task force meetings	110	
3/14	Delta Sigma Theta Annual Arts and Letters Event at N.W. Community Center for the community to meet various artists and authors	75	
3/19	STAR Cares collaborated with Rollins College and Winter Park library for Puzzle Pieces, a discussion on race relations in our community	45	
3/21	Let’s Spill the Tea is the Annual mother daughter breakfast to help teach better communication skills	60	
3/25	STAR Cares hosted a group of 25 students at the radio station from the Edward Gregory alternative school in Sanford.	30	

Total STAR Cares impressions – March: 630

GRAND TOTAL 1st Quarter 2015 STAR Cares Community Contact Impressions: 10,510