

WCFB

Quarterly Report

January February March 2014

Community Connection Segments for First Quarter 2014

Segment Topic:	<i>Community Connections:</i>
Organization:	City of Orlando MLK Commission
Guest(s):	Courtney Powell
Phone:	407/246-2182
Date:	1/12/2014
Duration:	30 min.
Issues:	The City's MLK Commission has a month long Dr. King observation. Their events vary from poetry and dance to awards dinners and parades. This is conjunction with the 50 th Anniversary of the Civil Rights Act.

Segment Topic:	<i>Community Connections:</i>
Organization:	Preserving the Eatonville Community (P.E.C.)
Guest(s):	N.Y. Nathiri
Phone:	407/782-7097
Date:	1/19/2014
Duration:	30 min.
Issues:	The annual Zora festival takes to the streets in the oldest town of America, Eatonville. It's home to Zora and many other greats who were highlighted during a 5-day celebration.

Segment Topic:	<i>Community Connections:</i>
Organization:	Give Kids the World
Guest(s):	Mark Hoewing
Phone:	407/396-1144 x 4259
Date:	1/26/2014
Duration:	30 min.
Issues:	GKTW received 4 Stars from Charity Navigator which is America's premier charity evaluator. They also had the honor of being chosen to do an Extreme Makeover in several houses on property. For 27 years GKTW has made dreams come true for kids diagnosed with end of life requests.

Community Connection Segments for First Quarter 2014

Segment Topic:	<i>Community Connections:</i>
Organization:	Multicultural Addictions Network
Guest(s):	Dr. John Robinson/ Ida Starks
Phone:	407/836-7111
Date:	2/2/2014
Duration:	30 min.
Issues:	Dr. John with M-CAN, a local addictions program spearheads the testing event, which is in its 12 th year here in Orlando. Plus Ms. Starks talked about her situation, which was she was young, widowed and HIV positive.

Segment Topic:	<i>Community Connections:</i>
Organization:	SBA Region iV
Guest(s):	Cassius Butts
Phone:	404/331-2798
Date:	2/9/2014
Duration:	30 min.
Issues:	We talked about what was ahead for small business owners in our region. Loans are available if you're a veteran.

Segment Topic:	<i>Community Connections:</i>
Organization:	National American Heart Month
Guest(s):	
Phone:	
Date:	
Duration:	
Issues:	

Segment Topic:	<i>Community Connections:</i>
Organization:	Orange County Neighborhood Grant Program/YFCF Confe.
Guest(s):	Antwan Nelson
Date:	2/23/2014
Duration:	30 min.
Issues:	Mr. Nelson talked about the grants that Orange County government is offering for neighborhood improvements. Haki Nkrumah told us about his 2 nd annual Young Fathers Conf. in Daytona Beach. The purpose of which is to share resources with young men and encourage them if they are fathers, with life skills and employment.

Community Connection Segments for First Quarter 2014

Segment Topic:	Community Connections:
Organization:	Keeping Up – An Alternative Education Program
Guest(s):	Beverly Brown
Phone:	407/660-1288
Date:	3/2/2014
Duration:	30 min.
Issues:	Orange County Public Schools w/ their zero tolerance rules, expels some 30,000 students annually. Those students have nothing to do during the day. Beverly Brown and her husband have a small church in Eatonville which they opened up and developed a suspension program that is catching on and keeping the students academically involved during their time off.

Segment Topic:	Community Connections:
Organization:	Rae Lewis-Thornton
Guest(s):	
Phone:	National Search Agent.....
Date:	3/7/2014
Duration:	30 min.
Issues:	She was the face of the 1 st black woman we ever saw with HIV in 1994. Rae discussed what it was like to be diagnosed back then, the stigma that still exists today and how she manages now that her disease is full-blown AIDS.

Segment Topic:	Community Connections:
Organization:	Goldsboro History
Guest(s):	Frances Oliver
Phone:	407/416-0416
Date:	3/23/2014
Duration:	30 min.
Issues:	Goldsboro is more than where Trayvon Martin was killed in 2012. Just like in Eatonville, one of the _____ brothers helped fund an independent area known as Goldsboro in Seminole county. Mrs. Oliver told the story of how they lost their independence and the on-going feud they had with Sanford.

Community Connection Online Segments for First Quarter 2014

Segment Topic:	Community Connections:
Organization:	Center for Change/HEBNI Nutrition
Guest(s):	Peggie Burgess & Fabiola Gaines
Phone:	401/797-7561
Date:	3/30/2014
Duration:	30 min.
Issues:	March is National Colon Cancer Awareness Month and the Center for Change and HEBNI talked about how to test for and reduce our risks for ever contracting the disease. Using nutrition, exercise and proper nutrition you can stave off one of the most common cancers.

STAR Cares

Is the Community “arm” of WCFB/STAR 94.5 and every month we donate \$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.

Our 1st Quarter Recipients & Events:

January recipient - Strengthen Orlando - We participated in their annual MLK Parade seen by some 7,500 residents of Orlando

February recipient – STAR Cares provided food and transportation for 55 STAR listeners to St. Augustine for our annual Black History bus tour

March recipient – Inspiration & Change is the non profit that partners with STAR Cares for “Let’s Spill the Tea,” the breakfast for Mother/Daughter HIV Awareness

COMMUNITY MINUTE – Weekly PSA

Information pertains to Education, Finance, Health and is sponsored by LaVie Wellness Spa & Living Well Pharmacy, Greg Francis of Morgan & Morgan and McCoy Federal Credit Union

STAR CARES EVENTS – January 2014

1/8 -	Principal for the Day – Spoke with students at Evans High School	*40
1/16-	First day to begin working with UCF intern Danei Stephenson. A Senior candidate for a degree in Public Relations	
1/18-	Monica spoke with students for the Professional Opportunities Program for the Florida A&M Law Center	students at *150
1/24-	Principal for the Day – Pep Rally for Jones High School	* 600
1/25 -	Monica received the “Butterfly” Award from a teen organization	*100
Total STAR Cares impressions – January		* 891

STAR CARES EVENTS – February 2014

2/5 -	Monica hosted the Orlando Neighborhood Improvement Coalition event @ the Mad Cow theater. This organization provides self-sufficiency skills for residents	*200
2/7	STAR Cares was present at the National Black HIV Testing event	*50
2/8	STAR Cares was present for the National Day of Observation for Trayvon Martin in Goldsboro, FL where the young teen was killed.	*150
2/15	Monica spoke to students at the University of Central Florida about Professional Development	* 150
2/21	Monica spoke to Orange County Health Department employees for Black History month regarding “Tracing our Un-Healthy Life Style”	*75
2/22	STAR Cares presented our Annual Black History month bus tour	* 55
2/27	Michael Saunders, Program Director spoke at annual Young Fathers of Central Florida conference at Bethune Cookman University	*50
Total STAR Cares impressions – February		*730

STAR CARES EVENTS – March 2014

3/1-	Monica moderated Tech Sassy Girls fundraiser	*150
3/5 -	Monica invited to attend Orlando Magic with D.5 Commissioner Sam Ings	*25
3/15-	STAR Cares presented the Annual “Let’s Spill the Tea” breakfast at the Metro West Golf Club. The event coincides with Mother/Daughter HIV Awareness	*100
3/26 -	Monica spoke to students about professional development at Valencia College	*75
3/29 -	Monica hosted the 100 Black Women	*125
3/29 -	Monica hosted the 2 nd Annual Fundraiser Gala for the Center for Multicultural Wellness & Prevention. The event raises money for health screenings in the minority community	*500
Total STAR Cares impressions – September		*975
GRAND TOTAL 1st Quarter 2014 Community Contact Impressions appx.		*2,596

WCFB Quarterly Report

January ☐ February ☐ March 2014

Retrospect is a public service program that airs on WCFB Sunday mornings from 5:00 – 6:30 a.m. On this program, members of the Central Florida community discuss issues of concern to the region's citizenship. For the first quarter 2014, the following issues were addressed:

Culture

- City of Orlando's MLK Holiday Events
- Winter Park Unity Heritage Festival
- 12th Annual Orlando Folk Festival
- The Holy Art of Imperial Russia: Icons from the 17th C. –Early 20th C.
- UCP Gala: An Evening at the Palace March 15th
- 3rd Annual Winter Garden BikeFest
- Community Supports Arts Endeavors
- 5th Annual CFNL Wounded Warrior Lone Sailor 5K/10K
- Spring Fever in the Garden Festival

Economy

- Mayor Land Runs for New Term
- Walt Disney World Encourages Companies to Hire Veterans
- Writers' Group Offers Support to Writers
- Effort to Build Affordable Housing

- Job Fair Features 25 Employers
- CFEC Job Fair March
- Event to Help Struggling Homeowners Stay In Their Homes

Education

- Need for Literacy Tutors and Support for GED Lab
- AOK Scholars Program for Foster Youth
- National Mentoring Awareness Month / VISTA
- Annual State of Early Care and Education Event

Environment

- Orlando Wetlands Festival
- Organization Offers Environmental Education and Advocacy

Health

- Support Group for Asthma Patients
- Florida's Flu Season
- Alzheimer's and Dementia Issues
- Healthy Living Expo
- American Heart Month: Focus on Women
- Heroin and Other Drug Addiction
- Orlando Heart Ball
- Let's Move 5K Walk and Health Fair

Public Safety

- AAA Asks for Tougher Child Restraint Laws

Social Issues

- Tour of Second Harvest
- Annual RAMPAGE Wheelchair Building Event
- Peace & Justice Initiative Presents Film & Discussion Series
- Organization Raises Funds for Seminole County Animal Services
- Souper Bowl Sunday
- Senior Hunger
- Salvation Army Event Focuses on Senior Citizens
- 1st Hearts Give Hope Gala
- 2-1-1 Puts People in Touch with Affordable Care Act Experts and More
- Volunteer Opportunities for Seniors

ISSUE:

Culture

Time: WCFB:
5:30
a.m.

Segment Topic: *City of Orlando's MLK Holiday Events*

Organization: City of Orlando Mayor's MLK Commission

Guest(s): Corey Johnson with MLK Commission and with Orlando Utilities Commission (OUC)
Reginald Hughes, Alpha Phi Alpha Fraternity and Chair of this year's MLK Luncheon and Forum
Courtney Powell, MLK Commission and President of Ace Applications

Contact: Mlkorlando.com; cityoforlando.net/mlk; 407-246-2122

Date: 1/12/14

Duration: 30:00

Issues: .
The guests outlined the events that the City of Orlando has planned to celebrate Dr. Martin Luther King's life and legacy. Powell explained that the Orlando Mayor's MLK commission mission is to strengthen the community by promoting Dr. King's legacy. What they do is carried out by a 23-member panel that represents civic leaders from public, private and non-profit organizations. They spend the year planning and promoting this event. There are over 20 events this year; with four parades, a luncheon, tree planting, a prayer breakfast, a candlelight vigil, and more.

Time: WCFB:
6:00
a.m.

Segment Topic: *Winter Park Unity Heritage Festival*

Organization: City of Winter Park

Guest(s): Robert Knight, Event Organizer

Contact: Cityof winter park website

Date: 1/12/14

Duration: 15:00

Issues: Knight invited listeners to the 12th year annual *Winter Park Unity Heritage Festival*, a Martin Luther King celebration. It is an event sponsored by the City of Winter Park in order to celebrate Dr. Martin Luther King and the accomplishments of people who have contributed to the west side of Winter Park. The event always features a family genealogy project and is an effort to build camaraderie between the families that have been there for generations and the new businesses that contribute to the city's current economic success. The two day event takes place on January 19th and 20th and Knight says it will be filled with fun, musical entertainment, vendors, and opportunities to learn about the families who are a part of the west, Hannibal Square side area.

Time: WCFB:
5:00
a.m.

Segment Topic: *12th Annual Orlando Folk Festival*

Organization: Mennello Museum of American Art

Guest(s): Lindy Shepherd, Public Relations Manager
Joseph Martens, local musician and promoter

Contact: 407-246-4278, ext. 4860; www.mennellomuseum.com

Date: 2/2/14

Duration: 30:00

Issues: The guests invited listeners to celebrate the 15th anniversary of the Mennello Museum of American Art and to attend the 12th annual *Orlando Folk Festival*. Shepherd explained that there would be a series of special exhibits to mark the 15th anniversary, beginning with *Southwestern Allure: the Art of the Santa Fe Art Community*. The annual music festival attracts thousands of visitors. This year, Joseph has expanded the definition of folk to include music from around the world. So there will be drumming from South Saharan artists, bossanova representing Brazillian influence, spiritual and gospel traditions represented, Serbian music, music from India, as well music for children.

Time: WCFB:
6:00
a.m.

Segment Topic: *The Holy Art of Imperial Russia: Icons from the 17th C. – Early 20th C.*

Organization: Albin Polasek Museum and Sculpture Garden

Guest(s): Rachel Frisbee, Curator

Contact: www.polasek.org

Date: 3/23/14

Duration: 30:00

Issues: The Albin Polasek Museum and Sculpture Garden is featuring a special exhibit entitled *The Holy Art of Imperial Russia: Icons from the 17th C. – Early 20th Century*. The exhibit themes include: what an icon is, how hat progressed, what icons meant to the common people in Russia. Frisbee described some of the pieces included in the exhibit and invited listeners to attend a special event, Pancake Day, on March 2nd.

Time: WCFB:
5:30
a.m.

Segment Topic: *UCP Gala: An Evening at the Palace March 15th*

Organization: UCP of Central Florida

Guest(s): Kate Martin, Senior Director of Development
Katherine Coulthart, Senior Director of Marketing and
Communications

Contact: Ucpcfl.org

Date: 3/2/14

Duration: 30:00

Issues: UCP of Central Florida offers support, education and therapy to children from birth to age 21. This includes: information and referrals, individual and family counseling, family support and training meetings, and Family Fun Nights and Festivals. The two guests invited listeners to support UCP's mission by participating in the annual *UCP Gala: An Evening at the Palace* and the *Poker in the Palace* event featuring actress Sheryl Hines.

Time: WCFB:
5:00
a.m.

Segment Topic: *3rd Annual Winter Garden BikeFest*

Organization: City of Winter Garden
Winter Garden Wheelworks

Guest(s): Dennis Jones, Owner of Winter Garden Wheelworks and
Event Organizer

Contact:

Date: 3/2/14

Duration: 10:00

Issues: Jones invited listeners to participate in the third annual *Winter Garden Bike Fest* on March 8th. The event will feature races, a health village, a cycling expo and live music. Jones spoke about the economic impact that the event has on Winter Garden businesses such as his own. He also encouraged listeners to get information about cycling as a hobby, because it's enjoyable and good exercise.

Proceeds from the *Winter Garden Bike Fest* will benefit *Drop It 'n Drive*, a local nonprofit in support of getting drivers' focus on the road and assisting the families of riders who have been injured by aggressive drivers.

Time: WCFB:
5:30
a.m.

Segment Topic: *Community Supports Arts Endeavors*

Organization: United Arts of Central Florida

Guest(s): Flora Maria Garcia, CEO United Arts of Central Florida

Contact: www.unitedarts.cc

Date: 3/9/14

Duration: 30:00

Issues: United Arts of Central Florida annual fundraising campaign is underway and has already generated 40% of the \$1.7 million goal. The money raised during the campaign funds cultural organizations in Orange, Osceola, Seminole, and Lake counties. Garcia explained that the goal of United arts is to fund a wide range of art, science, and history programs. It raises and distributes funds for these cultural groups and provides management, administrative, and advisory services.

Time: WCFB:
5:30
a.m.

Segment Topic: *5th Annual CFNL Wounded Warrior Lone Sailor 5K/10K*

Organization: Central Florida Navy League (CFNL)

Guest(s): Chris Townsend, Event Organizer

Contact: <http://cfnl5k.org/>; cfnavyleague.org

Date: 3/30/14

Duration: 15:00

Issues: Townsend invited listeners to participate in the *5th Annual CFNL Wounded Warrior Lone Sailor 5K/10K* on April 5th. He explained that the purpose is to honor our heroes and wounded veterans, raise money to support the *Wounded Warrior Project*, and to raise funds to build the *Lone Sailor* monument. This year's event will feature a special moment: They will break ground for the Lone Sailor monument, which is in honor of Orlando's rich navy history.

Time: WCFB:
5:00
a.m.

Segment Topic: *Spring Fever in the Garden Festival*

Organization: The 14th Annual Bloom 'n Grow Garden Society Festival

Guest(s): Sarah Smith, Publicity Chair and Co-Chair of Event

Contact: (407) 656-4155; springfeveringarden.com

Date: 3/30/14

Duration: 15:00

Issues: Smith invited listeners to the 14th Annual Bloom 'n Grow Garden Society's *Spring Fever in the Garden Festival*. The free event will feature plants, wildlife, nature and garden-related items from Florida growers and vendors including pots, wrought iron items, birdbaths, and more. There will be entertainment, activities for children, side-walk chalk art and a silent auction. The event is sponsored by the Bloom 'n Grow Garden Society and the City of Winter Garden.

ISSUE:

Economy

Time: WCFB:
5:00
a.m.

Segment Topic: *Mayor Land Runs for New Term*

Organization: City of Apopka

Guest(s): Editor Apopka Journal

Contact:

Date: 1/5/14

Duration: 30:00

Issues: This segment featured analysis of the upcoming mayor's race in Apopka. Long-time mayor John Land is running for another term but has some competition.

Time: WCFB:
5:00
a.m.

Segment Topic: ***Walt Disney World Encourages Companies to Hire Veterans***

Organization: Walt Disney Veteran's Institute

Guest(s): Kevin Preston, Director of Veteran's Initiatives Walt Disney Company and Retired Colonel

Contact:

Date: 1/12/14

Duration: 30:00

Issues: Preston said that Walt Disney World held a special Veteran's Institute recently, based on their *Heroes Work* program. *Heroes Work Here* is the veterans hiring program for the Walt Disney Company. It started in March of 2012 and is divided into four platforms: staffing, philanthropic, volunteerism, and encouraging other companies to hire veterans. So far, they have hired over 2,600 veterans. Preston explained that what they've learned has led to the development of curriculum and learning sessions for other companies through their Veterans Institute. At November's session, they taught 500 people from 350 companies how to hire veterans. First Lady Michele Obama was there to endorse the effort.

Time: WCFB:
5:00
a.m.

Segment Topic: *Writers' Group Offers Support to Writers*

Organization: Florida Publishers Association (FAPA)

Guest(s): Bob Lucas, Events and Professional Development
Mark Adams, President Elect

Contact: www.floridapublishersassociation.com

Date: 2/16/14

Duration: 30:00

Issues: The Florida Authors and Publishers Association (FAPA) is a nonprofit organization dedicated to helping authors and publishers enhance their success. They discussed the need for writers to understand all dimensions of the writing and publishing process, in order to be successful. This kind of information is available at FAPA functions, including a writers' conference coming up on March 8th. Lucas emphasized that most people have a "book inside of them" based on their experiences, skills, hobbies, or imagination. This is where organizations like FAPA come in by providing conferences, a newsletter, networking opportunities and other resources to make someone's dream of having a published book a reality.

Time: WCFB:
5:30
a.m.

Segment Topic: *Effort to Build Affordable Housing*

Organization: Habitat for Humanity of Greater Orlando Area

Guest(s): Jennifer Gallagher, Director of Community Outreach for

Contact: Habitat-orlando.org; (407) 440-6979; jgallagher@habitat-orlando.org

Date: 2/16/14

Duration: 30:00

Issues: Gallagher told listeners that a big Habitat for *Humanity event is coming up on March 3rd – 7th: Fixing Up the Neighborhood (F.U.N.)*, an effort to paint 24 homes in the Meadowbrook Acres community in Pine Hills. The project is being done in partnership with Orange County and will include a neighborhood cleanup. Habitat has been looking at community development as an important part of their work to preserve the affordable housing that already exists. She said that a lot of times, older or low income residents have to make choices between medicine and painting the house. When volunteers do the painting for them, it helps to make the whole neighborhood look better and the residents feel better.

Time: WCFB:
5:10
a.m.

Segment Topic: *Job Fair Features 25 Employers*

Organization: Goodwill of Central Florida

Guest(s): Jim Larisa, Coordinator of East Colonial Job Connection

Contact: Goodwillcfl.org

Date: 3/2/14

Duration: 10:00

Issues: On March 6th, Goodwill Industries of Central Florida will host a job fair that will feature more than 25 employers. These employers will be accepting applications and conducting interviews for job openings. Larisa invited listeners to the event, and to utilize the services offered at the Goodwill Job Connection Centers.

Time: WCFB:
5:30
a.m.

Segment Topic: *CFEC Job Fair March*

Organization: Christian Help Foundation
Central Florida Employment Council

Guest(s): Paulette Weir, Marketing Director

Contact: www.cfec.org

Date: 3/23/14

Duration: 15:00

Issues: The Central Florida Employment Council is hosting a *Job Fair* on March 26th at the Central Florida Fair Expo Park. There will be opportunities to network and interview with 70-80 employers. Weir says there are upper-, mid-, and entry-level career openings in various industries as well as resources to help with the job search. People can go online to register and to research the companies that will be at the event.

Time: WCFB:
5:45
a.m.

Segment Topic: *Event to Help Struggling Homeowners Stay In Their Homes*

Organization: U.S. Department of the Treasury: Making Home Affordable Program

Guest(s): Maya Newman
Spokesperson/Public Affairs Specialist

Contact: makinghomeaffordable.gov or hopenow.com

Date: 3/30/14

Duration: 15:00

Issues: Newman explained that an event is coming to Orlando that will bring the nation's largest mortgage servicers, along with several non-profit housing counseling organizations, to work one-on-one with homeowners who are struggling with their mortgage payments. She said that there are still thousands of homeowners who are still in this situation due to unemployment, under-employment, medical hardship or other financial issues. This event allows homeowners to meet with their mortgage company face to face to figure out solutions to their mortgage problems so they can stay in their homes.

This event is part of a partnership between the Federal government's Making Home Affordable Program, HOPE NOW Alliance and NeighborWorks® America.

ISSUE:

Education

Time: WCFB:
5:30
a.m.

Segment Topic: *Need for Literacy Tutors and Support for GED Lab*

Organization: Adult Literacy League

Guest(s): Jen Grozio, Development Director
Zach Lynn, Volunteer Coordinator

Contact: (407) 422-1540; adulteracyleague.org

Date: 1/5/14

Duration: 30:00

Issues: The Adult Literacy League is in dire need for tutors and funding to support their GED Lab. There are many people on a waiting list for the tutors, and full training is provided to those who volunteer. Very critically, funding is needed to keep the GED lab open, so that adults seeking that option can use it. Grozio described some of the successes that have come from the GED program.

Time: WCFB:
5:30
a.m.

Segment Topic: *AOK Scholars Program for Foster Youth*

Organization: Community Based Care of Central Florida's Independent Living Program

Guest(s): Julia Schaffer, AOK Scholar / Valencia College Student
Gerry Glynn, Oversees AOK Scholars Program

Contact: (407) 234-0249

Date: 1/19/14

Duration:

Issues:

Community Based Care of Central Florida recently launched a college scholarship and mentoring program called AOK Scholars. The program distributes funds on an as-needed basis to foster care youth who are trying to earn college degrees. This is an effort to increase the college graduation rates among foster kids, which is currently just 5 percent statewide. The funds can be used for specific needs such as transportation, assistance with utility bills or even school supplies. Schaffer explained how the scholarship is impacting her studies at Valencia College, while Glynn explained the conditions that foster kids face when trying to earn a degree.

Time: WCFB:
5:30
a.m.

Segment Topic: *National Mentoring Awareness Month / VISTA*

Organization: Heart of Florida United Way

Guest(s): Kathryn Kochan, Coordinator Pine Crest Elementary School
Heath Wells, Manager, Vista School

Contact: (407) 429-2170; hfuw.org; Kathryn (407) 320-5435

Date: 1/26/14

Duration: 30:00

Issues: The guests invited listeners to support mentoring and VISTA. The goal is to support Title I public schools through volunteerism. Locally, United Way leads this program as an effort to improve public education and increase high-school graduation rates. Wells' job is to place VISTAs (Volunteers in Service to America) into several schools in Orange, Seminole and Osceola counties who in turn, work with the schools and other partners to recruit, train, and support volunteers to work in the schools. Wells and Kochan described both the challenges and successes that have characterized the program.

Time: WCFB:
6:00
a.m.

Segment Topic: *Annual State of Early Care and Education Event*

Organization: Early Learning Coalition of Orange County

Guest(s): Karen Willis, CEO, Early Learning Coalition of Orange County
Dr. Nick Bekas, Dean of Academic Affairs Valencia College,
Board member Early Learning Coalition

Contact: elcoc.org

Date: 2/16/14

Duration: 30:00

Issues: This month the Early Learning Coalition of Orange County will be hosting the *fourth annual State of Early Care and Education*, focusing on the first five years that are most vital to a child's development. Willis and Bekas invited listeners to the event on February 26th. There will be breakfast and a panel discussion on the topic of the social emotional resiliency of a child. The two guests discussed part of what is known on this subject as well as the importance of the first five years of a child's life.

ISSUE:

Environment

Time: WCFB:
6:00
a.m.

Segment Topic: *Orlando Wetlands Festival*

Organization: City of Orlando

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

Contact: (407) 568-1706

Date: 2/2/14

Duration: 15:00

Issues: The *Orlando Wetlands Festival* will be held on February 15th from 9:00 – 3:00. Sees says that this event is the City of Orlando's opportunity to give back to the community and to showcase the Orlando Wetlands Park. The event will feature activities like hikes, hayrides, tours, guided wetlands exploration marches, and stage acts like musicians. The most important thing, Sees adds, is that people will learn about how important water is in our environment and how important it is that we protect that water. He explained that the Orlando Wetlands is created by discharging the extra water from one of the city's water treatment plants into the area, which is planted with aquatic plants, then allowing the plants to clean the water. The purified water is subsequently discharged into the St. Johns river.

Time: WCFB:
6:00
a.m.

Segment Topic: *Organization Offers Environmental Education and Advocacy*

Organization: Orange Audubon Society

Guest(s): Bob Stamps, Conservation Chair
Loretta Satterthwaite,
Second Vice President and Programs Chair
Teresa Williams, Treasurer

Contact: www.orangeaudubonfl.org

Date: 3/16/14

Duration: 30:00

Issues: The three guests shared information about the Orange Audubon Society, its conservation and environmental education mission, upcoming sponsored events, programs, and field trips. They encouraged listeners to get involved and to learn about issues impacting our environment such as water quality, conservation, and health of Florida's natural springs.

ISSUE:

Health

Time: WCFB:
6:15
a.m.

Segment Topic: *Support Group for Asthma Patients*

Organization: Let's Kick Asthma Educational Support Group

Guest(s): JoJo O'Neill with STAR 94.5 and Founder

Contact: Facebook.com/letskickasthma

Date: 1/12/14

Duration: 15:00

Issues: Let's Kick Asthma was started a year ago as a way for people to learn how to manage their asthma or how to help other family members who have asthma. This is the one year anniversary of the organization's first informational session. The first session of 2014 will take place on the 16th. There will be an *Asthma 101* presentation by Justin Yelkin from American Lung Association. The discussion will be on subjects like how to work out with asthma.

Time: WCFB:
5:00
a.m.

Segment Topic: *Florida's Flu Season*

Organization: Volusia County Health Department
Florida Department of Health in Volusia County

Guest(s): Dr. Bonnie Sorenson, Director

Contact: (386) 274-0500; Volusiahealth.net

Date: 1/19/14

Duration: 30:00

Issues: Dr. Sorenson described the status of Florida's flu season. Although there have been many cases, she says that it has not been an unusual year overall. However, there have been many cases of pregnant women having flu complications, so she cautioned pregnant women to be advised. The doctor also explained to listeners that it is not too late to have a flu vaccination.

Time: WCFB:
6:00
a.m.

Segment Topic: *Alzheimer's and Dementia Issues*

Organization: Nancy Squillicioti

Guest(s): Alzheimer's and Dementia Resource Center

Contact: (407) 843-1910. Ardccares.org
nancy@ardccares.org

Date: 2/9/14

Duration: 30:00

Issues: Squillicioti said that the mission of the Alzheimer's and Dementia Resource Center is to provide resources and education information for the caregivers of persons with Alzheimer's or related forms of dementia. This is accomplished through a whole range of programs and services including: care counseling services via the telephone; providing conferences and workshops; providing support groups through which caregivers learn from each other about what is likely to happen and how to handle certain situations; and by providing a caregiver guide that informs on the disease from start to finish. Squillicioti also explained that the organization manages a research brain bank; hosts various workshops; and is offering the upcoming *Smart Aging Health Fair* at which there will be 40 vendors, health screenings and giveaways.

Time: WCFB:
5:30
a.m.

Segment Topic: *Healthy Living Expo*

Organization: Winter Park
Our Whole Community

Guest(s): Leah Nash, Executive Director

Contact: 407-758-5324

Date: 2/9/14

Duration: 30:00

Issues: Nash invited everyone to the 2nd annual Healthy Living Expo in the Winter Park community center. Healthy living assessments will be provided through a partnership with UCF College of Nursing. There will also be live healthy living demonstrations and garden demonstrations.

Our Whole Community is a collaboration of churches that promote mind, body, and spirit with the goal that people learn to live a fun balanced life.

Time: WCFB:
5:30
a.m.

Segment Topic: *American Heart Month: Focus on Women*

-Organization: American Heart Association
American Stroke Association

Guest(s): Laura Cosgrove, Circle of Red Chair

Contact: (407) 849-0333; www.heart.org

Date: 2/23/14

Duration: 30:00

Issues: The purpose of *Heart Month* is to raise awareness that heart disease is the No. 1 killer of all Americans, especially women. So *Heart Month* is an opportunity to speak out against this silent killer and encourage women to pay attention to their heart health. Cosgrove also invited listeners to attend the *Go Red Luncheon* to benefit the American Heart Association.

Time: WCFB:
6:00
a.m.

Segment Topic: *Heroin and Other Drug Addiction*

Organization: Valencia College

Guest(s): Dr. Judith Addleston, Professor and Licensed Marriage and Family Therapist

Contact: jaddleston@valenciacollege.edu

Date: 3/2/14

Duration: 30:00

Issues: Heroin is a drug that is drawing a great deal of attention in the wake of actor Seymour Hoffman's death due to overdose. Dr. Addleston, who teaches a psychology course on drugs and addiction, says that heroin use is climbing as drug addicts search for cheaper alternatives to prescription drugs such as morphine, Oxycontin and Vicodin. Dr. Addleston discussed various ways to deal with friends and family who are dealing with drug addictions.

Time: WCFB:
6:20
a.m.

Segment Topic: *Orlando Heart Ball*

Organization: American Heart Association

Guest(s): Alex Gourlay from Fifth-Third bank, Heart Ball Co-chair

Contact: OrlandoHeartBall.AHAevents.org

Date: 3/9/14

Duration: 10:00

Issues: Gourlay invited listeners to support the American Heart Association's programs and services by attending the *Orlando Heart Ball* at SeaWorld Orlando on March 15th. There will be dining, dancing, and an auction. Proceeds will support research, education and community programs aimed at stopping heart disease and stroke, leading causes of death in the United States.

Time: WCFB:
5:15
a.m.

Segment Topic: *Let's Move 5K Walk and Health Fair*

Organization: Orange County Health Department

Guest(s): Karen Johnson, Health and Safety Promotions Manager

Contact: (407) 858-1464; screenings (407) 303-1615

Date: 3/30/14

Duration: 15:00

Issues: Johnson invited listeners to the *Let's Move 5K Walk and Healthy Fair* to be held on April 5th at Barnett Park. The event is sponsored by the Department of Health in Orange County and will include a 3.1 mile route as well as a one mile route for senior adults and children. There will also be free health screenings, health information, healthy snacks, a kids' zone, hula hoop contest, Zumba, tai chi and martial arts.

ISSUE:

Public Safety

Time: WCFB:
5:20
a.m.

Segment Topic: *AAA Asks for Tougher Child Restraint Laws*

Organization: AAA Auto Club

Guest(s): Kate Morgan, Spokesperson

Contact: [Aaa.com/get involved](http://Aaa.com/get%20involved)

Date: 3/2/14

Duration: 10:00

Issues: AAA Auto Club is advocating for tougher standards regulating the use of children's car restraints and booster seats on Florida roads. Morgan, an AAA spokesperson, said that safety standards should call for children being in the five-point restraints longer and then transitioning into a booster until age 8.

ISSUE:

Social Issues

Time: WCFB:
6:00
a.m.

Segment Topic: *Tour of Second Harvest*

Organization: Second Harvest Food Bank

Guest(s): Dave Krepcho, President and CEO

Contact: (407) 295-1066; Foodbankcentralflorida.org

Date: 1/5/14

Duration: 30:00

Issues: Krepcho provided listeners with a 'tour' of the new Second Harvest Food Bank facility. First, he pointed out the large glass wall that allows visitors, as they enter the building, to immediately see the giant food storage and sorting area. This window is surrounded by a list of the many organizations and individuals who have supported Second Harvest's work. Krepcho proceeded to the new kitchen, where people are trained for jobs in the culinary arts. These students gain experience by catering the meetings held in the facility's banquet room. Finally, Krepcho proceeded to the food storage and sorting area, where he spoke about the power of volunteers and community donors.

Time: WCFB:
6:00
a.m.

Segment Topic: *Annual RAMPAGE Wheelchair Building Event*

Organization: Center for Independent Living

Guest(s): Jessie Devine, Business Development Specialist

Contact: 407-623-1070; jdevine@cilorlando.org

Date: 1/19/14

Duration:

Issues: Jessie Devine from the Center for Independent Living invited listeners to participate in the 8th annual RAMPAGE event. The purpose is to build wheelchair accessible ramps for people with disabilities in Central Florida, who can't afford to modify their homes. The goal is to build 15 ramps this year, all with donated materials and volunteer muscle. Devine explained that helping with RAMPAGE is a worthy endeavor because it helps that person in the wheelchair to have more independence, making it possible for them to easily move outside the house.

Devine also described the other Center for Independent Living programs and services. These include, but are not limited to, increasing accessibility throughout a client's home, and helping with employment needs.

Time: WCFB:
6:00
a.m.

Segment Topic: *Peace & Justice Initiative Presents Film & Discussion Series*

Organization: Valencia College Peace and Justice Initiative

Guest(s): Rachel Allen, Coordinator

Contact: (407) 582-2291; www.valenciacollege.edu/pji

Date: 1/26/14

Duration: 30:00

Issues: Allen explained the goals of Valencia College's Peace and Justice Initiative then invited listeners to attend a weeklong *Conversation on Peace and Justice*. Each evening, participants will view a film featuring a particular social issue, then join in on a discussion with other audience members and a panel of central Florida's community leaders. The documentaries are *For the Bible Tells Me So*, *Food Inc.*, *A Place at the Table*, *Boyz N the Hood*, and *Living for 32*.

Time: WCFB:
5:00
a.m.

Segment Topic: ***Organization Raises Funds for Seminole County Animal Services***

Organization: T.E.A.R.S. of Seminole County

Guest(s): Kris Buchanon, President and Founder

Contact: Tearsofseminolecounty.org; 407-314-1052

Date: 1/26/14

Duration: 30:00

Issues: T.E.A.R.S. of Seminole County partners with Seminole County Animal Services by showcasing the animals that are housed there, by improving the facilities, and by paying for the animals to receive extra medical care. For example, T.E.A.R.S recently installed industrial strength fans in the shelter, which means cooler and fresher air for the dogs during the summer. Buchanon explained that T.E.A.R.S works differently than other rescues in that the adoptions and fees still go through the animal shelters. She says that good homes for the animals and donations are needed. People will see some of the pets needing homes and there is an opportunity to donate at the annual *Sit, Stay, and Sip* fundraiser on March 7th.

Time: WCFB:
5:30
a.m.

Segment Topic: ***Souper Bowl Sunday***
Organization: Christian Service Center
Guest(s): Robert Stuart, Executive Director
Contact: Christianservicecenter.org
Date: 2/2/14
Duration: 30:00

Issues:

Stuart said that his weekend, many Americans will be watching the Super Bowl and eating party foods. But many people will, just as they do every day, go without food. Stuart explained that the mission of the Christian Service Center is to prevent homelessness and address issues of poverty. He encouraged listeners to collect cans of soup on Super Bowl Sunday, what he called the most extravagant day of the year. The hundreds of cans of soup will go to people who need help to get through the month and feed their families. Some of the soup will go to the soup kitchen, at which they offer hundreds of free meals each day. Make it a *Souper Bowl* party, have friends and neighbors bring cans of soup.

Time: WCFB:
6:00
a.m.

Segment Topic: *Senior Hunger*

Organization: Seniors First, Inc.

Guest(s): Jan Ingrando, Director of Community Relations/Marketing
Marsha Lorenz, President / CEO
mlorenz@seniorsfirstinc.org

Contact: Seniorsfirst.org

Date: 3/9/14

Duration: 20:00

Issues: Senior hunger is the topic on March 25th, as Seniors First participates in *March for Meals*. This year they will have a *Community Champions Day* and *Meals on Wheels Recruitment Fair*. For the whole month of March, communities across the country take a stand to make sure that the 8.8 million seniors that go hungry every day will not be forgotten. They will focus on how to support those seniors. The mission at Seniors First is to raise awareness of issues that impact seniors. Lorenz said that locally, there are seniors going hungry. There are 471 on the waiting list for *Meals on Wheels* and the Orange County congregate feedings a list of 476.

Time: WCFB:
5:30
a.m.

Segment Topic: *Salvation Army Event Focuses on Senior Citizens*

Organization: The Salvation Army – Orlando Area Command

Guest(s): Jaylen Christie,

Contact: 407.423.8581; uss.salvationarmy.org

Date: 3/16/14

Duration: 30:00

Issues: The Salvation Army of Orlando is holding its first annual *Community Resource Fair for Senior Citizens and Families* on Saturday, April 12, 2014. The goal of the event is to promote Greater Orlando area resources that can provide lifestyle enhancing services for seniors and prevent neglect of those seniors. There will be information available on topics that impact seniors and their caregivers such as nutrition, Medicare and Medicate, Florida Access, and how to prevent identity theft.

Time: WCFB:
6:00
a.m.

Segment Topic: *1st Hearts Give Hope Gala*

Organization: Catholic Charities

Guest(s): Joe Buransky, Executive Director
Renee Baker, Special Events Coordinator

Contact: Cflcc.org

Date: 3/23/14

Duration: 30:00

Issues: Catholic Charities of Central Florida provides social services to people in need in order to improve the lives of individuals, families, and the community. The two guests invited listeners to support these efforts by attending the first *Hearts Give Hope Gala*, to be held at the Gaylord Palms Resort on April 5th. Funds raised will support Catholic Charities programs that supply food, shelter, medical care, and other support to members of the community. The two guests shared the stories of several people who had been helped.

Time: WCFB:
5:30
a.m.

Segment Topic: *2-1-1 Puts People in Touch with Affordable Care Act
Experts and More*

Organization: Heart of Florida United Way

Guest(s): Caree Jewell, Director of United Way's 2-1-1

Contact: 2-1-1; HFUW.org

Date: 3/23/14

Duration: 15:00

Issues: Jewell explained that March 31st is the deadline to sign up for the Affordable Care Act. Listeners can call up 2-1-1 and they can be directed to the community resources to help them find answers to their enrollment options and to get help with the actual enrollment. She said that people are asking questions about enrollment, their responsibilities, tax penalties, and whether or not they are eligible for a healthcare subsidy. There are local events where people can get help or can set appointments with people who are trained to help with enrollment. In just the last week, they've set appointments for about 50 people, and helped 200 other people with questions about resources.

Time: WCFB:
6:00
a.m.

Segment Topic: *Volunteer Opportunities for Seniors*

Organization: Volunteers for Community Impact

Guest(s): Rick Foreman, Executive Director
Charlotte Merritt, Director of Programs

Contact: (407) 298-4180; Volunteers for Community Impact

Date: 3/30/14

Duration: Rick Foreman, Executive Director
Charlotte Merritt, Director of Programs

Issues: The two guests invited listeners 55 and up to volunteer through *Volunteers for Community Impact*, an organization that puts seniors and volunteer opportunities together. Although the main programs are RSVP (Retired Seniors Volunteer Program) and the Foster Grandparent program, there are actually a multitude of programs such as feeding hungry families at the Community Food and Outreach Center and helping 5th graders prepare for the FCAT.

Training, required background checks, supplemental insurance and recognition are all provided to RSVP volunteers at no charge.