

# **WCFB**

# **Quarterly Report**

---

April  May  June 2014

# WCFB Quarterly Report

**April** □ **May** □ **June 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 second quarter 2014, the following issues were addressed:

## **Culture**

- 2014 USMCCCA Foundation Golf Tournament
- Campaign for the Arts Until 4/30
- O-Town MacDown
- Summer Programs at Maitland Museums
- Encouraging Children to Play

## **Economy**

- Jobs for Persons with Disabilities
- CFEC Job Fair

## **Education**

- Reading Between the Wines
- Changes in Higher Education
- Summer Science Camps

## **Environment**

- Injured Birds of Prey Rehabilitated
- Horticulture Education and Volunteer Effort

- State of the Air Report
- From Dirt to Dinner: Planning a Home Garden

## **Health**

- Program Supports Research into Blinding Retinal Diseases
- 5<sup>th</sup> Annual County Health Rankings Released
- Grant Money to Benefit Babies' Health
- National Public Health Week
- Autism Awareness Month
- 9<sup>th</sup> Annual Autism Walk & Family Fun Day
- American Stroke Month
- Hepatitis Awareness Month
- Volusia County Releases Sub-County Health Data
- Support for Patients of Myasthenia Gravis
- Organization Supports Autistic Children and Their Families
- Infant Mortality Report Released
- Caregiver Education Workshop: ABCs of Caregiving
- Listeners Encouraged to Register to be Organ Donors

## **Public Safety**

- Orange County Hurricane Expo
- Recreational Water Illness and Injury Prevention Week 2014
- Former Olympian Encourages All to Learn to Swim
- Volusia County Drowning Prevention Partnership
- Free CPR Lessons for Orlando Residents

## **Social Issues**

- Dining in the Dark Offers Insight into Isolation
- Paws for Peace Walk: Fund for Animals of Domestic Abuse Victims
- Foster Parents Needed for Tri-county Area
- Beyond the Red Kettle

- Food for Children During Summer Months
- Child Abuse Prevention
- Case Management Academy
- Across the Continuum Research
- Children's Summit 2.0 – Discover Together
- Summer of Dreams Supports Needy Children

**ISSUE:**

---

*Culture*

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** ***2014 USMCCCA Foundation Golf Tournament***

**Organization:** USMC Combat Correspondents Association Foundation

**Guest(s):** Allen Moore, Member  
Jack Paxton, Member

**Contact:** 352.688.6720; JCar1@tampabay.rr.com

**Date:** 4/13/14

**Duration:** 30:00

**Issues:**

The two guests explained that the USMC Combat Correspondents Association will hold its annual golf tournament on May 9th to benefit America's wounded marines. The money raised goes to the *Injured Marines Semper Fi Fund* and to provide scholarships for active duty marines and their dependents. The tournament features a four-person team scramble.

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** *Campaign for the Arts Until 4/30*  
**Organization:** United Arts of Central Florida  
**Guest(s):** Flora Maria Garcia, President and CEO  
**Contact:** Unitedarts.cc  
**Date:** 4/20/14  
**Duration:** 30:00

**Issues:** Garcia described the fundraising work managed by United Arts of Central Florida and invited listeners to support and enjoy the arts. She explained that the current *2014 Collaborative Campaign for the Arts* will benefit 17 of the organization's arts partners. For each donation received through the collaborative campaign, the money will be matched. Garcia spoke about the ways that each United Arts partner works to expose all segments of the community to the arts. For example, the Orlando Philharmonic puts on free concerts for Orange County students. Garcia also told listeners about summer arts camps and ways for people to learn about arts offerings in Central Florida.

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** *O-Town MacDown*

**Organization:** Give Kids the World

**Guest(s):** Mark Hoewing, Public Relations Manager

**Contact:** 407.396.1114 ; Otownmacdown.org

**Date:** 5/11/14

**Duration:** 30:00

**Issues:** Give Kids the World (GKTW) is an organization that provides children with life-threatening illnesses and their families an opportunity to enjoy a vacation in central Florida. The families stay at the GKTW Village and enjoy the various local theme parks. On Saturday August 23<sup>rd</sup>, GKTW will hold its first *O-Town MacDown* at the Orange County Convention Center. This fundraiser will feature a macaroni and cheese cooking competition, activities for children, and celebrity chef cooking demonstrations.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Summer Programs at Maitland Museums*

**Organization:** Art and History Museums - Maitland

**Guest(s):** Mike Lowe, Director of Marketing

**Contact:** 407-539-2181, [www.ArtandHistory.org](http://www.ArtandHistory.org)

**Date:** 5/25/14

**Duration:** 30:00

**Issues:** Lowe explained that there are five Art and History Museums Maitland but it all began 75 years ago as one artists' colony. So when one visits any of the five, there is a real opportunity to experience the history of Maitland as well as the many ways that art is celebrated there. Lowe said that there would be many special events to enjoy this summer. Starting on June 6<sup>th</sup>, each of the five museums will feature exhibits that express a common theme centering on conflict and war in a way that relates to the specific genre of the museum. For example, they will have a Civil War era picnic, the telephone museum will have a Signal Corps exhibition, and the Waterhouse Residence Museum exhibit will focus on how families were impacted by the conflict.

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** *Encouraging Children to Play*

**Organization:** Valencia College

**Guest(s):** Stevanne Auerbach, PhD., “Dr. Toy”

**Contact:**

**Date:** 6/29/14

**Duration:** 30:00

**Issues:** Dr. Auerbach is a play expert who has been studying toys and play for nearly four decades. She made recommendations to parents as to how they can create a positive play environment over the summer months. She touched on toy suggestions, how to handle travel, and why parents should play too.

**ISSUE:**

---

***Economy***

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Jobs for Persons with Disabilities*

**Organization:** Agency for Persons with Disabilities

**Guest(s):** Maryjane Wysocki, Regional Employment Coordinator

**Contact:** 321-674-1816

**Date:** 5/11/14

**Duration:** 30:00

**Issues:** Wysocki explained that her organization helps persons with disabilities to find and train for jobs. Therefore, they also work with employers to link them to potential candidates. She invited employers and potential employees to attend an upcoming job fair.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *CFEC Job Fair*

**Organization:** Central Florida Employment Council (CFEC)

**Guest(s):** Paulette Weir

**Contact:** Cfec.org

**Date:** 6/22/14

**Duration:** 15:00

**Issues:** Weir explained that the Central Florida Employment Council (CFEC) provides support to individuals who are seeking employment. Programs include access to job leads, help with resume writing and interviewing skills, and monthly job fairs. Weir invited listeners to attend a job fair at the Central Florida Fairgrounds on July 9<sup>th</sup> and offered advice about how to make the most of a job fair opportunity. She emphasized that there will be a wide range of companies and positions represented at the July 9<sup>th</sup> event.

**ISSUE:**

---

*Education*

**Time:** WCFB:  
5:15  
a.m.

**Segment Topic:** *Reading Between the Wines*

**Organization:** Adult Literacy League

**Guest(s):** Lisa Bergqvist, Planning Chair Reading Between the Wines

**Contact:** (407) 422-1540; [adulteracyleague.org](http://adulteracyleague.org)

**Date:** 4/6/14

**Duration:** 15:00

**Issues:** *Reading Between the Wines* is a fundraiser to benefit the Adult Literacy League. The organization exists to improve the literacy of the central Florida community, in which one in five people reads at or below a 5<sup>th</sup> grade reading level. Through one-on-one tutoring, English as a second language classes, and a GED program, volunteers are helping others learn to read. *Reading Between the Wines* funds 15% of the annual Adult Literacy League budget. The event will feature food, wine, and a special presentation by author Stuart Woods, who has penned over 39 best-selling novels.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Changes in Higher Education*

**Organization:** Rollins College

**Guest(s):** Dave Richard, Dean Hamilton Holt School at Rollins College

**Contact:** Rollins.edu

**Date:** 4/27/14

**Duration:** 30:00

**Issues:** Richard described the changes occurring within higher education and explained how Rollins College is responding to them. He said that it is important to Rollins to maintain its liberal arts core, even while responding to the need for more online courses and efforts to expand some programs. He advised students and their parents to never overlook an institution like Rollins because there is a great deal of financial support for students.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *Summer Science Camps*

**Organization:** Orlando Science Center

**Guest(s):** Mark Shaub, Public Relations Coordinator

**Contact:** Osc.org

**Date:** 6/1/14

**Duration:** 30:00

**Issues:** Schaub described the mission of the Orlando Science Center and described its various exhibits and summer camps. First, he explained that the Orlando Science Center's mission is to encourage and support science education throughout the community. Second, he said summer camps focus on a variety of science subjects that children will enjoy. Finally, Schaub featured many of OSC's exhibits but in particular, encouraged people to see the new *Curious George* exhibit.

**ISSUE:**

---

***Environment***

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *Injured Birds of Prey Rehabilitated*

**Organization:** Audubon Center for Birds of Prey

**Guest(s):** Katy Warner, Program Manager  
kwarner@audubon.org

**Contact:** (407) 644-0190

**Date:** 5/4/14

**Duration:** 30:00

**Issues:** The Audubon Birds of Prey Center is an urban environmental center where injured birds of prey are rehabilitated. Warner described the three main programs: clinical and rehabilitation services, conservation education, and a citizen scientist program called *Audubon Eagle Watch*. There are over 18 different species of raptors -- eagles, hawks, and owls -- housed at the Birds of Prey Center. The upcoming *Baby Owl Shower* is an event at which people can learn about these programs. (May is the height of baby bird season, so there will be lots of baby birds for people to view.) Admission to the event is free but visitors are asked to donate items that the Center needs such as gauze and alcohol.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Horticulture Education and Volunteer Effort*

**Organization:** Valencia College

**Guest(s):** Dr. Javier Garces, Chairman of the Horticulture Department

**Contact:** valenciacollege.edu

**Date:** 5/4/14

**Duration:** 30:00

**Issues:** Garces said that at Valencia College, there is a landscape and horticulture technology program that offers an AS degree with either a horticulture or landscape specialization. There are also certification programs available. Garces says that agriculture is a growing field with lots of opportunities so graduates experience a high placement rate.

In Fall of 2013, Valencia's landscape and horticulture students started volunteering at the Edgewood Children's ranch. They have set up, and continue to monitor, a vegetable and herb garden that will help the ranch become more self-sufficient

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *State of the Air Report*

**Organization:** American Lung Association

**Guest(s):** Lynn Penyak, Program Manager

**Contact:** Lung.org

**Date:** 5/11/14

**Duration:** 30:00

**Issues:** Penyak shared the information contained in the American Lung Association's *State of the Air 2014* report. The report suggests that although there has been a reduction of year-long particle pollution across the nation, half of Americans live with unhealthy air. However, she did say the air in the tri-county we have relatively low levels of particles in the air. Still, in the hot months our ozone levels climb higher so young children and older adults must be careful.

Penyak also described the American Lung Association's efforts improve lung health and prevent lung disease through research, education and advocacy.

**ISSUE:**

---

*Health*

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *From Dirt to Dinner: Planning a Home Garden*

**Organization:** Orange County Extension Education Center

**Guest(s):** Ed Thralls, Urban Horticulture Agent and Master Gardener  
Volunteer Program

**Contact:** (407) 254-9229; orange@ifas.ufl.edu; ed.thralls@ocfl.net

**Date:** 6/29/14

**Duration:** 30:00

**Issues:** Thralls explained that the purpose of the Orange County Extension Service is to pass research information about nutrition, plants, and insects on to residents. As such, he invited listeners to participate in one of the many Orange County Extension Service education programs. Coming up very soon, Thralls and another agent will teach *From Dirt to Dinner: Planning a Home Garden*. Participants will learn everything from how to prepare the soil for a garden to how to preserve the vegetables raised. Along the way, they will also learn about composting, organics, and how to safely manage insects and pests.

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** ***Program Supports Research into Blinding Retinal Diseases***

**Organization:** Foundation Fighting Blindness

**Guest(s):** Nataly Linton, Events Manager

**Contact:** [www.visionwalk.org](http://www.visionwalk.org); [nlinton@fightblindness.org](mailto:nlinton@fightblindness.org)

**Date:** 4/6/14

**Duration:** 15:00

**Issues:** Linton explained that the Foundation Fighting Blindness is an organization that supports research into blinding retinal diseases. These diseases include macular degeneration, retinitis pigmentosa, and Usher Syndrome. The research seeks to find treatments and cures. *VisionWalk* is the main fundraiser for the organization, and takes place in several cities throughout the nation. There will be a local *VisionWalk* soon, so Linton encouraged listeners to participate.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *5<sup>th</sup> Annual County Health Rankings Released*

**Organization:** Volusia County Health Department

**Guest(s):** Dr. Bonnie Sorenson

**Contact:** Office: (386) 274-0829

**Date:** 4/6/14

**Duration:** 30:00

**Issues:** The 5th annual *County Health Rankings & Roadmaps* tool was released by the University of Wisconsin and the Robert Wood Johnson Foundation this past week. Dr. Sorenson explained that this study highlights the many community factors that influence health such as access to healthcare and socio-economic factors. She shared some of the Volusia County data that stood out.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Grant Money to Benefit Babies' Health*

**Organization:** Healthy Start Coalition Orange County

**Guest(s):** Linda Sutherland, Executive Director

**Contact:** Healthystartorange.org; [linda@healthystartorange.org](mailto:linda@healthystartorange.org)

**Date:** 4/6/14

**Duration:** 30:00

**Issues:** Sutherland described the efforts of Healthy Start Orange to improve the health of pregnant women and their babies. They do this by forming partnerships throughout the community and by ensuring that pregnant women have access to medical care. The goal is to lead to healthier babies by reducing the number of preterm births, low birth weight babies, and infant mortalities. Sutherland explained how the program is funded and what would be done with a grant that the organization received recently. One program that benefits is actually for Dads: Daddy Boot Camp, an effort to teach men how to be good parents.

**Time:** WCFB:  
5:15  
a.m.

**Segment Topic:** *National Public Health Week*

**Organization:** Florida Department of Health in Seminole County

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

**Contact:** (407) 858-1418; Floridahealth.gov

**Date:** 4/13/14

**Duration:** 30:00

**Issues:** Dr. Jett spoke about the goals for *National Public Health Week* as well as what his department is doing to support a healthy Seminole County. Dr. Jett discussed the social and economic factors that figure into the county's health rankings.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Autism Awareness Month*

**Organization:** Easter Seals Florida

**Guest(s):** Sue Ventura, President and Chief Executive Officer

**Contact:** sventura@fl.easterseals.com

**Date:** 4/20/14

**Duration:** 30:00

**Issues:** Ventura told listeners what autism is, the importance of having it diagnosed early, and the services that Easter Seals offers to autistic children and adults.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *9<sup>th</sup> Annual Autism Walk & Family Fun Day*

**Organization:** Autism Society of Greater Orlando

**Guest(s):** Donna Lorman, President  
dlorman@asgo.org

**Contact:** (407) 855-0235; [www.asgo.org](http://www.asgo.org)

**Date:** 4/27/14

**Duration:** 30:00

**Issues:** Lorman explained that the Autism Society of Greater Orlando offers support to the families of autistic individuals. For example, parents may seek help to find the kinds of in-home support they need. The organizations also sponsors events that take into account the autistic person's sensory issues. Additionally, siblings are recognized throughout the year and provided with special opportunities.

Lorman also discussed issues that impact member families. These issues might be at school, in obtaining access to behavioral services, and obtaining support at home. She said that access to funding for services is always an issue.

**Time:** WCFB:  
5:15  
a.m.

**Segment Topic:** *American Stroke Month*

**Organization:** American Stroke Association

**Guest(s):** Dr. Evan Allen, Medical Director Stroke Program at Florida  
Hospital Neuroscience Institute

**Contact:** Strokeassociation.org  
Heart.org

**Date:** 5/11/14

**Duration:** 30:00

**Issues:** May is *American Stroke Month*. Dr. Evan Allen explained that stroke is a leading cause of death for both men and women. He explained what a stroke is and the described the symptoms that indicate a stroke has occurred. It is important, he said, to immediately phone 911 when someone has had a stroke because with immediate medical attention, some of the more debilitating outcomes can be avoided. The doctor reviewed the risk factors for stroke, including high blood pressure.

**Time:** WCFB:  
5:45  
a.m.

**Segment Topic:** *Hepatitis Awareness Month*

**Organization:** Orange and Seminole County Health Departments

**Guest(s):** Dain Weister, Public Information Officer

**Contact:** (407) 858-1420; [www.orchd.com](http://www.orchd.com)

**Date:** 5/11/14

**Duration:** 15:00

**Issues:** May is national *Hepatitis Awareness Month*. The goal is to raise awareness about the viral hepatitis and efforts to prevent hepatitis-related liver disease. Weister explained on May 19<sup>th</sup>, *World Hepatitis Testing Day*, the Orange and Seminole County Health Departments will be offering free Hepatitis testing and vaccinations.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *Volusia County Releases Sub-County Health Data*

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

**Guest(s):** Thomas Bryant III, Director Office Informatics and  
Assessment

**Contact:** Volusiahealth.net

**Date:** 5/25/14

**Duration:** 30:00

**Issues:** Bryant took all of the health data available for Volusia County and broke it down into four quadrants then summarized the data in a report. This way, he explained, issues specific to a certain city, zip code, or other sub-county level designation can be identified and addressed. Issues such as heart disease and injuries did seem to be unique to a specific area of the county. The findings have now been published for access by the public, hospitals, and other health care and safety organizations. This will allow public health and health care providers to address those needs.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *Support for Patients of Myasthenia Gravis*

**Organization:** MGFA Orlando Support Group

**Guest(s):** Rebekah Dorr, Patient / Support Group Spokesperson  
David Dorr, Orlando Support Group Leader

**Contact:** mymgorlando@gmail.com

**Date:** 6/8/14

**Duration:** 30:00

**Issues:** By sharing the story of her own diagnosis and treatment, Door explained what life is like for patients of Myasthenia Gravis. She also explained how other patients can find resources and help. The MGFA Orlando Support Group is one such resource. David Dorr, Rebekah father, is the MGFA Orlando Support Group Leader, so he explained how the members of the group benefit by sharing their experiences and ideas.

**Time:** WCFB:  
6:15  
a.m.

**Segment Topic:** *Organization Supports Autistic Children and Their Families*

**Organization:** Surfers for Autism

**Guest(s):** Dave Rossman, Communications Director

**Contact:** 561-315-0407

**Date:** 6/15/14

**Duration:** 15:00

**Issues:** Rossman explained that Surfers for Autism offers therapeutic surf opportunities for autistic children. He said that the progress these children make when experiencing the ocean is inspiring and that the children experience a change in behavior and focus. The group will be out at the Sixth Annual *Space Coast Beach Festival* on June 21, to provide 200 children and young adults with autism and related abilities with a surf experience. Rossman says volunteers are always needed.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *Infant Mortality Report Released*

**Organization:** Florida Department of Health in Orange County

**Guest(s):** Ericka Burroughs-Girardi, Health Equity Coordinator

**Contact:** (407) 858-1400, ext. 1217; orchd.com

**Date:** 6/15/14

**Duration:** 15:00

**Issues:** The guest shared the Orange County information contained in the 2013 Fetal Infant Mortality Report (FIMR.) Statewide, there was a decrease in the number of infant deaths as compared to 2012. However, both Orange and Seminole counties still have high rates of infant mortality in the African-American community. In 2013, there was a rate of 14 deaths per 1,000 live babies in Orange County and 13.5 per 1,000 live births in Seminole. Burroughs-Girardi discussed steps that the Health Department is taking to improve the odds for babies and their mothers. She spoke about the importance of healthy eating, early pre-natal care, safe sleep environments, and addressing social needs like access to insurance. Finally, Burroughs-Girardi gave tips for improving the health of babies after they are born.

**Time:** WCFB:  
6:15  
a.m.

**Segment Topic:** *Caregiver Education Workshop: ABCs of Caregiving*

**Organization:** Alzheimer's and Dementia Resource Center

**Guest(s):** Nancy Squillaciotti, Executive Director

**Contact:** Adrccares.org

**Date:** 6/22/14

**Duration:** 15:00

**Issues:** Squillaciotti explained that the Alzheimer's and Dementia Resource Center (ADRC) provides support to individuals who are caregivers for someone with Alzheimer's disease or related dementias. She invited caregivers to attend the upcoming *ABCs of Caregiving* class. These classes will help caregivers develop the skills they need to increase their effectiveness. ADRC will provide respite care for the loved one while the caregiver is in class.

**ISSUE:**

---

***Public Safety***

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** *Orange County Hurricane Expo*

**Organization:** Orange County Fire Rescue and  
The Office of Emergency Management

**Guest(s):** John Mulhall, Spokesperson

**Contact:** John.mulhall@ocfl.net

**Date:** 5/25/14

**Duration:** 20:00

**Issues:** The *Hurricane Expo* is a very fun but informational event at which participants can learn about hurricanes safety. There will be vendors from county agencies and other groups like the Red Cross that focus on public safety. The goal is to give people the information and tools they need to stay safe. Hurricane season begins in June and runs until November. Mulhall said it has been 10 years since the last hurricane hit the area, so it's a good time to for residents to update their information. The event will be held on May 31<sup>st</sup>.

**Time:** WCFB:  
5:20  
a.m.

**Segment Topic:** *Recreational Water Illness and Injury Prevention Week 2014*

**Organization:** Florida Departments of Health – Orange County

**Guest(s):** Dain Weister, Spokesperson

**Contact:** 407-858-1429

**Date:** 5/25/14

**Duration:** 10:00

**Issues:** Because it is *Recreational Water Illness (RWI) and Injury Prevention Week* Weister warned listeners to be mindful of dangers around the water. First, he explained that amoeba and other germs are out in fresh water and can make people sick, so swimmers might want to use nose plugs. Second, pools can also have dangers due to improperly maintained chemicals and/or 'diaper accidents.' So, pool owners should monitor the chemicals and get everyone out of the pool when necessary. Finally, he advised everyone to do what they can to prevent accidents and drowning. One key piece of advice: never leave children in the pool unsupervised.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Former Olympian Encourages All to Learn to Swim*

**Organization:** YMCA of Central Florida

**Guest(s):** Rowdy Gaines, Olympic Swimmer and Vice-President of the  
YMCA Aquatic Center

**Contact:** Cfymca.org

**Date:** 6/8/14

**Duration:** 30:00

**Issues:** Olympic gold medalist Rowdy Gaines was recently appointed the Vice President of the YMCA Aquatic Center. He explained that he wants all people to learn how to swim and enjoy a lifetime of swimming. Gaines expressed concern that Florida ranks very high in the number of children who drown each year and stressed the importance of having 'layers of protection' around pools, starting with parent supervision. However, his foremost recommendation is that all children learn how to swim.

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** *Volusia County Drowning Prevention Partnership*

**Organization:** Various

**Guest(s):** Stefany Strong, Volusia County Health Department  
Steve Parris - Safe Kids  
Lt. Larry Stoney, Daytona Beach Fire Department  
Rebecca Zimmerman - YMCA

**Contact:** (386) 274-0838; Volusiahealth.com

**Date:** 6/15/14

**Duration:** 30:00

**Issues:** There are efforts underway in Volusia County to keep children safe around water. Strong shared some drowning statistics, information about the *Drowning Prevention Partnership*, and prevention tips. Parris shared information about Safe Kids' drowning prevention efforts as well as their swim scholarships for underprivileged kids. Lt. Stoney explained how the Daytona Beach Fire Department is involved and their concerns that children learn to swim and that everyone learn CPR. Finally, Zimmerman discussed the various swim programs available at the YMCA and how that organization supports Safe Kids.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Free CPR Lessons for Orlando Residents*

**Organization:** Greater Orlando Heart Association  
Orlando Fire Department

**Guest(s):** Tracy Ryan, Community CPR Coordinator for Orlando Fire  
Department Take Heart Orlando Program  
Meagan Mills, Community Relations Director for the Greater  
Orlando Heart Association

**Contact:** (407) 246-4277; [handsonlycpr@cityoforlando.net](mailto:handsonlycpr@cityoforlando.net)  
(407) 481-6305 (Heart Association)

**Date:** 6/15/14

**Duration:** 15:00

**Issues:** *National CPR and AED Awareness Week* is being honored throughout the month of June with three opportunities for free CPR lessons. The two guests explained that sudden cardiac arrest can happen to anyone at anytime, so we all need to be ready to save a life. There will be free training on June 21 at Lake Nona YMCA and June 28 at the Lake Eola Amphitheater. There will be other health information available at the events too.

**ISSUE:**

---

***Social Issues***

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Dining in the Dark Offers Insight into Isolation*

**Organization:** Second Harvest Food Bank  
Lighthouse Central Florida

**Guest(s):** Sasha Hausman, Development Manager  
Kyle Johnson, dir of resource develop and communication

**Contact:** Dining in the Dark Orlando.com

**Date:** 4/13/14

**Duration:** 30:00

**Issues:** Two organizations, Second Harvest Food Bank and Lighthouse Central Florida, have joined forces to raise funds by hosting *Dining in the Dark*. Hausman explained that Second Harvest Food Bank gathers and distributes food to 500 community partners. Johnson explained that Lighthouse Central Florida provided services and training for persons with vision loss. *Dining in the Dark* will offer insight into the isolation that hunger or vision loss can cause because the diners will literally eat in the dark. The smells, textures, and sounds of the meal will provide a profound sensory experience.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** ***Paws for Peace Walk: Fund for Animals of Domestic Abuse Victims***

**Organization:** Harbor House of Central Florida

**Guest(s):** Michele Brady Palmer, Chief Development Officer

**Contact:** [www.harborhousefl.com](http://www.harborhousefl.com)

**Date:** 4/20/14

**Duration:** 30:00

**Issues:** Harbor House of Central Florida is a domestic violence center that provides safe shelter and other support to domestic violence survivors and their children. She explained that pets are also considered family so many women stay with an abuser because they do not want to leave their pets behind. So Harbor House provides a safe shelter for everyone, including the family pet. Palmer invited listeners to the fourth annual *Paws for Peace Walk* on Saturday, April 26<sup>th</sup> at Blue Jacket Park and funds raised will be used to support the shelter. The event's most important purpose though, is to raise awareness about the impact of domestic abuse on pets and their owners.

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** *Foster Parents Needed for Tri-county Area*

**Organization:** Community Based Care of Central Florida

**Guest(s):** Karla Radka, Vice President of Community Impact and  
Leadership Development

**Contact:** 866-90-CHILD; 407490-6686

**Date:** 5/4/14

**Duration:** 30:00

**Issues:** The need in Orange, Osceola, and Seminole counties for foster parents is huge and ongoing. A recent change in state law allows for foster youth to stay in parental care until age 21 has contributed to this increased need. Information sessions for potential foster parents will be held on May 21<sup>st</sup> and June 3<sup>rd</sup>.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *Beyond the Red Kettle*

**Organization:** The Salvation Army – Orlando Area Command

**Guest(s):** Jaylen Christie, Public Relations Coordinator

**Contact:** 407.423.8581; [uss.salvationarmy.org](http://uss.salvationarmy.org)

**Date:** 5/11/14

**Duration:** 30:00

**Issues:** The May 16<sup>th</sup> event *Beyond the Red Kettle* will showcase the inspirational stories of people whose lives have been changed by Salvation Army services. Christie said there will be a dinner, silent auction, a musical performance by the Army's award-winning *Youth Choir*, and a keynote address from Lucille O'Neal, mother of former NBA superstar Shaquille O'Neal.

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** *Food for Children During Summer Months*

**Organization:** Christian Service Center

**Guest(s):** Robert Stuart, Executive Director

**Contact:** Christianservicecenter.org

**Date:** 5/18/14

**Duration:** 30:00

**Issues:** Stuart told listeners that during the summer, hunger issues escalate for students because they don't have access to their school's free or reduced-price lunches. In response to this, the Christian Service Center has organized special summer programs to ensure that the children are fed. He asked listeners for their continued support for the organization's efforts. One way a person can help is by volunteering with the *Love Pantry* at his or her child's school.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *Child Abuse Prevention*

**Organization:** Kids House Seminole County

**Guest(s):** Laura Phipps, Medical Trauma Program Director

**Contact:** Kidshouse.org

**Date:** 5/11/14

**Duration:** 30:00

**Issues:** Phipps explained that the purpose of Kids House is to prevent child abuse and to protect child abuse victims. Phipps explained how listeners can help by reporting abuse suspicions. She also explained how Kids House is a 'one-stop' facility so that victims of abuse can receive the support and treatment they need.

**Time:** WCFB:  
5:00  
a.m.

**Segment Topic:** *Case Management Academy*

**Organization:** Heart of Florida United Way

**Guest(s):** Joan Nelson, Vice President / Community Investment at  
Heart of Florida United Way

Stephanie Lobisch, a Case Manager at Catholic Charities

**Contact:** 407-835-0924; hfuw.org

**Date:** 6/1/14

**Duration:** Stephanie.lobisch@cflcc.org

**Issues:** Nelson explained that with an increasing number of homeless persons in our area, there is an increased need for certified case managers. Together with the University of Central Florida's School of Social Work, HFUW is offering a *Case Management Academy* to enhance case managers' knowledge and skills. Lobisch, a case manager for Catholic Charities, described the positive experience she had when attending the *Case Management Academy*. She said that she was able to network and gain a better sense of the programs that are available for her clients.

**Time:** WCFB:  
6:00  
a.m.

**Segment Topic:** *Across the Continuum Research*

**Organization:** Harbor House of Central Florida

**Guest(s):** Carol Wick, CEO

**Contact:** [www.harborhousefl.com](http://www.harborhousefl.com)

**Date:** 6/1/14

**Duration:** 30:00

**Issues:** Wick described the work done at Harbor House of Central Florida and the information collected in the *Across the Continuum* report. Harbor House provides shelter for the victims of domestic abuse and teaches the community about the signs and impact of domestic abuse. The new report stems from a desire to identify the connection between domestic abuse and homelessness. Wick explained that this segment of the homeless community had been overlooked until now.

WCFB:  
**Time:** 5:30  
a.m.

**Segment Topic:** *Children's Summit 2.0 – Discover Together*  
**Organization:** Heart of Florida United Way  
**Guest(s):** Ray Larsen  
**Contact:** (407) 429-2202; Hfuw.org  
**Date:** 6/15/14  
**Duration:** 30:00

**Issues:** Larsen explained that at a *Children's Summit* in November, participants identified a common agenda for making our community a better place to grow up in and a better place to raise a family. Participants concluded that a system to give access to support for families is needed and that leaders must come together to drive change. These conclusions led to *Children's Summit 2.0 – Discover Together*, an exploration of how to strengthen families. So participants identified what they mean by 'strengthen families' and identified ways to accomplish this.

**Time:** WCFB:  
5:45  
a.m.

**Segment Topic:** *Summer of Dreams Supports Needy Children*

**Organization:** 5/3 Bank

**Guest(s):** Kim Pranievicz, Senior Vice President MBLEAD

**Contact:** <http://www.thesummerofdreams.com/>

**Date:** 6/22/14

**Duration:** 15:00

**Issues:** *Summer of Dreams* is a 5/3 Bank program to help homeless children with food and activities through the summer. Pranievicz explained that it is tough for homeless children throughout the year but during the summer, any food and stimulation that they would receive at school goes away. So 5/3 Bank and their community partners see to it that these children have food support and opportunities for learning and growth. For 10 weeks, homeless students in Orange, Seminole and Osceola counties receive two meals per day plus a snack, academic and STEM enrichment, art activities, athletic activities, tutoring, and more. The parents also have opportunity to participate in 5/3 Bank's financial education programs.

**Time:** WCFB:  
5:30  
a.m.

**Segment Topic:** *Listeners Encouraged to Register to be Organ Donors*

**Organization:** TransLife Organ & Tissue Donation Services

**Guest(s):** Kristine Neal, Public Relations Manager

**Contact:** Translife.org; 800-44-DONOR; (407) 644-3770 ext. 249

**Date:** 6/29/14

**Duration:** [www.donatelifeflorida.org](http://www.donatelifeflorida.org)

**Issues:**

Translife is one of the organizations tasked by Florida to manage organ donor lists. Neal encouraged listeners to register to be organ donors and to talk to their families about the decision. She explained how organ donation works and how one person can save many lives. She shared stories of donors' families and also described what it is like for the recipient to get a new lease on life. People can register as donors online or when they go to the Department of Motor Vehicles.

## Community Connection Segments for Second Quarter 2014

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	American Lung Association
<b>Guest(s):</b>	Janelle Midents
<b>Phone:</b>	407/425-5864
<b>Date:</b>	May 4, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	The effect of asthma and other lung diseases is higher in the African American community. We discussed environmental agitators, generational and other health reasons. One guest spoke of the course the disease has taken in her family's life. We also discussed the annual Lung Run 2014.

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	Lupus Foundation
<b>Guest(s):</b>	Gabrielle Davis
<b>Phone:</b>	Lupussistas.com
<b>Date:</b>	May 11, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	We discussed facts about lupus. How difficult it is to diagnose and it's adverse effect on mainly black women. There was a conference discussion that we talked about also

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	Ben Crump
<b>Guest(s):</b>	"
<b>Phone:</b>	
<b>Date:</b>	May 18, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	The March on Tallahassee, more about Trayvon Martin and his overall court room tactics.

## Community Connection Segments for 2<sup>nd</sup> Quarter 2014

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	POPs
<b>Guest(s):</b>	Dorcas Dillard
<b>Phone:</b>	407/694-2057
<b>Date:</b>	May 25, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	Get Fit Community – An effort of their organization and several others to assist the black community with health issues like diabetes & obesity. A video was filmed to boost efforts to achieve better health

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	Young Fathers of Central Florid
<b>Guest(s):</b>	Haki Nkrumah
<b>Phone:</b>	407/423-9400
<b>Date:</b>	June 1, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	The 7 <sup>th</sup> Annual Fathers Week brought in speakers, presented workshops and held community discussions on the importance of healthy fatherhood.

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	Central Florida Pharmacy Council
<b>Guest(s):</b>	Dr. Angela Adams
<b>Phone:</b>	
<b>Date:</b>	June 8, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	The Annual Black Men’s Health Summit was presented in an effort to increase the amount of men seeking testing for prostate cancer and other life threatening diseases

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	YMCA
<b>Guest(s):</b>	JaJa Wade
<b>Date:</b>	June 15, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	Wade is a “master swimmer,” and part of the team the movie “Pride” was made about. We discussed the event that STAR 94.5 partnered with the Y on brought out 800 new people to 5 different locations. The objective was to teach black people how to swim. Statistics prove the black community does not know how and therefore has a higher rate of drowning

## Community Connection Segments for 2<sup>nd</sup> Quarter 2014

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	ZEBRA Coalition
<b>Guest(s):</b>	Dexter Foxworth
<b>Phone:</b>	407/228-1466
<b>Date:</b>	June 22, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	ZC held a town hall meeting to conduct a survey with OCPS identifying kids who identify as LGBT. The ZC and OCPS will now partner and utilize the various resources there are to keep kids safe at home, in school and in their communities.

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	Rodney Hurst Sr.
<b>Guest(s):</b>	"
<b>Phone:</b>	904/699-3897
<b>Date:</b>	June 29, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	The author of "It was Never About a Hot Dog & a Coke" talked about his role as a civil rights advocate. His involvement in the NAACP during the time of the Civil Rights signing and how his young group was beat by the KKK in Jacksonville for their attempt to integrate a lunch counter there.

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	Wraparound Agency
<b>Guest(s):</b>	Donar Juba-Johnson
<b>Phone:</b>	407/836-7692
<b>Date:</b>	April 27, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	May is Children's Mental Health month and we discussed Orange County Mayor Jacobs' initiative to give attention to the issue as it affects their education and juvenile justice situations.

## Community Connection Online Segments for 2<sup>nd</sup> Quarter 2014

<b>Segment Topic:</b>	<b><i>Community Connections:</i></b>
<b>Organization:</b>	Macedonia Missionary Baptist Church
<b>Guest(s):</b>	Tonja Williams, Beth Smith & Nicole Santapolo
<b>Phone:</b>	407/647-0010 x 119
<b>Date:</b>	April 20, 2014
<b>Duration:</b>	30 min.
<b>Issues:</b>	A FREE wellness fair for members of the Eatonville community.

### **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.

### **2014 2nd Quarter Donations:**

#### **Brandon Smith - \$1, 000**

There was fire at the complex of The Villages located at 4414 Martins Way Building I Orlando, FL. 32808 on Monday, March 31, 2014. Unfortunately due to this event Brandon and his family lost everything. His daughter has asthma so therefore the family was unable to recover their personal belongings.

#### **Kindercare - \$500.00**

A horrible crash at the driveway of a KinderCare here sent a car careening into the daycare. One child was killed - at least 12 more were severely injured. There are a total of 72 children that attend this school and STAR Cares would like to provide them all with Easter baskets.

### **American Lung Association - \$350**

This is a donation to the American Lung Association on behalf of our employee JoJo O'Neal for the 2014 Fight for Air Run/Walk. JoJo who suffers from adult asthma is walking to show how you can manage your asthma with exercise.

### **Young Father's of Central Florida - \$350**

YFCF is having their Annual Father's Week Celebration June 9th - 14th, 2014. STAR Cares is always a part of the event which promotes fatherhood in the African American community

### **COMMUNITY MINUTE – Weekly PSA**

**Information pertains to Education, Finance, Health and is sponsored by our STAR Cares sponsors:, Greg Francis of Morgan & Morgan and McCoy Federal Credit Union**

### **STAR CARES EVENTS – May 2014**

- 5/3 Monica presented a workshop at Disney for 400 students from the Urban League youth program  
400
- 5/10 Annual Mass Media Workshop with OCPS and local Journalists  
150
- 5/13 Principal for a Day – Washington Shores elementary with NASA  
250
- 5/15 Principal for a Day – Phyllis Wheatley elementary with NASA  
200

5/17 YMCA Swim Remote – 5 locations  
800

**Total STAR Cares impressions – May**

**1,800**

**STAR CARES EVENTS – June 2014**

6/7 Community Arts Event at Valencia College  
300

6/12 Young Father’s of Central Florida Mentoring Event  
50

6/15 Black Men’s Health Summit  
3,800

**Total STAR Cares impressions – June**

**4,150**

**GRAND TOTAL 2<sup>nd</sup> Quarter 2014 STAR Cares Community Contact Impressions 5,950**