

WCFB

Quarterly Report

October November December
2014

WCFB Quarterly Report

October ☐ November ☐ December 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 fourth quarter 2014, the following issues were addressed:

Culture

- 14th Annual Dancing for Diabetes
- Halloween Hustle (Benefit for Impoverished Children)
- Vampire's Ball, October 17-19
- Maitland Art Center Named National Historic Landmark
- Scouts Stage Ed Sullivan-like Show
- Festival of Trees
- Morse Holiday Events
- Annual Turkey Trot Coming Up on Thanksgiving Day
- History Center Features Two New Exhibits

Economy

- Alice Report: Half of Central Floridians Struggle Financially
- Affordable Care Act Insurance Requirement
- Organization Helps People Find Jobs
- Building of Affordable Housing Underway
- Earned Income Tax Credit

Education

- Valencia Awarded Federal Training Grant

Environment

- Nature Organization Has New Location
- Manatee Mortality Numbers are Up

Health

- World Stroke Day
- Organization Celebrates 30th Anniversary Helping Care Givers
- Heroes of Hope Event Supports Free Medical Care
- Third Annual Ruck Sack March Benefits Military Families
- Services Support Hemophilia Patients
- Orlando Mom Leads the Charge to Find a Cure for Pediatric Brain Cancer
- Flu Season Comes Early
- Houses Provide Housing for Parents of Ill Children

Public Safety

- Public Encouraged to Prepare for Disasters
- AAA Holiday Travel Safety Information

Social Issues

- CIL Stroll and Roll
- Adult Day Health Care Program: Day Break
- College Effort to Reduce Domestic Violence
- Organization Works to Prevent Domestic Violence
- Scouting for Food
- Neighbors Network Helps Seniors Stay in Their Homes
- Neighbors Network Helps Seniors Stay in their Homes
- Helpings from the Heart 365
- Blue Bag Campaign
- Salvation Army Holiday Programs
- Holiday Toy Drive
- Program Supports Teen Moms

- Second Harvest Works to Provide for Increased Holiday Food Needs
- People Encouraged to Provides Homes for Animals

ISSUE:

Culture

Time: WCFB:
5:00
a.m.

Segment Topic: *14th Annual Dancing for Diabetes*

Organization: Dancing for Diabetes

Guest(s): Elizabeth Stein, Director

Contact: (407) 474-4686; Dancing4diabetes.com

Date: 10/5/14

Duration: 30:00

Issues:

Stein's goal for the *14th Annual Dancing for Diabetes* is to spread awareness through the art of dance, to raise funds to find a cure, and inspire those with diabetes to live healthy and active lives. Stein started *Dancing for Diabetes* in 1991 when she was diagnosed with Type 1 diabetes. The event was successful and has been held annually ever since. This year's event will be held on Saturday, October 11th at Seminole High School. Before the event, there will be information booths and other opportunities for audience members to learn about diabetes.

Time: WCFB:
6:00
a.m.

Segment Topic: *Halloween Hustle*

Organization: Junior League of Greater Orlando

Guest(s): Elizabeth Rice, Co-Chair
Stephanie Zappasodi, Co-Chairzapp uh zo dee

Contact: www.halloweenhustlewithus.com

Date: 10/12/14

Duration: 15:00

Issues: The two guests invited listeners to participate in the 7th *Annual Halloween Hustle 5K Race to End Childhood Hunger*. The event includes a carnival-inspired party with activities for both adults and children. There will also be music from the *Undercover Bandits*. The funds raised support the Junior League of Greater Orlando's core goal to improve childhood health, reduce hunger and poverty, and benefit community programs that support such causes.

Time: WCFB:
6:00
a.m.

Segment Topic: *Vampire's Ball, October 17-19*

Organization: Orlando Ballet

Guest(s): Robert Hill, Artistic Director
Robhill411@gmail.com

Contact:

Date: 10/12/14

Duration: 15:00

Issues: Hill invited listeners to attend the annual Orlando Ballet performance of *Vampires' Ball*, which is to be the Ballet Company's last performance at the Bob Carr. Hill says this annual ballet is always a crowd-pleaser given its Halloween twist. In fact, some audience members even come dressed in costume. Moreover, this year will be the last at Bob Carr since the Company will move to the new Performing Arts Center.

Time: WCFB:
6:00
a.m.

Segment Topic: *Maitland Art Center Named National Historic Landmark*

Organization: Maitland Art Center

Guest(s): Andrea Bailey Cox, executive director

Contact: Artandhistory.org

Date: 11/2/14

Duration: 30:00

Issues: The Art & History (A&H's) Museums – Maitland Art Center - has become the first National Historic Landmark in Orange County and the 44th in the state of Florida. This designation means that the location represents the heritage of the United States. Cox explained that the Maitland Art Center was founded in 1937 by Andre Smith, as a place for artists to congregate and be inspired. The property was built in the Mayan Revival style and was originally known as the Research Studio. Artists were able to live there and experiment with new art forms. Cox explained that Smith's legacy continues because artists from across the nation are still invited to participate in residency and studio programs.

Listeners were invited to visit the Maitland Art Center and the four other Art & History museums.

Time: WCFB:
6:15
a.m.

Segment Topic: *Scouts Stage Ed Sullivan-like Show*

Organization: Venture Scouts

Guest(s): BJ Knapp, Crew Leader
Pete Grigsby, Performer

Contact: Troop25-orlando.com

Date: 11/9/14

Duration: 15:00

Issues: The two guests explained that Venture Scouts is a co-ed program of Boy Scouting for ages 14-21. They do “high adventure” camping, such as camping in Scotland every two years. Troop 25 Venture Scouts are staging an Ed Sullivan Show fundraiser to benefit their next Scotland trip. Grigsby is donating his performance to the troop.

Time: WCFB:
5:15
a.m.

Segment Topic: *Festival of Trees*

Organization: Orlando Museum of Art

Guest(s): Linda Cegelis, Council of 101

Contact: Omart.org

Date: 11/9/14

Duration: 15:00

Issues: The Council of 101 is holding the *28th Festival of Trees* at the Orlando Museum of Art on November 15th – 23rd. The event features beautiful trees decorated by local groups, gingerbread houses, and holiday décor. Each day, music groups and other entertainers set the mood with their performances while visitors tour the exhibits and make purchases in the Holiday Shop. The proceeds will benefit the Museum's exhibits and programs.

Time: WCFB:
5:30
a.m.

Segment Topic: *Morse Holiday Events*

Organization: Morse Museum of American Art

Guest(s): Catherine Hinman, Director of Public Relations and Publications

Contact: Morsemuseum.org

Date: 11/9/14

Duration: 30:00

Issues: Hinman explained that the Morse Museum's new exhibit, *Revival and Reform Eclecticism in the 19th Century Environment*, features leaded glass windows. The windows are set up to create a sense of the eclectic environment of 19th century homes.

The Morse Museum will participate in the *Christmas Tree Lighting* in Winter Park and will also offer free admission nights throughout the holiday season.

Time: WCFB:
6:00
a.m.

Segment Topic: *Annual Turkey Trot Coming Up on Thanksgiving Day*

Organization: Seniors First

Guest(s): Wayne Gardner, Seniors First
and the Stepping Stone Medical Equipment Bank

Contact: Turkeytrotorlando.com

Date: 11/16/15

Duration: 30:00

Issues: Gardner invited listeners to the *25th Annual Turkey Trot* to benefit Seniors First. In addition to the usual walk around Lake Eola and the Tot Trot run for kids, there will be some special activities to celebrate the 25th anniversary. All of the funds raised will go to provide seniors with Meals on Wheels, home maker services, personal care, home improvement, and medical equipment. Gardner explained that Seniors First offers these services because they allow seniors to stay in their homes – and seniors who are able to stay in their homes feel better and are happier than those who cannot.

Time: WCFB:
5:00
a.m.

Segment Topic: *History Center Features Two New Exhibits*

Organization: Orange County Regional History Center

Guest(s): Mike Perkins, Curator of Exhibits

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

Date: 12/21/14

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 artists who sold them up and down the Florida coast.

ISSUE:

Economy

Time: WCFB:
6:00
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: 11/29/14

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: *Organization Helps People Find Jobs*

Organization: Goodwill Industries of Central Florida

Guest(s): Bill Oakley, President and CEO

Contact: Goodwillcfl.org

Date: 12/7/14

Duration: 30:00

Issues: Oakley explained that the mission of Goodwill Industries is to connect people with jobs and he reviewed some of the organization's successes in 2014. First, the non-profit increased the number of Central Floridians served at its *Job Connection Centers* – reaching 38,000 people with resources, support and training to help them find meaningful work. Second, Goodwill opened a new *Job Connection Center* in Pine Hills, providing residents with access to job resources and training. Finally, just last month Goodwill launched the *Good Source Staffing Services* program. Oakley explained that this effort will connect 250 homeless individuals with employers in 2015.

Oakley said that Goodwill Industries depends on the community to provide donations to fund their life-changing services.

Time: WCFB:
5:30
a.m.

Segment Topic: *Affordable Care Act Insurance Requirement*

Organization: Shepherd's Hope

Guest(s): Marnie Stahlman, CEO and President

Contact: Shepherdshope.org

Date: 12/7/14

Duration: 30:00

Issues: Shepherd's Hope is advising everyone to get on a navigator and sign up for insurance before mid-February. Stahlman said that it is important for people to do so they are not penalized on their taxes. She also detailed the newly released insurance data which shows that out of the 50 states, Florida ranks only 41st based on the number of people who have insurance. Shepherd's Hope conducted their own survey of 1,200 patients and 20% reported that they lost their insurance during the last year, often because their work hours were cut and they couldn't afford insurance on the exchange.

ISSUE:

Education

Time: WCFB:
5:00
a.m.

Segment Topic: *Valencia Awarded Federal Training Grant*

Organization: Valencia College

Guest(s): Joe Battista, Chief Operating Officer for Continuing Education

Contact:

Date: 11/2/14

Duration: 30:00

Issues: Valencia has won a 2.5 million dollar federal grant to expand training in high tech manufacturing. Battista said that for the past two years, Valencia has been researching and working with manufacturing companies in the area to identify their training needs. They discovered that manufacturing continues to become more 'high-tech' and that the workforce isn't prepared for these technological demands. The grant will allow Valencia to start training individuals for high tech manufacturing jobs within the next four years.

Time: WCFB:
5:30
a.m.

Segment Topic: *Building of Affordable Housing Underway*
Organization: Habitat for Humanity of Greater Orlando Area
Guest(s): Jennifer Gallagher, Director of Community Outreach
Contact: (407) 648-4567; habitat-orlando.org
Date: 12/14/14
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. During a previous ground-breaking ceremony, 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.

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: *Earned Income Tax Credit*

Organization: Heart of Florida United Way

Guest(s): Mark Batchelor, Manager of Financial Stability Initiatives

Contact: Hfuw.org

Date: 12/28/14

Duration: 15:00

Issues: Batchelor encouraged listeners to see if they are eligible for the Earned Income Tax Credit (EITC.) This credit can be life changing, he says, and is the number one program across the nation for raising people out of poverty. Batchelor also spoke about the free sites that will be open in late January to help people check on EITC and to file taxes. Heart of Florida United Way coordinates these sites with the IRS through VITA, *Volunteer Income Tax Assistance*.

ISSUE:

Environment

Time: WCFB:
6:00
a.m.

Segment Topic: *Nature Organization Has New Location*

Organization: Back to Nature Wildlife Refuge

Guest(s): Debbie Helsel

Contact: (407) 568-5138; Btnwildlife.org

Date: 10/19/14

Duration: 30:00

Issues: The Back to Nature Wildlife Refuge (BTN) is an organization that takes in wounded wildlife, rehabilitates the animals, then releases them back into the wild. Some animals cannot be rehabilitated, so BTN volunteers use them to educate visitors about wildlife and conservation. Recently, all of the animals were transported to a new location, one that affords them more space and less noise. Helsel says that this new location is amazing and invited listeners to visit.

One way to support BTN is by attending the *8th Annual Sleuths Mystery Dinner Show Fundraiser*.

Time: WCFB:
6:00
a.m.

Segment Topic: *Manatee Mortality Numbers are Up*

Organization: Save the Manatee Club

Guest(s): Patrick Rose, Executive Director

Contact: Savethemanatee.org

Date: 11/23/14

Duration: 30:00

Issues: Rose described the lifespan of the manatee, explained the likely reasons that the manatee mortality rates were high this past year, and explained how people can help. First he explained why Florida is a good home for the manatee but how algae blooms and boating accidents have led to manatee deaths. Next, Rose spoke about the strides that have been made for manatee protection but emphasized that much more must be done, including protecting the flow of natural springs. Finally he described the advocacy that listeners might engage in if they wish to be a part of the cause.

ISSUE:

Health

Time: WCFB:
5:30
a.m.

Segment Topic: *World Stroke Day*

Organization: B-Center.com Global Stroke Resource

Guest(s): Valerie Green, Founder
Nancy DeVault, Supporter

Contact: Bcenter.com

Date: 10/12/14

Duration: 30:00

Issues: Green and DeVault encouraged listeners to learn the signs and symptoms of stroke, to live a healthy lifestyle, and to participate in upcoming events. Green suffered a stroke many years ago but started the B-Center, she says, as a way to put patients in touch with the stroke information and treatment information they need to recover. She encouraged listeners to support three events: *Stroke for Strokes Dragon Boat Race* on October 18th, the *World Stroke Day & Global Stroke Resource's 365 Challenge* and the launch of new educational toolkit on October 29th, and *Giving Tuesday* on December 2nd.

Time: WCFB:
5:00
a.m.

Segment Topic: *Organization Celebrates 30th Anniversary Helping Care Givers*

Organization: Alzheimer's and Dementia Resource Center

Guest(s): Nancy Squillaciotti, Executive Director

Contact: (407) 843-1910; Adrccares.org

Date: 10/12/14

Duration: 30:00.

Issues: Squillaciotti explained that mission of the Alzheimer's and Dementia Resource Center (ADRC) is to provide caregivers with the information and resources they need to be good caregivers of loved ones who suffer from Alzheimer's or other forms of dementia. The organization provides care counseling, education, information and resources like respite care, workshops on related topics, wellness activities and a caregiver retreat.

This year ADRC celebrates its 30th anniversary. Squilldiciotti described how the organization started and how the anniversary would be commemorated.

Time: WCFB:
5:30
a.m.

Segment Topic: *Heroes of Hope Event Supports Free Medical Care*

Organization: Shepherd's Hope

Guest(s): Marni Stahlman,

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

Date: 10/19/14

Duration: 30:00

Issues: Stahlman explained that Shepherd's Hope is an organization that provides free medical attention to the working poor who cannot afford insurance. Volunteer physicians and other medical professionals staff these clinics in the evenings so that these people have some way to access the care that they need. She explained that Shepherd's Hope is not a 'medical home' since it is unlikely that a patient would ever get the same doctor twice. However, it allows people an option so they will get a needed mammogram or diabetes treatment.

The *Heroes of Hope Gala* is a fundraiser to benefit Shepherd's Hope. It will take place on October 25th.

Time: WCFB:
6:00
a.m.

Segment Topic: *Third Annual Ruck Sack March Benefits Military Families*

Organization: Camaraderie Foundation

Guest(s): Susan Wilkenson, Client
Jackie Nelson, Development Coordinator

Contact: Camaraderiefoundation.org;
www.rucksackmarch2014.kintera.org

Date: 10/26/14

Duration: 30:00

Issues: The two guests described the mission of the Camaraderie Foundation and invited guests to participate in their annual fundraiser, the *Ruck Sack March*. First and foremost, the mission is to provide counseling scholarships to military members or their family members who dealing with anything related to their time in service such as PTSD or reintegrating back into family life. So the Camaraderie Foundation supports military members, veterans, their spouses and children. The organization provides over a hundred counseling scholarships per year, each one covering 12 counseling sessions. Camaraderie has organized a network of counselors in 19 states.

The *Ruck Sack March* will take place on November 15th. Proceeds will fund the Camaraderie Foundation scholarships.

Time: WCFB:
5:30
a.m.

Segment Topic: *Orlando Mom Leads the Charge to Find a Cure for Pediatric Brain Cancer*

Organization: Noah's Light Foundation

Guest(s): Amber Larkin, Founder
Molly Piveral, Team Noah Inspirer

Contact: www.noahslightfoundation.org

Date: 11/2/14

Duration: 30:00

Issues: Amber Larkin started the Noah's Light Foundation after her son Noah developed a form of pediatric brain cancer and she realized that there is a need for more pediatric cancer research. She enlisted researchers to support the cause for an innovative cell treatment that became known as the *Noah Protocol* after Noah, who died in 2012. The Noah Protocol, which stands for New Oppportunity Advancing Hope, recently received FDA approval for a Phase 1 Clinical Trial.

Noah's Light continues to encourage supporters to fund pediatric cancer research. Until the Noah Protocol, there hadn't been a new pediatric cancer therapy in 30 years.

Time: WCFB:
6:00
a.m.

Segment Topic: *Services Support Hemophilia Patients*

Organization: Hemophilia Foundation of Greater Florida

Guest(s): Allison Sullivan, Events Coordinator
Fran Haynes, Executive Director

Contact: 629-0000; Allisonsullivan@hemophiliaflorida.org

Date: 12/14/13

Duration: 30:00

Issues: The Hemophilia Foundation of Greater Florida helps people with bleeding disorders improve the quality of their lives. The organization offers information and referrals, a camping program, family programs, and emergency services. One key issue that Sullivan discussed is the treatment, called 'Factor', that these patients need to take weekly. Factor is incredibly expensive and some families need assistance to pay for it. Listeners are invited to help by participating in one of the *Hemophilia Foundation Walks* being held throughout the area.

Time: WCFB:
5:30
a.m.

Segment Topic: *Flu Season Comes Early*

Organization: Volusia County Health Department

Guest(s): Dr. Bonnie Sorenson, Medical Director

Contact:

Date: 12/21/14

Duration: 30:00

Issues: Dr. Sorenson warned people to take measures against contracting the flu. She said that the flu season has come earlier than expected and has affected many people. She explained that it is not too late to take a vaccination and employ strategies such as hand washing. Dr. Sorenson also explained why older persons and pregnant women suffer more when they come down with the flu.

Time: WCFB:
6:00
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: 12/28/14

Duration: 30:00

Issues: Ronald McDonald Houses offer families of hospitalized children a 'home' a home away from home. There are two Ronald McDonald Houses in Central Florida, which allow families to be right next to the hospital. The houses have private baths, a kitchen, laundry room, and allow for people to support each other and get a good meal. Heidrich announced 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.

ISSUE:

Public Safety

Time: WCFB:
6:00
a.m.

Segment Topic: *Public Encouraged to Prepare for Disasters*

Organization: American Red Cross Mid-Florida Region

Guest(s): Erin Pagon, Communications

Contact: (407) 894-4141

Date: 12/21/14

Duration: 30:00

Issues: Pagon encouraged everyone to take advantage of safety information to make sure that their families are safe over the holidays. She encouraged them to take CPR training and to build home disaster kits. Pagon also described the ways that Red Cross volunteers respond to emergencies, such as home fires. As part of this discussion, she gave a status report on *Prepare Florida*, an effort to get Floridians to take action and be prepared ahead of a disaster. Finally, she explained how the Red Cross puts military families in touch with deployed troops.

Time: WCFB:
5:30
a.m.

Segment Topic: *AAA Holiday Travel Safety Information*

Organization: AAA in Florida

Guest(s): Mark Jenkins, Senior Program Manager

Contact: 800-Tow-to- Go

Date:

Duration:

Issues: AAA, the motor club, predicts that 4.6 million people will be traveling in Florida over the holidays. Jenkins says that the number of rescues AAA makes will spike in the coming days as travelers wind up with dead batteries, flat tires, and get locked out of their vehicles. Therefore, he says that people should get their vehicles checked out before taking a holiday road trip. Finally, he reminded people not to drink and drive and that on New Year's Eve, AAA will offer their free 'Tow to Go' program.

ISSUE:

Social Issues

Time: WCFB:
5:30
a.m.

Segment Topic: *CIL Stroll and Roll*

Organization: Centers for Independent Living

Guest(s): Jason Venning, Development Director

Contact: (407) 623-1070; cilorlando.org

jvenning@cilorlando.org

Date: 10/5/14

Duration: 30:00

Issues: The 4th *Annual Stroll and Roll* is to be held on October 18th to benefit the Centers for Independent Living (CIL.) Venning says that the 'stroll' part is that people can form teams now and do online fundraising. He says the 'roll' is because each team will be given access to a wheelchair, so if they choose, the participants can gain perspective by completing part of the course in a wheelchair.

CIL's mission is to help people with disabilities identify, achieve, and maintain their goals for independence. CIL can help individuals accommodate their needs at home and work. Venning says that it is up to the individual to decide what 'independence' means to him or her. When that person has an idea of what is needed, CIL helps to bring it to reality by providing resources, education, and / or training.

Time: WCFB:
6:00
a.m.

Segment Topic: *Adult Day Health Care Program: Day Break*

Organization: Easter Seals Florida, Inc.

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

Contact: (407) 306-9766; Easterseals.com

Date: 10/5/14

Duration: 30:00

Issues: Easter Seals Florida's adult day care program, Day Break, is for seniors with dementia or any frail medical condition like brain trauma or autism. Ventura explained that her own father attended the program.

Walk With Me is a fundraising event to be held on November 1st. Funds raised support programs like Day Break.

Time: WCFB:
5:00
a.m.

Segment Topic: *College Effort to Reduce Domestic Violence*

Organization: Valencia College

Guest(s): Doreen Flanders, Student Development Wellness
Ambassador

Contact: Valenciacollege.edu

Date: 10/19/14

Duration: 30:00

Issues: Flanders is a Valencia Wellness Ambassador who arranged for Harbor House of Central Florida to help Valencia College students learn how to prevent domestic violence. Flanders explained that she herself is a former victim of domestic violence and she believes that many students are currently victimized. She explained how such violence negatively impacts how well one does in college and how all students can help do something to prevent it.

Time: WCFB:
5:30
a.m.

Segment Topic: *Organization Works to Prevent Domestic Violence*

Organization: Harbor House of Central Florida

Guest(s): Carol Wick, CEO

Contact: Hotline - 800-500-1119

Date: 10/26/14

Duration: 30:00

Issues: Wick discussed methods Harbor House has to get the word out about domestic violence prevention. One is a phone app that has recently been upgraded. There is also a training program for businesses called the *Key Business Initiative*, which helps companies develop their domestic violence policies and procedures. On November 15th, *It Takes Courage* volunteers will go door-to-door to leave domestic violence prevention information.

Time: WCFB:
5:00
a.m.

Segment Topic: *Scouting for Food*

Organization: Boy Scouts

Guest(s): Shaun Marler, Senior District Executive for Little Econ District

Contact: cflscouting.org

Date: 10/26/14

Duration: 30:00

Issues: Marler described the area's annual *Scouting for Food*, during which Boy Scouts collect tons of food for the Second Harvest Food Bank. The way it works is that on November 1st, Boy Scouts will put empty bags on people's doors. They ask that the homeowners fill the bags with non-perishable items then leave them outside their doors on November 8th. Boy Scouts will come by and collect the filled bags then deliver them to Second Harvest, so the food can be distributed to people who need it.

Time: WCFB:
6:00
a.m.

Segment Topic: *Helpings from the Heart 365*

Organization: Salvation Army Orlando Area Command

Guest(s): Jaylen Cristie, Public Relations Coordinator

Contact: Text to 'helping 4444

Date: 11/9/14

Duration: 15:00

Issues: Every Thanksgiving, the Salvation Army and Golden Corral feed thousands of people through the *Helpings from the Heart* meal. Based on this, the Salvation Army came up with *Helpings from the Heart 365*. This is a text to donate service to help feed people throughout the year. Christie says the goal is to raise \$5,000 and that donors just need text the word 'helping' to 414444.

Time: WCFB:
5:30
a.m.

Segment Topic: *Blue Bag Campaign*

Organization: Christian Service Center

Guest(s): Robert Stuart, Executive Director

Contact: (407) 425-2523; Christianservicecenter.org

Date: 11/16/14

Duration: 30:00

Issues: Stuart explained that the Christian Service Center helps persons in times of crises by providing a “hand up.” One aspect of this assistance is providing food to those who need it, so listeners were asked to participate in *the Blue Bag Campaign*. The way this program works is that the individual gets one of the blue cloth bags from Christian Service Center and fills it with non-perishable food staples. The filled blue bags will be passed on to those who need them.

Time: WCFB:
5:00
a.m.

Segment Topic: *Neighbors' Network Helps Seniors Stay in Their Homes*

Organization: Neighbors Network

Guest(s): Annette Kelly, Chair of Advisory Council and
Retired Geriatric Nurse Practitioner

Contact: Neighborsnetwork.org

Date: 11/16/14

Duration: 30:00

Issues: Kelly explained that Neighbors Network is a membership-oriented, non-profit program through which seniors support each other so they can remain in their homes. This means that members can get assistance with home healthcare, home maintenance, and everyday personal care. For example, the person who knows how to sew might hem pants for the person who cannot, or the person who is able might organize a room for the person who isn't able. In addition, she said, seniors can connect with others in the community and participate in health and education programs.

Time: WCFB:
5:30
a.m.

Segment Topic: *Salvation Army Holiday Programs*
Organization: Salvation Army Orlando Area Command
Guest(s): Major Mark Woodcock, Area Commander
Contact: 407-423-8581; salvationarmyorlando.org
Date: 11/23/14
Duration: 30:00

Issues: Major Woodcock described the many programs offered by the Salvation Army Orlando Area Command as well as the many ways that members of the community can help. First, Golden Corral will sponsor the Thanksgiving dinner, *Helpings from the Heart*, at which thousands of people will be served. Woodcock explained that the Golden Corral owner himself once received a Salvation Army dinner and this was his way to give back. This is also the time of the year that the *Red Kettle Campaign* gets underway, so shoppers are encouraged to drop their extra change in when they pass a kettle. The *Angel Tree* program will also begin soon; through this program volunteers donate thousands of Christmas gifts to needy children.

Time: WCFB:
5:30
a.m.

Segment Topic: *Holiday Toy Drive*

Organization: Children's Home Society of Florida

Guest(s): Megan Pfeiderer,
Program Manager Statewide Volunteer Program

Contact: (321) 397-3052; Chsfl.org

Date: 11/29/14

Duration: 30:00

Issues: Pfeiderer explained that the Children's Home Society (CHS) of Florida was established in 1902 and now serves children across Florida. She said that they have a goal to get holiday gifts for 10,000 children and that for some of them, this will be the first holiday away from family. Some of the children are in foster homes, some in group homes, and some of them come from low-income families that CHS is working with, trying to improve their situations. Listeners are invited to donate toys.

Time: WCFB:
5:00
a.m.

Segment Topic: *Program Supports Teen Moms*

Organization: BETA Center

Guest(s): Ruth Patrick, President / CEO

Contact: (407) 277-1942

Date: 11/29/14

Duration: 30:00

Issues: BETA Center offers the knowledge and support that individuals need to become successful parents. Patrick explained that parents learn about baby brain development, child development and school readiness. Pregnant and parenting teens are given the opportunity to learn parenting while also staying in school. Patrick described the coursework and programs that these girls experience.

December 2nd is *National Giving Tuesday*. Patrick encouraged listeners to support the work of local non-profits with their donations.

Time: WCFB:
6:00
a.m.

Segment Topic: ***Second Harvest Works to Provide for Increased Holiday Food Needs***

Organization: Second Harvest Food Bank of Central Florida

Guest(s): Greg Higgerson, Vice President Development

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

Date: 12/7/14

Duration: 30:00

Issues: Higgerson said that this is the *giving season*, which means that Second Harvest's partner agencies want to do even more for the families they serve. Therefore, a great deal of food is needed. In addition, children are home and do not receive free lunch at school. The partner agencies are scattered across central Florida, helping about 77,000 people a week. He also described what the new Second Harvest facility has allowed the organization to accomplish and what the expectations are for the coming year.

Time: WCFB:
5:00
a.m.

Segment Topic: *People Encouraged to Provides Homes for Animals*

Organization: Seminole County Animal Services

Guest(s): Diane Gagliano, Program Coordinator

Contact: (407) 665-5208; DGagliano@seminolecountyfl.gov

Date: 12/14/14

Duration: 30:00

Issues: Gagliano said that while many people think that the Seminole County Animal Services is just an agency focused on animal control, they are also a very large adoption agency. All throughout the month, they would like people to drop by to adopt a pet. Though she cautions people to be sure that a pet is wanted before it is given as a pet, a pet can be a great holiday addition to a household. The animals can be viewed online and there are special discounts for seniors.

Community Connection – Sunday 6:30am

October

12th – Victim Service Center – provides resources for abused people

19th – Harbor House – provides shelter for victims of domestic abuse

26th – Florida Hospital Breast Cancer Unit – our partner in the Annual Take a Loved One to the Doctor event, providing FREE mammograms to 35 STAR listeners.

November

2nd – Faith in Florida – provides voting information as well as information on Civil Rights Restoration for felons

9th – PACE Center – an alternative educational program for girls

16th – HBCU – Townhall discussion to be held during the Florida Classic where presidents from the 4 black historical institutions in Florida discussed student retention

23rd – Covenant House – discussed the National Sleep Out event for teens

30th – OCPS – Parent Academy – provided tips for student success

December

7th – Seasons Blessings – talked about the event that would provide toys for kids and resources for families

14th – Ferguson, MO – Vince Taylor, community activist and a Ferguson resident talked about the impact of the shooting of Michael Brown on Central Florida. Also introduced new Commissioner Victoria Siplin and got her input as well.

28th – Commisisoner Regina Hill – the newly elected commissioner talked about violence in her district and the community plan to end it.

STAR Cares Events – October 2014

2nd – Principal for the Day – Eugene Gregory – Sanford FL

This is an alternative school for students who are facing adjudication on charges and not allowed to attend their home school. 75 Students & Faculty

4th - Take a Loved One to the Doctor – Barnett Park – Orlando

This annual event provides every individual with an opportunity to receive a full medical check up. Prostate and mammograms, EKG, Dental, Vision and Hearing screenings. Full lipid panel blood evaluations and more than 50 community resources 500 People

25th - Sisters Network Walk – Hope Church – Orlando

The 10th Annual Walk for Life is attended by breast cancer survivors. JoJo represented for STAR 94.5 and walked block by block giving information to residents about the disease. 150 People

25th – Women of Excellence and Leadership Conference – Heathrow, FL

The event brings business professionals from Central Florida together to share idea's on growth, marketing & more. 200 People

20th – Early Voting for the Mid-Term Election began – Orange, Seminole, Osceola

STAR 94.5 was present at several townhall meetings and at polling places leading up to the November 2014 election 350 People

26th – Souls to the Polls – Hungerford Park, Eatonville, FL

Festival to provide incentive to get out the vote 100 People

28th – 4C Read-a-thon – Rio Grande Head Start – Orlando

JoJo and Monica go out to read to children 75 infants and staff

TOTAL IMPRESSIONS ON OUR COMMUNITY IN OCTOBER 1,450

STAR Cares Donations –

\$500 – Collegiate Pathways – a non profit organization that prepares underserved students for college. One of their events is the Tech Sassy GirlZ Conference on STEM (science, technology, engineering and math) held at UCF

\$500 – Orange County Medical Society Alliance Foundation – goes into inner city schools to teach the anti-violence program “Hands are Not for Hitting!”

STAR Cares Events – November 2014

1st – 5th Annual UNCF Walk for Education - Orlando
STAR Cares jocks and staff walked in the 5K event to raise money for students in Orange County to attend college 750 People

7th – Job Fair – Smith Center – Orlando
STAR Cares was present at the annual job fair that brings employers into this inner city recreation center. 375 People

8th – Haitian Women in Leadership – City Hall – Orlando
Monica May received the Outstanding Leadership in Media Award 150 People

11th – Swearing in Ceremony for the Orange County Clerk Of Courts –
Monica May moderated the swearing in ceremony for Tiffany Moore Russell at the Orange County History Museum 450 People

13th – AVID/UNCF/YMCA Education Fair – Jones High School – Orlando
STAR Cares was present for the annual fair that brings in educational resources to seniors attending Jones and other Orange County High Schools 500 People

15th – Harbor House “It Takes Courage” Walk - Valencia College – Orlando
This was the 2nd time that STAR Cares was present for the walk that provides residents in the area with “door hangers.” The information gives them easy access to help for abuse. 700 People

20th – African American Chamber of Commerce – City Hall, Orlando
This event was hosted by the organization and moderated by President Obama’s Regional Aide for the Small Business Bureau 150 People

23rd – HBCU – Presidential Discussion – Orlando
Presidents from the 4 HBCU’s in Florida discussed what our students need to improve on to be ready to compete when they graduate 450 People

26TH – National Sleep Out for Covenant House – Orlando
Monica May joined 40 other business professionals to sleep outdoors to bring awareness to national teen homelessness. COX Media Orlando participated by donating purses, wallets and toiletry items

TOTAL IMPRESSIONS ON OUR COMMUNITY IN NOVEMBER 3,525

STAR Cares Events – December 2014

5th - Valencia College Black Advisory Council Awards – West Campus – Orlando
Monica May is a board member and moderated the awards that donate scholarship funds to underserved students of all nationalities 150 People

13th – LANE'S Teen Girls Annual Fashion Event – Apopka, FL
This organization provides life skill and leadership council for hundreds of girls in Middle and High School. Monica May was in attendance 250 People

17th – Orlando Neighborhood Improvement Council – Orlando
This is their annual Christmas event for residents living in crime infested neighborhoods. ONIC also provides education and employment resources to the residents all year. 500 People

18th – Graduation Ceremony for Edward Gregory students – Sanford, FL
Monica May was the keynote speaker 100 People

18th – Dolls for Baby Dolls – Orlando
Monica May participated in this event with other professional women who provide dolls for children in poverty area's throughout Central Florida 200 People

20th – Season's Blessings – Jackson Center, Orlando
STAR Cares donated \$1,000 in bicycles and toys for inner city children at this annual event hosted by the Experience Christian Center. Families are provided with medical and community resources also. 4,000 People

TOTAL IMPRESSIONS ON OUR COMMUNITY IN DECEMBER 5,200

STAR Cares Donations –

\$1,000 – Bicycles, Toys for Season's Blessings

**TOTAL STAR CARES DONATIONS – 4TH
QUARTER - \$2,000**

**GRAND TOTAL OF IMPRESSIONS ON OUR
COMMUNITY - 4TH QUARTER 2014 10,175**