



April 1, 2014

The following is a report on Public Affairs Programming for the First Quarter of 2014 during which time the top issues of community interest and concern in St. Petersburg, Florida and the surrounding area were found to be:

Health
Public Safety
Economy
Government
Education
Community Relations

In order to meet these issues, WPOI-FM airs two public affairs programs on Sunday mornings as well as weekday news updates.

"Spectrum" airs Sunday mornings at 6:00 a.m. "Sunday Morning" airs Sunday mornings at 6:30 a.m.

WPOI-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WPOI-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WPOI-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Tim Clarke".

Tim Clarke
Program Director

TC/mlm

Health

Sunday, January 26, 2014 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Dr. Sergio Golombek, MD, Neonatologist, and Professor of Pediatrics and Clinical Public Health, New York Medical College; and premie mother, Kim Sutherland.

Respiratory Syncytial Virus is a common and highly contagious virus contracted by nearly 100 percent of children by their second birthday. Ms. Lawson discussed with Dr. Golombek and Ms. Sutherland the ABC's of RSV and how to help parents protect their children from this virus. Although RSV is the leading cause of hospitalization among infants, many parents are unaware of the dangers that RSV presents. Dr. Golombek and Ms. Sutherland explained that one-third of mothers have never heard of RSV. Although RSV most often causes mild, cold or flu-like symptoms, in some children it can develop into something much more serious, especially in preterm infants who have underdeveloped lungs and immature immune systems. Dr. Golombek and Ms. Sutherland gave tips to prevent RSV by instructing parents to keep toys, clothes, blankets, and sheets clean and to avoid crowds and other young children during RSV season which usually spikes during winter months.

Sunday, February 2, 2014 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Sunny Hall and Dave Braughton of The Crisis Center, Tampa.

Ms. Lawson discussed with Ms. Hall and Mr. Braughton the history of The Crisis Center and outlined the many services The Crisis Center offers to the Tampa Bay community. They emphasized the suicide prevention hotline The Crisis Center manages and how this hotline provides help for people who have lost hope and are thinking of taking their lives. Ms. Hall and Mr. Braughton also discussed how The Crisis Center has changed how rape victims are treated in the Emergency Room by the implementation of new protocols and services. In closing, they outlined some of the financial issues faced by Tampa's Crisis Center and how our local chapter is trying to make up for funds lost when the Federal Government cut spending.

Sunday, February 16, 2014 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Dr. Peter Wassmer of the Pepin Heart Institute in Tampa; and Lily Reisman, Communications Director for the Pepin Heart Institute.

Ms. Lawson discussed with Dr. Wassmer and Ms. Reisman National Congenital Heart Disease Week and the latest research and treatments for heart conditions. Dr. Wassmer and Ms. Reisman discussed heart health for women and the risk factors involved in developing a heart condition. They also discussed new treatments and preventative medicine discoveries to help aid the treatment for women.

Sunday, February 23, 2014 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Dr. Charles Lambert, Medical Director of Pepin Heart Institute Tampa.

Ms. Lawson discussed with Dr. Lambert Heart Health Month and the free screening event being held at the Pepin Heart Institute. Dr. Lambert explained that the public is invited to participate in the screening and follow up reports are shared and discussed with each participant. Dr. Lambert discussed the importance of getting the screening and taking action for your health. In closing, Dr. Lambert discussed the risk factors for heart disease and the ways doctors can help patients lower the risk and live a healthier and happier life.

Sunday, March 2, 2014 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Dr. Michael Reardon, a Cardiac Surgeon from Houston Methodist Hospital in Texas.

Ms. Lawson discussed with Dr. Reardon the new FDA-approved medical device called Core Valve. This device is a medical breakthrough in cardiac care for patients who are too ill or frail for open heart surgery. Dr. Reardon explained that the device was tested in clinical trials as a treatment option for people with severe aortic stenosis and those who are unable to undergo surgery.

Sunday, March 2, 2014 – Sunday Morning 6:45 a.m.

15:00

Host: Mimi Lawson. Guest: Dr. Charles Lambert from the Pepin Heart Institute of Tampa.

Ms. Lawson discussed with Dr. Lambert the risk factors for heart disease and how these factors can differ for men and women. Dr. Lambert discussed the family history of heart disease, why screenings are important, and what doctors are looking for with these tests. In closing, Dr. Lambert discussed the effect that the new health care law will have on patients and how it is changing how we visit the doctor.

Sunday, March 9, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Dr. B. Lee Green, Vice President of Diversity and Community Relations; Dr. Clemede Gwene, Moffitt Cancer Center, Tampa; and Les Miller, Hillsborough County Commissioner, Tampa.

Mr. Greene discussed with Dr. Green, Dr. Gwene, and Mr. Miller the annual Men's Health Forum that was held at the University of South Florida. This annual event provides screening for prostate and colon cancer and also provides men with information about the risk factors, testing, treatments, and early detection methods.

Sunday, March 9, 2014 – Sunday Morning 6:30 a.m.

10:00

Host: Mimi Lawson. Guest: Dr. Timothy O'Leary, Acting Director of the Office of Research and Development for Veterans' Affairs.

Ms. Lawson discussed with Dr. O'Leary the new research in diabetes care at the Tampa Veterans' Administration. Dr. O'Leary went into detail on how VA researchers are studying innovative strategies and technologies to enhance veterans' access to diabetes care and to improve health outcomes. Dr. O'Leary also elaborated on how VA researchers are working to develop better ways to prevent and treat diabetes, particularly for amputees, minorities, spinal cord injured patients, the elderly, and those with kidney or heart disease.

Sunday, March 30, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. James Brookins, Chief Medical Officer at New Care of Florida, Tampa.

Mr. Greene discussed with Dr. Brookins the dynamics of the Affordable Care Act. Dr. Brookins explained the growing need for people to reduce their intake of fats, sugars, and fried foods and replace them with fruits, vegetables, whole grains, and fiber. In closing, Dr. Brookins explained the way to reduce challenges such as hypertension, diabetes, and anemia is to stay healthy and exercise.

Public Safety

Sunday, February 9, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Sheila Youngblood, Grandmothers United; and Tonya Lewis, Children with a Vision, Tampa.

Mr. Greene discussed with Ms. Youngblood and Ms. Lewis the difficulties that grandparents face in raising their grandchildren because their children are irresponsible, incarcerated, or abusing drugs. Ms. Youngblood and Ms. Lewis shared their partnership with other organizations to help save children from being a negative statistic.

Sunday, March 9, 2014 – Sunday Morning 6:40 a.m.

10:00

Host: Mimi Lawson. Guest: Officer Mike Petz, Public Information Officer for the St. Petersburg Police Department.

Ms. Lawson discussed with Officer Petz the recent attacks that have occurred to city residents while they have been exercising on the Pinellas County Trail. Officer Petz explained what the St. Petersburg Police Department is doing to ensure that all users of the trail are safe. In closing, he provided tips on how to be safe and resources Pinellas County residents can use if they want to become involved in community policing.

Sunday, March 23, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Jane Castor, Chief of Police, City of Tampa.

Mr. Greene discussed with Chief Castor the efforts the City of Tampa is making to reduce crimes, solve cases, improve police and community relations as well as its

strategic initiative to recruit more candidates who reflect the demographics of the City of Tampa.

Sunday, March 23, 2014 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Melissa Wandall from the Initiative for Red Light Safety. Ms. Lawson discussed with Ms. Wandall how she has been instrumental in the fight to equip our roadways and intersections with red light cameras. She explained that statistics show that crashes in intersections armed with red light cameras have dropped by 47% to 56%. Ms. Wandall also explained that despite the positive outcome from this tool, the City of St. Petersburg has decided to cease using and remove the cameras. In closing, Ms. Wandall discussed some important questions about what and who makes these decisions and how removing the red light cameras can affect our safety and health.

Economy

Sunday, January 12, 2014 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Bob White, Retired Sheriff; Jeff Lucas, the Law Firm of Lucas, Green and Magazine; Drew Montmarquet, father of a returning veteran; Yvette Behmer, Board Member of Sand Soldiers; and Jesse Erickson, a returning veteran of three tours overseas.

Ms. Lawson discussed with Mr. White, Mr. Lucas, Mr. Montmarquet, Ms. Behmer and Ms. Erickson the mission of Sand Soldiers, a non-profit group formed to help veterans returning home. The mission is to re-acclimate the veterans into society. Mr. White, Mr. Lucas, Mr. Montmarquet, Ms. Behmer, and Ms. Erickson outlined the needs of veterans after a tour of duty which include housing, job placement, and clothing. Sand Soldiers accepts help from the community to provide job placement, free housing, and food. It encourages veterans to reach out to the group for any and all needs they may be experiencing.

Sunday, January 19, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Askia Aquil, Community Housing Solutions, St. Petersburg. Mr. Greene discussed with Mr. Aquil the strategies that the Community Housing Solutions program is using to help low to moderate income residents secure affordable housing that meets or exceeds minimum housing standards.

Sunday, January 26, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Walter Walker, Jr., Housing and Education Alliance, Tampa.

Mr. Green discussed with Mr. Walker the new affordable housing initiative known as Back to Work, which is designed to help residents secure affordable housing now that they have become re-employed after either a reduction in hours or having lost their jobs.

Mr. Walker also explained what the agency is doing to help those who are facing foreclosures and how, through proactive steps, they can hold on to their home.

Sunday, February 23, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Mike Sparkman and Paul Davis, Florida Strawberry Festival Association, Plant City.

Mr. Greene discussed with Mr. Sparkman and Mr. Davis the economic impact of the Florida Strawberry Festival. They elaborated on the many ways this annual event has a positive impact on the community and brings educational and cultural benefits to Central Florida.

Government

Sunday, January 19, 2014 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: John Morgan, Attorney, Morgan and Morgan law firm.

Ms. Lawson discussed with Mr. Morgan the campaign he has launched to get Florida to approve the use of medical marijuana. Mr. Morgan shared his personal story of the benefits he has seen with medical marijuana. He explained his position on how the passing of this law in Florida will keep law abiding people from having to buy marijuana illegally, putting their careers and freedom at risk. Mr. Morgan discussed the process of passing such a law and where Florida stands on fulfilling these requirements.

Sunday, March 2, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Paul McRae, Bayfront Medical Center, St. Petersburg.

Mr. Greene discussed with Dr. McRae the myths and facts regarding the Affordable Health Care Act and the pending deadline for people to sign up for health insurance.

Sunday, March 9, 2014 – Sunday Morning 6:50 a.m.

10:00

Host: Mimi Lawson. Guest: Anne Filipic, President, Get Covered America.

Ms. Lawson and Ms. Filipic discussed the upcoming March deadline for Americans to procure health care. Ms. Filipic said that one in five Americans are uninsured. She explained that being uninsured exposes patients and their families to significant financial risk in case of medical issues, accidents, or emergencies. In closing, Ms. Filipic discussed the benefits of enrolling for coverage, affordable plans, financial help, and the costs of insurance.

Education

Sunday, January 5, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Deborah York, Boca Ciega High School Parent-Teachers Association, St. Petersburg; Michael Carter, student, Boca Ciega High School; Nancy Pate, student, University of Central Florida; and Orlando Pate, parent, St. Petersburg. Mr. Greene discussed with Ms. York, Mr. Carter, Ms. Pate, and Mr. Pate the sacrifices parents and students have to make in order to ensure receiving a proper education. They elaborated on how two working parents can balance their responsibilities and at the same time be active in their child's education.

Sunday, February 16, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. William Hudson, Jr., Vice President of Academic Affairs, Florida A&M University, Tallahassee. Mr. Greene discussed with Dr. Hudson how Florida A&M University, founded in 1887, has fought to make an impact on young minds. Dr. Hudson shared academic success stories and stated that Florida A&M University graduates more African-American students than any other institution of higher learning in the United States.

Sunday, March 16, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Solodeen Hamilton, Keith Blythewood, Nilejo Sanders, and Mariah Woods, students at Blake High School in Tampa. Mr. Greene discussed with Mr. Hamilton, Mr. Blythewood, and Ms. Sanders, and Ms. Woods the productive things Blake High School students are doing while on spring break. The students told the listening audience how they are participating in activities such as volunteering with various community organizations, preparing for the SAT, visiting with Tampa City Council Members for a class project, and reading assigned books.

Community Relations

Sunday, January 12, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Yolanda Anthony, Tampa Park Apartments, Inc., Tampa. Mr. Greene discussed with Ms. Anthony the remarkable turnaround in the success of residents in the HUD-subsidized housing complex located in Downtown Tampa. Ms. Anthony explained that this turnaround is due, in part, to having several mentoring programs for children and self-sufficiency services for the adults.

Sunday, February 2, 2014 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Captain Eric Ward, Tampa Police Department; and Frank Crum, Black History Committee Member for the City of Tampa.

Mr. Greene discussed with Captain Ward and Mr. Crum what the Tampa Police Department is doing to honor citizens who have paved the way in education, publishing, mentoring, and civil rights. They also praised the honorees of the “12 Determined Ones” and elaborated on their contributions to community services.

Sunday, February 9, 2014 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Kevin Beckner, Hillsborough County Commissioner.

Ms. Lawson discussed with Commissioner Beckner the “Youth Excellence and Achievement Award” that was created to give young students the opportunity to showcase the community service projects they have instituted. Commissioner Beckner explained that many of the winners are students who would not have gotten recognition for their projects because schools and the community tend to focus on sports and academic achievements. He emphasized that many of the recipients of this award continue to volunteer in the community, mentor younger students, and contribute to the social and emotional health of other students and people in the community.