



530 East Alverdez Avenue  
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[www.gladesmedia.com](http://www.gladesmedia.com)

September 30, 2016

**QUARTERLY REPORT**

**3rd Quarter**

**PUBLIC AFFAIRS ISSUE LIST**

**July 1, 2016 – September 30, 2016**

Glades Media has determined the issues important to the Clewiston area by FM 100.5- FM 92.5-AM 590 General Manager KC Kelly and Public Affairs Director and Morning Show Host Nicole Reid. They met on Wednesday, June 1, 2016 to discuss the issues to be targeted for the 3<sup>rd</sup> Quarter of 2016.

***Hurricane Preparation***

***Finance***

***Health***

*Juvenile Arthritis (July)*

*National Immunization Month (August)*

*Childhood Obesity (September)*

***Education***

*Back to School*

*Adult Education*

***Veterinary Dental Awareness Month (September)***

***Voter Registration***





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**July 5, 2016**

**Issue: Public Breastfeeding**

**Topic: International Day to Normalize Breastfeeding**

**Guest: Vanessa Simmons**

International Day to Normalize Breastfeeding was initiated on June 27, 2015 to help normalize breastfeeding and remove the taboo of public breastfeeding from modern society. "I started this project because I know that society's views of breastfeeding all around the world are different and I want to travel and document the reality of breastfeeding needing to be normalized because it is a REAL CAUSE!" Day after day, mothers around the United States are being removed from restaurants, asked to leave boutiques, and are often told to go to the restroom to breastfeed their babies. Vanessa's goal is to change that.

**July 7, 2016**

**Issue: Arts in the Glades**

**Topic: Ascension 33 Dance Studio**

**Guest: Shanique Scott**

The word ascension in astronomy is defined as the rising of a star above the horizon. In the New Testament, it describes the passing of Jesus Christ from earth into Heaven. In geography, it's an island in the South Atlantic.

"My dance studio 'Ascension 33' is about elevation and growth of confidence. It was birthed from recognizing the need for having something different." Shanique says she just wants to serve the community in a way that will encourage kids to move to a higher level. "I will encourage them through dance, I will teach them about the business and they will think outside the box". Ascension 33 has many varieties of dance, different ages of boys and girls and is supported by partners in and around the community.

**July 12, 2016**

**Issue: Protect and Serve?**

**Topic: Police Community Relations**

**Guest: Alex Freeman**

With police involved shootings are on the rise, its hard to ignore that the relationship between the police and the community is suffering. Alex Freeman is a former major for the Rivera Police Department. "We've gotten away from community relations." Alex thinks the problem lies in the idea that the officers and the people no longer understand each other; particularly black people. "What would help is if the good officers would come out against the bad officers. That will help me to trust them again." Freeman shared some tips regarding how to handle ones self if encountered by the police. "Keep all hands in the vehicle visible and have documents readily available." He says the police need to get out into the communities and get close to the people. The fear is that the relationship between the police and the community is irreparable.





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**July 14, 2016**

**Issue: Internet protection**

**Topic: Cybersecurity**

**Guest: David Potter, Chief Information Officer**

As hackers get more advanced, so do security measures. “In training, the tools we use force us to stay abreast of vulnerabilities.” Here are a few tips to protecting your computer:

Keep your anti-virus up to date. Never open spam attachments. Be mindful of your wifi source. “Many websites may be infected with malware and you won’t even know it.” Thankfully, First Bank offers multiple layers of protection including firewall and intrusion protection because financial institutions are always under attack. There is a newsletter available that details do’s and don’ts regarding various security features.

**July 19, 2016**

**Issue: July is Juvenile Arthritis Awareness Month**

**Topic: Juvenile Arthritis Awareness**

**Guest: Brit Johnson**

“It’s important to open up a discussion about a condition that 300,000 children have.” Brit Johnson lives everyday with Juvenile Arthritis, so while July is a month about awareness, it’s a year-round run for her. “It’s still great to see a dialogue surrounding the issue. That’s kinda the point.” Arthritis is an auto-immune disease where the body attacks the normal tissue. This causes severe pain in the joints. Brit talks about how at the age of 7 she had a skull fracture. This injury later caused mutations in her body. She was forced to grow up quickly. In her quest to determine causes of the condition, she has learned that it is likely genetic, there is a long way to go to find out the causes.

**July 21, 2016**

**Issue: Back to School**

**Topic: Back to School Bash**

**Guest: Nardina Johnson, Mary Ruth Prowdy, Andre Taylor**

Prizes, free haircuts and gift cards and more at this year’s back to school bash! “This year, we have so many more vendors, we had to move from Florida Community Health Center to the much larger John B. Boy Auditorium.” No pre registration required, no ticket entry, and families are welcomed to bring their school aged children to pick up some free school supplies and some good information from organizations like SWAT, Drug Free Hendry County, Parks and Recreation and more!





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**July 26, 2016**

**Issue: Elections**

**Topic: Primary and General Elections**

**Guest: Brenda Hoots, Supervisor of Elections**

Brenda Hoots gave us some insight into this election season and explained the different ways to register. “We no longer do absentee ballots. At least it’s not called that. Its called vote by mail now.” Brenda explained some other changes that will take place on this election year such a redistricting. In addition to that, we discussed how to change your party, non partisan ballots, the candidate forum and election days as well as polling places. She made sure to stress how important it is to get out and vote.

**July 28, 2016**

**Issue: School Supplies Drive**

**Topic: Back to School GiveAWay**

**Guest: Dwayne Brown**

“This is the first year that we are holding this drive and I am very excited about it,” Dwayne Brown said. This drive is special, he says, because there will be school personnel on site to answer questions and provide information to parents. Also, there will be an abundance of material available to give to students as well as food, activities and information. “We have had such a warm reception from the Harlem community and surrounding businesses.” The drive will be held on the grounds of Mount Calvary Missionary Baptist Church where he is the pastor.

**August 2, 2016**

**Issue: Immunizations**

**Topic: August is National Immunization Awareness Month**

**Guest: Mylai Garafalow, Melissa Herrera, Marjorie Webster**

Clewiston has good immunization rates. Thats a relief to parents in the area who may be concerned about their child's exposure to certain diseases. “These days, kids can't go to school without their vaccines being up to date.” There are many parents that are speaking out against vaccines claiming they may be linked to autism. The doctors say that the chance does not outweigh the risk. “We all give our kids the vaccine. If we thought there was significant risk, we would not immunize our children.” National Immunization Awareness Month is a good opportunity to update school-aged kids on their vaccines. Also, it provides more awareness for parents to educate themselves and get answers to the questions they may have.





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**August 4, 2016**

**Issue: Child Welfare**

**Topic: Child Protective Services**

**Guest: Lisa Mayrose, Regional Director for the Department of Children and Families Suncoast Region**

Child Protective Services is the work done in the interests of children to preserve families whenever possible and prevent abuse and neglect. "Our first priority is to protect the child. Our mission is clear. Do what is in the best interest of the child." Lisa explained that it is never the goal of the department to remove the child from the home. "I know some agencies and even individuals may have that perception, but we act in the best interest of the child. Ultimately, we do not want to remove children from their homes unless a threat is imminent."

**August 9, 2016**

**Issue: Bank Loans**

**Topic: First Bank**

**Guest: Deborah VanSickle, Chief Lending Officer**

At 25 years in the industry, Deborah VanSickle has fallen in love with lending. "Small business is the #1 job provider. I like to help people accomplish that dream." She feels it is her job to help people succeed. She admits she enjoys the look on peoples faces when she approves them for a loan that unlocks their dreams and goals.

"The downside is, sometimes you see people lose too. Thats not fun to witness." She says the main reason people lose is due to inability to repay and insufficient collateral. "We do everything we can to help people protect their asset and investments. That's what lending is all about."

**August 11, 2016**

**Issue: Clewiston Museum**

**Topic: Sam Jones Exhibit**

**Guest: Butch Wilson**

Sam Jones is one of the most historical figures in Florida history, according to Butch Wilson, Museum Director. Sam Jones was a leader and chief and powerful medicine man. A permanent bronze marker will be unveiled in his honor to celebrate his contributions. Tiffanie Cochran is the coordinator of the event to be held at the Ah-Tah-Thi-Ki Museum on August 14, 2016. The schedule of events includes and unveiling ceremony and reception which includes performances, live music, free food and more.





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**August 16, 2016**

**Issue: Adult Education**

**Topic: Adult Education**

**Guest: Mike Swindle**

Director Mike Swindle has many exciting things happening at the Workforce and Adult Education school in Hendry County. In addition to the foundation of programs (ABE, GED and ESOL classes), the adult school offers a variety of opportunities in different areas. “We are most proud of our industrial mechanics program. Although we also offer welding, security, forklifting, and even telecommunications.” Swindle said he, as well as his other staff members are excited about the expansion and adds that, “Mr. Pulletti says, ‘we have to grow.’” The great thing about the programs offered at the adult school is not only that the programs are in demand for employers in our area, but also that many of the positions looking to be filled are high-paid positions starting at \$43,000 per year. “And these positions are not limited to Hendry County residents. They are available for residents outside of our county too.”

**August 18, 2016**

**Issue: Student Athletics**

**Topic: Clewiston Tigers Football**

**Guest: Devon Jackson**

Football is a big part of American culture. That’s no exception for 17-year-old safety and receiver for the Clewiston Tigers, Devon Jackson. “I’ve played football my entire high school career. I even started out as a Cougar.” Devon loves football. It’s evident. He says he has lots of inspiration in the arena both inside and outside of the Tigers. “My biggest inspirations are the guys that came before me like Tyrin [Summers] and Reggie [Reginald Henderson].” Jackson also referenced the late Shawn Taylor, formerly of the Miami Hurricanes, his favorite team. He says these guys motivate him to push and keep getting better. “My coaches push me too, just like second parents to me. We have a great relationship.”

**August 23, 2016**

**Issue: Adult Education in Palm Beach County**

**Topic: West Technical Institute**

**Guest: Jimmie Major**

Jimmie Major is the Pre Apprenticeship Coordinator for Florida Training Services. Adult education is important for many reasons including setting examples for our youth as well as providing a legitimate income by taking trades that can provide an income through gainful employment. “At West Tech we have programs such as Electrical, HVAC and Welding. We have programs in the evening to accommodate working families and they run as late as 930 PM.” Major says many of the residents in the county find the programs advantageous but “we’d like to see more people take advantage.” West Tech has campuses in Belle Glade and West Palm Beach.





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**August 25, 2016**

**Issue: Hurricane Season**

**Topic: Hurricane Preparedness**

**Guest: Sean Scheffler**

Public Works is introducing tree trimming amnesty month in preparation for hurricane season. “Get your trees trimmed and Public Works will dispose of the waste. Just call us and let us know.” Sean is encouraging homeowners to evaluate their trees. He advised that even if they don't need to be trimmed for hurricane season, take care of them year ‘round. Other preparations include the following: Anchor your boats, Ziplock important papers, update hurricane kit, and, don't forget to make preparations to travel. Once your home is prepared to endure the hurricane, make a plan for your departure, pets included, in case of evacuation.

**August 30, 2016**

**Issue: Voting**

**Topic: Election Day**

**Guest: Brenda Hoots**

Brenda Hoots gave us some insight into this election season and explained the different ways to register. “We no longer do absentee ballots. At least it's not called that. Its called vote by mail now.” Hoots explained some other changes that will take place on this election year such a redistricting. In addition to that, we discussed how to change your party, non partisan ballots, the candidate forum and election days as well as polling places. She made sure to stress how important it is to get registered vote.

**September 1, 2016**

**Issue: Tropical Storm Hermine**

**Topic: Storm Safety for Pets**

**Guest: Dr. Jonelle Savedoff**

Living in South Florida, we are confronted with many weather challenges. If we are affected, so are our pets. “Pets may experience anxiety and fear in the event of a storm. They pick up on barometric pressure. It is our duty to keep them protected and safe.” And in keeping pets protected and safe, our practices after the storm are just as important. “Rain and standing water can be just as hazardous to a pets health, particularly due to mosquitoes.” Some things to remember when traveling with pets is to “pack medicines, treats and water, puppy pads and even vaccine records.” Doc Savvy stresses that the microchip may be something to consider as well. Just an added protection in case our pets become lost or displaced. “The Fourth of July is the #1 day for pets to go missing.”





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**September 6, 2016**

**Issue: The Flu Virus**

**Topic: Influenza**

**Guest: Dr. Pepe**

Influenza, or flu, is a respiratory infection caused by a variety of flu viruses. Dr. Pepe gave us some interesting statistics on the health and wellbeing of our county. Flu season runs from October to around May. However, “We are seeing the flu year ‘round lately.” Dr. Pepe does not necessarily encourage people to take the shot but he admits “my family and I get it every year.” He understands that people have different preferences and beliefs and the organization respects these decisions. The main goal of the health system is to prevent and protect the spread of disease by hand washing, covering your cough and staying home if you are sick.

**September 8, 2016**

**Issue: Voter Education**

**Topic: iVoters**

**Guest: Denise Hatton**

Get the facts about candidates and ballot issues from a non-partisan, independent source at [ivoters.com](http://ivoters.com). “This site is complete with dates, definitions and explanations to help voters get a full understanding of the voting process before election time”. iVoters changes everything about the way we process elections. Instead of negative TV and radio ads and biased opinions from editorial boards, now people in all 50 states can get the facts about candidates and ballot issues from a non-partisan, independent source. iVoters is fast, free, secure and powerful. With iVoters you can vote with confidence and encourage others to do the same.

**September 13, 2016**

**Issue: Protect and Serve?**

**Topic: Community Relations**

**Guest: Alex Freeman**

With police involved shootings are on the rise, its hard to ignore that the relationship between the police and the community is suffering. Alex Freeman is a former major for the Rivera Police Department. “We’ve gotten away from community relations.” Alex thinks the problem lies in the idea that the officers and the people no longer understand each other; particularly black people. “What would help is if the good officers would come out against the bad officers, that will help me to trust them again”. He shared some tips regarding how to handle ones self if encountered by the police. “Keep all hands in the vehicle visible and have documents readily available.” He says the police need to get out into the communities and get close to the people. The fear is that the relationship between the police and the community is irreparable.





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**September 15, 2016**

**Issue: Child Welfare**

**Topic: Child Protective Services**

**Guest: Lisa Mayrose**

Child Protective Services is the work done in the interests of children to preserve families whenever possible and prevent abuse and neglect. "Our first priority is to protect the child. Our mission is clear. Do what is in the best interest of the child." Lisa explained that it is never the goal of the department to remove the child from the home. "I know some agencies and even individuals may have that perception, but we act in the best interest of the child. Ultimately, we do not want to remove children from their homes unless a threat is imminent."

**September 20, 2016**

**Issue: Education**

**Topic: Sellew Excel Charter School**

**Guest: Altoria Henley**

Sellew Belle Glade Excel Charter School received a grant to provide expanded academic services for before and aftercare services and summer programming for 105 K-5th graders. This new program model allows students to remain in school for longer periods of time while providing them with access to daily homework help and intervention services, as well as an innovative curriculum that includes robotics, computers, hands-on science projects, art and music, and leadership development. A veteran employee for Palm Beach County School Board, Altoria Henley, the new principal, knows what it takes to get our kids where they need to be. "I was born and raised in this community so I easily recognize the need" said Henley. The advantage that Sellew has over traditional schools is class size. "The small class sizes make all the difference. The ability to give each child the specialized attention they need makes a difference in them." The charter school is tuition free, has the same curriculum focus but is independently run.

**September 22, 2016**

**Issue: Student Athletics**

**Topic: Clewiston Tigers Football**

**Guest: Devon Jackson**

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**September 27, 2016**

**Issue: Dental Health in Pets**

**Topic: Veterinary Dental Awareness**

**Guest: Dr. Jonelle Savedoff**

Dogs get bad breath. Who knew? “A dogs breath does have a certain smell. But a dogs breath can also be altered by a medical condition.” Doctor Savedoff, affectionately known as ‘Doc Savvy’, dogs should get regular cleanings, and by regular, she means once per year. “It would be wonderful if we could brush our dogs teeth at home, but most of them won’t have it.” Dental health is important to overall health. Regular dental visits and healthy diet can save your dogs life.

**September 29, 2016**

**Issue: Childhood Obesity Awareness Month**

**Topic: Childhood Obesity**

**Guest: Dr. Villarosa**

Childhood obesity is a real problem. It’s much more rampant in other parts of the country, however. “I had about 20 patients on yesterday. At least 4 of them suffered from this problem.” Villarosa practiced in Brownsville, Texas before coming to Florida. “Brownsville had a 90% obesity population. It’s rampant there compared to this place.” There are many things that kids need to know to have and maintain a healthy lifestyle. But mostly, it is the parents priority to enforce it. “Parents need to encourage their children and set a good example. Do not tease them.” Teasing reinforces feeling of shame and low self-esteem in children which can be discouraging for progress. “I care about all of my patients, they are God’s gift.”

**September 30, 2016**

**Issue: Glades County Woman’s Club**

**Topic: High-Heel-A-Thon**

**Guest: Priscilla Spooner, VP and Beth Griffin, Member**

Glades County Woman’s Club has been “Caring for our Community” for 100 years between 1916-2016. GCWC is hosting its annual High-Heel-A-Thon to raise awareness for cancer. “We have activities like, “Think Pink” in which businesses decorate their storefronts... but not only for breast cancer. We want to bring awareness to all types of cancer.” Runners and walkers register for the High Heel A Thon beginning at 8 AM. There are teams that all dress alike normally in support of a survivor and then individuals who participate as well. “You don’t have to wear heels, but some often do, making it quite an event to watch.” Cornhole Tournaments, a Bling Your Bra Contest and a Rib Cook-Off, just to name a few, are some of the activities going on. This year there’s a new addition to the line-up called getting “Heeled” where High Heels are secretly



# Glades Media Radio Group

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placed in your yard overnight. You must make a donation to have them removed and placed in someone else's yard. The High Heel-A-Thon event will be held at Moore Haven City Park. Proceeds from this event will go towards a scholarship for a woman returning to college.

## PSAs

Hendry County will be conducting aerial adult mosquito control operations over Pioneer and LaDeca on Saturday, September 24th weather permitting. Sunday, September 25th and Monday, September 26th will serve as a make-up day if needed. These operations will continue throughout the remainder of the year as mosquito levels warrant. The insecticide to treat for adult mosquitoes is approved for application by the Environmental Protection Agency and the State of Florida.

Tobacco Cessation classes in Clewiston and Labelle through December 16, 2016

New Life Church on Aztec Avenue in Clewiston provides free food for the local community including hot food and non perishables.

Glades County Womens Clubs annual High Heel-A-Thon will raise money to provide mammograms to Glades County Residents who were uninsured. They also provide scholarships to Moore Haven High School graduating seniors.

## IN-HOUSE CAMPAIGNS

WAFC AM, Classic Hits pre-promoted and participated in the Back to School Backpack Giveaway held at the John Boy Auditorium Clewiston location on July 23, 2016. The Howard E. Hill Foundation donated monies to use for the purpose of purchasing the backpacks and school supplies distributed to the 300+ children living in Clewiston and surrounding communities who were in attendance. Other participating not-for-profit organizations provided information about their programs and additional school supply items to the adults/children in attendance.

