



January 3, 2017

The following is a report on Public Affairs Programming for the Fourth Quarter of 2016 during which time the top issues of community interest and concern in St. Petersburg, Florida and the surrounding area were found to be:

Health
Economy
Education
Public Safety
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 black ink, appearing to be "KL", followed by a long horizontal line.

Keith Lawless
Vice President and Market Manager
Cox Media Group Tampa

KL/mlm

Health

Sunday, October 2, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Susan Schrerer, Chief Executive Officer of the Angel Cancer Network.

The Angel Cancer Network is a nonprofit that pairs Registered Nurses with patients who have just received a cancer diagnosis to help them navigate the treatment process. Ms. Lawson and Ms. Schrerer discussed many of the aspects of cancer treatment and how having an experienced health care professional as an advisor can help ease the confusion and navigate the treatment options. There is a fundraising event on October 14 to help raise money for the program. There is no charge to patients for the service they receive through the program.

Sunday, October 16, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Madison Miller, Chief Executive Officer and Founder of Spark the Way.

Spark the Way is a new non-profit in the Tampa Bay area. Ms. Miller shared how she was inspired to create this program by young people (aged 14 through 39) who have received a cancer diagnosis. She and Ms. Lawson also discussed an upcoming event which is happening in Tampa on November 5. It's a gala fundraiser being held at the Tampa Convention Center. The program is a resource for young adults affected by cancer, and it's one of hope, inspiration, and help. A hand from another person with the same issues can help restore hope and healing in this particularly difficult phase of their lives.

Sunday, November 6, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Dr. Falguni Patel, OB/GYN, Women's Healthcare Awareness.

This Wednesday is "World Menopause Day". Ms. Lawson and Dr. Patel discussed why it's necessary to designate a "Day" to bring awareness to an issue more than half our population deals with as we age. Menopause is something almost every woman will experience in her lifetime, and an estimated 6,000 women reach menopause in the U.S. each day. However, despite its prevalence, menopause and its symptoms are not often discussed due to the stigma around this natural part of a woman's life. Because of this, many women may think they need to suffer through the symptoms they're experiencing in silence and that there are no options for relief.

Some of the most common menopause symptoms women experience are hot flashes, mood swings, dryness, and itching. These may affect not just the woman experiencing them but her partner as well as they can lead to a loss of intimacy, another symptom of menopause. While these can be uncomfortable, there are treatment options available to help alleviate these symptoms and allow women to enjoy their lives without being hindered by menopause.

Dr. Patel gave frank advice and talked openly about some of the intimate issues and solutions for some of the symptoms women experience and told the listeners about available resources for getting more help.

Sunday, December 11, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Ken Anthony, Owner of Affinity Insurance in Tampa.

Mr. Greene and Mr. Anthony discussed the various insurance plan coverages offered through the Affordable Healthcare Act. Mr. Anthony elaborated on the enrollment period, the exemptions, and the penalties as well as general information that can help everyone who needs to enroll.

Sunday, December 18, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Todd Wills, Psychologist, Tampa.

Depression is a very common problem during the holidays. Dr. Wills discussed the seriousness of the problem with Mr. Greene and offered tips to our listeners for dealing with the "holiday blues".

Economy

Sunday, October 16, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Katie McGill, Spokesperson for Dress for Success Tampa Bay.

Mr. Greene and Ms. McGill discussed how the non-profit Dress for Success initiative is providing classes on self-esteem for women who have suffered from the stigma of being unemployed. They also conduct classes for women who have been victims of domestic violence. One of the primary goals of the group is to mentor their clients on dressing appropriately for job interviews. Free clothing is provided for the interviews for the women who cannot afford to buy appropriate clothing on their own.

Sunday, November 13, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Walter Walker, Jr., Director of Education and Counseling, the Housing and Education Alliance of Tampa.

The Housing and Education Alliance is a 501c3 not-for-profit HUD-approved housing counseling agency. This program is Part I of a two-part series where Mr. Walker gave advice to prepare first-time home buyers on the areas of budgeting, credit, mortgages, real estate, and the closing process.

Sunday, November 20, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Walter Walker, Jr., Director of Education and Counseling, the Housing and Education Alliance of Tampa.

The Housing and Education Alliance is a 501c3 not-for-profit HUD-approved housing counseling agency. This program is Part II of a two-part series where Mr. Walker gave advice to prepare first-time home buyers on the areas of budgeting, credit, mortgages, real estate, and the closing process.

Sunday, November 27, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Richard DeBlasio, Owner of Richard's Automotive Service.

Mr. Greene talked with a self-made man who went from being raised on welfare to becoming a multi-millionaire. Mr. DeBlasio shared his story of going from poverty to success. He encouraged the listeners to set their own goals and to work hard to achieve them.

Sunday, November 27, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Wendy Leigh, Director of Community Outreach for the University Area Community Development Corporation.

Ms. Leigh talked about the upcoming "Thirsty for Knowledge" event taking place on November 29. The University Area CDC is a community initiative that was developed to improve the area surrounding the University of South Florida's Tampa campus. The event being held on November 29 is to encourage everyone who have a passion for helping others to get involved in their effort to improve the community. The event will feature a tour of the community center campus and will be an opportunity to hear about their current programs and initiatives for area residents and families. Additionally, details of the Brick By Brick fundraising campaign will be revealed. The University Area CDC offers support for thousands of Tampa residents through youth programs, adult education, and resource assistance. Its primary mission is the redevelopment, sustainability, and the economy of the at-risk areas surrounding University of South Florida's Tampa campus.

Education

Sunday, October 9, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Stephanie Carmichael, Spokesperson for a community outreach program sponsored by Wells Fargo Bank to promote education.

Mr. Greene and Ms. Carmichael talked about the nonprofit group she leads which works with teenage girls in the Tampa Bay area to help them reach their full potential in school and their future lives.

Sunday, October 30, 2016 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Sarah Aldrich, President of the Morean Arts Council.

Ms. Aldrich talked about a fundraising event being held this Saturday night to support the Morean Arts Center, a free community resource for arts education and hands-on learning in five different studios in St. Petersburg.

Sunday, November 6, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Ross Anderson, Spokesperson for Men of Vision, Tampa.

Mr. Greene and Mr. Anderson discussed the various ways this mentoring group is helping young men who live in troubled neighborhoods stay in school and out of trouble. Their ultimate goal for each young man is to see him graduate, become self-sufficient, and be a respected role model in the community.

Sunday, December 4, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Danielle McLendon, Leah Roberts, and Blythe Sobel with the Community Action Coalition.

Ms. McLendon, Ms. Roberts, and Ms. Sobel have banded together to create a group that meets at various homes to talk openly about race relations and prejudice in our communities. They shared their story of the healing that has taken place in Tampa Bay communities through frank, open, “egg free” zones where residents can ask questions of each other without being thought of as racist or stupid. They related how these events have opened conversations in their everyday life with virtual strangers about the current climate in our country surrounding the political talk we’ve experienced during the election and the violence that has erupted between police and residents. They told the listeners how they can organize the same types of conversations in their own neighborhoods and gave simple steps that have made a huge difference in understanding each other. One of their main goals is encouraging parents to teach children how to not only be non-racist but to be anti-racist.

Sunday, December 11, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Mike Trepper, Program Coordinator for Prodigy, and Paulette Rolle-Alesnick, Director of Prodigy Moves.

Ms. Lawson, Mr. Trepper, and Ms. Rolle-Alesnick discussed the Prodigy program and how taking the Arts into lesser served schools and communities positively affects “at risk” children in the Tampa Bay area. Ms. Rolle-Alesnick shared her story of growing up hanging out in the streets surrounded by drug use, gangs, and violence and how getting into a dance studio saved her life and future. This program is up for renewal in the Florida House, and the funding is not guaranteed. A call to action by constituents is part of the discussion, and they outlined what listeners can do to save the program. The conversation also included an outline of all the particulars of the Prodigy program and how listeners can bring it into their own communities.

Public Safety

Sunday, October 9, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Chip Merlin, Attorney.

As our state recovers from this weekend's brush with a Category 4 hurricane, Ms. Lawson and Mr. Merlin discussed what homeowners and businesses need to be aware of as the cleanup and subsequent insurance claims begin. Flood insurance is Mr. Merlin's specialty, and he shared all aspects surrounding the recovery process. He gave the listeners the following tips:

1. Stay safe. Floods bring all kinds of hazardous materials into a home. Poisonous fluids and snakes in the flood water are common. Make certain the structure is safe and watch for looters and criminals which usually arrive before the first responders. Live power lines do not have warnings. Step very carefully when you're first walking around your property.
2. Take as many "after the flood disaster" photos and videos as you can of your property and the surrounding property. The rule of thumb is that it is impossible to take too many photos and videos, especially close up photos showing the damage and wet stains. Wet stains are very important and are hard to photograph and some cameras allow you to verbally explain what you see with your eye even if the camera lens is missing it.
3. Notify your insurance agent immediately of a flood loss. Do not wait. Get in line and get your claim number as soon as possible. Do not throw out wet and damaged objects until the adjuster has seen them.
4. Protect the property from further damage. Get the wet stuff to a dry area to protect it from further damage.
5. Keep receipts for everything. The costs to mitigate further damage, purchasing replacement items, hiring handymen, and repair contracts are documents the National Flood Adjusters will ask for and have a right to obtain. Keep those and store them on a computer as soon as possible so they are safe and can be easily transferred to those who request them.
6. Keep a diary documenting everything following the flood. Whenever the red tape starts, it is great to be able to say you've been keeping a diary of everything and know who said what and who promised whatever. This will be invaluable if you need to show how slowly your claim is being handled.
7. Keep track of deadlines. National Flood Insurance has strict deadlines to submit everything, do not expect extensions, and never rely upon promises of extensions from field adjusters who have no authority to give them and no idea if they will actually happen. Filling out a National Flood Proof of Loss (which is necessary to get paid) is more technical than filling out a federal income tax return. In addition, if you make an

error, they are less forgiving than the Internal Revenue Service.

8. Field flood adjusters want to help, but you cannot trust them. If they overpay, they have to pay back the overpayment out of their own pocket.

9. Unless you really have the time, experience, and desire to prepare all of the estimates yourself, consider hiring a public adjuster. A public adjuster represents your interests, not the interests of the flood insurance company. They usually earn back more than their normal 10% fee by having the knowledge and motivation to work through the details of a loss and not miss items you probably will not consider but are owed.

10. Only hire licensed, bonded, referenced, and thoroughly vetted contractors. Do not let any contractor pressure you or promise things that sound too good to be true. Do not hire contractors who promise “inside knowledge” or “good relationships with the flood adjusters”. Make sure you get your building repaired by somebody who is reputable.

Sunday, October 23, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Reverend Ken Irby, Community Coordinator with the St. Petersburg Police Department.

Mr. Greene and Reverend Irby discussed a new program the City has developed to reduce gang violence and to help make the St. Petersburg streets safer for everyone.

Sunday, October 30, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Jason Thompkins, President of “Out of the Darkness”, an effort that not only deals with suicide prevention but one that helps those who are coping with a loved one's death.

Ms. Lawson and Mr. Thompkins discussed last weekend's Out of The Darkness walk in St. Petersburg and the transformative experience a person can have when participating in this kind of healing after a friend or family member completes suicide. Mr. Thompkins talked about the research these events fund and the resources available to the community to deal with this kind of loss. He and Ms. Lawson also discussed what we know about suicide and what we DON'T know and how the answers to these questions are being discovered. Several examples were given of how this intervention and support can change the dynamic in a person's life after a suicide happens and the help available to those of us who struggle with depression and thoughts of suicide.

Sunday, November 13, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: David Lair and Ethan Tangreedy, Lair Services, Inc., cyber security specialists.

Cyber security has been an issue in this year's presidential election and with increasing online threats. Ms. Lawson, Mr. Lair, and Mr. Tangreedy discussed ways to protect ourselves and our children. They gave several scenarios of how we can compromise our personal and financial security through the use of cell phone apps, online shopping, and

social media. Mr. Lair and Mr. Tangreedy also talked about the threats to our country from foreign governments as well as local scammers. They outlined methods to minimize these issues and discussed how to talk to kids about the dangers. Workplace topics were also covered with special emphasis on how to choose safe websites when you're searching for information regarding your job.

Community Relations

Sunday, October 2, 2016 – Spectrum 6:00 a.m.

30:00

Host: Tiffany Greene. Guest: Dr. Sandra Braham, President and Chief Executive Office of Gulf Coast Jewish Family and Community Services.

Ms. Greene and Dr. Braham discussed the Gulf Coast Jewish Family and Community Services' Non-Custodial Parent Employment Program.

Sunday, October 30, 2016 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Kim Blount, Spokesperson for Abe Brown Ministries, Tampa.

Mr. Greene and Ms. Blount discussed the various ways Abe Brown Ministries helps families whose loved ones have been incarcerated. Once the offender has been released from prison, the Ministries' emphasis is on helping the person modify his/her behavior so they will stay out of trouble.

Sunday, December 18, 2016 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Clara Reynolds, Chief Executive Officer of The Crisis Center of Tampa Bay, and Jen Flatke, Spokesperson for the Green Dot Initiative.

Green Dot helps people who live, work, and spend time in the Ybor City area to recognize the early warning signs of potential violence while providing tips and tactics people can use to reduce the likelihood of a potential incident. Green Dot is a strategy that promotes choices, behaviors, and actions that prevent violence. It is an ongoing, 5-year initiative within the Ybor City area. The Green Dot strategy has contributed to a 40% reduction in violence in other regions of the U. S. where it has been implemented. The Green Dot facilitators are currently implementing free 20-90 minute overview talks and in-depth bystander workshops in Ybor. The basic concept of the initiative is that "Red Dots" are any acts of personal violence, and "Green Dots" are words, choices, and actions that prevent personal violence. Participants receive coaching and information pertaining to Green Dot anti-violence tactics, also known as "The Three D's" --- Direct, Delegate, and Distract. There are also proactive tactics that raise awareness and prevent violence from happening. People must decide what is realistic for them to do and what they feel safe doing.