October 1, 2013

The following is a report on Public Affairs Programming for the Third Quarter of 2013 during which time the top issues of community interest and concern in St. Petersburg, Florida and the surrounding area were found to be:

Economy
Education
Community Relations
Health

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,

Tim Clarke
Program Director

TC/mlm

Economy

Sunday, July 7, 2013 – Sunday Morning 6:30 a.m.
10:00
Host: Mimi Lawson. Guest: Kelly Kemper, the National Education Commission.
Mimi discussed with Ms. Kemper ways to help pay for a college education. Ms. Kemper offered suggestions on making college more affordable like going to a community college, living at home while in college, or working for a while before entering school. Ms. Kemper also discussed the rising cost of a higher education and how it has affected what we study, where we study, and how long we will spend in school.

Sunday, July 7, 2013 – Sunday Morning 6:40 a.m.
20:00
Host: Mimi Lawson. Guest: Andy Ford, President of the Florida Education Association.
Mimi discussed with Mr. Ford the methods of saving for college in advance and taking advantage of the prepaid options by the State. In closing, Mr. Ford discussed the options of savings, prepaid school plans, and student loans as well as the pros and cons of each.

Sunday, July 14, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Gregory Gay, Sr., West Tampa Community Development Corporation, Tampa.
Mr. Gay explained that one of the goals of their non-profit group, West Tampa Community Development Corporation, is working towards getting young men living in the central city to become more involved in agriculture. Mr. Gay presented ways to have young adults in the community focus on better career choices that not only will benefit the community but themselves as well.

Sunday, July 28, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Gwen Harmon, Metropolitan Ministries, Tampa.
Dayle discussed with Ms. Harmon the various programs Metropolitan Ministries provides for clients and volunteers. Ms. Harmon outlined the various activities that are provided, all of which are geared toward self-sufficiency.

Sunday, August 11, 2013 – Sunday Morning 6:30 a.m.
15:00
Host: Mimi Lawson. Guest: Mark Wietecha, President and Chief Executive Office of the Children's Hospital Association.
Mimi discussed with Mr. Wietecha the work of the Florida Representatives who were in Washington recently to discuss the state of children and Medicaid. Mr. Wietecha explained the different options for children's health care and the reasons why we should continue to cover children not able to otherwise be covered by traditional health care. In closing, he discussed the path to coverage by an employer, what people can do for health coverage if not employed, and the future of the health care system.

Sunday, September 1, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Tim Marks, Metropolitan Ministries, Tampa.
Dayle discussed with Mr. Marks information regarding the new $13 million dollar expansion of family housing for the short and long-term homeless in Tampa and Hillsborough County. Mr. Marks provided details about the services designed to help those residents to become self sufficient.

Sunday, September 15, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guests: Bruce Cummings and Ken Anthony, The Cummings Group, Temple Terrace.
Dayle discussed with Mr. Cummings and Mr. Anthony the myths and facts about the Affordable Health Care Act and how it can affect the insured and uninsured.

Education

Sunday July 7, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Dr. Corey Frazier, Portland Electrical Engineering Intel., Oregon.
Dayle discussed with Dr. Frazier his journey from Riverview High School to the Electrical Engineering Program at Texas A&M University. Dr. Frazier shared his insight with students in the Tampa area who are part of the STEM program (Science, Technology, Engineering, and Math) on how to further their education of these core classes into a career path.

Sunday, July 21, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Donald Dowridge, Jr., author, Odessa.
Dayle discussed with Mr. Dowridge the book he wrote to help youth who may be prone to joining gangs to seek a different path in life. Mr. Dowridge provided tips such as gaining a high school diploma or GED, going to a trade/technical school or college, and joining the military.

Sunday, August 4, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Ralph Smith, Computer Mentors, Tampa.
Dayle discussed with Mr. Smith the successes and challenges of getting youth from the central city away from errant behavior and focused on a career path such as being a hardware specialist in the IT industry.

Sunday, August 11, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guests: Aaron Keith, Javaris Weaver, Raymond Price-Murray, Maurice Harvey, Jr., Michael Carter, Len Price, and Karen Keith - high school students from Tampa and St. Petersburg and their parents.
Dayle discussed with the guests meaningful and productive activities youth in the community can be involved in during the summer. They provided examples such as enrichment and life skills camps, improving study skills, and developing their critical thinking and problem-solving skills.

Sunday, August 11, 2013 – Sunday Morning 6:45 a.m.
15:00
Host: Mimi Lawson. Guests: Dr. Valerie Brimm, Superintendent of Community Outreach, Pinellas County Schools; and Michael Grego, Superintendent of Pinellas County School Systems.
Mimi discussed with Dr. Brimm and Mr. Grego what to expect during the upcoming school year. Dr. Brimm and Mr. Grego gave examples of the new things to expect including meetings with parents, the greatly improved Advanced Placement Exam, and mentoring opportunities. They also discussed improving the school system's methods of communication and how a new Federal program, called the Community Eligibility Option, will be able to offer lunch at no charge to all students.

Sunday, September 29, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guests: Derrick Gaines, Principal, Van Buren Middle School, North Tampa.
Dayle discussed with Mr. Gaines the positive difference mentoring has made for students at Van Buren Middle School.

Community Relations

Sunday, July 21, 2013 – Sunday Morning 6:30 a.m.
30:00
Host: Mimi Lawson. Guest: Ronnie Riviera, Public Information Officer for the Hillsborough County Fire Department.
Mimi discussed with Mr. Riviera fire safety and how to prevent and deal with wildfires. Mr. Riviera explained that from January to April of this year, approximately 1,100 wildfires have destroyed more than 22,000 acres of land in Florida. Mr. Riviera explained that as we reach the height of the dry season, Hillsborough County Fire Rescue has provided residents with suggestions on the prevention of setting an unintentional brush fire. Mimi and Mr. Riviera discussed the precautions which include proper ways to discard cigarettes, fireworks safety, and safe cooking techniques in case of a stove fire. In closing, Mr. Riviera expressed how important practicing fire safety is with your family and how to discuss these rules with your children.

Sunday, August 4, 2013 – Sunday Morning 6:30 a.m.
30:00
Host: Mimi Lawson. Guests: Terrilee Suit, Regional Development Officer, Camp Boggy Creek; and Nicole Huau, Volunteer Coordinator, Camp Boggy Creek.
Mimi discussed with Mr. Suit and Ms. Huau the camp for children with special health concerns and needs that is located in the Tampa Bay area called Camp Boggy Creek. Mr. Suit and Ms. Huau explained that the camp serves children with a myriad of clinical health issues from cancer to heart disease. The camp is a non-profit organization that does not charge campers for their stay and raises funds through donations and events. In closing, Mr. Suit and Ms. Huau provided examples of how doctors, students, and other adults can contribute to the experience of these seriously ill children during their stay at the camp.

Sunday, August 18, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Frank Reddick, City Councilman, City of Tampa.
Dayle discussed with Mr. Reddick the programs the Tampa City Council has put in place to prevent instances of Black-on-Black crimes in Tampa and Hillsborough County. Mr. Reddick stated that starting with the home and family, churches, and non-profit organizations, as well as working side by side with the school system, law enforcement, and government can help deal with the issue.

Sunday, September 8, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Tiffany Greene, Reporter, Bright House Sports Network, St. Petersburg.
Dayle discussed with Ms. Greene the rising number of concussions among athletes and the use of enhancement drugs by some athletes. Ms. Greene also discussed the pros and cons of the Tampa Bay Rays moving to another venue and how that may affect the community.

Sunday, September 8, 2013 – Sunday Morning 6:30 a.m.
15:00
Host: Mimi Lawson. Guests: Kevin Jackson, Hillsborough County Consumer Protection Agency; and Captain Kyle Cohran, Hillsborough County Sheriff's Department.
Mimi discussed with Mr. Jackson and Captain Cohran the history of the drug K-2, or "Spice", and the recent crackdown by law enforcement on convenience stores and other outlets selling this illegal drug. Mr. Jackson and Captain Cohran explained the mixture of chemicals, how these substances are referred to on the street, and how to identify the substance. In closing, they provided websites and phone numbers to reach authorities and to further investigate the effects of using this drug.

Sunday, September 8, 2013 – Sunday Morning 6:45 a.m.
15:00
Host: Mimi Lawson. Guest: Jay Sokolow, Vice President of the Tomerse Group.
Mimi discussed with Mr. Sokolow the "Drive Sober or Get Pulled Over" initiative. Mr. Sokolow said that the latest tool in the fight against drunk driving is social media. The Tomerse Group is encouraging people to use Twitter, Instagram, and Facebook to share their stories and cautionary tales. He provided some statistics and personal stories of those affected by drunk driving and how lives have been changed from a momentary mistake. In closing, Mr. Sokolow provided website and hashtags to participate in the discussion.

Sunday, September 15, 2013 – Sunday Morning 6:30 a.m.
15:00
Host: Mimi Lawson. Guest: Agatha McDougal, the Hillsborough County Aging Services Division.
Mimi discussed with Ms. McDougal the many upcoming opportunities and events for seniors in the month of September. Ms. McDougal discussed some of these events which include an Alzheimer's Awareness group-sponsored walk, a birthday celebration for a local woman turning 102 years old, The Hispanic Heritage Celebration in Downtown Tampa, and a Fall Prevention event.

Sunday, September 22, 2013 – Spectrum 6:00 a.m.
30:00
Host: Dayle Greene. Guest: Charles Gerdes, St. Petersburg City Council.
Dayle discussed with Mr. Gerdes the options the St. Petersburg City Council has discussed for the City's seven miles of waterfront property, what to do with The Pier, what to do about the Tampa Bay Rays, and the hiring of the next Police Chief.

Health

Sunday, July 28, 2013 – Sunday Morning 6:30 a.m.
30:00
Host: Mimi Lawson. Guest: Margo Rey, Singer-Songwriter and Brides Against Cancer Volunteer.
Mimi discussed with Ms. Rey how she is helping breast cancer survivors and their families by providing low cost bridal gowns during the Brides Against Breast Cancer trunk show. Ms. Rey explained that by selling gently used or new gowns to survivors at a greatly reduced cost, they are bringing awareness to the disease and helping to raise money for programs and services to patients, caregivers, and families affected by the disease.

Sunday, August 25, 2013 – Sunday Morning 6:30 a.m.
30:00
Host: Mimi Lawson. Guests: Carol Borden, Founder and Director of Guardian Angels Service Dogs; Karen Gamblish, the wife of a service dog recipient; and Robert Brigante, Afghanistan war vet and service dog owner.
Mimi discussed with Ms. Borden, Mrs. Gamblish, and Mr. Brigante the upcoming evening to raise money for Guardian Angels and the work they do with veterans and medical service dogs. Ms. Borden discussed how her group raises, trains, and pairs highly skilled federally-protected service dogs with qualified veterans. Mr. Brigante shared his unique story and showed how his dog has helped him regain his life and independence. In closing, Ms. Borden shared that the success rate is 100% with the dogs assisting disabled veterans in restoring their independence, dignity, and self-worth.

Sunday, September 15, 2013 – Sunday Morning 6:45 a.m.
15:00
Host: Mimi Lawson. Guest: Dr. Tommie Robinson, Former President of the American Speech-Language-Hearing Association.
The American Speech-Language-Hearing Association (ASHA) finds that more than 45 percent of certified experts report lack of awareness among parents as the leading barrier to early detection of communication disorders. In addition, more than 60 percent of respondents said parents are unaware of the early warning signs of speech disorders. Mimi discussed with Dr. Robinson that more than half of patients have reported their patients' view untreated hearing loss as an acceptable part of aging. Dr. Robinson explained that ASHA aims to educate parents, caregivers, and educators about the early warning signs of speech, language, and hearing issues.