TAMPA BAY'S NEW ROCK ALTERNATIVE

January 2, 2013

The following is a report on Public Affairs Programming for the Fourth Quarter of 2012 during which time the top issues of community interest and concern in Holiday, Florida and the surrounding area were found to be:

Economy
Education
Public Safety
Health

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

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

WSUN-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WSUN-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.

WSUN-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,

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Program Director

MS/mlm

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Economy

Sunday, October 21, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Cathy Kennedy with the Sallie Mae organization.
Ms. Lawson discussed with Ms. Kennedy how Sallie Mae is a government program helping people pay for college. Ms. Kennedy chronicled the rules and regulations governing getting and paying back schools loans. Ms. Kennedy discussed the many ways we can go about paying for a college education and how to access this money. She also discussed the specific areas people are studying and how they are becoming more aware of the direct correlation between what they study and the jobs available after they graduate. Ms. Kennedy provided tips and websites to research ways money is awarded to students and how to apply for free money. She also gave a great equation for deciding how much money students will need for school and how much income they will need to pay back loans. In closing, Ms. Kennedy discussed the many ways these loans can be repaid, at what rates, how to budget for the re-payment, and what to expect those payments to be.

Sunday, October 21, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Larry Labelle, Owner, The Training Tamer, a job skills program in Lutz.
Mr. Greene discussed with Mr. Labelle the non-traditional methods of prospecting, securing, and keeping on a certain career path. Mr. Labelle discussed preparing for a panel interview, doing research on employers, creating resumes, cover letters, and business cards that get attention from hiring managers.

Sunday, October 28, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Dan Carson, Hillsborough County Government.
Ms. Lawson discussed with Mr. Carson that Hillsborough County is one of the top agricultural producers in the country for seasonal fruits, vegetables, and ornamental plants. Ms. Carson discussed which crops we provide for the rest of the country and why this area is so good for producing these products. Mr. Carson discussed that strawberries, oranges, and ornamental plants are shipped all over the country and that we have a unique combination of soil and weather that makes us a major producer of food for the country. The University of Florida and the Department of Agriculture have joined together to produce crops that are hardier, tastier, and more nutritious. In closing, Mr. Carson discussed that the schools have a whole degree program that is specific to growing more food in less space, making that food last longer in stores, and ways to engineer food that will ship better to foreign markets. The U.S. Department of Agriculture has recognized Hillsborough County with an award for their efforts to promote job creation and education of future farmers.

Sunday, October 28, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Sylvia Alvarez, Housing and Education Alliance in Tampa.
Mr. Greene discussed with Ms. Alvarez the housing foreclosure issue in the Tampa Bay market. They discussed information about Florida's Hardest Hit Program which is designed to subsidize those who are in danger of losing their homes because of job loss or reduction in work hours.

Sunday, November 4, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Walter Walker, Jr., Housing and Education Alliance in Tampa.
Mr. Greene discussed with Mr. Walker the upcoming Housing and Education events, such as classes designed to help homeowners raise their credit scores, qualify for mortgage loan modifications, refinancing, and the prerequisites for first-time home buyers.

Sunday, November 11, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Brenda Eighmey with the Hillsborough Small Business and Economic Development Council.
Ms. Lawson discussed with Ms. Eighmey how the Hillsborough Small Business and Economic Development Council is offering more than two dozen free workshops in November and December designed to assist potential and existing business owners start or expand their small minority, veteran, or women-owned business. Ms. Eighmey discussed the rise in small business in the county and in our country in light of the faltering business economy. Ms. Eighmey highlighted the positives of dealing with a local company and the jobs that are being created by these small, privately-owned businesses. In closing, Ms. Eighmey discussed loans, grants, and the requirements for opening a small business as well as statistics on the impact this trend has had on our local and national economy.

Sunday, December 2, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Bob Baylies, Tampa Bay Workforce Alliance in Brandon.
Mr. Greene discussed with Mr. Baylies the methods that job seekers need to use in today's competitive job market such as attending employability skills workshops on resume writing, updating computer skills, using LinkedIn for networking, and interviewing skills.

Education

Sunday, October 14, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Reshonda Powe, Boutique Owner in Temple Terrace.
Mr. Greene discussed with Ms. Powe her story of being in foster care and being rescued by Miracles Outreach, Inc. Ms. Powe shared her experiences of going to college, dropping out, and returning to start her own business.

Sunday, November 4, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Dani Dalberg from the Pinellas County Citizens Group for Education.
Ms. Lawson discussed with Ms. Dalberg that local educators and community leaders are in favor of the amendment on the upcoming ballot supporting the continuation of the tax befitting the school system. Ms. Dalberg explained the cost to each taxpayer and what value homeowners see for their money. She discussed the shortcomings in the school budgets and how that affects music, sports, and the arts in the Pinellas County schools. In closing, Ms. Dalberg outlined the cuts that have been made to "non-essential" school services in the past few years in light of the faltering economy and how this tax has been able to fill in those gaps. A non-partisan discussion of the upcoming presidential election and issues included how communities and leaders are responding to the economy and its affect on education.

Sunday, November 11, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Owen Young, Principal, Middleton High School in Tampa.
Mr. Greene discussed with Mr. Owen what Middleton High School is doing in terms of preparing students for STEM (Science, Technology, Engineering, and Math) related careers and the successes of students in various district-wide competitions.

Sunday, November 18, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Lewis Brinson, School District of Hillsborough County in Tampa.
Mr. Greene discussed with Mr. Brinson the new approaches to get teachers, community members, clergy, students, and parents on the same page as it relates to dealing head-on with low-achieving African-American and Hispanic males. Mr. Brinson explained that the effort is to help improve high school graduation rates.

Sunday, November 25, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guests: Tatania Lamb and Terrance Hyman, Tampa Bay Academy of Hope in Ybor City.
Mr. Greene discussed with Ms. Lamb and Mr. Hyman information on an after-school

enrichment and tutorial program that is creating one success story at a time in terms of raising the performance and improving the attitudes of students, many of whom are in foster care. Ms. Lamb and Mr. Hyman explained how students can remain in school versus being suspended and then falling into the criminal justice system.

Sunday, December 16, 2012 – X Sunday Morning 6:00 a.m.
15:00
Host: Mimi Lawson. Guest: Carol Day from the Census Bureau's American Community Survey.
Ms. Lawson discussed with Ms. Day how the latest statistics from the Census Bureau's American Community Survey are affecting how communities build schools, what services are offered to citizens, and what the trends are for the aging population.

Sunday, December 16, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guests: Carla White, Ferrell Middle School, Collegiate Magnet, Tampa.
Mr. Greene discussed with Ms. White the all-girls public school where the students wear uniforms. Ms. White elaborated on the success stories within the school and how a high-level of parental support, student personal pride, and responsibility are making a difference.

Sunday, December 23, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guests: Ryanne Rosier, student at the University of Central Florida, Orlando; Kristin Thomas, University of Florida, Gainesville; and Darrell Paxton, Hillsborough Community College, Tampa.
Mr. Greene discussed with Ms. Rosier, Ms. Thomas and Mr. Paxton their participation in a college awareness session involving 22 other college students returning to the Tampa Bay area for their Christmas break. Ms. Rosier, Ms. Thomas, and Mr. Paxton discussed providing encouragement, guidance, and a dose of reality to middle and high school students and their parents. Ms. Rosier, Ms. Thomas, and Mr. Paxton also discussed the transition from high school to college, applications, scholarships, grants, study skills, and internships.

Public Safety

Sunday, October 7, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Robert Blount, Abe Brown Ministries in Tampa.
Mr. Greene discussed with Mr. Blount the successes of a residential transition program in the local community that allows ex-offenders to learn the tools to become self-sufficient and to live crime-free lives.

Sunday, November 25, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Tom Iovino, Pinellas County Public Information officer.
Ms. Lawson discussed with Mr. Iovino how a team from Tampa Bay was deployed to New York City to assist in the relief effort in response to Hurricane Sandy. From the time of their arrival on November 9, the team spent the majority of their time working in the Logistics Center. Mr. Iovino discussed that he posted daily on the Pinellas County Emergency website blog about the help they provided and how others from the Tampa Bay area could become involved in the relief effort. Mr. Iovino discussed the different challenges faced by people in the North as opposed to the Tampa area in terms of dealing with the effects of a hurricane. In closing, Mr. Iovino discussed the state of the economy in terms of donations and how willing people are to give - especially around the holiday season.

Sunday, December 2, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guests: Paula Perry, Virginia Johnson, and Dottie McKinnon with The Kids Place charities.
The Kids Place of Tampa Bay provides a safe environment that keeps foster siblings united in the child welfare system. Assessment and evaluations are made for abused, abandoned, and neglected children who will be sheltered into the welfare system. Ms. Lawson discussed with Ms. Perry, Ms. Johnson, and Ms. McKinnon how the economy has forced many families to be separated when parents are unable to continue to care for their children. The Kids Place is a program unique to our area that provides services like counseling, schooling, and a stable living environment. In conjunction with the Hillsborough County Sheriff's Department, The Kids Place has helped lower the possibility of crime among these children by keeping their families together and helping the kids become part of the community.

Sunday, December 9, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Rasheedah Shariff, Wesley Chapel.
Mr. Greene discussed domestic violence with Ms. Shariff. Ms. Shariff talked about her mother, and that through her faith and perseverance both are free from that situation. Ms. Shariff discussed her work as a mentor for female students as a sophomore in Psychology at Florida Atlantic University.

Sunday, December 16, 2012 – X Sunday Morning 6:00 a.m.
15:00
Host: Mimi Lawson. Guest: Tina Sayer, Chief Engineer at Toyota; and Dr. Ray Bigham, University of Michigan.
Ms. Lawson discussed dangerous and distracted driving by teens and adults with Ms. Sayer and Dr. Bigham. They elaborated on their behavior and how to change bad driving habits. In closing, Ms. Sayer and Dr. Bigham discussed statistics on accidents

and solutions to better driving to keep safe.

Sunday, December 30, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Deputy Steve Donaldson, Hillsborough County Sheriff's Office in Citrus Park.
Mr. Greene discussed with Deputy Donaldson the details of his work in helping homeless people by repairing vacant properties. The homeless individuals can live in the homes once they get a job and move towards self-sufficiency. Deputy Donaldson explained how he negotiates with the property owners to make this happen. The other goal he discussed was making sure that these individuals are crime-free, clean, and sober.

Health

Sunday, October 7, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guests: Jo Jo Ruby White, cancer survivor; and Erin Swartz, Communications Manager for the American Cancer Society.
October is Breast Cancer Awareness Month, and the American Cancer Society is running a promotion to raise money for cancer research. Ms. Lawson discussed with Ms. White and Ms. Swartz how to get teams together to provide help for the Cancer Society and how individuals can get involved in the many walks also benefitting Breast Cancer Awareness. Ms. White and Ms. Swartz discussed the rise of this disease and the new treatment options available to women. In closing, Ms. Swartz discussed how many women are studying the health care field, particularly cancer study, and what educational opportunities are available to students entering the health care field.

Sunday, October 14, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Lisa Ross, Pinellas County School System.
Ms. Lawson discussed with Ms. Ross the recent awards the Pinellas County School System received for their changes to the school lunch program. In the past year, Pinellas County Schools have made huge changes to the choices available in their cafeterias. The County has been awarded top honors for the effort and recognized by the National Association of Nutrition with financial incentives the schools can use to reward students for making positive changes to their eating habits. Ms. Ross discussed the specific changes the kids are making, how they are learning to eat to fuel their bodies, and how to affect similar changes in their own families. Ms. Ross discussed the positive food choices, how kids are learning to prepare food, and projects they have taken on to grow and harvest their own food. The schools have planted gardens at some campuses to learn what it takes to harvest and nurture plants. In closing, Ms. Ross discussed how kids are also learning how to parlay these changes to their own family by sharing the knowledge they have gained while involved in this project.

Sunday, November 18, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Jim King, Executive Director of United Cerebral Palsy, Tampa.
Ms. Lawson discussed with Mr. King how United Cerebral Palsy encompasses many different brain injury patients as well as those people born with Down's Syndrome, Autism, and other congenital brain diseases. An event to support UPC was held, and the public was invited to join in to raise money to continue research by UPC on brain injury and disease. Mr. King discussed workshops and other support services available to patients and families dealing with traumatic brain problems. In closing, Mr. King also discussed the new advances in the treatment of these diseases and how patients are living more fulfilling lives with the ability to contribute positively to their communities.

Sunday, December 9, 2012 – X Sunday Morning 6:00 a.m.
15:00
Host: Mimi Lawson. Guest: Jim King, Executive Director of United Cerebral Palsy.
Ms. Lawson and Mr. King discussed the United Cerebral Palsy Foundation. Mr. King discussed the brain injury and birth defects facing people serviced by the United Cerebral Palsy Foundation. Mr. King discussed the strides UCP is making towards helping people live the fullest lives possible with a major brain injury. In closing, Mr. King discussed the educational possibilities and challenges facing people with Down's Syndrome and other functionality issues.

2nd Segment

15:00
Host: Mimi Lawson. Guest: Dr. Matthews, Pepin Heart Clinic in Tampa.
Ms. Lawson discussed with Dr. Matthews the new research and treatments for heart disease. Dr. Matthews chronicled new treatment protocols of heart disease and what causes arrhythmia. In closing, Dr. Matthews discussed nutrition plans and exercises to be more heart healthy.