TAMPA BAY'S NEW ROCK ALTERNATIVE

October 1, 2012

The following is a report on Public Affairs Programming for the Third 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
Health
Public Safety
Education

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, July 1, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Katie McGill, Dress for Success, Tampa.
Mr. Greene discussed with Ms. McGill the details and importance of making the best possible first impression when applying for a job. For the job candidates, it can make a major difference when trying to secure an interview and, consequently, in landing a job.

Sunday, July 8, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Ken Jones, Chairman of the Republic National Convention.
Ms. Lawson and Mr. Jones discussed the process cities go through to bring a major event to a metropolitan area. Mr. Jones discussed how the convention does not use public money but rather is paid for by private fundraising. While taxpayer money is not used, Mr. Jones explained how the local economy benefits by having a major event like this in our community. Sporting event tickets are sold, businesses have an influx of outside dollars by filling hotel rooms, restaurants serve more meals, and more jobs are created to support the event. Mr. Jones explained how a social media training event was held to teach businesses how to better use Facebook, Twitter, and the web to increase traffic to their shops and businesses. In closing, Mr. Jones explained how the community's reputation with potential visitors is affected by the positive coverage of media from all over the world attending and covering the convention.

Sunday, July 8, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Walter Walker, Jr., Housing and Education Alliance, Tampa.
Mr. Greene discussed with Mr. Walker an update on the agency's efforts to assist home-owners facing foreclosure and how people can take certain proactive steps to keep their homes during these economic times.

Sunday, July 22, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Matt Rota, Oil Spill Recovery Act.
The Recovery Act of Florida is an attempt to recover money from the BP oil spill disaster in the Gulf of Mexico. Ms. Lawson and Mr. Rota discussed how the environment and the reputation of the Gulf States were damaged by the actual spill as well as the coverage by the news media. The actual oil damage to the environment was chronicled with animal deaths, habitat destruction, and water pollution. Mr. Rota discussed the damage to Florida's reputation as a vacation destination by the perception visitors have gotten from the coverage of the events by the national news media. The economic recovery will entail not only cleaning up the residual effects of the spilled oil but restoring the faith in travelers that our food supply is safe. In closing, Mr. Rota discussed how the effects of the spill go beyond the areas where the oil actually showed up because visitors are not savvy as to exactly where the oil was.

Sunday, July 22, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Susan Jacobs, Wheels of Success, Tampa.
Mr. Greene and Ms. Jacobs discussed the upcoming Labor Day car giveaway to persons who have transportation barriers in their search and retention of earning a living.

Sunday, July 29, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guests: Commissioner Kevin Beckner, Kevin Thurman, and Kenneth Cowart.
Ms. Lawson discussed with Mr. Beckner, Mr. Thurman, and Mr. Cowart how they got involved with the "Save the Trail" movement to keep the historic Gandy Bridge in tact as a park and restoration facility. Mr. Beckner, Mr. Thurman, and Mr. Cowart elaborated on the economic studies done to compare the cost of destroying the old Gandy Bridge as opposed to the cost of making it safe as a county park and recreation facility. They discussed the use of the bridge as an additional evacuation route during a storm as well as the history of why, when, and how the bridge was originally put in place. Commissioner Beckner discussed his continued involvement with the push to return the bridge to use as a park and where the money would come from to do the needed repairs to make it safe for this use. In closing, he explained the results of a study on a similar project in Atlanta, Georgia and the positive economic advantage the park had on the city.

Sunday, August 5, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Sylvia Alvarez, Housing and Education Alliance, Tampa.
Mr. Greene and Ms. Alvarez discussed an overview of what homeowners can expect by attending an event on free legal assistance by the American Bar Association and others to save their homes from foreclosure.

Sunday, August 19, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Bob Buckhorn, Mayor of Tampa.
Mr. Greene and Mr. Buckhorn discussed Tampa's plans for hosting the Republican National Convention and its implications to this market and local businesses.

Sunday, September 2, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Tim Marks, Metropolitan Ministries.
Mr. Marks explained how serious the situation of families in economic trouble has become in the Tampa Bay area. Ms. Lawson and he discussed the statistics on how many people have been displaced and lost their homes in light of the downturn in the economy. Mr. Marks talked about all the services Metropolitan Ministries provides to these families including shelter, food, and job training. He explained that in addition to money, teaching skills, providing labor, and job opportunity, Metropolitan Ministries can help people at the shelter. He challenged Bay Area businesses and business owners

to step up. In closing, Mr. Marks discussed the downturn in the American economy and how people close to us can be in a desperate situation and think they have nowhere to turn.

Sunday, September 16, 2012 – X Sunday Morning 6:00 a.m.
15:00
Host: Mimi Lawson. Guest: Keith Gruetamacher, Senior Manager of Tampa Electric Company.
Ms. Lawson and Mr. Gruetamacher discussed how TECO and the University of South Florida have joined together to become a member of the Clean Cities Collation. Joined by members of the business community, other governmental organizations, and educational leaders, the beginning of a Tampa Bay Clean Cities Coalition will advance the use of alternative fuel technology for vehicles, offering economic and energy security. This also improves the environment with cleaner emissions and savings for the local governmental economy.

Sunday, September 16, 2012 – Spectrum 6:30 a.m.
15:00
Host: Dayle Greene. Guests: Bob and Marian Massey of Land O' Lakes, Florida.
Mr. Greene discussed with Mr. and Ms. Massey how the current price of gasoline has affected their chartered bus travel business. Because of the extended length of higher gas prices, they have resorted to starting an alkaline water business to compensate for loss of income.

Health

Sunday, July 1, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Lisa Ross, Pinellas County Schools.
Ms. Lawson discussed with Ms. Ross the results of the recent study by the American Cancer Society on how Pinellas County Schools have changed school menus to a healthier cuisine. Ms. Ross discussed how many positive changes have taken place in the school system in the areas of exercise and use of the gymnasium facilities. The community is now being encouraged to use the existing facilities for after-hours family exercise and team sports. Since the study began, the health statistics in the schools have greatly improved. They have applied for a grant extension to continue the progress made in educating students on how to eat healthy foods and how exercise can cut cancer risks. In closing, Ms. Ross discussed a video that was produced locally which follows a local Pinellas County boy and his journey to lose weight and become more physically active.

Sunday, July 15, 2012 – X Sunday Morning 6:00 a.m.
30:00

Host: Mimi Lawson. Guests: Mary Clements-Fowler, Program Supervisor for the Hillsborough County Parks and Recreation Department, and Joseph Soletti, Program Administrator.
Ms. Lawson discussed with Ms. Clements-Fowler and Mr. Soletti the Hillsborough Parks and Recreation "Senior Games" and the many success stories relating to its involvement. They discussed that the health benefits of participation include better physical condition for seniors and an increase in overall health and nutrition. The positive mental and social benefits that seniors who join in the games get from the experience and why these games are an important part of the Parks and Recreation's commitment to the older population were also mentioned. In closing, tips were provided on how to stay active and healthy after the age of sixty and why the Parks and Recreation Department remains a part of the Tampa Bay community in helping to address the needs of older citizens.

Sunday, July 15, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Ruth Bell, LifeLink, Tampa.
Mr. Greene discussed with Ms. Bell the current appeal to get organ and tissue donors. Whether when renewing their driver's license or during a healthcare event, LifeLink actively tries to get everyone to make the decision that helps save the lives of others in dire need.

Sunday, September 16, 2012 – X Sunday Morning 6:00 a.m.
15:00
Host: Mimi Lawson. Guest: Tanya Abreu, President and National Program Director, Spirit of Women Hospital Network.
Ms. Lawson discussed with Ms. Abreu the "Get Your Groove Back" promotion. National medical experts and a panel of local physicians will hold a free symposium to answer questions and provide advice on menopause and conditions that affect self-esteem and body image issues for women over fifty. In closing, Ms. Abreu also discussed the Florida Hospital's new Heart Screenings and improved technology in identifying heart attacks in women and how women can help keep their hearts healthy and themselves in good physical and mental condition in this decade of their lives.

Sunday, September 23, 2012 – X Sunday Morning 6:00 a.m.
15:00
Host: Mimi Lawson. Guest: Shelby Coriaty, Public Relations Specialist for Florida Hospital.
Ms. Coriaty talked about her role as the Public Relations Specialist for Florida Hospital and about her fight with breast cancer. She told the listeners about the "Strike Out Breast Cancer" event this week to benefit women without insurance who need mammography screenings. The event raises money to pay for health screenings for Tampa Bay area women without insurance. They gave the listeners an overview of ways to become involved in the promotion as well as how the corporations can support the effort to get women screened for breast cancer. They also discussed the advances in

breast cancer treatment and the new ways doctors can identify a woman's risk of developing the disease.

2nd Segment

Host: Mimi Lawson. Guest: Major Ed Pullito, United States National Guard.
Major Pullito told us about World Suicide Prevention Day and efforts by the military to stem the increase in suicides by returning service personnel. He told us about the resources available to active duty service members, members of the National Guard, and military families coping with invisible wounds. They are encouraging help-seeking behavior among members of the military and families through the "Wounded Warriors" campaign. He also talked about his brain injury and how it affected his mental health when he was discharged. They chronicled the changes in perception among the public and members of the military over the years toward these "hidden" wounds and the problems facing returning service personnel after deployment.

Public Safety

Sunday, July 29, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guests: Sonja Jordan and Michelle Walker, Miracles Outreach.
Mr. Greene discussed with Ms. Jordan and Ms. Walker the stark realities for children living in and aging out of foster care and how that agency, with the help of the community, is turning negatives into positives.

Sunday, August 5, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Chief Karen Davidson, Hillsborough County Fire Rescue.
Ms. Lawson discussed with Ms. Davidson how the Florida Department of Emergency Medical Services recognized Hillsborough County Fire Rescue as the "EMS Provider of the Year" for its excellence in EMS Service. The program awards outstanding Florida EMS organizations and individuals who make a positive impact on the local community. The award is presented to providers for quality assurance/improvement, patient care, public access, and medical control. Ms. Davidson explained how the department is in the forefront in the nation in severe heart attack (STEMI), stroke, and triage treatment. Hillsborough Fire Rescue was additionally recognized with the 2011 Heart Safety Community Award for showing creative approaches to improving patient care in coronary care syndromes and sudden cardiac arrest. In closing, Ms. Davidson discussed how citizens should be prepared for any disaster, not just hurricanes that we frequently have here in Florida. Ms. Davidson provided websites to educate listeners on steps to take to be informed and ready to evacuate if we need to leave our homes in an emergency.

Sunday, August 12, 2012 – X Sunday Morning 6:00 a.m.
30:00

Host: Mimi Lawson. Guest: Suzanne Parker, Program Director of the Guardian Ad Litum program in Hillsborough County.
The GAL Program is an agency that represents children in "the system" of the Department of Children and Families. Ms. Lawson and Ms. Parker discussed how these children desperately need the help of a person not involved in their cases to be an advocate for their rights and welfare. A Guardian Ad Litum is a volunteer who helps the child navigate the process of finding a safe home, getting the education advantages allowed by the State of Florida, and being a protector for the child's best welfare. They also help the child with everyday emotional, physical, and mental needs that being displaced can throw at them. This is a volunteer position, but there is a lot of training involved to make sure they understand the legal system as well as the special needs of children whose lives have been disrupted in the process of being removed from their families. Ms. Parker explained how this kind of work is important in making sure these kids are represented well and that there is someone specifically designated to watch out for them as they make their way through the system. In closing, Ms. Parker explained that without the GAL program the public welfare system is overwhelmed with the DCF's caseload and the attorneys who deal with the foster care system.

Sunday, August 19, 2012 – X Sunday Morning 6:00 a.m.
15:00
Host: Mimi Lawson. Guest: Brian Lamarre, Meteorologist at NOAA.
Ms. Lawson discussed with Mr. Lamarre the rules and safety guidelines for surviving storms and lightning strikes. He discussed La Nina/El Nino weather patterns and how they affect the weather here in Florida in relationship to hurricanes and other storms. Mr. Lamarre also discussed how Tampa Bay is the lightning capital of the country and the number of people struck by lightning every year here. He shared specific safety information on how to avoid being struck by lightning and what to do if someone around you gets hit. In closing, Mr. Lamarre discussed the myths about giving aid to lightning strike victims and what steps should be taken to save lives in the event of a strike.

Sunday, August 26, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Jane Castor, Chief of Police of Tampa.
Ms. Lawson and Chief Castor discussed the plans Tampa had for security and crowd control for the Republican National Convention in Downtown Tampa. Chief Castor discussed the grants received to train, house, and retain more than 3,500 police officers for the week's activities. She discussed the different protests and groups planning to voice their opinions on the Republican platform and how police will deal with threats posed to officers and the public. Chief Castor explained how Tampa had brought in special trainers to address the known as well as unknown threats and how they have learned from other cities some special considerations when it comes to crowd control. The Police Department will use bicycles and horses in addition to traditional means to control issues that could arise from unruly protesters and to get to the areas of need faster and with more direct interaction. In closing, Chief Castor also discussed Tampa's

water and river system and how having Central Command and MacDill in our area adds special challenges to security.

Sunday, September 9, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Laurel Lynch, the Director of the Hope Center for domestic violence in Manatee County.
Ms. Lawson discussed with Ms. Lynch the recent report that identifies Florida as one of the top states for incidents of "Partner Violence". Not only is physical abuse considered an issue but also verbal, emotional, and financial control. Ms. Lynch chronicled the ways domestic partners use these methods to maintain control and manipulate their spouses. She discussed the services HOPE provides to keep families safe as well as how we can stop the violence and ways to cope with the financial, child care, and personal safety issues when our own safety is threatened. Ms. Lynch explained what kinds of behavior are considered "risky" and what steps women can take to insure the safety of themselves and their children. In closing, she discussed how the HOPE Center and other "safe houses" operate and the many ways the system helps women identify the issues they face when considering leaving an abusive relationship.

Sunday, September 16, 2012 – Spectrum 6:30 a.m.
15:00
Host: Dayle Greene. Guest: Tom Iovino, Pinellas County Emergency Management, Clearwater.
Mr. Greene and Mr. Iovino discussed the steps individuals and families should make during hurricane season which lasts until the first of November. They also talked about lessons learned during Tropical Storm Debby and Tropical Storm Issac.

Sunday, September 30, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Larry English, Federation of Foster Parents, Tampa.
Mr. Greene discussed with Mr. English the status of efforts to recruit more foster parents to deal with a population of children who are abused and neglected in the community.

Education

Sunday, August 19, 2012 – X Sunday Morning 6:00 a.m.
15:00
Host: Mimi Lawson. Guest: Louis Finney, Jr., President of Head Start.
Ms. Lawson and Mr. Finney discussed the history of the organization and an overview of the people Head Start serves. He explained that the program was originally developed to help impoverished children get a "head start" in school by filling in the gaps that parents of these kids were not able to provide with child care, social skills, and nutrition. Mr. Finney explained the recent award won by the Tampa Chapter for a video they made on a program they began which teaches low income kids about nutrition and how to

plant, grow, and harvest a garden. In closing, he discussed how the program has grown over the years to become an important link for low income families to child care, education, job training, and nutrition.

Sunday, August 26, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guests: Dr. Reginald Ligon and Joe Smith, St. Petersburg.
Mr. Greene discussed with Dr. Ligon and Mr. Smith the appeal that was made for people to be more diligent about checking their voter registration status, the order of the absentee ballots, people having the option of voting early, studying the issues of both political parties and their candidates, and how people are actually voting.

Sunday, September 2, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guests: Sam Radowicz and Hector Hernandez, Hillsborough Community College, Tampa.
Mr. Greene discussed with Mr. Radowicz and Mr. Hernandez the opportunity the listeners have to get training and certification in the weatherization program at Hillsborough Community College so that individuals can work in the emerging field of energy audits.

Sunday, September 9, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Kenny Irby, Writes Field Project and the Tampa District Sons of Allen.
Mr. Greene and Mr. Irby discussed the project that Mr. Irby started where young African-American males can improve their skills in writing by making presentations and other job related things via a partnership between the AME Church and the Tampa Bay Rays.

Sunday, September 23, 2012 – X Sunday Morning 6:00 a.m.
30:00
Host: Mimi Lawson. Guest: Dr. Earl Lennard, Supervisor of Elections for Hillsborough County (Tampa); and Deborah Clark, Supervisor of Elections for Pinellas County (St. Petersburg and Clearwater).
Ms. Lawson discussed with Dr. Lennard the extensive ballot facing Hillsborough County voters including the presidential election, the many Constitutional Amendment proposals, the local sheriff's race, and school board positions. Dr. Lennard provided examples of where voters can go to learn what each part of the ballot means as well as the language and affects these decisions will have on the individual and the community. He also encouraged the listeners to be informed, responsible voters and warned of the consequences of not being informed about the issues on the ballot before entering the voting booth. Ms. Clark discussed the difference between the Pinellas ballot and Hillsborough's decisions. The unique issues facing Pinellas voters were examined and the challenges voters may encounter as they make their voice heard in Decision 2012

were discussed. Dr. Lennard and Ms. Clark provided websites and information about how the voting process works and different ways we have to cast ballots.

Sunday, September 23, 2012 – Spectrum 6:30 a.m.
30:00
Host: Dayle Greene. Guest: Dr. Earl Lennard, Supervisor of Elections for Hillsborough County (Tampa).
Mr. Greene and Dr. Lennard discussed the frequently asked questions and answers about voting in the upcoming general election, how early voting works, how to do it, and other helpful voting topics.