

ISSUE ORIENTED PROGRAMMING

ISSUE

Education

TITLE OF PROGRAM

Update Monday Ed

INDIVIDUAL(S) INTERVIEWED

NAME:

Yvette Zgonc

AFFILIATION:

Shepherd County School System

NAME:

AFFILIATION:

NAME:

AFFILIATION:

TYPE OF FORMAT:

NEWS

30 min

PUBLIC AFFAIRS

DURATION:

BRIEF DESCRIPTION:

Yvette prepared parents for the task of assisting their children with home study - setting guidelines, preparing the home environment, communicating with teachers and administrators

TIME & DATE OF BROADCAST:

9:00 a.m. Oct 21, 1990

Shepherd Co

ISSUE ORIENTED PROGRAMMING

ISSUE Health Care TITLE OF PROGRAM Update Sunday

INDIVIDUAL(S) INTERVIEWED

NAME: Larry Garrison

AFFILIATION: Cape Canaveral Hospital

NAME: Sally Patrinoas

AFFILIATION: Bureau of Seafood Marketing

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: Mr. Garrison discussed his efforts to increase Health-Care Awareness among Women by offering seminars and health fairs, free to the public. He also discussed new trends in Health-Care. (end segment) Sally Patrinoas demonstrated seafood recipes.

TIME & DATE OF BROADCAST: 9:00 am. Oct 14, 1990

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ISSUE ORIENTED PROGRAMMING

ISSUE Children's Mental Health  
Anxiety Disorders TITLE OF PROGRAM Update Sunday Ed

INDIVIDUAL(S) INTERVIEWED

NAME: Mariya Cooper

AFFILIATION: Circles of Care

NAME: Nara Walker

AFFILIATION: Circles of Care

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: Mariya Cooper and Nara Walker specialized in mental health care for children. They discuss, identify what is normal behavior for children and what isn't. Learning parenting skills that are effective, today. How to ask for help.

TIME & DATE OF BROADCAST: 9:00 am October 28, 1990

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ISSUE ORIENTED PROGRAMMING

ISSUE Magnet Schools TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Neely Dunn  
AFFILIATION: Principal Ronald McNeil Middle School

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30. PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: Mr. Dunn took our cameras on a tour of the new magnet school which is the first in Brevard County - A magnet school uses state of the art technology to teach - Computers are used in math, language arts and in many other aspects of teaching.

TIME & DATE OF BROADCAST: Sept 30 1990 9:00 a.m

ISSUE ORIENTED PROGRAMMING

ISSUE Celiac's Disease TITLE OF PROGRAM Sunday Ed.  
Home is a School for 100

INDIVIDUAL(S) INTERVIEWED

NAME: Mary Alice Warren

AFFILIATION: Celiac Support Group

NAME: Betty Wickman

AFFILIATION: Nutritionist

NAME: Debra Gillon

AFFILIATION: Nutritionist

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: What is Celiac disease -

How to diagnose this disease -

treatment - diet - support groups

- living with Celiac disease -

This disease deals with the wheat kernel

Celiacs can not eat foods containing gluten.

TIME & DATE OF BROADCAST: 9:00 a.m. Jan. 18

ISSUE ORIENTED PROGRAMMING

ISSUE Care Care of  
the Severe Mentally ill

TITLE OF PROGRAM Update Sunday

INDIVIDUAL(S) INTERVIEWED  
NAME: Mildred Harle

AFFILIATION: Circle of Care

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: Mildred Harle discussed the  
problems of the severe mentally ill  
in our society - There is no cure  
just treatment and care, most often  
using drugs. There are also those who  
with supervision can live among us in  
group homes. Family support and acknowledgment  
are a important factor in care.

TIME & DATE OF BROADCAST: 9:00 a.m. Jan. 25, 1990

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ISSUE ORIENTED PROGRAMMING

ISSUE Holiday Catering TITLE OF PROGRAM Update Sunday  
Holiday Spending  
INDIVIDUAL(S) INTERVIEWED  
NAME: Kay Taylor  
AFFILIATION: Prestige Catering  
NAME: Chrissy Ginzappi  
AFFILIATION: Consumer Credit Counseling  
NAME: \_\_\_\_\_

WBSF-TV 43 QUARTERLY ISSUES/PROGRAMS REPORT

Third QUARTER 1990

The attached detail represents programming on the most prevalent issues, according to our viewers, which were ascertained in various ways, i.e., formal ascertainment and issues surveys.

Issues were dealt with in a 4:30 "Update" which runs approximately eighteen times per day, and a half-hour weekly Public Affairs show hosted by the public affairs director. We also ran various PSA's which we based on the issues at hand.

The Quarterly Report contains detailed information on every "Update," half-hour "Sunday Edition" and PSA broadcast on-air.

We believe this programming is addressing issues that are in the interest of our viewing public.

  
\_\_\_\_\_  
V.P. & G.M.

  
\_\_\_\_\_  
P.A. Director

ISSUE ORIENTED PROGRAMMING

ISSUE *Studies in Higher Education*

TITLE OF PROGRAM

*Indate*

ISSUE ORIENTED PROGRAMMING

ISSUE Cultural TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Carol Feiger

AFFILIATION: Berkard Cultural Alliance

NAME: Paula Malner

AFFILIATION: BCA

NAME: Jerry Allen Jones

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: Our next discussed the

ISSUE ORIENTED PROGRAMMING

ISSUE *Project Management* *Area of Program Update*

ISSUE ORIENTED PROGRAMMING

ISSUE WENDI TITLE OF PROGRAM UPDATE SUNDAY

INDIVIDUAL (S) INTERVIEWED

NAME: Meme Thomas

AFFILIATION: WENDI (When entering new directions)

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

BRIEF DESCRIPTION: Wendi is a program with Brevard Community College for both men and women who have come to a crossroad in their lives and are confused about which direction to take. The wendi program offers support to displaced homemakers, career interest testing, job leads, and child care.

TIME AND DATE OF BROADCAST 9:00 a.m. May 27, 1990

Rebroadcast July 29, 1990

ISSUE ORIENTED PROGRAMMING

ISSUE Homelessness TITLE OF PROGRAM UPDATE SUNDAY

INDIVIDUAL (S) INTERVIEWED

NAME: Pattie Fansler, President

AFFILIATION: Junior League of Central and North Brevard

NAME: Linda Haney,

AFFILIATION: Junior League of Central and North Brevard

AME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

BRIEF DESCRIPTION: The Junior League of Central and North Brevard has raised 50,000.00 to support a temporary housing shelter for families. 40% of the States homeless are families. This diverse population continues to present a range of needs that are not being satisfactorily met, they include affordable and suitable housing, emergency shelter

ISSUE ORIENTED PROGRAMMING

ISSUE 1000 Black Men's Summit TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Rev. W. O. Wells

AFFILIATION: \_\_\_\_\_

NAME: Ron Hill

AFFILIATION: \_\_\_\_\_

NAME: Thomas Ford

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: Dr. Wells organized a summit targeting 1000 Black men to discuss the survival of the Black male in our society. Rebuilding the family unit, Managing Credit, Developing Marketable Skills for the job market, and Teen sexuality. -

TIME & DATE OF BROADCAST: Aug 12, 1990 9:00 a.m.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ISSUE ORIENTED PROGRAMMING

ISSUE School Board TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Chenon Baccus

AFFILIATION: School Board Candidate Rep

NAME: Kathy Carlson

AFFILIATION: School Board Candidate Rep

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: The two candidates were asked questions regarding - Year rounds schools, expulsion policies, over-crowding in schools. Most controversial was the facilities study which alleged misuse of tax dollars. They each explained why they would be the best candidate.

TIME & DATE OF BROADCAST: Aug 19, 1990 9:00 a.m.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ISSUE ORIENTED PROGRAMMING

ISSUE Anxiety Disorders TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Dr. Barry Hensel

AFFILIATION: Circles of Care

NAME: Dr. Lynn Banks

AFFILIATION: Local psychologist

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: The two Doctor's discussed what an Anxiety Disorder is - the symptoms - Who has Anxiety Disorders and the treatment available.

TIME & DATE OF BROADCAST: Aug 27, 1990 - 9:00 a.m.  
Rebroadcast Sept 22, 9:00 am.

ISSUE ORIENTED PROGRAMMING

ISSUE Environmental TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Kevin Barry

AFFILIATION: Breyard Preservation

NAME: Sue Carlson

AFFILIATION: Breyard Preservation

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: The guest discussed the importance of protecting environmentally sensitive lands. We toured Crane Creek and talked about some of the abuse by people and how it should be protected as a natural habitat for birds, turtles, fish, manatee, etc.

TIME & DATE OF BROADCAST: Sept 2, 1990, 9:00 a.m.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ISSUE ORIENTED PROGRAMMING

ISSUE Education / Study Skills TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Yvette Zgone

AFFILIATION: Breard School Board

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION:

Yvette prepared parents for this school year by discussing the importance of proper study skills, the parents role in conjunction with the teacher. The home environment must be conducive to study, etc. Also, it's never too late to gain parenting skills.

TIME & DATE OF BROADCAST: Sept 16, 900 a.m.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ISSUE ORIENTED PROGRAMMING

ISSUE Magnet Schools TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Neely Dunn

AFFILIATION: Principal Ronald Mc Neil Middle School

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30. PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: Mr. Dunn. told me

WBSF-TV 43 QUARTERLY ISSUES/PROGRAMS REPORT

2nd QUARTER 1990

The attached detail represents programming on the most prevalent issues, according to our viewers, which were ascertained in various ways, i.e., formal ascertainment and issues surveys.

Issues were dealt with in a 6:20 "update" which was approximately 15:00

ISSUE ORIENTED PROGRAMMING

ISSUE CHILD CARE \_\_\_\_\_ TITLE OF PROGRAM UPDATE SUNDAY

INDIVIDUAL (S) INTERVIEWED

NAME: Barbara Moore, Executive Director

AFFILIATION: The Child Care Association of Brevard

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min. PUBLIC AFFAIRS

BRIEF DESCRIPTION: Mrs. Moore discussed Brevard County's

ISSUE ORIENTED PROGRAMMING

ISSUE CYSTIC FIBROSIS TITLE OF PROGRAM UPDATE SUNDAY

INDIVIDUAL (S) INTERVIEWED

NAME: Ellen Fotts. R.N.

AFFILIATION: Cystic Fibrosis Foundation

NAME: Nancy Dean, R.N.

AFFILIATION: Cystic Fibrosis Foundation and Mother of patient

NAME: Janet Jefferies

AFFILIATION: Cystic Fibrosis Patient

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min. PUBLIC AFFAIRS

BRIEF DESCRIPTION: Cystic Fibrosis is a disease that is

termed a genetic disorder that affects the lungs, liver,

sinuses, etc. Some children are determined at birth to

have this disease, others are discovered at various ages with

a simple diagnosis of a salty taste to the skin Daily

ISSUE ORIENTED PROGRAMMING

ISSUE RETIRED SENIOR VOLUNTEER TITLE OF PROGRAM UPDATE SUN

INDIVIDUAL (S) INTERVIEWED

NAME: Paula Freston, Executive Dir.

AFFILIATION: Retired Senior Volunteer Program

NAME: Ruth Raosdale, Volunteer

AFFILIATION: Retired Senior Volunteer Program

NAME: Ethel Schmitt, Volunteer

AFFILIATION: Retired Senior Volunteer Program

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min. \_\_\_\_\_ PUBLIC AFFAIRS

BRIEF DESCRIPTION: The Retired Senior Volunteer Program  
places volunteers in governmental and non-profit, service  
oriented organization to help build their manpower resources.  
The volunteers must be 60 years or older. This is a nation-  
al program that allow seniors to remain productive citizens  
and it creates and opportunity for them to make new friends.  
They come with a willinoness and a desire to help.

TIME AND DATE OF BROADCAST 9:00 a.m. April 22 1990

ISSUE ORIENTED PROGRAMMING

ISSUE Crisis Nurseries TITLE OF PROGRAM Update Sunday

INDIVIDUAL (S) INTERVIEWED

NAME: Bob McCarthy

AFFILIATION: Executive Director Ursula Sunshine Center

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

BRIEF DESCRIPTION: Crisis Nurseries are new in the area of child abuse prevention. These nurseries would provide an opportunity for parents who are at risk of abusing their children. to separate themselves from the children by voluntarily taking them to the crisis nurseries for 24 hour care by professionals. They would also receive counseling and referral services. The first nursery in Orlando is scheduled to open Dec. 1990.

TIME AND DATE OF Broadcast March 25 1990- 9:00 a.m.

*rebroadcast May 20, 1990, 9:00 a.m.*

ISSUE ORIENTED PROGRAMMING

ISSUE Homelessness TITLE OF PROGRAM UPDATE SUNDAY

INDIVIDUAL (S) INTERVIEWED

NAME: Pattie Fansler, President

AFFILIATION: Junior League of Central and North Brevard

NAME: Linda Haney.

AFFILIATION: Junior League of Central and North Brevard

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

BRIEF DESCRIPTION: The Junior League of Central and North Brevard has raised 50,000.00 to support a temporary housing shelter for families. 40% of the States homeless are families. This diverse population continues to present a range of needs that are not being satisfactorily met. they include, affordable and suitable housing, emergency shelter for families, transitional housing, case management, and rental assistance.

TIME AND DATE OF BROADCAST April 29, 1990, 9:00 a.m.