

## **WFEZ Community Issues and Programming**



**January 1, 2016 – March 31, 2016**

**Ellen Jaffe  
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## **WFEZ COMMUNITY ISSUES AND PROGRAMMING JANUARY 1, 2016 – MARCH 31, 2016**

WFEZ serves the Miami / Fort Lauderdale / Hollywood market and all of its surrounding communities. Listed below is a description of the community issues addressed by the station in its programming for the period January 1, 2016 – March 31, 2016.

### **Description of Regular Programming**

#### **Viewpoints – 2 segments, 23 minutes total**

*Sundays, 6:20 a.m.*

A nationally syndicated program produced by Media Tracks, out of Des Plaines, IL. Viewpoints features a look at important issues in the news and in our lives.

#### **Easy's Community Focus (30 minutes unless indicated otherwise)**

*Sundays, 6:50 a.m.*

A locally originated program addressing significant issues of concern to South Florida residents. Produced by WFEZ Community Affairs Host, Ellen Jaffe.

#### **Public Service Announcements / Community ID's**

PSA's & Community ID's are locally produced, :15 in length and air in various hours daily.

**Following are the issues that were given significant treatment in programming this quarter:**

- *Health / Human Services, Youth Organizations, Families*
- *Education*
- *Culture*
- *Civic, including Economic Development, Crime, Housing*
- *Environment*
- *Other, including Women & Minority Issues*

**Category:**  
**HEALTH / HUMAN SERVICES, YOUTH ORGANIZATIONS,  
FAMILIES**

**Programs:**

**Easy's Community Focus**

**February 14, 2016**

**Girl Scouts of Southeast Florida**

A discussion of the wide range of educational, social and civic opportunities that Girl Scouts provides young girls in our community. One of the key areas of learning for Girl Scouts is financial literacy. Through cookie sales and other fundraisers, the girls learn to set goals and budgets, as well as marketing, customer service and math for business. Additionally, the girls are guided to engage in social and civic projects, public service and environmental stewardship.

*Guests:*

Lisa Johnson, Chief Strategy Officer

Lori Sullivan, Chief Customer Officer

<http://www.gssef.org>

**March 20, 2016**

**Florida Fibromyalgia and Chronic Pain Network**

Fibromyalgia affects millions of adults, but no cure is known and treatments are still being researched. Wildman discusses the symptoms of Fibromyalgia, as well as the impacts of living with chronic pain, on family, friends and one's ability to work. Wildman, together with the National Fibromyalgia and Chronic Pain Association, is coordinating the inaugural Together Walk in Coral Springs which will both increase awareness and help to raise funds for research and local support groups.

*Guest:*

Ellen Rab Wildman, Founder

<http://www.fmcpaware.org>

March 27, 2016

**Gilda's Club South Florida**

For nearly 3 decades Gilda's Club South Florida has been providing support services free of charge to anyone in the cancer community: those with a diagnosis, family, friends, survivors. The range of services includes support groups, educational lectures and health programs. Goren discusses the physical and emotional benefits of participating in these programs. She also credits local hospitals and cancer centers that partner with Gilda's Club to provide doctors, researchers and therapists to host the educational programs; as well as the organizations that help fund Gilda's services. Additional funding comes from local events, including the 20<sup>th</sup> Anniversary 'Live from South Florida, it's Saturday Night' comedy night on April 9<sup>th</sup>, 2016.

*Guest:*

Shelley Goren, President / CEO

<http://www.gildasclubsouthflorida.org>

## **Viewpoints**

January 10, 2016

Segment Duration: 10:20

**Drew Barrymore: A Child actress talks about life, love and family**

Synopsis: Everyone remembers little Gertie from the movie *E.T.: The Extra-Terrestrial* and the actress who played the part – Drew Barrymore. It's been a long time since she made that film and she's had her ups and downs since then. Now, as a 40-year-old mother of two, Barrymore talks about her growing up, the problems she had with her family, fending for herself at age 14, and what she's learned on the way to becoming an accomplished actress and a mature and loving mother.

Host: Marty Peterson. Guest: Drew Barrymore, actress, director, producer, businesswoman, and author of the memoir *Wildflower*.

January 17, 2016

Segment Duration: 9:04

**Little Victories: Appreciating the small things in life**

Synopsis: In our fast-paced world, people get stressed out about things that aren't that important, such as traffic jams, their fantasy football team and if they're wearing the latest fashions when they take the kids to school. By worrying about those things, they often ignore those everyday events that make life joyful. Our guest shows us through stories from his own life that we should take joy in the *little* victories that make life happy and fulfilling.

Host: Marty Peterson. Guests: Jason Gay, sports columnist for *The Wall Street Journal*, author of *Little Victories: Perfect rules for imperfect living*.

February 7, 2016

Segment Duration: 10:17

**Biohacking: Scientists look to expand our senses**

Synopsis: Do humans have more than five senses? Can we detect more in our environment than what we normally perceive through sight, sound, smell, touch and taste? Our guest wanted to know, so she spoke to scientists, engineers, and *biohackers* about learning more from our five senses and perhaps even finding a 6<sup>th</sup> sense.

Host: Marty Peterson. Guest: Kara Platoni, lecturer in the Graduate School of Journalism at the University of California-Berkeley and author of the book, *We Have the Technology: How biohackers, foodies, physicians, and scientists are transforming human perception one sense at a time*.

February 14, 2016

Segment Duration: 9:26

**Resolutions: Ways to keep them going throughout the year**

About this time of year, New Year's resolutions begin to wane -- and most die. How do you keep them going? And how can you make better ones that you're more likely to keep in the future? Our guests give advice on crafting a goal and setting up a process that will help you attain it.

Host: Marty Peterson

Guests: Brett Blumenthal, author of the book, *52 Small Changes for the Mind*;  
Achim Nowak, author of the book, *The Moment: A practical guide to creating a mindful life in a distracted world*.

March 6, 2016

Segment Duration: 10:53

**David Axelrod on Obama and Politics**

Synopsis: The presidential election season is in full swing, and candidates are doing their best to make themselves attractive to the primary voters and to the general public for the November election. Our guest was in the thick of things during the last two election cycles and talks about how Barack Obama got elected to the highest office in the land. He also offers some insight into the president's terms in office, the rambunctious candidates on the stump now, and the parties' strategies in this campaign season.

Host: Gary Price. Guests: David Axelrod, former campaign strategist and senior White House advisor for President Barack Obama, and author of the book, *Believer: My forty years in politics*.

March 13, 2016

Segment Duration: 9:38

**How To Have a Really *Good* Day**

Synopsis: People tell us all the time to "have a good day," but what does that really mean? How *do* you work on having a really *good* day? Our guest has researched the topic and has come up with some very interesting and helpful information from neuroscience and psychology that anyone can use to make their day more productive, less anxiety-provoking and just more pleasant.

Host: Marty Peterson. Guest: Caroline Webb, economist, management consultant, CEO of Sevenshift, author of the book, *How to Have a Good Day: Harness the power of behavioral science to transform your working life*.

March 20, 2016

Segment Duration: 12:44

### **Mastering Fear in Life and on the Job**

Synopsis: We all get stressed now and then, but did you ever consider that this “stress” is actually *fear*? Our guests discuss why that is, how it can sabotage our lives and work, how to handle fear when it comes along, and how to do a better job *on the job* of recognizing fear and learning to handle it.

Host: Marty Peterson. Guests: Robert Maurer, clinical psychologist, author of the book *Mastering Fear: Harnessing emotion to achieve excellence in health, work and relationships*; Edward G. Brown, business consultant, co-founder of the Cohen Brown Management Group, author of the book *The Time Bandit Solution*.

### **PSA's:**

#### **Girl Scouts of Southeast Florida – 61 x :15**

You can help fund programs for the Girl Scouts of Southeast Florida. Join Easy 93.1 at the Inaugural Thin Mint Sprint, April 9<sup>th</sup> at TY Park. Find details and get connected at [Easy93.com](http://Easy93.com).

#### **Gilda's Club South Florida – 21 x :15**

You can help Gilda's Club South Florida continue supporting the cancer community. Join Gilda's for their 20<sup>th</sup> anniversary, 'Live from South Florida, it's Saturday Night!', Saturday, April 9<sup>th</sup>. Get details and get connected at [Easy93.com](http://Easy93.com).

#### **American Heart Association – Broward Heart Walk – 21 x :15**

Join Easy 93.1 and the American Heart Association for the annual Broward Heart Walk, Saturday, April 23<sup>rd</sup> at Nova Southeastern University. It's fun and fitness for the whole family. Get details and get connected at [Easy93.com](http://Easy93.com).

**Category:**  
**EDUCATION**

**Programs:**

**Easy's Community Focus**

February 28, 2016

**United Teachers of Dade**

*Guest:*

Karla Hernandez-Mats, President-Elect

Hernandez-Mats discusses the challenges that teachers in Miami Dade County face with issues of public school funding, school safety and testing. She addresses the increasing burden on teachers to act as 'social workers' due to the prevalence of bullying, autism and absent parents. Additionally, the program covered UTD's advocacy for fair teacher salaries.

<http://www.uta.org>

March 13, 2016

**Nat Moore Foundation (20 minutes)**

*Guest:*

Nat Moore, Founder

The Nat Moore Foundation funds scholarships to help local high school seniors attend college. Moore talks about the many students who have been able to achieve a higher education as a result of the organization's funding, and shares their success stories. He explains the process of applying for the scholarships and the qualifications needed, including excellent scholastic achievement, demonstrated service to the community and financial need. The Foundation funds the scholarships through charity events, including the annual Golf Classic Weekend.

<http://www.natmoorefoundation.org>



## **Viewpoints**

January 3, 2016

Segment Duration: 11:34

### **The Importance of Music and Arts Education**

Synopsis: Many schools are cutting back or cutting out music education because of funding restraints. Is this a good idea? What do music and the other arts bring to a child's overall education and development? We talk to two arts experts and some students about the value of music education in a child's life, and hear from some students about their experiences playing and studying music in and out of school.

Host: Gary Price. Guests: Rachel White-Hunt, Curriculum Fellow for the Julliard-Nord Anglia Performing Arts Programme and Director of Music at the British International School of Chicago – South Loop; Diane Persellin, Professor of Music Education at Trinity University in San Antonio, TX; Santiago Oskandy, Vanya Lazarevic, and Rachel Spahn, students at the British International School of Chicago – South Loop.

March 13, 2016

Segment Duration: 12:12

### **Kids & Character: How do you teach it?**

Synopsis: Character in a person is something we admire, and something we all would like to think that our kids grow up to achieve. But how do you teach them *character*? What are some of the virtues that go hand-in-hand with character and how can we instill them in our kids? We talk to two people who work with character education efforts to find out how two very different organizations are teaching kids teamwork, responsibility, fairness, friendship and other character traits in some very trying environments.

Host: Gary Price. Guests: Glenn Wilke, Executive Director of the Midtown Educational Foundation, Chicago; Cynthia Levinson, journalist, author of the book,

*Watch Out for Flying Kids! How two circuses, two countries and nine kids confront conflict and build community.*

March 27, 2016

Segment Duration: 11:30

**Teaching Politics in Schools: Fostering discussion and debate**

Synopsis: Civics classes in many grade schools and high schools aren't the same as they were 20 years ago, when teachers lectured on "how a bill becomes a law" to a roomful of bored students. These days, kids are more likely to discuss and debate some of the most pressing issues of the day. We talk to two educators about how some schools are teaching students how to debate correctly, how discussion of hot topics can foster understanding of diverse points of view, and the long-term benefits for students who engage in thoughtful, civil, debate.

Host: Gary Price. Guests: Diana E. Hess, Dean of the School of Education, University of Wisconsin-Madison; Paula McAvoy, Program Director for the Centers for Ethics & Education, University of Wisconsin-Madison. Both guests are co-authors of the book, *The Political Classroom: Evidence and ethics in democratic education*.

**Category:**  
**CULTURE**

**Programs:**

**Viewpoints**

February 21, 2016

Segment Duration: 10:14

**Post-Apocalyptic and Dystopian Lit: Why young people are drawn to it**

Synopsis: A great many books and films these days deal with a dark, forbidding world where young people are warring with the villainous adults to save

civilization. Teens are drawn to these stories, but why? What is it about dystopian fiction that fascinates young people? We talk to two successful authors of these stories about how kids are working out some of the issues in their own lives through these post-apocalyptic novels and learning valuable lessons about hope, trust, friendship, good and evil.

Host: Marty Peterson. Guests: Marie Lu, author of *The Young Elites* series of books, including *The Rose Society*; Tom Isbell, professor at the University of Minnesota-Duluth, author of *The Prey* and *The Capture* young reader books.

March 20, 2016

Segment Duration: 9:05

**Everyone's a Critic! Why it's important that you *should* be**

Synopsis: You've no doubt heard the line "everyone's a critic!" Our guest *is* one and thinks we should all be critics of the films, fine art, literature and other pleasures we indulge in. He will talk about why it's good to be a discerning viewer of the arts, how to be a better critic, how criticism makes us see things in a different light and how it helps us become better at choosing those things in life that bring us beauty and pleasure.

Host: Gary Price. Guest: A.O. Scott, movie critic for the *New York Times*, author of the book, *Better Living Through Criticism: How to think about art, pleasure, beauty and truth*.

## **PSA's**

**Dania Beach Seafood Festival – 28 x :15**

Culture and cooking come together this weekend. Join Easy 93.1 at the Dania Beach Seafood Festival this Saturday and Sunday. Find details and get connected at [Easy93.com](http://Easy93.com).

**Museum of Discovery & Science – 28 x :15**

Join Easy 93.1 for an evening of delicious food and beverage samplings at the Museum of Discovery & Science's 'Wine, Spirit & Culinary Celebration', Friday, April 8<sup>th</sup>. Find details and get connected at Easy93.com.

**African Heritage Cultural Arts Center – 29 x:15**

Join us in celebrating South Florida's diversity at the African Heritage Cultural Arts Center's Sankofa Jazz Fest – free this Saturday. Learn more at Easy93.com.

**Category:**

**CIVIC, INCLUDING ECONOMIC DEVELOPMENT, CRIME,  
HOUSING**

**Programs:**

**Easy's Community Focus**

**February 21, 2016**

**Humane Society of Broward County**

*Guest:*

Cherie Wachter, Vice President of Marketing

Wachter provides an overview of the Humane Society's processes for accepting homeless pets for placement. In addition to caring for animals until they're placed in homes, The Humane Society has a range of programs that benefit people, especially their Pet Therapy program, in which they bring certified Therapy Dogs to senior citizens' and mental health facilities. Broward Humane also offers educational programs for children, as well as providing community service hours for high school students.

<http://www.browardhumane.org>

**March 6, 2016**

**Miami Dade County Department of Elections (20 minutes)**

*Guest:*

Christina White, Supervisor of Elections

With Presidential Primary elections set for March 15<sup>th</sup>, White discusses the steps that Miami Dade County DOE has taken to ensure fair voting as well as easy access to voting. The County now has 20 locations for Early Voting, open for 14 days, an increase from the previous limit of 8 days. White gives an overview of the outreach the Department has done, and will continue to do throughout the year to encourage voter registration. She also offers details on how residents can request an absentee ballot or change party affiliation; and reminds voters that due to precinct boundary changes, they need to double-check their specific voting location.

<http://www.miamidadegov/elections>

March 6, 2016

**Miami Dade County Public Works and Waste Management (10 minutes)**

*Guests:*

Chalmers Vasquez, Mosquito Control Unit

Frank Calderon, Communications Manager

In this segment, Vasquez and Calderon highlight the efforts Miami Dade County is making to prevent and control the mosquito population. They discuss concerns about spread of the Zika virus and also cover other diseases that are spread by mosquito bites. Additionally, the program provides guidance for residents and businesses on how to prevent mosquito infestation on their property and what precautions an individual can take to keep from being bitten.

March 13, 2016

**Broward County Supervisor of Elections (10 minutes)**

*Guest:*

Dr. Brenda Snipes, Supervisor of Elections

Much like the previous week's program with the Miami Dade County Supervisor Elections, this program covers details about voting locations and hours for the Presidential Primary in Broward County. Snipes also discusses the County's efforts to ensure easy access to voting and to reduce long waits by having sufficient staff on site at precinct voting locations. Additionally she looks ahead to local primaries in August and the Presidential election in November, providing guidance for those who want to register to vote, change their party affiliation, change their address or request an absentee ballot.

<http://www.browardsoe.org>

## **Viewpoints**

January 3, 2016

Segment Duration – 10:01

### **The American Revolution: When did it *really* begin?**

Synopsis: In school we learn that the American Revolution began with the battles of Lexington and Concord. But did it? We talk to a historian and author about the events that preceded those battles that effectively threw out British rule in Massachusetts and set the stage for the other colonies to revolt and fight for freedom from England.

Host: Marty Peterson. Guests: Ray Raphael, co-author with Marie Raphael of the book, *The Spirit of '74: How the American Revolution began*.

January 24, 2016

Segment Duration: 11:04

### **Great is the Truth: A story of sexual abuse at school**

Synopsis: Many stories of child sexual abuse in schools by trusted teachers, coaches and clergy have come to light in the past decade or so. One of the latest is the abuse suffered by some students at the Horace Mann School in New York City. We talk to a former student of the school about how the story of abuse came to light, how teachers and coaches lured children into sexual situations and how the draconian statute of limitations on child sex abuse in New York and other states hurts victims who wait until adulthood to reveal their horror.

Host: Gary Price. Guest: Amos Kamil, author, with Sean Elder, of *Great is the Truth: Secrecy, scandal, and the quest for justice at the Horace Mann School*.

February 7, 2016

Segment Duration: 11:16

### **The Wage Gap: Why we have it and how we can narrow it**

Synopsis: It's campaign season, and we're hearing from politicians about the wage gap between the top 1% of earners in this country and the rest of us. What is the gap? When did it begin to develop and why? And what can we do to narrow it? Our guests offer their opinions on the subject and some solutions.

Host: Gary Price. Guests: Les Leopold, Director of the Labor Institute in New York, and author of *Runaway Inequality: An activist's guide to economic justice*; David Lewin, Neal H. Jacoby Chaired Professor Emeritus in the Anderson School of Management at UCLA, and an expert on executive compensation.

February 14, 2016

Segment Duration: 12:26

### **Sex & Labor Trafficking: Why it happens; how we can help the victims**

Synopsis: Sex and labor trafficking are big business in the U.S. and around the world. Often it's young people and immigrants who are forced to work in the sex industry or in sweatshops, restaurants and hotels with little pay, horrible hours and horrible living conditions. We talk to an author who's experienced dealing with young people caught in this web, and a university lecturer who's an advocate for trafficked victims, about the extent of the problem, how desperate people become ensnared in the trafficker's trap, and how law enforcement and communities can help the victims escape from a life of slavery and abuse.

Host: Gary Price. Guests: Ellen Hopkins, author of the young adult verse-novels, *Tricks*, and *Traffick*; Tony Talbott, director of Anti-Human Trafficking Initiatives at the University of Dayton.

February 28, 2016

Segment Duration: 10:26

### **Con Men: We're all susceptible!**

Synopsis: Films like *The Sting*, *Oceans' 11*, and *American Hustle* portray con artists as charismatic heroes out to help the little guy get his due. Well, our guest says that they *are* charismatic, but they're hardly heroes. She'll explain the personality of the con man and woman, tell us some of the techniques they use to

trick their victims, and warn us that anyone – including the con artists themselves – is vulnerable to their scams.

Host: Gary Price. Guests: Maria Konnikova, psychologist, author of *The Confidence Game: Why we fall for it...every time*.

March 27, 2016

Segment Duration: 10:09

**The Future of Work: Changing the way we do business**

Synopsis: Economists are saying that American workers' wages are stagnant and have been for quite a few years now despite working longer hours and being "on call" all the time through technology. That doesn't mean that business is lagging though, since corporations, their CEOs and other high-level managers are doing quite well in that department. Our guest says that work and the way we compensate the rank-and-file workers needs to change to bring up wages and add benefits to make the work environment more equitable. We discuss why this inequality exists, look at some companies who are bucking that tide and find out ways that the system can change through education, government action and community empowerment.

Host: Marty Peterson. Guest: Thomas A. Kochan, Professor at the MIT Sloan

**Category:**  
**ENVIRONMENT**

**Programs:**

**Viewpoints**

January 24, 2016

Segment Duration: 10:36



### **Lab Created Diamonds and Gemstones: Are they *real*?**

Synopsis: Mined diamonds and gemstones can cause a great deal of environmental damage getting them out of the ground, not to mention the horrible working conditions of miners – some just children – have to endure in some of the world’s diamond mines. Lab-grown diamonds and gemstones don’t require dangerous working conditions, and they’re made with just a fraction of the environmental impact of mined gems. But are those stones grown in laboratory *really* diamonds? Do they look the same as the mined versions? We talk to a spokesperson for lab-grown diamonds and to a geologist about the issue.

Host: Marty Peterson. Guests: T.J. Walker, spokesperson for Pure Grown Diamonds, manufacturers of lab-grown diamonds; Marcia Bjornerud, Professor of Geology, Lawrence University, Appleton, WI.

February 28, 2016

Segment Duration: 11:28

### **Cheetahs: Helping to preserve this endangered species**

Synopsis: Cheetahs are the fastest of all land animals – they can reach speeds of up to 70 mph in short bursts. Despite their speed and hunting ability, cheetahs are endangered in Africa and Asia, and don’t breed especially well in captivity. In Africa, they can attack livestock herds for food, and that puts them in danger from the subsistence farmers who need to protect their flocks. We talk to a wildlife expert who lives in Namibia, Africa and who has studied cheetahs for decades, and a wildlife photographer who spent three years documenting the lives of a family of cheetahs and other animals, about this amazing cat and why it’s important to protect it for future generations.

Host: Marty Peterson. Guests: Dr. Laurie Marker, cheetah researcher, founder and executive director of the Cheetah Conservation Fund, author of *A Future for Cheetahs*. Suzi Eszterhas, award-winning wildlife photographer, who created photographs for *A Future for Cheetahs*.

March 6, 2016

Segment Duration: 11:02

### **The Waste-Free Kitchen: Saving more, eating better**

Synopsis: Americans throw away hundreds of dollars per household on discarded and spoiled food, not to mention wasting the water and energy needed to grow it. Why is that? And how can we decrease waste, save money help the environment and eat better? Our guest has some advice on buying, storing and cooking food to minimize waste and create healthy meals.

Host: Marty Peterson. Guests: Dana Gunders, staff scientist at the National Resources Defense Council and author of the book, *Waste Free Kitchen Handbook: A guide to eating well and saving money by wasting less food*.

### **PSA's**

#### **Baynanza Biscayne Bay Clean Up – 14 x :15**

South Florida is keeping our parks green with the annual Baynanza Biscayne Bay Clean Up. Join in at any of 22 Miami Dade County parks on Saturday, April 16<sup>th</sup>. Get details and get connected at [Easy93.com](http://Easy93.com).

### **Category:**

**OTHER, INCLUDING WOMEN & MINORITY ISSUES**

### **Programs:**

### **Viewpoints**

January 10, 2016

Segment Duration: 10:25

**Humor: It makes serious topics easier to discuss**

Synopsis: Sometimes talking about serious subjects, even with friends and family, can cause arguments and bad feelings. But just as Mary Poppins said, "...a

spoonful of sugar makes the medicine go down,” humor can make the discussion of serious subjects go down easier. Our guests are two very talented and funny people who use humor, satire and irony to make their points about women in science and technology, and the immigrant experience.

Host: Gary Price. Guests: Aasif Mandvi, actor, award-winning playwright, correspondent on Comedy Central’s *The Daily Show with Trevor Noah*, and author of the book, *No Land’s Man*; Megan Amram, comedian, television writer and author of *Science...for Her!*.

January 17, 2016

Segment Duration: 11:28

**Immigrants: Why we need them and how they can help our economy and culture**

Synopsis: There is a lot of talk by politicians and others about immigration policy in the United States. Many Americans are all for open immigration for those fleeing poverty and oppression. Others think that we need to stem the tide of refugees and undocumented immigrants to our shores. Our guests talk about what immigrants to this country offer to all of us and our economy, and how we should create a plan to allow them to become full members of the community and receive the education and training they need to succeed in their adopted home.

Host: Gary Price. Guests: Jamie Merisotis, CEO of the Lumina Foundation, author of *America Needs Talent*; Deepa Iyer, Sr. Fellow, Center for Social Inclusion, author of *We Too Sing America*

January 31, 2016

Segment Duration: 10:21

**Super Bowl Gold: A look back at the Big Game**

Synopsis: Super Sunday is coming up, and football fans are planning their viewing parties. The first game between the Packers and the Chiefs was barely attended, but interest grew through the decades and now it’s the biggest American sporting

event of the year. We take a look back at the game and some of its stars, coaches and dynasties.

Host: Gary Price. Guests: Kostya Kennedy, editor of the *Sports Illustrated* book, *Super Bowl Gold: 50 Years of the Big Game*.

January 31, 2016

Segment Duration: 11:11

### **Super Bowl Ads: What makes them memorable**

Synopsis: The Super Bowl is the big game for the NFL, but it's also the *biggest* game for advertisers. Many people who don't even like football, tune into the game just to see the ads. But what makes a really good Super Bowl ad? We talk to three marketing specialists about how to craft a good ad, how ads are effectively measured and what makes an ad memorable.

Host: Marty Peterson. Guests: Aaron Goldman, Chief Marketing Officer for 4C Insights; David Stewart, President's Professor of Marketing at Loyola Marymount University in Los Angeles; Richard Krevolin, branding consultant and author of the book, *The Hook: How to share your brand's unique story to engage customers, boost sales, and achieve heartfelt success*.

February 21, 2016

Segment Duration: 11:29

### **The Scholar Denied: W.E.B. Du Bois**

Synopsis: At the beginning of the 20<sup>th</sup> century, the study of sociology was dominated by the University of Chicago and other, historically white universities. Scholars at these schools conducted "armchair" theorizing – developing theories without actually going into cities and towns to talk to the people they were studying. One man – an African-American scholar and author – changed all that with his groundbreaking research and writing about Black people, their culture, and economic and social situations in urban areas. We talk to a sociologist about W.E.B. Du Bois and his work, and why he was denied the accolades he deserved for developing a new way to research and study various populations in the United States.

Host: Gary Price. Guest: Aldon D. Morris, professor of sociology and African-American studies at Northwestern University, author of the book, *The Scholar Denied: W.E.B. Du Bois and the birth of modern sociology*.

## **PSA's**

### **Women's History Coalition of Miami Dade – 13 x :15**

It's National Women's History Month. Join us in recognizing the women honored by the Women's History Coalition of Miami Dade, and its founder, Julia Tuttle. Learn more at [Easy93.com](http://Easy93.com).