# **WFEZ Community Issues and Programming**



October 1, 2013 - December 31, 2013

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WFEZ-FM / Cox Radio Miami

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# WFEZ COMMUNITY ISSUES AND PROGRAMMING

October 1, 2013 – December 31, 2013

WFEZ serves the Miami / Ft. 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 October 1, 2013 – December 31, 2013.

- 1. Health
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## **DESCRIPTION OF REGULAR PROGRAMS**

5:20 am **Viewpoints** 30-minutes

A Nationally syndicated program produced by MediaTracks, out of Des Plaines, IL.

Viewpoints feature a half-hour look at important issues in the news and in our lives.

5:50 am

The Platform 30-minutes

A Cox Radio, Miami locally produced program.

**The Platform** is a weekly half-hour informed discussion about the issues and concerns of South Florida. The host talks with community leaders, representatives of local and state agencies, and charitable organizations, in an effort to create awareness and inspire pro-active involvement with causes and agencies.

# **COMMMUNITY ISSUES RELATED PROGRAMMING**

#### Health

October 6, 2013 5:20 a.m.

Viewpoints Segment #2 – The Milgram Study and the Morality of Scientific Experiments

**Duration: 0:11:24 minutes** 

Host: Marty Peterson. Guests: Gina Perry, psychologist practicing in Melbourne, Australia, and author of the book, "Behind the Shock Machine: The untold story of the notorious Milgram psychology experiments," Dominic Packer, Professor of Psychology and Cognitive Science, Lehigh University, Bethlehem, PA.

Psychology and sociology students have studied The Milgram obedience experiments since the results appeared in a scientific journal in 1963. And almost since they made that first appearance, they've come under fire for the methods Dr. Milgram used, and the actual meaning of his findings. We talk to two psychologists who have studied Milgram's work about the morality of the study, the real findings and if they are still valid 50 years afterward.

October 20, 2013 5:50 a.m.
The Platform – Food for Knowledge
Duration: 0:27:02 minutes

Stuart Tomc, nutritional expert, comes back on to follow up on a case study he started last year measuring a balanced diet with brain power. He talks about the importance of Omega 3 – discusses some of the finding after testing and his opinion on current nutritional regulations and suggestions.

October 27, 2013 5:20 a.m.

Viewpoints Segment #2 – Questions with No Answers That Make Us Think Duration: 0:09:47 minutes

Host: Marty Peterson. Guests: Dr. Gregory Stock, bioethicist, author of "The Book of Questions"

We all want answers to the complicated questions in life, but sometimes just asking the questions are enough to make us think deeply about our lives and our world. We talk to a man who has made a living asking questions that sometimes have no hard and fast answers, or where the resolution changes depending upon our age or circumstances. He tells us how the process of coming to an answer is often more important than any one answer itself.

November 3, 2013 5:50 a.m. The Platform – Mo-vember Duration: 0:28:30 minutes

Mo-Vember is a new trend when men bring awareness to prostate cancer by not shaving their beards. We asked Dr. Sri Sundararaman, Medical Director of Radiation Oncology on to the program to talk about Prostate cancer, including sings, symptoms and ways to be proactive.

November 10, 2013 5:50 a.m. The Platform – Lung Cancer Awareness Month Part 1 Duration: 0:24:52 minutes

Dr. Brian Hunis, oncologist from Memorial Cancer Institute who specializes in Lung Cancer, and Nancy Rackear, a lung cancer survivor, come on to talk about lung cancer. In Part one we discuss the sign and symptoms of lung cancer and the stigma that only smokers can get lung cancer. Nancy also shares some of her stories thru treatment and recovery.

November 17, 2013 5:50 a.m. The Platform – Lung Cancer Awareness Month Part 2 Duration: 0:27:16 minutes

In part two of our lung Cancer interview in honor of Lung Cancer Awareness Month Dr. Brian Hunis, oncologist from Memorial Cancer Institute who specializes in Lung Cancer, and Nacny Rackear, a lung cancer survivor, talk test and treatments, new research and how families and friends can support.

December 1, 2013 5:20 a.m.

Viewpoints Segment #1 – Psychopaths: They might be living next door! Duration: 0:11:59 minutes

Host: Gary Price. Guests: Scott Lilienfeld, professor of psychology, Emory Univ., Atlanta, GA (www.psychology.emory.edu); James Fallon, neuroscientist at Univ. of California-Irvine, author of "The Psychopath Inside: A neuroscientists personal journey into the dark side of the brain,"

When we hear the term "psychopath," we usually think of serial killers or other nasty villains. Rarely does anyone think of the mild-mannered neuroscientist next door. We talk to a psychologist and to a neuroscientist who happens to be psychopathic, about what the term actually means in the medical world, how it's tested for in various people, the traits that most often set it apart from other conditions, and how many people who have psychopathic tendencies can function in a non-violent, productive way.

December 1, 2013 5:50 a.m. The Platform – Flu Season Duration: 0:25:44 minutes

Dr. Cass Ingram, author of *The Cure is in the Forrest*, re-joins the program to discuss fighting flu season. He also shares his un-favorable opinion of the flu shot and talks about natural remedies that you can make in your home.

### **Local Programs and Issues**

October 6, 2013 5:20 a.m.

Viewpoints Segment #1 – Drama High: Hope, love and theater in a struggling town Duration: 0:11:19 minutes

Host: Christopher Michael. Guests: Michael Sokolove, journalist, author of "Drama High: The incredible true story of a brilliant teacher, a struggling town, and the magic of theater,"

During the school year, thousands of high schools will be staging plays and musicals. But not many will be doing it on the level that Harry S. Truman High School in Levittown, Pennsylvania is famous for. We'll hear how a teacher created a drama program in that school that challenged students and the community to explore difficult subjects, captured the attention of the biggest Broadway producers and helped young actors learn more about themselves, their world and become better all-around students.

October 6, 2013 5:50 a.m.
The Platform – Breast Cancer and the Susan G. Koleman Walk Duration: 0:25:25 minutes

Dr. Heather King, who specializes in breast cancer, joined the program for Breast Cancer Awareness Month to talk about the signs and symptoms of breast cancer, how to do self-exams and about the Annual Susan G. Koleman Walk at Bayfront Park.

October 20, 2013 5:20 a.m.

Viewpoints Segment #2 – Can't Fight City Hall? Join it -- by running for local office

**Duration: 0:11:48 minutes** 

Host: Marty Peterson. Guests: David Johnson, CEO of Strategic Vision, LLC, a public relations and public affairs agency in Suwanee, GA, that works with candidates and issues (www.strategicvision.biz); Marian Walsh, former Massachusetts State Senator, consultant and author of "Run: Your personal guide to winning public office,"

It's frustrating when local government repeatedly rebuffs an average citizen when he or she wants to get something accomplished in their community. So if you can't beat them...why not join them and fight the good fight from the inside? We talk to two election veterans about why it's important for John and Joan Q Public to take part in

their local government; how to go about starting a campaign and how to avoid some of the common mistakes first-time candidates sometimes make.

October 27, 2013 5:50 a.m.

The Platform - Miami Children's Hospital and Getting Together for Miracles Duration: 0:22:26 minutes

Miami Children's Hospital is Getting Together for Miracles and this year we have followed patients who want to give back to the hospital that saved their lives. We end the series by catching up with Christina Bukata. She and her mother discuss Miami Children's Hospital, the loving staff and how Christina is trying to give back thru 'Getting Together for Miracles'

## K9 Octoberfest October 27, 2013

#### **Local Canine Shelters**

- A dedicated page on easy93.com was created in the Community Events Section promoting the event.
- 20 60 second live promotional announcements ran 10/01-10/27
- Hosted by Susan Wise on site 10/27/13

#### November 3, 2013 5:20 a.m.

#### Viewpoints Segment #1 - Elderly Drivers: Assessing their abilities behind the wheel

Duration: 0:09:53 minutes

Host: Christopher Michael. Guests: Dr. Gary J. Kennedy, Dir. of the Division of Geriatric Psychiatry, Montefiore Medical Center, Prof. of Psychiatry, Albert Einstein College of Medicine, Bronx, NY (www.montefiore.org); Alexander Pollatsek, Prof. Emeritus, in the Dept. of Psychology, University of Massachusetts, Amherst

As the elderly population continues to grow in the US, so does the number of older drivers. No matter how healthy and mentally sharp a person remains, age does eventually change their ability to drive. We'll discuss what these changes are, how they affect driving overall, how older people can learn to avoid errors, and how family and friends should approach the topic of cutting back on or quitting driving altogether with an elderly loved one.

#### November 3, 2013 5:20 a.m.

# Viewpoints Segment #2 - Can One Person Change the World?

**Duration: 0:12:40 minutes** 

Host: Marty Peterson. Guests: Jim Ziolkowski, founder of buildOn, author of "Walk in Their Shoes: Can one person change the world?" (www.buildOn.org); Allan Luks, Dir. of Fordham Center for Non-Profit Leaders, Fordham University (www.fordham.edu); Oliver Libby, chair and co-founder of The Resolution Project

We often hear people who help the poor and disadvantaged say how a donation or a helping hand by one person can change the lives of many. But can it? Can one person really make the lives of thousands – or millions – better? We talk to three men who have devoted their lives to public service about how it is possible for one person to be the catalyst for big change.

November 10, 2013 5:20 a.m.

Viewpoints Segment #2 – What Makes Good Kids' TV?

Duration: 0:09:59 minutes

Host: Marty Peterson. Guests: Paul Levinson, Prof. of Communications and Media, Fordham University (www.paullevinson.blogspot.com); Melissa Henson, Dir. of Grassroots Activism for the Parents Television Council

What makes good children's television? Is it the story? The interactivity? The characters? And how is it that some tv shows have endured for decades, while others are just a flash in the pan? We discuss the issue with two media specialists.

November 17, 2013 5:20 a.m.

Viewpoints Segment #2 – Population Control: The need to act now

Duration: 0:11:38 minutes

Host: Marty Peterson. Guests: Alan Weisman, award-winning Author

How many people can the world hold in a healthy, ecologically responsible way? Well, we're heading to 11 billion by the next century, and with more and more land being used for farming, deserts increasing in size, and water becoming scarcer, we're on our way to population overload. Why is this? Why can't people just have fewer children? We talk to a population researcher who traveled around the world asking this same question – and the answers he got were far from simple. We also find out what will happen if we don't rein in population – and soon.

November 24, 2013 5:20 a.m.

Viewpoints Segment #1 – Customer Service: Making it work

Duration: 0:11:38 minutes

Host: Christopher Michael. Guests: Ron Kaufman, founder and chairman of Up! Your Service, author of the NYTimes bestseller, "Uplifting Service: The proven path to delighting your customers, colleagues and everyone else you meet," (www.upliftingservice.com); John Ragsdale, VP of Technology for the Technology Services Industry Association, author of "Lessons Unlearned: 25 years in customer service,"

When your cable TV goes out or you need an adjustment on your credit card bill, sometimes the call to customer service is worse than the original problem. Why is this? Why can't businesses get better at dealing with their customers' requests? We talk to two customer service pros about why the problem is so widespread, what a company and a consumer can do to make service faster and more pleasant, and the cultural differences that arise when customer service is outsourced abroad.

November 24, 2013 5:50 a.m.

#### The Platform - The Broward House

**Duration: 0:23:48 minutes** 

Terry DeCarlo, the Director of Development, Fundraising and Public relations for the Broward house comes on to talk about their mission in aid all those infected or effect by HIV/AIDS in our community. He discusses various programs and talks about their fundraiser at the Hard Rock Live feature Cheech and Chong.

# Ronald McDonald Open House December 7, 2013 Ronald McDonald House Charities

- A dedicated page on easy93.com was created in the Community Events Section promoting the event.
- 11 60 second live promotional announcements ran 12/01-12/07
- Hosted by Susan Wise on site 12/07/13

#### December 8, 2013 5:20 a.m.

# Viewpoints Segment #2 – Bats! Why they're important and how we can help them Duration: 0:10:55 minutes

Host: Marty Peterson. Guests: Jodi Sedlock, Assoc. Professor of Biology specializing in bats, Lawrence University, Appleton, WI (www.Lawrence.edu); Don Mitchell, author of "Flying Blind: One man's adventures battling buckthorn, making peace with authority, and creating a home for endangered bats,"

Bats are one of the iconic images of Halloween and hundreds of gothic novels and horror movies. They have a scary image and a bad reputation for carrying disease, but they are actually vital to global agriculture and health. We talk to a bat expert and a man who spent years working hard to create a safe habitat for one endangered species, about what these flying mammals are really like, the disease that is threatening their existence in the U.S., and their value to society.

#### December 22, 2013 5:20 a.m.

# Viewpoints Segment #2 – Mortgages and Modifications: Getting back on track Duration: 0:10:47 minutes

Host: Marty Peterson. Guests: John Gallo, lecturer in finance, University of Iowa, Iowa City, IA (www.hopenow.com; www.uiowa.edu); Mick Barron, CEO & Pres., of How To Modify.com

The housing market is coming back after five long years of financial distress. Still, many people are having trouble paying their mortgage for the expensive homes they bought during the boom. We talk to two finance specialists about mortgage modification plans and other options, and why it's important for families – and lenders – to have homes occupied rather than abandoned.

#### December 29, 2013 5:20 a.m.

Viewpoints Segment #1 – The Ins and Outs of Buying and Selling Gold and Rare Coins

Duration: 0:09:30 minutes

Host: Gary Price. Guests: Michael Fuljenz, Pres. Of Universal Coin and Bullion (www.universalcoin.com); Rod Gillis, Numismatic Educator, The American Numismatic Association

A lot of people are facing big holiday bills, and they're tempted to sell some of the gold jewelry or coins that they have lying around the house. How do you get the best price for your treasures? Are the coins you have really all that valuable? We talk to two gold and coin specialists about how gold buyers assess the value of your items, which coins might be valuable and why, and how to find the best place to sell your valuables.

# **Government and History**

October 13, 2013 5:20 a.m.

Viewpoints Segment #1 – Young FDR: Roosevelt's formative years before the White House

**Duration: 0:10:58 minutes** 

Host: Christopher Michael. Guests: Stanley Weintraub, author of "Young Mr. Roosevelt: FDR's introduction to war, politics and life,"

We know so much about Franklin D. Roosevelt through his presidency, but what about the years before? We talk to an esteemed historian and author about the young Roosevelt, his family life, his career in the Department of the Navy, as a state politician and a victim of polio, and learn how these experiences molded FDR's life and presidency.

October 13, 2013 5:20 a.m.

Viewpoints Segment #2 – L'American: A photographer and the golden age of photojournalism

Duration: 0:11:37 minutes

Host: Marty Peterson. Guests: Chris Pan Launois, son of the late John Launois, author of "L'Americain: A memoir,"

News magazines were big business during WWII until their demise in the 1970s, and the photographers who took the award-winning and poignant pictures for those magazines were the rock stars of their profession. We talk to a man who's father, John Launois, was one of the biggest, most successful American photojournalists of his time. We'll hear why and how the Frenchman came to the US, learned his trade, developed a love for America, and hear stories of his amazing career taking the pictures that defined history and the culture of the 60s and 70s.

October 20, 2013 5:20 a.m. Viewpoints Segment #1 – Daguerreotypes: Science meets History **Duration: 0:09:47 minutes** 

Host: Christopher Michael. Guests: Edward Vicenzi, Research scientist at the Smithsonian Institution's Museum Conservation Institute (www.si.edu/mci); Volker Rose, Physicist with the Advanced Photon Source and Center for Nanoscale Materials, Argonne National Laboratory

Photographs of the mid-19th century are fairly rare — and they're getting harder to find every year. That's because many of them between the 1840s and 1860s used the daguerreotype process. That's where images were taken and preserved not on photo paper, but on thin metal plates. These pictures are subject to corrosion, and those that remain in private and public collections are in danger of being irreparably harmed or destroyed altogether. We talk to two scientists who are studying the problem at the nano level with state-of-the-art technology to find out how they corrode, and how they, and our heritage, might be preserved, and learn more about how corrosion develops in other materials we use on bridges, buildings and objects.

November 17, 2013 5:20 a.m.

Viewpoints Segment #1 – Innovation and Inventors Change Education and Technology

Duration: 0:09:59 minutes

Host: Christopher Michael. Guests: Matthew Pearl, author of "The Technologists," (www.matthewpearl.com); Jon Gertner, author of "The Idea Factory: Bell Labs and the Great Age of American Innovation

We've come a long way technologically since the first telephone and the light bulb, but what did it take to get to where we are today? We talk to two authors about two of the most influential hi-tech incubators of the late 19th and the 20th centuries – MIT and Bell Labs. Our focus is on the philosophies and the people who brought us the inventions that revolutionized our lives.

November 24, 2013 5:20 a.m.

Viewpoints Segment #2 – The Art of the Short Story

Duration: 0:09:53 minutes

Host: Marty Peterson. Guests: Diane Glancy, Visiting Professor, Azusa Pacific University, Los Angeles County, CA (www.apu.edu); Lani Hall Alpert, musician, lyricist, author of "Emotional Memoirs & Short Stories," (lanihall.com).

When it comes to popular literature, novels seem to get all the attention. The mysteries, love stories, suspensers and historical family sagas sell millions of books and make some of their authors household names. Why is it that short stories don't enjoy some of that fame? We talk to a professor of English and also to a short story author about why these stories aren't top of mind with the public, what short stories bring to literature that longer writing doesn't, and we'll hear some advice for first-time authors on getting started writing short stories.

December 8, 2013 5:20 a.m.

## Viewpoints Segment #1 – Ken Burns: Listening to History

**Duration: 0:10:36 minutes** 

Host: Gary Price. Guests: Ken Burns, filmmaker and documentarian

For many Americans, the history courses they took in school left them either bored or frustrated. All of those names, dates, and locations that had to be memorized made what should have been an exciting subject dry and uninteresting. We talk to filmmaker Ken Burns about a new venture he is undertaking with actor Tom Hanks and Audible.com that aims to bring history to life, by having talented actors create audio books from American literary masterpieces that present our history through personal stories of war, the settling of the west, slavery and The Great Depression

December 15, 2013 5:20 a.m.

Viewpoints Segment #1 - Founding Fathers' Festivities: What would they eat at the holidays?

**Duration: 0:11:18 minutes** 

Host: Gary Price. Guests: Jason Bond, chef, owner of Bondir Restaurants in Cambridge and Concord, MA (www.bondircambridge.com); Melanie Wagner, Certified Sommelier, author of "Hello, Wine: The most essential things you need to know about wine," (www.melaniewagnerwine.com); Sue Conley, head cheese maker, co-founder of Cowgirl Creamery, co-author of "Cowgirl Creamery Cooks,"

As we get ready to celebrate the holidays, we wondered how our founding fathers would have laid out their festive tables. We talk to three food experts and a historian about the kinds of foods and drinks Washington, Jefferson, Franklin and Lincoln might have enjoyed celebrating holidays and other festive occasions in their lives.

December 22, 2013 5:20 a.m.

Viewpoints Segment #1 - George Washington's Christmas Journey

Duration: 0:10:45 minutes

Host: Gary Price. Guests: Stanley Weintraub, historian, author of "General Washington's Christmas Farewell

Millions of Americans will be traveling home for the holidays, but even with crowded airports, even more crowded roads and bad weather, few will have as tough a time as General George Washington, did on his journey home after the Revolutionary War. We talk to a noted historian about Washington's trip back to Mt. Vernon, his emotional farewell to his men, and how his stopping and meeting with ordinary Americans along the way sealed his fate as the beloved Father of our country.

December 29, 2013 5:20 a.m.

Viewpoints Segment #2 – A Look Inside the Real Downton Abbey

Duration: 0:13:03 minutes

Host: Marty Peterson. Guests: Lady Fiona Carnarvon, The Eighth Countess of Carnaryon, author of the book, "Lady Catherine, the Earl, and the Real Downton Abbey,"

The hit PBS series, "Downton Abbey" is premiering soon in the U.S., and all of the intrigue, loves, heartbreak and wealth will be on display for the millions of devotees of the show. But what is shown in the series a true depiction of what really went on in the homes of aristocratic families during the early part of the 20th century? We talk to an author – and present resident of the "Downton Abbey" castle – about the actual Earls and Countesses who lived, loved and lost back then

## **Holiday Information**

October 27, 2013 5:20 a.m.

Viewpoints Segment #1 - Halloween: Why we love being scared!

Duration: 0:11:49 minutes

Host: Christopher Michael. Guests: Dr. Frank Farley, psychologist, Professor at Temple Univ., Philadelphia (www.temple.edu); Catherine Zimmer, Assistant Prof. in the program of Film & Screen Studies, Dept. of English, Pace Univ., NY (www.pace.edu); Allen Grove, Prof. of English, Alfred Univ., NY

Halloween is here, and millions of Americans will be seeking out horror films and wearing monster costumes hoping to scare family and friends – and themselves. But why? What does a good fright do for us? We talk to three specialists in thrills and chills about the issue, how children process fright and get some suggestions on films and books appropriate for the holiday.

October 13, 2013 5:50 a.m. The Platform – Holiday Stress Tips

**Duration: 0:25:10 minutes** 

Dr. Ammiee Shunny re-joins the program to talk about the Holiday Stress we put on ourselves. She discusses signs that could actually effect your health and tip on how you can reduce the pressure of the holidays.

November 10, 2013 5:20 a.m.

Viewpoints Segment #1 – Persuasive Branding: Why we buy what we buy Duration: 0:11:38 minutes

Host: Christopher Michael. Guests: Chip Kidd, graphic designer and author of "A Kidd's Guide to Graphic Design," (www.chipkidd.com); Chris Malone, Managing Partner, Fidelum Partners, co-author of "The Human Brand: How we relate to people, products and companies,"

Advertising is everywhere, and we're all susceptible to it – whether it's the sexy women selling beer during football game commercials; the cute duck that has your insurance needs in mind, or the super-sophisticated couple who emerge from the luxury car

dressed in their designer outfits. Why do we fall for these ads? Is it just the images? Or is there more to it? We talk to a graphic artist and a veteran advertising professional about the visual and psychological aspects of marketing and advertising.

#### Plantation Holiday Parade November 23, 2013 **Plantation Chamber of Commerce**

- A dedicated page on easy93.com was created in the Community Events Section promoting the event.
- 22 60 second live promotional announcements ran 11/01-11/23
- Promotions on site 11/23/13

December 1, 2013 5:20 a.m.

Viewpoints Segment #2 - ISON - The Holiday Comet is Here

**Duration: 0:09:31 minutes** 

Host: Marty Peterson. Guests: Dave Eicher, editor-in-chief, Astronomy Magazine, author of the book, "Comets: Visitors from Deep Space,"

This holiday season there's more sparkle to look at than the lights from Christmas decorations. The Comet ISON is scheduled to make its appearance in the early morning sky between Thanksgiving and Christmas. We talk to an astronomer and author about what comets are, why they're scientifically significant and where in the sky we might best see and photograph ISON.

December 8, 2013 5:50 a.m. The Platform – Hot Toys 2013 **Duration: 0:23:31 minutes** 

Adrienne O'Hara toy expert and researcher come back on the program to talk about the toys of 2013. She discusses gift ideas for every age range and ways you can save. She also covers the age grading, gift receipts and her toy pick of the year.

December 15, 2013 5:20 a.m.

Viewpoints Segment #2 - Confessions of a Credit Card Junkie

**Duration: 0:09:12 minutes** 

Host: Marty Peterson. Guest: Beverly Harzog, Certified Public Accountant, consumer advocate, lecturer and author of the book, "Confessions of a Credit Card Junkie,".

There is such a temptation to be generous to others – and ourselves – during the holidays that many Americans end up in credit card trouble when the bills start rolling in. We talk to an accountant who was once in heavy debt from her cards about how she got there, how to spot the red flags of credit card overuse, and strategies for getting out of debt and learning how to use credit wisely.

December 15, 2013 5:50 a.m. The Platform - Holiday Over Eating

Duration: 0:27:45 minutes

Stuart Tomc re-joins the program to talk about holiday overeating and its consequences for your health. He talks about moderation, making sure you are taking an Omega 3 Supplement and how not to deprive yourself.

December 22, 2013 5:50 a.m.
The Platform – Animals and the Holidays
Duration: 0:26:57 minutes

Dr. Jennifer Chatfield comes on to remind us that our animals need special treatment during the holidays. She has warnings about table food and decorations; how you can help your pets stress levels with guests and the most common issues with pets during the holidays.

December 29, 2013 5:50 a.m. The Platform – The #1 New Year's Resolution Duration: 0:24:56 minutes

Marlene Koch, a Life coach, nutritional expert and author of *Eat More of What you Want*, comes back on to talk about the #1 New Year's Resolution: Losing weight. She talks about how you can get prepared to tackle this resolution with simple swaps in the kitchen, give encourage tips on how to keep motivated and covers the three things you need to know to succeed.

## **PUBLIC SERVICE ANNOUNCMENTS:**

**Ad Council** 

Adoption - Hero

Ad Council

Animals - Dog Toys

**Ad Council** 

Blood Saves - Asteroid

**Ad Council** 

Music - Education

**Ad Council** 

Education - Football

Ad Council

Education – *Hog Commandos* 

**Ad Council** 

Father involvement – Ballgame

**Ad Council** 

Financial Literacy - General

Ad Council

Parenthood – Latch System

**Ad Council** 

Parenthood - Time Machine

**Catholic Hospice** 

Camp Erin Sponsorship

Cox Media Miami

Heart Walk

Cox Media Miami

Sheridan House Thanksgiving

Cox Media Miami

Sheridan House Toy Drive

27 recorded announcements

10/01-12/31

30 recorded announcements

10/01-12/31

24 recorded announcements

10/01-12/31

33 recorded announcements

10/01-12/31

32 recorded announcements

10/01-12/31

37 recorded announcements

10/01-12/31

30 recorded announcements

10/01-12/31

27 recorded announcements

10/01-12/31

32 recorded announcements

10/01-12/31

29 recorded announcements

10/01-12/31

12 recorded announcements

11/12-11/13

45 recorded announcements

10/10-10/25

15 recorded announcements

10/22-11/05

25 recorded announcements

10/22-11/05

Cox Media Miami Ronald McDonald House

Cox Media Miami Together for Miracles

Florida Association of Broadcasters Division of Emergency Management

Florida Association of Broadcasters Florida Army National Guard

Florida Association of Broadcasters Florida Restaurant and Lodging

Florida Association of Broadcasters
Ounce Of Prevention Fund

Florida Association of Broadcasters Visit Florida

WFEZ
Make A Wish Foundation

30 recorded announcements 11/02-11/15

120 recorded announcements 10/01-12/31

145 recorded announcements 10/01-12/31

145 recorded announcements 10/01-12/31

45 recorded announcements 10/01-12/31

145 recorded announcements 10/01-12/31

145 recorded announcements 10/01-12/31

40 recorded announcements 11/08-12/15