WFEZ Community Issues and Programming



July 1, 2014 - September 30, 2014

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WFEZ-FM / Cox Radio Miami

Index

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Description of Regular Public Affairs Programs

Viewpoints The Platform

Community Issues Related Programming

Public Service Announcements

WFEZ COMMUNITY ISSUES AND PROGRAMMING

July 1, 2014 - September 30, 2014

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 July 1, 2014 – September 30, 2014.

- 1. Health
- 2. Community Outreach
- 3. Women and Family Issues
- 4. Environment

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

July 20, 2014 5:20 a.m.

Viewpoints Segment #1- The Benefits of Eating Local

Duration: 0:10:55 minutes

Host: Gary Price. Guests: Myra Goodman, Founder of Earthbound Farm, co-author of the cookbook, "Straight from the Earth: Irresistible vegan recipes for everyone,". Josey Baker, artisanal baker, author of "Josey Baker Bread,". Miles Olson, outdoorsman, hunter, author of "The Compassionate Hunter's Guidebook,".

We keep hearing how eating locally grown fruits, vegetables, meats and grains can help us maintain a healthy body and grow the local economy. We talk to three local food devotees about how to incorporate more organic and locally grown produce, hand-made artisan breads and even wild game into our diets without having to completely change our lifestyles.

July 27, 2014 6:55 a.m.

The Platform- The Latest on High Fructose Corn Syrup

Duration: 0:28:32 minutes

Nutritional expert Doug Ingoldsby re-joins the program to talk about the latest research in the High Fructose battle. It's now being coined the next MSG and it's hard to find a product without it. Doug talk about why it's so bad for you, how it's made and the ongoing fight with the FDA about putting this product, which has now been banned in many other countries, in American food

August 17, 2014 5:20 a.m.

Viewpoints Segment #1 – Robogenesis: Cyborgs in fact and fiction

Duration: 0:09:32 minutes

Host: Gary Price. Guests: Daniel H. Wilson, scholar, author of the novel, "Robogenesis". Neil Harbisson, Cyborg artist, (facebook.com/neilharbisson), founder of the Cyborg Foundation.

We're all familiar with the cyborgs of science fiction writers' imaginations, but have you ever met a real life cyborg? We talk to a sci-fi writer and an artist with an unusual prosthetic that enables him to see colors – through sound waves – about how

technology is enabling people with disabilities to live normal lives, why some people oppose it, and the future of cyborg technology.

August 17, 2014 5:20 a.m.

Viewpoints Segment #2 – Man's Best Friend: How dogs enrich our lives Duration: 0:11:47 minutes

Host: Marty Peterson. Guests: Julie Klam, author of "You Had Me at Woof: How dogs taught me the secrets of happiness". Larry Levin, author of "Oogy: The dog only a family could love". Nancy Stanley, author of "Pillow With a Heartbeat".

Dogs have been man's companions for centuries, helping us in our work, play and in times of joy and deep sadness. What is it about a dog that fascinates us so? And what can we learn from them? We talk to three dog people about their pets, and how their relationships with their dogs changed their lives.

September 21, 2014 6:55 a.m. The Platform – Inflammation in Women Duration: 0:26:42 minutes

Dr. Ammie Shunny comes back on the program to tak about her further research in Women inflammation and how it is one of the leading causes of other medical problems in women. She discusses why inflammation is a huge issue for women, the health risks associated with it and ways you can decrease toxicity and help fight inflammation.

Community Outreach

July 6, 2014 5:20 a.m.

Viewpoints Segment #2 – Making a Success of Your Life – After Prison Duration: 0:10:44 minutes

Host: Marty Peterson. Guests: Weldon Long, entrepreneur, trainer, speaker, author of "The Power of Consistency,".

It's still not easy to get a job these days, but for men and women coming out of prison, it's even harder. We talk to a former three-time convict who had a wake-up call while in prison and turned his life around. We discuss how he came to the realization that his problems were of his own making, how he changed his attitude and created a mindset to facilitate his ambition to make it in business – legally – and how anyone with perseverance and positive thinking can achieve their goals.

July 6, 2014 5:50 a.m. The Platform – Broward House

Duration: 0:24:12 minutes

Terry DeCarlo the Director of Development, Fundraising and Public relations for Broward House, re-joins the program to talk about the future plans for Broward House as well as their mission and ways you can get involved.

August 24, 2014 5:20 a.m.

Viewpoints Segment #1 – Mississippi Eyes: Remembering the Freedom Summer, 1964

Duration: 0:10:59 minutes

Host: Gary Price. Guests: Matt Herron, photojournalist, author of "Mississippi Eyes,"

The Freedom Summer of 1964 was a pivotal moment in American history. In the South, segregation was the rule, poor black residents were fighting for the right to vote and to be included in the Democratic National Convention, and three civil rights workers were brutally murdered in Mississippi. We talk to a man who headed up a group of young photojournalists who risked their lives to document that summer in Mississippi, about these events and his experiences with the people who lived that summer in the South, 50 years ago.

September 14, 2014 5:20 a.m.

Viewpoints Segment #1 – The Complicated Issue of Suicide and Prevention Duration: 0:09:46 minutes

Host: Gary Price. Guests: Dr. Frank Farley, psychologist, professor at Temple University, Philadelphia, PA, and former president of the American Psychological Association. Stella Kalfas, Exec. Dir. of the Mental Health Association of Greater Chicago.

The high-profile suicide of actor/comedian Robin Williams has brought the issue of depression back into the public's consciousness. We talk to a psychologist and to the director of a mental health organization about what might make someone want to take their own life, the stresses of success, and the different treatments available for those in distress.

September 21, 2014 5:20 a.m.

Viewpoints Segment #1 – Whatever Happened to the Funny Papers? Duration: 0:12:17 minutes

Host: Gary Price. Guests: Guy Gilchrist, cartoonist for the "Nancy" comic strip and author of the new book, "Nancy" (www.nancyandsluggo.com) (www.gocomics.com).

Newspapers are getting smaller and smaller, and so are their comics sections. How is this affecting the cartoonists who create some of our favorite comic characters? We talk to a veteran of the cartoon industry about the digital revolution in comics, how it affects the cartoonists' income and the way they draw their strips, how cartoonists keep old time comics up-to-date, and where the public can access their favorite funnies.

September 28, 2014 5:20 a.m.

Viewpoints Segment #1 – John Marshall and the Transformation of the Supreme Court

Duration: 0:10:45 minutes

Host: Gary Price. Guests: Harlow Giles Unger, author of "John Marshall: The Chief Justice Who Saved the Nation," (www.harlowunger.com).

The Supreme Court wasn't always tasked with hearing cases about the constitutionality of a state, local or federal law. In fact, the purpose of the Court isn't even clear in the Constitution itself. We'll hear about the amazing man who changed all that and made our highest court what it is today.

September 28, 2014 5:50 a.m. The Platform – Dunn Run Duration: 0:21:10 minutes

Jim Dunn, owner of JR Dunn, comes on to discuss the 5K he started 18 years ago benefiting the Boys and Girls Club of Broward County. He discusses the event in detail as well as the Boys and Girls club and the good they do for the children in our community.

Women and Families

July 6, 2014 5:20 a.m.

Viewpoints Segment #1 – Thrillers: What they are and why we love them Duration: 0:10:49 minutes

Host: Gary Price. Guests: Steve Berry, author of the Cotton Malone series of thrillers, the most recent, "The Lincoln Myth," and Steve Martini, author of the Paul Madriani series of thrillers. Both authors are contributors to the thriller anthology, "Face Off".

When vacation time comes, people head for the pool, the beach and to resorts for some rest and relaxation. Many of them take along a good "beach read" - a book that lets them get out of themselves and enjoy an exciting, romantic or mysterious story. Thrillers are among the most popular vacation books, and we talk to two best-selling authors about what it takes to write in the genre.

July 13, 2014 5:20 a.m.

Viewpoints Segment #1 – Letters: What they teach us and why they're important Duration: 0:09:16 minutes

Host: Gary Price. Guests: Shaun Usher, writer, editor of the book, "Letters of Note: An eclectic collection of correspondence deserving of a wider audience,".

When was the last time you wrote or received a real, handwritten letter in the mail? It's sad that there are young people today will never experience the joy of getting or writing a personal letter during their lives. We talk to a writer and editor about the importance of letter writing, and what we can learn from reading letters from notables and unknowns of the past.

July 13, 2014 5:20 a.m.

Viewpoints Segment #2 – Animation in the Movies: How good can it get? Duration: 0:12:27 minutes

Host: Marty Peterson. Guests: William Joyce, Oscar-winning filmmaker, animator, author of the children's book, "The Numberlys". Dann Gire, film critic for the Chicago Daily Herald.

It seems like there are more animated films making their way to theaters these days, and more animation being used in live action movies as well. We talk to an Oscar- and Emmy-winning filmmaker and animator, and a film critic about animation in film, the hits and misses of the past, and why it's difficult to get computer-generated reality just right.

July 27, 2014 5:20 a.m.

Viewpoints Segment #2- Refeathering the Empty Nest

Duration: 0:11:26 minutes

Host: Marty Peterson. Guests: Wendy Aronsson, psychotherapist and author of "Refeathering the Empty Nest".

When the last child leaves home for college, marriage or that first job, parents are often sad and at loose ends about how the rest of their lives will progress. We talk to a therapist and author who's experienced her own children leaving home about the emotions of "the empty nest" and what parents can do to reframe their lives when the children go out on their own.

July 13, 2014 5:50 a.m.

The Platform – FLIGHT Center Duration: 0:24:10 minutes

Kristen Guerisse, executive Director of the FLIGHT Center joined the program to talk about the foster Care system and the conditions in which someone may be in the system. She discusses finding relatives, becoming a foster parent and mentor Programs.

August 3, 2014 5:20 a.m.

Viewpoints Segment #1 - Fantasy Sports: What's the allure?

Duration: 0:10:17 minutes

Host: Gary Price. Guests: Matthew Berry, ESPN's "Talented Mr. Roto," and author of "Fantasy Life: The outrageous, uplifting, and heartbreaking world of fantasy sports from the guy who's lived it," (twitter: @MatthewBerryTMR); Brody Ruihley, Asst. Prof. of

Sport Administration, Univ. of Cincinnati, co-author of the book, "The Fantasy Sport Industry: Games within games,"

It's almost time for fantasy football leagues to start their draft research and choose their teams. What is it about picking a football – or baseball, basketball, hockey, golf or even sumo wrestling – team and keeping track of their progress through the season? We talk to ESPN's fantasy sports guru and also to a college professor who has studied the fantasy sports industry, about who plays and why.

August 3, 2014 5:50 a.m.

The Platform – ABC's of Back to School

Duration: 0:27:48 minutes

Beth Battaglino CEO of HealthWomen.org give us tips on providing health back to school lunches, immunization forms and signs that the transition from one school to the next may not be going well.

August 10, 2014 6:55 a.m.

The Platform – Getting Prepped for Back to School

Duration: 0:30:13 minutes

Robin Bartleman, school board member countywide at large seat 9, joins the program for the first time to talk about getting prepped for school. She discusses changes to the Code of Conduct, The summers suggested work, and how they are planning on keeping our kids safe this year plus ways you can get involved.

August 10, 2014 5:20 a.m.

Viewpoints Segment #1 – Incarcerating Juveniles: Does it hurt more than help Duration: 0:11:46 minutes

Host: Gary Price. Guests: Nell Bernstein, journalist, author of "Burning Down the House: The end of juvenile prison," Elizabeth Clarke, attorney, founder and president of the Juvenile Justice Initiative of Illinois.

Thousands of juveniles are incarcerated each year for everything from felonies to truancy or loitering. Some of the institutions – "training schools" or "reform schools" – are as bad as prison and kids are often abused and neglected or become abusers themselves. We talk to two researchers and advocates about how kids get into trouble, what incarceration does to them, how much it costs and hear about alternatives to institutionalization.

August 10, 2014 5:20 a.m.

Viewpoints Segment #2 – Brain Games: How your brain can sometimes trick you Duration: 0:10:47 minutes

Host: Marty Peterson. Guests: Jason Silva, host of National Geographic Channel's "Brain Games," Dr. Sri Sarma, Asst. Prof. in the Dept. of Biomedical Engineering, Johns Hopkins University.

Why do we become addicted? Believe in superstitions? How can we read body language? We talk to a TV host and a scientist about the nature of the brain, how it sometimes distorts reality in our daily lives, responds to stimuli, and enables us to read subtle signs of communication from other humans.

September 7, 2014 5:50 a.m.
The Platform – Back To School Germs
Duration: 0:22:08 minutes

Dr. Cass Ingram, author, scientist and PHD, re-joins the program to discuss the germs your children will be bringing home in the beginning of this school year and how you can help boost their (and your) immune system from getting sick. He also discussed natural remedies if you do end up getting ill.

August 31, 2014 5:20 a.m.

Viewpoints Segment #1 – Villains: The characters we love to hate Duration: 0:09:57 minutes

Host: Gary Price. Guests: Dr. Travis Langley, Prof. of Psychology, Henderson State University, AR, author of "Batman and Psychology: A dark and stormy knight," (twitter: @superherologist); Chuck Klosterman, journalist, ethicist for the NYTimes Magazine, author of "I Wear the Black Hat."

These days, it's sometimes difficult to tell the good guys from the bad guys in popular films and on TV. With serial killer, Dexter, being hailed as a hero; and Tony Soprano being portrayed as a sympathetic family man, the idea of villains has changed a lot over the decades – or has it? We talk to two men who research and write about heroes and villains about the differences between villains and monsters; why some villains are hailed as heroes, and how people who do wrong are often held in higher regard than the people who try to expose them.

September 7, 2014 5:20 a.m.

Viewpoints Segment #1 – Mindshift: NASA technology goes mainstream Duration: 0:10:55 minutes

Host: Gary Price. Guests: Alan Pope and Chad Stephens, research scientists, NASA's Langley Research Center, Hampton, VA. Scott Dromms, Manager for Intellectual Property, Edison Nation

NASA has created some spectacular technology that's gotten us to the moon; sent space probes to check out the farthest reaches of the universe, and sent robots to investigate Mars. Now the space agency is using its Mindshift biofeedback technology to try to help people who have trouble focusing on their work, families who enjoy computer games and the disabled. We talk to two NASA researchers and the man whose company is helping them bring that technology to the public about how it works and how it can be integrated into the daily lives of millions.

September 7, 2014 5:20 a.m.

Viewpoints Segment #2 – Television: Is it becoming too raunchy for our kids? Duration: 0:11:45 minutes

Host: Marty Peterson. Guests: Dan Isett, Dir. of Public Policy for The Parents Television Council. Dr. Charles Coletta, instructor in the Department of Popular Culture, Bowling Green State Univ.

With so many channels on TV today, you can find programs that cater to everyone's tastes. However, some parents think that there's not much out there in prime time that is safe for families with children to watch. They say that even network TV is becoming raunchier with "pixelated" or blurred nudity becoming more common, and bad language and sexual references made even on some animated shows.

September 14, 2014 5:20 a.m.

Viewpoints Segment #1 – Pirates! The real story behind those salty sailors Duration: 0:10:55 minutes

Host: Marty Peterson. Guests: Charles Ewen, Prof. in the Dept. of Anthropology, East Carolina University, co-editor of "X Marks the Spot: The archeology of piracy"; Pat Croce, author of "The Pirate Handbook: A rogue's guide to pillage, plunder, chaos & conquest'.

International Talk Like a Pirate Day is celebrated every year on September 19, and many people join in the fun by dressing, acting and talking like the pirates they've enjoyed in movies such as "Pirates of the Caribbean" and books like "Treasure Island." But were pirates really the peg-legged, eye-patched, parrot-loving sailors depicted in popular culture? We talk to two pirate researchers about who these men were, their exploits, and what their lives were really like.

September 14, 2014 5:50 a.m. The Platform – *One Game One Time* Duration: 0:30:44 minutes

Coach Jeff Scurran, author of *One Game One Time*, comes one to talk about his new book and his mantra of teach success thru sports. He goes over the good sports can do for children, the difference between team and singular sports, his theory on why sports are being eliminated from schools and his mantra.

September 21, 2014 5:20 a.m.

Viewpoints Segment #2 – The Curious Case of the Sherlock Holmes Copyright Duration: 0:10:18 minutes

Host: Marty Peterson. Guests: Ed Fitzelle, Portal editor for Everything Sherlock Holmes.com (www.everythingsherlockholmes.com); Edward Lee, Professor of Law, IIT Chicago-Kent College of Law, Dir. of the Intellectual Property Program (www.kentlaw.edu). This summer, a case came to the U.S. Seventh Circuit Court of Appeals involving the use of the characters of Sherlock Holmes and Dr. Watson in new works. The case was unusual in that the bulk of Sir Arthur Conan Doyle's stories of the great detective were in the public domain – but some weren't. The question was, if there are still some stories that are copyrighted, does that keep the characters copyrighted also? We talk to a Holmes aficionado and a copyright attorney about the case and its current resolution.

September 28, 2014 5:20 a.m.

Viewpoints Segment #2 – Making Conflict Work for You at Work

Duration: 0:10:58 minutes

Host: Marty Peterson. Guests: Peter T. Coleman, professor of psychology & education, Columbia Univ., co-author of "Making Conflict Work: Harnessing the Power of Disagreement," (www.makingconflictwork.com); Steven G. Blum, attorney, professional negotiator, author of "Negotiating Your Investments: Use proven negotiation methods to enrich your financial life," (www.negotiatingtruth.com).

Conflict in the workplace can cause hurt feelings, lower productivity, animosity and, sometimes, cause workers to leave. It can also spur creativity and help workers and their companies achieve higher goals. We talk to two conflict specialists about how conflict works, and how workers and employers can deal with it in a way that is beneficial for both.

Environment

July 20, 2014 5:20 a.m.

Viewpoints Segment #2- The Underwater Museum: Art that helps heal the oceans Duration: 0:10:47 minutes

Host: Marty Peterson. Guests: Jason deCaries Taylor, sculptor, author of "The Underwater Museum,"

Artists have always enjoyed having their paintings, sculptures and other works displayed in museums for the entire world to see and admire. But only one creates artwork that sinks to the bottom of the ocean – on purpose! We talk to a sculptor about his unusual statues that not only create beautiful art beneath the waves, but also provide a home for coral, lichen, and other sea creatures around the world.

July 20, 2014 5:20 a.m.

Viewpoints Segment #1– How Green Building and Agriculture Can Help the Environment

Duration: 0:11:12 minutes

Host: Gary Price. Guests: Courtney White, founder of the non-profit Quivira Coalition, author of the book, "Grass, Soil, Hope: A journey through carbon country,". David Gottfried, CEO of Regenerative Ventures, author of "Explosion Green,".

Carbon dioxide in the atmosphere has reached unhealthy levels, but how can we lower it and keep it from increasing in the future? Our two guests discuss how agricultural practices and green building can help decrease the carbon already present, as well as prevent an overabundance of CO2 and other unhealthy gasses from reaching our atmosphere in the years to come.

July 20, 2014 6:55 a.m.

The Platform – Fukushima Radiation and our Oceans

Duration: 0:23:48 minutes

Dr. Carl Robertson and Jhoane Robertson are educators and clinical and formulary herbologists, in this interview they talk about the findings of West Coast Scientists who say they radiation from the 2011 Fukushian Power Plant disaster has reached the coast, and is being spread to our food, rain and water supply. Carl and Jhoane discuss the effects we will see because of this and how we can help prevent a disaster like this from happening again.

August 3, 2014 5:20 a.m.

Viewpoints Segment #1 – Monster Fish: Hunting the biggest, baddest freshwater fish

Duration: 0:12:20 minutes

Host: Marty Peterson. Guests: Dr. Zeb Hogan, biologist, Assistant Research Prof. Univ. of Nevada-Reno, host of National Geographic Wild's show, "Monster Fish,"

Sport fishing is usually a relaxing form of recreation. You sit in a boat or on the pier and cast your line into the water, hoping to catch something on the end of your hook. But for our guest and his crew, fishing is anything BUT relaxing. We'll talk to a scientist who travels the world looking for the biggest and most unusual freshwater fish to study and tag, and learn about why these fish are an important part of the food chain.

August 17, 2014 6:55 a.m. The Platform – Shark Week Duration: 0:25:55 minutes

We welcome back Miss. Sarah Brenes who we had on the program when she was 10 – she is still fighting the fight for Shark awareness and re-joins us during shark week to talk about our oceans and why sharks are a key part of our ecosystem.

August 24, 2014 5:20 a.m.

Viewpoints Segment #2 – Cheetahs: Saving a unique animal and helping farmers in Africa

Duration: 0:11:30 minutes

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".

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.

August 31, 2014 5:20 a.m.

Viewpoints Segment #2 – Big, Bad, Botany: Amazing common and exotic plants Duration: 0:10:35 minutes

Host: Marty Peterson. Guest: Michael Largo, author of "The Big, Bad Book of Botany,"

Plants are amazing! They've survived through the millennia and are found in the depths of the ocean and on the tops of mountains, evolving to avoid predators, flood, drought and extreme temperatures. We talk to a man who studied a wide assortment of plants about their history, folklore, and their ingenious ways of surviving in a hostile world.

August 31, 2014 6:55 a.m. The Platform – Wildfires Duration: 0:22:36 minutes

So far more than 68,000 wildfires have burned this year – about 5.5 million acres of land and so we invited Simar Singh to discuss the ingredients that lead to raging wildfires, how wildfires are detect and reported and the health effect of smoke inhalation.

PUBLIC SERVICE ANNOUNCMENTS:

Ad Council 10 recorded announcements Adoption - *Hero* 07/01-09/30

Ad Council 12 recorded announcements Animals – *Dog Toys* 07/01-09/30

Ad CouncilBlood Saves – *Hog Commandos*13 recorded announcements
07/01-09/30

Ad Council 15 recorded announcements Music – Education 07/01-09/30

Ad Council12 recorded announcementsEducation - Football07/01-09/30

Ad Council 2 recorded announcements Environment – *Discover the Forest* 08/10-08/10

Ad Council15 recorded announcementsFather involvement – Ballgame07/01-09/30

Ad Council12 recorded announcementsFinancial Literacy – General07/01-09/30

Ad Council13 recorded announcementsParenthood – Latch System07/01-09/30

Ad Council16 recorded announcementsParenthood – Time Machine07/01-09/30

Cox Media Miami5 recorded announcementsBaptist Health PSA08/14-08/14

Cox Media Miami20 recorded announcementsCity Of N. Miami PD07/07-07/17

Cox Media Miami12 recorded announcementsFred Astaire09/22-09/30

Cox Media Miami20 recorded announcementsJamaica Ind. Gala07/14-07/26

Cox Media Miami 30 recorded announcements

07/21-07/25 David Deal Teen Expo 20 recorded announcements Cox Media Miami 08/27-09/05 CPR Day – Jackson Health 20 recorded announcements Cox Media Miami 09/08-09/26 SFHC Hispanic Heritage Florida Association of Broadcasters 45 recorded announcements Dept. Of Bus & Prof Regular 07/01-07/31 Florida Association of Broadcasters 90 recorded announcements Div. Of emergency Management 08/01-09/30 135 recorded announcements Florida Association of Broadcasters 07/01-09/30 Florida Army National Guard 45 recorded announcements Florida Association of Broadcasters Ounce Of Prevention Fund 09/02-09/30 135 recorded announcements Florida Association of Broadcasters Visit Florida 07/01-09/30 15 recorded announcements Miami Dade Parks & Rec National Parks & Rec. Month 07/01-07/06 20 recorded announcements SU₂C 08/27-09/05 Stand Up To Cancer