

WFEZ Community Issues and Programming



July 1, 2012 – September 30, 2012

**Gary Williams
Program Director
WFEZ-FM / Cox Radio Miami**

Index

WFEZ Community Issues and Programming

Description of Regular Public Affairs Programs

Viewpoints
The Platform

Community Issues Related Programming

Public Service Announcements

WFEZ COMMUNITY ISSUES AND PROGRAMMING

July 1, 2012 – September 30, 2012

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, 2012 – September 30, 2012.

- 1. Health**
- 2. Women**
- 3. Environment**
- 4. Community Events**
- 5. Consumer Affairs**

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.

COMMUNITY ISSUES RELATED PROGRAMMING

Health

July 29, 5:21 a.m.

Viewpoints Segment #2 – Cat Care During the Dog Days of Summer

Duration: 0:11:50 minutes

Host: Marty Peterson. Guests: Dr. Marty Becker, resident veterinarian on “The Dr. Oz Show,” contributor to “Good Morning America,” author of “Your Cat: The owner’s manual,”. Jackson Galaxy, cat behaviorist, host of Animal Planet’s “My Cat From Hell,” author of “Cat Daddy,”

Summer is winding down, and families are heading out to beaches, resorts and on camping trips and taking the family dog with them. But what about the family cat? Is it a good idea to take your feline family member with you? And how do cats fare, overall, during the summer at home or away? We talk to two cat experts about caring for your cat during the dog days of summer.

July 29, 5:50 a.m.

The Platform – Tourmaline and Energy Drinks

Duration: 0:25:11

Guest: *Gregg Stebben, Editor of Men’s Health Magazine*

Gregg Stebben, re-joins the program and we discuss the health hazards the youth face with energy drinks; including obesity and heart issues, plus new signs and symptoms that you could be at risk. He discusses recent findings and compares other forms of caffeine’s to energy drinks so you can find a healthier alternative.

August 19, 5:50 a.m.

The Platform – Low Birth Weight of Babies

Duration: 0:21:42

Guest: *Dr. Christopher Mohr, PhD RD CSSD*

Dr. Mohr comes on to discuss recent findings that women working in the 9th month of pregnancy could be at risk for a low birth weight babies (ABC News July 30th), he also address new research stating malnutrition and other factors can put your baby at risk.

August 26, 5:50 a.m.

The Platform – Technology and Medicine

Duration: 0:20:56

Guest: *Bill Henderson, Vice President of Brother International*

Brother International has developed a new technology that is merging with the medical field to make consultations with your doctor easier and more convenient. Bill talks about the benefits of video conferencing in the medical field and how it can make your life easier.

Women

July 1, 5:21 a.m.

Viewpoints Segment #2 – The Story Behind the Story of Superman

Duration: 0:10:19 minutes

Host: Marty Peterson. Guests: Larry Tye, NYTimes best-selling author of “Superman: The high-flying history of America’s most enduring hero,”

Superman is probably the most enduring of our iconic comic book heroes. But how did he come to be? We talk to an author who has written a “biography” of the Man of Steel through the life of his creators, the characters in the books, radio shows and tv, and the real-life hard times that Superman helped American endure through the years..

July 15, 5:50 a.m.

The Platform – Beating the Cost of Beauty

Duration: 0:23:10

Guest: *Vicki Southlander, Beauty Consultant*

Vicki Southlander re-joins the program to talk about ways we can cut down on some of the costs in the pampering department. She tackles age appropriate look for teens, how to smooth away cellulite and the products she swears by.

September 2, 5:21 a.m.

Viewpoints Segment #1 – Do Kids Really Need Algebra in High School?

Duration: 0:10:65 minutes

Host: Christopher Michael. Guests: David E. Drew, Platt Prof. of Education, Management and Mathematics, Claremont Graduate University, Claremont CA, author of “STEM the Tide: Reforming science, technology, engineering and math education in America,”; Andrew Hacker, Prof. of Political Science, Queens College, NYC, author of NYTimes Op-Ed, “Is Algebra Necessary?” 7/28/12 edition.

Many kids hate high school math, and it’s one of the major causes for kids doing poorly in school and possibly even dropping out. Is it the way math is taught that makes kids have so much trouble with it? Or do all high school students really need to take algebra, trigonometry and higher math in the first place? We talk to two educators who are at opposite ends of the spectrum on this issue, about how math is taught in schools, how it could be done better, and how a student benefits – or not – from learning algebra.

September 9, 5:21 a.m.

Viewpoints Segment #2 – Crosswords: Not Just for Grandma Anymore

Duration: 0:10:55 minutes

Host: Marty Peterson. Guests: Natan Last, crossword constructor, author of the book, "Word: 144 Crossword Puzzles That Prove It's Hip to Be Square,"

You see it everywhere: middle-aged people and seniors working crossword puzzles on the train, bus or in the coffee shop. Why don't younger people do crosswords? Where are the puzzle-solving Gen-Y'ers? We talk to a young puzzle constructor about how he's trying to change the look and feel of the old-fashioned crossword to make it more relevant to younger solvers. We also find out how he became the youngest person to ever create a Sunday crossword for the New York Times.

September 23, 5:21 a.m.

Viewpoints Segment #1 – School Integration: Helping kids fit in

Duration: 0:11:54 minutes

Host: Christopher Michael. Guests: Prudence L. Carter, Assoc. Professor of Education and Sociology, Stanford University, author of "Stubborn Roots: Race, culture and inequality in U.S. and South African Schools"

When we think of integration in our nation's schools, we usually think of urban minority children being bussed into suburban schools, or white suburban kids attending mostly minority inner city schools. While mixing kids of different races, ethnicities and economic levels in the same school is a good thing, it's not enough. We talk to an educator and researcher about why it's also important to ensure that every child not only has access to good teachers, resources and a safe school, but opportunities in that school that aren't separated by the boundaries of race, economic standing or culture.

September 23, 5:50 a.m.

The Platform – Child Safety Month

Duration: 0:26:54

Guest: Christie Napurano, Author of The Untold Story of Princess Doe

Christine talks about the astounding facts of missing children in the United States, she discuss how she strives to shed light on these issues and talks about her book *The Untold Story of Princess Doe*.

September 30, 5:21 a.m.

Viewpoints Segment #1 – Mass Incarceration: The effects on family and community

Duration: 0:11:11 minutes

Host: Christopher Michael. Guests: Ernest Drucker, Scholar in Residence, John Jay college of Criminal Justice, Prof. of Epidemiology, Columbia University, NYC, author of "A Plague of Prisons,"; Joan Blount, former parenting educator in the Healthier Urban Families Outreach program, Wayne State Univ., Detroit

Millions of Americans are incarcerated in jail or prison on any given day – many of them for non-violent crimes. Because of our tough “law and order” stance against crime in the U.S., a great number of these inmates will be behind bars for five years, 10 years, maybe even life. Is this a good strategy? We talk to two prison educators about how long incarcerations of non-violent criminals such as drug users, hurts families and communities, and find out how prisons, non-profits and communities can help rehabilitate and return inmates to their families to live productive lives.

Environment

July 8, 5:50 a.m.

The Platform – Recycling and Going Greener

Duration: 0:22:10

Guest: Jean Marie Massa, Gayle Love and Frank Caladron Waste Management of Miami-Dade

The waste management department for Miami-Dade is expanding their recycling program. They explain why, how you can become a super recycler, and useful tips for going green and saving money.

July 22, 5:21 a.m.

Viewpoints Segment #2 – Wind Power: Creating Energy & Jobs

Duration: 0:09:54 minutes

Host: Marty Peterson. Guests: Philip Warburg, author of “Harvest the Wind: America’s journey to jobs, energy independence and climate stability,”

The U.S. has a goal of generating 20% of our nation’s power through wind energy by the year 2030. The giant turbines on wind farms around the country won’t just generate electricity – they also create thousands of jobs in wind technology, manufacturing, education, transportation and more. Our guest discusses how the industry has evolved during the past 40 years, and how it’s learned from early mistakes to build, site and maintain wind farms that are safer for wildlife and less annoying to humans.

August 12, 5:50 a.m.

The Platform – Water Conservation

Duration: 0:22:10

Guest: Jennifer Jurado, Director of Natural Resources and Environmental Protection Miami-Dade

Jennifer comes on to talk about water shortages and conservation. She informs us what classifies as a shortage, how we can conserve water and the rules and regulations surrounding water usage in our areas. She also gives us tips on how to save water and money.

September 9, 5:21 a.m.
Viewpoints Segment #1 – Green Building: Hidden Treasures from Demolitions
Duration: 0:10:55 minutes
Host: Christopher Michael. Guests: Anne Nicklin, Exec. Dir. Building Materials Reuse Association ; Jay Chaikin, treasure hunter, star of National Geographic Channel's "Abandoned," Wednesday evenings at 9 pm eastern time

Since the foreclosure crisis began, many buildings – commercial, religious and residential – became victims of the wrecking ball. These days, though, there's a movement to not demolish and bury old buildings but "dismantle" them and reuse many of the materials. Many of those structures are very old, and hold secrets and treasures that a careful salvager can find. We talk to a building materials reuse expert and a demolition treasure hunter about how they work, the excitement and dangers of their jobs, and what the reuse of materials means to the environment.

Community Events

July 22, 5:50 a.m.
The Platform – Delou Africa
Duration: 0:22:18
Guest: Deron Linyear, Director of Delou Africa

Deron and the organization he is a part of, Delou Africa, strive to teach African traditions to our youth. He discusses the meaning of dance and music and talks about their 3rd annual African Diaspora and Drum Festival of Florida.

September 16, 5:50 a.m.
The Platform – United Way of Broward
Duration: 0:24:26
Guest: Katelyn Tolzien, Director United Way of Broward

The United Way of Broward is a volunteer organization that teaches the importance of lending a hand in your community. Katelyn talks about the organization and Rock United, an event the Youth Group has organized.

Consumer Affairs

July 1, 5:21 a.m.
Viewpoints Segment #1 – Facebook Depression & Technology Overload
Duration: 0:12:18 minutes

Host: Christopher Michael. Guests: Daniel Sieberg, technology journalist, author of "The Digital Diet: The 4-step plan to break your tech addiction and regain balance in your life," ; Amy Wood, psychologist in private practice in Portland, ME, author of the book, "Life Your Way, Jason Ohler, Prof. Emeritus, University of Alaska; teaches media psychology at Fielding Univ., author of "Digital Community, Digital Citizen,"

Some people go on social media, and think, "everybody's got a good life except me" and they become chronically depressed. Other people can't shut down technology at all...not even to get a good night's sleep or carry on a dinner conversation. We talk to three experts about "facebook depression" and the obsession with texting and using technology almost non-stop to find out why it happens and what can be done to alleviate it.

July 1, 5:50 a.m.

The Platform – Firework Safety

Duration: 0:20:54

Guest: *Selina Gibson, Public Relations for The American Red Cross*

Selina re-joins us to talk about the importance of firework safety. She gives us tips and helpful information on what to do if an emergency does happen. Plus she shares with us the guidelines for youth and fireworks.

July 8, 5:21 a.m.

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

Duration: 0:10:01 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; Alexander Pollatsek, Prof. Emeritus, in the Dept. of Psychology, University of Massachusetts, Amherst.

As the elderly population continues to grow in the US, so do the number of older drivers. No matter how healthy and mentally sharp a person is, 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.

July 8, 5:21 a.m.

Viewpoints Segment #2 – Politics & Comedy: Can comedians affect policy & elections?

Duration: 0:12:38 minutes

Host: Marty Peterson. Guests: Robert Thompson, Prof of Television and Popular Culture, Syracuse University, NY ; Sophia McClennen, Prof. Penn State University, author of the book, "Colbert's America: Satire and Democracy,"

Late night and cable comedy shows raise skewering politicians to a fine art. But do all of their jokes, skits and parodies have any effect at all on the outcome of elections? And do their antics sometimes go too far? We talk to two popular culture professors about comedy and politics and how some of today's innovative funnymen are making the electorate think in new and interesting ways

July 15, 5:21 a.m.

Viewpoints Segment #1 – Stirring Speeches: What makes them memorable?

Duration: 0:13:11 minutes

Host: Christopher Michael. Guests: Thurston Clarke, author of "Ask Not: The inauguration of John F. Kennedy and the speech that changed America,"; Curt Smith, former speechwriter for George H.W. Bush, Sr. Lecturer at University of Rochester; Martin J. Medhurst, Distinguished Prof. of Rhetoric & Communication, Baylor University.

It's been more than 50 years since President John F. Kennedy delivered his famous "Ask Not..." inauguration speech, and it's still one of the most memorable and inspiring speeches in American history. But why? What makes a speech memorable and moving? And who are the masters of writing and speaking that gave us the rich archive of famous speeches? We talk to three men who have studied and written speeches to find out the secrets of good public speaking and writing for the ages.

July 15, 5:21 a.m.

Viewpoints Segment #2 – The Commons: Why we need to keep them that way

Duration: 0:09:11 minutes

Host: Marty Peterson. Guests: Jay Walljasper, author of "All That We Share: A field guide to the commons."

So many cities and states are in deep financial difficulty that they're privatizing some of their basic public services just to pay the bills. At the same time, citizens are trying to clean up their towns and help each other out by reclaiming abandoned land and using it for community gardens, playgrounds and open markets. We talk to a writer and speaker about the concept of "the commons" and how municipalities and citizens are often at odds about who owns them, how they should be administered, and if privatization is always a good idea.

July 22, 5:21 a.m.

Viewpoints Segment #1 – Teaching History and Civics More Effectively

Duration: 0:12:39 minutes

Host: Christopher Michael. Guests: Meira Levinson, Assoc. Prof. of Education at the Harvard Graduate School of Education, author of the book, "No Citizen Left Behind," Kenneth Davis, author of the "Don't Know Much About..." series of books, including "Don't Know Much About History,"

Math and science curricula seem to get the most attention from politicians and the media, while history and civics come in a distant second in importance these days. Our guests say this is shortchanging students – and ultimately society – in the long term,

since good citizens need knowledge of the history of their country, to know the people who made a difference, and a good understanding of how our government and political systems work.

July 29, 5:21 a.m.

Viewpoints Segment #1 – The Geography of Jobs: Where they are and why

Duration: 0:10:35 minutes

Host: Christopher Michael. Guests: Enrico Moretti, Prof. of Economics at Univ. of California, Berkeley, author of "The New Geography of Jobs"; Bill Tate, Pres. HR Plus Inc.

What makes a city a job magnet? Why is it that some cities aren't feeling the pinch of the economic downturn? We talk to two specialists about the "geography" of jobs, what kinds of cities attract successful companies and people, and how the employment of highly skilled and educated people can spread to those in trades and other industries.

August 5, 5:21 a.m.

Viewpoints Segment #1 – Making a Mark: How branding helps businesses succeed

Duration: 0:10:57 minutes

Host: Christopher Michael. Guests: Jaynie Smith, CEO of Smart Advantage, Inc, author of "Relevant Selling," ; Catherine Kaputa, President Of SelfBrand LLC, author of "Breakthrough Branding,"

Every company, from small entrepreneurs to the Fortune 500, is looking for an edge in the marketplace. But what's the best way to proceed? We talk to two business experts about how important "branding" is in bringing in business; mistakes that small business owners make, and how the right kind of customer research can really pay dividends.

August 5, 5:21 a.m.

Viewpoints Segment #2 – Gino Bartli: Champion cyclist and hero of World War II

Duration: 0:11:43 minutes

Host: Marty Peterson. Guests: Aili McConnon, co-author of "Road to Valor: A true story of World War II Italy, the Nazis, and the cyclist who inspired a nation,"

There are many heroes of World War II whose names are well known and revered: Generals Patton and MacArthur, Audie Murphy, Oskar Schindler to name just a few. There are also many in the Resistance Movement who worked in obscurity – and preferred it that way. We'll hear the story of Gino Bartali, a man who was famous throughout Europe, but whose war heroics were virtually unknown until now.

August 5, 5:50 a.m.

The Platform – Summers and Pets

Duration: 0:27:02

Guest: *Dr. Larry Dee, Alternate delegate for Florida to the AVMA*

News reports (CBS July 20^h) that people are leaving pets in cars and causing very big issues for their furry friends. Larry Dee comes on to discuss this topic as well as tips for how to prepare your animals for hurricanes, excessive heat and signs of a possible heat issues with your pets.

August 12, 5:21 a.m.

Viewpoints Segment #1 – Civil Suits: Can we make them move faster through the courts?

Duration: 0:11:02 minutes

Host: Christopher Michael. Guests: Anthony V. Curto, partner in the law firm of Forchelli, Curto, Deegan, Uniondale, NY, author of the book, "The Time for Justice: How the excesses of time have broken our civil justice system, Joan Steinman, Distinguished Professor of Law, IIT Chicago-Kent College of Law

Often it takes years to resolve civil law suits in American courts. This can cost thousands of dollars in legal fees to both parties, not to mention that witnesses can forget details of the case, move away or even die. Can we move these cases through the courts a little faster? We talk to two legal experts about some of the ways in which civil suits might be expedited through the court system while preserving justice for all the parties.

August 12, 5:21 a.m.

Viewpoints Segment #2 – The Complex Relationship Between Athletes and Coaches

Duration: 0:11:42 minutes

Host: Marty Peterson. Guests: Dr. Frank Smoll, Prof. of Psychology specializing in sports, University of Washington, Seattle, author of the book, "Parenting Young Athletes: Developing champions in sports and life,"; Tom Limbert, author of "Dad's Playbook: Wisdom for fathers from the greatest coaches of all time,"

The Jerry Sandusky child abuse case and the sanctions against Penn State have brought the relationship between coaches and athletes to the forefront. It also brings up the issue of the culture of sports in our country. We talk to a psychologist who specializes in sports and an author who draws parenting lessons and inspiration from great coaches about how coaches can use sports competition to make young people better athletes and citizens. We also discuss how parents and schools can help prevent abuse to young people in their athletic programs.

August 19, 5:21 a.m.

Viewpoints Segment #1 – Customer Service: Making it work

Duration: 0:11:41 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 delight your customers, colleagues and everyone else you meet," 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.

August 19, 5:21 a.m.

Viewpoints Segment #2 – Cell Phone Cameras: You'd be surprised at what they can do!

Duration: 0:11:00 minutes

Host: Marty Peterson. Guests: Adam Bronkhorst, professional photographer, author of "Snapp Shots: How to take great pictures with smartphones and apps,"

Almost everyone has a cell phone these days, and most of these phones are outfitted with cameras. Maybe you think that all a cell phone camera is good for is taking pictures at the bachelor party or to snap evidence of your fender bender. Our guest says there are so many more creative and beautiful pictures you can take with your cell phone camera if you just learn a few basic skills and download a few fun and helpful apps.

August 26, 5:21 a.m.

Viewpoints Segment #1 – Insanity Defense: What it is and when it's used

Duration: 0:13:11 minutes

Host: Christopher Michael. Guests: Dr. Park Dietz, forensic psychiatrist, head of the consulting firm, Park Dietz & Associates, Inc., Newport Beach, CA; Richard Kling, criminal defense attorney, Clinical Professor of Law, Chicago-Kent College of Law at IIT.

Various shootings in the past few years have brought to the public's attention the use of the insanity defense. Although we've all heard about it from TV and movies, it's not as cut and dried as it's depicted in the media. We talk to a forensic psychiatrist and a criminal defense attorney about the defense, what it is, and when and why it's used for criminal defendants.

August 26, 5:21 a.m.

Viewpoints Segment #2 – Stalin's Purges: A story of hardship, death and forgiveness

Duration: 0:09:27 minutes

Host: Marty Peterson. Guests: Ruta Sepetys, author of "Between Shades of Gray,"

Back in the 1930s and 1940s, great purges of Latvians, Lithuanians and Estonians were taking place at the hands of the Nazis and then the Soviets. Tens of millions of people were killed in concentration camps or died on their way to the gulags of Siberia. Still, many survived horrific conditions for years, but did not come forward to tell their stories. We talk to a novelist who decided the world needed to know more about these brave

Baltic people, how they withstood torture and abuse, but also learned to forgive in the process.

September 2, 5:21 a.m.

Viewpoints Segment #2 – The Aleppo Codex: The history and mystery of an ancient Bible

Duration: 0:11:43 minutes

Host: Marty Peterson. Guests: Matti Friedman, author of "The Aleppo Codex: A true story of obsession, faith and the pursuit of an ancient Bible,"

More than half a century ago, an ancient Bible disappeared from the Syrian city of Aleppo, never to be seen whole again. The facts surrounding its disappearance and reappearance in Israel and other parts of the world are the subject of a lengthy investigation, a court trial and a dip into the black market of antiquities for our guest, a journalist who wanted to get to the bottom of the mystery of the Aleppo Codex.

September 9, 5:50 a.m.

The Platform – Death of Libraries

Duration: 0:26:17

Guest: *Victoria Glaan, Public Affairs for Miami-Dade*

Victoria Glaan talks about how libraries have updated with the times. She discusses the merge with technology and books, the programs they have to help get younger children into reading and about LEAD.

September 16, 5:21 a.m.

Viewpoints Segment #1 – Lobbyists: Who they are, what they do

Duration: 0:10:59 minutes

Host: Christopher Michael. Guests: Alex Bronstein-Moffly, Analyst with First Street Research Group, the political intelligence arm of CQ Press

Everyone's heard about lobbyists in Washington, D.C. But do many people know who they are and what they do? We talk to an expert on lobbyists and how they work in the halls of Congress as well as the statehouses around the nation. We discuss how they raise money during the election cycle, what the rules are surrounding their trade, who becomes a lobbyist and just how much influence they have over legislators, agency heads and The White House.

September 16, 5:21 a.m.

Viewpoints Segment #2 – Graphic Novels: Rising again in popularity

Duration: 0:11:39 minutes

Host: Marty Peterson. Guests: Bradley Ricca, Sages Fellow at Case Western Reserve University, Cleveland, OH; Dave Dorman, artist for graphic novels, movie productions and books; Jeffrey Brown, author and artist of comics and graphic novels, his latest is titled, "Darth Vader and Son,"

Graphic novels are gaining in popularity with young and older Americans. In the past these books and their authors and artists were considered lesser lights in the literary world, somewhere between dime novels and comic books. Our guests tell us, though, that graphic novels are on the rise – both in number and prestige – thanks to their international appeal, the readers who embrace them, and a creative crop of writers, artists and publishers who are producing graphic novels that appeal to a wide range of the public.

September 23, 5:21 a.m.

Viewpoints Segment #2 – Campaigns and Social Media

Duration: 0:10:49 minutes

Host: Marty Peterson. Guests: Richard Fox, Prof. of Political Science, Loyola Marymount University, Los Angeles; Zach Hoffman, founder and CEO of Exults, Inc., an internet marketing agency

This year, both Democrats and Republicans are using the Internet and social media to bring their campaign messages to the public. But is it worth it? What are the pros and cons? We talk to two social media specialists about how a campaign uses Twitter, Facebook, YouTube and the internet to ask for donations, votes and volunteers; how the internet has changed the way some candidates campaign; how the internet has helped and hindered political messages; and if using the web really brings in more votes.

September 30, 5:50 a.m.

The Platform – Animal Services

Duration: 0:27:40

Guest: Louis Mandosa and Micheal Leava, Directors of the Animal Services department of Miami-Dade

Louis and Micheal talk about animal cruelty and how to identify and prevent it. They also discuss the services offered by the Animal services Department and how you can adopt, donate and volunteer for animal services.

September 30, 5:21 a.m.

Viewpoints Segment #2 – Negative Political Ads: Do they help candidates?

Duration: 0:11:26 minutes

Host: Marty Peterson. Guests: Stephen Farnsworth, Prof. of Political Science, University of Mary Washington, Fredericksburg, VA; Sean Meshorer, author of "The Bliss Experiment,"

Millions of dollars are being spent on negative campaign ads this election cycle, as candidates and their supporters try to tear down their opponents while they build themselves up. Do these ads work? If so, why? Are they good for the country or American politics in general? We discuss these issues and find out how negative ads affect not only the elections but also the political activity long after the elections are decided

PUBLIC SERVICE ANNOUNCEMENTS:

Ad Council <i>Adoption-Hero</i>	397 recorded announcements 07/01-09/30
Ad Council <i>Blood Saves-Asteroid-E</i>	388 recorded announcements 07/01-09/30
Ad Council <i>Community Engagement-Hog Commandos</i>	381 recorded announcements 04/01-09/30
Ad Council <i>Education-Music</i>	383 recorded announcements 07/01-09/30
Ad Council <i>Education-Football</i>	387 recorded announcements 07/01-09/30
Ad Council <i>Education-Time Machine</i>	378 recorded announcements 07/01-09/30
Ad Council <i>Financial Literacy-General</i>	386 recorded announcements 07/01-09/30
Ad Council <i>Latch System-Bibbidi</i>	386 recorded announcements 07/01-09/30
Ad Council <i>Parenthood-Ballgame</i>	383 recorded announcements 07/01-09/30
Ad Council <i>Parenthood-Dog Toys</i>	375 recorded announcements 07/01-09/30
Florida Association of Broadcasters Department of Emergency	81 recorded announcements 07/01-09/30
Florida Association of Broadcasters Division of Emergency	44 recorded announcements 07/01-09/30
Florida Association of Broadcasters Florida Army National Guard	123 recorded announcements 07/01-09/30
Florida Association of Broadcasters Visit Florida	125 recorded announcements 07/01-09/30
WFEZ	4 recorded announcements

Homeless Voice

07/02-07/03

WFEZ

Miami Children's Hospital

143 recorded announcements

08/10-09/26

WFEZ

Parkinson Walk

104 recorded announcements

08/24-09/26

WFEZ

Tunnel to Tower

44 recorded announcements

08/11-09/10

WFEZ

Young at Heart Expo

33 recorded announcements

09/10-09/30