

WFEZ Community Issues and Programming

Licensee, Cox Radio, LLC.



January 1, 2024 – March 31, 2024

**Ellen Jaffe
Community Affairs Host
WFEZ-FM / Cox Radio Miami**

WFEZ COMMUNITY ISSUES AND PROGRAMMING

January 1, 2024 – March 31, 2024

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, 2024 – March 31, 2024.

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 looks at issues in the news and in our lives.

Easy's Community Focus (30 minutes total, segments of varying length)

Sundays, 6:50 a.m.

A locally originated program addressing issues of concern to South Florida residents. Produced by WFEZ Community Affairs Host, Ellen Jaffe. Some segments produced by Community Affairs Correspondent, Jeff Martin.

Public Service Announcements / Community ID's

Locally produced, :30 in length, air in various hours daily.

Promos:

Locally produced, :30 in length, air between 12am and 6am

Following are the issues given significant treatment in programming:

- *Community Outreach / Events (COE)*
- *Crime and Violence (CRI)*
- *Diversity / Race Relations (DIV)*
- *Economy / Jobs (ECO)*
- *Education (EDU)*
- *Environment & Animal Welfare (ENV)*
- *Health (HEA)*
- *Human Services (HUS)*
- *Underserved Populations (USP)*

COMMUNITY OUTREACH / EVENTS

Programs:

Easy's Community Focus

January 7, 2024 – MLK Parade & Festivities – 30:05

Guests: Lady Jenkins, President Parade Committee; Dr. Candace Haynes, Media & Community Relations

In its 47th year, the 2024 MLK Parade & Festivities carries the theme, "Transforming the Dream". The event brings the entire community together on January 15th.

<http://www.mlkparadeandfestivities.org>

PSA'S

3/27 – 3/29 6x – T5 Foundation – Easter Eggstravaganza

PROMOS:

1 /02 – 3/31 35x – Easy's Community Focus – Listen On Demand

CRIME & VIOLENCE

Programs:

Easy's Community Focus

February 4, 2024 – Women in Distress – 30:24

Guest: Emily Janas, Education and Prevention Manager

February is Teen Dating Violence Awareness Month. Janas looks at teen relationships, abuse, and healthy behaviors. Women in Distress has a downloadable ToolKit with guidance on increasing awareness of Teen Dating Violence.

<http://www.womenindistress.org>

Viewpoints

March 10, 2024, Segment 2: Fighting For Your Life In Front of a Prison Parole Board: The Road to Rehabilitation – 8:25

Guests: Ben Austen, Journalist, Author of "*Correction, Parole, Prison, and the Possibility of Change*"

Parole from prison is one of the key aspects of the criminal justice system. The program incentivizes good behavior, promotes rehabilitation and a successful reintegration into society. But as rates of parole have plummeted in recent years in the U.S., experts are raising doubts about the subjective nature of the process and if prisoners have the adequate tools and resources to get parole.

<https://creativewriting.uchicago.edu/people/ben-austen>

March 17, 2024, Segment 3: What's Happening in Haiti? – 1:57

Host: Ebony McMorris

Close to 4,000 prisoners escaped from two of the biggest jails in Haiti after local gangs unleashed a massive jailbreak. We cover the unfolding chaos in the capital city and why the future looks uncertain for this Caribbean country.

PSA's:

1/01/24

4x – AAA Tow to Go – No Drunk Driving / Tow to Go Service

DIVERSITY / RACE RELATIONS

Programs:

Easy's Community Focus

January 21, 2024 – Segment 1 – 'Origin' Movie – 11:20

Guest: Actress, Aunjenu Ellis-Taylor

Ellis-Taylor talks about her role as Pulitzer Prize-Winning journalist, Isabel Wilkerson, in the film "Origin," based on Wilkerson's book "Caste: The Origins of Our Discontent." The book details Wilkerson's experiences during the researching and writing of the book, which compares racism in America with caste systems in India, and genocide during World War II.

<http://www.originfilm.com/synopsis>

January 21, 2024 – Segment 2 – Unity in the Community of Pompano Beach – 19:41

Guest: Carolyn Mann, Scholarship Chair

Mann talks about the annual free Family Fun Day designed to bring the entire community together to meet first responders and create a sense of community to lower the crime rate. The event features a live auction which generates funds for college scholarships awarded each year to local high school seniors.

<http://www.uicpompano.org>

Viewpoints

January 14, 2024, Segment 1: A Pioneer in Paving Greater Diversity in Sci-Fi – 7:21

Guest: Gerry Canavan, professor at Marquette University and author, Octavia E. Butler (Modern Masters of Science Fiction)

For decades, science fiction was a genre written almost exclusively by white males. Now, the genre is flourishing with diverse voices, thanks in part to the trailblazing writer Octavia E. Butler. Historian Gerry Canavan discusses the obstacles Butler faced and her legacy on one of the most popular genres in American literature.

<https://www.press.uillinois.edu/books/catalog/34ghf4me9780252040665.html>

January 21, 2024, Segment 3: Why Did it Take Decades to Make Martin Luther King Jr. Day a Holiday – 1:26

Host: Ebony McMorris

We highlight the decades-long political fight to pass state and federal legislation that officially made the third Monday of January Dr. Martin Luther King Jr. Day.

February 18, 2024, Segment 1: Celebrating Black History Month: The Daredevil Stunt Pilot You've Never Heard Of – 8:46

Guest: Tanya Hart, Flying Free Films, host & producer, Hollywood Live with Tanya Hart

Most Americans are well acquainted with the story of Amelia Earhart, but few have heard the name, Bessie Coleman. This fearless legend earned her pilot's license two years before Earhart became certified. This week, as we commemorate Black History Month, we cover the story of Coleman and the countless barriers she faced as an African American woman in the early 1900's set on making a name for herself in performance stunt flying.

<https://www.instagram.com/tanyahollywood/>

March 3, 2024, Segment 2: The Rise of Soul Music: Stax, Motown & the Genre Today – 8:09

Guest: *Mark Anthony Neal, James B. Duke Distinguished Professor, African American Studies, Duke University; Isaac Daniel Executive Director, Stax Music Academy*

Marvin Gaye, Stevie Wonder, Aretha Franklin. These are just some of the iconic soul artists that shaped the genre. We speak with two experts about the cultural relevance of soul music today and how current artists and organizations are carrying on the legacy of this music.

<https://timeline.carnegiehall.org/genres/soul>

PSA'S:

1/09 – 1/12 6x – MLK Parade & Festivities – Liberty City Parade
3/01 – 3/31 93x – Women's History Month – Tribute Vignettes

ECONOMY / JOBS

Programs:

Easy's Community Focus

February 25, 2024 – Segment 1 – Kiwanis of Little Havana Foundation – 16:05

Guest: Pablo Lau, President / CEO

Lau talks about the extensive community support provided by the Kiwanis Club of Little Havana Foundation. Carnival Miami is the club's major fundraising period, providing the goods and supplies they donate later in the year. Carnival on the Mile is one of half a dozen events that comprise Carnival Miami. WFLC will be onsite at the event.

<http://www.carnavalmiami.com>

February 25, 2024 – Segment 2 – JobNewsUSA – 15:50

Guest: Tiffany Price, General Manager

Leading up to the first Fort Lauderdale Job fair on February 28th, Tiffany Price explains why job fairs are more beneficial to jobseekers than applying to jobs strictly online. She offers guidance for attendees seeking job interviews to make the best impression on potential employers.

<http://www.jobnewsusa.com>

March 31, 2024 – Tamarac / North Lauderdale Chamber of Commerce – 8:52

Guest: Peter James, President

The Tamarac / North Lauderdale Chamber of Commerce is holding their annual RISE Health & Wealth Small Business Expo on April 18th. The Chamber is working to support businesses in the community through networking and outreach. Mason discusses how many 'Mom & Pop' businesses have not fully recovered from the combination of the Covid Pandemic and the inflation that followed.

<http://www.tamarachchamber.org>

Viewpoints:

January 14, 2024, Segment 4: The Struggles of Streaming Giants – 2:22

Host: Evan Rook.

We talk about why most streaming platforms are struggling to make a profit at year's end.

January 21, 2024, Segment 1: The Rise of the Corporate Dispensary – 8:41

Guests: *Sarah Woodson, Executive Director, Founder, The Color of Cannabis; Aaron Smith, Co-Founder & CEO, The National Cannabis Industry Association*

Cannabis has grown to become a multi-billion-dollar industry in the U.S. But how much of this revenue is going to small businesses rather than large chains controlling every part of production? We discuss the current inequities and the failure to maintain a model that helps populations who have been disproportionately affected by the war on cannabis get a seat at the table.

<https://thecannabisindustry.org/board-members/aaron-smith/>

February 4, 2024, Segment 1: Why Divorce Rates Are Climbing Right Now & What to Know if You are Ever in This Situation – 7:48

Guest: *Jacqueline Newman, divorce attorney, managing partner, Berkman, Bottger, Newman & Schein*
For many divorce attorneys, the beginning of the year is typically peak season for obtaining new clients. After the holiday season is over, struggling couples reassess their marriage in the new year and then, if they choose to move forward, start the process of divorce in February. We speak with prominent New York City divorce attorney Jacqueline Newman about the biggest misconceptions people have when it comes to divorce and why everyone – single or married – should keep these tips in mind.
<https://www.berkbot.com/attorneys/>

February 11, 2024, Segment 1: You are Not Alone: Why the Average American Can No Longer Afford the Average Home - 7:25

Guests: *Daryl Fairweather, Chief Economist, Redfin; Freddie Smith, realtor, social media producer*
Just 15.5 percent of homes on the market last year were within budget for the average American. That is the lowest percent for housing affordability ever recorded in U.S. history, according to a new report from the real estate firm Redfin. We speak with two real estate and housing experts about the large-scale increase in housing prices and mortgage loans and if there is any relief in sight this year.
<https://www.instagram.com/fmsmith319/?hl=en>

PSA'S:

1 /02 – 1/08	14x – Neighborhood Housing Services of South Florida – Home Buyer Seminars
1/06 – 3/27	8x – Fl Assoc of Broadcasters – Fl Dept of Agriculture & Consumer Services 2401
1/07 – 3/28	8x – Fl Assoc of Broadcasters – Fl Dept of Agriculture & Consumer Services 2402
1/08 – 3/22	8x – Fl Assoc of Broadcasters – Fl Dept of Agriculture & Consumer Services 2403
1/10 – 3/20	8x – Fl Assoc of Broadcasters – Fl Dept of Agriculture & Consumer Services 2404
2/26 – 2/27	5x – JobNews USA – South Florida Job Fair
3/20 – 3/27	10x – Feeding South Florida – Outrun Hunger 5k

PROMOS:

1/2 - 1/21 –23x – Broward Partnership for the Homeless – Landlords needed for Affordable Housing

EDUCATION

Programs:

Easy's Community Focus

January 14, 2024 – Segment 2– City Year Miami – 10:11

Guest: Brad Meltzer, Board Member

In addition to supporting City Year Miami's educational efforts in Miami-Dade County, the best-selling author of the Children's Book Series, "Ordinary People Change the World," talks about the newest book in the series, "I Am Ruth Bader Ginsberg." Proceeds from the series' book sales go to City Year Miami to support programs in Miami-Dade public schools.

<http://www.cityyear.org/miami>

February 11, 2024 – Girl Scouts of Southeast Florida – 28:11

Guests: Ashley Ballard, Troop Leader; Mya Ballard, Girl Scout; Melinda Glasco, Director of Marketing

As Girl Scouts of Southeast Florida continues their annual Cookie Sale, Ashley & Mya Ballard talk about the positive impact being a Girl Scout has had on Mya. At only 11 years old, she has been a Scout for 6 years, and has developed self-confidence, has learned how to compromise with her Troop-mates, and is developing Sales, Marketing & Accounting skills. Glasco discusses the entrepreneurial skills that Girl Scouts learn. She also previews the upcoming 'Give a Box, Get a Box' Cookies for the Military event on February 16th, a benefit to send cookies to our Military Troops.

<http://www.gssef.org>

March 10, 2024 – Dade County Fair & Expo – 16:16

Guest: Eddie Cora, President

Cora discusses the history of the Fair & Expo, originally begun as an educational and agricultural development benefit. Those remain the two key goals of the Fair, although it is also known for the rides, entertainment, and food. This year's Fair dives holds special appeal for our multi-cultural community, with food vendors representing most of the varied cultures living in South Florida. Proceeds from the fair will provide educational scholarships for students in every public school in Miami-Dade County.

<http://www.fairexpo.com>

Viewpoints

January 7, 2024 – Segment 1: Are Humans Building Our End? The Debate Around Artificial Intelligence & Its Conscious State – 10:07

Guests: Susan Schneider, philosopher, director, Center for the Future Mind, Florida Atlantic University; Kristian Hammond, AI scientist, professor, director, Masters of Science Dept., Artificial Intelligence, Northwestern University

Would you consider complex, artificial intelligence systems like Open AI's, Chat GPT-4 or Google's newest release, Gemini, conscious minds? What exactly even constitutes as consciousness? We speak with two experts about this ongoing debate and what challenges lie ahead for these quickly evolving systems.

<https://www.nature.com/articles/d41586-023-04047-6>

January 21, 2024 – Segment 2: Why Are We Banning More Books Than Ever Before? - 9:23

Guests: *Jonathon Friedman, director, free expression & education programs, Pen America; Tia Bess, volunteer, Moms for Liberty*

Books have been taken off shelves since the colonial period, but, in recent years, more books than ever have been deemed unsuitable for young readers and are being removed from schools and local libraries. We cover the controversy by highlighting two differing perspectives on the debate

<https://www.ala.org/advocacy/bbooks>

January 28, 2024 – Segment 4: New Year, Same Challenges: Why the American Education System is at a Crossroads – 7:26

Guests: *Becky Pringle, president, National Education Association; Lori Cash, retired first grade teacher, Columbus, Ind.*

For years, the media has covered teacher burnout and how more and more teachers are resigning. Yet, despite this increased coverage, little has been done to improve pay, working conditions and autonomy on a large-scale for educators. Now, many schools across the country are reaching a breaking point and lower-than-average student scores are reflecting this systemic breakdown. We speak with two education experts about what needs to change and how listeners can get involved.

<https://www.nea.org/about-nea/leaders/president>

February 11, 2024 – Segment 2: Under the Radar Pt1: An Alternate Perspective on the Famed Space Shuttle Program – 9:25

Guest: *Matthew H. Hersch, associate professor, history of science, Harvard University, author, Dark Star: A New History of the Space Shuttle*

The space shuttle is seen as an engineering marvel and a symbol of human innovation, ingenuity, and collaboration. However, there is a darker side to the space shuttle program that has often been excluded from the mainstream narrative. This week, we uncover this story with the help of Harvard professor Matthew H. Hersch who is the author of *Dark Star: A New History of the Space Shuttle*.

<https://histsci.fas.harvard.edu/people/matthew-hersch>

February 18, 2024 – Segment 2: Under the Radar Pt2: A Love-Hate Relationship with America's Space Shuttle Program – 8:34

Guest: *Wayne Hale, former program manager, flight director, NASA Space Shuttle Program*

In total, the NASA space shuttle program had 135 missions. You cannot argue that the birth of this shuttle launched us into a new era of space exploration and innovation. But – what is not often mentioned are the controversies, setbacks, and disputes behind the scenes. Former NASA flight director and program manager Wayne Hale speaks candidly with us about the myths and facts of the NASA Space Shuttle Program.

<https://www.nasa.gov/people/n-wayne-hale/>

March 24, 2024 – Segment 1: 2/3 of Students Are Testing Below Proficiency In Reading: Why We are Failing the Next Generation – 8:50

Guest: *Natalie Wexler, education expert, author, The Knowledge Gap: The Hidden Cause of America's Broken Education System - And How to Fix It*

Millions of kids are not meeting current reading comprehension guidelines. With so many young people falling through the cracks, what is broken within the current curriculum? What is the best way to actually teach reading? Education expert Natalie Wexler joins us to share important insights on emerging research and what parents should know.

<https://www.amazon.com/Knowledge-Gap-Americas-education-system/dp/0735213550>

PSA's:

1/03 – 3/26	9x – Fl Assoc of Broadcasters – Florida A & M University - 2359
1/05 – 3/05	9x – Fl Assoc of Broadcasters – Florida A & M University – 2358
1/09 – 1/22	28x – Unity in the Community of South Florida – Family Day / Scholarships
2/03 – 2/07	10x – Girl Scouts of Southeast Florida – Cookie Sales
2/08 – 2/19	25x – FIU Chaplin School of Hospitality – South Beach Wine & Food Festival

PROMOS:

1/07 – 1/07	12x – Miami Dade County Public Library System – Adult Learning Classes
3/14 – 3/27	20x – Dade County Fair & Expo - Scholarships

ENVIRONMENT / ANIMAL WELFARE

Programs:

Easy's Community Focus

January 14, 2024, Segment 1 – Florida, Power & Light – 15:43

Guest: Bianca Soriano, Savings Expert

Soriano provides tips for keeping electric bills down, even in Winter. She discusses the multitude of appliances and electronics that draw power even when they are turned off, but are still plugged in. She also provides recommendations for weather-proofing homes and has information about tax-breaks and rebates available for installing certain energy-savings appliances.

<http://www.fpl.com/waystosave>

January 28, 2024 - Segment 1– Humane Society of Broward County – 19:53

Guest: Cherie Wachter, Vice President of Marketing

Cox Media Group Miami is the new radio sponsor for the VCA Walk for the Animals to benefit the Humane Society of Broward County. Wachter discusses the importance of the Walk as a major fundraiser for HSBC. As an individual non-profit, they receive no funding from the government, and are not associated with the National Humane Society, so they rely on the generosity of donors. In addition to caring for shelter pets until they are adopted, HSBC has educational programs for school children; therapy dog visits to hospitals, senior centers, veteran's organizations and more; and they provide stress-relief visits with puppies and kittens in offices. They also promote spaying, neutering, and microchipping in an effort to reduce the stray population.

<http://www.humanebroward.com>

March 10, 2024 – Miami-Dade County Division of Environmental Resources Management – 15:24

Guest: Lisa Spadafina, Director

Spadafina talks about the upcoming annual 'Baynanza' Biscayne Bay Shore Clean Up, and the importance of maintaining the Bay, both for environmental purposes and economic. The various uses of the Bay contribute Billions of dollars to Miami-Dade's annual economy. This year's Baynanza has expanded to include several inland sites targeted for clean up because of garbage that contributes to polluting Biscayne Bay. 33 sites total are designated for cleaning, covering the entire County. Spadafina expects more than 3,000 people to participate. Cox Media Group is the radio sponsor of Baynanza again this year.

<http://www.miamidade.gov/baynanza>

Viewpoints

January 14, 2024, Segment 2: The Secrets Learned From a Fifth-Generation Beekeeper – 10:15

Guest: Meredith May, author, *The Honey Bus: A Memoir of Loss, Courage, and a Girl Saved by Bees*

In Meredith May's book, she examines the parallels between the inner workings of beehives and our society, and how beekeeping taught her numerous life lessons as a child. She also discusses the threat to bees with commercialized beekeeping and what we can do to protect these insects that are vital to our ecosystem.

<https://phys.org/news/2024-01-bees-honey-reveals-clues-decades.html>

January 28, 2024, Segment 3: Thinking of Buying an Electric Car Soon? Keep This in Mind - 1:54

Host: Ebony McMorris

Frigid temperatures across the U.S. have been wreaking havoc for millions of drivers, especially electric car owners. We cover this unfolding crisis and how auto manufacturers are responding.

March 3, 2024, Segment 1: What Lies Ahead: A Climate Calamity For Developing Countries – 9:24

Guest: *Naveeda Khan, associate professor, chair, anthropology, Johns Hopkins University, author, In Quest of a Shared Planet: Negotiating Climate from the Global South*

2023 was the hottest year on record since global records began in 1850. We are also currently far from being on track to hit The Paris Climate Agreement – a landmark international treaty adopted in 2015 to reduce greenhouse gas emissions and limit global warming to below 2 degrees Celsius this century. We speak with anthropologist and climate policy expert Naveeda Khan about the U.N. Climate Change Conference that took place this year and how smaller, developing countries are stepping up and demanding change.

<https://anthropology.jhu.edu/directory/naveeda-khan/>

March 3, 2024, Segment 3: A Deadly Beach Death – and No, It Did not Happen in the Water - 1:30

Host: **Ebony McMorris**

We cover the unexpected death of a 7-year-old girl late last month at a beach in Fort Lauderdale. What all parents should know about this deadly phenomenon.

March 17, 2024, Segment 1: Why You Should Drop What You are Doing on April 8th & See This Rare Event – 9:03

Guest: *David Baron, former science correspondent, NPR, author, American Eclipse: A Nation's Epic Race to Catch the Shadow of the Moon and Win the Glory of the World*

On Monday, April 8, a total solar eclipse will hit a large diagonal stretch of the U.S. The next event of this magnitude is not set to happen again until 2044. We speak with eclipse expert and journalist David Baron about why a total solar eclipse is a can't-miss event worth the travel and traffic

<https://science.nasa.gov/eclipses/future-eclipses/eclipse-2024/>

March 24, 2024, Segment 2: American's Love-Hate Relationship With This Furry Animal – 8:34

Guest: *Erika Howsare, author, The Age of Deer, Trouble and Kinship with Our Wild Neighbors*

In the early 1900's, deer almost went extinct after they were over-hunted for their meat, hides and antlers. Today, most parts of the country have a very different problem. We speak with wildlife expert Erika Howsare about our long and tangled relationship with the white-tailed deer.

<https://deerassociation.com/>

March 24, 2024, Segment 3: Why Do We Suck At Recycling - 1:47

Host: **Ebony McMorris**

If we spend effort recycling items, it is logical to assume that most of these bottles, cartons and boxes will be recycled and reused. However, for plastic, this is rarely the case. We talk about the plastic crisis and why it is important to cut down on the plastic you use in your daily life.

PSA'S:

1/09 – 1/16	18x – Humane Society of Broward County – Walk for the Animals
1/27 – 2/02	28x – Humane society of Broward County – Walk for the Animals
3/09 – 3/17	9x – Miami-Dade County DERM – Baynanza Biscayne Bay Shore Cleanup
3/29 – 3/31	10x – Miami-Dade County DERM – Baynanza Biscayne Bay Shore Cleanup

PROMOS:

1/09 – 1/15	10x – Broward County Parks & Rec – Chip a Tree Xmas Tree Recycling
1/10 – 1/21	12x – Miami Dade County DERM – Xmas Tree Recycling
1/22 – 2/03	15x - Humane Society of Broward – Pet Adoptions
1/24 – 1/27	8x – Humane Society of Broward – Walk for the Animals
3/01 – 3/31	40x – Humane Society of Broward – Pet Adoptions
3/02 – 3/13	15x – Miami Dade County DERM – Baynanza Biscayne Bay Shore Cleanup
3/09 – 3/30	25x – Zoo Miami – Eggventure

HEALTH

Programs:

Easy's Community Focus

January 28, 2024, Segment 2 – Heart Month – 12:21

Guest: Marisol Sierra, former VP Development, American Heart Association, Southeast Florida Chapter

With National Heart Month in February, Sierra offers information about Heart Disease, still the #1 killer of men and women in the United States. She explains risk factors associated with Heart Disease, talks about symptoms to be alert for, and provides tips on how to lower one's risk of Heart Disease through behavioral changes, including a heart-healthy diet, exercise, and quitting smoking. Cox Media Group joins the mission on the first Friday of February for 'Wear Red Day' to bring awareness to Heart Disease.
<http://www.heart.org>

February 18, 2024, Segment 2 – Baptist Health Cardiology – 17:37

Guest: Dr. Harneet Walia, Sleep Expert/Cardiology, Baptist Health/Miami Cardiac & Vascular Institute

Dr. Walia discusses the correlation between risk factors for sleep disorders and risk factors for Heart Disease. While obesity and Diabetes are both contributing factors to both issues, irregular sleep alone can contribute to Heart Disease by diminishing the amount of time the body spends healing itself during sleep. Dr. Walia provides recommendations for 'sleep hygiene' for people who have difficulty falling asleep or staying asleep.
<http://www.baptisthealth.net>

March 17, 2024 – YMCA South Florida – 29:37

Guest: Colin Crilley, Vice President Marketing & Communications

As the Humane Society of Broward prepares for its annual Walk for the Animals in February, 2024, Wachter discusses the health benefits of pet ownership – both physical and emotional. She discusses the Walk for Animals as a way to start a walking program for the new year, as well as to enjoy time outdoors in the fresh air. The Walk is one of HSBC's largest fundraisers each year.
<http://www.walk4theanimals.com>

Viewpoints

February 4, 2024 – Segment 2: We All Experience Trauma: How to Best Work Through It – 9:21w

Guest: Dr. James S. Gordon, psychiatrist, clinical professor, Georgetown Medical School, author, Transformation: Discovering Wholeness and Healing After Trauma

Trauma comes in many shapes and forms – and nearly everyone experiences trauma at some point in their life. Viewpoints speaks with psychiatrist, Dr. James S. Gordon to better understand a person's reaction to trauma and the body's resilience in dealing with these stressful events and situations.
<https://www.samhsa.gov/find-help/disaster-distress-helpline/coping-tips>

February 18, 2024 – Segment 3: Heading to the Nail Salon Soon? Think Again – 1:52

Host: Ebony McMorris

A new study published in the scientific journal, Nature Communications, has found a potential link between gel nail treatments and skin cancer. We cover the latest research and how to advocate for your health when at the nail salon.

February 25, 2024, Segment 2: Performance Anxiety: How Do You Rise Above – 9:56

Guest: *Dr. Dana Sinclair, psychologist, author, Dialed In: Do Your Best When It Matters Most*

Before a big presentation or test or job interview, most of us struggle with different levels of anxiety, nerves, and self-doubt. Dr. Dana Sinclair has worked with Olympic athletes, A-list actors, and actresses, and even surgeons on how to overcome this performance anxiety and get back in control in a matter of minutes. We speak with her to learn how everyone can utilize these same strategies in their daily lives.

<https://www.instagram.com/drnanasinclair/?hl=en>

March 10, 2024 – Segment 1: Can You Juggle It All? NPR’s Mary Louise Kelly Opens Up About Her Struggles – 8:36

Guest: *Mary Louise Kelly, co-host, "All Things Considered", National Public Radio*

NPR journalist and co-host of "All Things Considered" Mary Louise Kelly joins us to share her story of balancing motherhood with a long-spanning, demanding career in journalism. She – like many mothers – has struggled to have it all and recounts the many tradeoffs over the years.

<https://www.instagram.com/marylouisekelly1>

March 24, 2024 – Segment 2: Expanding Into Aging: How To Overcome Fear of the Unknown – 9:03

Guest: *Caroline Paul, author, Tough Broad: From Boogie Boarding to Wing Walking – How Outdoor Adventure Improves Our Lives as We Age*

Why do we fear the process of getting older so much? We speak with author Caroline Paul about gaining a new perspective on aging – one that embraces adventure, new relationships and keeps us curious and growing as we age.

<https://www.instagram.com/carolinembpaul/>

March 31, 2024 – Segment 3: Sick of Cardio? New Research Suggests This Shift In Exercise – 1:41

Host: *Ebony McMorris*

Current exercise recommendations in the U.S. are the same for both men and women. New research published earlier this month in the “Journal of the American College of Cardiology” uncovers evidence that women may benefit much more from this type of exercise.

PSA’S

1 /02 – 1/08	14x – One Blood – Blood Donor Awareness Month
2/03 – 2/07	20x – Women’s Breast & Heart Initiative – Heart Month One Lifestyle Change
2/17 – 2/25	36x – Women’s Breast & Heart Initiative – Heart Month One Lifestyle Change

HUMAN SERVICES

Programs:

Easy's Community Focus

February 18, 2024 – Feeding South Florida – 11:02

Guest: Paco Velez, President

Velez updates the audience on the challenges facing South Florida's main Food Bank. Because of rising prices, the \$1 donation that used to provide 9 meals now only provides 4. The organization holds another Outrun Hunger 5k as a fundraiser on February 24th in Miami, followed on April 6th by the 5k in Hollywood. Feeding South Florida also has job training opportunities to help people enter the Hospitality industry.

<http://www.feedingsouthflorida.org>

March 17, 2024 – YMCA South Florida – 29:37

Guests: Colin Crilley, VP Marketing and Communications

Crilley talks about YMCA's upcoming 'Swim for Jenny' week of free swim lessons, begun over a decade ago to honor a 12-year-old who drowned because she could not swim. The Y offers the free lessons at 5 locations. Crilley also discusses the importance of learning CPR, pointing out that for every child that dies of drowning, 4 more survive and experience permanent damage due to lack of oxygen to the brain.

<http://www.ymcasouthflorida.org>

March 24, 2024 – Segment 2 – American Cancer Society – 14:30

Guests: Viviana Martir, Director of Regional Integrated Marketing; Joe Ludwig, Volunteer

After a pause for the Covid 19 Pandemic, the American Cancer Society has re-started its 'Road to Recovery' program, offering free rides for cancer patients to get to treatment and doctor appointments. Ludwig, a volunteer driver, shares his own story of surviving three bouts of cancer, and the gratification he gets from helping others through the process. Anyone aged 18 to 84 can be a volunteer driver, subject to a clean driving record, background check and training that ACS provides. They are actively seeking Road to Recovery drivers as the program gets back in gear.

<http://www.cancer.org/drive>

March 31, 2024 – Jackson Health Foundation – 11:46

Guests: Flavia Llizo, Co-President & Chief Development Officer

Llizo talks about the 'One Day for Jackson' fundraiser on April 4th, a full day of online and onsite donations to benefit Jackson Health System, South Florida's Public Safety Net Health System. Because of its partnership with University of Miami as a teaching hospital, Jackson has cutting edge technology and does research studies that provide advanced life-saving treatments for patients.

<http://www.onedayforjackson.org>

Viewpoints

February 25, 2024, Segment 1: School, Sports, Standardized Tests: When Is There Time to Build Life Skills – 7:38

Guest: *Ana Homayoun, academic advisor, early career development expert, author, Erasing the Finish Line: The New Blueprint for Success*

As an academic advisor, Ana Homayoun has had many conversations with students, parents, and administrators. With so much competition and so many pressures, what's always top-of-mind is grades, college admissions and how to stand out from everyone else. But what often falls by the wayside are the fundamentals of how to create a healthy and successful life. We speak with Homayoun about why so many teens (especially in the last 10 years) seem to really struggle post-high school and how parents can better prepare their kids before they hit this breaking point.

<https://twitter.com/anahomayoun>

PSA's:

1/23 – 1/26	16x – Kids in Distress – Kid Hero 5k
2/01 – 3/23	6x – FI Association of Broadcasters – Ounce of Prevention Fund – 2037
2/02 – 3/24	6x – FI Association of Broadcasters – Ounce of Prevention Fund – 2167
2/28 – 3/09	17x – Kiwanis Club of Little Havana – Youth Enrichment Programs

Promos:

1/28 – 2/11	15x – Boys & Girls Clubs of Broward – Donations Needed
3/02 – 3/08	10x – Kids in Distress – Kid Hero 5k

UNDERSERVED POPULATIONS

Programs:

Easy's Community Focus

March 3, 2024 – Children's Harbor – 31:43

Guest: Tiffani Dhooge, President

Dhooge discusses Children's Harbor's services for teens in the foster care system, who are often overlooked by foster parents. Children's Harbor gives teens a place to live, education and counseling, along with a future to look forward to. When most teens are aging out of foster care, Children's Harbor has a transition program enabling them to continue on to college, start working or join the Service while still having a place to live.

<http://www.childrensharbor.org>

March 24, 2024 – Broward Veteran's Coalition – 13:42

Guest: Joy Allington, President

Jones discusses the Veteran's Resources & Benefits Fair set for October 14th. He talks about the range of services available to Veterans, and the importance of informing Veterans and their families about how to take advantage of these resources.

<http://www.browardveteranscoalition.org>

PSA's:

1/12 – 1/12	2x – Fl Assoc of Broadcasters – Florida Dept of Elder Affairs – 2122
1/11 – 1/22	2x – Fl Assoc of Broadcasters – Florida Dept of Elder Affairs - 2232
20/8 – 3/19	4x – Fl Assoc of Broadcasters – Florida Dept of Elder Affairs – 2407
2/09 – 3/21	4x – Fl Assoc of Broadcasters – Florida Dept of Elder Affairs – 2409
2/10 – 3/22	4x – Fl Assoc of Broadcasters – Florida Dept of Elder Affairs – 2411

PROMOS

2/10 – 2/16 –	10x – Girl Scouts of Southeast Florida – Cookies for the Military
2/17 – 2/25 –	10x – Miami VA – Keep Our PACT Act