

WFEZ Community Issues and Programming

Licensee, Cox Radio, LLC.



July 1, 2020 – September 30, 2020

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

WFEZ COMMUNITY ISSUES AND PROGRAMMING

July 1, 2020 – September 30, 2020

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 July 1, 2020 – September 30, 2020.

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, :15 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*
- *Coronavirus*
- *Crime and Violence*
- *Diversity / Race Relations*
- *Economy / Jobs*
- *Education*
- *Environment*
- *Government / Politics*
- *Health & Human Services*
- *Underserved Populations*

Category:
COMMUNITY OUTREACH / EVENTS

Programs:

Easy's Community Focus

August 9, 2020, Segment 1 – 21:14

Humane Society of Broward County

Guests: Cherie Wachter, VP Marketing

Wachter updates the audience on changes in Covid-19 Safety measures being taken at the Humane Society to keep guest and staff safe. She talks about services that are still available, including vaccinations for pets, and the virtual programs they've begun to modify the extensive community programs usually offered. HSBC has created a library of educational videos for pet owners, and interactive videos for children to do projects with pet ambassadors. During #CleartheShelters month, HSBC is participating with Easy 93.1's 'Dog Days of Summer' promotion, offering several dogs each week with adoption fees sponsored, so they can be adopted at no charge.

<http://www.humanbroward.com>

August 9, 2020, Segment 2 – 8:49

Best Roofing Charity Initiatives

Guest: Greg Wallick, President / CEO

A partner in Easy 93.1's 'Dog Days of Summer' promotion, Wallick talks about how Best Roofing became a dog-friendly business, allowing employees to bring their dogs to work any time. He describes the benefits to the employees and to the company; the dogs have a calming effect on people, create a peaceful environment, and improve relations between co-workers. Wallick & Best Roofing are major supporters of Hope South Florida, providing a bus for HSF to pick up homeless people and take them for a daily meal. The company also supports the Broward Pantry, collecting more than 700 pounds of food to donate; and also works with Sheridan House, a facility for at-risk youth. Volunteerism is another way that Wallick engages employees in the community, providing a greater sense of satisfaction about their work.

<http://www.bestroofing.net>

September 13, 2020, Segment 4 – 7:16

Susan G Komen Breast Cancer Foundation, Miami / Fort Lauderdale Chapter

Guest: Kim Heard, Board President

Heard talks about one fundraising initiative during Breast Cancer Awareness Month – the 'Big Wigs' competition, seeking community leaders to compete to raise \$1000 for Komen to provide services for people with breast cancer. Each 'Big Wig' will receive a Pink Wig for a headshot and a fundraising website to promote their effort. The goal is to raise \$50,000 through the initiative.

<http://www.komenmiaftl.org> kelly@komenflorida.org

September 27, 2020, Segment 2 – 10:56

Urban League of Broward County

Guest: Emmanuela Jean-Etienne, Community Relations Coordinator

Jean-Etienne and the Urban League of Broward County are working together with 'Florida Counts.Vote' on educational outreach to voters so they know how to register to vote, what the deadlines are for registration, vote-by-mail and early voting; as well as providing resources for getting sample ballots and learning about the issues and amendments on the ballot. She also urges Listeners to become more engaged with the community and our civic processes to have more say in things that impact us locally.

<http://www.ulbroward.org>, <http://www.flcounts.vote>

PSA'S:

8/3- 8/30 – 40x – Humane Society of Broward County – Dog Days of Summer Pet Safety Tips

8/17 – 8/23 – 10x – Zoo Miami – Annual Feast with the Beasts to be Virtual this year

Category:

CORONAVIRUS PANDEMIC

Programs:

Easy's Community Focus

July 12, 2020, Segment 2 – 18:12

Florida Power & Light

Guest: Juliet Roulhac, Director of External Corporate Affairs

Roulhac provides an overview of FPL's modified plans for dealing with a Hurricane during the Covid-19 pandemic. She discusses the extra precautions that all staff members are already taking, from checking their temperature upon arrival, to ensuring that workers are wearing masks and have disinfecting products with them. Instead of the large-scale pre-storm staging of past years, there will be smaller groups staged in more locations. All repair personnel are being special trained to practice social distancing from customers, and are also being prepared for dealing with greater levels of emotion and anxiety from customers who are already unnerved by Covid-19. Roulhac asks residents to support FPL workers by having their trees professionally pruned to reduce the risk of interference with power lines and warns that in the event power goes out in a storm, it may take a little bit longer to be restored, so adequate precautions can be taken to prevent any exposure to Covid-19.

<http://www.fpl.com>

September 13, 2020, Segment 2 – 8:24

City of Fort Lauderdale Fire Department

Guest: Chief Rhoda Mae Kerr

Chief Kerr talks about the ways that Covid-19 has impacted Firefighters and the extra safety precautions they have to take when going on calls. The Fire Department doesn't just respond to fires, they go on 911 calls for people with medical problems, and that adds additional possibility of exposure to Covid-19. Kerr discusses the challenges in finding PPE for the team, and how collaborations with the Parks & Recreation Department helped them create their own sanitizing boxes so masks could be re-used.

<https://www.fortlauderdale.gov/departments/fire-rescue>

September 20, 2020, Segment 1 – 18:00

Jackson Health System / Caring for South Florida

Guest: Betty Jean-Baptiste, Nurse Manager, Acute Care Unit

Jackson Health System is one of 10 premiere hospitals or health systems in South Florida that have collaborated to form 'Caring for South Florida', a non-profit dedicated to raising awareness about the importance of wearing a mask during the Covid 19 pandemic. As a nurse in the Acute Care ward, Jean-Etienne shares stories from the frontline about the impact of Covid.

<http://www.caringforsouthflorida.org>

September 27, 2020, Segment 1 – 20:12

Barry University, Department of Psychology

Dr. Hall discusses the emotional effects of dealing with the Covid-19 Pandemic, and its accompanying difficulties – job losses, relationship difficulties, anxiety about health and loved ones, and more. She explains the way the chemicals in our brain are tied in with our emotions, and offers suggestions for ways to increase the release of our 'happy' hormones, and improve our immune systems with proper nutrition and sleep, meditation, exercise and positive affirmations.

<https://www.barry.edu/psychology/clinical-psychology/faculty/hall.html>

Viewpoints

August 23, 2020, Segment 1: How to Travel Once We Can All Travel Again 9:36

For most people this year, traveling seems like a distant memory. Getting on a plane, taking a train or even using public transport on a daily basis has been largely abandoned with COVID-19. But once it is safe to travel again – where's the first place you'd like to go? Acclaimed travel guide, writer and TV host, Rick Steves joins Viewpoints this week to share how you can get the most out of your travels and fully immerse yourself in the local culture, people and history.

Host: Gary Price.

Guest: Rick Steves, travel writer, television show host, travel guide, author, For the Love of Europe: My Favorite Places, People, and Stories

<https://www.ricksteves.com/>

September 27, 2020, Segment 2: Young Learners & Their Development During Covid. 7:32

The 2020 school year feels a bit different for the millions of students ‘back to school’ in whatever form that may be. We speak with two child development experts, Dr. Irene Koolwijk and Lindsay Jones, about some of the available resources and methods that parents can use to keep their young ones on track.

Host: Marty Peterson.

Guests:

Dr. Irene Koolwijk, developmental behavioral pediatrician, UCLA Medical Center; Lindsay Jones, president & CEO, National Center for Learning Disabilities.

<https://www.uclahealth.org/irene-koolwijk>

PSA’S:

7/13 – 7/19 – 10x – Florida Dept of Health – Covid Spikes / Guidelines

Promos:

7/6 – 7/19 – 27x – Humane Society of Broward County – Covid Safety Accommodations

9/28 – 9/30 – 6x – Humane Society of Broward County – Covid Safety Procedures

9/14 – 9/30 - 24x – Caring for South Florida – Wear Your Mask Initiative

Category:

CRIME & VIOLENCE

Programs:

Easy’s Community Focus

August 23, 2020, Segment 2 - 21:56

A Child is Missing

Alexis Brimberry, Director of Community Affairs & Education

Brimberry explains how ACIM works with Law Enforcement agencies nationwide to help locate missing people – particularly children, adults with dementia, and people with mental disabilities. A Child is Missing can send alerts to 1000 homes within 60 seconds of receiving information from police about a missing person, and can target the local area for greatest effectiveness. The non-profit’s funding was cut from the new Florida state budget, so A Child is Missing is asking for support from the Community to enable them to continue their work.

<http://www.achildismissing.org>

Viewpoints

July 5, 2020, Segment 1: The Good, and the Bad: A Brief History of the Texas Rangers 10:04

Synopsis: The Texas Rangers (no, not the baseball team) but the western law enforcement agency dating back to 1823 is known for patrolling the rugged Texas terrain. For almost 200 years, its members have protected tiny towns along the border and have helped solve numerous crimes and corruption throughout the state. However, the valiant group also has a darker history filled with corruption, murder and violence against minorities. Author and journalist Doug Swanson joins Viewpoints this week to share the full picture of the famed Texas Rangers.

Host: Gary Price. Guest: Doug Swanson, journalist, author, *Cult of Glory: The Bold and Brutal History of the Texas Rangers*

<https://www.texasranger.org/>

July 19, 2020, Segment 2: The World of Cults 10:32

When you think of a cult, what image pops into your head? Is it one of violence or extremism? Is it people in all white praying and worshipping a guru? What exactly defines a cult? We answer these questions and more this week on Viewpoints. Host: Marty Peterson.

Guests:

Dr. Janja Lalich, professor emerita, sociology, University of California State University & founder, Center for Research on Influence and Control

Dr. Robert Jay Lifton, professor, psychiatry, Columbia University and author, *Losing Reality: On Cults, Cultism, and the Mindset of Political and Religious Zealotry*

<http://cultresearch.org/about/>

August 16, 2020, Segment 2: Dot Con: Pranking the Authors of Spam Emails 8:49

We've all received spam calls and fishy-looking emails that promise us a free vacation or a great bargain that's too good to pass up. Sometimes they even come from a phone contact or your boss asking for help or to download an attachment. Author and comedian, James Veitch has made a name for himself by replying to these scams and continuing the conversation, effectively wasting the scammers time as much as they waste ours. We speak with him about his trade and the major telltale signs to look out for in a scam.

Host: Marty Peterson.

Guest: James Veitch, comedian, author, *Dot Con: The Art of Scamming a Scammer*

<https://veitch.me/>

August 23, 2020, Segment 2: Murder on the Herbert Fuller 9:28

Rewind back to 1896 aboard the voyager ship, the Herbert Fuller. Just a week into the journey, three people aboard were murdered and there were multiple suspects. The murder trial that follows is historic and helped shape modern law today.

Host: Marty Peterson.

Guest: Gerard Koepfel, historian & author of *Not a Gentleman's Work: The Untold Story of a Gruesome Murder at Sea and the Long Road to Truth*

<http://gerardkoepfel.com/>

August 30, 2020, Segment 1: Rehabilitation While in Prison: Getting to the Root of the Problem 9:14

The U.S. has the largest prison population in the world with more than 2.3 million inmates. Each year, prisons cost taxpayers 80 billion dollars. But with two thirds of those incarcerated returning back behind bars within a few years, clearly something is broken. We discuss how some popular reforms do more harm than good and what needs to change within the system.

Host: Gary Price. Guest: Maya Schenwar, editor-in-chief, Truth Out, co-author, Prison by Any Other

Name: The Harmful Consequences of Popular Reforms

<https://www.themarshallproject.org/>

Promos:

8/17 – 8/30 - 20x – A Child is Missing - Support to provide free service to Law Enforcement

Category:

DIVERSITY / RACE RELATIONS

Programs:

Easy's Community Focus

August 23, 2020, Segment 1 – 11:01

City of Fort Lauderdale Fire Rescue

Guest: Chief Rhoda Mae Kerr

As one of the 7 honorees at the 2020 Girl Scouts of Southeast Florida's 'Lead the Way' Virtual Luncheon, Chief Kerr shares her journey about the challenges for women breaking in as firefighters and how she overcame those challenges to become the first female Chief at Fire Departments in 3 different cities. She discusses the traits that helped her achieve respect and confidence from her peers and superiors, and offers advice for girls planning their careers on how to break the gender barriers that still exist in many industries.

<https://www.fortlauderdale.gov/departments/fire-rescue>

<https://www.gssef.org/en/donate/special-events/GirlScoutsLeadtheWay.html>

September 13, 2020, Segment 3 – 9:20

Urban League of Broward County

Guest: Emmanuela Jean-Etienne, Community Relations Coordinator

Jean-Etienne updates us on Florida's still low response rate to the Census, with just over two weeks remaining until the September 30th deadline to respond. She tells us about efforts to reach people who haven't responded yet, by sending census takers into communities with low response rates. She also reminds Listeners of the importance of responding to ensure that Florida gets proper Federal funding based on population.

<http://2020census.gov> <http://www.ulbroward.org>

Viewpoints

August 16, 2020, Segment 1: The Holocaust: Surviving the German Occupation of the Netherlands
10:21

When Dutch forces surrendered to the Germans in May of 1940, the Nazis gained control of the Netherlands and set in action a plan to exterminate hundreds of thousands of Jews and minorities. Arguably, the most famous voice from that region is Anne Frank – the young teenage girl who wrote of her daily life in hiding until she was discovered in 1944 and died in the Bergen-Belsen concentration camp. While Anne Frank is a prominent voice, there are many other stories of those who hid out for years, evading capture and awaiting freedom.

Host: Gary Price. Guest: Daphne Geismar, teacher, author, *Invisible Years: A Family's Collected Account of Separation and Survival During the Holocaust in the Netherlands*

<http://daphnegeismar.com/>

PSA'S:

9/7 – 9/14 – 12x – Hispanic Unity of Florida – Census / Assistance & Confidentiality

9/25 – 9/30 – 10x – Hispanic Unity of Florida – Census / Assistance & Confidentiality

9/15 – 10/4 – 60x – Hispanic Heritage Month Tributes

PROMOS:

9/7 – 9/15 – 14x – Girl Scouts of Southeast Florida – Virtual 'Lead the Way' Women's Success Panel

9/7 – 9/20 – 20x – Florida Counts – Census / Multi-Lingual Assistance

Category:
ECONOMY / JOBS

Programs:
Easy's Community Focus

September 13, 2020, Segment 1 – 8:25

Prosperity Broward, Career Source Broward

Guest: Melissa Dunn, President, MD Networking

Working together with Prosperity Broward and Career Source Broward, Dunn has planned the 'Return2Work' Job Fair that will be held both virtually and in person September 22nd. She discusses the fallout from the Covid-19 Pandemic – many people have lost their jobs, and aren't aware that there are many available jobs; while employers shifting to new forms of service because of the Pandemic need new employees. The Return2Work Job Fair will bring the two together. The Fair will also have organizations onsite to assist guests with filing for Unemployment Insurance, connections to education to gain new skills necessary for the current job market, and advisors on updating resumes and interviews to best showcase their skills.

<https://www.return2work.us>

Viewpoints:

July 12, 2020, Segment 1: Poker: A Game of Skill & Luck 10:29

Synopsis: Texas Hold 'Em is the most popular poker game in the U.S. today. It's a game of strategy, psychology and quick decision-making. Writer and professional poker player Maria Konnikova joins Viewpoints' to share how she was able to use her background to master the game and amass more than \$300,000 in winnings in just three years.

Host: Gary Price. Guest: Maria Konnikova, journalist, author, *The Biggest Bluff: How I Learned to Pay Attention, Master Myself, and Win*.

<https://upswingpoker.com/history-of-poker-origins/> <https://www.ncpgambling.org/>

August 2, 2020, Segment 2: A Different Career Path: The Life of a Professional Cuddler. 8:56

Thousands of Americans are certified cuddlers. You might be asking - what does it mean to be a 'certified cuddler'? Christina Hepburn joins Viewpoints this week to talk about this relatively new niche and how she's working to dissolve the stigmas associated with the industry.

Host: Marty Peterson.

Guest: Christina Hepburn, professional cuddler

<https://twitter.com/chrihepburn?lang=en>

August 9, 2020, Segment 2: The Invention of Instant Photography. 8:34

In the early to mid 1900's, capturing a picture was cumbersome and complicated and took weeks to process the film. Then, Edwin Land, the creator of the Polaroid camera, came along and revolutionized the industry. Viewpoints speaks with author Ron Fierstein who profiles Land in his book, *A Triumph of Genius: Edwin Land, Polaroid, and the Kodak Patent War*. Host: Marty Peterson.

Guests: Ron Fierstein, author of the book, *A Triumph of Genius: Edwin Land, Polaroid, and the Kodak Patent War*

<http://www.triumphofgenius.com/>

September 13, 2020, Segment 2: Fueling Creativity: Funding Modern Independent Invention. 7:19

Without inventors like Benjamin Franklin or visionaries like Elon Musk, the world would look a bit different. Both of these people and countless others followed their passion, but sometimes it can be hard to slow down and take a risk. Do you enjoy writing? Tinkering with tech? Creating music? Art? It's never too late to forge a different career path or side hobby. We speak with Kickstarter co-founder, Yancey Strickler about some of the barriers to entry creatives face today and how to find support within a community.

Host: Marty Peterson. Guest: Yancey Strickler, co-founder, Kickstarter, author, *This Could Be Our Future: A Manifesto for a More Generous World*.

<https://www.kickstarter.com/>

September 27, 2020, Segment 1: Inside the Grocery Industry. 11:49

Americans spent 700 billion dollars on groceries in 2018. Across the U.S., there are more than 38,000 supermarkets, each stocking thousands and thousands of distinct products. But what is the human cost of this mass consumerism? Well, the burden largely falls on low-paid workers at each level of food production and distribution - and the pandemic has only exacerbated many of these problems.

Host: Gary Price.

Guests:

Benjamin Lorr, writer, author, *The Secret Life of Groceries: The Dark Miracle of the American Supermarket*

Jerry Nash, co-founder, Prairie Food Co-op

<https://www.nytimes.com/2020/09/08/books/review/the-secret-life-of-groceries-benjamin-lorr.html>

PSA'S:

7/1 – 7/5 – 10x – Boys & Girls Clubs of Broward County – FPL donates to improve employability

7/2- 7/5 – 8x – Boys & Girls Clubs of Broward County – Jeanna learned leadership skills

7/4 – 7/5 – 4x – Boys & Girls Clubs of Broward County – Tatiana gained job skills

7/27 – 8/2 – 10x – Miami-Dade County Public Library System – Free Grab & Go Meals

8/23 – 8/30 – 10x – Florida Counts – Census Benefits / Infrastructure & Jobs

PROMOS:

7/1 – 7/5 – 11x – Now Open – Businesses needing employees

7/1 – 7/5 – 11x – Now Open – Employees looking for work

7/20 – 7/31 – 16x – CMG - 10K Business Grant

7/20 – 8/13 - 37x – Miami Dade Public Library System – Free Grab & Go Meal Distribution

Category:
EDUCATION

Programs:
Easy's Community Focus

July 26, 2020, – 28:14

United Teachers of Dade

Karla Hernandez Mats, President

Mats addresses the questions about whether to open Brick & Mortar schools for the Fall school year, or to continue distance learning. She explains the lawsuit filed by the Florida Education Association to overturn the Governor's mandate to have schools open 5 days a week. Mats talks about the concerns about Covid 19, with Florida as the epicenter of the outbreak, and Miami-Dade as the most impacted county in the state. She discusses options that allow parents to choose what's best for their child, and needed funding for schools to be compliant with safety guidelines.

<http://www.utd.org>

August 16, 2020, Segment 1 – 21:14

Florida Education Association

Guest: Fedrick Ingram, President

Ingram discusses the status of the FEA vs. Florida government lawsuit fighting the mandate requiring schools to open Brick & Mortar 5 days per week, or face funding penalties. He talks about the dangers that teachers and students face with the possible community spread of Covid-19. He also shares what schools are doing to handle requirements for Covid 19 safety, and how schools are dealing with the possibility of providing both distance and in-class learning.

<http://www.feaweb.org>

September 6, 2020, Segment 2 – 14:51

Girl Scouts of Southeast Florida

Guest: Samantha White, 'Media Girl'

White talks about her experience as a Girl Scout for 11 years, and how being part of Girl Scouts opens opportunities for girls, teaches them about volunteerism, helps develop business skills and ethics, and creates lasting friendships. She talks about how the annual 'Lead the Way Luncheon' honoring professional women leaders has impacted her personally. This year's Lead the Way 'luncheon' will be a virtual Facebook Live event, September 16th, noon - 1 p.m., and will be free to view. Seven women leaders will be honored, and will participate in panels talking about 'Breaking the Glass Ceiling', and 'Success in a Changing World'.

<https://www.gssef.org/en/donate/special-events/GirlScoutsLeadtheWay.html>

Viewpoints

July 5, 2020, Segment 2: Is Instagram the New Online Diary for Generation 'Z'? 8:23

While some of us still prefer pen and paper, many younger people are shifting to everything digital. And it's not just for to-do lists or communication, but also using platforms like Instagram, Twitter or Facebook as a daily, reflective 'online diary'. However, sometimes this vulnerability in such a public setting can lead down a slippery slope. We discuss the pros and cons of candidly sharing your life on social media.

Host: Marty Peterson. Guests:

Lilia Buckingham, social influencer, actress, producer, author, Influence

<https://www.instagram.com/lilia/> https://twitter.com/Jimmy_Sanderson

September 20, 2020, Segment 1: Back to School 2020: Learning Through Tech 10:15

Navigating back to school this year has been challenging to say the least. With switching policies and protocols, everyone is just trying to get through the fall one day at a time. Viewpoints speaks with two education experts about the biggest barriers to learning and what online education technology can really offer students.

Host: Gary Price.

Guests:

Justin Reich, assistant professor, Massachusetts Institute of Technology, director, MIT Teaching Systems Lab, author, *Failure to Disrupt: Why Technology Alone Can't Transform Education*

Dr. Sanjay Sarma, professor, Massachusetts Institute of Technology, vice president, Open Learning at MIT, co-author, *Grasp: The Science Transforming How We Learn*

<https://tsl.mit.edu/>

September 20, 2020, Segment 2: The Hidden Gems Across Chicago and Every U.S. Town. 8:18

Suffering from a travel bug that can't be quenched this year? Chicago writer, Jessica Mlinaric believes that if you look hard enough you don't have to leave your town or city to experience something new. We cover some of the interesting, historical sites around Chicago and how you can explore your own area.

Host: Marty Peterson.

Guest: Jessica Mlinaric, writer, author, *Secret Chicago: A Guide to the Weird, Wonderful, and Obscure*
<https://www.secretchicagobook.com/>

PSA's:

7/1 only – 2x – Boys & Girls Clubs of Broward County – The Hartford Education Donation

7/1 – 7/3 – 6x – Boys & Girls Clubs of Broward County – Jose passes 3rd grade

7/2 only - 2x - Boys & Girls Clubs of Broward County – Office Depot Education

7/3 only – 2x – Boys & Girls Clubs of Broward County – UPS Education Donation

7/4 – 7/5 – 4x – Boys & Girls Clubs of Broward County – Brandon passed 5th grade

7/27 – 8/2 – 10x – Florida Counts – Census Benefits / Funding for Libraries & School lunches

PROMOS:

8/5 – 8/9 – 6x -Back to School Covid Safety

Category:**ENVIRONMENT****Programs:****Easy's Community Focus**

July 12, 2020, Segment 2 – 18:12

Florida Power & Light

Guest: Juliet Roulhac, Director of External Corporate Affairs, Florida, Power & Light
Roulhac provides an overview of FPL's modified plans for dealing with a Hurricane during the Covid-19 pandemic. She discusses the extra precautions that all staff members are already taking, from checking their temperature upon arrival, to ensuring that workers are wearing masks and have disinfecting products with them. Instead of the large-scale pre-storm staging of past years, there will be smaller groups staged in more locations. All repair personnel are being special trained to practice social distancing from customers, and are also being prepared for dealing with greater levels of emotion and anxiety from customers who are already unnerved by Covid-19. Roulhac asks residents to support FPL workers by having their trees professionally pruned to reduce the risk of interference with power lines; and warns that in the event power goes out in a storm, it may take a little bit longer to be restored, so adequate precautions can be taken to prevent any exposure to Covid-19.

<http://www.fpl.com>

August 2, 2020, Segment 1 – 22:43

United Way of Broward County

Guest: Oylime Fernandez, Director of Disaster Management and Emergency Response
With a Tropical System approaching Florida, Fernandez reviews the forms of assistance United Way of Broward provides for residents who sustain storm damage. She also offers suggestions on how to prepare in advance, and steps to take to safeguard valuables. UWB is also participating in awareness campaigns about Voting and the Census; helping to provide meals during Covid -19, and providing mental health support videos on YouTube to provide guidance during challenging times.

<http://www.unitedwaybroward.org>

Viewpoints

July 12, 2020, Segment 2: The Business of Lab-Grown Meat 8:32

Synopsis: Millions of Americans have embraced plant-based meat like the Impossible Burger, but how do you feel about real meat that's grown in a petri dish in a lab? If the taste, texture and smell exactly resembled meat that was traditionally farmed outside, would you eat it? Lab-grown, cell-cultured chicken, beef and pork is set to hit the mass market in just a few years. What's the science and process behind this new technology?

Host: Marty Peterson. Guest: Chase Purdy, journalist, author, *Billion Dollar Burger: Inside Big Tech's Race for the Future of Food*.

<https://www.sciencemag.org/news/2020/04/lab-grown-meat-starting-feel-real-deal>

July 26, 2020, Segment 1: A Shift Towards Sustainable Construction & Design 10:42

Synopsis: Glass, wood, stone. These are some of the natural materials that are on the forefront of construction. Today, a greater number of architects and developers are not only thinking about profit and supply, but the additional - sometimes invisible - factors at play when it comes to new buildouts. These include the true benefits to humans, the environmental toll and the most practical designs that are symbiotic with nature. We uncover the modern perspective of 'conscious construction' this week on Viewpoints.

Host: Gary Price.

Guest:

Teresa Coady, architect, founding partner, former president, B+H Bunting Coady, author, Rebuilding Earth: Designing Eco-Conscious Habitats for Humans.

<https://www.usgbc.org/people/teresa-coady/0000051251>

September 6, Segment 1: A Violent Wildfire Season in the West 9:35

It's only September and this year's wildfires in California are already worse than last year with still months left in peak fire season. We explore the growing challenges facing Californians and what the future holds for The Golden State. Host: Gary Price.

Guests:

Stephen Pyne, fire expert, emeritus professor, School of Life Sciences, Arizona State University

Kendra Atleework, writer, author, Miracle Country: A Memoir

<https://www.fire.ca.gov/>

September 13, 2020, Segment 1: Peak Hurricane Season 2020. 11:14

Viewpoints Radio Program Log –2020-Q3 (July - September)

Hurricane Laura ramped up to a Category 4 hurricane late last month and was the strongest storm to hit the Louisiana coast in more than a hundred and sixty years. Each year, the most powerful storms during the Atlantic hurricane season typically form between the end of August and early October. We speak with two experts to better understand the history of hurricanes and the destruction they wreak each year.

Host: Gary Price.

Guests:

Eric Jay Dolin, author, Furious Sky: The Five Hundred Year History of America's Hurricanes

Dr. Barry Keim, Louisiana state climatologist, professor, Department of Geography & Anthropology.:

<https://www.nhc.noaa.gov/breakpoints/>

Promos:

7/1 – 7/5 - 7x – Zoo Miami – 40th Anniversary of Nature and Wildlife Conservancy

Category:

GOVERNMENT / POLITICS

Programs:

Easy's Community Focus

July 12, 2020, Segment 1 – 11:16

Urban League of Broward County

Guest: Emmanuela Jean-Etienne, Community Relations Directory

Jean-Etienne reiterates the importance of filling out the Census to ensure that Florida's programs and services are fully funded for the real population. She talks about changes made to the Census Timeline because of Covid-19, and how individuals can fill out the census online, on the phone or by mail, so they don't have to risk contact with other people. Additionally, Jean-Etienne reminds the audience that census information is completely confidential. Urban League of Broward County is part of a coalition of non-profits that through the Wallace H. Coulter Foundation have provided funding to 48 local organizations that are known as 'Trusted Voices' within the community to assist them in reaching individuals in neighborhoods with low response rates to date.

<http://www.census.gov> <http://www.flcounts.com>

August 2, 2020, Segment 2 – 6:03

Miami-Dade County Supervisor of Elections

White provides details about Early Voting for the August 18th Primary, and directs Listeners to the website, www.IAmElectionReady.org for the addresses and house of 23 Early Voting locations throughout the county. She also reviews the thorough steps being taken to ensure that Covid-19 safety protocols are in place, reminding voters that they will be required to wear a mask. She also provides deadlines for requesting and returning Vote By Mail ballots.

<http://www.IAmElectionReady.org>

Viewpoints

August 9, 2020, Segment 1: Modern Contracts for Nontraditional Relationships. 15:56

There are millions of Americans who live together as husband and wife, but never become formally “married.” What are their rights? Who gets the house, the car and the bank accounts if the relationship ends or one of them passes away? We speak with a contract and family law attorney who has written extensively on the subject to find out how society and the courts views co-habitation relationships. We also cover what steps co-habiting couples should take to still be recognized by the law.

Host: Gary Price.

Guest: Martha Ertman, Professor of Law specializing in contract and family at the Carey School of Law, University of Maryland, and author of the book, *Love’s Promises: How formal and informal contracts shape all kinds of families*

<https://www.law.umaryland.edu/Directory/profile.asp?id=543>

September 6, 2020, Segment 2: The Current Scope of Surveillance in the U.S. 9:31

Today, ex-government employee, Edward Snowden is recognized around the world for his role in leaking highly classified information about government mass surveillance. We explore the benefits and consequences of modern surveillance and how both private business entities and governments are acquiring information from millions of Americans.

Host: Marty Peterson.

Guests: Barton Gellman, journalist, The Atlantic, author, *Dark Mirror: Edward Snowden and the American Surveillance State*

Dr. Marcus Rogers, professor, executive director, Cybersecurity Programs, Purdue Polytechnic Institute at Purdue University

<https://polytechnic.purdue.edu/profile/rogersmk>

PSA'S

7/1 – 7/19 - 20x – Miami Dade County Supervisor of Elections – Voter's Registration Deadline
7/1 – 7/19 – 20x – Broward County Supervisor of Elections – Voter's Registration Deadline
7/20 – 7/26 – 10x – Florida Counts – Census Matters / Congressional Representation
8/3 – 8/9 – 5x – Miami Dade County Supervisor of Elections – Early Voting
8/3 – 8/9 – 5x – Broward County Supervisor of Elections – Early Voting
8/10 – 8/16 – 10x – Florida Counts – Census Benefits – Government Representation
8/31 – 9/6 – 5x – Miami Dade County Supervisor of Elections – General Election Voter Registration Deadline
8/31- 9/6 – 5x – Broward County Supervisor of Elections – General Election Voter Registration Deadline

Promos

7/6 – 8/2 – 47x – Florida Counts - Census Benefits
7/6 – 8/2 – 16x - Miami Dade County Supervisor of Elections – Voter Registration Deadline
7/6 – 8/2 – 16x – Broward County Supervisor of Elections – Voter Registration Deadline
8/5 – 8/30 – 35x – Florida Counts – Earlier Census Deadline
8/14 - 8/16 – 3x – Miami Dade County Supervisor of Elections – Early Voting
8/14 – 8/16 – 3x – Broward County Supervisor of Elections – Early Voting
8/31 – 9/13 – 10x – Miami Dade County Supervisor of Elections – General Election Voter Registration Deadline
8/31 – 9/13 – 10x – Broward County Supervisor of Elections – General Election Voter Registration Deadline
9/15 – 9/27 – 10x – Miami Dade County Supervisor of Elections – Vote By Mail
9/15 – 9/27 – 9x – Broward County Supervisor of Elections – Vote By Mail
9/21 – 9/27 – 8x – Florida Counts – Census Deadline

Category:

HEALTH & HUMAN SERVICES

Programs:

Easy's Community Focus

July 19, 2020, – 28:29

American Medical Association

Guest: Dr. Susan Bailey, President

Dr. Bailey explains what Medical Scientists know and don't know about the Novel Coronavirus, because the disease is so new. She discusses the symptoms that should prompt someone to get tested, the variety of ways the virus manifests in different people and the different levels of severity, as well as the long-term damage to the organs that can be caused by Covid-19, even in cases that aren't severe. Dr. Bailey reiterates that, with what's currently known about Covid-19, the best way to prevent getting it or spreading it is to wear a mask, practice social distancing and wash your hands - and if you don't feel well, don't go outside - talk to your doctor about getting tested.

<http://www.ama-assn.org> <http://www.cdc.gov>

August 30, 2020, Segment 2 – 15:32

Tenet Florida Physician Services

Guest: Dr. Juan Velasquez, interventional Cardiologist

Dr. Velasquez discusses the correlation between diabetes, obesity, high blood pressure and high cholesterol with heart disease, and reminds people who have been delaying checkups because of the Covid 19 pandemic that heart health can't wait. He offers suggestions for living in a heart-healthy way even during quarantine, and addresses the safety protocols being taken at Tenet hospitals and physician's offices to ensure compliance with CDC guidelines.

<http://www.tfpsdocs.com> <http://www.tenethealth.com>

September 20, 2020, Segment 2 – 13:48

Susan G. Komen Breast Cancer Foundation, Miami / Fort Lauderdale Chapter

Guest: Kim Heard, Board President

Heard talks about the expansion of services and focus at Komen South Florida: Increased outreach to Bahamian and Hispanic residents who are at higher risk for Breast Cancer; Financial aid for patients who need assistance; Advocacy for easier access to mammograms. A major concern for Komen is the issue of Health Equity, ensuring that people of all income levels and ethnicities have equal access to health care.

<http://www.komenmiaftl.org>

Viewpoints

July 26, 2020 – Segment 2: The Church of Scientology 7:48

When you think of a cult, what image pops into your head? Is it one of violence or extremism? Is it people in all white praying and worshipping a guru? What exactly defines a cult? We answer these questions and more this week on Viewpoints. Host: Marty Peterson.

Guest: Sands Hall, author, *Reclaiming My Decade Lost in Scientology*

<https://www.amazon.com/Flunk-Start-Reclaiming-Decade-Scientology-ebook/dp/B071P44P9R>

August 2, 2020 – Segment 1: Better Understanding Trauma. 10:23

Trauma comes in many shapes and forms throughout life. Viewpoints speaks with psychiatrist, Dr. James S. Gordon in order to better understand a person's reaction to trauma and the body's resilience in dealing with these stressful events and situations.

Host: Gary Price.

Guest: Dr. James S. Gordon, psychiatrist, clinical professor, Georgetown Medical School, founder, executive director, Center for Mind-Body Medicine, author, *The Transformation: Discovering Wholeness and Healing After Trauma*

<https://cmbm.org/>

August 30, 2020, Segment 2: Sleeping Soundly: The Interconnected Benefits of Getting Good Rest 9:01

All humans need some amount of rest – whether that's five hours or eight. But how we sleep and the quality of that slumber can vary widely. We speak with sleep expert, Matthew Walker, a professor at California-Berkeley, who says getting restful sleep each night is the single biggest thing we can do to vastly improve both our mental and physical health.

Host: Marty Peterson.

Guest: Matthew Walker, professor of neuroscience and psychology at the University of California-Berkeley and author, *Why We Sleep: Unlocking the power of sleep and dreams*

<https://health.gov/myhealthfinder/topics/everyday-healthy-living/mental-health-and-relationships/get-enough-sleep>

PSA'S

7/20 – 7/26 – 10X – American Medical Association – Covid 19 Safety

PROMOS:

7/27 – 8/2 – 10x – Humane Society of Broward County – Covid Safety Guidelines

8/17 – 8/30 – 20x – Florida Counts – Census / Funding for Social Service Programs

Category:

UNDERSERVED POPULATIONS

Programs:

Easy's Community Focus

July 5, 2020, Segment 1 - 21:54

Mission United Miami

Guest: Laura Whitfield, Director

Whitfield shares her own history as a member of the US Marine Corps and how it shaped her future career. She also talks about the many resources available to Veterans through Mission United. Their key focus is to help Veterans transition from Military service to Civilian life, with access to educational benefits, career training & resume help, affordable housing & loans, plus pro bono legal assistance. Currently Mission United is supplementing their services with Virtual Warrior Wednesday meetings so Veterans can interact with each other safely online during the Coronavirus Pandemic.

<http://www.missionunitedmiami.org>

July 5, 2020, Interspersed throughout Program – 8:24

Boys & Girls Clubs of Broward County

Guests: Various participants & donors in the 'Shape Futures, Give Now' Fundraising Campaign

Recapping the Shape Futures, Give Now fundraising campaign, with audio from Club Alums (Shaquille O'Neal, Jennifer Lopez), current Club Kids (Jeanna, Jose, Tatiana) and Corporate Donors, (Juliette Roulhac, FPL; Alex Price, Office Depot). A reminder of the benefits of attending Boys & Girls Clubs of Broward County in terms of education excellence, access to college scholarships, nutrition guidance, a hot meal daily, developing self-esteem and respect for others, and learning the importance of Citizenship and giving back to the Community.

<http://www.bgcbc.org/cmggivenow>

August 30, 2020 Segment 1 – 14:56

Ronald McDonald House Charities

Guest: Soraya Rivera-Moya, Executive Director

Rivera-Moya talks about the impact of Covid-19 on the precautions they have to take to ensure the safety of families staying at RMH while their children are being treated at Jackson Memorial Health. She also discusses McDonald's statewide 'Round Up' campaign, inviting customers to Round Up their bill to the next dollar. In six weeks, the program raised more than a million dollars for Ronald McDonald House Charities - \$200,000 for our local RMHC, critical donation dollars that have enabled them to keep operating while fundraisers have been canceled.

<http://www.rmhcsouthflorida.org>

September 6, 2020 Segment 1 – 14:55

Women's Breast & Heart Initiative

Guest: Andrea Ivory, Founder

Ivory discusses the importance of not waiting to get mammograms because of Covid-19, or loss of insurance or other financial need. WBHI makes arrangements for low or no-cost mammograms, reminding women that early detection is the key to survival. To help fund their efforts, WBHI holds their Annual Pink Walk: A Virtual Movement, September 20th - 27th. The Walk this year is Virtual, and participants have a full week to complete their 2 miles.

<http://www.flbreasthealth.com>. <http://www.thepinkwalk.com>.

Viewpoints

July 19, 2020, Segment 1: The Many Faces of Homelessness 8:04

Synopsis: On a single night in the U.S. there are more than 550,000 people homeless – and this number is only set to rise as COVID-19 has put millions out of work and shattered the stability of the U.S. economy. As a child or teen who has to deal with homelessness at a young age, it can be a tough road of shifting from temporary housing to another shelter. Giselle Burgess and her five kids were in this position in New York City, so Burgess decided to start a Girl Scout Troup named Troop 6000 to help her girls and others in this situation. We cover the inspiring story of Troop 6000 this week on Viewpoints.

Host: Gary Price. Guest:

Nikita Stewart, reporter at The New York Times, author, Troop 6000: The Girl Scout Troup That Began in a Shelter and Inspired the World

<https://www.nytimes.com/by/nikita-stewart>

PSA's

9/7 – 9/14 – 12x – Women's Breast & Heart Initiative – Virtual Pink Walk

9/21 – 9/27 – 8x – Women's Breast & Heart Initiative – Virtual Pink Walk

PROMOS

8/31 – 9/13 – 20x – Florida Counts – Census Benefits / Community Programs & Services

9/14 – 9/27 – 28x – Women's Breast & Heart Initiative – Virtual Pink Walk