

WFEZ Community Issues and Programming

Licensee, Cox Radio, LLC.



July 1, 2023 – September 30, 2023

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WFEZ-FM / Cox Radio Miami**

WFEZ COMMUNITY ISSUES AND PROGRAMMING

July 1, 2023 – September 30, 2023

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, 2023 – September 30, 2023.

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

July 2, 2023 - Segment 2 – City of Miami Beach - 13:47

Guest: Frances Vallecillo, Miami Beach Dept of Tourism & Culture

Vallecillo previews the City's 'Fire on the Fourth' Independence Day event. The annual family-friendly event is free to the public and features live entertainment, a kids' zone, drone show and fireworks. Vallecillo reminds listeners of items that are prohibited from being brought onto the beach, and also provides safety tips for being out in the hot sun, including wearing sunscreen and staying hydrated. Cox Media Group Miami will be onsite to help celebrate the Holiday.

<http://www.miamibeach.gov>

July 9, 2023 - Segment 1 – City of Miami Fire Rescue - 17:56

Guest – Lieutenant Pete Sanchez, Public Information Officer

The City of Miami Fire Rescue is celebrating its 125th Anniversary with a community festival July 15th at Regatta Park in Coconut Grove. Lieutenant Sanchez talks about the history of Miami Fire Rescue and the changes & improvements over the years due to technology. He explains what it takes to pass the fire rescue exam, and encourages people to apply, with positions now open.

<https://tinyurl.com/bdevwp7f>

September 10, 2023 - Segment 2 – Miami Dade College – 5:16

Guest: Wolfson Campus President, Beatriz Gonzalez

Gonzalez discusses the importance of Miami Dade College's involvement in the community, as the North Campus prepares to host the annual Pink Walk to benefit the Women's Breast & Heart Initiative. She also discusses programs that engage students with local businesses to provide resources for the businesses and job training for the students.

<http://www.mdc.edu>

PSA'S:

7/1 – 7/3 - 6x – City of Miami Beach – Fire on the Fourth

8/14 – 8/20 – 14x – FPL – Tree Trimming Safety Campaign

9/2 – 9/5 – 8x – Miami Dade College – I Am MDC Day

9/11 – 9/17 – 14x – FPL – Tree Trimming Safety Campaign

PROMOS:

9/4 – 9/22 – 24x – Miami-Dade County – Adopt-a-Tree Event
9/23 – 9/30 – 10x – Miami Dade Chamber – ‘Run it Back’ Walk

CRIME & VIOLENCE

Programs:

EASY'S COMMUNITY FOCUS

July 30, 2023 – Segment 2 – City of Margate Police Department – 13:37

Guest: Community Engagement Officer, Diana Maglocco

Maglocco talks about the city's annual National Night Out Against Crime, a free event to bring the community together with police, fire rescue and military officers. In its 21st year, Margate's NNO draws 10,000 people to the event to enjoy free food and beverages, entertainment, police K-9 and S.W.A.T. demonstrations and fire rescue demonstrations. The National Night Out has helped create better relations and increased trust between the public and police, resulting in a reduction in crime and an increase in citizens' reporting of witnessing crimes.

<http://www.facebook.com/margateflpolice>

VIEWPOINTS

September 10, 2023, SEGMENT 2: From Drug Trafficker to Informant: How Ex-Criminals Are Aiding Investigators – 9:50

Guests: *Margarito Flores Jr., federal drug informant; Sergeant Ryan Wasson, detective, Kane County Sheriff, officer, Homeland Security Investigations Task Force*

We speak with ex drug trafficker, Margarito Flores Jr. about his entry into the illicit drug trade at an early age and when he decided to get out of the business and start working for the other side. We also speak with Sgt. Ryan Wasson about the critical role informants play in aiding law enforcement, but why it is important to avoid glorifying the work of people like Flores.

<https://www.samhsa.gov/>

PSA's:

8/9 – 9/24 – 15x – FI Assoc of Broadcasters – Office of Financial Resources

PROMOS:

7/1 – 7/7 – 10x - Women in Distress – Dancing with the Local Stars Fundraise

7/16 – 7/23 – 10x – City of Margate – National Night Out Against Crime

DIVERSITY / RACE RELATIONS

Programs:

EASY'S COMMUNITY FOCUS

September 3, 2023 - Segment 2 – Miami Dade College – 9:12

Guest: President, Madeleine Pumariega

Pumariega talks about the many events planned for 'I Am MDC Day,' and the subsequent weeks, as the college celebrates its 63rd Anniversary. She shares the evolution of MDC from a 2-year school to a 4-year college with degrees for in-demand fields. Pumariega also touches on MDC's focus on community engagement and diversity as part of its mission to be inclusive in all that it does.

<http://www.mdc.edu>

September 24, 2023 - Segment 1 – City of Miramar – 08:28

Guest: Vice Mayor Alexandra Davis

Vice Mayor Davis talks about the City's Hispanic Heritage Month event, 'Latin Nights 23', on October 6th. Admission is free, and the event will honor residents of Hispanic Heritage who have made meaningful contributions to the community. There will also be entertainment by musicians of various Hispanic backgrounds, and a professional Hispanic dance troupe to lead the audience. Davis provides an overview of the growth of Miramar's Hispanic population, and the importance of bringing people of all backgrounds together as one.

<https://tinyurl.com/5avcuv3k>

VIEWPOINTS

July 23, 2023, SEGMENT 3: Viewpoints Explained: Why is an End to Affirmative Action Such Big News? – 1:49

Host: Ebony McMorris:

We break down how higher education will be affected by the Supreme Court's recent ruling ending affirmative action.

ECONOMY / JOBS

Programs:

EASY'S COMMUNITY FOCUS

July 23, 2023 – Segment 1 – Miami Downtown Development Authority - 15:11

Guest: Christina Crespi, CEO / Executive Director

Crespi discusses several programs the DDA has in place to help Miami's small businesses and to enhance Miami's image for tourism which directly impacts the economy and job stability. The DDA has begun holding weekly Permit Clinics for business owners to learn what permits and licenses they need, and to get help processing necessary paperwork. The DDA has also set aside money for Creative Collaborator Grants to support initiatives to bring new and novel art, culture, and health projects to the city.

<http://www.miamidda.com>

August 6, 2023 – United Way of Miami – 31:02

Guest: Symeria Hudson, President / CEO

Hudson talks about 'UpSkill Miami,' a new job training & education initiative that will focus on helping residents gain skills in specific in-demand fields.

<http://www.unitedwaymiami.org>

August 20, 2023 – Segment 2 – JobNews USA - 18:14

Guest: Tiffany Price, General Manager

Price gives an advance look at the upcoming Mega Job Fair on August 31st. She provides tips on how to gain the attention of a potential employer and how to stand out among the many other applicants for a job opening.

<https://jobnewsusa.com>

August 27, 2023 – Segment 1 – Job News USA - 15:27

Guest: Tiffany Price, General Manager

Price returns to Community Focus to provide more information about the Mega Job Fair on August 27th – a preview of fields and companies that will be participating and tips for prioritizing which organizations to spend time with to find a good career match for one's individual skills.

<http://www.jobnewsusa.com>

VIEWPOINTS:

July 9, 2023, SEGMENT 1: Summer Travel Plans: Make the Most of Where You Are Already - 9:35

Guest: *Jessica Mlinaric, Chicago resident, writer, author, Secret Chicago: A Guide to the Weird, Wonderful, and Obscure.*

High demand for travel this summer is leading to exorbitantly high prices for flights, hotels, and rental

cars. If traveling out of state this summer is out of the question (or you just want to spend more time at

home), we offer up some ways to rediscover your own town, city, or region and gain a new perspective.

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

July 16, 2023, SEGMENT 1: Avoiding Conversations Around Money? How to Get Started – 8:53

Guests: *Lori Sackler, certified financial planner, financial wealth advisor, author, The M Word: The Money Talk Every Family Needs to Have About Wealth and Their Financial Future; Emily Guy Birken, financial expert, financial writer, author, Stacked: Your Super Serious Guide to Modern Money Management*

Only 1 in 4 Americans feels financially secure, according to a recent survey by consumer financial services firm, Bankrate. We speak with two financial experts about how more Americans can have productive conversations about their spending and come up with a plan to save and invest more for the future.

<https://advisor.morganstanley.com/evergreen-lane-wealth-management-group>

July 30, 2023, SEGMENT 3: Viewpoints Explained: How Much Are You Paying for Subscriptions Each Month? – 2:02

Host: *Ebony McMorris*

There seems to be a subscription for nearly every product or service these days. But how much is too much? And when you are ready to cancel, why does it always seem like it is a pain to go through the process? We uncover how some businesses use deceptive marketing tactics to keep consumers paying.

August 6, 2023, SEGMENT 1: How Artificial Intelligence is Fueling the \$1.1 Trillion in Online Retail Sales - 6:15

Guest: *David Ting, chief technology officer, Zenni Optical.*

Online retail sales are set to surpass \$1.6 trillion by 2027. With so much growth in the market, retailers are investing big in artificial intelligence software that improves customer interaction, usability, supply chain and more. We speak with the Chief Technology Officer of Zenni Optical about how retailers are setting up for this new era of digital dominance.

<https://nrf.com/blog/how-artificial-intelligence-will-change-retail>

August 6, 2023, SEGMENT 2: The Hollywood Strike Explained - 10:13

Guests: *Sofya Levitsky-Weitz, playwright, screenwriter, "The Bear"; Irving Belateche, screenwriting professor, School of Cinematic Arts, University of Southern California.*

The screenwriters strike in Hollywood is now in its third month. Last month, the Screen Actors Guild joined forces with the Writers Guild of America and called a strike. We speak with two

active voices in the industry about what is driving this strike and why these asks are so important to current and future professionals in this landscape.

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

September 3, 2023, SEGMENT 1: Drowning in Debt? You are Not Alone: A New Wave of Credit Card Debt in America – 7:32

Guest: *Chloe Elise, certified financial coach, author, Deeper Than Money.*

Credit card debt in the U.S. just surpassed one trillion dollars and payment delinquency rates are also on the rise. One factor that is feeding into these increases are a growing amount of credit card accounts. The Federal Reserve Bank of New York reports that there are 70 million new accounts since 2019. This week – we discuss the effects of escalating debt and how listeners can start taking back control.

<https://www.cnbc.com/select/how-much-money-to-put-towards-debt/>

September 3, 2023, SEGMENT 2: Actors & Writers Are on Strike, But Why Are not Musicians Picketing as Well? – 9:56

Guests: *David Lowery, senior lecturer, Music Business Certificate Program, University of Georgia; Rene Kladzyk, volunteer, Union of Musicians and Allied Workers.*

Screenwriters and writers are not the only ones feeling the pinch in this new media landscape dominated by streaming. Hundreds of thousands of musicians are struggling to make a living from the substandard pay they receive from platforms like Spotify and Apple Music. We cover just how the music sector has changed and why these artists do not have the same protections as other creatives. <https://musicworkersalliance.org/>

September 10, 2023, SEGMENT 1: Why Does Everyone, Including Parents, Want to be Influencers? – 7:16

Guest: *Stephanie McNeal, senior editor, Glamour, author, Swipe Up for More: Inside the Unfiltered Lives of Influencers.*

Two out of three people on Earth are on social media. With so many eyeballs online, it is big business to have a large social media following and work as an influencer. We highlight this ever-evolving lucrative industry and how new laws are better protecting those who have been previously taken advantage of.

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

PSA'S:

7/5 – 7/9 – 20x – Neighborhood Housing Services of South Florida – Affordable Housing Assistance

7/17 – 7/30 – 28x – Neighborhood Housing Services of South Florida – Affordable Housing Assistance

7/30 - 8/6 – 16x – Florida Dept of Revenue – Tax Free Back to School Shopping Holiday

8/1 – 8/6 – 12x – Sweet Home Missionary Church – Backpack Giveaway
8/7 – 8/14 – 10x – City of North Miami – Backpack Giveaway
8/7 – 8/20 – 22x – United Way Miami – ‘UpSkill’ Miami
8/21 – 8/30 – 20x – Job News USA – Job Fair

PROMOS:

7/10 – 7/23 – 18x – Broward Partnership for the Homeless – Landlords needed for Affordable Housing

EDUCATION

Programs:

EASY'S COMMUNITY FOCUS

July 9, 2023 – Segment 2– Embrace Girls Foundation / Embrace Water Safety – 14:31

Guest: President / CEO Velma Lawrence

Lawrence talks about the importance of learning to swim for all South Florida residents. Between pools, lakes, creeks, and the ocean, drowning is a constant concern, especially for children. Embrace Girls Foundation is sponsoring Cox Media Group's 'Embrace Water Safety' event July 15th, a free public event where people can get basic swim lessons, learn swim safety, CPR and more.

<https://tinyurl.com/mr9dy6w2>

July 16, 2023 – Segment 1 – The Children's Trust – 14:07

Guest: Natalia Zea, Engagement Officer

Zea talks about The Children's Trust's annual Family Expos. The back-to-school event has evolved from one day to three individual expos in South, Central and North Dade County, to better serve the local community. In addition to entertainment for kids, the expo features community resources for families. By holding three separate events, each one is more focused on local services. The events are free to the public.

<http://www.thechildrenstrust.org/familyexpo>

September 3, 2023 – Segment 1 – Girl Scouts of Southeast Florida – 22:09

Guest: Patty Kopelman, Chairperson 'Emerald Awards' Luncheon

Formerly known as the 'Lead the Way' luncheon, Kopelman explains the name change of the event, to simplify promotion across counties. She also discusses how the event gives Girl Scouts an opportunity to learn from local women leaders who are honored for their contributions to business and community.

<http://www.onebidpal.net/emeraldsbroward/welcome>

September 24, 2023 – Segment 2 – The Children's Trust – 19:42

Guest: Ximena Nunez, Communications Director

Nunez shares information about the Children's Trust's new searchable online database that lists organizations in Miami-Dade County that have After School programming for kids. The database is comprehensive, also including a range of services from financial aid and food aid to mental health resources. She also emphasizes the resources available by calling 2-1-1 or visiting 211Miami.org.

<http://www.211miami.org/afterschool>

VIEWPOINTS

July 2, 2023 – Segment 1: Uncovering the Mysteries of the Universe – 7:53

Guest: *Sarafina El-Badry Nance, astrophysicist, PhD Candidate, University of California-Berkeley, author, Starstruck: A Memoir of Astrophysics and Finding Light in the Dark.*

Nance discusses her experience earning a PhD in astrophysics. Before specializing in this field, she had to gain a good understanding of math, physics, and astronomy, subjects she says never came naturally to her and it took a lot of hard work to get where she is today. Now, she is speaking out about the barrier to entry in these fields and the importance of greater inclusion and opportunities for those who have been historically excluded.

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

July 16, 2023 – Segment 2: Has Artificial Intelligence Forever Changed the Music Industry? - 8:42

Guests: *Tina Tallon, assistant professor, artificial intelligence, music composition and the arts, University of Florida; Robert Laidlow, classical music composer, fellow, University of Oxford.*

ChatGPT is not dominating media headlines anymore, but the technology is still leading to massive changes across America. One area where its making waves is the music production industry. We speak with two experts within the field about how artificial intelligence is forcing them to rethink the future of music artistry and production.

<https://www.robertlaidlow.co.uk/>

July 30, 2023 – Segment 1: The Largest & Most Powerful Telescope Ever Built – 8:25

Guest: *Jacob Bean, astronomer, professor, Department of Astronomy & Astrophysics, University of Chicago*

The James Webb telescope is the largest and most powerful space telescope ever built. A year and a half ago hundreds of thousands of people cheered after the telescope successfully launched and opened to begin capturing the universe in more detail than ever before. We speak with one astronomer about how this telescope will lead to greater discoveries – including the hunt extraterrestrial life.

<https://webb.nasa.gov/>

August 20, 2023 – Segment 1: From Cow's Milk to Saltwater Oysters: The First People to Dive Into the Unknown – 6:45

Guest: *Cody Cassidy, writer, author, Who Ate The First Oyster? The Extraordinary People Behind the Greatest Firsts in History*

Whoever thought, “This white, liquid substance from this animal looks like it’s safe enough that I’m going to drink it.” Out of the many items we have today (whether its food, drink, or something else) there was a person who first took the risk in trying it themselves. We explore the many firsts throughout history and how key archaeological evidence plays a role in accurately telling these narratives. <https://www.penguinrandomhouse.com/books/565144/who-ate-the-first-oyster-by-cody-cassidy/>

August 20, 2023 – Segment 2: Separating Fact From Fiction: Are You a Victim of Misinformation? – 9:58

Guests: *Colin Dickey, writer, author, Under the Eye of Power: How Fear of Secret Societies Shapes American Democracy; Dr. Erik Nisbet, Owen L. Coon Professor of Policy Analysis & Communication, Northwestern University.*

Conspiracy theories have been around for hundreds of years. From secret projects to secret government societies, these theories are prevalent across society. We speak with two conspiracy experts about how these stories arise, why they are so pervasive online and why artificial intelligence may make these narratives more difficult to detect.

<https://www.ipr.northwestern.edu/news/2022/fake-news-big-lies.html>

September 17, 2023 – Segment 2: School, Sports, Standardized Tests: When is there Time to Build Life Skills? – 9:20

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

As an academic advisor, Ana Hodayoun has had thousands of conversations with students, parents, and administrators. Many of these talks typically center around grades, college admissions, career paths and other key academic to-dos. Yet, what is not as commonly talked about is the importance of life skills. This means cultivating independence, setting good habits and more. We speak with Hodayoun about why so many teens seem to struggle post-high school and how adults can better prepare their kids in the long-term rather than focusing solely on short-term academic markers.

<https://www.cdc.gov/healthyyouth/mental-health/index.htm>

PSA's:

7/6 – 9/24 – 17x – FI Assoc of Broadcasters – Florida A & M University
7/15 – 7/21 – 14x – The Children's Trust – Family Expo 1
7/30 – 7/31 – 4x – United Way of Broward – Reading Pals Program Volunteers
7/31 – 2x – The Children's Trust – Family Expo 3
9/6 – 9/17 – 24x – Girl Scouts of Southeast Florida - Emerald Awards

PROMOS:

7/1 – 7/9 – 14x – Humane Society of Broward County – Volunteer School Service Hours
7/25 – 7/28 – 10x – The Children's Trust – Family Expo 2
7/31 – 8/4 – 7x – The Children's Trust – Family Expo 3
7/31 – 8/13 – 18x – United Way of Broward – Reading Pals Program Volunteers
8/28 - 9/3 – 10x – Girl Scouts of Southeast Florida – Emerald Awards

ENVIRONMENT / ANIMAL WELFARE

Programs:

EASY'S COMMUNITY FOCUS

July 16, 2023 - Segment 2 – FPL – 14:55

Guest: Bianca Soriano, Spokesperson

Facing the hottest July on record worldwide, with local temperatures in the mid 90's and the heat index between 107 and 112 degrees, Soriano discusses measures to stay safe in the heat, and also offers a variety of methods to help keep home temperatures comfortable while reducing energy use and lowering utility bills. By taking a simple online quiz, residents can get tips from FPL on how to heat-proof their home and save money on electric use.

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

August 27, 2023 - Segment 2 – Florida Power & Light - 15:47

Guest: Spokesperson, Shawn Johnson

Johnson discusses the many ways FPL prepares for Hurricane Season all year round with upgrades to infrastructure, and collaboration with experts at the National Hurricane Center. He provides tips for residents to prepare for the season without endangering themselves or others, particularly when trimming tree or working around power lines.

<http://www.fpl.com/storm/home/prepare.html>

September 17, 2023 - Segment 2 – Miami Dade County 'Heat' Officer – 17:12

Guest: Jane Gilbert, Chief Heat Officer

Gilbert discusses the increase in temperatures due to climate change, and the danger to lives when the heat index reaches over 105 degrees – which has happened repeatedly this summer. She offers guidance for individuals to stay safe in the heat and how to make accommodations for people who work outdoors.

<https://www.miamidade.gov/global/economy/environment/heat.page>

VIEWPOINTS

August 13, 2023, Segment 1: The Growing Risk of Wildfires from Coast to Coast: Are You Prepared?

– 8:55

Guest: Dr. Adrienne Edwards, botanist, author of *'Firescaping Your Home: A Manual for readiness in wildfire Country*

It has been the deadliest year on record for wildfires in Canada. While California is typically the focus point for these events, the new reality of human-caused climate change is that wildfires

are becoming a greater threat in areas never seen before. We speak with Dr. Adrienne Edwards about how Americans can best prepare for wildfire season and help stop the spread.

<https://www.nytimes.com/2020/09/22/us/forest-fires-fighting-history.html>

August 27, 2023, Segment 2: When Green Energy Turns Toxic: Re-Tooling Solar Panels – 8:50

Guests: *Adam Saghei, Chief Executive Officer, We Recycle Solar; Jesse Simons, co-founder, Chief Commercial Officer, SolarCycle*

Solar energy is big business in the U.S. and is only set to expand in the coming years, with an annual growth rate of 21 percent. But after these solar panels die, where do they go? How 'green' is this technology if we are dumping thousands of used, toxic panels into landfills? We speak with two experts in the solar panel recycling space about how innovation is driving this shift and what more needs to be done to make this energy source truly sustainable.

<https://e360.yale.edu/features/solar-energy-panels-recycling>

September 24, 2023, Segment 2: One After Another: Helping People Recover in a World Where Natural Disasters are All Too Common – 8:50

Guest: *Vickie Mays, clinical psychologist, distinguished professor, psychology, health policy & management, University of California-Los Angeles:*

The reality: Human-induced climate change is leading to more frequent and powerful extreme weather events. In the U.S. and around the world, millions struggle to get back on their feet following the damage and destruction these disasters bring. As bystanders, how can we pitch in and help? We cover the physical and mental toll these hardships cause and why it is important to step up and give back in any way you can.

<https://www.ready.gov/kit>

PSA'S:

7/4 – 4X – Humane Society of Broward County – Fireworks & Pet Safety

8/6 – 8/13 – 10x - Humane Society of Broward County – Newspapers Needed, Adopt a Pet

PROMOS:

7/8 – 7/15 – 10x – Miami Dade County DERM – Adopt-A-Tree Free Tree Giveaway

HEALTH

Programs:

EASY'S COMMUNITY FOCUS

August 20, 2023, Segment 1 – American Heart Association / Baptist Health – 16:57

Guest: Dr. Harneet Waila, Sleep Specialist at Miami Cardiac & Vascular Institute

Dr. Waila discusses the importance of getting not only enough sleep, but enough quality sleep to maximize mental and physical health. She points out how detrimental lack of sleep is to overall health, including specific effects on the brain and the heart.

<https://tinyurl.com/3hj2mk8e>

September 10, 2023, Segment 1 – Women's Breast & Heart Initiative –242:22

Guest: Andrea Ivory, Founder / CEO

Ivory talks about the 7th annual 'Pink Walk' set for September 24th at Miami-Dade College North Campus. She addresses the importance of disease prevention and early detection – including mammograms, and how the funds raised from the Walk help provide mammograms to women who would not otherwise be able to get them. WBHI continues to take their services into local communities and workplaces to reach people where it is convenient for them to get screenings.

<http://www.flbreasthealth.com>

VIEWPOINTS

July 2, 2023 – Segment 2: "You Need to Lose Weight Or You're Going to Die" – 9:36

Guest: Martinus Evans, runner, founder, Slow A-F Run Club, author, *Slow A-F Run Club: The Ultimate Guide for Anyone Who Wants to Run*

When imagining a runner most Americans would describe a person who is lean, muscled, and fits into a certain body type category. Martinus Evans, runner, author & founder of the Slow A-F Run Club, is hoping to break this way of thinking. He argues that anyone – at any body size – can be a consistent runner. Evans shares his story of how he got into running and embodies his own mantra as a 300-pound-man who is run eight marathons.

<https://www.instagram.com/300poundsandrunning/?hl=en>

July 23, 2023 – Segment 1: Mary Lasker: A Public Health Pioneer – 7:36

Guest: Judith L. Pearson, biographer, author, *Crusade to Heal America: The Remarkable Life of Mary Lasker*.

The National Institute of Health. National Cancer Institute. These are just some of the research foundations that are thriving today thanks to the work of health activist Mary Lasker. We speak

with biographer, Judith L. Pearson about the many big contributions Lasker made to cancer & heart disease research throughout the twentieth century.

<https://profiles.nlm.nih.gov/spotlight/tl/feature/cancer>

August 13, 2023 – Segment 2: Feeling Distracted & Disconnected? Here’s How to Slow Down – 8:20

Guest: *Christian Madsbjerg, professor, applied humanities, New School, author, ‘Look: How to Pay Attention in a Distracted World.’*

In 2012, researchers at the University of California-Irvine estimated that the average human’s attention span was around seventy-five seconds. In recent years, this number has dropped to forty-seven seconds. What is leading to this continuing decline in our attention spans? We speak with one mindfulness expert to get some tips on how people can slow down, increase their focus, and feel less chronically stressed.

<https://www.cnet.com/health/mental/unplug-from-social-media/>

August 27, 2023 – Segment 1: A Rise in Mental Health Issues Among Adolescents – 7:31

Guest: *Jennifer Breheny Wallace, journalist, writer, author, ‘Never Enough: When Achievement Culture Becomes Toxic – And What We Can Do About It’*

With summer break over and millions of students back in school, it is a good time to talk about the importance of mental health. After all, adolescents today face an excessive number of demands both in and outside of the classroom. This week on Viewpoints - we speak with author Jennifer Breheny Wallace about the importance of sharing how a person’s value should never be linked to their performance. <https://challengesuccess.org/join-the-program/>

PSA’S

7/1 – 9/18 – 28x – FI Assoc of Broadcasters – FI Dept of Health

8/31 – 9/17 – 26x – Women’s Breast & Heart Initiative – Pink Walk

9/18 – 9/22 – 10x – WCU / Jackson Health Fair

9/20 – 9/23 – 8x – Women’s Breast & Heart Initiative – Pink Walk

9/23 – 9/26 – 4x – City of North Miami Beach – Health Fair

9/27 – 9/30 – 4x – NAMI Walks Broward

PROMOS:

7/18 – 7/30 – 15x – National Weather Service – Heat Safety Measures

8/7 – 8/13 – 10x – National Weather Service – Heat Safety Measures

8/21 – 8/27 – 10x – National Weather Service – Heat Safety Measures

8/26 – 8/30 – 7x – Women’s Breast & Heart Initiative – Pink Walk

9/4 – 9/17 – 18x – Zero Prostate Cancer – Fundraising Run
9/23 – 9/27 – 6c – City of North Miami Beach – Health Fair

HUMAN SERVICES

Programs:

EASY'S COMMUNITY FOCUS

July 23, 2023 – Segment 2 – Legacy Donation Services, Donate Life Florida - 15:39

Guest: Advocate, Legia Maranon

Maranon shares her personal story of losing her son in a car accident, and how as an organ donor his passing resulted in saving 5 lives, restoring eyesight to 2 people, and helping another 20 achieve mobility and independence. Maranon explains the difficulty in finding eligible matches for organ and tissue donations and why so many people are needed to sign up as organ donors. Donate Life Florida has a new specialty license plate to create awareness of the issue and raise funds to support services.

<http://www.donatelifeflorida.org>

July 30, 2023 – Segment 1 – Tree of Life Parenting Center - 14:23

Guest: Executive Director, Gloria Martinez

Martinez gives the background of how she founded Tree of Life Parenting Center to provide services for expectant moms and new moms who do not have the necessary resources available. Tree of Life is gearing up for their 3rd Annual Community Baby Shower – a free event where pregnant women and new moms will receive guidance and goods. The event includes a panel of experts covering topics including post-partum depression, work-life-parenting balance, and building a 'mom village' as a support system.

<http://treeoflifemiami.org>

August 13, 2023 – Segment 1 – Broward Partnership for the Homeless - 21:07

Guest: Fran Esposito, CEO

Esposito talks about the growth of the Broward Partnership, including the opening of a new residence for homeless people later this year. With funding cuts for non-profits, Esposito is counting on the income from a major fundraiser scheduled September 30th.

<http://www.bphi.org>

September 17, 2023 – Segment 2 – Feeding South Florida – 9:47

Guest: Paco Velez, President / CEO

Velez discusses the increased need for food supplies for the ¼ million local people living with 'food insecurity. With inflation affecting food prices, along with continued supply chain issues, the organization is able to provide 4 meals for \$1.00, compared with 9 meals for \$1.00 two years ago. The Outrun Hunger 5k on September 23rd will help raise funds to enable the organization to continue to provide food for those in need.

<http://www.feedingsouthflorida.org>

VIEWPOINTS

September 24, 2023, Segment 2: One After Another: Helping People Recover in a World Where Natural Disasters are All Too Common – 8:50

Guest: *Vickie Mays, clinical psychologist, distinguished professor, psychology, health policy & management, University of California-Los Angeles:*

The reality: Human-induced climate change is leading to more frequent and powerful extreme weather events. In the U.S. and around the world, millions struggle to get back on their feet following the damage and destruction these disasters bring. As bystanders, how can we pitch in and help? We cover the physical and mental toll these hardships cause and why it is important to step up and give back in any way you can.

<https://www.ready.gov/kit>

PSA's:

7/1 – 9/24 – 27x – FI Association of Broadcasters – Division of Emergency Management

7/10 – 7/14 – 10x – City of Miami Fire Rescue – 125th Anniversary Celebration

8/21 – 8/27 – 14x – Tree of Life Parenting Center – Community Baby Shower

9/6 - 9/23 – 4X – FI Association of Broadcasters – Ounce of Prevention

Promos:

7/1 – 7/23 – 36x - Summer Break Spot – Free Meals for Children

8/7 – 8/13 – 10x – Broward Partnership for the Homeless

8/14 – 8/27 – 20x – Tree of Life Parenting – Community Baby Shower

8/21 – 8/27 – 10x – Broward Partnership for the Homeless

9/4 – 9/22 – 24x – Feeding South Florida – Outrun Hunger 5k

UNDERSERVED POPULATIONS

Programs:

EASY'S COMMUNITY FOCUS

July 2, 2023 – Segment 1 – I Can Living & Learning Center – 11:47

Guest: Debbie Telsey, Founder / Vocational Program Manager

Telsey offers an overview of services provided by I Can Living & Learning Center, with a focus on helping disabled people find employment. The non-profit works with people with all types of disabilities, both intellectual and physical, helping to prepare them for the working world, and also guiding employers on best practices for working with someone who is disabled. I Can is holding a free Resource Fair July 15th for organizations that provide services to the disabled community to be able to share their services with those in need.

<http://www.icanfl.org>

August 13, 2023 – Segment 2 – Mission United Broward – 5:50

Guest: James Heaton, Senior Director

Having just completed a major backpack giveaway with free school supplies for children of veterans, Heaton reveals that Mission United will now have its own building, separate from United Way of Broward. The additional space will enable the organization to accommodate all their services in one location, making it a one-stop location for Veterans to get the support they need.

<http://www.unitedwaybroward.org/mission-united>

PSA's:

7/10 – 7/14 – 10x – I Can Living and Learning Center – Resource Fair for Disabled Population & Organizations

8/22 – 9/24 – 25x – Autism Speaks – Fundraiser Walk

PROMOS

9/23 - 9/30 – 10x – Mission United Broward – Helping Hands Veterans Stan Down