

# **WFEZ Community Issues and Programming**



**July 1, 2013 – September 30, 2013**

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## **Index**

### **WFEZ Community Issues and Programming**

#### **Description of Regular Public Affairs Programs**

Viewpoints

The Platform

#### **Community Issues Related Programming**

#### **Public Service Announcements**

# **WFEZ COMMUNITY ISSUES AND PROGRAMMING**

**July 1, 2013 – September 30, 2013**

WFEZ serves the Miami / Ft. Lauderdale / Hollywood market and all of its surrounding communities. Listed below is a description of the community issues addressed by the station in its programming for the period July 1, 2013 – September 30, 2013.

- 1. Government Programs and Issues**
- 2. Health**
- 3. Women and Family Issues**
- 4. Charitable Events**

## DESCRIPTION OF REGULAR PROGRAMS

5:20 am      **Viewpoints** 30-minutes

A Nationally syndicated program produced by MediaTracks, out of Des Plaines, IL.

**Viewpoints** feature a half-hour look at important issues in the news and in our lives.

5:50 am      **The Platform** 30-minutes

A Cox Radio, Miami locally produced program.

**The Platform** is a weekly half-hour informed discussion about the issues and concerns of South Florida. The host talks with community leaders, representatives of local and state agencies, and charitable organizations, in an effort to create awareness and inspire pro-active involvement with causes and agencies.

# COMMUNITY ISSUES RELATED PROGRAMMING

## Government Programs and Issues

**July 7, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Recruiting for the CIA: Who fits the bill?**

**Duration: 0:11:11 minutes**

*Host: Christopher Michael. Guests: Jason Matthews, 33-year veteran of the CIA (ret.), author of the spy thriller, "Red Sparrow"; Ambassador Henry Crumpton, 24-year veteran of the CIA (ret.), former coordinator for counterterrorism at the State Dept., author of the memoir, "The Art of Intelligence: Lessons from a Life in the CIA's Clandestine Service."*

One of the most popular literary and film genres is the spy thriller. What's more exciting than reading about Jack Ryan or Nick Carter taking on America's enemies in a cat-and-mouse game of espionage? But is working overseas for the CIA really like that? Do Americans "spy" or do they get others to do it for them? We talk to two veteran CIA officers about their jobs working in clandestine services overseas, how they recruited foreign nationals to work for them, and find out why these foreigners would turn against their country to work for the CIA.

**July 7, 2013 5:20 a.m.**

**Viewpoints Segment #2 – Weather Forecasting: How accurate can they get?**

**Duration: 0:11:24 minutes**

*Host: Marty Peterson. Guests: Derick Fabert, meteorologist at WCIA 3 TV, Champaign, IL ([www.illinoishomepage.net/weather](http://www.illinoishomepage.net/weather)); Eric Snodgrass, Dir. of Undergraduate Studies for the Department of Atmospheric Sciences, University of Illinois, Urbana-Champaign ([www.illinois.edu](http://www.illinois.edu)).."*

We've had a lot of very extreme and dangerous weather this year, and forecasting has kept many people out of harm's way by warning them of dangerous storms, floods and extreme heat. But weather forecasters have their share of errors too. Just how do they create their forecasts? And how accurate can they get? We talk to two forecasters about how meteorologists put a forecast together, the technology they rely on, why they can't get it right every time.

**July 21, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Cows Save the Planet: Reducing greenhouse gases on the farm**

**Duration: 0:11:40 minutes**

*Host: Christopher Michael. Guests: Judith D. Schwartz, journalist, author of "Cows Save the Planet," ([www.judithdschwartz.com](http://www.judithdschwartz.com)); Matt Ruark, Asst. Prof. in Dept. of Soil Science, Extension Soil Scientist, Univ. of Wisconsin, Madison ([www.soils.wisc.edu](http://www.soils.wisc.edu)).*

A lot has been written about ways to mitigate greenhouse gases from the atmosphere, but not much has been said about how soil and cows can help achieve this goal. We talk to an author and soil researcher about how soil conservation, smart tillage, cover crops and dairy cattle management can reduce the amount of carbon and methane expelled into the air and, in the process, enrich the soil and keep dairy cattle healthy and productive.

**August 4, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Deserters of WWII: Untold stories**

**Duration: 0:10:15 minutes**

*Host: Christopher Michael. Guests: Charles Glass, author of "The Deserters: A hidden history of World War II," ([www.charlesglass.net](http://www.charlesglass.net)).*

With all of the films, books and tributes to the brave men and women who fought in World War II, no one has addressed the topic of the thousands of Allied soldiers who deserted during that war. Why did they leave their units? Where did they go? What happened to them if they were caught? We talk to an author who brings the stories of the deserters to light, and discusses how these men were most often not cowards, but brave combat fighters who were mentally drained after months or years in combat.

**National Night Out Against Crime in Margate August 6, 2013**

**Margate Police Department.**

- A dedicated page on Easy931.com was created in the Community Events Section promoting the event.
- 34- 60 second live promotional announcements ran 08/01-08/06
- On site 7-11PM 08/06/13

**August 18, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Co-ops: Can they help rescue the economy?**

**Duration: 0:10:26 minutes**

*Host: Christopher Michael. Guests: Gar Alperovitz, Lionel R. Bauman Professor of Political Economy, University of Maryland, author of the book, "What Then Must We Do? Straight talk about the next American Revolution," ([www.garalperovitz.com](http://www.garalperovitz.com)); Brent Hueth, Assoc. Prof. and Agricultural and Applied Economics Director, Center for Cooperatives, University of Wisconsin, Madison ([www.wisc.edu](http://www.wisc.edu)); Dr. Gregory McKee, Assoc. Prof. and Director of the Quentin Burdick Center for Cooperatives, North Dakota State University ([www.ndsu.edu](http://www.ndsu.edu)).*

Cooperatives are everywhere – from credit unions to farmers' markets to hardware stores – but do they have enough muscle to really change our economy? We talk to three co-op specialists about the history of these business models, how they compete in the world of corporations and small business, and how they offer a unique alternative to commerce that can not only make money and employ workers, but also bring communities together.

**August 25, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Infrastructure: How bad is it? Why can't we fix it?****Duration: 0:11:31 minutes**

*Host: Christopher Michael. Guests: Donald MacDonald, architect and co-author of the book, "Bay Bridge: History and design of a new icon," ([www.donaldmacdonaldarchitects.com](http://www.donaldmacdonaldarchitects.com)); Joe Schwieterman, professor in DePaul University's Graduate School of Public Service, and Director of the Chaddick Institute for Metropolitan Development ([las.depaul.edu/chaddick](http://las.depaul.edu/chaddick)).*

The roads, bridges and other infrastructure in the U.S. are in a sad state with bridges collapsing and roads crumbling under our feet. What needs to be done to fix them? And why can't we seem to light a fire under the government to get the job done? We talk to two infrastructure specialists about the situation and hear their opinions on how to deal with the problem.

**September 1, 2013 5:20 a.m.****Viewpoints Segment #1 – John Quincy Adams: One of our greatest patriots****Duration: 0:10:55 minutes**

*Host: Christopher Michael. Guests: Harlow Giles Unger, author of "John Quincy Adams," ([www.harlowgilesunger.com](http://www.harlowgilesunger.com)).*

When someone asks "who's your favorite president?" most people say Lincoln or Washington or Jefferson or Reagan or Clinton, or some other famous commander-in-chief. The name John Quincy Adams rarely makes anyone's top 3 list. But that's because what he did as president pales in comparison to what he did before and after he had the top job. We talk to John Quincy's biographer about the triumphs of liberty, equality, peace and justice our sixth president won not as president, but as a true patriot outside the White House.

**September 1, 2013 5:50 a.m.****The Platform – Miami-Dade Water project****Duration: 0:28:47 minutes**

Jennifer Messemer, the Public Information Officer for the Miami-Dade Water and Sewer Department (WASD) comes on to talk about irrigation, tips on becoming more environmentally friendly and the improvements Miami Dade is doing to our sewer infrastructure.

**September 22, 2013 5:20 a.m.****Viewpoints Segment #2 – Spy the Lie: The art of deception detection****Duration: 0:10:28 minutes**

*Host: Marty Peterson. Guests: Phillip Houston, former CIA officer specializing in lie detection, co-author with Michael Floyd and Susan Carnicero of "Spy the Lie: Former CIA officers teach you how to detect deception," ([www.amazon.com](http://www.amazon.com)) ([www.twitter.com/spythelie](http://www.twitter.com/spythelie)).*

Everyone has told a lie, but not everyone can get away with it -- especially if they come up against a group of CIA officers who have spent their careers ferreting out the truth. We talk to one former CIA lie detector about the verbal and non-verbal signs of lying, how to spot someone who might be lying, and why it's so difficult for the vast majority of people to lie and get away with it.

**September 29, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Boy on the Wooden Box: A Schindler's List Memoir**

**Duration: 0:10:50 minutes**

*Host: Christopher Michael. Guests: Daniel Leyson, son of Leon Leyson, author of "The Boy on the Wooden Box: How the impossible became possible on Schindler's List," (www.kids.simonandschuster.com).*

Anyone who saw the movie, "Schindler's List," can't help but be moved by the heroism of Oskar Schindler, the factory owner and war profiteer who saved scores of Jews from certain death in the Nazi concentration camps of World War II. We talk to the son of one of the survivors of the real Schindler's List, about his father's time in the camp and factory, and his life in America after the war.

**September 29, 2013 5:20 a.m.**

**Viewpoints Segment #2 – Robopocalypse: How smart can they get?**

**Duration: 0:11:43 minutes**

*Host: Marty Peterson. Guests: Daniel H. Wilson, PhD in robotics from Carnegie Mellon Univ., Pittsburgh, PA, author of the sci-fi thriller, "Robopocalypse," (www.danielhwilson.com); Christopher Atkeson, PhD, Prof. in The Robotics Institute, Carnegie Mellon Univ., (www.ri.cmu.edu).*

Robots seem to be doing everything these days, from vacuuming floors to building cars to dispensing pills in a pharmacy. In the movies they regularly try to take over the world, but ultimately fail. Just how far can robots go? And what's in store in fiction and the real world for them in the future? We talk to two roboticists – one who's a sci-fi novelist – about 'bots in real life and in fantasy.

## **Health**

**July 7, 2013 6:55 a.m.**

**The Platform – Women and Heart Disease**

**Duration: 0:28:30 minutes**

Dr. Aimee Shunny re-joins the program to discuss the number one killer in women – heart issues. She tells us the 4 ways we can fight back, chances we can make today that will lower the risk of heart disease and the importance of Omega 3's.

**July 14, 2013 6:55 a.m.**



## **The Platform – Summer Grilling**

**Duration: 0:29:11 minutes**

Chef Kevin Vetter from the McCormick kitchen comes on to talk about the summer flavors of 2013 and how to incorporate them into your summer menu. He also shares grilling secrets and recipes.

**August 8, 2013 6:55 a.m.**

## **The Platform – End of Life Etiquette**

**Duration: 0:26:33 minutes**

Samira Beckwith re-joins to talk about her new book. She has become a great help to people around the world by breaking the taboo of talking about death. In this interview she discusses how to talk to children about death, how you can help someone who is terminally ill, why it's ok to show sadness and how she hopes to help others.

**August 11, 2013 5:50 a.m.**

## **The Platform – Autism Speaks**

**Duration: 0:30:22 minutes**

A local ambassador for Autism Speaks, Amandah Goldsmith, joins the program to discuss Autism and life with her autistic son. She discusses being 'On the Spectrum', vaccinations and why bringing awareness to autism is so important.

**September 1, 2013 5:20 a.m.**

## **Viewpoints Segment #2 – Reality vs. Your Brain's View of the World**

**Duration: 0:11:46 minutes**

*Host: Marty Peterson. Guests: David McRaney, author of "You Are Now Less Dumb," ([www.youarenotsmart.com](http://www.youarenotsmart.com)); Mark Pezzo, Associate Prof. of Psychology, University of South Florida, St. Petersburg ([www.usfsp.edu](http://www.usfsp.edu)).*

We walk around in our world, thinking that we have a good grasp on what's happening around us and how we fit into it. But, do we? Does our view of the world and our place in it jibe with reality? Or do we fudge the facts to make ourselves look better and our enemies look worse? Can we admit our mistakes? Or do we make up stories that justify our actions? We talk to an author and a psychologist about the "heuristics" – or shortcuts – and the fallacies that we use every day to make sense of our world.

**September 8, 2013 5:20 a.m.**

## **Viewpoints Segment #1 – Comfort Foods: How they help us through hard times**

**Duration: 0:11:03 minutes**

*Host: Christopher Michael. Guests: Jordan Troisi, Visiting Asst. Prof. of Psychology, Widener University, Chester, PA ([www.widener.edu](http://www.widener.edu)); Lolis Eric Elie, writer, filmmaker and author of the book, "Treme: Stories and Recipes from the Heart of New Orleans," ([www.loliselie.com](http://www.loliselie.com)); Joanne Chang, owner of Flour Bakery Cafés in Boston, author of*

*the cookbook, "Flour, too: Indispensible recipes for the café's most loved sweets and savories," ([www.flourbakery.com](http://www.flourbakery.com)).*

Why do we often turn to certain foods when we experience a trauma or a loss? What is it about the mac and cheese or the ice cream that makes us feel better? We talk to a psychologist, a New Orleans writer/filmmaker and a Boston restaurateur about the lure of comfort food, and their culinary experiences during times of sadness and disaster in their cities.

## **Women and Family Issues**

**July 14, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Working during Retirement: What are the best options?**

**Duration: 0:10:44 minutes**

*Host: Christopher Michael. Guests: Susan B. Garland, editor, "Kiplinger's Retirement Report," ([www.kiplingers.com](http://www.kiplingers.com)); Caitrin Lynch, Assoc. Prof. of Anthropology, Olin College of Engineering, Needham, MA, author of "Retirement on the Line: Age, work and value in an American factory," ([www.retirementontheline.net](http://www.retirementontheline.net)).*

Millions of baby boomers are either in retirement or planning to retire relatively soon. However, many of them would like to work longer – at least part time. What are their options with regard to Social Security, Medicare and their retirement nest eggs? We talk to a retirement expert about how to estimate retirement finances; when the best time is to collect Social Security and continue working full- or part-time, and how Medicare works with an employer's health plan. We also talk to an anthropologist about a factory that welcomes seniors into their workforce – even those 100 years old – and how they and the workers benefit from the experience.

**July 14, 2013 5:20 a.m.**

**Viewpoints Segment #2 – Man Made: A father's quest for machismo?**

**Duration: 0:11:50 minutes**

*Host: Marty Peterson. Guests: Joel Stein, humor columnist, Time magazine, author of "Man Made: A stupid quest for masculinity," ([www.thejoelstein.com](http://www.thejoelstein.com)).*

When a father finds out that his new baby is a boy, what goes through his mind? It's different for everyone, but for humor columnist Joel Stein it was sheer terror! Stein, who was not an outdoorsy, sporty, risk-taking child or adult, realized he was going to have to "man up" so he could teach his son about camping, self-defense, day trading, boot camp, baseball – all the macho arts. So he went out and found the best people he could to teach him. He talks about his adventures in manhood and about what he learned from the experiences and the men who schooled him.

**July 21, 2013 5:20 a.m.**

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

**Duration: 0:11:01 minutes**

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

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

**July 21, 2013 5:50 a.m.**

**The Platform – Talking with your Kids about Drugs Part 1**

**Duration: 0:29:01 minutes**

Keith Code, ex-pro racer and recovering drug addict, is now an Ambassador for the Foundation for a Drug Free World. He re-joins us to discuss the ways we can talk with our kids about drugs, signs of drug use in a children and why it's important to communicate with kids about drug use.

**July 28, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Television: Is it becoming too raunchy for our kids?**

**Duration: 0:10:23 minutes**

*Host: Christopher Michael. Guests: Dan Isett, Dir. of Public Policy for The Parents Television Council (www.parentstv.org); Dr. Charles Coletta, instructor in the Department of Popular Culture, Bowling Green State Univ. (www.bgsu.edu.).*

With so many channels on TV today, you can find programs that cater to everyone's tastes. However, some parents think that there's not much out there in prime time that is safe for families with children to watch. They say that even network TV is becoming raunchier with "pixelated" or blurred nudity becoming more common, and bad language and sexual references made even on some animated shows. We talk to two television specialists about the issue, why it happens and how parents can better keep track of their children's viewing.

**July 28, 2013 5:20 a.m.**

**Viewpoints Segment #2 – A Mother and Son's Journey to Sobriety**

**Duration: 0:12:26 minutes**

*Host: Marty Peterson. Guests: Martha Grimes, best-selling author of detective fiction, and her son Ken Grimes, a public relations professional, co-authors of the book "Double Double: A dual memoir of alcoholism," (www.marthagrimes.com).*

Alcoholism is a serious problem in the U.S., and recognizing and recovering from it is a long and arduous journey. We talk to a best-selling author and her son, both of whom

battle alcoholism, about their years of drinking, how they stopped and how they manage to remain on the wagon despite the temptations in our drinking culture.

**July 28, 2013 5:50 a.m.**

**The Platform – Talking with your Kids about Drugs Part 2**

**Duration: 0:28:32 minutes**

In the second installment of the Keith Code interview the ex-pro racer and recovering drug addict, talks about his role in the Foundation for a Drug Free World. He also discusses his history, ways drugs are bought and sold in schools and the three most important things he thinks you should know about kids and drugs.

**August 4, 2013 5:20 a.m.**

**Viewpoints Segment #2 – Science Fiction: What makes it so popular?**

**Duration: 0:12:30 minutes**

*Host: Marty Peterson. Guests: D.J. MacHale, author of the young adult scifi novel, "Sylo," ([www.djmachalebooks.com](http://www.djmachalebooks.com)); Dann Gire, film critici for the Chicago Daily Herald ([www.dailyherald.com](http://www.dailyherald.com)); Jeffrey Brown, author of the illustrated children's book, "Vader's Little Princess," ([www.chroniclebooks.com](http://www.chroniclebooks.com)).*

Everywhere you look, there are scifi movies, books, games and television shows. Why is this genre so popular now? What is it that makes the characters of shows and films such as "Star Trek," "Battlestar Gallactica," and "Star Wars" so beloved and enduring? We talk to two authors and a film critic about the resurgence of scifi, and what makes a good scifi story.

**August 4, 2013 5:50 a.m.**

**The Platform – Tips for Stressed Moms**

**Duration: 0:29:47 minutes**

With school about to be back in session Dr. Amine Shunny comes back on to talk about stress and its effect on moms. She discusses the signs of being stress and talks about how women are susceptible to emotional health issues. Dr. Shunny gives suggestions for coping with stress; including diet change and exercise.

**August 11, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Entrepreneurs: How to get a leg up in small business**

**Duration: 0:10:43 minutes**

*Host: Christopher Michael. Guests: Elizabeth Ü, author of the book, "Raising Dough: The complete guide to financing a socially responsible food business," ([www.financeforfood.com](http://www.financeforfood.com)); Patrick J. Murphy, Professor of Management in the Driehaus College of Business, DePaul University, Chicago, IL ([commerce.depaul.edu](http://commerce.depaul.edu)).*

Starting a small business is a lot of work, and many of them fail – or never get off the ground in the first place. We talk to two entrepreneur specialists about some of the

important points that need to be considered when you're thinking of starting your own business, and how to avoid some of the pitfalls of going out on your own.

**August 11, 2013 5:20 a.m.**

**Viewpoints Segment #2 – Beach Reads: What makes a good guilty pleasure book**

**Duration: 0:11:46 minutes**

*Host: Marty Peterson. Guests: Philippa Gregory, best-selling author of "The White Princess," ([www.philippagregory.com](http://www.philippagregory.com)); Matt Hilton, best-selling author of "Blood and Ashes," from the Joe Hunter series ([www.matthiltonbooks.com](http://www.matthiltonbooks.com)); Bella Andre, best-selling author of the Sullivan Series of romance novels, including "The Look of Love," and "From This Moment On," ([www.bellaandre.com](http://www.bellaandre.com)); Lisa Renée Jones, best-selling author of the Inside Out Trilogy, including "If I Were You," ([www.lisareneejones.com](http://www.lisareneejones.com)).*

As summer winds down, the days of leisure at the beach reading a book are numbered. Many people take their "guilty pleasure" books – the ones they hide under a plain cover – to read on vacation or just sitting around on a warm day. But what makes a book a good "beach read"? We talk to four best-selling authors of fiction about how they create their books to hook the reader from the beginning chapter to the final word, and keep them coming back for more.

**August 18, 2013 5:20 a.m.**

**Viewpoints Segment #2 – Office Idiots: Working with difficult people**

**Duration: 0:13:04 minutes**

*Host: Marty Peterson. Guests: Meredith Fuller, psychologist in Melbourne, Australia, author of the book, "Working with Bitches: Identify the eight types of office mean girls and rise above workplace nastiness," ([www.meredithfuller.com.au](http://www.meredithfuller.com.au)); Dr. Kenneth Lloyd, management consultant and author of "Office Idiots: What to do if your workplace is a jerkplace," ([www.jerksatwork.com](http://www.jerksatwork.com)).*

Anyone who's worked in a business knows that there are people at the office or plant who are almost impossible to get along with. Why do these workers make it a misery to come to work each day? What pleasure do they get from harassing you? And why do women bosses sometimes try to derail other women's careers? We talk to a psychologist and a business expert about these difficult people, why they do what they do and how to work with – or around – them.

**August 25, 2013 5:20 a.m.**

**Viewpoints Segment #2 – Flirting: New techniques for a new millennium**

**Duration: 0:10:58 minutes**

*Host: Marty Peterson. Guests: Ariel Kiley and Simone Kornfeld, co-authors of the book, "Smitten: The way of the brilliant flirt," [www.smittenbook.com](http://www.smittenbook.com); ([@smittenbook](https://twitter.com/smittenbook)).*

Does anyone really flirt anymore? Or is that a throwback to the "Mad Men" days of the 50's and 60's? According to our two guests, flirting is alive, and well in the new millennium, but young women are often unsure of just how to do it effectively. Our

guests discuss the new “rules” for flirting, how to get out there and find someone to have fun with, and how to extricate yourself from someone who infringes on your space.

**September 8, 2013 5:20 a.m.**

**Viewpoints Segment #2 – Women’s Safety: Using injury to avoid harm**

**Duration: 0:11:37 minutes**

*Host: Marty Peterson. Guests: Tim Larkin, Self-protection expert, author of the book, “Survive the Unthinkable: A total guide to women’s self-protection,” (www.timlarkin.com).*

Safety is a concern that’s always on the minds of women – it’s like they have a sixth sense for knowing when a person or group isn’t safe. Yet, because of socialization, many women will get on the elevator alone with a strange man, despite the alarm bells going off in their heads; or she’ll walk alone to her car in a dark parking garage so she doesn’t inconvenience the other women in the group. We talk to a self-protection expert about why it’s not wrong to listen to your “gut,” and why any woman – or man – should be able to lash out and injure an attacker in order to avoid being seriously harmed.

**September 15, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Comfort Foods: Bullying and Ostracism: Social slights can have long-term effects**

**Duration: 0:12:52 minutes**

*Host: Christopher Michael. Guests: Bill Copeland, Assoc. Prof. at Duke University Medical Center, Dept. of Psychiatry and Behavioral Sciences (www.duke.edu); Kipling Williams, Prof. of Psychological Sciences, Purdue University and a specialist in ostracism (http://williams.socialpsychology.org) (www.purdue.edu). (www.stopbullying.gov).*

With the beginning of the school year comes the beginning of bullying for some kids and ostracism for others. But why do kids do it? How does it really affect the victim – and the tormenter? Does bullying have long-lasting effects for some kids? How can parents and schools work to make the school experience a good one for all kids? We talk to two behavior specialists about the issues of ostracism and bullying and find out why they happen and what can be done to stop these behaviors.

**September 15, 2013 5:20 a.m.**

**Viewpoints Segment #2 – The Man Who Quit Money**

**Duration: 0:09:52 minutes**

*Host: Marty Peterson. Guests: Mark Sundeen, author of “The Man Who Quit Money,” (www.marksundeen.com).*

Do you think you could give up money – ALL money – and live by yourself off the land? Do you think you’d be welcomed by friends and family if you did? We talk to an author whose friend did give up money and we find out how it affected him socially, physically and spiritually.

**September 22, 2013 5:20 a.m.**

**Viewpoints Segment #1 – Promote Yourself: Advice for Gen-Y'ers in the workplace**

**Duration: 0:12:06 minutes**

*Host: Christopher Michael. Guests: Dan Schawbel, business journalist, consultant, author of the book, "Promote Yourself: The new rules for career success," (www.danschawbel.com); Gloria Petersen, founder and president of Global Protocol, Inc., author of series of books, "The Art of Professional Connections," (www.gloriapetersen.com).*

Gen-Y'ers are entering the workplace in droves, but they're sometimes fish out of water in an office where Baby Boomers are in authority. We talk to two workplace gurus about how young people need more than tech skills to advance in their careers once they get that first job; how to learn and sharpen "soft skills" in communication and work style, and how Gen-Y'ers and Boomers can "cross-mentor" each other to create a more productive and happier workplace.

**September 22, 2013 5:50 a.m.**

**The Platform – School Lunch for picky kids**

**Duration: 0:31:09 minutes**

Stuart Tomc a world renowned Dietitian and health expert comes on the program to talk about healthy lunches for school children and our selves, even the pickiest of eaters. He gives wonderful suggestion for pack lunch and discusses the nutritional standards you should be trying to meet for your child and yourself.

## **Charitable Events**

**August 28, 2013 5:50 a.m.**

**The Platform – MCH Together for Miracles**

**Duration: 0:27:04 minutes**

Miami Children's Hospital (MCH) is getting together for miracles. It's a giant campaign aimed at putting childhood illness into the light and raising funds for Miami Children's Hospital. During this interview we talk with Nikel and Ava. Ava is 4 and a cancer survivor. They discuss the difficult journey and how they can donate to Ava and MCH.

**Tunnel to Towers 5K Walk & Run September 7, 2013**

**Stephen Siller Tunnel to Towers Foundation**

- A dedicated page on Easy931.com was created in the Community Events Section promoting the event.
- 12 – 60 second live promotional announcements ran 08/01-08/06
- Hosted by Susan Wise on site 6-10AM 09/07/13

**September 8, 2013 5:50 a.m.**  
**The Platform – The 15<sup>th</sup> Annual Safe Walk 5K**  
**Duration: 0:24:56 minutes**

Courtney Holshouser the Associate Director of Development for Women in Distress talks about the organization and its mission. Courtney also discusses signs of abuse, ways to talk to some if you think they need help and the 15<sup>th</sup> Annual Safe Walk 5K in October.

**September 15, 2013 5:50 a.m.**  
**The Platform – Special Olympics**  
**Duration: 0:35:24 minutes**

Jim Maler, former Seattle mariner, and Andrew Savysky, Appointed Chairman of the Resource Development Committee for Special Olympics Florida, Come on to discuss the benefits and programs offered by Special Olympics Florida the Miami-Dade Chapter. They cover the organization's mission, its benefits to our community and how you can get involved.

**September 29, 2013 6:55 a.m.**  
**The Platform – D.A.R.E**  
**Duration: 0:27:55 minutes**

Officers Patience Glasko and Peter Judge come on the program to discuss D.A.R.E. (Drug Abuse Resistance Education). The talk about the curriculum, their upcoming fundraiser - the Village of Palmetto Bay Arts & Crafts Festival – and why programs like these are so important.



## **PUBLIC SERVICE ANNOUNCEMENTS:**

<b>Ad Council</b> <i>Adoption-Hero</i>	40 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Blood Saves-Asteroid</i>	43 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Driving Safely-Hog Commandos</i>	42 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Dating Abuse Prevention- Time Machine</i>	37 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Education-Football</i>	43 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Music Education-Music</i>	38 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Finance-Financial Literacy</i>	51 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Parenting-Father Involvement</i>	51 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Parenting-Latch System</i>	44 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Pet Adoption-Toys</i>	45 recorded announcements 07/01-09/30
<b>Cox Media Miami</b> <i>Together for Miracles</i>	140 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> <i>Division of Emergency Management</i>	130 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> <i>Florida Army National Guard</i>	130 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> <i>Florida Restaurant and Lodging</i>	45 recorded announcements 07/01-09/30

**WFEZ**  
Boat Safety

8 recorded announcements  
07/04