

## **WFEZ Community Issues and Programming**



**July 1, 2015 – September 30, 2015**

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October 1, 2015**

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# **WFEZ COMMUNITY ISSUES AND PROGRAMMING**

**July 1, 2015 – September 30, 2015**

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, 2015 – September 30, 2015.

- 1. Heath**
- 2. Women and Family Issues**
- 3. Local Charities and Events**
- 4. Media**

## DESCRIPTION OF REGULAR PROGRAMS

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

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

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

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

A Cox Radio, Miami locally produced program.

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

## COMMUNITY ISSUES RELATED PROGRAMMING

### Health

**July 26, 2015 5:50 a.m.**

**The Platform – Dope On Dope**

**Duration: 0:27:53 minutes**

Vice President of Product Development at CannaVest Corporation in San Diego, California, Chris Boucher is one of the true American pioneers of the modern USA hemp industry. Founder of the Hemp Industries Association (H.I.A) in 1992, in 1994 he co-wrote the first California and Colorado Industrial Hemp Legislation Act of 1995, which today serves as the boilerplate for most state legislation regarding industrial hemp. Today he is joining us to talk about the ongoing debates surrounding campaigns to legalize medical marijuana and recreational marijuana.

**July 19, 5:32 a.m.**

**Viewpoints Segment #1 – The life and music of jazz legend Sheila Jordan**

**Duration: 0:11:59 minutes**

*Host: Gary Price. Guests: Sheila Jordan, jazz singer, teacher and composer); Ellen Johnson, singer, musician, author of "Jazz Child: A portrait of Sheila Jordan."*

Jazz is the quintessential American music genre, and nobody sings it better than Sheila Jordan. We talk to Jordan and her biographer about Jordan's rise from poverty to her career singing with some of the most famous jazz musicians of the 20th century, the racism that jazz musicians – both black and white – experienced, and the need to preserve this music for future generations.

**July 26, 5:32 a.m.**

**Viewpoints Segment #1 – Happiness: What is it? How do we find it?**

**Duration: 0:10:41 minutes**

*Host: Gary Price. Guests: Tim Bono, assistant dean in the college of arts and sciences, and a lecturer in psychology at Washington University, St. Louis; Frederic Lenoir, philosopher, sociologist and religious historian. Author of the book, Happiness: A philosopher's guide.*

We hear that we should be happy, and that happiness helps you live longer, brings more tranquility to your life, and to the lives of your family and friends. But do you know what happiness truly is? We talk to a psychologist and a philosopher about the essence of happiness, how to find it and how it's different from person to person and across

the globe.

**August 2, 5:32 a.m.**

**Viewpoints Segment #1 – The Psychopath Inside**

**Duration: 0:11:59 minutes**

*Host: Gary Price. Guests: Scott Lilienfeld, professor of psychology, Emory Univ., Atlanta, GA; James Fallon, neuroscientist at Univ. of California-Irvine, author of "The Psychopath Inside: A neuroscientists personal journey into the dark side of the brain."*

When we hear the term "psychopath," we usually think of serial killers or other nasty villains. Rarely does anyone think of the mild-mannered neuroscientist next door. We talk to a psychologist and to a neuroscientist who happens to be psychopathic, about what the term actually means in the medical world.

**August 2, 5:32 a.m.**

**Viewpoints Segment #2 – Talking About Abortion and Other Touchy Topics in a New Way**

**Duration: 0:09:37 minutes**

*Host: Marty Peterson. Guests: Aspen Baker, co-founder and executive director of Exhale, author of the book, "Pro-Voice: How to keep listening when the world wants a fight."*

It seems that when the topic of abortion comes up in the media, there are two distinct sides voicing their opinions with no middle ground or real conversation on the topic. The debate over this issue and other touchy topics these days usually disintegrates into an "Us vs. Them" shouting match, leaving many on both sides and in the middle angry and dissatisfied.

**August 2, 2015 6:55 a.m.**

**The Platform – Allergy Season**

**Duration: 0:22:13 minutes**

Doug Ingoldsby comes on to talk about allergies and how they can start to affect people more now than ever. He discusses pollen, food and GMO's.

**September 13, 5:32 a.m.**

**Viewpoints Segment #1 – Car crashes & PTSD**

**Duration: 0:13:59 minutes**

*Host: Reed Pence. Guests: Bill Hansen, car accident survivor; Dr. Edward Hickling, Prof. of Psychology, Univ. at Albany and co-author, After the Crash; Debbie Miller Koziarz, car accident survivor*

Auto accidents are the largest cause of post-traumatic stress disorder. About 25 percent of people injured in car crashes will suffer from it. Accident survivors and one of the world's foremost experts discuss variables that make PTSD worse and those that make recovery easier, as well as the essentials victims must carry out to recover.

**September 13, 5:32 a.m.**

**Viewpoints Segment #2 – Palcohol--powdered alcohol**

**Duration: 0:06:03 minutes**

*Host: Reed Pence. Guests: Bill Hansen, car accident survivor; Dr. Edward Hickling, Prof. of Psychology, Univ. at Albany and co-author, After the Crash; Debbie Miller Koziarz, car accident survivor*

Nancy Benson. Guests: Mark Phillips, Palcohol inventor; David Jernigan, Assoc. Prof., Johns Hopkins Bloomberg School of Public Health; Rick Jones (R), State Senator, Michigan; Brian Kelsey (R), State Senator, Tennessee

**September 20, 5:32 a.m.**

**Viewpoints Segment #1 – Exploding head syndrome**

**Duration: 0:07:07 minutes**

*Host: Nancy Benson. Guests: Walter Michka, health blogger and exploding head syndrome sufferer; Dr. Brian Sharpless, Asst. Prof. of Psychology, Washington State Univ. and author, Sleep Paralysis*

A sleep disorder strangely named "exploding head syndrome" may keep more than 10 percent of people awake at night by inflicting them with crashing sounds that only they can hear. A sufferer and an expert discuss.

**September 20, 5:32 a.m.**

**Viewpoints Segment #2 – Stem cell regeneration**

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

*Host: Reed Pence. Guests: Dr. Harold Katcher, Prof. of Biology, Univ. of Maryland Univ. College and co-founder, Turritopsis Corp.; Dr. Michael Conboy, researcher, Univ. of California, Berkeley; Nelson Yee, founder, XVitality Sciences*

Scientists have discovered that older research animals can seemingly be made young again with infusions of young blood which reactivate stem cells. Researchers have started to isolate factors in plasma that appear to be responsible, opening the door to possibly rolling back the clock on aging. Experts explain.

**September 27, 5:32 a.m.**

**Viewpoints Segment #2 – Mindful Work: Meditation in the workplace**

**Duration: 0:11:20 minutes**

*Host: Marty Peterson. Guests: David Gelles, business reporter, NY Times, author of "Mindful Work: How meditation is changing business from the inside out." Allan Lokos, founding and guiding teacher of the Community Meditation Center in NYC, author of "Through the Flames: Overcoming disaster through compassion, patience and Determination."*

We're always hearing about how everyone is stressed these days, that we have too much to do and too many people asking for a moment – or more! – Of our time. What can we do to keep our bosses happy, our clients' needs fulfilled and ourselves from

pulling out our hair? We talk to two men who have found that meditating can help workers become more productive, less stressed and happier overall.

## **Women and Family Issues**

**July 5, 5:32 a.m.**

**Viewpoints Segment #2 – Over-involved parents**

**Duration: 0:11:00 minutes**

*Host: Marty Peterson. Guests: William Joyce, Oscar-winning filmmaker, author of the children's book, Billy's Booger: A memoir, sort of. Mary Jo Rapini, psychotherapist who deals with issues of family, relationships and intimacy.*

Kids are little bundles of imagination and they can amuse themselves with the simplest of household goods: a pot and a spoon, becomes a drum; a cardboard box turns into a fort, and a towel can transform them into a caped crusader! However, some parents tend to micromanage their kids' time with structured activities and there's little left for the child to explore the world.

**July 5, 2015 5:50 a.m.**

**The Platform – Travel Host**

**Duration: 0:22:10 minutes**

Ina Lee, editor of Travel Host, comes on to talk about being tourist in our own town. She talks about things that you can do with your kids and out of town guests.

**July 12, 5:32 a.m.**

**Viewpoints Segment #1 – Human trafficking**

**Duration: 0:11:13 minutes**

*Host: Gary Price. Guests: Melysa Sperber, Dir. of the Alliance to End Slavery and Trafficking, a project of Humanity United; Kay Buck, CEO of Coalition to Abolish Slavery and Trafficking, CAST, Los Angeles, CA*

Slavery is alive in the United States and around the world in the 21st century. That's hard to believe, but all over the world people are being forced to work long hours as laborers or in the sex trades, in horrible conditions for little or no money – and there's no way for them to get out.

**July 12, 2015 5:50 a.m.**

**The Platform – Summer Tips for Moms**

**Duration: 0:24:18 minutes**



Amiee Shunney Re-joins the program to discuss ways you can entertain you kids and yourself this summer. Plus she talks about keeping the stress low while you get thru the summer reading lists.

**July 19, 2015 6:55 a.m.**

**The Platform – Back to School Tips**

**Duration: 0:23:45 minutes**

Robin Bartleman, school Board District 9, come on to talk about finishing up your children required reading and what parents can look forward to in the upcoming school year.

**July 26, 5:32 a.m.**

**Viewpoints Segment #2 – George Washington**

**Duration: 0:10:54 minutes**

*Host: Marty Peterson. Guests: Harlow Giles Unger, historian and author of the book, Mr. President: George Washington and the making of the nation's highest office.*

The President of the United States has a lot of powers that we think are given to him by the U.S. Constitution. You might be surprised to find out, however, that very little in that document actually outlines the job or the authority the Commander-in-Chief possesses. We talk to a historian about how executive powers and privilege for the President were created not by Congress but by the first man to hold the nation's highest office.

**August 9, 5:32 a.m.**

**Viewpoints Segment #1 – Women in Prison Part I: A look inside the bars**

**Duration: 0:09:21 minutes**

*Host: Gary Price. Guests: Lt. Brad Gray, Correctional Officer, Rockville Correctional Facility, Rockville, IN; Stacie Brown, Inmate; Cleary Wolters, former inmate, author of "Out of Orange: A memoir."*

The Netflix television show, *Orange is the New Black*, depicts life in a women's prison – but is it real? Are the inmates whose lives they portray realistic? We toured a real women's medium-security prison, talked to the administration and some inmates there to find out. We also talk to the real-life Alex Vause from OITNB, Cleary Wolters – a former inmate and friend of Piper Kerman, author of the book *Orange is the New Black: My year in a women's prison*.

**August 9, 5:32 a.m.**

**Viewpoints Segment #2 – Women in Prison Part II: Changed lives – for the better**

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

*Host: Gary Price. Guests: Lt. Brad Gray, Correctional Officer, Rockville Correctional Facility, Rockville, IN; Stacie Brown, Inmate; Cleary Wolters, former inmate, author of "Out of Orange: A memoir."*

What's a women's prison really like? Motherhood, drama and romantic relationships are all quite common. We visited Rockville Correctional Facility and sat down with two

inmates to discuss their prison experience, past regrets and what they've learned while serving their sentences.

**August 9, 2015 5:50 a.m.**

**The Platform – Breastfeeding Month**

**Duration: 0:29:21 minutes**

Cheryl Lorie, the breastfeeding coordinator for Miami-Dade County WIC, talks about the benefits of breast feeding and tips all moms should know. She also problem solves, and talks about how working moms can balance breastfeeding and work.

**August 16, 5:32 a.m.**

**Viewpoints Segment #2 – Kids and Financial Intelligence**

**Duration: 0:10:45 minutes**

*Host: Marty Peterson. Guests: Dean Obenauer, Asst. Dir. of Financial Aid for Financial Literacy, Creighton University, Omaha, Nebraska; Jeff Reeves, Exec. Editor at Investorplace.com*

Millions of young people will soon head out on their own for the first time to attend college or start their first job. It will also be the first time that many of them are in charge of their own finances. How literate are they about banking, spending, saving, and credit?

**August 23 2015 5:50 a.m.**

**The Platform – Hurricane Preparedness**

**Duration: 0:23:21 minutes**

Carlos Castello of the American Red Cross comes on to talk about preparing for a hurricane. With the threat of Hurricane Erika he tells us what to put in the emergency box, how to find the safe room in your house and answers frequently asked questions.

**August 30, 5:32 a.m.**

**Viewpoints Segment #1 – Cohabitation and the Law**

**Duration: 0:11:06 minutes**

*Host: Gary Price. Guests: Martha Ertman, professor of law specializing in contract and family at the Carey School of Law, University of Maryland, author of the book, Love's Promises: How formal and informal contracts shape all kinds of families.*

There are millions of Americans who live together as husband and wife, but they never became formally "married." What are their rights? Who gets the house, the car the bank accounts if they break up or one of them dies? We talk to a noted contract and family law attorney who has written extensively on the subject to find out how society and the courts view cohabitation relationships. We also discuss what cohabiting couples should do to prevent problems with the law.

**August 30, 5:32 a.m.**

## **Viewpoints Segment #2 – Intelligent Disobedience: Knowing when and how to say “no”**

**Duration: 0:10:33 minutes**

*Host: Marty Peterson. Guests: Ira Chaleff, founder and president of Executive Coaching & Consulting Associates, Washington, D.C., author of the book Intelligent Disobedience: Doing right when what you’re told to do is wrong.*

We’re taught from a young age that we should obey authority and do what adults tell us to do. Those lessons usually work in our favor, however there are times when a child – and an adult – should say no to the ones in charge.

Our guest has studied this issue and has come up with situations where refusing to do something is the right thing, and he discusses when and how to say “no” effectively and for the benefit of the individual and others.

**September 6, 5:32 a.m.**

## **Viewpoints Segment #1 – Hunting and Poaching Wild Animals**

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

*Host: Gary Price. Guests: Dr. Samuel Richards, a senior lecturer in sociology at Penn State University; Keith Norris, director of government affairs & partnerships at the Wildlife Society; Mike Hoffmann, senior scientist for the International Union for Conservation of Nature, Species Survival Commission.*

When an American trophy hunter killed Cecil the Lion, a protected animal in an African game preserve, the internet was packed with Tweets and Facebook diatribes condemning the man who did it and big game hunting in general. Why are we so concerned about one animal when there are millions of them killed around the world every year? Is there a good reason to shoot large game for sport, or is it always wrong?

**September 13, 2015 5:50 a.m.**

## **The Platform – Back To School Germs**

**Duration: 0:26:13 minutes**

Dr. Cass Ingram comes on to talk about ways you can be proactive in preventing those pesky back to school germs. He talks about elderberry and herbs and also about ways you can help heal a sick family member if germs do get into the house hold.

**September 27, 2015 5:50 a.m.**

## **The Platform – National Preparation Month**

**Duration: 0:20:18 minutes**

Tim manning, FEMA Deputy Administrator for protection and National Preparedness, comes on to talk about having a plan in case of an emergency. From fires to hurricanes he has tips on how you and your family can be prepared.

## Local Charities and Events

**July 12, 5:32 a.m.**

**Viewpoints Segment #2 – Philanthropy**

**Duration: 0:10:25 minutes**

*Host: Marty Peterson. Guests: Carrie Morgridge, Vice President of The Morgridge Family Foundation, author of Every Gift Matters: How your passion can change the world.*

The huge donations by billionaires such as Bill and Melissa Gates, Oprah, and Warren Buffett get a lot of press – and they help a lot of charities and people around the world. You might be surprised to know, though, that most of the money that non-profits receive is from small donors giving much less to deserving causes

**August 18, 2015 5:50 a.m.**

**The Platform – Up 2 Us Sports**

**Duration: 0:24:23 minutes**

Paul Caccamo, CEO and founder of Up 2 Us sports. On this episode he discusses the importance of sports in our schools and how it can impact a young person's life on and off the field.

**September 6, 2015 5:50 a.m.**

**The Platform – Have A Heart Foundation**

**Duration: 0:22:13 minutes**

Christopher Mitchell, a Miami Dade County Police Officer, comes on to talk about Wolf-Parkinson and how it has affected his family's. He discusses school physicals and how the requirements may change because of this disease.

**Live Like Bella, September 19, 2015**

**Navarro**

- A dedicated page on Easy931.com was created in the Community Events Section promoting the event.
- The Easy Street Team was on site 09/19/15

**September 20, 2015 5:50 a.m.**

**The Platform– Sickle Cell**

**Duration: 0:24:12 minutes**

Hans Ottinot, a local lawyer, comes on the program to talk about his daughter Lia and her battle with sickle cell disease. He discuss the power of blood donation, how to find support and about the blood drive on September 21<sup>st</sup>.

**September 27, 2015 5:50 a.m.**

**The Platform – Alzheimer's**  
**Duration: 0:20:12 minutes**

Jose Pinera, Miami Walk Manger, Lourder Mariano, committee chair for the Alzheimer's walk and Tequesta Altson programs coordinator for Palm Beach come on to discuss Alzheimer's. They talk about ways you can talk to family members, what you can expect and how they plan on raising awareness with their annual 5K.

**Alzheimer's Walk, September 27, 2015**  
**Meizner Park**

- A dedicated page on Easy931.com was created in the Community Events Section promoting the event.
- The Easy Street Team was on site 09/27/15

## **Media**

**July 19, 5:32 a.m.**

**Viewpoints Segment #2 – The Anatomy of a Crime Novel**

**Duration: 0:09:36 minutes**

*Host: Marty Peterson. Guests: Patricia Cornwell, crime novelist, author of "Flesh and Blood"*

Crime novels are among the most popular reading in the U.S., and nobody writes a more engaging, suspenseful and factually accurate story than award-winning and best-selling novelist Patricia Cornwell. Her Kay Scarpetta series is full of detailed forensic information, and we talked to her about how she gathers her facts and actually experiences some of the dangerous situations that she puts her heroine through in her books.

**August 16, 5:32 a.m.**

**Viewpoints Segment #1 – Lists of Note**

**Duration: 0:10:52 minutes**

*Host: Gary Price. Guests: Shaun Usher, author of Lists of Note: An eclectic collections deserving of a wider audience.*

Everyone makes lists: shopping lists, to-do lists, Christmas lists, and many more. But what do your lists say about you? We talk to an author who looked at hundreds of lists compiled by the famous, the infamous and the unknown, and found out that they say a great deal about the times, our history and the list makers themselves.

**August 23, 5:32 a.m.**

**Viewpoints Segment #1 – The Genius of Instant Photography****Duration: 0:10:13 minutes**

*Host: Gary Price. Guests: Ronald K. Fierstein, author of “A Triumph of Genius: Edwin Land, Polaroid, and the Kodak Patent War.”*

These days, “instant photography” means digital pictures that can be cropped, enhanced and captioned and uploaded to the internet in a matter of minutes. It’s nothing very novel today, what with all of the cell phones and tablets that can produce stunning photos. It wasn’t that long ago, however, that “instant” pictures were as talked about as the latest iPhones are today.

**August 23, 5:32 a.m.****Viewpoints Segment #1 – Social Media and the Presidential Election****Duration: 0:11:23 minutes**

*Host: Marty Peterson. Guests: Matthew McGregor, Aria Juliet Castillo*

Snapchat is quickly rising to the top of the social media hierarchy, and presidential candidates want to tap into its growing audience. But how exactly do you reach young voters on social media without sounding “too political” and boring? We speak with Matthew McGregor, Obama’s former digital strategist, and Aria Juliet Castillo, a young voter who loves social media and politics about the issue.

**September 6, 5:32 a.m.****Viewpoints Segment #2 – Digital Job Search****Duration: 0:11:40 minutes**

*Host: Gary Price. Guests: Amy Kristof-Brown, Prof. in the Henry Tippie College of Business at the University of Iowa; Paul J. Bairo, CEO of Phone Interview Pro, author of The Essential Digital Interview Handbook,*

These days, a phone or digital interview often precedes the face-to-face meeting for job hunters. If you think that all you have to do is sit in front of your computer or cell phone camera and talk, think again. Resumes are also changing, with online services such as LinkedIn and CareerBuilder the first places an employer looks to find an applicant. We talk to two employment specialists about how the interview and resume processes have changed, and how applicants can get the edge in the digital job search market.

**September 27, 5:32 a.m.****Viewpoints Segment #1 – It Was a Dark and Stormy Night: The Bulwer-Lytton Fiction Contest****Duration: 0:10:17 minutes**

*Host: Gary Price. Guest: Scott Rice, retired English professor from San Jose State University and founder of the annual Bulwer-Lytton Fiction Contest.*

Everyone knows the line “It was a dark and stormy night” from Snoopy’s exploits as a budding novelist. But do you know the real author of that famous line, and why he has a

literary competition named after him? We'll talk to the retired professor of English and contest creator about the famous aristocrat and author who lent his name to a quirky contest, and why he was a better writer than he's been given credit for. We'll also hear some of the winning entries from past Bulwer-Lytton Contests.

## **PUBLIC SERVICE ANNOUNCEMENTS:**

<b>Florida Association of Broadcasters</b> Florida Army National Guard	130 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> Florida Council on Gambling	10 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> Division of Emergency	50 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> Ounce of Prevention Fund	90 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> U.S. Coast Guard	10 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> Visit Florida	130 recorded announcements 07/01-09/30
<b>Target Spot</b> Fatherhood Involvement	44 recorded announcements 07/01-09/30
<b>Target Spot</b> Financial Literacy	52 recorded announcements 07/01-09/30
<b>Target Spot</b> Latch System	60 recorded announcements 07/01-09/30
<b>Target Spot</b> Pet Adoption	53 recorded announcements 07/01-09/30