# **WFEZ Community Issues and Programming**



**April 1, 2015 – June 30, 2015** 

Gary Williams
Director of Branding and Programming
WFEZ-FM / Cox Radio Miami

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## **WFEZ Community Issues and Programming**

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## WFEZ COMMUNITY ISSUES AND PROGRAMMING

**April 1, 2015 – June 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 April 1, 2015 – June 30, 2015.

- 1. Women and Family
- 2. Health
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## **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.

### COMMMUNITY ISSUES RELATED PROGRAMMING

## Women and Family

April 12, 2015 5:50 a.m.

The Platform – Learning Disabilities

**Duration: 0:21:55 minutes** 

Jillian Youngblood, the research and insights executive and author of Book About the Neuroscience For Young Children, comes on to talk about Learning Disabilities and their differences.

April 19, 2015 5:50 a.m.

The Platform – Autism Speaks

**Duration: 0:24:57 minutes** 

In honor of autism awareness month, Alec Elbert, he is the chief Strategy and Development officer and Jim Mazany of Joes Crab Shack, come on the program to talk about Autism Awareness month and how you can help contribute this year by going out to eat. They also discuss Autism Speaks, Signs and Symptoms and the resources available to parents with children on the spectrum.

June 21, 2015 5:50 a.m.

The Platform - Family Vacation Tips

**Duration: 0:25:17 minutes** 

Rick Steves, host of *Travel with Rick Steves*, comes back on the program to talk about traveling tips for families and ways families can plan out their vacations including what to bring, how to find a place to stay and ways to budget.

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 this summer and ways you can entertain out of town guests.

April 5, 2015 5:20 a.m.

Viewpoints Segment #1-Race and Diversity: Can it be taught in schools?

**Duration: 0:10:37 minutes** 

Host: Gary Price. Guests: Lawrence Blum, Prof. of Philosophy, Dist. Prof. of Liberal Arts & Education, Univ. of

Massachusetts, Boston, author of "High Schools, Race and America's Future: What can students teach us about

morality, diversity, and community." Todd Pittinsky, Prof. in the Dept. of Technology and Society, SUNY-Stony

Brook, lecturer at Harvard Univ., author of "Us + Them: Tapping the positive power of difference."

Can race be taught as a school subject, like chemistry and foreign language? And if so, what kinds of

curricula are best for making students understand how other races fit into and benefit society? We talk to two

researchers about the answers to these questions and take a slightly different look at race, ethnicity, religion and how

they affect our perceptions of the world.

# SEGMENT #2- Liar, Liar: How questioners get at the truth

**Duration: 0:10:53 minutes** 

Host: Marty Peterson. Guests: Maryann Karinch, a human behavior expert and author of the book, "Nothing But the

How do professionals question people to get the information they want? We talk to a specialist on

interrogation and lying about this topic, and how law enforcement and job interviewers use the same tactics to get to

the truth and find out if someone might be lying to them.

#### April 12, 2015 5:20 a.m.

Viewpoints Segment #1- Future Crimes: Cybercrime in business and in our homes is growing

**Duration: 0:11:14 minutes** 

Host: Gary Price. Guests: Marc Goodman, author of "Future Crimes: Everything is connected, everyone is vulnerable and what we can do about it"; Adam Rouse, Legal Fellow for the Institute for Science, Law and Technology, IIT Chicago-Kent College of Law.

We've all learned how to become more careful about protecting our credit card and financial information from hackers. However, there are new ways that criminals can invade our privacy and, often, there's little the police can do about it. We talk to a cyber-

security expert and a technology attorney about the new threats to privacy – and even personal safety – and how we can protect ourselves from intrusions into our homes and lives.

# Segment #2- Roadmap: Learning to incorporate your dreams into your life Duration: 0:10:53 minutes

Host: Marty Peterson. Guest: Nathan Gebhard, co-creator of the PBS documentary series "Roadtrip Nation," and coauthor

of the book, "Roadmap: The get-it-together guide for figuring out what to do with your life."

Not everyone is able to follow their dream into a career that they truly love. People have debt, family

obligations and are possibly just not talented enough to make a living working at what they've always dreamed of

doing. Our guest says that he's talked to people who have found ways of incorporating their dreams into their lives in

very creative – and lucrative -- ways, and he'll pass along some advice on just how to do it.

#### April 26, 2015 5:20 a.m.

Viewpoints Segment #1– Astrotwins: An astronaut talks about science and math education

Duration: 0:09:00 minutes

Host: Gary Price. Guest: Mark Kelly, retired astronaut, author of the novel, "Astrotwins: Project Blastoff," a young reader book.

As a kid, did you ever dream of being an astronaut and flying a rocket ship into space, but figured you weren't good enough in science and math to do it? Our guest, a former U.S. astronaut admits he wasn't the best young student in school in those subjects, but later on he grew fascinated by them and turned his newfound interest into becoming a Navy pilot and then a member of NASA's Space Shuttle team. He talks about his new young readers' book, and how he hopes it will encourage boys and girls to go into science, math and engineering.

### Segment #2- Creativity in Technology and Art

**Duration: 0:12:35 minutes** 

Host: Marty Peterson. Guests: Miranda July, filmmaker, actor, screenwriter, author of the novel, The First Bad Man; Mark Barden, partner in the consulting firm, eatbigfish, and co-author with Adam Morgan of the book, A Beautiful Constraint: How to transform your limitations into advantages, and why it's everyone's business.

We hear a lot about creativity these days, but can you be creative and artistic if you work in any kind of occupation? We talk to two creative people – one an artist and the other a business consultant – about the essence of creativity, how they foster creativity in their work and how anyone can be creative – even under very constrained conditions – if they just take the time to look at their life and work in a different way.

#### May 3, 2015 5:20 a.m.

Viewpoints Segment #1- Baseball and the Movies: What makes a good baseball film?

**Duration: 0:10:12 minutes** 

Host: Gary Price. Guests: Brother Gerry Molyneaux, Prof. of Communications, La Salle University, Philadelphia, PA, author of several film biographies including John Sayles: An unauthorized biography of the pioneer filmmaker. Mark Donahue, author of the novel, Last At Bat, screenwriter and life-long baseball player.

There are movies about a lot of sports and athletic competitions, but for some reason baseball outnumbers them all. Why is that? And what are the hallmarks of a good baseball movie? We talk to an author and professor of communications, and to a baseball novelist, player and screenwriter about these issues. We'll also hear about a novel way one guest is seeking to "crowdfund" and cast his upcoming baseball film.

# Segment #2- The Bill of Rights: New thoughts on its structure and meaning Duration: 0:10:20 minutes

Host: Marty Peterson. Guests: Burt Neuborne, Norman Dorsen Professor of Civil Liberties at NYU Law School, former National Legal Director of the ACLU, author of the book, Madison's Music: On reading the First Amendment.

When we learn about the Bill of Rights in school, we often look at it as ten separate amendments to our Constitution instead of as a single, well-structured work, like a poem or symphony. Our guest didn't see this either, until he needed a document to type while practicing his word processing program. We'll hear about his realization that the Bill of Rights is, indeed, a cohesive and carefully plotted document, how it captures the essence of democracy that our forefathers fought for, and how, in modern cases, he thinks some Supreme Court decisions undermine the founders' intentions.

May 10, 2015 5:20 a.m.

Viewpoints Segment #1- Becoming Steve Jobs: A look at the life of the Apple cofounder

**Duration: 0:10:09 minutes** 

Host: Gary Price. Guests: Rick Tetzeli, co-author with Brent Schlender, of the book, "Becoming Steve Jobs: The evolution of a reckless upstart into a visionary leader."

Apple co-founder, Steve Jobs, was hailed as a genius during his lifetime for the success he and his partner made of the fledgling computer company. However, Jobs was also accused of being a divisive manager who burnt out his employees, and was eventually sidelined at his own company. We talk to one of his biographers about how Jobs changed his ways after he left Apple, and how his experiences with NeXt Computer, Pixar, and becoming a husband and father helped him develop into a savvier, more understanding innovator and leader.

# Segment #2- The Noted—and Unsung—Women of the Nuclear Age Duration: 0:11:29 minutes

Host: Marty Peterson. Guests: Craig Nelson, author of "The Age of Radiance: The epic rise and dramatic fall of the Atomic Era." Denise Kiernan, author of the best-selling book, "The Girls of Atomic City," now in paperback.

The Atomic Age is credited mostly to men like Einstein, Oppenheimer and Fermi. Although there's no question that these eminent scientists were leaders in the development and understanding of nuclear power, there were also many women who contributed knowledge and sometimes their health and lives, but who are overshadowed by the men. We talk to two authors whose books give these women the recognition they deserve.

May 31, 2015 5:20 a.m.

Viewpoints Segment #1– Choosing a College: How it can affect your life in school and after

**Duration: 0:12:00 minutes** 

Host: Gary Price. Guests: Frank Bruni, columnist for The New York Times, author of the book, Where You Go Is Not Who'll You'll Be: An antidote to the college admissions mania; Joshua Steckel, counselor at a high school in Brooklyn, NY, co-author of the book, Hold Fast to Dreams.

High school graduates who plan to go on with their education are making plans to head off to college this fall. Not all of them were accepted to the college that was their first choice, and many are disappointed about it. Some young people didn't get into college at all because they weren't offered the help they needed to find a college that suited them financially and culturally. We talk to an author and to a high school counselor about the myths surrounding acceptance to an "elite" college, why a small or state school can be a better fit, and how high school counselors can better serve diverse and often financially strapped students.

Segment #2- Big, Bad Botany Duration: 0:09:45 minutes

Host: Marty Peterson. Guest: Michael Largo, author of the book, The Big, Bad Book of Botany: The world's most fascinating flora.

Every spring, millions of gardeners head outside to spruce up their flower beds, trees, shrubs and vegetable patches, without thinking much about the history – and sometimes toxicity – of some of their plantings. We talk to a man who has researched the unusual side of gardening and find out about some very interesting plants, and how they were cultivated and used in the past as hallucinogens, medicines and tourist attractions.

June 14, 2015 5:20 a.m.

Viewpoints Segment #1- Social Security Works: How it can be funded and expanded

Duration: 0:10:55 minutes

Host: Gary Price. Guests: Eric J. Kingson, Prof. of Social Work, Syracuse University, N.Y., author with Nancy J. Altman of the book, Social Security Works! Why Social Security isn't going broke and how expanding it will help us all.

There has been a debate going on for decades over Social Security and it's future. Sometimes we hear that it's going to go bankrupt; other times politicians want to scrap part of it and have workers find commercial financial instruments for their retirement; still others want to cut money paid out to retirees, their survivors and the disabled. We talk to an author and researcher about his ideas on why Social Security is important, isn't going broke, and how it can be expanded and funded with modest increases in the future.

Segment #2- Boating & Water Safety: What you need to know this summer Duration: 0:10:49 minutes

Host: Marty Peterson. Guests: Lt. Andrew Perodeau, U.S. Coast Guard 9th District Office of Law Enforcement, Great Lakes Hdqts., Cleveland, OH; Mike Baron, Recreational and Water Safety Program Mgr. U.S. Coast Guard 9th District in Cleveland, OH.

Hundreds of people die each year in boating accidents – and many of those can be prevented if the right equipment is on board and boating safety procedures are followed. We talk to two Coast Guard specialists about what you need to know and have on hand in your boat to make this summer's boating safe and fun.

June 28, 2015 5:20 a.m.

Viewpoints Segment #1– Domestic Violence: Why it happens and how it affects the family

**Duration: 0:10:05 minutes** 

Host: Gary Price. Guests: Dr. Shannon Karl, Associate Prof. in School of Psychology at Nova Southeastern University, Ft. Lauderdale, FL; Dr. Jay Richards, forensic psychologist on the faculty of Washington University and Seattle University, author of the novel, Silhouette of Virtue.

Domestic abuse is something many women and men will experience in their lives. We talk to two psychologists familiar with the subject about what kind of person perpetrates partner and domestic violence, what victims can do to remove themselves from the abuse, and how being a witness to or a victim of abuse affects the intimate relationship, children and the family dynamic.

Segment #2- Paternity and Family Leave: Good for families, workers and the

economy

**Duration: 0:11:31 minutes** 

Host: Marty Peterson. Guest: Josh Levs, journalist, father of 3, author of the book, All In: How our work-first culture fails dads, families, and businesses – and how we can fix it together.

Bringing a new baby into the home is a wonderful – and chaotic – experience, and it's often made more chaotic when mom and dad have to rush back to work shortly after the child is born. Financial reasons and the stigma of staying home if you're a man, keep parents away from their children at a time in their lives when they're needed the most. We talk to an author – and a dad who fought for his rights – about why it's important for employees to receive paid family leave to take care of new babies, sick relatives and elderly parents. He also explains why paid leave is good for business and the economy.

### **Health**

April 5, 2015 5:50 a.m.

The Platform – Bariatric Surgery

**Duration: 0:21:55 minutes** 

Dr. Fernando Bayron, medical director of the Surgical Weight loss center, joins the program to talk with us about bariatric surgery. He discusses the psychological and physical changes plus talks about the different surgery options.

April 26, 2015 5:50 a.m. The Platform – Vitamin Gate Duration: 0:23:40 minutes

Dr. Cass Ingram comes on to talk about the recent vitamin scandal in the dietary supplement industry. He talks about how vitamins are regulated, how consumers can make sure they are getting the best vitamins and what he recommends people take daily.

May 10, 2015 5:50 a.m.

The Platform - Stroke Awareness Month

**Duration: 0:21:50 minutes** 

Dr. Ritesh Kaushal, leading medical professional in the study of Stroke prevention, comes on to talk about Stroke Awareness Month. He discuss how you can save someone's life, recognize a stroke and different therapies used to help rehabilitate someone who has suffered a stroke.

May 17, 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.

May 17, 2015 5:20 a.m.

Viewpoints Segment #1- The Importance of Letters

**Duration: 0:10:34 minutes** 

Host: Gary Price. Guest: Shaun Usher, writer, editor of the book, "Letters of Note: An eclectic collection of correspondence deserving of a wider audience."

When was the last time you wrote or received a real, handwritten letter in the mail? It's sad that there are young people today who will never experience the joy of getting or writing a personal letter during their lives. We talk to a writer and editor about the importance of letter writing, and what we can learn from reading letters from notables and unknowns of the past.

# Segment #2- Healthier Ethnic Cooking and Sweets Duration: 0:11:01 minutes

Host: Marty Peterson. Guests: Caroline Randall Williams, co-author of "Soul Food Love: Healthy recipes inspired by one hundred years of cooking in a Black family"; Leah Koenig, author of "Modern Jewish Cooking: Recipes and customs for today's kitchen"; Joanne Chang, owner of Flour Bakery + Café, Boston and Cambridge, MA, author of "Baking with Less Sugar: Recipes for desserts using natural sweeteners and little-to-no white sugar."

America is a melting pot of many nationalities, races and religions, each with its own traditions and cuisines. Some of the food that is so loved by families across the country isn't the healthiest, however, and can cause obesity, blood sugar problems and heart issues. We talk to two experienced cooks and an award-winning baker about how they

are trying to make ethnic dishes and baked goods a bit healthier while maintaining the flavors and textures of the traditional dishes.

May 24, 2015 5:20 a.m.

Viewpoints Segment #1- Getting Things Done: It's all in the planning

**Duration: 0:12:48 minutes** 

Host: Gary Price. Guests: David Allen, productivity consultant and author of Getting Things Done: The art of stress-free productivity; Steve McClatchy, founder of Alleer Training and Consulting, author of Decide: Work smarter, reduce your stress and lead by example.

Does it ever seem like the more you try to get stuff done, the less you accomplish? It may be that you're expending too much energy on doing and not enough planning ahead of time. We talk to two experts in the field about some simple strategies you can use to make more of the time you have to get things done.

Segment #2— Eldercare: Challenges for the Future Duration: 0:08:49 minutes

Host: Marty Peterson. Guests: Ai-Jen Poo, co-director of Caring Across Generations, author of the book, The Age of Dignity: Preparing for the elder boom in a changing America.

With the baby boomers transitioning into retirement in record numbers, and their parents living longer, we're facing an eldercare challenge that's bigger than we've ever seen before in this country. Who will take care of all of the older Americans who will need medical and end-of-life assistance in the coming decades? And how will we ensure that elder citizens will be able to live in comfort and dignity during their senior years? We talk to an activist about her own experiences with the system, and learn about strategies for dealing with the eldercare challenges that face us.

June 21, 2015 5:20 a.m.

Viewpoints Segment #1– A New Look at Invasive Species

Duration: 0:09:44 minutes

Host: Gary Price. Guests: Fred Pearce, science journalist, researcher, and author of The New Wild: Why invasive species will be nature's salvation. Tao Orion, permaculture educator, author of Beyond the War on Invasive Species: A permaculture approach to ecosystem restoration.

Many ecologists, farmers and members of the public are worried that non-native plants and animals are invading the U.S. and preventing native species from thriving. Much money and time is spent trying to rid the land of these aliens – often to no avail. But are these species present because they're the only ones that can thrive in an area? Are they multiplying because of something bad we're injecting into their environment? Are

these aliens actually helping nature create a diverse and robust environment? And are those so-called native species of plants and animals really native? Our guests have some surprising answers to those questions.

Segment #2- The Great Fire: An unsung hero who save thousands Duration: 0:12:03 minutes

Host: Marty Peterson. Guests: Lou Ureneck, Professor of Journalism at Boston University, author of The Great Fire: One American's mission to rescue victims of the 20th century's first genocide.

After World War I there was a great conflict in Turkey and many Christians and others were killed. The city of Smyrna was set ablaze and even more people had to run to the beaches just to escape the flames. Refugees poured into the city from towns and rural areas and soon there were tens of thousands stranded on the shore with nowhere to go. We'll hear how governments and diplomats in the West all but ignored their plight, and how the efforts of one brave relief worker and a Navy commander finally brought the victims to safety.

### **Nutrition and Diet**

May 3, 2015 5:50 a.m.

The Platform – Struggling Dieters

**Duration: 0:25:47 minutes** 

Doug Ingoldsby comes back on the program to discuss struggling dieters. Known as the Vitamin Professor and a leading nutritionist, he talks about all the new diets coming out from Shakeology to the gluten free fad, hoe vitamins and minerals need to play into whatever diet you choose and the most common question he is asked,

May 31, 2015 5:50 a.m.

The Platform – BulletProof Diet

Duration: 0:24:13 minutes

Dave Asprey author of the *BulletProof Diet*, talks about how he got started researching his own bio chemistry, what he learned and how you can train your body to burn fat. He also goes into details about BulletProof Coffee, a fad that has hit Hollywood.

June 7, 2015 5:50 a.m.

The Platform – Supermarket Healthy

Duration: 0:12:33 minutes

Melissa d'Arabian, author of Supermarket Healthy and frequent face on Food Network, comes on to talk about eating healthy on a budget. She discusses what you should have in your pantry, her go to meals and the question she gets asked most often.

### Shred-A-Thon, June 13, 2015 Cooper City

- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- The Easy Squad was on site 06/13/15

# Summer Tips

May 24, 2014 5:50 a.m.

The Platform – Hurricane Safety

Duration: 0:20:54 minutes

Alfred Sanchez, Red Cross Executive Director for Greater Miami-Dade & The Keys Chapter, joins the program to talk about how we can prepare for the upcoming hurricane season. He talks about what you need to do before the storm, what to stock up on, and how to get thru the storm its self.

June 7, 2015 5:50 a.m.

The Platform - Summer Safety

**Duration: 0:17:47 minutes** 

Dr. Adam Leisy, Florida Medical Center Assistant Directory of the Emergency Department, comes on to talk about heat stroke, Heat Exhaustion, BBQ and Firework injuries. He shares safety tips and the most common injuries he sees in the ER during Florida Summers.

June 28, 2015 5:50 a.m. The Platform – Firework Safety

**Duration: 0:22:27 minutes** 

Paula Prendergast, Red Cross Executive Director for Broward County and Timothy Heiser, Fort Lauderdale Deputy Fire Chief, come on to talk about how you can properly and safely celebrate Americas birthday.

July 12, 2014 5:50 a.m. The Platform – Summer Stress

#### **Duration: 0:22:54 minutes**

Dr. Amiee Shunney comes back on the show to talk about how you can deal with the stresses of kids being off for the summer. She touches on how you can keep the routine, help get thru summer school work and also talks about making time for them and you.

April 19, 2015 5:20 a.m.

Viewpoints Segment #1- Spring & Summer Travel: Saving time, money, and

aggravation

Duration: 0:10:49 minutes

Host: Gary Price. Guests: Chris McGinnis, business and leisure travel guru, blogger and contributor to Best Western's travel website, You Must Be Trippin.com; Mark Murphy, travel expert, CEO of Travelpulse.com.

The spring and summer travel seasons are here and Americans are planning their vacation trips both online and through travel agents. We'll talk to two travel experts about where the action is this season, how to get more for your travel dollars, and hear some tips and tricks for making your travel less aggravating and more fun.

# Segment #2– The Joy of Missing Out: Getting off the Internet Duration: 0:10:48 minutes

Host: Marty Peterson. Guests: Christina Crook, communications professional and author of the book, The Joy of Missing Out: Finding balance in a wired world.

With emails, spam, texts and instant messaging it's a wonder we ever have time anymore to just sit and relax with family and friends. At the office, we spend so much time online, how do we get anything done...or done well? That's what worried our guest who took a 31-day vacation from the Internet to reconnect with her loved-ones and learn about how online life needs to be balanced with face-to-face communications and relaxation.

June 7, 2015 5:20 a.m.

Viewpoints Segment #1- The Psychology of Climate Change

Duration: 0:11:58 minutes

Host: Gary Price. Guest: Per Espen Stoknes, psychologist, economist, author of What We Think About When We Try Not to Think About Global Warming: Toward a new psychology of climate action.

We've heard a lot about climate change and global warming over the past 20 years or so, but ironically people care about it less now than they did a decade ago! We talk to a researcher and author about how the framing of climate change can skew the message

and create attitudes that affect how we think of global warming and how we become motivated – or not – to do something about it

Segment #2— The Empty Nest: How to cope when the kids leave for good Duration: 0:09:47 minutes

Host: Marty Peterson. Guest: Wendy Aronsson, psychotherapist and author of "Refeathering the Empty Nest."

When the last child leaves home for college, marriage or that first job, parents are often sad and at loose ends about how the rest of their lives will progress. We talk to a therapist and author who's experienced her own children leaving home, about the emotions of "the empty nest" and what parents can do to reframe their lives when the children go out on their own.

#### **PUBLIC SERVICE ANNOUNCMENTS:**

Cox Media Miami 10 recorded announcements

Festival April 18 04/13-04/17

Cox Media Miami 50 recorded announcements

Generation Hope April 25 04/14-04/24

Cox Media Miami 5 recorded announcements

EEO Quarterly Statement 04/01-04/05

Cox Media Miami 22 recorded announcements

APR Autism 04/29-04/30

Cox Media Miami 59 recorded announcements

150049 Play It Forward 05/18-06/27