

# **WFEZ Community Issues and Programming**



**January 1, 2014 – March 31, 2014**

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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**

**January 1, 2014 – March 31, 2014**

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 January 1, 2014 – March 31, 2014.

- 1. Health**
- 2. Local Charities and Events**
- 3. Women and Family Issues**
- 4. Education**

## 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

**January 5, 2014 5:20 a.m.**

**Viewpoints Segment #2 – New Year’s Resolutions: How to make them to keep them**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Frank Farley, professor and psychologist at Temple University, and former president of the American Psychological Association Paul McKenna, internationally recognized hypnotist and author of many self-improvement books, including, “Quit Smoking Today-Without Gaining Weight,”*

It’s the beginning of January, and that’s the time when the New Year’s resolutions get made. Shortly thereafter, many if not most, get broken. But why? What is it that makes some people successful at staying on that diet, or away from cigarettes and others not? We talk to a psychologist and to an author of self-improvement books about what it takes to keep those promises to yourself.

**January 5, 2013 5:50 a.m.**

**The Platform – New Year, New You**

**Duration: 0:25:46 minutes**

Stuart Tomc, nutritional expert, re-joins the program to talk about how nutrition can help you kick the sugar habits and holiday over indulging. He also talks about ways you can keep your nutritional resolution all year and become a better you.

**January 26, 2014 5:20 a.m.**

**Viewpoints Segment #2 – Leaving Tinkertown: A daughter remembers her eccentric dad**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Tanya Ward Goodman, author of “Leaving Tinkertown,”*

Tanya Ward Goodman’s dad, Ross, was a talented painter, a hard worker and a passionate man with a dream who built the tiny town of his dreams in New Mexico. Then he began acting erratically and for a long time, no one could explain it. We talk to Goodman about her childhood with her artist father and how his life and hers changed after he contracted early-onset Alzheimer’s.

**January 26, 2014 6:55 a.m.**

**The Platform – A Cure for the Flu**

**Duration: 0:24:47 minutes**

Dr. Cass Ingram re-joins the program to talk about the Flu and how the cure can be found in herbs. He discusses Oregano Oil and how he feels about the flu shot. He also talks about ways to stay healthy year round.

**February 2, 2014 5:20 a.m.**

**Viewpoints Segment #2 – Phobias: Living in a fearful world**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Dr. Dean McKay, Prof. of Psychology, Fordham University. Dr. David Tolin, psychologist, Dir. of the Anxiety Disorders Center at the Institute of Living in Hartford, CT, Assoc. Prof. in the Yale University School of Medicine, author of the book, "Face Your Fears: A proven plan to beat anxiety, panic, phobias and obsessions,"*

Some people live in fear of things that don't even phase the vast majority of us: sailing on a ship; the number 13; crowds; untidiness; even otters! Phobias of all types are uncomfortable for anyone who suffers from them and can sometimes ruin their lives and those of their loved ones. We talk to two anxiety disorder specialists about what phobias are, how they differ from other fear-based conditions, and what can be done to treat victims so they can lead normal lives.

**Gildas Club February 15, 2014**

**Gildas Club Of South Florida**

- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- The Easy Squad was on site 02/15/14

**March 9, 2014 6:55 a.m.**

**The Platform – Seven Steps for taming Your Gluten Sensitivity**

**Duration: 0:25:24 minutes**

Dr. Janet Angel coming on to talk about what some people are calling the newest health epidemic – Gluten Sensitivity. She discusses symptoms, why you should only eat gluten free if you have an intolerance, and why this problem may strike you late in life.

**March 30, 2014 6:55 a.m.**

**The Platform – Nutritional Approaches to Stress**

**Duration: 0:26:44 minutes**

Naturopathic physician Dr. Amiee Shunney re-joins the program to talk about nutritional approaches for improving emotional health. She talks about her 7 stress busting tips for improving the health of our brains and emotions.

**Local Charities and Events**

**January 12, 2014 6:55 a.m.**  
**The Platform – Project Papillon**  
**Duration: 0:22:56 minutes**

Rabbi Allen Tuffs joins the program to talk about a project he started 10 years ago for an orphanage in Haiti. He talks about Hollywood Cares, the many missions he has taken and how the orphanage has grown and he also talks about his annual Free Music Concert fundraiser.

**January 19, 2014 6:55 a.m.**  
**The Platform – Kidney Foundation of Florida**  
**Duration: 0:28:36 minutes**

David Perez, the special events coordinator for the national Kidney Foundation and Tito Puente Jr. , celebrity chair for the Kidney Walk 2014, come on to talk about kidney disease and how they bring awareness to the cause. They also discuss ways you can help and their 2014 Miami Kidney Walk.

**Miami Kidney Walk February 23, 2014**  
**South Florida Kidney Association**

- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- 10 – 60 second live promotional announcements ran 02/10-02/22
- The Easy Squad was on site 02/16/14

**Walk to Defeat ALS March 1, 2014**  
**South Florida ALS Association**

- A dedicated page Easy93.com was created in the Community Events Section promoting the event.
- 10 – 60 second live promotional announcements ran 02/20-02/29
- The Easy Squad was on site 03/01/14

**Pride Walk March 1, 2014**  
**Pride of South Florida**

- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- The Easy Squad and Susan Wise was on site 03/01/14

**Pride Walk March 2, 2014**  
**Pride of South Florida**

- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- The Easy Squad and Denny Miller was on site 03/02/14

## **Shamrock Run March 15, 2014**

### **St. Patrick's Celebration**

- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- 10 – 60 second live promotional announcements ran 03/01-03/14
- The Easy Squad was on site 03/15/14

**March 16, 2014 6:55 a.m.**

**The Platform – M.A.D.D.**

**Duration: 0:24:32 minutes**

Heather Geronemus, a longtime advocate for Mothers Against Drunk Driving, comes on to talk about the organization and how the loss of her father to a drunk driver inspired her to become involved and organize the M.A.D.D. Dash/Run event. We talk about ways you can prevent Drunk Driving, how they help victims and the 5<sup>th</sup> annual M.A.D.D. Dash/Run event.

## **A1A Marathon February 16, 2014**

### **The Publix A1A Marathon and Half Marathon**

- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- The Easy Squad was on site 02/16/14

## **Women and Families**

**January 12, 2014 5:20 a.m.**

**Viewpoints Segment #2 – Kids' Books: How dark and gory stories affect children**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Adam Gidwitz, author of "The Grimm Conclusion," Anthony Horowitz, author of the Alex Rider stories, the latest of which is titled "Russian Roulette,"*

It seems that kids' lit is getting darker and more violent all the time. Stories of zombies, vampires and intergalactic war are all the rage, and kids just can't get enough of them. But do these books make kids more violent or afraid? We talk to two best-selling authors of young people's literature about what kids look for in these stories, how they can help young people deal with their fears and create life-long reading habits.

**January 26, 2014 5:20 a.m.**

**Viewpoints Segment #1 – Technology: Too much tech for our kids?**

**Duration: 0:10:00 minutes**



*Host: Gary Price. Guests: Anne Katherine, therapist, author of, "Boundaries in an Overconnected World," Rob Weiss, therapist and author of "Closer Together, Further Apart,"*

How much tech is too much for kids and adults? We talk to two communications specialists about the differences between how young people and older people use technology; introduce ideas for children and adults to stay safe online; and discuss why and when parents should draw time boundaries for themselves and their children when it comes to using cell phones, computers and video games.

**February 2, 2014 6:55 a.m.**

**The Platform – A Romantic Valentine's Day**

**Duration: 0:24:33 minutes**

Candice Kumi, author, TV Personality and food critic, comes on the program to discuss ways to cook up spice in the kitchen for a successful Valentine's Day and romance year round. She talks about aphrodisiacs, spices, and easy dishes that are healthy and romantic.

**February 9, 2014 5:20 a.m.**

**Viewpoints Segment #2 – Family Trees: What you can find; why it's important**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Ori Soen, Chief Marketing Officer for MyHeritage; David Laskin, author of "The Family: Three journeys into the heart of the twentieth century,"*

Building your family tree is fun, and it's also important if you want to validate family lore, look up medical history and possibly even find a long-lost relative. Family trees also provide an understanding of the struggles and the eras in which our ancestors lived. We talk to two specialists who give us advice on how to begin researching your family, what information is available and why some relatives might not want to discuss the darker sides of family history.

**February 23, 2014 5:20 a.m.**

**Viewpoints Segment #1 – Maple Syrup: There's more to it than you might think**

**Duration: 0:10:14 minutes**

*Host: Gary Price. Guests: Dr. Michael Farrell, Dir. of the Uihlein Forest, Cornell University's Sugar Maple Research and Extension Field Station, Lake Placid, NY, author of "The Sugarmaker's Companion: An integrated approach to producing syrup from maple, birch and walnut trees," Douglas Whynott, author of "The Sugar Season: A year in the life of maple syrup and one family's quest for the sweetest harvest,"*

We don't usually think about how producers take tree sap and turn it into the maple syrup we put on our pancakes, but it's a fascinating process that involves families, new and old technology and even international intrigue. We talk to two men who are involved with syrup production about how it's done, and how families and communities are often defined by their work in this field.

**March 2, 2014 5:20 a.m.**

**Viewpoints Segment #1 – Secrets and Lies: How they can change our lives**

**Duration: 0:10:00 minutes**

*Host: Gary Price. Guests: Dr. Robert Feldman, Dean of the College of Social and Behavioral Sciences, and Prof. of Psychology, University of Massachusetts-Amherst, author of "The Liar in Your Life," Jane Isay, author of "Secrets and Lies: Surviving the truths that change our lives,"*

Why do we keep secrets and tell lies? Is it always wrong to do so? How does it hurt others – and us—to do so? We talk to an expert on the science of lying and to an author who found out her husband's 'big lie' and then spent years keeping his secret. Our guests discuss how we learn to lie, the different types of lies, how keeping secrets hurt families, and how we can unburden ourselves of the secrets we carry to have a more healthy and happy life.

**March 2, 2014 6:55 a.m.**

**The Platform – Texting and Driving**

**Duration: 0:27:17minutes**

Agent CEO Kulveer Taggar and AOL Autos David Keily come on to talk about the epidemic that is texting and driving, they discuss how technology can help with apps like 'Agent', the devastating statistics and ways you can break the habit.

**March 9, 2014 5:20 a.m.**

**Viewpoints Segment #1– Macho Dad: The quest for masculinity**

**Duration: 0:10:00 minutes**

*Host: Gary Price. Guests: Joel Stein, humor columnist, Time magazine, author of "Man Made: A stupid quest for masculinity,"*

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, 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.

**March 9, 2014 5:20 a.m.**

**Viewpoints Segment #2– How to Work a Room: Navigating business and social events**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Susan RoAne, keynote speaker, coach, educator and author of the Silver Anniversary Edition of her best-selling book, "How To Work A Room," (www.susanroane.com).*

Everyone has been the "stranger in the room" when they've attended a business or social event. It can be intimidating and awkward, and sometimes make you want to run out the door! We talk to the "mingle maven" about how to navigate these events by starting a conversation with someone you don't know, joining a group of strangers, handling difficult people, and extracting yourself from sticky situations.

**March 16, 2014 5:20 a.m.**

**Viewpoints Segment #1– Bullying and Hazing: How to deal with the fallout**

**Duration: 0:10:00 minutes**

*Host: Gary Price. Guests: Jodee Blanco, speaker, former bully victim, author of "The Please Stop Laughing At Me Journal," Dr. Nadine Kaslow, professor and Vice Chair for Faculty Development in the Department of Psychiatry and Behavioral Sciences at Emory University School of Medicine, Chief Psychologist at Grady Memorial Hospital.*

Many kids are victims of bullying by their peers, and they and their parents don't know why it happens or how to stop it. Hazing rituals are similar to bullying, but the victim willingly participates. We talk to two bullying specialists about why kids bully, what makes someone join in a hazing ritual, what are the signs that a child is being bullied, and find out some strategies parents, teachers and bystanders can use to prevent bullying and deal with both the aggressors and the victims.

**March 16, 2014 5:20 a.m.**

**Viewpoints Segment #2– Long-Term Unemployed: It's more than just a financial toll**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Ofer Sharone, Asst. Prof. at the Sloan School of Management, MIT, author of "Flawed System, Flawed Self,"*

Many Americans have been out of work for more than six months, and are considered "long-term unemployed." It's tough for everyone looking for a job, but especially hard for formerly well-paid white-collar workers. We talk to a researcher and author about the toll it takes on workers and their families, get some advice on how to lessen the frustration and depression that comes with being unemployed, and hear some strategies for getting unemployed workers back on the job.

**March 23, 2014 5:20 a.m.**

**Viewpoints Segment #2– Pranksters: How pranks, hoaxes & cons affect us and our world**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Kembrew McLeod, Professor of Communication Studies at the University of Iowa, author of the book, "Pranksters: Making mischief in the modern world,"*

April Fools' Day is coming up and just about everyone will have some sort of joke played on him or her that day. We talk to an expert on pranks – and a prankster himself – about pranks, hoaxes and cons, the differences between those three things, how pranks and humor have helped make people think about some of the most important issues of our times.

**March 23, 2014 6:55 a.m.**

**The Platform – Single Parents**

**Duration: 0:25:36 minutes**

Beate Chelette, a nationally known gender decoder and speaker, comes on to talk about the issues single parents face and shares tips for how they can cope with the stress.

**March 30, 2014 5:20 a.m.**

**Viewpoints Segment #1– Human Trafficking and Its Toll**

**Duration: 0:10:00 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 the sex trades, in horrible conditions for little or no money – and there's no way for them to get out. We talk to two specialists in human trafficking about the issue and what's being done to help the survivors of this horrible crime and their families.

## **Education**

**January 5, 2014 5:20 a.m.**

**Viewpoints Segment #1 – America's History Through Objects & Artifacts**

**Duration: 0:10:00 minutes**

*Host: Gary Price. Guests: Richard Kurin, Undersecretary for History, Art and Culture, The Smithsonian Institution, Washington, DC, and author of the book, "The Smithsonian's History of America in 101 Objects."*

We learn American history in school mainly through reading and lectures. Why not through tangible objects? We talk to a curator from the Smithsonian Institution about how their collections offer us a unique insight into our nation – even before it became a nation – that books, movies, and lectures can't.

**January 12, 2014 5:20 a.m.**

**Viewpoints Segment #1 – Dorothea Lange: Bearing witness to hard times**

**Duration: 0:10:07 minutes**

*Host: Gary Price. Guests: Elizabeth Partridge, author of “Dorothea Lange: Grab a hunk of lightning,”*

The Great Depression and the Dust Bowl years brought with them hardship and change for a large part of the country. We know about how difficult it was for Americans in cities and in farming communities on the Plains and the Southwest, in part, because of a little-known government photographer named Dorothea Lange, who documented the people and places hit hardest. We talk to her goddaughter and biographer about Lange, her life and the personal demons and disabilities that informed her unique style and her passion for her work.

**January 19, 2014 5:20 a.m.**

**Viewpoints Segment #1 – Wildlife Encroachment & Encounters**

**Duration: 0:10:00 minutes**

*Host: Gary Price. Guests: Ben Kilham, bear researcher, wildlife rehabilitator, author of the book, “Out on a Limb: What black bears have taught me about intelligence and intuition.”*

It seems that more and more these days, wild animals are making their way into urban areas, frightening residents and putting themselves in danger. Why are deer, coyotes, bears, cougars and other wild animals showing up in suburban gardens and on city streets? We talk to a man who has studied bears for 20 years about what makes these animals move into cities and towns, how we can prevent their visits, and how to behave safely if a bear happens to cross your forest – or garden -- path.

**January 19, 2014 5:20 a.m.**

**Viewpoints Segment #2 – Deadline Artists: How columnists define our culture**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Errol Louis and John Avlon, editors of “Deadline Artists: America’s greatest newspaper columns,”*

Many of the most memorable and historical newspaper stories haven’t been found in the news section at all. They’ve been the contributions of columnists who wrote not only about events, but also about how they affected people, policies and our culture. We talk to two journalists and columnists about these “deadline artists,” how they did their jobs under pressure, defined our country, and how we learned more about ourselves through their writing.

**February 2, 2014 5:20 a.m.**

**Viewpoints Segment #1 – Resumes and Digital Interviews: What you need to know**

**Duration: 0:10:49 minutes**

*Host: Gary Price. Guests: Amy Kristof-Brown, Prof. in the Henry Tippie College of Business at the University of Iowa. Paul J. Bailo, 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 Monster the first place an employer goes 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.

**February 2, 2014 6:55 a.m.**

**The Platform – Quantum Universality**

**Duration: 0:24:32 minutes**

Dr. Paul Druin re-joins the program after 2 years to talk about Quantum Medicine and the Quantum Medical University and how it has progressed.

**February 9, 2014 5:20 a.m.**

**Viewpoints Segment #1 – Projects that Make Learning Science Fun**

**Duration: 0:10:00 minutes**

*Host: Gary Price. Guests: Stephen Voltz and Fritz Grobe, the "Coke and Mentos Guys," and authors of "How to Build a Hovercraft,"*

We keep hearing that science is an important subject for American kids to master, but many don't develop an interest for it because they think it's just boring math and memorization. We talk to two men who spend their time making science fun for kids – and adults – using everyday items to illustrate and explain complex scientific principles

**February 16, 2014 5:20 a.m.**

**Viewpoints Segment #1 – Drought and Water Conservation: What we can all do about it**

**Duration: 0:10:00 minutes**

*Host: Gary Price. Guests: Dr. Mark LeChevallier, Dir. of Innovation and Environmental Stewardship for American Water company; John Rogers, Sr. Analyst with the Climate and Energy Program, Union of Concerned Scientists, co-author of "Cooler, Smarter: Practical steps for low-carbon living,"*

There's a drought in many parts of the U.S. this year, and water usage is on top of mind for residents in these areas. An overabundance of CO<sub>2</sub> in the atmosphere is thought to be causing at least part of the change to extremes in our climate. We talk to two scientists about how water conservation can help decrease the carbon in the atmosphere, and how doing so at home doesn't mean a lifestyle change.

**February 16, 2014 5:20 a.m.**

## **Viewpoints Segment #2 – George Washington and the Making of the Presidency**

**Duration: 0:10:00 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.

**February 16, 2014 6:55 a.m.**

### **The Platform – Florida Reach Part 1**

**Duration: 0:28:33 minutes**

Becky Pengelley and Dr. Steve J. Rios join the program to talk about their origination Florida Reach and how it strives to make sure kids in foster care utilize their chance at a free college education. They focus on helping them get to campus and deal with life on their own.

## **MDA Muscle Walk February 22, 2014**

### **Miami Metro Zoo Fundraiser**

- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- The Easy Squad was on site 02/16/14

**February 23, 2014 5:20 a.m.**

## **Viewpoints Segment #2 – The Priority List: Does your life make a difference?**

**Duration: 0:10:14 minutes**

*Host: Marty Peterson. Guests: David Menasche, former high school teacher, author of the book, "The Priority List: A teacher's final quest to discover life's great lessons." Find more info on Facebook at The Priority List.*

We all like to think that our life will make a difference in the lives of others, and it usually does with our families. But what about people outside of our own loved-ones? We talk to a former teacher who is battling brain cancer and who traveled around the country to find out if his students thought he made a difference in their lives.

**February 23, 2014 6:55 a.m.**

### **The Platform – Florida Reach Part 2**

**Duration: 0:24:17 minutes**

Becky Pengelley and Dr. Steve J. Rios talk more about their origination Florida Reach in Part 2 of this interview. They discuss ways that kids in foster care can work thru the red tape in order to continue on with their education.

**March 2, 2014 5:20 a.m.**

**Viewpoints Segment #2– History of Physics: Why it's important and fun to learn**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guest: Tom Jackson, author of "Physics: An illustrated history of the foundations of science" – a Ponderables book*

The history of physics is a long and extremely interesting one, littered with the names of some of the most famous scientists in the world, like Galileo, Newton, Copernicus, Einstein, Curie, and others. It is also the story of great discoveries that changed cultures, religious beliefs and politics over the centuries. We talk to a science historian about a few of the highlights throughout the long history of physics and astronomy.

**March 23, 2014 5:20 a.m.**

**Viewpoints Segment #1– Choosing the Boss: What makes a great CEO?**

**Duration: 0:10:00 minutes**

*Host: Gary Price. Guests: Bill Pasmore, Organizational Practice Leader at the Center for Creative Leadership, and Professor of Social Organizational Psychology at Columbia University, NYC. Adam Bryant, "The Corner Office" columnist for the New York Times, and author of the book, "Quick and Nimble: Lessons from leading CEOs on how to create a culture of innovation,"*

A number of high-profile companies have appointed new CEOs lately. What is it that makes one candidate better than another to lead a corporation and make it innovative and profitable? We talk to two management specialists about the characteristics of a good leader, what the CEO is responsible for, and what sets great CEOs apart from other business leaders

**March 30, 2014 5:20 a.m.**

**Viewpoints Segment #2– The Future of the Mind**

**Duration: 0:10:00 minutes**

*Host: Marty Peterson. Guests: Dr. Michio Kaku, physicist, professor of theoretical physics City College and City University of New York, co-founder of string theory, and author of "The Future of the Mind: The scientific quest to understand, enhance, and empower the mind,"*

It's amazing that in the 21st century, science knows so much about all of the organs of the body save one: the brain. We talk to a scientist and author about the unbelievable abilities of the brain, how memories help us predict the future, where dreams are located, how brain injury can sometimes make someone a genius, and how research into brain function is opening up new areas of understanding the mind and its possibilities.

**Clueless on Las Olas March 20, 2014**

**Partners in Education**



- A dedicated page on Easy93.com was created in the Community Events Section promoting the event.
- 20 – 60 second live promotional announcements ran 03/03-03/19
- The Easy Squad was on site 03/20/14

## **PUBLIC SERVICE ANNOUNCEMENTS:**

<b>Ad Council</b> Adoption - <i>Hero</i>	23 recorded announcements 01/01-03/31
<b>Ad Council</b> Animals – <i>Dog Toys</i>	13 recorded announcements 01/01-03/31
<b>Ad Council</b> Blood Saves – <i>Asteroid</i>	24 recorded announcements 01/01-03/31
<b>Ad Council</b> Music – <i>Education</i>	18 recorded announcements 01/01-03/31
<b>Ad Council</b> Education – <i>Football</i>	17 recorded announcements 01/01-03/31
<b>Ad Council</b> Education – <i>Hog Commandos</i>	18 recorded announcements 01/01-03/31
<b>Ad Council</b> Father involvement – <i>Ballgame</i>	23 recorded announcements 01/01-03/31
<b>Ad Council</b> Financial Literacy – <i>General</i>	25 recorded announcements 01/01-03/31
<b>Ad Council</b> Parenthood – <i>Latch System</i>	16 recorded announcements 01/01-03/31
<b>Ad Council</b> Parenthood – <i>Time Machine</i>	14 recorded announcements 01/01-03/31
<b>Autism Speaks</b> Heart Walk	10 recorded announcements 01/13-03/23
<b>Cox Media Miami</b> A1A Marathon	25 recorded announcements 02/08-02/15
<b>Cox Media Miami</b> Big Cardio	10 recorded announcements 02/05-02/06
<b>Cox Media Miami</b> March For Cancer	40 recorded announcements 03/05-03/14

<b>Cox Media Miami</b> March For Cancer	30 recorded announcements 03/06-03/14
<b>Cox Media Miami</b> Together for Miracles	10 recorded announcements 01/01-01/12
<b>Cox Media Miami</b> Tour De Broward	10 recorded announcements 02/18-02/23
<b>Florida Association of Broadcasters</b> Florida Army National Guard	145 recorded announcements 01/01-03/31
<b>Florida Association of Broadcasters</b> Florida Restaurant and Lodging	145 recorded announcements 01/01-03/31
<b>Florida Association of Broadcasters</b> Ounce Of Prevention Fund	45 recorded announcements 03/01-03/31
<b>Florida Association of Broadcasters</b> US Coast Guard	45 recorded announcements 03/01-03/31
<b>Florida Association of Broadcasters</b> Visit Florida	145 recorded announcements 03/01-03/31