

# **WFLC Community Issues and Programming**



**WFLC Community Issues and Programming**  
January 1, 2012 – March 31, 2012

**Gary Williams**  
Program Director  
WFLC-FM / Cox Radio Miami  
January 1, 2012

# **Index**

## **WFLC Community Issues and Programming**

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

Radio Health Journal

Sunday Morning Along the Coast

### **Community Issues Related Programming**

### **Public Service Announcements**

## **WFLC Community Issues and Programming**

### **January 1, 2012 – March 31, 2012**

WFLC 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, 2012 – March 31, 2012.

1. **Health**
2. **Women**
3. **Charitable Affairs**
4. **Children**
5. **Consumer Affairs**

## Description of Regular Public Affairs Programs

The regular public affairs programming schedule includes the weekly, Sunday broadcast of:

6:25 am      **Radio Health Journal**  
Produced by Media Tracks  
Des Plaines, Illinois, 28 minutes

**Radio Health Journal** is an award-winning weekly radio program that reports on current issues in health and medicine, featuring America's leading experts and the latest news in medical research.

6:55 am      **Sunday Morning Along The Coast**  
Produced by WFLC / Cox Radio Miami  
30 Minutes

**Sunday Morning Along The Coast** features conversations with community leaders and people who impact the lives of those who live in South Florida. It is a long-form interview show which seeks to share and explore all sides of issues and topics and let the listener decide based on the conversation. The show also strives to inform the listening audience on events or topics which are currently active in the community and give the organizations which are promoting those events for the common good, a platform for their cause.

WFLC serves the Miami / Ft. Lauderdale 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 – March 31, 2012

## **Community Issues Related Programming**

### **Health**

#### **Preventing a Heart attack**

**Sunday Morning Along the Coast – January 29, 2012 at 6:55am**

**Duration: 0:30:38**

Dr. Debra Braverman discusses heart disease and how you can change everyday habits so you can improve your heart health. She explains what EECP is and how it could reduce the amount of money spent on heart treatments by two-thirds.

#### **Blueprint Diet**

**Sunday Morning Along the Coast – February 11, 2012 at 6:55am**

**Duration: 0:26:44**

Mark Sisson addresses the new press revolving around the Blueprint diet which he founded. Its premise is that we should eat like cave men did in order to maintain a health body.

#### **Weight Loss Strategies**

**Sunday Morning Along the Coast – March 18, 2012 at 6:55am**

**Duration: 0:25:44**

Gabi Rose, International weight Loss Spokesperson, comes on the program to share her battle with weight and how she finally got healthy. Plus she shares her insight on Pink Slime being brought into our schools and on Epcot closing their eat health ride.

#### **Energy Crisis**

**Sunday Morning Along the Coast – March 25, 2012 at 6:55am**

**Duration: 0:23:12**

Peter Moore, Editor of men's health magazine, comes on the program to discuss new finding about energy drinks and the havoc they can have on your health. Plus he discusses the various medical conditions that can come from

### **Women**

#### **Flavor Forecast**

**Sunday Morning Along the Coast – January 1, 2012 at 6:55am**

**Duration: 0:23:07**

Annually McCormick Kitchens selects a group of chefs to discover the trends in food around the globe. They then create recipes and flavor profiles that help make your at home meals more adventurous. Chef Mark Garcia discusses these flavor profiles and give us tips on improving are meals at home.

### **Fighting Inflammation**

**Sunday Morning Along the Coast – February 25, 2012 at 6:55am**

**Duration: 0:26:19**

Dr. Aimee Shunney, Specialist in Women's Health, better explains inflammation and what causes it. Plus she provides tips on how you can decrease you own inflammation without using a pill.

### **Charitable Affairs**

#### **Tour De Broward**

**Sunday Morning Along the Coast – February 19, 2012 at 6:55am**

**Duration: 0:24:18**

Al Fernandez, the Chair of the Tour de Broward, comes onto discuss his event benefiting the Joe DiMaggio children's hospital. He discusses Heart Health and gives Details on how listeners can participate in his event.

#### **Women in Distress**

**Sunday Morning Along the Coast – March 11, 2012 at 6:55am**

**Duration: 0:28:02**

Kim Miller, a representative and board member for Women in Distress comes on to talk about the organization and the benefits is has for the community, plus she talks about 'Handheld for Handhelds' a fundraiser for the organization.

### **Children**

#### **Weaning off Holiday Sugar**

**Sunday Morning Along the Coast – January 8, 2012 at 6:55am**

**Duration: 0:24:00**

Doug Ingoldsby, the Vitamin Professor, re-joins the program to provide helpful tips on how you can get back your, and your children's, health eating habits after the holidays. He also specifically gives advice on reducing sugar consumption and explains why you can get 'drunk' from eating it.

## **Kids in the Kitchen**

**Sunday Morning Along the Coast – February 4, 2012 at 6:55am**

**Duration: 0:25:26**

PBS star Nancy Siler provides us suggestions on how to involve the kids in the kitchen, plus she has fun recipes you can make with them, tips for baking and baking ideas for Valentine's day.

## **Consumer Affairs**

**Radio Health Journal – Sunday January 1, 2012 at 6:55am 0:28:00 minutes**

### **Segment 1: Employee health incentives**

Employers, fearing they can pass along no more health care cost to workers, are searching for alternatives to reduce costs. One new trend is to offer cash and other incentives to get employees to participate in wellness programs. Increasingly, companies are also imposing penalties if workers fail to participate.

### **Segment 2 – Health reform and history**

Crises in health insurance--and reform efforts to combat them--are nothing new. A noted expert in the politics and history of health reform discusses what we can learn from past proposals and the reasons for their defeat..

**Radio Health Journal – Sunday January 8, 2012 at 6:55am 0:28:00 minutes**

### **Segment 1 – The pregnant poor**

Low income women have a much higher rate of unintentional pregnancy than those with higher incomes. Experts explain some of the reasons and the serious consequences, both for families and for the nation, in its poverty rate and workforce composition.

### **Segment 2 – Weight loss surgery: so what if it's cheating?**

Many people who might be candidates for weight loss surgery shy away because of misperceptions. A former NFL lineman who has had weight loss surgery and a bariatric surgeon discuss overcoming these myths.

**Radio Health Journal – Sunday January 15, 2012 at 6:55am 0:28:00 minutes**

### **Segment 1 – Vaccination refusal**

As the number of vaccinations recommended for children continues to rise, the number of children who have not received all of them is also increasing. Public health experts discuss the impact of vaccine refusal on community health, and a mom who has kept her children away from some immunizations discusses her objections to the vaccination schedule.

### **Segment 2 – Alzheimer’s wandering**

A majority of Alzheimer’s disease patients will experience wandering behavior. Yet many families and caregivers have no plan to prevent wandering or find their loved one when they get lost. Experts discuss wandering and how to deal with it.

### **How to win your Job**

**Sunday Morning Along the Coast – January 15, 2012 at 6:55am**

**Duration: 0:25:00**

Michael Harris joins us to talk about strategies that can be utilized to get your dream job. He covers resume errors, interview questions and the most important thing you need to bring with you to an interview.

### **Radio Health Journal – Sunday January 22, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1 – Child food allergies**

Allergies among children have increased markedly in recent years, sometimes prompting bans of specific foods at schools. Experts explain the importance of school action, what parents can do to keep their children safe, and the research under way to find why allergies are increasing.

#### **Segment 2 – Hip dysplasia**

A common cause of hip arthritis and replacement is a misalignment of the joint dating from infancy or childhood. It can even result from improper swaddling. An expert discusses causes and treatments.

### **Men and Emotions**

**Sunday Morning Along the Coast – January 22, 2012 at 6:55am**

**Duration: 0:24:36**

Peter Moore, editor of *Men’s Magazine*, joins us to talk about findings linking primal behavior to men and attitude. He also discusses how the recession might have men becoming more emotional.

### **Radio Health Journal – Sunday January 29, 2012 at 6:55am 0:28:00 minutes**



## **Segment 1 – Sunshine, tanning, and vitamin D**

Dermatologists have long advocated protecting our skin from UV rays, whether from the sun or from indoor tanning. Yet with sun protection comes an increase in deficiencies of vitamin D, which is made by the skin in response to sun exposure. Is there any middle ground? Experts discuss the conflict.

## **Segment 2 – Keeping up your pride**

Prospective employers can detect when a person carries justifiable pride and are attracted to them. An expert discusses research on instilling pride, even when times are hard.

### **Radio Health Journal – Sunday February 5, 2012 at 6:55am 0:28:00 minutes**

## **Segment 1 – Verbal abuse from sweethearts and bosses**

Incessant verbal abuse by a significant other can take a huge toll in misery. Abusers may be psychologically compensating for verbal, emotional, or sexual abuse they themselves received in childhood. Bosses are also significant abusers of subordinates, though for different reasons. Experts discuss the consequences of verbal abuse, the hidden reasons it may occur, and what victims can do to make it stop.

## **Segment 2 – Treating stubborn high blood pressure**

High blood pressure, or hypertension, can be lethal, and 25 percent of the US population is affected. An expert discusses how and why high blood pressure exacts such a toll on the body, why it can be so difficult to treat, and a new device under clinical trial that may treat stubborn high blood pressure effectively.

### **Radio Health Journal – Sunday February 12, 2012 at 6:55am :0:28:00 minutes**

## **Segment 1 – Traumatic brain injury and relationships**

Traumatic brain injury can dramatically change spousal relationships, as the injured may lose the ability to read the emotions of themselves and others, or may suffer a personality change. These relationship issues are often ignored in the rehabilitation process. However, the divorce rate of these couples is much less than previously believed. Experts discuss developing methods to help people with TBIs relearn important social skills.

## **Segment 2 – Profile of a school shooter**

Four years ago this week, a former mental patient shot five students to death and wounded 18 at Northern Illinois University. Now an investigative journalist has pieced

together the most complete portrait ever of a school shooter. The writer discusses the lessons that can be learned from this psychological profile.

**Radio Health Journal – Sunday February 19, 2012 at 6:55am :0:28:00 minutes**

**Segment 1 – Running Equipment Trends**

Running season is approaching, and many runners may be wondering whether they should adopt the newest trend—“minimalist” shoes with no elevated heel, or even hardly any sole at all. Some runners are even exploring going barefoot. A number of experts discuss the risks and possible benefits of changing shoes or getting rid of them completely.

**Segment 2 – Back pain**

Back pain hits 80 percent of Americans at some point in their lives. An expert discusses why it can be so hard to diagnose and treat..

**Radio Health Journal – Sunday February 26, 2012 at 6:55am :0:28:00 minutes**

**Segment 1 – Antibiotics in livestock**

About 70-80 percent of antibiotics used in the US are given to healthy livestock. The FDA has wanted to end the practice for more than 30 years to reduce antibiotic resistance in people, but recent agency actions make some activists wonder if they're committed only to baby steps. Experts discuss pro's and con's of antibiotic use and the FDA's new strategy to control it.

**Segment 2 – Kidney stones**

Kidney stones are very common and can produce excruciating pain. An expert discusses types of kidney stones, causes of each, treatment, and prevention.

**Radio Health Journal – Sunday March 4, 2012 at 6:55am :0:28:00 minutes**

**Segment 1 – Pharmacy benefit wars**

Millions of pharmacy customers have had to move prescriptions from Walgreens to other pharmacies after its contract ran out with a major pharmacy benefits manager, Express Scripts. The situation is unprecedented in the US, but some experts believe it's only the first battle in a cost-based conflict between benefits managers and retail pharmacies. Representatives of each side and a longtime industry observer discuss causes and impacts of the struggle.

**Segment 2 – Cord blood and hearing loss**

Infants who suffer damage to hair cells in the inner ear have had to receive hearing aids or cochlear implants or face loss of language skills. Now scientists are testing the use of stem cells from cord blood to regenerate hair cells and restore hearing.

### **Quantum Medicine**

**Sunday Morning Along the Coast – March 4, 2012 at 6:55am**

**Duration: 0:29:57**

Dr. Paul Drouin comes on to discuss Quantum medicine. He talks about the various allegations' against the practice and why it's such a controversial subject. He also talks about how you can become educated in this practice.

### **Radio Health Journal – Sunday March 11, 2012 at 6:55am :0:28:00 minutes**

#### **Segment 1 – Lessons from a parent's worst nightmare**

Being unable to prevent their child from succumbing to drugs and crime may be a parent's worst nightmare. One parent who ignored his son's warning signs reflects on his more than 10 year struggle with addiction and what it can teach other parents.

#### **Segment 2 – Alcoholics and liver transplants**

Liver transplant centers usually demand that transplant candidates with alcoholic liver disease be sober for six months before surgery to assure doctors that they will abstain from alcohol. However, some candidates won't survive long enough to wait. One of the nation's top transplant expert discusses a recent study, which indicates that intense scrutiny of a candidate's support and commitment may allow a small number to safely proceed without risk of wasting rare organs.

### **Radio Health Journal – Sunday March 18, 2012 at 6:55am :0:28:00 minutes**

#### **Segment 1 – Redefining autism**

Autism spectrum disorders are being redefined by the psychiatric profession, and many parents and activists are worried that the new definition will exclude many children who previously would have received necessary educational services. Experts, including one of the members of the panel creating the definition, discuss the issue.

#### **Segment 2 – The Psychology of names**

Names have a psychology that's unknown to most people. A naming expert discusses the hidden power of names.

### **Radio Health Journal – Sunday March 25, 2012 at 6:55am :0:28:00 minutes**

## **Segment 1 – The criminalization of homelessness**

Homelessness has affected 3.5 million Americans at some point in the past year, and with their increased numbers and visibility, many cities have criminalized functions that the homeless often find unavoidable, such as sleeping or camping outdoors. Experts discuss the effects on city budgets and the homeless themselves.

## **Segment 2 – Accent modification**

Many people who technically speak English well—even native born Americans—sometimes speak with accents that leave them unable to be understood. Experts discuss speech training that can lessen the difficulty.

## **PUBLIC SERVICE ANNOUNCEMENTS:**

<b>Ad Council</b> <i>Autism-Tony Braxton</i>	64 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Autism-Earnie Els</i>	73 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>College Crash Course-NFL</i>	42 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Drunk Driving-Can Do</i>	25 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Getting Paid</i>	22 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Environment-Fish</i>	96 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Environment-Rattlesnake</i>	54 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Environment-Beyond Differences</i>	32 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Parenthood-All The Pretty Cars</i>	44 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Parenthood-Ballgame</i>	19 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Parenthood-Last Will</i>	77 recorded announcements 01/01-3/31
<b>Ad Council</b> <i>Parenthood-Looney Tunes</i>	83 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Parenthood-Words</i>	4 recorded announcements 01/01-03/31
<b>Ad Council</b> <i>Speaker Shift</i>	53 recorded announcements 01/01-03/31
<b>WFLC</b>	20 recorded announcements

Health Care

03/10-03/20

**WFLC**

Hospice

17 recorded announcements

02/04-02/10

**WFLC**

Pediatric Heart Association

17 recorded announcements

02/04-02/05

**WFLC**

Ronald McDonald House

3 recorded announcements

02/01-02/09

**WFLC**

The Grind

9 recorded announcements

03/24-03/29

**WFLC**

Walt Disney World

40 recorded announcements

02/25-03/04

**WFLC**

Whiskey Tango

29 recorded announcements

02/14-02/18