

# **WFLC Community Issues and Programming**



**WFLC Community Issues and Programming**  
April 1, 2018 – June 30, 2018

**Program Director Jill Strada**  
**WFLC-FM / Cox Radio Miami**  
July 1, 2018

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## **WFLC Community Issues and Programming**

### **April 1, 2018 - June 30, 2018**

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 April 1, 2018 – June 30, 2018

- 1. Health/Human Services (12)**
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## **Description of Regular Public Affairs Program**

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

6:00 am      **Community Convo's with KimmyB.**  
Produced by WFLC / Cox Radio Miami  
45Minutes

**Community Convo's with KimmyB** is a public affairs show which showcases discussions with the people, charities, and community organizations that work tirelessly to educate and benefit the people of South Florida. The show educates listeners on programs and services that are available to them, as well as highlighting those individuals and organizations that are reaching out and affecting change, and how our listeners can get involved in order to help make a difference in their community.

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## **Health/Human Services(12)**

**April 1, 2018 6:00 a.m.**

**Community Convo's with KimmyB – GUITARS OVER GUNS**

**Duration: 00:45:00 minutes**

Guitars Over Guns is a 501c3 non-profit organization that delivers high impact arts-based mentoring programs to empower at-risk youth. By working collaboratively with schools and communities, we encourage young people to become independently productive members of society through individual expression, social interaction, and personal accountability.

Additionally, Guitars Over Guns offers an extensive curriculum that music, mentoring, dance, visual arts, and an annual summer camp.

TOPIC: Founder of Guitars Over Guns, Dr. Chad Bernstein came in to discuss the creation of the organization, the various programs and curriculums offered, the extensive group of mentors he's enlisted to help him keep "GOGO" going, and the immense impact this organization has on the kids that decide to get involved. We discussed the importance of mentorship, arts & music education, and the costs associated with funding "GoGo". Chad talked about the amazing support he's received here in south florida as well as in his hometown of Chicago, and he encouraged the community as a whole to continue supporting the current GoGo students and help ensure that the organization continues to grow and help more kids become great contributors to society moving forward.

**April 8, 2018 6:00 a.m.**

**Community Convo's with KimmyB – GUITARS OVER GUNS**

**Duration: 00:45:00 minutes**

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help ensure that the organization continues to grow and help more kids become great contributors to society moving forward.

**April 15, 2018 6:00 a.m.**

**Community Convo's with KimmyB – GUITARS OVER GUNS**

**Duration: 00:45:00 minutes**

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**April 22, 2018 6:25 a.m.**

**Community Convo's with KimmyB – M.A.D.D. DASH and Walk Like MADD (Mothers Against Drunk Driving)**

**Duration: 00:25:00 minutes**

Heather Geronemus, champion and activist for the long standing organization M.A.D.D. (Mothers Against Drunk Driving) talks about MADD's ongoing battle against drunk driving here in South Florida and the organization's upcoming fundraisers Walk Like MADD and MADD Dash.

TOPIC: We discussed Heather's personal story and ties to MADD; her father was killed by a drunk driver in 2007. We also discussed drunk driving statistics here in Florida as well as around the country. We talked about the long term implications of having a DUI on your driving record, and we discussed the importance of preventing drunk driving incidents. We then discussed how people in South Florida can get involved with MADD and participate in their upcoming 5K Walk/Run known Walk Like MADD and MADD Dash Fort Lauderdale, which Heather founded and chairs.

**April 29, 2018 6:25 a.m.**

**Community Convo's with KimmyB – M.A.D.D. DASH and Walk Like MADD  
(Mothers Against Drunk Driving)**

**Duration: 00:22:00 minutes**

Heather Geronemus, champion and activist for the long standing organization M.A.D.D. (Mothers Against Drunk Driving) talks about MADD's ongoing battle against drunk driving here in South Florida and the organization's upcoming fundraisers Walk Like MADD and MADD Dash.

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**May 06, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Florida Department of Health Tobacco Free Florida/Group Quit Program**

**Duration: 00:25:00 minutes**

Tobacco Free Florida (TFF) launched in 2007. TFF is administered through the Florida Department of Health's Bureau of Tobacco Free Florida (BTFF), and funded by money derived from the state's tobacco settlement agreement with the major tobacco companies in 1997. TFF reaches millions of Floridians through hard-hitting media campaigns, public relations, social media, evidence-based tobacco cessation services, grassroots initiatives, county-level grants that advance tobacco-free policies, a youth-led movement called Students Working Against Tobacco (SWAT), school-based interventions, and surveillance and evaluation to ensure effectiveness.

TOPIC: A counselor who with Tobacco Free Florida (TFF) Group Quit program in partnership with Nova Southeastern University came in to give some backstory on TFF, what types of services they supply, who is eligible to participate, and how people can take advantage of all TFF's FREE programs designed to help individuals quit tobacco. Her area of specialty is the Group Quit program so we talked at length about the benefits of Group Quit, the difficulties and challenges many smokers face when trying to quit, and who to contact and where to go to sign up for Group Quit. We also discussed the ramifications of second hand smoke, and something

we're seeing more of, which is third hand smoke, which primarily affects very young children and pets.

**May 06, 2018 6:30 a.m.**

**Community Convo's with KimmyB – Orange Bowl Food & Wine Celebration**

**Duration: 00:20:00 minutes**

The Orange Bowl Committee was created in 1935 with the mission of generating tourism for South Florida through an annual football game and supporting events. The non-profit, sports organization that promotes and serves the South Florida community has grown to 360 members since its inception.

TOPIC: Orange Bowl Committee President, Sean Pittman, came in to discuss some of organizations current community outreach projects as well as their annual Food and Wine Celebration fundraiser.

**May 13, 2018 6:00 a.m.**

**Community Convo's with KimmyB – The Breanna Vergara Foundation**

**Duration: 00:15:00 minutes**

Alex Casanova, Treasurer of The Breanna Vergara Foundation, talks about the creation and work of the Breanna Vergara Foundation. The BVF is a relatively new 501c3 here in South Florida, but has already helped save the lives of 9 children, through its tireless work educating the community on the importance of EKG's for our children. The foundation has made it their mission to raise awareness about undetected heart conditions in children and the importance of EKG's for kids, especially those that are involved in any sort of athletic activities. They have also committed themselves to raising the funds necessary to not only help provide children with these EKG's, but also to help provide defibrillators to community centers, parks, organizations, and any other place where there could be an incident involving a child's heart.

TOPIC: The purpose of this interview was to help raise awareness about The Breanna Vergara Foundation and the great things they are doing in the community, as well as to help raise awareness about getting our children EKG's. Breanna Vergara was only 11 years old when she collapsed on the floor of her dance studio due to an undetected heart condition known as Wolff-Parkinson-White. There was no defibrillator on site and by the time Breanna reached the hospital she was pronounced dead. Within the first 6 months of her passing Breanna's parents and family had already set up the Breanna Vergara Foundation and have made it their mission to make sure no other family suffers the unnecessary loss of a child due to an undetected or underlying heart issue.

**May 13, 2018 6:20 a.m.**

**Community Convo's with KimmyB – Women in Distress**

**Duration: 00:30:00 minutes**



Women In Distress is the only nationally accredited, state-certified, full service domestic violence center serving Broward County, Florida. Their mission is to stop domestic violence abuse for everyone through intervention, education and advocacy. Women In Distress currently operates a 132 bed shelter, an outreach center (Jim & Jan Moran Family Center), and a [thrift store](#). Women In Distress' programs and services are divided into Residential and Outreach Services.

TOPIC: The President and CEO of Women In Distress, Mary Riedel, came in to discuss the importance of Awareness as well as outreach and prevention of Domestic Violence. We also talked about the services provided by Women in Distress and how the local community can get involved with not only the organization, but more important the education of themselves and others as to the signs of Domestic Violence and how to identify them, especially in our young people.

**May 20, 2018 6:00 a.m.**

**Community Convo's with KimmyB – The Breanna Vergara Foundation**

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Alex Casanova, Treasurer of The Breanna Vergara Foundation, talks about the creation and work of the Breanna Vergara Foundation. The BVF is a relatively new 501c3 here in South Florida, but has already helped save the lives of 9 children, through its tireless work educating the community on the importance of EKG's for our children. The foundation has made it their mission to raise awareness about undetected heart conditions in children and the importance of EKG's for kids, especially those that are involved in any sort of athletic activities. They have also committed themselves to raising the funds necessary to not only help provide children with these EKG's, but also to help provide defibrillators to community centers, parks, organizations, and any other place where there could be an incident involving a child's heart.

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**June 24, 2018 6:30 a.m.**

**Community Convo's with KimmyB – Children's Diagnostic Treatment Center**

**Duration: 00:20:00 minutes**

Established in 1983 as the follow-up program of the state's Regional Perinatal Intensive Care Center system, the Children's Diagnostic & Treatment Center (CDTC) has grown to be one of the largest children's agencies in south Florida, serving over 11,000 children and youth annually. The Center's focus has always been to provide medical care, case management, social services and other types of intervention to children and adolescents with chronic illnesses and development disabilities and to provide support and education to their families.

TOPIC: A representative from the CDTC came in to discuss the services provided at the CDTC, who is eligible to take advantage of these services, and ways the community can get involved and help give-back to the CDTC.

## **Education(4)**

**April 22, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Memorial Healthcare Residency Programs**

**Duration: 00:20:00 minutes**

Since its inception in 1953, Memorial Healthcare System has been a leader in providing high-quality healthcare services to South Florida residents. Their mission is to Heal the body, mind and spirit of those we touch, while continuing to be a premier clinically integrated delivery system providing access to exceptional patient-and family-centered care, medical education, research and innovation for the benefit of the community we serve. Their medical education opportunities span the continuum of physician lifelong learning – from undergraduate medical education to continuing medical education. Our focus on patient- and family-centered care provides the opportunity to learn clinical skills and compassionate care. Through our various Graduate Medical Education (GME) Programs, Memorial will provide opportunities for medical school graduates to train at one of the largest and most dynamic public healthcare systems in the United States. Residents training at Memorial will help transform the way we deliver patient care today and for generations to come.

**TOPIC:** This segment focused on the need for increased medical residencies here in the state of Florida. The team from MHS came in to talk about education and the growing need for more teaching hospitals and residency spots if we are going to be able to continue to provide quality care for our ever growing population. The team explained that due to limited number of residencies available in our state, many of our best and brightest medical students are forced to except residencies in other states, where they oftentimes lay down roots and set up practices leaving us with an ever diminishing amount of doctors left to do an overwhelming job. The good news is...MHS as well as other hospitals here in SFLA are fighting hard to increase the number of residencies available to medical students and they are making positive headway.

**April 29, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Memorial Healthcare Residency Programs**

**Duration: 00:20:00 minutes**

Since its inception in 1953, Memorial Healthcare System has been a leader in providing high-quality healthcare services to South Florida residents. Their mission is to Heal the

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**June 10, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Memorial Healthcare Residency Programs**

**Duration: 00:20:00 minutes**

Since its inception in 1953, Memorial Healthcare System has been a leader in providing high-quality healthcare services to South Florida residents. Their mission is to Heal the body, mind and spirit of those we touch, while continuing to be a premier clinically integrated delivery system providing access to exceptional patient-and family-centered care, medical education, research and innovation for the benefit of the community we serve. Their medical education opportunities span the continuum of physician lifelong learning – from undergraduate medical education to continuing medical education. Our focus on patient- and family-centered care provides the opportunity to learn clinical skills and compassionate care. Through our various Graduate Medical Education (GME) Programs, Memorial will provide opportunities for medical school graduates to train at one of the largest and most dynamic public healthcare systems in the United States. Residents training at Memorial will help transform the way we deliver patient care today and for generations to come.

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**June 24, 2018 6:00 a.m.**

**Community Convo's with KimmyB – S.E.E.K.**

**Duration: 00:25:00 minutes**

SEEK, otherwise known as Seeking Education Empowers Knowledge, is a non-profit 501c3 organization, whose goal is to improve the value of life for children of diverse backgrounds by providing public services that promote self-advocacy skills, strategic thinking skills, and community involvement to become lifelong problem solvers. The mission of S.E.E.K is to empower teenagers, parents, teachers, and the community to help protect lives and discover educational diverse programs that promote lifelong problem solvers beyond the classroom.

Topic: Anike Sakariyawo, the President and Founder of SEEK, came in to talk about her organization and the importance of education and mentorship in our community. We discussed the strategy behind SEEKs approach to S.T.E.M. and S.T.E.A.M. education along with the organizations focus on teaching its participants to give back to their community and those in need.

**Culture (0)**

**CIVIC(0)**

**ENVIRONMENT(0)**

## **OTHER(4)**

**May 27, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Born This Way Foundation/Channel Kindness**

**Duration: 0:45:00 minute**

The Born This Way Foundation is non-profit 501c3 organization committed to supporting the wellness of young people and empowering them to create a kinder and braver world. To achieve these goals, Born This Way Foundation leverages rigorous academic research and authentic partnerships in order to provide young people with kinder communities, improved mental health resources, and more positive environments – online and offline.

TOPIC: A group from the Born this way Foundation came in to discuss the work the organization is doing on both a local and national level. Shadille, who has been with the organization since 2012 and is not a part of the executive administrative team talked about the organization's fundamental principles and outreach goals, while Kelbin and Tory, who are 2018 Channel Kindness reporters, shared their personal stories and experiences as they related to working with Born This Way and Channel Kindness. The conversation touched on everything from mental health awareness to homelessness and even highlighted two other local non-profits; Hashtag Lunchbag Miami and 2-1-1 Broward.

**June 03, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Born This Way Foundation/Channel Kindness**

**Duration: 0:45:00 minute**

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**June 10, 2018 6:25 a.m.**

**Community Convo's with KimmyB – Pediatric Associates Foundation Splash Into Water Safety Event**

**Duration: 0:25:00 minute**

The Pediatric Associates Foundation is dedicated to favorably impacting the quality of life and the health of children and adolescents in the communities served by our practice. The mission of the Foundation shall be to provide support, education, advocacy, leadership, and assistance to families with children and adolescents.

TOPIC: Dr. Marcus, a Pediatrician, came in to talk about the importance of water safety education, especially here in South Florida. Dr. Marcus went over some statistics, which show that drowning is the #1 non-disease related killer of children under the age of 4, and pointed out that despite this fact...all drowning incidents are 100% preventable. Finally we talked about the foundation's 1st Annual "Splash Into Water Safety" Event happening in July.

**June 17, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Born This Way Foundation/Channel Kindness**

**Duration: 0:45:00 minute**

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**PUBLIC SERVICE ANNOUNCEMENTS:**

**Cox Media Group**

Sunday in the Park

04/07-04/15

**Cox Media Group**

Baynanza Beach Cleanup

04/17-04/21

**Cox Media Group**

Orange Bowl Food & Wine

04/30-05/11

**Cox Media Group**

PA Water Safety Event

06/02-06/16

**Cox Media Group**

Marlins Pride at the PArk

06/22-06/29