

WFLC COMMUNITY ISSUES AND PROGRAMMING



THE RHYTHM OF MIAMI

**WFLC COMMUNITY ISSUES AND PROGRAMMING
JANUARY 1, 2023 – MARCH 31, 2023**

DIRECTOR OF BRANDING & PROGRAMMING, IAN RICHARDS



**WFLC-FM / COX MEDIA GROUP
COX RADIO, LLC**

JANUARY 1, 2023 – MARCH 31, 2023

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**WFLC COMMUNITY ISSUES AND PROGRAMMING
JANUARY 1, 2023 – MARCH 31, 2023**

WFLC services the Miami/ Ft. Lauderdale / Hollywood market and all of its surrounding communities. Listed below is a description of community programming from January 1, 2023 – March 31, 2023.

DESCRIPTION OF REGULAR PUBLIC AFFAIRS PROGRAM

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

Community Focus with Ellen Jaffe, Sundays, 6:00 am

Produced by WFLC / Cox Radio, LLC

Duration: 30 Minutes (segments of varying length)

A locally originated program addressing issues of concern to South Florida residents. Produced by Community Affairs Host, Ellen Jaffe.

Public Service Announcements

Locally produced, :15 - :30 in length, air in various hours daily

Following are the issues given significant treatment in programming:

1. Community Outreach – CEO
2. CRIME - CRI
3. Diversity / LGBTQ – DIV
4. Economy / Jobs – ECO
5. Education-EDU
6. Environment / Animal Welfare – ENV
7. Health / Women & Children - HEA
8. Human Services - HUS
9. Underserved Populations-USP

Community Outreach – (CEO)

Programs

January 1, 2023 - Segment 1 – Visit Lauderdale Wine & Food Festival - 15:11

Guest: Phil Marro, Organizer

Marro talks about working with Visit Lauderdale on the annual Food & Wine Festival to benefit Joe DiMaggio Children's Hospital. More than a dozen multi-cultural events are scheduled January 9th – 15th.
<http://www.vlwinefood.com>

January 15, 2023 - Segment 2 – American Fine Wine Competition - 7:12

Guest – Shari Gherman, Event Co-Founder

Gherman talks about her involvement in creating the American Fine Wine Competition, with the requirement that it be a charity fundraiser. This year's event finale is Tuesday, January 17th, with gold-medal wine tastings, music, food and entertainment. Proceeds benefits the Chip Cassidy Scholarship Fund for FIU students, as well as Ukrainian refugees.
<https://www.americanfinewinecompetition.org>

PSA'S

1/1 – 1/8 – Visit Lauderdale - Wine & Food Festival - 40x - :30

1/17 – 1/22 – HITS / CMG Gives to Charity – 15x - :30

1/23 – 1/31 – HITS / CMG Gives to Charity – 23x - :30

1/23 – 1/31 – South Beach Food & Wine Festival – 22x - :30

2/1 – 2/5 – HITS / CMG Gives to Charity – 12x - :30

3/1 – 3/4 – Kiwanis Club of Little Havana Foundation – Carnaval on the Mile – 8x - :30

CRIME – (CRI)

Programs

January 29, 2023 – Stand With Parkland (The National Association of Families for Safe Schools – 29:37

Guest: Tony Montalto, President ; Vice President of the Parkland 17 Memorial Foundation

With the 5th Anniversary of the shooting at Marjory Stonemen Douglas High School approaching, we talk to Tony Montalto, whose daughter, Gina, was one of the 17 killed. Since the Parkland shooting, Montalto and families of the other victims have advocated for safer schools, mental health screening and support programs, and responsible gun ownership laws. Montalto talks about their success in creating change, including the institution of 'Red Flag Laws' to catch people who are not permitted to buy guns before they do so. Since the program began, at least 8,000 people have been red-flagged trying to buy guns. As part of the Parkland 17 Memorial Foundation, he previews the site selected and the vision for the permanent memorial to those killed in the school shooting.

<http://www.standwithparkland.org> <http://www.parkland17.org>

February 5, 2023 - Segment 2 – Women in Distress of Broward County – 15:09

Guest: Dr. Linda Parker, President / CEO

Kicking off Teen Dating Violence Awareness Month, Dr. Parker discusses the risks of teens becoming involved in abusive relationships. She also shares a new form of outreach that Women in Distress has begun, speaking with hospital and Emergency Room employees to teach them how to identify signs of abuse, how to refer a possible victim for help, and how to handle a situation where a potential abuser has accompanied a victim to the hospital.

<http://www.womenindistress.org>.

PSA'S

2/7 – 2/11 – Women in Distress – Teen Dating Violence Awareness Month – 25x - :30

Diversity / LGBTQ – (DIV)

Programs

January 1, 2023 – Segment 2 – Broward County Public Library System – 14:37

Guest: Allison Grubbs, Director

Grubbs talks about the diverse book selection for the National Endowment for the Arts' 'Big Read' in January & February. She also discusses the many events the libraries have scheduled in honor of Martin Luther King, Jr. Day.

<http://www.broward.org/library>

January 8, 2023 - Segment 1 – Unity in the Community of Pompano Beach– 16:20

Guest: Carolyn Mann, Scholarship Committee Chair for Unity in the Community

Boo discusses the services offered at the Pride Center, including a 5-point Wellness initiative. He invites everyone to their annual 'Wicked Manors' Halloween Celebration, a major fundraiser for the Pride Center and 9 other non-profits.

<http://www.pridecenterflorida.org> <http://www.wickedmanors.org>

February 12, 2023 - Segment 1 – Miami Dade County Public Library System– 18:00

Guest: Ray Baker, Director

Baker talks about the variety of events planned at different libraries to commemorate Black History Month. He also discusses opportunities for borrowing tablets and hot spots, as well as free professional tax preparation assistance available at the libraries.

<http://www.mdpls.org>; 305-375-BOOK

March 26, 2023 - Segment 1 – YWCA of South Florida – 11:49

Guest: Kerry Ann Royes, President / CEO

Royes discusses the YWCA's ongoing commitment to social justice for all, with their theme, 'Until Justice Just Is'. She talks about the evolution of their annual 21-Day 'Stand Against Racism' into the 21-day 'Community Justice Challenge', during which participants will receive daily emails with articles to read, videos to watch and discussion topics to open a line of communication between people of all backgrounds.

<http://www.ywcasouthflorida.org>

PSA'S

1/16 – 1/22 – Unity in the Community of Pompano Beach – Multi-Cultural Family Fun Day – 35x - :30

3/1 – 3/31 – Women's History Month Honoree Vignettes – 93x - :30

Economy / Jobs (ECO)

Programs

January 15, 2023 – Segment 3 – Barry University – 8:23

Guest: Jennifer Pugh, Barry University's VP for University Administration

Pugh talks about Barry University's 'Nun Run' on January 21st, both a tribute to the founders of the University, and a fundraiser to assist low-income student remain in school.

<https://tinyrul.com/yckh7845>

February 12, 2023 - Segment 2 – Job News USA – 12:22

Guest: Tiffany Price, General Manager

Price discusses the 'myth' that there are few good-paying jobs available and provides a preview of the next major Job Fair, February 23rd at the FLA Live Arena. More than 75 companies will be interviewing & hiring. She provides tip for being a memorable job candidate. Admission is free for applicants; pre-registration is recommended.

<http://www.jobnewsusa.com>

PSA'S

2/17 – 2/22 – Job News USA – Job Fair – 30 x :30

1/1 – 3/31 – FDEA – Florida Dependent's Education Assistance – 25 x - :30

Education – (EDU)

Programs

January 8, 2023 - Segment 1 – Unity in the Community of Pompano Beach– 16:20

Guest: Carolyn Mann, Scholarship Committee Chair for Unity in the Community

Mann talks about Unity in the Community, the annual Pompano Beach Family Fun Day on January 28th, designed to bring the community together and also raise funds for college scholarships awarded to local high school students.

<http://www.uicpompano.org>

January 22, 2023 – Girl Scouts of Southeast Florida - 27:14

Guests: Melinda Glasco, Marketing Director; Girl Scout ‘Media Girl’ Ronica

The guests talk about the life-long benefits of being a Girl Scout, from increasing confidence to environmental consciousness to learning business skills. The talk about 2023 Girl Scout Cookie Sales, February 1st thru March 5th; and the annual ‘Give a Box, Get A Box’ event to encourage donations of boxes of Girl Scout Cookies for our troops overseas.

<http://www.gssef.org>

February 26, 2023 – Kiwanis Club of Little Havana Foundation – 28:55

Guest: Alex Perez, President

Perez shares the evolution of the Kiwanis in more than 50 years of community service. They help children and low-income families with school supplies, college scholarships, free summer camp and more. Carnival Miami, with multiple events, funds their charity initiatives. Events include Carnival on the Mile, Calle Ocho and Art on the Drive.

<http://www.kiwanislittlehavanafoundation.org>

PSA’S

2/1 – 2/6 – Girl Scouts of Southeast Florida – Girl Scout Cookies Sales Underway – 13x - :30

1/1 -3/31 – FAMU (Florida A & M University) - 33x - :30

Environment / Animal Welfare - (ENV)

Programs

March 12, 2023 - Segment 2 – YMCA of South Florida – 17:13

Guest: Sheryl Woods, President / CEO

With its vast number of creek, lakes, oceans and backyard swimming pools, South Florida has a high rate of drownings each year, especially during school breaks. Woods shares the story of how ‘Swim for Jenny’ week at the Y began, in remembrance of a 12-year-old girl who died because she didn’t know how to swim. During Spring Break week, March 20 – 24th, each local Y with an Aquatic Center will provide a week of free swim classes to all who register, up to capacity, all ages welcome. The goal is to reduce drownings and teach people about the risks of different kinds of bodies of water found in South Florida.
<http://www.ymcasouthflorida.org>

March 19, 2023 - Segment 1 – Miami Dade County DERM – 10:44

Guest: Miami-Dade County Mayor, Daniella Levine Cava

As an avid proponent of protecting South Florida’s environment and natural resources, Mayor Cava speaks about Baynanza, the annual Biscayne Bay Shoreline Clean Up. The Mayor explains the many reasons the annual clean-up is important, including for tourism and the economy, as well as to protect our natural resources, wildlife and sea life. She encourages listeners to participate at any of 41 locations on April 15th.
<http://www.miamidade.gov/baynanza>

March 26, 2023 - Segment 2 – PAWS (Pets Are Worth Saving) fundraising auxiliary of Humane Society of Broward County – 19:18

Guests: Sheryl Maher, President; Alyse Lemstrom, Vice-President

Maher and Lemstrom are co-chairs of the PAWS ‘Enchanted Masquerade Ball’, this year’s fundraiser for the Humane Society of Broward County. They touch on some of the long-term financial impacts of the Pandemic when the shelter had to limit staff onsite and schedule animal visits to maintain safety protocols. Although many people adopted pets during the lockdown period of the Pandemic, a large number returned them to the shelter afterwards, creating additional expenses for HSBC. This year’s fundraiser is themed like a Venetian Ball, with guests attending in masks and costumes. In addition to cocktails, dinner, dancing and auctions, the evening always features a guest pet available for adoption. All funds benefit services provided to shelter pets, including extensive veterinary treatments.
<http://www.pawsbroward.com>

PSA’S

2/12 – 2/14 – Humane Society of Broward County – Adopt a Sweetheart weekend – 15 x :30
3/25 – 3/31 – Miami-Dade County – Baynanza Biscayne Bay Shore Clean up – 14x - :30

Health - (HEA)

Programs

January 15, 2023, Segment 1 – City of Miami Gardens – 14:53

Guests: Thamara LaBrousse, Director of ‘Live Healthy Miami Gardens’;

Miami Gardens Councilman Robert Stephens III

The guest talk about the City’s ‘Healthy Living Challenge’, a free 6-week program to encourage residents to learn about healthy living, nutritious eating and the benefits of being active. Experts will guide participants through the program which kicks off Saturday, January 21st.

<http://www.livehealthymiamigardents.com>

February 19, 2023 – Segment 1 – American Heart Association / Cleveland Clinic Weston Heart & Vascular Center - 24:20

Guest: Cardiologist, Dr. David Baran

February is Heart Month and Dr. Baran provides the latest information about heart disease, prevention, detection and treatment. Like many other diseases that are most survivable when caught early, Dr. Baran urges listeners to go for annual checkups – something that many people stopped doing during the Pandemic. He invites listeners to join him at the American Heart Association’s Broward Heart Walk on March 12th to gather more information and to start being active.

<http://www.clevelandclinic.org>

March 5, 2023 - Segment 1 – American Heart Association – 16:46

Guest: Chandra Roberson, Senior Development Director, Greater Miami / Fort Lauderdale Chapter

Roberson discusses the importance of knowing about heart disease and shares how the Heart Walk has evolved to include mental health as a factor in physical health. This year’s event on March 12th will include Goat Yoga and a ‘Stomp Out Stress’ zone. All ages are welcome, as are dogs. There’s no registration fee.

<http://www.browardheartwalk.org>

March 5, 2023 – Cleveland Clinic Weston Hospital – 14:54

Guest: Dr. Brenda Jimenez Cantisano, Colorectal Oncologist

As March is colon cancer awareness month, Dr. Jimenez Cantisano explains how colon cancer develops, discusses the risk factors, preventive measure and the importance of colonoscopies in catching this type of cancer early, increasing the likelihood of high survival rates.

<https://tinyurl.com/5n8xcz48>

PSA’S

2/23- 2/28 – American Heart Association – Broward Heart Walk – 30x -:30

3/17 – 3/24 – Memorial Health Cancer Foundation – March 4 Cancer - 16x - :30

Human Services – (HUS)

Programs

February 19, 2023 – Segment 2 – Women in Distress of Broward County - 6:27

Guest: Emily Janas, Director of Outreach and Prevention Education

As a follow-up to CEO, Dr. Linda Parker’s visit to Community Focus on February 5th, Janas provides specific signs to watch for to indicate that someone may be in an abusive relationship. In keeping with a major theme at Women in Distress, Janas reminds listeners that “love shouldn’t hurt”.

<http://www.womenindistress.org>

March 12, 2023 – Segment 1 – Feeding South Florida - 14:56

Guest: Paco Velez, President / CEO

Velez discusses the ever-changing challenges to ending food insecurity, including supply chain issues, bird flu (increased egg prices) and inflation. The Outrun Hunger 5k on April 8th will help the organization continue to provide 4 meals for just \$1.00. Register at <http://www.feedingsouthflorida.org>.

March 19, 2023 – Segment 2 – Tell Robert Foundation for Mental Health Awareness - 15:32

Guest: Stephanie Fenstersheib, Co-Founder

Fenstersheib talks about the 3rd annual Tell Robert 5k to benefit local organizations that provide mental health services locally. Fenstersheib and her brother founded the organization after their other brother, suffering from mental illness, killed himself and their Father. She relates how meeting other people who have been impacted by mental illness, whether in a loved one or themselves, provides catharsis after trauma and creates a bonded community. The event is on April 15th at Charnow Park in Hollywood.

<https://tellrobertfoundation.com/tellrobert-3rd-annual-5k-april-2023/>

PSA’S

1/9 – 1/15 – Kids in Distress – KidHero 5k – 17x - :30

3/5 – 3/11 – Kiwanis of Little Havana – Calle Ocho (benefits youth development programs) 14x - :30

3/12 – 3/16 – Kiwanis of Little Havana – Art on the Drive (for youth development programs) – 10x - :30

1/1 – 3/31 – OUNCE (Ounce of Prevention Fund of Florida – 25x - :30

Underserved Populations – (USP)

Programs

January 8, 2023 – Segment 2 – Broward Outreach Center / The Caring Place – 15:27

Guest: Vickie Frazier-Williams, Economic Development Chair for. Delta Sigma Theta Sorority, Broward Alumnae Chapter

Frazier—William shares Delta Sigma Theta’s plans to make over an entire floor of Broward Outreach Center, 'The Caring Place', for homeless families. The group will reveal their work and accept donations of clothing (all ages & genders), toys, books and bedding at the Center at 2056 Scott Street in Hollywood on Martin Luther King, Jr. Day, 1/16/23, marking it as a day of service. <http://www.browardoutreachcenter.org>, <http://www.dts.southbroward.org>

February 5, 2023 – Segment 1 – Be Strong International – 18:45

Guest: Michelle Shirley, President / CEO

Shirley talks about Be Strong International’s work with teens in Miami-Dade and Broward Counties who are from low-income and broken families and missing out on social skills development. Be Strong teaches the teens communication and relationship skills, and works with the parents too, to help families engage with each other. The program has improved the student’s academic success along with their interpersonal skills, giving them increasingly better chances of becoming independent, contributing members of society. <http://www.bestrongintl.org>