

# **WFLC Community Issues and Programming**



**WFLC Community Issues and Programming**  
January 1, 2017 – March 31, 2017

**Program Director Jill Strada**  
**WFLC-FM / Cox Radio Miami**  
April 1, 2017

## **Index**

### **WFLC Community Issues and Programming**

#### **Description of Regular Public Affairs Program**

Community Convo's with KimmyB.

#### **Community Issues Related Programming**

#### **Public Service Announcements**

## **WFLC Community Issues and Programming January 1, 2017 - March 31, 2017**

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, 2017 – March 31, 2017

- 1. Health/Human Services (15)**
- 2. Education (0)**
- 3. Culture (0)**
- 4. Civic (3)**
- 5. Environment (0)**
- 6. Other (3)**

## **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.

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, 2017 – March 31, 2017.

## **Health/Human Services**

**January 01, 2017 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, but he also talked about the importance of the organization's upcoming annual fundraiser, "GoGo: Choose Your Sound". He encouraged the community as a whole to attend the event and support the current GoGo students and help ensure that the organization continues to grow and help more kids become great contributors to society moving forward.

**January 08, 2017 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, but he also talked about the importance of the organization's upcoming annual fundraiser, "GoGo: Choose

Your Sound”. He encouraged the community as a whole to attend the event and support the current GoGo students and help ensure that the organization continues to grow and help more kids become great contributors to society moving forward.

**January 15, 2017 6:00a.m.**

**Community Convo’s with KimmyB – Cupid’s Undie Run**

**Duration: 0:20:00 minutes**

Priscilla Perez and Iris Valdes talk about Neurofibromatosis (NF), the Children’s Tumor Foundation, and the 2nd Annual Cupid’s Undie Run Miami.

TOPIC: Iris discussed how she found out her son Jordan, who is now 10 years old, was living with NF; she went through some of the signs and symptoms and ways to identify NF in your child. We discussed education and awareness about the condition, which unfortunately has no cure at this time, and the Children’s Tumor Foundation, which is dedicated to finding a cure for this awful condition that affects 1 in 3000 births. The Cupid’s Undie Run is a charity event where participants strip down to their undies and run to raise awareness and money, with 100% of the proceeds going to benefit the Children’s Tumor Foundation and research to find a cure for NF.

**January 15, 2017 6:25 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.

**January 22, 2017 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, but he also talked about the importance of the organization's upcoming annual fundraiser, "GoGo: Choose Your Sound". He encouraged the community as a whole to attend the event and support the current GoGo students and help ensure that the organization continues to grow and help more kids become great contributors to society moving forward.

**Januay 29, 2017 6:00a.m.**

**Community Convo's with KimmyB – Cupid's Undie Run**

**Duration: 0:20:00 minutes**

Priscilla Perez and Iris Valdes talk about Neurofibromatosis (NF), the Children's Tumor Foundation, and the 2nd Annual Cupid's Undie Run Miami.

TOPIC: Iris discussed how she found out her son Jordan, who is now 10 years old, was living with NF; she went through some of the signs and symptoms and ways to identify NF in your child. We discussed education and awareness about the condition, which unfortunately has no cure at this time, and the Children's Tumor Foundation, which is dedicated to finding a cure for this awful condition that affects 1 in 3000 births. The Cupid's Undie Run is a charity event where participants strip down to their undies and run to raise awareness and money, with 100% of the proceeds going to benefit the Children's Tumor Foundation and research to find a cure for NF.

**January 29, 2017 6:25 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.

**February 05, 2017 6:00a.m.**

**Community Convo's with KimmyB – Cupid's Undie Run**

**Duration: 0:20:00 minutes**

Priscilla Perez and Iris Valdes talk about Neurofibromatosis (NF), the Children's Tumor Foundation, and the 2nd Annual Cupid's Undie Run Miami.

TOPIC: Iris discussed how she found out her son Jordan, who is now 10 years old, was living with NF; she went through some of the signs and symptoms and ways to identify NF in your child. We discussed education and awareness about the condition, which unfortunately has no cure at this time, and the Children's Tumor Foundation, which is dedicated to finding a cure for this awful condition that affects 1 in 3000 births. The Cupid's Undie Run is a charity event where participants strip down to their undies and run to raise awareness and money, with 100% of the proceeds going to benefit the Children's Tumor Foundation and research to find a cure for NF.



**February 5, 2017 6:25a.m.**

**Community Convo's with KimmyB – Canine Assisted Therapy, Inc.**

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

Canine Assisted Therapy, Inc., was founded in 2009 by Debra Berger and Joanne Jurgle with the purpose and goal of enhancing the lives of children and adults by achieving specific physical, cognitive, social, or emotional goals through the use of certified pet therapy teams. The organization continues to develop and utilize the highest standards possible, educating the public about the benefits of animal assisted therapy and animal assisted activities, and providing continued support to its volunteers and facilities.

TOPIC: Aneysi Fernandez, the volunteer and outreach coordinator for The C.A.T. team, came in to discuss the organization, the benefits of Canine Assisted Therapy, their volunteer training programs, and how people in South Florida can get involved. We also talked about their upcoming 1st annual Pup-Strut fundraiser.

**February 12, 2017 6:00 a.m.**

**Community Convo's with KimmyB – JDCH Foundation Tour de Broward**

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

Established in 1994, Joe DiMaggio Children's Hospital Foundation provides philanthropic support to Joe DiMaggio Children's Hospital and ensures the ongoing availability of safe, quality, cost-effective, patient- and family-centered care, regardless of one's ability to pay, with the goal of improving the health of the community it serves. Dedicated to supporting healthcare for the children served by Joe DiMaggio Children's Hospital, the Foundation is the central agency through which charitable contributions are made. Tour de Broward funds benefit Joe DiMaggio Children's Hospital in its mission and the communities support helps Joe DiMaggio Children's Hospital make a difference in the lives of children and their families every day.

TOPIC: Lotsy Dotsy, the resident clown at JDCH, along with Craig Cohen, director of sponsorship development for JDCH, came in talk about the hospital, the role it plays in the lives of the families it serves, the programs and facilities and medical they provide, and of course the importance of the upcoming Tour de Broward Fundraiser.

**February 12, 2017 6:30 a.m.**

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

**Duration: 00:20:00 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.

**February 19, 2017 6:00 a.m.**

**Community Convo's with KimmyB – JDCH Foundation Tour de Broward**

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

Established in 1994, Joe DiMaggio Children's Hospital Foundation provides philanthropic support to Joe DiMaggio Children's Hospital and ensures the ongoing availability of safe, quality, cost-effective, patient- and family-centered care, regardless of one's ability to pay, with the goal of improving the health of the community it serves. Dedicated to supporting healthcare for the children served by Joe DiMaggio Children's Hospital, the Foundation is the central agency through which charitable contributions are made. Tour de Broward funds benefit Joe DiMaggio Children's Hospital in its mission and the communities support helps Joe DiMaggio Children's Hospital make a difference in the lives of children and their families every day.

TOPIC: Lotsy Dotsy, the resident clown at JDCH, along with Craig Cohen, director of sponsorship development for JDCH, came in talk about the hospital, the role it plays in the lives of the families it serves, the programs and facilities and medical they provide, and of course the importance of the upcoming Tour de Broward Fundraiser.

**February 19, 2017 6:30 a.m.**

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

**Duration: 00:20:00 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.

**February 26, 2017 6:00 a.m.**

**Community Convo's with KimmyB – The Multiple Sclerosis Foundation**

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

The mission of the Multiple Sclerosis Foundation is to provide programs and support services to those persons affected by MS that help them maintain their health, safety, self-sufficiency, and personal well-being; and to heighten public awareness of multiple sclerosis in order to elicit financial support for the Foundation's programs and services and promote understanding for those diagnosed with the illness.

TOPIC: The team from the MS Foundation came in to educate the South Florida community on the signs and symptoms of MS, how MS impacts the lives of those who live with the disease as well as those who love and care for them. We also discussed the evolution and history of the disease and its treatment, who MS is affecting “now”, how the MS Foundation is committed to giving everyone living with MS the best quality of life possible, and of course how the community can get involved and help. We also talked about their upcoming 1st Annual Mind/Body Focus and Mobility event.

**March 5, 2017 6:00 a.m.**

**Community Convo's with KimmyB – The Multiple Sclerosis Foundation**

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

The mission of the Multiple Sclerosis Foundation is to provide programs and support services to those persons affected by MS that help them maintain their health, safety, self-sufficiency, and personal well-being; and to heighten public awareness of multiple sclerosis in order to elicit financial support for the Foundation's programs and services and promote understanding for those diagnosed with the illness.

TOPIC: The team from the MS Foundation came in to educate the South Florida community on the signs and symptoms of MS, how MS impacts the lives of those who live with the disease as well as those who love and care for them. We also discussed the evolution and history of the disease and its treatment, who MS is affecting “now”, how the MS Foundation is committed to giving everyone living with MS the best quality of life possible, and of course how the community can get involved and help. We also talked about their upcoming 1st Annual Mind/Body Focus and Mobility event.

**Education(0)**

**Culture (0)**

## **CIVIC(3)**

**March 12, 2017 6:00 a.m.**

### **Community Convo's with KimmyB – The Miami Foundation/Public Space Challenge**

**Duration: 0:25:00 minutes**

Established in 1967, The Miami Foundation uses civic leadership, community investment and philanthropy to improve the quality of life for everyone who calls Greater Miami home. For 50 years, we have partnered with individuals, families and corporations who have created more than 1,000 personalized, philanthropic Funds. Thanks to them, we have awarded over \$250 million in grants and currently manage more than \$300 million in assets to build a better Miami. As the Foundation marks our 50th anniversary, our commitment is to foster those passions that spur people to give – a sense of being connected to and investing in our community's past, present and future – for a more resilient tomorrow.

TOPIC: We discussed The Miami Foundation's 2017 Public Space Challenge, what it is, who it benefits, and how the community can participate. Every year The Miami Foundation invests \$305,000 in the communities ideas to improve Greater Miami's parks, plazas and local gathering places. Any individual or organization can apply with any idea for any part of Miami-Dade County. No idea is too small or too big. The Deadline to submit an idea is Midnight on April 6th.

**March 19, 2017 6:00 a.m.**

### **Community Convo's with KimmyB – The Miami Foundation/Public Space Challenge**

**Duration: 0:25:00 minutes**

Established in 1967, The Miami Foundation uses civic leadership, community investment and philanthropy to improve the quality of life for everyone who calls Greater Miami home. For 50 years, we have partnered with individuals, families and corporations who have created more than 1,000 personalized, philanthropic Funds. Thanks to them, we have awarded over \$250 million in grants and currently manage more than \$300 million in assets to build a better Miami. As the Foundation marks our 50th anniversary, our commitment is to foster those passions that spur people to give – a sense of being connected to and investing in our community's past, present and future – for a more resilient tomorrow.

TOPIC: We discussed The Miami Foundation's 2017 Public Space Challenge, what it is, who it benefits, and how the community can participate. Every year The Miami Foundation invests \$305,000 in the communities ideas to improve Greater Miami's parks, plazas and local gathering places. Any individual or organization can apply with any idea for any part of Miami-Dade County. No idea is too small or too big. The Deadline to submit an idea is Midnight on April 6th.

**March 26, 2017 6:00 a.m.**

**Community Convo's with KimmyB – The Miami Foundation/Public Space Challenge**

**Duration: 0:25:00 minutes**

Established in 1967, The Miami Foundation uses civic leadership, community investment and philanthropy to improve the quality of life for everyone who calls Greater Miami home. For 50 years, we have partnered with individuals, families and corporations who have created more than 1,000 personalized, philanthropic Funds. Thanks to them, we have awarded over \$250 million in grants and currently manage more than \$300 million in assets to build a better Miami. As the Foundation marks our 50th anniversary, our commitment is to foster those passions that spur people to give – a sense of being connected to and investing in our community's past, present and future – for a more resilient tomorrow.

TOPIC: We discussed The Miami Foundation's 2017 Public Space Challenge, what it is, who it benefits, and how the community can participate. Every year The Miami Foundation invests \$305,000 in the communities ideas to improve Greater Miami's parks, plazas and local gathering places. Any individual or organization can apply with any idea for any part of Miami-Dade County. No idea is too small or too big. The Deadline to submit an idea is Midnight on April 6th.

## **ENVIRONMENT(0)**

### **OTHER**

**March 12, 2017 6:30 a.m.**

**Community Convo's with KimmyB –1st Annual Bike Rodeo with Pediatric Associates and CMG Miami**

**Duration: 0:15:00 minute**

Pediatric Associates' mission is to enhance the lives of all children, their families, and communities by delivering the highest quality of pediatric healthcare and service in a compassionate and healthy environment. Pediatric Associates is committed to meeting this mission and providing all staff and providers an enjoyable, challenging and rewarding work environment.

TOPIC: Dr.Lister, a Pediatrician, came in to talk about her research regarding children and cycling accidents, head injuries as a result of cycling accidents, and the importance of bicycle safety, helmet protection, and teaching children the “rules of the road”. We also discussed the upcoming 1st Annual Kid's Bike Rodeo, a FREE Bicycle Safety event for the community.

**March 19, 2017 6:30 a.m.**

**Community Convo's with KimmyB –1st Annual Bike Rodeo with Pediatric Associates and CMG Miami**

**Duration: 0:15:00 minute**

Pediatric Associates' mission is to enhance the lives of all children, their families, and communities by delivering the highest quality of pediatric healthcare and service in a compassionate and healthy environment. Pediatric Associates is committed to meeting this mission and providing all staff and providers an enjoyable, challenging and rewarding work environment.

TOPIC: Dr.Lister, a Pediatrician, came in to talk about her research regarding children and cycling accidents, head injuries as a result of cycling accidents, and the importance of bicycle safety, helmet protection, and teaching children the “rules of the road”. We also discussed the upcoming 1st Annual Kid's Bike Rodeo, a FREE Bicycle Safety event for the community.



**March 26, 2017 6:30 a.m.**

**Community Convo's with KimmyB –1st Annual Bike Rodeo with Pediatric Associates and CMG Miami**

**Duration: 0:15:00 minute**

Pediatric Associates' mission is to enhance the lives of all children, their families, and communities by delivering the highest quality of pediatric healthcare and service in a compassionate and healthy environment. Pediatric Associates is committed to meeting this mission and providing all staff and providers an enjoyable, challenging and rewarding work environment.

TOPIC: Dr. Lister, a Pediatrician, came in to talk about her research regarding children and cycling accidents, head injuries as a result of cycling accidents, and the importance of bicycle safety, helmet protection, and teaching children the "rules of the road". We also discussed the upcoming 1st Annual Kid's Bike Rodeo, a FREE Bicycle Safety event for the community.

**PUBLIC SERVICE ANNOUNCEMENTS:**

**Cox Media Group**

Bike Rodeo 03/13-03/25

**Cox Media Group**

Multiple Sclerosis Foundation 03/06-03/12

**Cox Media Group**

City of Hollywood Beach Sweep 03/06-03/10

**Cox Media Group**

March for Cancer 03/01-03/04