

# **WFLC Community Issues and Programming**



**WFLC Community Issues and Programming**  
January 1, 2020 – March 31, 2020

**Dir. of Operations/Programming and Marketing Dir. Jill Strada**  
**WFLC-FM / Cox Radio Miami**  
April 1, 2020

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## **WFLC Community Issues and Programming**

### **January 1, 2020 - March 31, 2020**

WFLC serves the Miami / Ft. Lauderdale / Hollywood market and all its surrounding communities. Listed below is a description of the community issues addressed by the station in its programming for the period January 1, 2020 – March 31, 2020

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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 Kimmy B.**  
Produced by WFLC / Cox Radio Miami  
45Minutes

**Community Convo's with Kimmy B** 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 to help make a difference in their community.

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## **Health - (HEA)**

**January 12, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – Stacy Hyde and Broward House**

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

The Mission of Broward House is to improve the quality of life for individuals impacted with chronic health challenges, including HIV, by providing pathways to wellness. Providing hope and healing to our communities, combating stigma, increasing knowledge and prevention.

TOPIC: Stacy Hyde, President of Broward House, came in to discuss the work happening at Broward House, the escalation of the AIDS epidemic and its impact on our South Florida communities, and the ways in which Broward House is trying to offset and combat these things. We also discussed the need for increased HIV awareness and education, as well as testing, and the need for more open dialogue regarding sex, best practices for safe/protected sex, as well as prevention and treatment pertaining to HIV/AIDS. During our conversation we also talked about the always present negative stigmas and judgements associated with an HIV/AIDS diagnosis, and the ways this impacts those affected. We also talked about Broward House's marquee fundraising event...The Smart Ride and how people can participate or support those already riding. This was an amazing and eye-opening discussion and reminder that although we have come such a long way in our fight to end HIV/AIDS, we still have so far to go and Broward House is committed to seeing this through and standing by our south Florida Community until the end.

**January 19, 2020 6:00 a.m.**

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**January 26, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – The Miami Diaper Bank**

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

Founded in 2013, The Miami Diaper Bank is a 501(c)3 non-profit organization and first established diaper bank in Miami. The Miami Diaper Bank's mission is to collect and distribute diapers and other Diaper Related Products to low-income families and their children, while also raising awareness about the need for diaper donations in the South Florida area.

TOPIC: A representative from The Miami Diaper Bank came into discuss the invaluable and quite essential work and services being provided by the MDB. We talked about the immense need for diapers and other personal hygiene products specifically related to babies and young children throughout our community, the financial burden that buying these products can pose for disadvantaged and low-income families, and the ways our community can take advantage of the services provided by the Miami Diaper Bank as well as get involved and lend support to this organization.

**February 2, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – Broward County/United Way/One**

**Community Partnership 2**

**Duration: 0:45:00 minutes**

United Way of Broward County has united the community to tackle the most complex, critical challenges and create long-lasting positive change. United, we stand up for those who can't stand up for themselves, united we confront those who are working hard and falling short and united we fight for the health, education and financial stability of every person in our community. One Community Partnership 2 (OCP2) is a grant and county initiative enhancing the delivery of services to transition-age youth and emerging adults (14-21 years of age) who experience emotional/mental health challenges that also may include co-occurring substance use, trauma, and other complex issues. This initiative provides the Broward System of Care with effective transition supports for all youth entering adulthood on their way towards *resiliency*, *recovery*, and *wellness*.

TOPIC: With October being Mental Illness Awareness Month we had Elkin Alfred from United Way of Broward County and Tiffany Lawrence with OCP2 in to talk about Mental Health, living with Mental Health disorders and the ongoing battle to end the stigma surrounding the Mental Health conversation. We talked about depression, triggers, environmental and occupational factors that can lead to higher levels of stress & anxiety which of course negatively impact our Mental Health and Wellness. Tiffany touched on the heightened rates of depression and anxiety as well as rising suicide rates affecting younger people, especially those in the LGBTQIA community. Elkin highlighted cultural issues and stereotypes that negatively impact the African American and Latino communities, making it more difficult for individuals to ask for help and/or access resources. We also addressed how, as a community, we can be more aware and engaged with friends, family members, co-workers, etc. who may be struggling with Mental Health Issues, and most important we discussed techniques and ways in which to ask and identify if/when we or others may need help.

**February 16, 2020 6:35 a.m.**

**Community Convo's with Kimmy B – Miami Dade County Department of Health/WIC Program**

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

The Special Supplemental Nutrition Program for Women, Infants, and Children aka WIC Program is a federally funded public health nutrition program providing nutrition education, nutritious foods, breastfeeding support, and healthcare referrals for income-eligible women who are pregnant, breastfeeding or postpartum, infants, and children up to age 5. Breastfeeding promotion and support are integral parts of the WIC program. WIC is striving to increase the incidence and duration of breastfeeding among women enrolled in the program.

TOPIC: Personnel from the Miami-Dade County Department of Health WIC program came in to talk about breastfeeding, it's benefits, and many of the issues, questions, and concerns that breastfeeding mothers or women considering breastfeeding might have. We also talked about the plethora of services that the WIC agency provides for breastfeeding moms, including a free breast pump program, peer counselor support programs which provide mother-to-mother counseling, and the special WIC food packages that are available for participants who are exclusively breastfeeding their babies.

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**Underserved Populations-USP**

**January 05, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – DIBIA DREAM FOUNDATION**

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

Dibia DREAM is a registered 501(c)3 non-profit committed to fostering life skills development through STEM and recreational education for underserved youth in Miami and New Orleans. At Dibia DREAM, we help youth win at life.

Topic: Dibia DREAM founder Brandon Okpalobi came in to discuss the work his organization is doing here in our South Florida community. We talked about his upbringing, his education at the University of Miami, the impact that sports coupled with great teachers, coaches, and mentors had on his life and the value of education over everything else. Brandon talked about the rapidly changing workforce in America and the need for our young people to be able to access STEM and STEAM field programs, training, and education, which is what his organization focuses on, as well as the importance of providing all children with equal access to “experiences” outside of their daily norms to foster self-confidence and encourage them to think and dream bigger. He also gave out information on the organizations Free S.T.E.M. Saturdays programs.

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

Located in Miami, Florida, Urban Oasis Project was a volunteer-based group for two years and, in February 2010, incorporated as a Florida not-for-profit organization. At the Urban Oasis Project, they believe that good, clean, healthy food should be accessible to all-, so we run Farmers Markets, we plant gardens with low-income families, and we support many local farms by bringing their produce to markets. In past years we ran our own farms, but we are focusing on all the other parts of our mission this year. Urban Oasis Project prides itself in being an inclusive non-profit organization, embracing all people who support our mission regardless of religious preferences, sexual orientation, economic status, ethnicity, age, or disability. Urban Oasis experiments with all gardening and farming philosophies that do not harm the environment.

**Topic:** Art Friedrich, President of UOP, came in to talk about the organization, its programs and many moving pieces. We discussed the importance of ensuring all members of our South Florida community have access to healthy and fresh fruits and vegetables, while teaching about and encouraging sustainability. We talked about the G.I.V.E. Gardens program that provides individuals/families/communities with the tools, resources, and man-power to plant individual and community gardens in “food deserts” or areas with limited access to healthy fresh produce. Art also spoke at length on the importance of supporting local growers, encourage environmentally friendly gardening and farming, and working with government agencies to ensure that food vouchers can be used to purchase healthy, organic, and locally grown products. We gave out information on the UOP traveling Farmers markets and on their SNAP and Voucher programs.

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### **Education**

**January 5, 2020 6:00 a.m.**

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## **Human Services**

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**Community Convo's with Kimmy B – Urban Oasis Project**

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

Located in Miami, Florida, Urban Oasis Project was a volunteer-based group for two years and, in February 2010, incorporated as a Florida not-for-profit organization. At the Urban Oasis Project, they believe that good, clean, healthy food should be accessible to all-, so we run Farmers Markets, we plant gardens with low-income families, and we support many local farms by bringing their produce to markets. In past years we ran our own farms, but we are focusing on all the other parts of our mission this year. Urban Oasis Project prides itself in being an inclusive non-profit organization, embracing all people who support our mission regardless of religious preferences, sexual orientation, economic status, ethnicity, age, or disability. Urban Oasis experiments with all gardening and farming philosophies that do not harm the environment.

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**January 26, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – The Miami Diaper Bank**

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

Founded in 2013, The Miami Diaper Bank is a 501(c)3 non-profit organization and first established diaper bank in Miami. The Miami Diaper Bank's mission is to collect and distribute diapers and other

Diaper Related Products to low-income families and their children, while also raising awareness about the need for diaper donations in the South Florida area.

TOPIC: A representative from The Miami Diaper Bank came into discuss the invaluable and quite essential work and services being provided by the MDB. We talked about the immense need for diapers and other personal hygiene products specifically related to babies and young children throughout our community, the financial burden buying these products can pose for disadvantaged and low-income families, and ways our community can take advantage of the services provided by the Miami Diaper Bank as well as get involved and lend support to this organization.

**February 16, 2020 6:35 a.m.**

**Community Convo's with Kimmy B – Miami Dade County Department of Health/WIC Program**

**Duration: 0:15:00 minutes**

The Special Supplemental Nutrition Program for Women, Infants, and Children aka WIC Program is a federally funded public health nutrition program providing nutrition education, nutritious foods, breastfeeding support, and healthcare referrals for income-eligible women who are pregnant, breastfeeding or postpartum, infants, and children up to age 5. Breastfeeding promotion and support are integral parts of the WIC program. WIC is striving to increase the incidence and duration of breastfeeding among women enrolled in the program.

TOPIC: Personnel from the Miami-Dade County Department of Health WIC program came in to talk about breastfeeding, it's benefits, and many of the issues, questions, and concerns that breastfeeding mothers or women considering breastfeeding might have. We also talked about the plethora of services that the WIC agency provides for breastfeeding moms, including a free breast pump program, peer counselor support programs which provide mother-to-mother counseling, and the special WIC food packages that are available for participants who are exclusively breastfeeding their babies.

**February 23, 2020 6:35 a.m.**

**Community Convo's with Kimmy B – Miami Dade County Department of Health/WIC Program**

**Duration: 0:15:00 minutes**

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## **ENVIRONMENT:**

**January 12, 2020 6:30 a.m.**

**Community Convo's with Kimmy B – Urban Oasis Project**

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

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**January 19, 2020 6:30a.m.**

**Community Convo’s with Kimmy B – Urban Oasis Project**

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

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## **DIVERSITY/RACE RELATIONS**

**February 2, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – Broward County/United Way/One  
Community Partnership 2**

**Duration: 0:45:00 minutes**

United Way of Broward County has united the community to tackle the most complex, critical challenges and create long-lasting positive change. United, we stand up for those who can't stand up for themselves, united we confront those who are working hard and falling short and united we fight for the health, education and financial stability of every person in our community. One Community

Partnership 2 (OCP2) is a grant and county initiative enhancing the delivery of services to transition-age youth and emerging adults (14-21 years of age) who experience emotional/mental health challenges that also may include co-occurring substance use, trauma, and other complex issues. This initiative provides the Broward System of Care with effective transition supports for all youth entering adulthood on their way towards *resiliency, recovery, and wellness*.

TOPIC: With October being Month Illness Awareness Month we had Elkin Alfred from United Way of Broward County and Tiffany Lawrence with OCP2 in to talk about Mental Health, living with Mental Health disorders and the ongoing battle to end the stigma surrounding the Mental Health conversation. We talked about depression, triggers, environmental and occupational factors that can lead to higher levels of stress & anxiety which of course negatively impact our Mental Health and Wellness. Tiffany touched on the heightened rates of depression and anxiety as well as rising suicide rates affecting younger people, especially those in the LGBTQIA community. Elkin highlighted cultural issues and stereotypes that negatively impact the African American and Latino communities, making it more difficult for individuals to ask for help and/or access resources. We also addressed how, as a community, we can be more aware and engaged with friends, family members, co-workers, etc. who may be struggling with Mental Health Issues, and most important we discussed techniques and ways in which to ask and identify if/when we or others may need help. we discussed techniques and ways in which to ask and identify if/when we or others may need help.

**January 5, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – DIBIA DREAM FOUNDATION**

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

Dibia DREAM is a registered 501(c)3 non-profit committed to fostering life skills development through STEM and recreational education for underserved youth in Miami and New Orleans. At Dibia DREAM, we help youth win at life.

Topic: Dibia DREAM founder Brandon Okpalobi came in to discuss the work his organization is doing here in our South Florida community. We talked about his upbringing, his education at the University of Miami, the impact that sports coupled with great teachers, coaches, and mentors had on his life and the value of education over everything else. Brandon talked about the rapidly changing workforce in America and the need for our young people to be able to access STEM and STEAM field programs, training, and education, which is what his organization focuses on, as well as the importance of providing all children with equal access to “experiences” outside of their daily norms to foster self-confidence and encourage them to think and dream bigger.

**February 9, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – DIBIA DREAM FOUNDATION**

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

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**February 16, 2020 6:00 a.m.**

**Community Convo’s with Kimmy B – DIBIA DREAM FOUNDATION**

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

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**February 23, 2020 6:00 a.m.**

**Community Convo’s with Kimmy B – DIBIA DREAM FOUNDATION**

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

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## **Government**

**March 08, 2020 6:35 a.m.**

**Community Convo's with Kimmy B – 2020 US Census**

**Duration: 0:15:00 minutes**

The count is mandated by the Constitution and conducted by the U.S. Census Bureau, a nonpartisan government agency. The 2020 Census counts the population in the United States and five U.S. territories (Puerto Rico, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands). The census provides critical data that lawmakers, business owners, teachers, and many others use to provide daily services, products, and support for you and your community. Every year, billions of dollars in federal funding go to hospitals, fire departments, schools, roads, and other resources based on census data. The results of the census



also determine the number of seats each state will have in the U.S. House of Representatives, and they are used to draw congressional and state legislative districts.

Topic: Miami-Dade County Commissioner Esteban Bovo came in discuss the 2020 US Census. He broke down the importance of participating in the Census, why every person matters, common misperceptions and fears regarding participating in the census, as well as key dates. We also discussed the new ways in which we can now fill-out the census including on-line.

**March 15, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – 2020 US Census**

**Duration: 0:15:00 minutes**

The count is mandated by the Constitution and conducted by the U.S. Census Bureau, a nonpartisan government agency. The 2020 Census counts the population in the United States and five U.S. territories (Puerto Rico, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands). The census provides critical data that lawmakers, business owners, teachers, and many others use to provide daily services, products, and support for you and your community. Every year, billions of dollars in federal funding go to hospitals, fire departments, schools, roads, and other resources based on census data. The results of the census also determine the number of seats each state will have in the U.S. House of Representatives, and they are used to draw congressional and state legislative districts.

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**March 22, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – 2020 US Census**

**Duration: 0:15:00 minutes**

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### **Community Outreach/Events**

**January 5, 2020 6:35 a.m.**

**Community Convo's with Kimmy B – 15th Annual FLIPANY Fun Run**

**Duration: 0:15:00 minutes**

FLIPANY (Florida Introduces Physical Activity and Nutrition to Youth) is a 501c3 non-profit organization founded in 2005 by FLIPANY's President and CEO, Lynne Kunins. For the past 15 years, FLIPANY has brought customized health and wellness programming to more than 400 partner sites in Palm Beach, Broward, and Miami-Dade Counties. Our innovative programs fight childhood obesity and hunger by focusing on healthy food preparation, food security, physical education and work-site wellness. FLIPANY's programming includes Physical Activity, Soccer, Biking, Nutrition and Cooking Education, and USDA Afterschool and Summer Meal Programs.

TOPIC: Angie Rodriguez, Director of Development and Special Events for FLIPANY, called in to talk about FLIPANY, the amazing work the organization has been doing in and throughout South Florida for the past 15yrs, as well as the upcoming 15th Annual Flipany Fun Run.

**February 9, 2020 6:35 a.m.**

**Community Convo's with Kimmy B – Barry University 2nd Annual NunRun**

**Duration: 0:15:00 minutes**

Founded in 1940, Barry University Is a Catholic Institution of Higher Education Grounded in The Liberal Arts Tradition, Fostering A Scholarly Community Committed to The Highest Academic Standards in Undergraduate, Graduate, And Professional Education in The Catholic Intellectual Life Faithful to This Tradition.

Topic: Matthew Blair, Associate Vice President of Alumni Relations and Annual Giving for Barry University, came by to talk about some of the amazing things happening at the University, including their annual Reunion weekend, which is open to the public, and the upcoming Nun Run Fundraiser.

**March 01, 2020 6:00 a.m.**

**Community Convo's with Kimmy B – Pediatric Associates Kids Bike Ride to Safety**

**Duration: 0:15:00 minutes**

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 by embracing the following core values: Love What We Do. Own Each Moment. Value One Another. Innovate. Never Stop Learning. Grow. Community. Accessibility. Respect. Excellence.

Topic: Dr. Lassiter, one of the lead Pediatricians from PA, came in to discuss the importance of Bike Safety, especially here in South Florida. We went over some of the staggering statistics regarding cycling related incidents in Florida, as well as the need

for more education around helmets and their ability to help prevent and significantly reduce head injury. We also discussed our upcoming 4th Annual Kids Bike Ride to Safety Event. This is a free community event we have been putting on together for the past four years where we encourage families throughout South Florida to join us for a day of Bike safety tips and training.

**PUBLIC SERVICE ANNOUNCEMENTS:**

**Cox Media Group**

FLIPANY Fun Run

01/03-01/11

**Cox Media Group**

Girl Scouts of Greater South Florida

02/06-02/07

**Cox Media Group**

Barry University Nun Run

02/14-02/15

**Cox Media Group**

4th Annual Kids Bike Ride to Safety

02/23-03/07

**Cox Media Group**

One Blood Blood Drive

03/20-03/21

**Cox Media Group**

“Open for Business” Supporting Local Business

03/21-03/31