

WFLC Community Issues and Programming



WFLC Community Issues and Programming
July 1, 2015 – September 30, 2015

Program Director Jill Strada
WFLC-FM / Cox Radio Miami
October 1, 2015

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WFLC Community Issues and Programming

July 1, 2015 – September 30, 2015

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 July 1, 2015 – September 30, 2015.

- 1. Women and Family Issues**
- 2. Health**
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Description of Regular Public Affairs Programs

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

6:25 am **Hitting The Community**

Produced by WFLC / Cox Radio Miami
30 Minutes

Hitting The Community showcasing discussions with local charities that benefit the South Florida. The show educates listeners on how they can help make a change in their community.

6:55 am **The Conversation**

Produced by WFLC / Cox Radio Miami
30 Minutes

The Conversation features discussions with community leaders, local charities, Health professionals and those who impact the lives of South Floridians. 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 informs 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 July 1, 2015 – September 30, 2015.

Women and Family Issues

July 5, 2015 6:55 a.m.

The Conversation – Summer Tips for Moms

Duration: 0:24:18 minutes

Amiee Shunney Re-joins the program to discuss ways you can entertain you kids and yourself this summer. Plus she talks about keeping the stress low while you get thru the summer reading lists.

July 26, 2015 6:55 a.m.

The Conversation – Back to School Tips

Duration: 0:23:45 minutes

Robin Bartleman, school Board District 9, come on to talk abut finishing up your children required reading and what parents can look forward to in the upcoming school year.

August 16, 2015 6:25 a.m.

Hitting The Community – Get Scholarship Ready

Duration: 0:22:00 minutes

Lakisha Gray from Get Scholarship Ready.com talks about their event to help students get ready for back to school.

August 16 2015 6:55 a.m.

The Conversation – Breastfeeding Month

Duration: 0:29:21 minutes

Cheryl Lorie, the breastfeeding coordinator for Miami-Dade County WIC, talks about the benefits of breast feeding and tips all moms should know. She also problem solves, and talks about how working moms can balance breastfeeding and work.

August 23, 2015 6:25 a.m.

Hitting The Community – Blogging Mamas Part 1

Duration: 0:26:00 minutes

Founder of Blogging Mamas, Head Mama in Charge, Heather Lopez came in to discuss how Moms can create blogs to help make money and work from home.

August 23, 2015 6:25 a.m.

Hitting The Community – Blogging Mamas Part 2

Duration: 0:20:00 minutes

Founder of Blogging Mamas, Head Mama in Charge, Heather Lopez came in to discuss how Moms can create blogs to help make money and work from home.

August 30, 2015 6:55 a.m.
The Conversation – Travel Host
Duration: 0:22:10 minutes

Ina Lee, editor of Travel Host, comes on to talk about being tourist in our own town. She talks about things that you can do with your kids and out of town guests.

September 6, 2015 6:55 a.m.
The Conversation – Back To School Germs
Duration: 0:26:13 minutes

Dr. Cass Ingram comes on to talk about ways you can be proactive in preventing those pesky back to school germs. He talks about elderberry and herbs and also about ways you can help heal a sick family member if germs do get into the house hold.

Health

July 12, 2015 6:25 a.m.
Hitting The Community – Flakka
Duration: 0:27:00 minutes

There is a new drug on our streets making headlines named 'Flakka' so Broward County Sheriff Isreal comes on to discuss the drug issue.

July 12, 2015 6:55 a.m.
The Conversation – Vitamins
Duration: 0:23:16 minutes

Dr. Cass Ingrams comes on the program to talk about the importance of taking vitamins and how they can improve everything from your sleep to the amount of energy you have during the day.

July 19, 2015 6:55 a.m.
The Conversation – Dope On Dope
Duration: 0:27:53 minutes

Vice President of Product Development at CannaVest Corporation in San Diego, California, Chris Boucher is one of the true American pioneers of the modern USA hemp industry. Founder of the Hemp Industries Association (H.I.A) in 1992, in 1994 he co-wrote the first California and Colorado Industrial Hemp Legislation Act of 1995, which today serves as the boilerplate for most state legislation regarding industrial hemp.

Today he is joining us to talk about the ongoing debates surrounding campaigns to legalize medical marijuana and recreational marijuana.

August 2, 2015 6:55 a.m.
The Conversation – Allergy Season
Duration: 0:22:13 minutes

Doug Ingoldsby comes on to talk about allergies and how they can start to affect people more now than ever. He discusses pollen, food and GMO's.

September 20, 2015 6:25 a.m.
Hitting The Community – Flakka
Duration: 0:27:00 minutes

The issues with a new drug named 'Flakka' continue so we re-welcomed Broward County Sheriff Isreal to discuss the drug issue and what is being done to prevent further problems.

September 27, 2015 6:25 a.m.
Hitting The Community – Breast Cancer Walk
Duration: 0:20:00 minutes

Nikki Ramirez talks about the Breast Cancer Walk with the Cora Daise from the City of Hallandale Beach Boulevard and the group Fire N Dezire.

Local Charities and Events

July 5, 2015 6:25 a.m.
Hitting The Community – Not For Sale
Duration: 0:26:00 minutes

Director of Engagement for Not For Sale Ethan Batstone, stops by to talk about Non-Profit, human trafficking and how it effects our community.

July 26, 2015 6:25 a.m.
Hitting The Community – National Night Out in Margate
Duration: 0:27:00 minutes

Antonio Careccia Crime Prevention Officer for the City of Margate discusses National Night Out hosted by the Margate Police Department.

September 6, 2015 6:25 a.m.
Hitting The Community – Arsht Center
Duration: 0:26:00 minutes

Andrew Goldberg, Vice President of Marketing for the Adrienne Arsht Center center came by to talk about the ArtsLaunch event.

September 13, 2015 6:25 a.m.
Hitting The Community – California Pizza Kitchen
Duration: 0:21:00 minutes

Peter Rose Regional Fundraising Coordinator for California Pizza Kitchen came in to talk about all the different fundraising events they offer to the community.

September 13, 2015 6:55 a.m.
The Conversation – Sickle Cell
Duration: 0:24:12 minutes

Hans Ottinot, a local lawyer, comes on the program to talk about his daughter Lia and her battle with sickle cell disease. He discuss the power of blood donation, how to find support and about the blood drive on September 21st.

Live Like Bella, September 19, 2015
Navarro

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hit Squad was on site 09/19/15

September 27, 2015 5:50 a.m.
The Conversation – Alzheimer's
Duration: 0:20:12 minutes

Jose Pinera, Miami Walk Manger, Lourder Mariano, committee chair for the Alzheimer's walk and Tequesta Altson programs coordinator for Palm Beach come on to discuss Alzheimer's. They talk about ways you can talk to family members, what you can expect and how they plan on raising awareness with their annual 5K.

Alzheimer's Walk, September 27, 2015
Meizner Park

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 09/27/15

Community Affairs

July 19, 2015 6:25 a.m.
Hitting The Community – Uber

Duration: 0:20:00 minutes

Uber represented by Cheryl Purchase came in to talk about why Uber is being cancelled in Broward County.

August 2, 2015 6:25 a.m.

Hitting The Community – Leapworkshop Part 1

Duration: 0:28:00 minutes

The Leapworkshop.org is discussed with founder Dj Carr, including how you can get a small business lone and ways Leap will help the community.

August 9, 2015 6:25 a.m.

Hitting The Community – Leapworkshop Part 2

Duration: 0:28:00 minutes

The Leapworkshop.org is discussed again with founder Dj Carr, including how you can get a small business lone and ways Leap will help the community.

August 9, 2015 6:55 a.m.

The Conversation – Up 2 Us Sports

Duration: 0:24:23 minutes

Paul Caccamo, CEO and founder of Up 2 Us sports. On this episode he discusses the importance of sports in our schools and how it can impact a young person's life on and off the field.

August 23 2015 6:55 a.m.

The Conversation – Hurricane Preparedness

Duration: 0:23:21 minutes

Carlos Castello of the American Red Cross comes on to talk about preparing for a hurricane. With the threat of Hurricane Erika he tells us what to put in the emergency box, how to find the safe room in your house and answers frequently asked questions.

September 20, 2015 6:55 a.m.

The Conversation – National Preparation Month

Duration: 0:20:18 minutes

Tim manning, FEMA Deputy Administrator for protection and National Preparedness, comes on to talk about having a plan in case of an emergency. From fires to hurricanes he has tips on how you and your family can be prepared.

PUBLIC SERVICE ANNOUNCEMENTS:

Florida Association of Broadcasters Div Of Emergency Management	110 recorded announcements 07/01-09/30
Florida Association of Broadcasters Florida Army National Guard	125 recorded announcements 07/01-09/30
Florida Association of Broadcasters FL Res & Lodging Association	100 recorded announcements 07/01-09/30
Florida Association of Broadcasters Ounce of Prevention Fund	45 recorded announcements 07/01-09/30
Florida Association of Broadcasters Visit Florida	135 recorded announcements 07/01-09/30

Perry, Angela (CMG-Miami)

From: Babin, Rob (CMG-Miami)
Sent: Thursday, September 03, 2015 4:46 PM
To: Perry, Angela (CMG-Miami)
Cc: Powell, Lindsey (CMG-Miami)
Subject: FW: NABEF Gary Sinise Foundation

Please add this to the Public File. This is campaign of PSAs that we ran in August for the NAB Education Foundation.

Thanks

From: Johnson, Stevan [<mailto:SJohnson@nab.org>]
Sent: Thursday, September 03, 2015 12:13 PM
To: Babin, Rob (CMG-Miami)
Subject: RE: NABEF Gary Sinise Foundation

Rob,

This is incredible! Thank you so much for your support of the campaign. It's truly appreciated.

Have a great day.

Best,

Stevan

From: Babin, Rob (CMG-Miami) [<mailto:Rob.Babin@coxinc.com>]
Sent: Thursday, September 03, 2015 11:29 AM
To: Johnson, Stevan <SJohnson@nab.org>
Cc: BOARDHendrich, Bill <bill.hendrich@coxinc.com>
Subject: NABEF Gary Sinise Foundation

Stevan: Below is a recap of Cox Media Group (Miami Radio) support of the **NABEF Service to America Campaign:**

- **Cox Media Group Miami** – Support August 2015

Total PSAs aired in August = (278) :15 second PSAs

Total Campaign Value = \$25,028

- WEDR aired (70) :15 PSAs
- WHQT aired (69) :15 PSAs
- WFLC aired (67) :15 PSAs
- WFEZ aired (72) :15 PSAs

Thanks, Rob

Rob Babin | Vice President & Market Manager
Cox Media Group Miami Radio

