

WFLC Community Issues and Programming



WFLC Community Issues and Programming
January 1, 2019 – March 31, 2019

Dir. of Operations/Programming and Marketing Dir. Jill Strada
WFLC-FM / Cox Radio Miami
April 1, 2019

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, 2019 - March 31, 2019

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, 2019 – March 31, 2019

- 1. Health-HEA (5)**
- 2. Underserved Populations-USP (9)**
- 3. Education-EDU (1)**
- 4. Human Services-HUM (12)**
- 5. Environment/Weather-ENV (1)**
- 6. Diversity/Race Relations - DIV (1)**
- 7. Community Outreach/Events - CEO (5)**

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 - (HEA)

January 27, 2019 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

February 10, 2019 6:00 a.m.

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

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March 24, 2019 6:00 a.m.

Community Convo's with KimmyB – 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.

March 24, 2019 6:20 a.m.

Community Convo's with KimmyB – Caitlin Beck-Stella/JDCH

Duration: 0:30:00 minutes

Joe DiMaggio Children's Hospital is one of the region's leading pediatric hospitals, offering a comprehensive scope of healthcare services and programs in a child-friendly atmosphere. A full-service hospital, we treat minor illnesses, trauma-related accidents and some of the most complex medical conditions.

TOPIC: Caitlin Beck-Stella, the new President/CEO of Joe Dimaggio Children's Hospital, came in as a highlighted guest for our Women's History Month HERSTORY series. We discussed her education and experience in pediatric healthcare, the role and history of women as it pertains to pediatric medicine, and we discussed at length the unique culture surrounding patient care at JDCH and how the approach of her team is what sets them apart from other pediatric hospitals both here in South Florida and around the country. We also discussed the importance of continuing to expand not just the hospital, but its teaching/residency programs, and the need for more women to pursue careers in STEM fields, especially science as it pertains to medicine and research.

March 31, 2019 6:20 a.m.

Community Convo's with KimmyB – Stacy Hyde/Broward House

Duration: 0:30:00 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, was a highlighted guest during our Women's History Month HERSTORY series. She 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 when it comes to have 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 negatively impacts those affected. This was an amazing and eye-opening discussion and a 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.

Underserved Populations-USP

January 6, 2019 6:00 a.m.

Community Convo's with KimmyB – Urban Oasis Project

Duration: 00:45:00 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 in order 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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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.

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February 24, 2019 6:00 a.m.
Community Convo's with KimmyB – DIBIA DREAM FOUNDATION
Duration: 00:45:00 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 in an effort to foster self-confidence and encourage them to think and dream bigger.

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March 17, 2019 6:20 a.m.

Community Convo's with KimmyB – Victoria Mallette/The Homeless Trust

Duration: 0:30:00 minutes

The Homeless Trust organizes and direct the Miami-Dade County Homeless Plan. It administers proceeds of a 1% food and beverage tax, implements the local continuum of care plan, and serves in an advisory capacity to the Board of County Commissioners on issues involving homelessness.

TOPIC: Victoria Mallette, Executive Director of the Miami-Dade County Homeless Trust, was a highlighted guest during our Women's History Month HERSTORY series, and she came in to talk about the Trust, the work and outreach the Trust and its team and partners do, and the impact it has had over the years as well as what they are hoping to accomplish moving forward. We discussed the issues surrounding homelessness, especially in Miami-Dade County, the drastically high number of homeless/unattached youth we are seeing in South Florida and around the country, common misperceptions of the "who/what/where/when/whys" of the homeless, and how we the community can best help the Trust and its partners eradicate homelessness in and around South Florida. We also provided listeners who may have been in need or facing possible homelessness with outreach information and contact numbers.

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Education

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Human Services

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January 13, 2019 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 2018-2019 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.

January 20, 2019 6:00 a.m.

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February 3, 2019 6:25 a.m.
Community Convo's with KimmyB – Girl Scouts of Southeast Florida
Duration: 00:25:00 minutes

The GSSEF is a registered 501(c)3 non-profit organization focused on leadership development for girls. Girl Scouts of Southeast Florida serves more than 10,000 girls ages 5-17 and 5,000 adult volunteers in Broward, Palm Beach, Martin, St. Lucie, Indian River and Okeechobee Counties.

TOPIC: Local Girl Scouts came in to talk about the organization and the impact it has had on their lives and the lives of their fellow troop members! We talked about their experiences, earning badges, and working on service projects, and of course we talked about Girl Scout Cookies. The GSSEF, and all branches of Girl Scouts, use the annual cookie sales as their main means of fundraising and the troops here in South Florida are quite good at it, but they also give back thru cookie sales to so many including our Troops. They wanted to make sure everyone in the community supported this effort through Give a Box Get a Box Day.

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March 1, 2019 6:00 a.m.

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ENVIRONMENT:

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DIVERSITY/RACE RELATIONS

March 3, 2019 6:20 a.m.

Community Convo's with KimmyB – Carmen Pelaez/Miami New Drama

Duration: 0:30:00 minutes

Miami New Drama is a not-for-profit 501(c)3 presenting and producing organization. We are committed to theatrical excellence and theater-making as a means of social engagement, cultural conversation and human interaction. We present world-class work by American, Latin American, and international artists designed for Miami's unique multicultural 21st century audience. By sharing work where cultures, dialogues, and communities intersect, we aim to reach audiences as diverse as the city itself.

TOPIC: Carmen Pelaez is a Cuban-American award winning playwright, published author, actress, and activist; She was highlighted as part of our Women's History Month HERSTORY series. My conversation with Carmen was thought-provoking and eye-opening. She talked about being Cuban in America in 2019. The Trump administration and the immigrant experience. We talked about the uphill battle minority women face in terms of business, the misperception that there can only be one, shattering the glass ceiling, and how women, especially minority women, are constantly debunking the mis-perception that we are the weaker sex. We discussed the cultural diversity of Miami and how race is still a very present factor despite the fact that our Latin and Caribbean roots are made up of many different shades of white, tan, brown, and black. We also discussed the way art reflects the "mood" and "feelings" of the time and how our current political and racial climate is impacting the art we create and consume and vice-a-versa.

Community Outreach/Events

February 3, 2019 6:25 a.m.

Community Convo's with KimmyB – Girl Scouts of Southeast Florida

Duration: 00:25:00 minutes

The GSSEF is a registered 501(c)3 non-profit organization focused on leadership development for girls. Girl Scouts of Southeast Florida serves more than 10,000 girls ages 5-17 and 5,000 adult volunteers in Broward, Palm Beach, Martin, St. Lucie, Indian River and Okeechobee Counties.

TOPIC: Local Girl Scouts came in to talk about the organization and the impact it has had on their lives and the lives of their fellow troop members! We talked about their experiences, earning badges, and working on service projects, and of course we talked about Girl Scout Cookies. The GSSEF, and all branches of Girl Scouts, use the annual cookie sales as their main means of fundraising and the troops here in South Florida are quite good at it, but they also give back thru cookie sales to so many including our Troops. They wanted to make sure everyone in the community supported this effort through Give a Box Get a Box Day.

February 17, 2019 6:00 a.m.

Community Convo's with KimmyB – Girl Scouts of Southeast Florida

Duration: 00:25:00 minutes

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February 10th, 2019 6:30 a.m.

Community Convo's with KimmyB – Joe Dimaggio Children's Hospital/Tour De Broward

Duration: 0:20:00 minute

TOPIC: Members of the JDCH Team came in to talk about the hospital, its services programs and outreach, their amazing medical team, and the hospital's impact on the community. We talked about the need to expand care into other parts of our South Florida community and the hospitals upcoming plans to do just that. And, we discussed the upcoming 10th Annual Tour De Broward, a 100k/50k cycling event and 5k run/walk that has helped raise millions of dollars for JDCH over the years. Funds from previous years have supported the hospital's Heart Institute, and Pediatric Heart Transplant Program, one of only two of its kind in South Florida. Funds have also supported programs for the Center for Cancer and Blood Disorders, helping to improve the lives of many oncology patients and families. However, the need is greater this year because funds raised will help support programs throughout Joe DiMaggio Children's Hospital, as it aims to grow in the community and continue to expand services.

February 17, 2019 6:30 a.m.

Community Convo's with KimmyB – Joe Dimaggio Children's Hospital/Tour De Broward

Duration: 0:20:00 minute

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March 17th, 2019 6:00 a.m.

Community Convo's with KimmyB – Pediatric Associates Foundation Bike safety

Duration: 0:15:00 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: Members of the Medical and Administrative teams came in to discuss the importance of Bicycle Safety. March is Florida Bicycle Month so we talked about the need for individuals

and families participating in bicycling related activities to wear helmets, know and obey the rules of the road, and to get a better understanding of Florida's bicycle laws. We also encouraged the community to join us for our 3rd annual Kids Bike Ride to Safety event, which is free and open to all members of the South Florida community.

PUBLIC SERVICE ANNOUNCEMENTS:

Cox Media Group

Hollywood Beach Cleanup 02/04-02/09

Cox Media Group

Girl Scouts of Southeastern FL 02/07-02/08

Cox Media Group

Marjory Stoneman Douglas 02/13-02/14

Cox Media Group

Saint Coleman's Italian Festival 02/14-02/17

Cox Media Group

Barry University Nun Run 02/15-02/16

Cox Media Group

Bike Ride to Safety 03/09-03/22

Cox Media Group

Miami Beach Pride 03/27-03/31