

WFLC Community Issues and Programming



WFLC Community Issues and Programming
July 1, 2016 – September 30, 2016

Program Director Jill Strada
WFLC-FM / Cox Radio Miami
October 1, 2016

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WFLC Community Issues and Programming

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WFLC Community Issues and Programming July 1, 2016 – September 30, 2016

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, 2016 – September 30, 2016

- 1. Health/Human Services (9)**
- 2. Education (3)**
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- 4. Civic (3)**
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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 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 July 1, 2016 – September 30, 2016.

Health/Human Services

July 17, 2016 6:30 a.m.

Community Convos with KimmyB. – The Breanna Vergara Foundation

Duration: 0:18:00 minutes

Alex Casanova, Treasurer of The Breanna Vergara Foundation, talks about the creation and work of the Breanna Vergara Foundation. The BVF is a relatively new 501c3 here in South Florida, but has already helped save the lives of 9 children, through its tireless work educating the community on the importance of EKG's for our children. The foundation has made it their mission to raise awareness about undetected heart conditions in children and the importance of EKG's for kids, especially those that are involved in any sort of athletic activities. They have also committed themselves to raising the funds necessary to not only help provide children with these EKG's, but also to help provide defibrillators to community centers, parks, organizations, and any other place where there could be an incident involving a child's heart.

TOPIC: The purpose of this interview was to help raise awareness about The Breanna Vergara Foundation and the great things they are doing in the community, as well as to help raise awareness about getting our children EKG's. Breanna Vergara was only 11 years old when she collapsed on the floor of her dance studio due to an undetected heart condition known as Wolff-Parkinson-White. There was no defibrillator on site and by the time Breanna reached the hospital she was pronounced dead. Within the first 6 months of her passing Breanna's parents and family had already set up the Breanna Vergara Foundation and have made it their mission to make sure no other family suffers the unnecessary loss of a child due to an undetected or underlying heart issue.

July 24, 2016 6:30a.m.

Community Convo's with KimmyB. – Breanna Vergara Foundation

Duration: 0:18:00 minutes

Alex Casanova, Treasurer of The Breanna Vergara Foundation, talks about the creation and work of the Breanna Vergara Foundation. The BVF is a relatively new 501c3 here in South Florida, but has already helped save the lives of 9 children, through its tireless work educating the community on the importance of EKG's for our children. The foundation has made it their mission to raise awareness about undetected heart conditions in children and the importance of EKG's for kids, especially those that are involved in any sort of athletic activities. They have also committed themselves to raising the funds necessary to not only help provide children with these EKG's, but also to help provide defibrillators to community centers, parks, organizations, and any other place where there could be an incident involving a child's heart.

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**July 31 2016 6:00 a.m. and
Community Convo's with KimmyB – Miami Dade County Department of
Health/WIC Program and the 5th Annual Breastfeeding Awareness Walk
Duration: 0:25:00 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: With August being Breastfeeding Awareness month, 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. And finally we discussed their upcoming 5th Annual Breastfeeding Awareness Walk in Partnership with Healthy Start Coalition, which is FREE and Open to the Public every year.

August 7, 2016 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 brought some of the students currently participating in his program 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. The students who are all still in highschool then shared their personal stories and experiences about the program and what they've learned. We also talked about their personal growth and how "GOGO" has taught them to expect more from themselves and to aspire to greatness.

August 21, 2016 6:00 a.m.
Community Convo's with KimmyB – FLIPANY and Chefs Up Front
Duration: 00:30:00 minutes

Founded in 2005 by Lynne Kunins, Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY)'s is a 501c(3) non-profit organization with a mission to empower youth and their families through physical activity and nutrition education programs while raising awareness and creating policies for a healthier community. FLIPANY serves youth and families, including seniors, through collaborations with community centers, parks, and other social services agencies. FLIPANY's innovative programs fight childhood obesity and hunger by focusing on healthy food preparation, food security, physical education and work-site wellness. Many of our programs include on site food demonstrations, nutrition education and cooking classes.

TOPIC: The founder of FLIPANY, Lynne Kunins came in to share with the community the backstory of her organization, and why she felt a need to create new programming focused on educating and empowering children to live healthy, active lifestyles. We discussed a number of amazing FREE programs and services the organization offers to the public including healthy food demonstrations, afterschool nutrition education, mommy and me nutrition, their afterschool and summer meal program, nutrition counseling and more. And we also talked about volunteer and sponsorship opportunities with FLIPANY, how to take advantage of FLIPANYs curriculum

and outreach, as well as their major fundraising event, Chef Up Front, and how people could participate in that.

September 4, 2016 6:00 a.m.

Community Convo's with KimmyB. – Live Like Bella Childhood Cancer Foundation and Pediatric Cancer Awareness Month

Duration: 0:25:00 minutes

Live Like Bella® Foundation supports the fight against childhood cancer in three important ways: Research, In Treatment Support, and Memorial Support.

TOPIC: In support of Pediatric Cancer Awareness Month, which happens to be the month of September, Raymond Rodriguez Torres, founder of the Live Like Bella Childhood Cancer Foundation came in to talk, not only about what exactly the Live Like Bella Foundation does, but more important, the immense need to raise awareness surrounding pediatric cancer. We discussed the severe lack of available treatments for children battling cancer, why children usually present with cancer at such an advanced stage, why doctors don't like to include children in medical "studies", about we also talked about some of the medical advancements that have been made because of the Live Like Bella Foundation, which continues to work tirelessly to find a cure for Pediatric Cancer.

September 11, 2016 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.

September 18, 2016 6:25a.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: Manelle St. Hillaire, a Cessations Services Program Manager 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 have available, 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.

September 25, 2016 6:32a.m.

Community Convo's with KimmyB – Equality Florida and Taste of Equality

Duration: 00:45:00 minutes

Equality Florida consists of two organizations - Equality Florida Institute, Inc., which is a 501(c)(3) educational charity and Equality Florida Action, Inc., a 501(c)(4) advocacy organization. Together, these organizations form the largest civil rights organization dedicated to securing full equality for Florida's lesbian, gay, bisexual, and transgender (LGBT) community. Through education, grassroots organizing, coalition building, and lobbying, Equality Florida is changing Florida so that no one suffers harassment or discrimination on the basis of their sexual orientation or gender identity.

TOPIC: Cindy Brown, a Miami Development Officer for Equality Florida, as well as DJ Laz Morning Show Producer Bryan Carstensen, came in to discuss the climate of the LGBTQ community in the wake of the PULSE Nightclub shooting in Orlando, the implications and ramifications of that heinous act, and what Equality Florida is doing to help ensure that all the victims of that terrible attack, both dead and alive, are not only honored in memory, but also

provided for financially. Both of them shared personal stories about growing up, being bullied, and struggles they faced on their journey's to being "out" and living as a "gay man" or "gay woman" in America. We talked about some of the programming that Equality Florida is working on getting in to our schools, legislation they're either fighting to get passed or fighting to get thrown out, and we talked about how everyone's support is needed because the LGBTQ community is made up of everyone. The last piece of the interview was about the 2nd Annual Taste of Equality Event in Partnership with Gulfstream Park to help raise funds for the victims of the Pulse Nightclub Shooting.

Education

July 3, 2016 6:00 a.m.

Community Convo's with KimmyB –Adrienne Arsht Center

Duration: 0:45:00 minutes

Since opening in 2006, the Arsht Center, a 501C3 non-profit organization, has emerged as a leader in presenting innovative programming that mirrors South Florida's diversity as well as a catalyst for billions of dollars in new development in the downtown area.

Spotlighting legends and serving as a launch pad for local artists to make their mark on the international stage, the Center presents nearly 500 events each year across its eight flexible, state-of-the-art performance spaces. The Center programs 12 signature series, including the largest jazz series in South Florida, the biggest flamenco festival on the East Coast, and a robust program of new theatrical works as well as free programming for the community and an arts education program that serves nearly 30,000 children each year.

TOPIC: VP of Marketing for the Arsht Center, Andrew Goldberg, came in to discuss a multitude of things including how to ensure you are getting legitimate, accurately priced tickets to all Arsht Center productions, the exclusive Ailey Camp Summer Program, which is free and available to low-income families only, upcoming summer productions, the Arsht Center's unique educational curriculum and programming, as well as the weekly farmers market, and other Arsht Center facilities.

August 14, 2016 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 brought some of the students currently participating in his program 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. The students who are all still in highschool then shared their personal stories and experiences about the program and what they've learned. We also talked about their personal growth and how "GOGO" has taught them to expect more from themselves and to aspire to greatness.

August 28, 2016 6:00 a.m.

Community Convo's with KimmyB – FLIPANY and Chefs Up Front

Duration: 00:30:00 minutes

Founded in 2005 by Lynne Kunins, Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY)'s is a 501c(3) non-profit organization with a mission to empower youth and their families through physical activity and nutrition education programs while raising awareness and creating policies for a healthier community. FLIPANY serves youth and families, including seniors, through collaborations with community centers, parks, and other social services agencies. FLIPANY's innovative programs fight childhood obesity and hunger by focusing on healthy food preparation, food security, physical education and work-site wellness. Many of their programs include on-site food demonstrations, nutrition education and cooking classes.

TOPIC: The founder of FLIPANY, Lynne Kunins came in to share with the community the backstory of her organization, and why she felt a need to create new programming focused on educating and empowering children to live healthy, active lifestyles. We discussed a number of amazing FREE programs and services the organization offers to the public including healthy food demonstrations, afterschool nutrition education, mommy and me nutrition, their afterschool and summer meal program, nutrition counseling and more. And we also talked about volunteer and sponsorship opportunities with FLIPANY, how to take advantage of FLIPANYs curriculum and outreach, as well as their major fundraising event, Chef Up Front, and how people could participate in that.

Culture

July 10, 2016 6:00 a.m.

Community Convo's with KimmyB –Adrienne Arsht Center

Duration: 0:45:00 minutes

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September 4, 2016 6:30 a.m.

Community Convo's with KimmyB –Adrienne Arsht Center and Arts Launch 2016

Duration: 0:20:00 minutes

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TOPIC: VP of Marketing for the Arsht Center, Andrew Goldberg, came in to discuss the Arsht Centers 2nd Annual Arts Launch event. Arts Launch is a FREE all day family event to help celebrate and kick-off the new Arts Season. There are acting and dance workshops, readings, signings, performances, shows, demonstrations, and tours of the Arsht facilities. It's also the

first chance patrons can purchase tickets to all upcoming shows, concerts, operas, special engagements, etc...

CIVIC

July 17, 2016 6:00 a.m.

**Community Convo's with KimmyB – Dr. Brenda Snipes/Broward County
Supervisor of Elections**

Duration: 00:27:00 minutes

The Office of the Broward County Supervisor of Elections is made up of election officials who are tasked with the job of conducting successful elections in compliance with the law, to ensure that every eligible voter can exercise the right to vote. They are able to do this by facilitating voter education through training and strategic comprehensive planning while providing a non-partisan, stable and positive environment built upon respect, growth, creativity and freethinking.

TOPIC: As the Broward County Supervisor of Elections, Dr. Brenda Snipes is completely dedicated to making sure that everyone in South Florida is fully aware, and prepared, and able to exercise their right to vote this election season, so she came in to talk about voter preparation. We talked about how to register to vote, who is eligible to vote, and the importance of voting in LOCAL elections. We also discussed dates and deadlines regarding voter registrations, updating voter information cards, requesting absentee ballots both domestic and abroad, and we also talked about early voting logistics.

July 24, 2016 6:00 a.m.

**Community Convo's with KimmyB – Dr. Brenda Snipes/Broward County
Supervisor of Elections**

Duration: 00:27:00 minutes

The Office of the Broward County Supervisor of Elections is made up of election officials who are tasked with the job of conducting successful elections in compliance with the law, to ensure that every eligible voter can exercise the right to vote. They are able to do this by facilitating voter education through training and strategic comprehensive planning while providing a non-partisan, stable and positive environment built upon respect, growth, creativity and freethinking.

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July 31, 2016 6:30am

**Community Convo's with KimmyB – Dr. Brenda Snipes/Broward County
Supervisor of Elections**

Duration: 00:20:00 minutes

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OTHER

August 21, 2016 6:35 a.m.

**Community Convo's with KimmyB – Live Like Bella Foundation “Knock the Socks
Off Pediatric Cancer” Sock Hop Fundraiser**

Duration: 0:15:00 minute

Live Like Bella Childhood Cancer Foundation is a 501c(3) non-profit organization dedicated to eradicating pediatric cancer and Are You Kidding® is a fun, colorful, and stylish entrepreneurial kids and adult sock company founded by 2 young brothers, 10 year old Brandon and 8 year old. Their love for socks has allowed them to create a small business where they can share their fun designs with others as well as also using their socks to help raise funds and awareness for local and national charities.

TOPIC: In support of Pediatric Cancer Awareness Month, the Live Like Bella Childhood Cancer foundation has partnered once again with the young creative masterminds behind Are You Kidding sock company to design, produce, and sell a special “Live Like Bella” socks to help raise funds for pediatric cancer research, treatment, patient outreach. Raymond Rodriguez Torrez, father of Bella, and founder of Live Like Bella joined Brandon and Sebastian in the studio to talk about this years unique “super-hero” sock design, the message behind the socks, and why everyone in South Florida should support the cause and spread the word. And of course join in on September 30th for the Live Like Bella “Knock the Socks Off Pediatric Cancer” Annual Virtual Sock-Hop.

August 28, 2016 6:35 a.m.

Community Convo's with KimmyB – Live Like Bella Foundation “Knock the Socks Off Pediatric Cancer” Sock Hop Fundraiser

Duration: 0:15:00 minute

Live Like Bella Childhood Cancer Foundation is a 501c(3) non-profit organization dedicated to eradicating pediatric cancer and Are You Kidding® is a fun, colorful, and stylish entrepreneurial kids and adult sock company founded by 2 young brothers, 10 year old Brandon and 8 year old. Their love for socks has allowed them to create a small business where they can share their fun designs with others as well as also using their socks to help raise funds and awareness for local and national charities.

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September 11, 2016 6:00 a.m.

Community Convo's with KimmyB – Greater Hollywood Chamber of Commerce and Grapes for Grades

Duration: 0:25:00 minute

The Greater Hollywood Chamber of Commerce represents local business interests, promotes economic growth, provides leadership in community affairs and delivers services and programs for its business members.

TOPIC: Both the CEO, Anne Hotte, and COO, Marie Suarez came in to educate the community on what the Greater Hollywood Chamber of Commerce does, what their mission is, who can and who should join and why, as well as sharing with us the Chambers hopes for the young people of Hollywood and what they will bring back to the community in the future. They also gave details on their 14th Annual Grapes for Grades fundraiser to benefit the Hollywood Scholarship foundation.

September 18, 2016 6:00 a.m.

**Community Convo's with KimmyB – Greater Hollywood Chamber of Commerce
and Grapes for Grades**

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PUBLIC SERVICE ANNOUNCEMENTS:

AUTO NATION 09/27-12/16

EEO QUARTERLY STATEMENT 2016 04/01-10/02

SHERIDAN HOUSE PSA 09/13-12/31

UNITED DOG RESCUE 09/24-09/30