WFLC Community Issues and Programming



WFLC Community Issues and Programming January 1, 2016 – March 31, 2016

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

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WFLC Community Issues and Programming

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WFLC Community Issues and Programming January 1, 2016 – March 31, 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 January 1, 2016 – March 31, 2016

- 1. Health/Human Services (10)
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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 January 1, 2016 – March 31, 2016.

Health/Human Services

January 10, 2016 6:00 a.m.

Community Convo's with KimmyB. – The Mourning Family Foundation Presents

Zo's Winter Groove 2016 (January 15th - January 18th, 2016)

Duration: 0:20:00 minutes

NBA Great and Future NBA Hall of Famer, Alonzo Mourning talks about the Mourning Family Foundation and all that the organization does to give back to the South Florida Community. From the funding of the Overtown Youth Center to the creation of Honey Shine, Inc., which is a mentorship program for young girls, the Mourning Family Foundation has dedicated itself to bettering the lives of the underserved and disenfranchised youth of Miami. Over the past 19 years the foundation has raised over \$20million which they have used to create educational programs and centers, as well as to give back to families and individuals in need.

TOPIC: Zo's Winter Groove (January 15th - 18th, 2016) is a community outreach event as well as a fundraiser for the organization. The weekend is composed of a day of golf, a 5K walk/Run along with a Free community festival and health fair, and a comedy show. Proceeds from the golf tournament and comedy show benefit the Mourning Family Foundation.

January 10, 2016 6:25 a.m.

Community Convos with KimmyB. – Jason Taylor Foundation and the Blu Apple Poetry Network Present Louder Than a Bomb Poetry Festival

Duration: 0:25:00 minutes

Executive Director of the Jason Taylor Foundation, Seth Levit, and Director of Poetry at the Jason Taylor Foundation, Darius Daughtry talk about the Blu Apple Poetry Network and Louder Than a Bomb 2016. The Blu Apple Poetry Network is an extension of the Jason Taylor Foundation and provides young people in Dade and Broward County with a creative writing and spoken word outlet, which helps teach self-expression through the writing and performing of original poetry. The Network is open to any and all elementary, middle, and high school students. Louder Than a Bomb is a two week poetry competition and festival that allows the poets involved to showcase their hard work and talents for their peers in the spoken word community, friends, family, as well as any and all members of the extended community that would like to come out and support.

TOPIC: The Blu Apple Poetry Network, its inception, and how our young people can get involved. Two former Blu Apple Poetry Network students, Marnino Touissant and Juanita Castro, spoke about how being in the program impacted and changed their lives; both are now teaching artists (peer mentors) in the program. We also discussed the timeline and logistics for the upcoming Louder Than a Bomb poetry competition and festival.

January 17, 2015 6:05a.m.

Community Convo's with KimmyB. – 5th Anniversary of The Pediatric Heart Transplant Program at Joe Dimaggio Children's Hospital

Duration: 0:40:00 minutes

Dr. Frank Scholl, Chief of Pediatric and Congenital Cardiac Surgery and Surgical Director of Heart Transplantation at Joe Dimaggio Children's Hospital talks about the Pediatric Heart Transplant Program at Joe Dimaggio Children's Hospital; its creation, success, and the significant contributions Joe Dimaggio Children's Hospital has made and continues to make in the area of pediatric heart transplantation and post-transplant healthcare.

TOPIC: We discussed the need that was filled by the creation of the Pediatric Heart Transplant Program at JDCH for the children of South Florida, the monumental success of the pediatric transplant program, and the upcoming community festival being held at the hospital in celebration of the 5th Anniversary of the Pediatric Heart Transplant Program at Joe Dimaggio Children's Hospital. The event was meant to introduce the community to the amazing team of people that are here to serve their children as well as reunite transplant recipients with donor families.

January 31, 2016 6:00 a.m. and Community Convo's with KimmyB – Cupid's Undie Run Duration: 0:27:00 minutes

Priscilla Perez and Iris Valdes talk about Neurofibromatosis (NF), the Children's Tumor Foundation, and 1st ever Cupid's Undie Run Miami.

TOPIC: Iris discussed how she found out her son Jordan, who is now 9 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 7, 2016 6:00 a.m.

Community Convo's with KimmyB – Live Like Bella Super-Hero 5k Walk/Run Duration: 00:25:00 minutes

Ramon Rodriguez-Torres talks about his daughter Bella and the movement and non-profit organization her courageous battle against cancer helped to inspire, the Live Like Bella movement.

TOPIC: The discussion of Pediatric Cancer, identifying the signs, detection, and treatment, not to mention, how it affects a family, Bella's journey, and how her strength and spirit and love of life was able to inspire a global movement. After her passing her family created Live Like Bella, an organization dedicated to raising funding necessary to research more effective treatments and to finding a cure for pediatric cancer. They also help other families and children currently in the fight of their lives. Live Like Bella hosts numerous fundraisers, from Bella's Ball to the Live Like Bella 5K Super-hero walk/run.

February 7, 2016 6:30 a.m. and Community Convo's with KimmyB – Cupid's Undie Run Update Duration: 0:20:00 minutes

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

TOPIC: Iris discussed how she found out her son Jordan, who is now 9 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 14, 2016 6:25 a.m.

Community Convo's with KimmyB – M.A.D.D. (Mother's Against Drunk Driving)

Duration: 00:25:00 minutes

Heather Geronemus, champion and activist for the long standing organization M.A.D.D. (Mothers Against Drunk Driving) talks about MADD's on-going battle against drunk driving here in South Florida and around the state of Florida, which happens to fall in the Top 10 states with the most drunk driving related motor vehicle incidents in the country.

TOPIC: We discussed Heather's personal story and ties to MADD; her father was killed by a drunk driver in 2007. We also discussed drunk driving statistics here in Florida as well as around the country. We talked about the long term implications of having a DUI on your driving record, and we discussed the importance of preventing drunk driving incidents.

February 28, 2016 6:30 a.m.

Community Convo's with KimmyB – March for Cancer

Duration: 00:20:00 minutes

Cima Georgevich, local business man, philanthropist, cancer survivor, and co-founder of the March for Cancer Fund and the March for Cancer 5k Walk/Run talks about the creation of the March for Cancer Fund and the upcoming 5K fundraiser.

TOPIC: We discussed in detail Cima's battle with cancer. He had a brain tumor the size of baseball that went undetected for a year. Cima talks about his experience with other patients receiving treatment and the lack of day to day resources and care that many of them experienced. He realized that many people were not as fortunate as he was, they lacked proper transportation to get to and from treatment, many could not maintain their personal hygiene poor hygiene or their home environments due to treatment, and many lacked the financial resources to provide for basic necessities like rent and electricity. That was when Cima decided to set up the March for Cancer Fund in Partnership with Memorial Hospital to help provide individuals fighting the greatest battle of their life with the everyday tools and resources needed to continue fighting. The March for Cancer 5k Walk Run is an annual fundraiser with 100% of the proceeds going back into the March for Cancer Fund.

March 06, 2016 6:00 a.m.

Community Convo's with KimmyB – M.A.D.D. DASH and Walk Like MADD (Mother's Against Drunk Driving)

Duration: 00:27:00 minutes

Heather Geronemus, champion and activist for the long standing organization M.A.D.D. (Mothers Against Drunk Driving) talks about MADD's on-going battle against drunk driving here in South Florida and the organization's upcoming fundraisers Walk Like MADD and MADD Dash.

TOPIC: We discussed Heather's personal story and ties to MADD; her father was killed by a drunk driver in 2007. We also discussed drunk driving statistics here in Florida as well as around the country. We talked about the long term implications of having a DUI on your driving record, and we discussed the importance of preventing drunk driving incidents. We then discussed how people in South Florida can get involved with MADD

and participate in their upcoming 5K Walk/Run known Walk Like MADD and MADD Dash Fort Lauderdale, which Heather founded and chairs.

March 27, 2016 6:00 a.m.

Community Convo's with KimmyB – The Breanna Vergara Foundation

Duration: 00:25:00 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.

Education

January 24, 2016 6:00 a.m.

Community Convo's with KimmyB – TEDxYouth@Miami

Duration: 0:40:00 minutes

In the spirit of ideas worth spreading, TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. The event we're discussing is called TEDxYoth@Miami, where x equals idependently organized TED event. TEDxYouth@Miami was set up to provide a platform for the youth of South Florida where they could share their own powerful ideas worth spreading. TED stands for Technology, Entertainment, Design.

TOPIC: KimmyB talks with TEDxYouth@Miami Founder Arvi Sepe Balseiro and Production Manager Lisa Herbert about the evolution of TEDxYouth@Miami, how our South Florida youth can get involved, how participants are selected and what they can expect once they are chosen to present their "idea". KimmyB also spoke with two former TEDxYouth@Miami presenters, 9 year old piano prodigy Brandon Goldberg, and 16 year old Daniella Rodriguez, who created a fully functioning "mind-controlled" robot to help her mother who suffers from MS. They spoke about their individual experiences with the TEDxYouth@Miami project, the other presenters, and why any and everyone with a message to share should get involved with the program. The community is encouraged to come out and support and be inspired by our young people at TEDxYouth@Miami 2016 on February 26th, 2016 at the Adrienne Arsht Center.

February 14, 2016 6:00 a.m.

Community Convo's with KimmyB – Black History Month: Access to the Dream Event at Florida Memorial University

Duration: 0:20:00 minutes

In honor of National Black History Month Dr. Artis, President of Florida Memorial University, South Florida's only HBC, talks with KimmyB about the diverse student body, broad range of courses and curriculums, as well as the institutions fully accredited part time one year MBA program gaining the full range of Accounting, Economics, Finance, Management and Marketing knowledge needed to compete and succeed in today's business world. She also took time to highlight some of the special programs and events happening on the campus throughout the month of February that are FREE and open to the public, especially students interested in attending the university. Emphasis is placed on strategic planning, developing strong leadership skills, ethics, and critical thinking. The Program is accredited by the Accreditation Council for Business Schools and Programs.

TOPIC: Aside from discussing all that Florida Memorial University has to offer students hoping to gain an advantage in the ever increasingly competitive job market, President Artis also gave young students getting ready to apply to college some personal insight as to what institutions of higher learning, like FMU, are looking for in prospective students and some valuable tips on how they can get a leg up in the application process. She also discussed a unique event coming to the campus called Access to the Dream: Celebrating the Past: Preparing for the Future, which is a panel discussion hosted by both FMU and NBMBAA. The event is Free and open to the public

and the university encourages high school students to come out and participate. The program is set-up to provide students with valuable tips and takeaways to help guide their transition from school to work as entrepreneurs and global leaders. FMU alumni will also be present to share their career success secrets on how they have excelled in their respective fields. "We will discuss the importance of job preparedness, networking, and a myriad of other topics that will help close the achievement gap for African American students in the business world."

February 21, 2015 6:25 a.m.

Community Convo's with KimmyB – TEDxYouth@Miami Update
Duration: 0:27:00 minutes

In the spirit of ideas worth spreading, TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. The event we're discussing is called TEDxYoth@Miami, where x equals idependently organized TED event. TEDxYouth@Miami was set up to provide a platform for the youth of South Florida where they could share their own powerful ideas worth spreading. TED stands for Technology, Entertainment, Design.

TOPIC: Just one week out from TEDxYouth@Miami KimmyB talks with TEDxYouth@Miami Founder Arvi Sepe Balseiro and Production Manager Lisa Herbert the upcoming event, the preparation process for this years presenters, and why the community should come out and witness all that TEDxYouth@Miami is for themselves. The community is encouraged to come out and support and be inspired by our young people at TEDxYouth@Miami 2016 on February 26th, 2016 at the Adrienne Arsht Center.

February 28, 2016 6:00 a.m. Community Convo's with KimmyB – The Children's Trust Duration: 0:25:00 minutes

The Director of Communications for The Children's Trust, Emily Cardenas, talks to KimmyB about the importance of childhood literacy, and the trust's Read to Learn Book Club, which is available to every 3 year old in Miami-Dade County. The Children's Trust partners with the community to plan, advocate for and fund strategic investments that improve the lives of all children and families in Miami-Dade County. The Children's Trust envisions a community that works together to provide the essential foundations to enable children to achieve their full potential.

TOPIC: We discussed the upcoming celebration of Dr. Seuss's 112th Birthday and the Miami Children's Museum, which partners with The Children's Trust every year to ensure FREE entry ALL day into the museum as well as celebrity reading sessions of Dr. Seuss classics throughout the day. Emily also broke down the central childhood literacy program of the Trust, the Read to Learn Book Club, which is a free, monthly book club for all 3-year-olds in Miami-Dade County. On their third birthday, all children are eligible to receive a free book every month, delivered to their home. Children may be registered for The Children's Trust Read to Learn Book Club at any time and in the month of their third birthday, their year of fun and learning begins. We also discussed the Young Talent Big Dreams talent competition, who's eligible to try-out, upcoming

audition locations and prize information. The Young Talent Big Dreams talent show is FREE to enter.

March 13, 2016 6:00 a.m.

Community Convo's with KimmyB – The Nat Moore Foundation

Duration: 0:23:00 minutes

Former NFL Great and current Senior Vice President of the Miami Dolphins and Founder of The Nat Moore Foundation, Mr. Nat Moore talks about the great work his organization and his team have been doing and continue to do here in South Florida. The Nat Moore Foundation has been providing college scholarships and raising funds to help other community programs provide educational assistance to the students of South Florida for the past 19 years.

TOPIC: We discussed what the Nat Moore foundation does in this community, it's scholarship program and how students can get involved, as well as the upcoming 19TH Annual Nat Moore Florida Golf Classic Celebrity Weekend (3/19-3/21) with proceeds to benefit the Nat Moore Foundation and its Scholarship Endowment Program.

Culture

March 13, 2016 6:30 a.m.

Community Convo's with KimmyB – Girls Make Beats

Duration: 0:22:00 minutes

Singer, Songwriter, and Producer, Tiffany Miranda talks about her passion project, GIRLS MAKE BEATS. Girls Make Beats is a non-profit organization based in Miami Dade County, which creates a safe space where young girls/women from underserved/underprivileged communities are taught how to do everything from music production, to sound engineering, youal recording, song writing, and even DJ'ing.

TOPIC: We discussed how Girls Make Beats came into existence, what types of programs the organization offers, who can participate in these programs and how to get involved, and we also spoke about the organization's upcoming "Women in Music Mixer" (3.31.16), which is open to the public, but also serving as a fundraiser.

March 20, 2016 6:25 a.m.

Community Convo's with KimmyB - Louder Than A Bomb

Duration: 0:27:00 minutes

Executive Director of the Jason Taylor Foundation, Seth Levit, and Director of Poetry at the Jason Taylor Foundation, Darius Daughtry talk about the Blu Apple Poetry Network and Louder Than a Bomb 2016. The Blu Apple Poetry Network is an extension of the Jason Taylor Foundation and provides young people in Dade and Broward County with a creative writing and spoken word outlet, which helps teach self-expression through the writing and performing of original poetry. The Network is open to any and all elementary, middle, and high school students. Louder Than a Bomb is a two week poetry competition and festival that allows the poets involved to showcase their hard work and talents for their peers in the spoken word community, friends, family, as well as any and all members of the extended community that would like to come out and support.

TOPIC: The Blu Apple Poetry Network, its inception, and how our young people can get involved. Two former Blu Apple Poetry Network students, Marnino Touissant and Juanita Castro, speak on the program and the positive impact it made on their lives; both are now teaching artists (peer mentors) in the program. We also discussed the timeline and logistics for the upcoming Louder Than a Bomb poetry competition and festival.

March 27, 2016 6:30 a.m.

Community Convo's with KimmyB – Girls Make Beats Event Update Duration: 0:20:00 minutes

Singer, Songwriter, and Producer, Tiffany Miranda talks about her passion project, GIRLS MAKE BEATS. Girls Make Beats is a non-profit organization based in Miami Dade County, which creates a safe space where young girls/women from underserved/underprivileged communities are taught how to do everything from music production, to sound engineering, vocal recording, song writing, and even DJ'ing.

TOPIC: We discussed how Girls Make Beats came into existence, what types of programs the organization offers, who can participate in these programs and how to get involved, and we also spoke about the organization's upcoming "Women in Music Mixer" (3.31.16), which is open to the public, but also serving as a fundraiser.

CIVIC

January 31, 2016 6:30 a.m.

Community Convo's with KimmyB – Dellenbach Foundation Heroes Bowl

Duration: 0:18:00 minutes

Former NFL great and founder of The Dellenbach Foundation, Jeff Dellenbach, talks about his foundation and their commitment towards making an impact on the lives of children, families and veterans in need. The team at the Dellenbach Foundation is dedicated to serving the South Florida community with compassion and dedication.

TOPIC: We discussed the importance of community outreach and all the programs and events Jeff has donated his time to over the past 30 plus years. He also talked in depth about the homeless veterans problem plaguing Broward county and how it must be eradicated and these brave men and women who served and protected our freedoms should be cared and provided for in a much more effective manner. We also discussed the 1st Annual Dellenbach Foundations Heroes Bowl, in partnership Operation Lift Hope, with all proceeds going to benefit homeless veterans in Broward County. (1.31.16)

ENVIRONMENT

February 21, 2016 6:00 a.m.

Community Convo's with KimmyB – Broward Water Partnership

Duration: 0:18:00 minutes

Samantha Baker from the Broward Water Partnership talks about their new water conservation project, the Neighborhood Water Challenge. The Broward Watre Partnership is a collaboration of Broward County and 18 utilities and local governments. In addition to the Neighborhood Water Challenge, some members of the Partnership offer toilet rebates (for WaterSense low flow devices) and other conservation devices like aerators and low-flow showerheads.

TOPIC: Broward Water Partnership Launches Neighborhood Water Challenge. Contestants Can Win \$1000 Cash or a New Water-conserving irrigation system for Water Conservation and Outreach. (Broward County, FL) Residents in participating Partnership communities are eligible to participate in the Neighborhood Water Challenge. There are two categories to compete. In the conservation category and the second category is outreach and education. First place winners will receive \$1000 cash. The second place prize is a state-of-the-art water-conserving irrigation system. The contest is open to organizations, nonprofits, associations and others. The only criteria is that each team member must live in a Partnership community. The contest is sponsored by Broward Water Partnership, WateReuse Florida and WaterOptimizer. Program details are available at ConservationPays.com.

March 6, 2016 6:30 a.m.

Community Convo's with KimmyB - Broward Water Partnership

Duration: 0:18:00 minute

Samantha Baker from the Broward Water Partnership talks about their new water conservation project, the Neighborhood Water Challenge. The Broward Watre Partnership is a collaboration of Broward County and 18 utilities and local governments. In addition to the Neighborhood Water Challenge, some members of the Partnership offer toilet rebates (for WaterSense low flow devices) and other conservation devices like aerators and low-flow showerheads

TOPIC: Broward Water Partnership Launches Neighborhood Water Challenge. Contestants Can Win \$1000 Cash or a New Water-conserving irrigation system for Water Conservation and Outreach. (Broward County, FL) Residents in participating Partnership communities are eligible to participate in the Neighborhood Water Challenge. There are two categories to compete. In the conservation category and the second category is outreach and education. First place winners will receive \$1000 cash. The second place prize is a state-of-the-art water-conserving irrigation system. The contest is open to organizations, nonprofits, associations and others. The only criteria is that each team member must live in a Partnership community. The contest is sponsored by Broward Water Partnership, WateReuse Florida and WaterOptimizer. Program details are available at ConservationPays.com.

OTHER

March 20, 2016 6:05 a.m.

Community Convo's with KimmyB – 7th Annual Egg-A-Palooza

Duration: 0:18:00 minute

Vice Mayor of Broward County, Barbara Sharief, talks about the upcoming Easter Holiday and the 7th Annual Egg-A-Palooza. In its 7th year, Egg-A-Palooza is a community event held on Easter Weekend. The event is FREE and Open to the Public and provides the entire South Florida community a day filled with exciting, safe, family fun. Sponsors include South Florida Pediatric Homecare, Inc., Cox Media Group, Miami, Wholefoods, Memorial Healthcare Systems, Costco, Home Depot, Chik-fil-A, etc....

TOPIC: We discussed how Egg-a-Palooza came into existence and the details of the upcoming 7th Annual Egg-A-Palooza; time, Location, what to expect, how much fun it always is and of course that it's FREE and OPEN to the Public!

PUBLIC SERVICE ANNOUNCMENTS:

Cox Media Group

Sheridan House 2/12/16 – 3/31/16

Cox Media Group

Nat Moore Foundation 3/9/16-3/19/16

Cox Media Group

Egg-a-Palooza 3/11/16 – 3/25/16

Cox Media Group

Dillard Center for the Arts 3/11/16 – 3/13/16

Cox Media Group

500 Role Models of Excellence 3/12/16 – 3/15/16

Cox Media Group

The Big Serve 3/12/16 – 3/17/16

Cox Media Group

AHCAC Spring Break Arts Workshop 3/19/16 – 3/24/16