

# **WFLC Community Issues and Programming**



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October 1, 2014 – December 31, 2014

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**WFLC-FM / Cox Radio Miami**  
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## **WFLC Community Issues and Programming**

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## **WFLC Community Issues and Programming October 1, 2014 – December 31, 2014**

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 October 1, 2014 – December 31, 2014.

- 1. Women and Family Issues**
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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 October 1, 2014 – December 31, 2014.

## **Women and Family Issues**

**October 12, 2014 6:55 a.m.**

**The Conversation – Better Homes and Gardens New Cook Book 16<sup>th</sup> Edition**

**Duration: 0:22:50 minutes**

Jan Miller, executive food editor of Better Homes and Gardens America's number 1 cookbook and how it differs from the past editions. She talks about recipe revamps and her favorite ones for the holidays and family.

**November 9, 2014 6:25 a.m.**

**Hitting The Community – Photography Project for Nova Southeastern University**

**Duration: 0:22:00 minutes**

Students from the Photography Project for Nova Southeastern University talk about their project to help sick students.

**November 30, 2014 6:25 a.m.**

**Hitting The Community – Museum of Discovery**

**Duration: 0:22:00 minutes**

Marlene Janetos VP Visitor Services, Marketing & Communications Museum of Discovery and Science & AutoNation IMAX ® 3D Theater came by to talk about what to expect for 2015 at the museum.

**December 14, 2014 6:25 a.m.**

**Hitting The Community – Zo's Winter Groove**

**Duration: 0:22:00 minutes**

Bill Diggs, President of the Mourning Family Foundation talks about the events of the Zo's Winter Groove.

**December 28, 2014 6:25 a.m.**

**Hitting The Community – Ovarian Cancer**

**Duration: 0:22:00 minutes**

Carol Moda talks about Ovarian Cancer and an event on New Year's Eve.

## **Health**

**October 12, 2014 6:25 a.m.**

**Hitting The Community – Ebola**

**Duration: 0:22:00 minutes**

Nikki Ramirez discusses the Ebola epidemic in the United States with Dr. Phyllis Kozaraky.

**October 19, 2014 6:55 a.m.**

**The Conversation – Breast Cancer**

**Duration: 0:27:46 minutes**

Dr. Nicholas Tranakas of Broward Health comes on to talk about their annual event mammo-palooza. He talks about the importance of getting a mammogram, the signs and symptoms of breast cancer and new treatments being researched.

**October 26, 2014 6:55 a.m.**

**The Conversation – Lung Cancer**

**Duration: 0:25:03 minutes**

Dr. Brian Hunis, oncologist from Memorial Cancer Institute who specializes in Lung Cancer, and Nancy Rackear, a lung cancer survivor, come on to talk about lung cancer. We discuss the sign and symptoms of lung cancer and the stigma that only smokers can get lung cancer. Nancy also shares some of her stories thru treatment and recovery.

**November 2, 2014 6:25 a.m.**

**Hitting The Community – Diabetes**

**Duration: 0:22:00 minutes**

Nikki Ramirez discusses November Diabetes awareness month with Dr. Andy Baldwin. Plus ways to support in the fight against Diabetes.

**November 2, 2014 6:55 a.m.**

**The Conversation – Prostate Cancer**

**Duration: 0:26:21 minutes**

Mo-Vember is a trend where men bring awareness to prostate cancer by not shaving their beards. We asked Dr. Sri Sundararaman, Medical Director of Radiation Oncology on to the program to talk about Prostate cancer, including signs, symptoms and ways to be proactive.

**November 9, 2014 6:55 a.m.**

**The Conversation – *Cancer-Free: Your Guide to Gentle, non-Toxic Healing***

**Duration: 0:24:26 minutes**

Author of *Cancer-Free: Your Guide to Gentle, non-Toxic Healing*, Bill Henderson, comes on to talk about his book and present the other option for fighting cancer. He

discusses his book at length and also talks about what he thinks are the four most powerful nutrients for fighting cancer.

**November 16, 2014 6:25 a.m.**  
**Hitting The Community – Nitro Circus**  
**Duration: 0:22:00 minutes**

Nitro Circusn stopped by with Aaron “Wheelz” Fotheringham, the world’s best extreme wheelchair athlete.

**November 16, 2014 6:55 a.m.**  
**The Conversation – Alzheimer’s Part 1**  
**Duration: 0:20:00 minutes**

Gloria Orlandi- Kass, program coordinator of the Alzheimer’s Association Southeast Florida Chapter, comes on to talk about this awful disease and how it differs from dementia. In part one she talks about changes in the brain and the 10 signs and symptoms.

**December 7, 2014 6:55 a.m.**  
**The Conversation – Alzheimer’s Part 2**  
**Duration: 0:20:00 minutes**

In Part two of our Alzheimer’s segment Gloria Orlandi- Kass, program coordinator of the Alzheimer’s Association Southeast Florida Chapter, discusses myths about the disease, new research and a day in the life of someone with Alzheimer’s.

## **Holiday Tips**

**November 23, 2014 6:25 a.m.**  
**Hitting The Community – MADD Holiday**  
**Duration: 0:22:00 minutes**

Heather Geronenus of MADD came in to discuss the Holiday season and how important it is to not drink and drive.

**November 30, 2014 6:25 a.m.**  
**Hitting The Community – Sprinkles Magazine**  
**Duration: 0:22:00 minutes**

Maybi Perez Iglesias founder of Sprinkles Magazine discusses the Holidays and how they help the less fortunate in the community.

**December 14, 2014 6:55 a.m.**  
**The Conversation – Holiday Overeating**  
**Duration: 0:21:13 minutes**

Stuart Tomc re-joins the program to talk about holiday overeating and its consequences for your health. He talks about moderation, making sure you are taking an Omega 3 Supplement and how not to deprive yourself.

**December 28, 2014 6:55 a.m.**  
**The Conversation – Animals Safety during the Holidays**  
**Duration: 0:26:57 minutes**

Dr. Jennifer Chatfield comes back on to remind us that our animals need special treatment during the holidays. She has warnings about table food and decorations; how you can help your pets stress levels with guests and the most common issues with pets during the holidays.

## **Community Outreach**

**October 5, 2014 6:25 a.m.**  
**Hitting the Community – Italo 1 Year Anniversary**  
**Duration: 0:22:00 minutes**

Kristin Kosmoski, the Italo Kitchen Marketing Manager, stops by to talk about their 1 year anniversary fundraising event for The SMART Ride.

**October 5, 2014 6:55 a.m.**  
**The Conversation – Ronald McDonald House**  
**Duration: 0:25:14 minutes**

Soraya Rivera Moya, executive director of the Ronald McDonald House Charities of South Florida, re-joins the program to discuss the good the RMD house does for our community, how they plan on expanding in 2015 and their upcoming event with American Girl.

**October 19, 2014 6:25 a.m.**  
**Hitting The Community – Wicked Manor**  
**Duration: 0:22:00 minutes**

Roger Roa Director of Development for The Pride Center at Equality Park talks about what to expect at Wicked Manor.

**October 26, 2014 6:25 a.m.**  
**Hitting The Community – Encore**



**Duration: 0:22:00 minutes**

Georgette "Gigi" Belton, VP Encore Performing Arts Center Inc. discusses Encore and how the program helps the community.

**November 23, 2014 6:55 a.m.**

**The Conversation – Miami Dade Book Fair**

**Duration: 0:25:20 minutes**

Lizette Mendez is the program director for the center for writing and literature at Miami Dade college and she comes on to talk about the importance of reading and how she and the Miami Dade book fair help kids read and learn for free.

**November 30, 2014 6:55 a.m.**

**The Conversation – Broward House**

**Duration: 0:27:40 minutes**

The new President and CEO of the Broward House Stacy Hyde joins the program to talk about the organization and the World AIDS Vigil on World AIDS Day and what they hope to accomplish with their walk.

**November 30, 2014 6:25 a.m.**

**Hitting The Community – Chick-fil-A**

**Duration: 0:22:00 minutes**

Roy Justiniano, owner of a Chick-fil-A, comes in to talk about how they collected books for the Boys & Girls Club also about Chick-fil-A's team member scholarship program.

**December 21, 2014 6:55 a.m.**

**The Conversation – Toys For Tots**

**Duration: 0:21:10 minutes**

General Pete Osman comes on to talk about Toys for Tots and their mission this year. He discusses the various ways we can help and how we can donate toys, money or time to help this holiday season.

## **PUBLIC SERVICE ANNOUNCEMENTS:**

<b>Cox Media Miami</b> Amazing Pet Expo	20 recorded announcements 11/05-11/15
<b>Cox Media Miami</b> Groove	170 recorded announcements 10/31-11/09
<b>Cox Media Miami</b> Halloween Half 2014	60 recorded announcements 10/13-10/24
<b>Cox Media Miami</b> Pet Expo	10 recorded announcements 11/12-11/15
<b>Cox Media Miami</b> Sheridan House PSA	12 recorded announcements 10/01-10/26
<b>Cox Media Miami</b> Sheridan House PSA	12 recorded announcements 10/27-11/30
<b>Cox Media Miami</b> Sheridan House PSA	12 recorded announcements 12/15-12/31
<b>Florida Association of Broadcasters</b> Div Of Emergency Management	90 recorded announcements 10/01-12/31
<b>Florida Association of Broadcasters</b> Florida Army National Guard	135 recorded announcements 10/01-12/31
<b>Florida Association of Broadcasters</b> FL Res & Lodging Association	45 recorded announcements 10/01/-12/31
<b>Florida Association of Broadcasters</b> Ounce of Prevention Fund	135 recorded announcements 10/01-12/31
<b>Florida Association of Broadcasters</b> Visit Florida	135 recorded announcements 10/01-12/31