## **WFLC Community Issues and Programming**



WFLC Community Issues and Programming April 1, 2014 – June 30, 2014

> Program Director Jill Strada WFLC-FM / Cox Radio Miami July 1, 2014

## Index

WFLC Community Issues and Programming

Description of Regular Public Affairs Programs

Radio Health Journal The Conversation

**Community Issues Related Programming** 

**Public Service Announcements** 

# WFLC Community Issues and Programming April 1, 2014 – June 30, 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 April 1, 2014 – June 30, 2014.

- 1. Women and Family Issues
- 2. Health
- 3. Education
- 4. Nutrition

## **Description of Regular Public Affairs Programs**

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

6:25 am Radio Health Journal

Produced by Media Tracks
Des Plaines, Illinois, 28 minutes

Radio Health Journal is an award-winning weekly radio program that reports on current issues in health and medicine, featuring America's leading experts and the latest news in medical research.

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 April 1, 2014 – June 30, 2014.

## Women and Family Issues

April 6, 2014 6:25 a.m.

Radio Health Journal Segment #2 – Changes in the family as women become primary breadwinners

**Duration: 0:11:36 minutes** 

Host: Nancy Benson. Guest: Liza Mundy, reporter, Washington Post, Fellow, New American Foundation, and author, The Richer Sex: How the New Majority of Female Breadwinners is Transforming Sex, Love, and Family

Nearly half of married working women outearn their husbands, and the trend is likely to accelerate with women making up 60 percent of college students. A journalist examines the trend and what it means for families and life at home.

April 6, 2014 6:55 a.m.

The Conversation - Five things Men Want

Duration: 0:26:11 minutes

June is Men's Health Month and in honor of that we talked with Dr. Christopher Mohr, PdD RD CSSD and Sport's nutrition advisor for *Men's Health Magazine*. He Discusses the 5 things men want to achieve for their health, home and lifestyle and how they can get on the right path.

# Habitat for Humanity Women's Only Build April 12, 2014 Habitat for Humanity

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 04/12/14

April 13, 2014 6:25 a.m.

Radio Health Journal Segment #1 – Spring youth sports injuries Duration: 0:07:07 minutes

Host: Nancy Benson. Guest: Dr. Greg Canty, Medical Director, Center for Sports Medicine, Children's Mercy Hospitals and Clinics, Kansas City, MO.

With the arrival of spring, baseball, softball and soccer take over neighborhood sports fields. A sports physician discusses the most common injuries in spring and summer sports and preventive steps to keep kids healthy.

April 27, 2014 6:55 a.m.

The Conversation – A Brain Boost for the Family

Duration: 0:26:50 minutes

Stuart Tomc, a nutritional expert and former consultant to the World Health Organization and integrative physicians worldwide, comes on to discuss how to get your family healther with good food and exercise. He suggests meals, family activities and talks about the dangers of not eating 'smart foods'

May 18 2014 6:25 a.m.

Radio Health Journal Segment #1 – Verbal abuse from sweethearts and bosses Duration: 0:12:42 minutes

Host: Reed Pence. Guests: Patricia Evans (verbalabuse.com), author, Victory Over Verbal Abuse and five other books; Dr. Meredith Ferguson, Asst. Prof. of Management, Jon Huntsman School of Business, Utah State Univ Incessant verbal abuse by a significant other can take a huge toll in misery. Abusers may be psychologically compensating for verbal, emotional, or sexual abuse they themselves received in childhood. Bosses are also significant abusers of subordinates, though for different reasons. Experts discuss the consequences of verbal abuse, the hidden reasons it may occur, and what victims can do to make it stop.

May 25, 2014 6:25 a.m.

Radio Health Journal Segment #2 – Home births and the law

**Duration: 0:08:57 minutes** 

Host: Nancy Benson. Guests: Emily Fetterer and Kimberlie Kranich, Angelica Pinkevich, Ashley Price, Dr. Maura Quinlan, William Haine,

Home births have increased by more than 50 percent since 2004. But in 22 states, certified professional midwives have to work outside the law to assist women in home birth. Although doctors and nurse midwives can assist home births, very few of them actually do, leaving many women without a single legal home-birth provider. Experts discuss what some activists call a home birth crisis in one such state, Illinois.

June 1, 2014 6:25 a.m.

Radio Health Journal Segment #2 - Temperament

**Duration: 0:08:06 minutes** 

Host: Nancy Benson. Guest: Dr. Jerome Kagan, Prof. Emeritus of Psychology, Harvard Univ., and author, The Temperamental Thread.

The creation of personality is little understood. It is formed from natural-born temperament plus experience. Here, one of the world's foremost experts on temperament explains its origins and the extent it can be changed or subverted.

June 1, 2014 6:55 a.m.

The Conversation - Kids and Electronics

**Duration: 0:27:33 minutes** 

Sharon Retcher, co-founder of Baby First, comes on to talk about the effects electronic devices are having on the family unit and children. She discuss the how it can be socially crippling, Hwy you should teach your children how to operate electronic devise and how to limit their exposure and monitor what your kids are doing.

June 8, 2014 6:25 a.m.

Radio Health Journal Segment #1 - Presenteeism

**Duration: 0:12:54 minutes** 

Host: Reed Pence. Guests: Rob Hosking, Executive Director, Office Team staffing service; Todd Whitthorne, President, ACAP Health; Michael Klachevsky, Practice Consultant for Absence Management, Standard Insurance Co..

Presenteeism is when people go to work at less than peak efficiency due to illness, injury or distraction. Experts discuss the huge cost to the economy, the chronic illnesses

that exact the most cost, and the accommodations that could save businesses billions of dollars.

June 8, 2014 6:25 a.m.

Radio Health Journal Segment #2 – The empty nest

**Duration: 0:07:54 minutes** 

Host: Nancy Benson. Guest: Wendy Aronssen, psychotherapist and author,

Refeathering the Empty Nest: Life After the Children Leave

Parents who have spent 18 years or more raising children often feel lost when the last child leaves home for college or their own place. A psychotherapist discusses common reactions and strategies for renewing purpose living in the empty nest.

June 15, 2014 6:25 a.m.

Radio Health Journal Segment #1 - Spoiled children

**Duration: 0:11:24 minutes** 

Host: Reed Pence. Guest: Alfie Kohn, author, The Myth of the Spoiled Child: Challenging the Conventional Wisdom About Children and Parenting.

Every generation thinks the one behind it is full of spoiled, entitled, lazy kids, prompting parenting advice that research shows is actually harmful to children. An expert discusses why conventional wisdom about raising kids is often all wrong.

June 15, 2014 6:25 a.m.

Radio Health Journal Segment #2 – The powerful influence of friends

Duration: 0:09:23 minutes

Host: Nancy Benson. Guest: Carlin Flora, author, Friendfluence: The Surprising Ways Friends Make Us Who We Are

Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes and health even more than our parents or spouses. An expert discusses the many ways friends determine our destinies.

June 22, 2014 6:25 a.m.

Radio Health Journal Segment #2 - Why gossip is a good thing

**Duration: 0:07:19 minutes** 

Host: Nancy Benson. Guests: Dr. Robb Willer, Prof. of Sociology, Stanford Univ; Dr. Matthew Feinberg, Postdoctoral Fellow, Stanford Univ.

Most people regard gossip with disdain. While backbiting, vicious slander is usually disruptive, researchers have found that informational gossip has benefits for society by keeping people in line with societal norms. Experts discuss.

## <u>Health</u>

April 20, 2014 6:25 a.m.

Radio Health Journal Segment #1 - Pre-surgical anxiety

**Duration: 0:11:49 minutes** 

Host: Reed Pence. Guests: Walter Martin and Kathy Mellendy, surgical patients; Dr. Lawrence Cohn, Hubbard Prof. of Cardiac Surgery, Harvard Medical School and Chief Emeritus, Cardiac Surgery, Brigham & Women's Hospital, Boston; Peggy Huddleston, psychotherapist and author, Prepare for Surgery, Heal Faster: A Guide of Mind-Body Techniques (healfaster.com)

Surgeons are learning that a high proportion of people facing surgery are terrified of what might happen. This stress adversely affects outcomes, so many large hospitals are turning to relaxation and visualization programs to combat the problem. Experts discuss.

April 20, 2014 6:25 a.m.

Radio Health Journal Segment #2 - Pre-surgical anxiety

Duration: 0:07:23 minutes

Host: Lynn Holley. Guests: Karla Dzienkowski, Interim Director, Willis-Ekbom Disease Foundation and parent of daughter with restless legs syndrome; Dr. William Ondo, Prof. of Neurology, Univ. of Texas Health Science Center, Houston and advisory board member, Restless Legs Syndrome Foundation)

Restless legs syndrome, a neurological condition, strikes people at night, creating some of the worst sleep conditions known by any patients. Experts discuss identifying and treating the syndrome.

April 20, 2014 6:55 a.m.

The Conversation – Body De-Tox

Duration: 0:30:41 minutes

Dr. Carl Robertson and Jhoane Robertson are clinical and formulary herbologists and they discuss why it is important to cleanse our bodies. They discuss the reason it is beneficial, signs that you may need a detox and finding the right cleanse for you.

April 27, 2014 6:25 a.m.

Radio Health Journal Segment #1 - "The HIV Cure"

**Duration: 0:11:14 minutes** 

Host: Reed Pence. Guest: Dr. Nathalia Holt, HIV research scientist and author, Cured: How the Berlin Patients Defeated HIV and Forever Changed Medical Science

HIV has become a treatable chronic disease in the US, yet around the world, millions still die of AIDS. Two people called The Berlin Patients have apparently been cured of HIV, and their biology is informing a great deal of developing science to defeat disease. A noted HIV researcher discusses where we are and where we are headed in the fight.

#### April 27, 2014 6:25 a.m.

## Radio Health Journal Segment #1 - Spasmodic dysphonia

**Duration: 0:08:31 minutes** 

Host: Nancy Benson. Guests: Dr. Ramon Franco, Jr., Director, Division of Laryngology, Harvard Medical School; Dr. Susan Miller, Principal, Voice Trainer, Washington, DC

Experts discuss an unusual "voice strangling" disorder and the toxin that can treat it.

# AIDS Walk Miami April 27, 2014

## Care Resource South Florida

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 04/27/14
- 12 Live 60 second promos

## Las Olas Wine and Food Festival May 2, 2014 American Lung Association of South Florida

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 05/02/14
- 15 Live 60 second promos

## Big Cardio May 3, 2014 4Kids of South Florida

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 05/03/14

## May 4, 2014 6:25 a.m.

#### Radio Health Journal Segment #1 - Cutting medical training Duration: 0:12:18 minutes

Host: Reed Pence. Guests: Dr. Ezekiel Emanuel, Vice Provost for Global Initiatives and Chari, Department of Biomedical Ethics and Health Policy, Univ. of Pennsylvania; Dr. Victor Fuchs, Henry J. Kaiser Prof. Emeritus of Economics and Health Policy, Stanford Univ. and Senior Fellow, Stanford Institute for Economic Policy Research; Dr. Gail Morrison, Senior Vice Dean for Education and Director of Academic Programs, Univ. of Pennsylvania Pereleman School of Medicine.

In an age of increasing medical complexity, some leading thinkers in medical education are proposing that the time spent on medical education be cut by nearly one third. The

key, these advocates say, is reorganizing what is taught to rid curricula of research and other requirements that most doctors never use in their working lives. Experts discuss both sides of the issue.

May 4, 2014 6:55 a.m.

The Conversation - Know Your Heart Age Part 1

Duration: 0:26:78 minutes

In part 1 of this interview Dr. David Perloff of Broward Health Medical Center, talks about heart age. He discusses the Know Your Heart Age Tool – how it works, how you can take the test and why it is important to take.

May 11 2014 6:25 a.m.

Radio Health Journal Segment #1 – A change in judging MS drugs?

**Duration: 0:11:48 minutes** 

Host: Reed Pence. Guests: Dr. Dr. Aaron Miller, Medical Director, Corinne Goldsmith Dickinson Center for Multiple Sclerosis, Icahn School of Medicine at Mount Sinai, New York; Dr. Tim Coetzee, Chief Advocacy Services and Research Officer, National Multiple Sclerosis Society

Physicians say more treatments are needed for multiple sclerosis because for some patients, no existing treatments work. Many experts have been stunned at the FDA's rejection of a promising new drug which has been approved in much of the rest of the world. Experts discuss the consequences of rejection and whether the FDA has changed how it evaluates medicines.

May 11 2014 6:25 a.m.

Radio Health Journal Segment #2 – Physical therapy for war veteran amputees Duration: 0:08:11 minutes

Host: Nancy Benson. Guest: Adele Levine, author, Run Don't Walk: The Curious and Chaotic Life of a Physical Therapist Inside Walter Reed Army Medical Center

A physical therapist working at Walter Reed Army Medical Center during its last days discusses how veterans who've lost their limbs in combat are treated.

May 11, 2014 6:55 a.m.

The Conversation – Know Your Heart Age Part 2

Duration: 0:25:33 minutes

In part 2 of this interview Dr. David Perloff of Broward Health Medical Center, discusses sign of heart issues, way you can straightening your heart today and the three things he wants you to know.

May 18, 2014 6:25 a.m.

Radio Health Journal Segment #2 - Senior teeth

Duration: 0:08:08 minutes

Host: Nancy Benson. Guests: Dr. Ira Lamster, Prof. of Health Policy and Management, Mailman School of Public Health, Columbia Univ. and Dean Emeritus, Columbia Univ. College of Dental Medicine

People are keeping their teeth much longer than in previous generations, creating new issues for them and for their dentists. Experts discuss.

May 25, 2014 6:25 a.m.

Radio Health Journal Segment #1 – CT scans: benefit vs. radiation risk Duration: 0:11:28 minutes

Host: Reed Pence. Guests: Dr. Donald, Dr. Susanna Lee, Dr. James Brink

CT scans provide doctors with a look inside the body to help make much more precise diagnoses, guiding treatment, avoiding mistakes and preventing unneeded surgeries. However, the x-rays emitted create a cancer risk, and doctors admit they don't know exactly how much risk they create.

June 1, 2014 6:25 a.m.

Radio Health Journal Segment #1 – Medical expert witnesses

**Duration: 0:12:31 minutes** 

Host: Reed Pence. Guests: Dr. Louise B. Andrew, emergency physician and attorney, MDMentor.com; Dr. Bob Patton, nephrologist and attorney, MediateNow.biz; Dr. Jeffrey Segal, neurological surgeon and CEO, MedicalJustice.com.

Doctors say frivolous malpractice suits are a major issue in driving up medical cost. Many doctors believe they're too often victimized by unethical "expert witnesses" who testify incompletely or untruthfully. Experts discuss why the justice system is relatively blind to erroneous medical testimony and the efforts that doctors are taking to get rid of it.

June 22, 2014 6:25 a.m.

Radio Health Journal Segment #1 – SCAD: spontaneous coronary artery dissection

Duration: 0:12:14 minutes

Host: Reed Pence. Guests: Shelley Simonton, SCAD patient; Dr. Sharonne Hayes, Founder, Women's Heart Clinic, Mayo Clinic; Carol Vich, SCAD patient

A form of heart attack that strikes young, seemingly healthy people--most of them women, often near childbirth--is increasing. Experts discuss heart attacks caused by arteries that split open rather than blockages.

## **Education**

## Lauderdale By the Sea Fest April 5, 2014

## The Sea Chamber Of Commerce and Museum of Discovery and Science

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 04/05/14
- 10 Live 60 second promos

#### April 6, 2014 6:25 a.m.

## Radio Health Journal Segment #1 - "School refusal"

**Duration: 0:11:36 minutes** 

Host: Reed Pence. Guests: Dr. Christopher Kearney, Prof. of Psychology, Univ. of Nevada-Las Vegas; Dr. Karen Cassiday, clinical director, Anxiety and Agoraphobia Treatment Center, Northbrook, IL

The start of the school year and returning from spring break are the two most common times for children to suffer from what used to be called "school phobia," anxiety leading them to claim they are ill and cannot go to school. Experts discuss how these children should be treated, and how they differ from children who are simply "playing hooky."

#### April 13, 2014 6:55 a.m.

The Conversation – Steps to Scholarships

Duration: 0:29:45 minutes

Nat Moore, former wide receiver for the Miami Dolphins and founder of the Nat Moore foundation, comes on to talk about his foundation and how it helps provide education for college bound students in south Florida. He talks about the importance giving back to the community the various programs they offer and their Steps to Scholarships 5K.

#### Zoo Miami Eggstravaganza April 19, 2014 Zoological Society of Miami

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 04/19 and 04/20/14

# Steps to Scholarships 5K May 3, 2014 Nat Moore Foundation

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 05/03/14
- 10 Live 60 second promos

June 15, 2014 6:55 a.m.

The Conversation – Stonewall Duration: 0:24:22 minutes

June is Lesbian, Gay, Bisexual and Transgender Pride month and Corrie Boyd, event coordinator for Stonewall Pride in Paradise, comes on to talk about Stonewall and its importance on the LGBT community. He discusses the events leading to the historic night at Stonewall and discuss the celebration the City Of Wilton Mannors is hosting.

## Stonewall Pride Wilton Manors June 21, 2014 Pride South Florida

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 06/21/14
- 15 Live 60 second promos

June 29, 2014 6:55 a.m.

The Conversation - Fukushima Radiation Hits the West Coast

Duration: 0:23:48 minutes

Dr. Carl Robertson and Jhoane Robertson are educators and clinical and formulary herbologists, in this interview they talk about the findings of West Coast Scientists who say they radiation from the 2011 Fukushian Power Plant disaster have reached the coast. Carl and Jhoane discuss the effects we will see because of this and how we can help prevent a disaster like this from happening again.

#### June 29, 2014 6:25 a.m.

Radio Health Journal Segment #1 – ADHD overdiagnosis and school funding Duration: 0:13:01 minutes

Host: Reed Pence. Guests: Dr. Stephen Hinshaw, Prof. of Psychology, Univ. of California-Berkeley; Dr. Richard Scheffler, Prof. of Health Economics and Public Policy, Univ. of California-Berkeley

ADHD diagnoses are skyrocketing. One reason, according to an analysis by two researchers, could be educational policy such as No Child Left Behind that has funded schools based on test scores and graduation rates. The researchers say these policies encourage schools to medicate children to get their scores up or label them with a disorder so their scores don't count.

#### June 29, 2014 6:25 a.m.

Radio Health Journal Segment #2 – When the brain misinterprets what the eyes see

Duration: 0:07:21 minutes

Host: Nancy Benson. Guest: Dr. Oliver Sacks, Prof. of Neurology, New York Univ. School of Medicine, and author of 12 books including Awakenings, The Man Who Mistook His Wife for a Hat, and The Mind's Eye

What we see is not dependent solely on the eyes. We rely on the brain to make sense of the various components of visual information. A world-renowned expert discusses some of the unusual ways sight can go wrong when connections go awry.

## **Nutrition**

April 13, 2014 6:25 a.m.

Radio Health Journal Segment #1 – Genetically modified crops in our foods Duration: 0:11:36 minutes

Host: Reed Pence. Guests: Dr. Lara De Francesco, Senior Editor, Nature Biotechnology; Steve Hughes, Founder, Chairman and CEO, Boulder Brands; Gregory Jaffe, Director, Biotechnology Project, Center for Science in the Public Interest; Ronnie Cummins, National Director, Organic Consumers Association; Mark Lynas, Visiting Scholar, Cornell Univ. College of Agriculture and Life Sciences

Genetically modified organisms or GMOs have come to represent nearly half of all crop acres in the US. More than half of all processed foods contain GMO's. Experts discuss whether this is a food safety threat and if GMO products should be labeled.

April 20, 2014 6:55 a.m.

The Conversation - Why didn't our Grandparents have allergies?

**Duration: 0:30:10 minutes** 

Doug Ingoldsby comes back on the program to talk about how preservatives, GMO's and fillers are causing health issues. He discusses the regulations in other countries and compares them to the Unites States. He also talks about ways you can eat

May 4, 2014 6:25 a.m.

Radio Health Journal Segment #2 - Being Vegan

**Duration: 0:07:31 minutes** 

Host: Nancy Benson. Guest: Colleen Patrick-Goudreau, author, The 30-Day Vegan Challenge.

About one percent of Americans follow a vegan diet. An expert discusses how eliminating animal products from the diet is not as hard as many people think it is.

May 18, 2014 6:55 a.m.

The Conversation - The Gluten Fad

Duration: 0:29:50 minutes

Dr. Janet Angel re-joins the program to talk about what Gluten Sensitivity. She discusses symptoms, Celiac disease, and why you should only eat gluten free if you have an intolerance. She goes on to talk about the issues you may face from hopping on the Gluten free diet fad and why it will be bad for your long term health.

June 22, 2014 6:55 a.m.

The Conversation - High Fructose Corn Syrup

## **Duration: 0:28:32 minutes**

Doug Ingoldsby, nutritional expert, comes back on the show to talk about High Fructose corn syrup – he discusses show its made, how it is filtering in to almost every food you eat and his opinions on the controversial sweetener.

## **PUBLIC SERVICE ANNOUNCMENTS:**

Ad Council30 recorded announcementsAdoption-Hero04/01-06/30

Ad Council32 recorded announcementsBlood Saves-Asteroid04/01-06/30

Ad Council 21 recorded announcements Education-*Music* 04/01-06/30

**Ad Council** 28 recorded announcements Education-*Hog Commandos* 04/01-06/30

Ad Council 35 recorded announcements Education-*Time Machine* 04/01-06/30

Ad Council32 recorded announcementsEducation-Football04/01-06/30

Ad Council20 recorded announcementsFather Involvement-Ball Game04/01-06/30

Ad Council26 recorded announcementsFinancial Literacy-General04/01-06/30

Ad Council24 recorded announcementsParenting- Latch System04/01-06/30

Ad Council35 recorded announcementsPets- Dog Toys04/01-06/30

Autism Speaks20 recorded announcementsAutism Speaks 201404/01-06/30

Cox Media Miami20 recorded announcementsAnimal Aid04/19-04/24

Cox Media Miami10 recorded announcementsCity Of North Miami04/08-04/26

Cox Media Miami20 recorded announcementsChildhood Hunger04/01-04/20

Cox Media Miami Safe Kids World Wide	20 recorded announcements 04/01-04/20
Cox Media Miami Nat Moore 5K	80 recorded announcements 04/23-05/02
Florida Association of Broadcasters Dept. of Bus. & Prod. Regulation	90 recorded announcements 05/01-06/30
Florida Association of Broadcasters Florida Army National Guard	135 recorded announcements 04/01-06/30
Florida Association of Broadcasters Florida Restaurant and Lodging	45 recorded announcements 04/01-04/30
Florida Association of Broadcasters Ounce of Prevention Fund	45 recorded announcements 04/01-06/30
Florida Association of Broadcasters US Coast Guard	135 recorded announcements 04/01-06/30
Florida Association of Broadcasters Visit Florida	135 recorded announcements 04/01-06/30
Partnership Hope Share Cmpgn. Hope Share Campaign	30 recorded announcements 04/07-04/27