

WFLC Community Issues and Programming



WFLC Community Issues and Programming
July 1, 2018 – September 30, 2018

Program Director Jill Strada

WFLC-FM / Cox Radio, Inc.

October 1, 2018

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WFLC Community Issues and Programming

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WFLC Community Issues and Programming July 1, 2018 - September 30, 2018

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, 2018 – September 30, 2018

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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, 2018 – September 30, 2018.

Health/Human Services (12)

July 1, 2018 6:00 a.m.
Community Convo's with KimmyB – S.E.E.K.
Duration: 00:25:00 minutes

SEEK, otherwise known as Seeking Education Empowers Knowledge, is a non-profit 501c3 organization, whose goal is to improve the value of life for children of diverse backgrounds by providing public services that promote self-advocacy skills, strategic thinking skills, and community involvement to become lifelong problem solvers. The mission of S.E.E.K is to empower teenagers, parents, teachers, and the community to help protect lives and discover educational diverse programs that promote lifelong problem solvers beyond the classroom.

Topic: Anike Sakariyawo, the President and Founder of SEEK, came in to talk about her organization and the importance of education and mentorship in our community. We discussed the strategy behind SEEK's approach to S.T.E.M. and S.T.E.A.M.

education along with the organizations focus on teaching its participants to give back to their community and those in need.

July 1, 2018 6:30 a.m.

Community Convo's with KimmyB – Children's Diagnostic Treatment Center

Duration: 00:20:00 minutes

Established in 1983 as the follow-up program of the state's Regional Perinatal Intensive Care Center system, the Children's Diagnostic & Treatment Center (CDTC) has grown to be one of the largest children's agencies in south Florida, serving over 11,000 children and youth annually. The Center's focus has always been to provide medical care, case management, social services and other types of intervention to children and adolescents with chronic illnesses and development disabilities and to provide support and education to their families.

TOPIC: A representative from the CDTC came in to discuss the services provided at the CDTC, who is eligible to take advantage of these services, and ways the community can get involved and help give-back to the CDTC.

July 1, 2018 6:00 a.m.

Community Convo's with KimmyB – S.E.E.K.

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July 8, 2018 6:30 a.m.

Community Convo's with KimmyB – Children's Diagnostic Treatment Center

Duration: 00:20:00 minutes

Established in 1983 as the follow-up program of the state's Regional Perinatal Intensive Care Center system, the Children's Diagnostic & Treatment Center (CDTC) has grown to be one of the largest children's agencies in south Florida, serving over 11,000 children and youth annually. The Center's focus has always been to provide medical care, case management, social services and other types of intervention to children and adolescents with chronic illnesses and development disabilities and to provide support and education to their families.

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July 15, 2018 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 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.

July 22, 2018 6:00 a.m.

Community Convo's with KimmyB – Parkland Cares

Duration: 0:25:00 minute

Parkland Cares is a non-profit 501c3 organization that was set up in the aftermath of the tragic shooting at Marjory Stoneman Douglas on February 14, 2018. The mission of the organization is to provide long-term funding and awareness for the survivors of the MSD students, their families, and the community at large. Parkland Cares is designed to provide a centralized resource to help cope with tragedy. Parkland Cares is an easy way for people who need help to get connected with the community service providers that can help with crisis

counseling, intervention services, short and long-term therapy, trauma counseling and more by calling **954-740-MSD1 (6731)**.

TOPIC: The founders of Parkland Cares, Pam Aks, April Lewis, and Stacey Udine came in to discuss their reasons for creating the organization. We talked about the different experiences and reactions people had to the shooting, the issues facing their community as they try to put back the pieces, and the need for a long-term plan regarding mental and physical health and wellness following a tragedy of this magnitude. Parkland Cares was designed as an easy way for people who need help to get connected with the community service providers that can help with crisis counseling, intervention services, short and long-term therapy, trauma counseling and more by calling **954-740-MSD1 (6731)**.

July 29, 2018 6:00 a.m.

Community Convo's with KimmyB – Joe Dimaggio Children's Hospital Foundation/Conine Poker Classic

Duration: 0:20:00 minute

Established in 1994, the Joe Dimaggio Children's Hospital Foundation provides philanthropic support to Joe Dimaggio Children's Hospital and ensures the ongoing availability of safe, quality, cost-effective, patient-and family- centered care, regardless of one's ability to pay, with the goal of improving the health of the community it serves. Dedicated to supporting healthcare for the children served by Joe Dimaggio Children's Hospital, the Foundation is the central agency through which charitable contributions are made. A volunteer Board of Directors, comprised of prominent business and community leaders and physicians, oversees all aspects of the Foundation's operations.

TOPIC: Craig Cohen, the JDCH Foundation's Director of Sponsorship Development, and Jennifer Barb, the foundation's special event coordinator, came in to discuss the work going on at Joe Dimaggio Children's Hospital. We talked about the hospital's mission, its growth and expansion plan so that more South Florida children will have access to and receive the best care in the country, and the upcoming Conine Poker Classic, which is one of the foundation's biggest fundraiser. The Conine Poker Classic benefits the Conine Clubhouse at Joe Dimaggio Children's Hospital, which is basically a "home away from home" for families of children receiving treatment at JDCH. Family members can stay free of charge (based on availability) in a comfortable and nurturing environment while removing some of the emotional and financial stress that comes with traveling between home and hospital.

July 29, 2018 6:30 a.m.

Community Convo's with KimmyB – Miami Dade County Department of Health/WIC Program and the 2018 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, its 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 Annual Breastfeeding Awareness Walk in Partnership with Healthy Start Coalition, which is FREE and Open to the Public every year.

August 5, 2018 6:00 a.m.

Community Convo's with KimmyB – Joe Dimaggio Children's Hospital Foundation/Conine Poker Classic

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September 9, 2018 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 we're seeing more of, which is third hand smoke, which primarily affects very young children and pets.

September 16, 2018 6:00 a.m.

Community Convo's with KimmyB – Born This Way Foundation/Channel Kindness

Duration: 0:45:00 minute

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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 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.

September 23, 2018 6:00 a.m.

Community Convo's with KimmyB – Born This Way Foundation/Channel Kindness

Duration: 0:45:00 minute

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September 30, 2018 6:00 a.m.

Community Convo's with KimmyB – The Breanna Vergara Foundation

Duration: 00:15:00 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 (9)

July 1, 2018 6:00 a.m.

Community Convo's with KimmyB – S.E.E.K.

Duration: 00:25:00 minutes

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Topic: Anike Sakariyawo, the President and Founder of SEEK, came in to talk about her organization and the importance of education and mentorship in our community. We discussed the strategy behind SEEKs approach to S.T.E.M. and S.T.E.A.M. education along with the organizations focus on teaching its participants to give back to their community and those in need.

July 8, 2018 6:00 a.m.

Community Convo's with KimmyB – S.E.E.K.

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SEEK, otherwise known as Seeking Education Empowers Knowledge, is a non-profit 501c3 organization, whose goal is to improve the value of life for children of diverse backgrounds by providing public services that promote self-advocacy skills, strategic thinking skills, and community involvement to become lifelong problem solvers. The mission of S.E.E.K is to empower teenagers, parents, teachers, and the community to help protect lives and discover educational diverse programs that promote lifelong problem solvers beyond the classroom.

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August 5, 2018 6:30 a.m.

Community Convo's with KimmyB – Jason Taylor Foundation and the Blu Apple Poetry Network Presents The Get Up

Duration: 00:20:00 minutes

The Blu Apple Poetry Network is an extension of the Jason Taylor Foundation, a registered non-profit 501c3 organization. The Blu Apple Poetry Network partners with schools in Dade, Broward, and Palm Beach country and throughout the state of Florida to provide students 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.

Topic: Marnino T., Amorette, and Lola, members of the Blu Apple Poetry Network team, came in to discuss the evolution and growth of the Blu Apple Poetry Networks programming and outreach initiatives, the impact the organization continues to have on the community and its participants, as well as how other young people can get involved. We also discussed the upcoming 2nd Annual Blu Apple Get Up, a charity event and fashion show cultivated and curated by the students with live art, music, spoken word performances, and fashion.

August 12, 2018 6:00 a.m.

Community Convo's with KimmyB – Jason Taylor Foundation and the Blu Apple Poetry Network Presents The Get Up

Duration: 00:20:00 minutes

The Blu Apple Poetry Network is an extension of the Jason Taylor Foundation, a registered non-profit 501c3 organization. The Blu Apple Poetry Network partners with schools in Dade, Broward, and Palm Beach country and throughout the state of Florida to provide students 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.

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August 12, 2018 6:30 a.m.

Community Convo's with KimmyB – The Children's Trust Read 30 program

Duration: 00:25:00 minutes

The Children's Trust is a non-profit 501c3 organization focused on partnering 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 foundation to enable children to achieve their full potential.

Topic: We discussed the work The Children's Trust does in our South Florida community focusing primarily on their newly established summer reading program, Read 30. The Children's Trust has always advocated and highlighted the importance of reading. This summer in attempt to curb some of the academic fall-off many children experience during their summer vacation they created the Read 30 program. This program was centered around parents setting aside 30 minutes a day to read with their children. The Children's trust then asked parents to take a selfie and use social media to spread the word and encourage their network of friends, family, and followers to do the same with their kids. The Read 30 program has been such a success that the Children's Trust has decided to keep it going indefinitely!

August 19, 2018 6:00 a.m.

Community Convo's with KimmyB – AAA Scholarship Program

Duration: 00:15:00 minutes

The AAA Scholarship Foundation has devoted more than 15 years to passionately advocating for the under-served, under-represented and academically disadvantaged members of our communities. The mission of the AAA Scholarship Foundation is to provide economic and other assistance to economically-disadvantaged families and families of children with disabilities to enable them to select the best schools for their children.

Topic: Aileen Rodriguez, a representative from the AAA Scholarship Foundation, came in to discuss what the AAA Scholarship Foundation does, the resources they can provide and how parents can apply. We talked about the benefits of being able to give you children access to the best schools and education possible and how the AAA scholarship can help make that possible as well as who is eligible to receive these scholarship benefits.

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August 26, 2018 6:00 a.m.

Community Convo's with KimmyB – AAA Scholarship Program

Duration: 00:15:00 minutes

The AAA Scholarship Foundation has devoted more than 15 years to passionately advocating for the under-served, under-represented and academically disadvantaged members of our communities. The mission of the AAA Scholarship Foundation is to provide economic and other assistance to economically-disadvantaged families and families of children with disabilities to enable them to select the best schools for their children.

Topic: Aileen Rodriguez, a representative from the AAA Scholarship Foundation, came in to discuss what the AAA Scholarship Foundation does, the resources they can provide and how parents can apply. We talked about the benefits of being able to give you children access to the best schools and education possible and how the AAA scholarship can help make that possible as well as who is eligible to receive these scholarship benefits.

August 26, 2018 6:30 a.m.

Community Convo's with KimmyB – The Children's Trust Read 30 program

Duration: 00:25:00 minutes

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CULTURE

September 2, 2018 6:00 a.m.

Community Convo's with KimmyB – Adrienne Arsht Center Arts Launch 2018

Duration: 00:30:00 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 over 30,000 children every year.

Topic: VP of Marketing for the Arsht Center, Andrew Goldberg, came in to discuss Arts Launch 2018. Arts Launch is a free all day family event centered around celebrating and kicking off the new "Arts Season". The event brings together the entire arts community and includes a "community village" where different arts based organizations can spread the word about the services they provide, along with acting and dancing workshops, readings, signings, performances, shows, demonstrations, and tours of the Arsht facilities. Arts Launch is also the first chance for patrons to purchase tickets all upcoming shows, concerts, operas, special engagements, etc...

CIVIC (1)

July 22, 2018 6:00 a.m.

Community Convo's with KimmyB – F.I.U. Certificate Program on Construction Trades

Duration: 00:15:00 minutes

The Certificate Program on Construction Trades is the result of a partnership between Florida International University and the Lennar Foundation. FIU is an urban public research university serving 56,000 students and a diverse county of 2.7 million people.

Topic: Dr. Jose Faria, Senior Instructor and Director of Industry Relations for the Moss School of Construction, Infrastructure and Sustainability, came in to discuss an amazing program being offered by FIU in partnership with the Lennar Foundation. The Certificate Program on Construction Trades is a free, 10-week certificate program that prepares workers for entry-level construction jobs in Miami. Upon completion, graduates will hold various certificates required for working in entry-level construction jobs in Miami. Dr. Faria was able to highlight the growing need for qualified construction workers and tradesmen and tradeswomen here in South Florida, and provided our listeners with valuable information on how they can take advantage of this free program.

September 30, 2018 6:20 a.m.

Community Convo's with KimmyB – U.S. Army

Duration: 00:30:00 minutes

The Army is the largest military branch in the United States. Its job is to protect the country and its citizens. Today, the Army is made up of more than 700,000 Soldiers, including active duty and Army reserve personnel. Army Soldiers fill many roles. They are doctors, lawyers, and engineers; they are electricians, computer programmers and helicopter pilots; they are police officers, logistics experts and civil affair representatives. The Army's constant need for a diverse range of individual Soldiers, each with his or her own expertise is what sets it apart from other military branches. And it has an arts education program that serves over 30,000 children every year.

Topic: Active Duty Soldiers Sgt. Rodriguez and Specialist Cleare came in to discuss their experiences with the U.S. Army. We talked about the reasons why they joined, the extensive opportunities afforded them regarding education, real world experience, and on the job training, as well as character building and lifelong friendships. Sgt. Rodriguez is a recruitment specialist, so he spoke about the recruitment process,

common misconceptions and questions, along with the different levels of service. Specialist Cleare, who is from South Florida, works in communications for the U.S. Army and enlisted right out of high school. He discussed why knowing ALL your options as a graduating senior is so important and how serving has opened up so many doors and exposed him to so many things he wouldn't have otherwise experienced at such a young age.

Community Outreach/Events (4)

July 29, 2018 6:00 a.m.

Community Convo's with KimmyB – Joe Dimaggio Children's Hospital Foundation/Conine Poker Classic

Duration: 0:20:00 minute

Established in 1994, the Joe Dimaggio Children's Hospital Foundation provides philanthropic support to Joe Dimaggio Children's Hospital and ensures the ongoing availability of safe, quality, cost-effective, patient-and family- centered care, regardless of one's ability to pay, with the goal of improving the health of the community it serves. Dedicated to supporting healthcare for the children served by Joe Dimaggio Children's Hospital, the Foundation is the central agency through which charitable contributions are made. A volunteer Board of Directors, comprised of prominent business and community leaders and physicians, oversees all aspects of the Foundation's operations.

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August 12, 2018 6:00 a.m.

Community Convo's with KimmyB – Adrienne Arsht Center Arts Launch 2018

Duration: 00:30:00 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 over 30,000 children every year.

Topic: VP of Marketing for the Arsht Center, Andrew Goldberg, came in to discuss Arts Launch 2018. Arts Launch is a free all-day family event centered around celebrating and kicking off the new "Arts Season". The event brings together the entire arts community and includes a "community village" where different arts based organizations can spread the word about the services they provide, along with acting and dancing workshops, readings, signings, performances, shows, demonstrations, and tours of the Arsht facilities. Arts Launch is also the first chance for patrons to purchase tickets all upcoming shows, concerts, operas, special engagements, etc...

PUBLIC SERVICE ANNOUNCEMENTS:

Cox Media Group

Coastal Beach Cleanup

07/06-07/14

Cox Media Group

National Night Out

08/04-08/07

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Arts Launch 2018

09/07-09/08

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Sickle Cell Blood Drive

09/15-09/20

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Once Upon a Baby Expo

09/22-09/30