

# WFLC Community Issues and Programming



WFLC Community Issues and Programming  
July 1, 2012 – September 30, 2012

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## **WFLC Community Issues and Programming**

### **July 1, 2012 – September 30, 2012**

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, 2012 – September 30, 2012.

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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      **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      **Sunday Morning Along The Coast**  
Produced by WFLC / Cox Radio Miami  
30 Minutes

**Sunday Morning Along The Coast** features conversations with community leaders and people who impact the lives of those who live in South Florida. 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 strives to inform 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.

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## **Community Issues Related Programming**

### **Health**

#### **Tourmaline and Energy Drinks**

**Sunday Morning Along the Coast – August 22, 2012 at 6:55am**

**Duration: 0:25:11**

Gregg Stebben, Editor of *Men's Health Magazine*, re-joins the program and we discuss the health hazards the youth face with energy drinks; including obesity and heart issues, plus new signs and symptoms that you could be at risk. He discusses recent findings and compares other forms of caffeine's to energy drinks so you can find a healthier alternative.

#### **Technology merging with Medicine**

**Sunday Morning Along the Coast – September 2, 2012 at 6:55am**

**Duration: 0:20:56**

Bill Henderson, Vice President of Brother International, has developed a new technology that is merging with the medical field to make consultations with your doctor easier and more convenient. Bill talks about the benefits of video conferencing in the medical field and how it can make your life easier.

### **Women**

#### **The Low Birth Weight of Babies**

**Sunday Morning Along the Coast – September 9, 2012 at 6:55am**

**Duration: 0:21:42**

Dr. Mohr comes on to discuss recent findings that women working in the 9<sup>th</sup> month of pregnancy could be at risk for a low birth weight babies (ABC News July 30<sup>th</sup>), he also address new research stating malnutrition and other factors can put your baby at risk.

#### **Age Defying at Minimal Cost**

**Sunday Morning Along the Coast – September 23, 2012 at 6:55am**

**Duration: 0:23:10**

Vicki Southlander re-joins the program to talk about ways we can cut down on some of the costs in the pampering department. She tackles age appropriate look for teens, how to smooth away cellulite and the products she swears by.

***The Untold Story of Princess Doe***  
**Sunday Morning Along the Coast – June 24, 2012 at 6:55am**  
**Duration: 0:26:54**

Christine Napurano, author, talks about the astounding facts of missing children in the United States, she discuss how she strives to shed light on these issues and talks about her book *The Untold Story of Princess Doe* and how we can help during Child Safety Month.

**Environment**

**Recycling and Going Even Greener**  
**Sunday Morning Along the Coast – August 5, 2012 at 6:55am**  
**Duration: 0:22:10**

Jean Marie Massa, Gayle Love and Frank Caladron of the Waste Management Department of Miami-Dade talk about expanding their recycling program. They explain why, how you can become a super recycler, and useful tips for going green and saving money.

**Slime Algae**  
**Sunday Morning Along the Coast – August 26, 2012 at 6:55am**  
**Duration: 0:25:47**

Attorney for Earthjustice, David Guest some on to discuss Slime Algae and how it is affecting our fresh water supply. He discusses the hazards of pollution and how we can help out water ways and go green.

**Community Events**

**Delou African**  
**Sunday Morning Along the Coast – July 29 6, 2012 at 6:55am**  
**Duration: 0:22:18**

Deron Linyear and the organization he is a part of, Delou Africa, strive to teach African traditions to our youth. He discusses the meaning of dance and music and talks about their 3<sup>rd</sup> annual African Diaspora and Drum Festival of Florida.

**United Way of Broward County**  
**Sunday Morning Along the Coast – September 16, 2012 at 6:55am**  
**Duration: 0:24:26**

Katelyn Tolzien, Director United Way of Broward, is a volunteer organization that teaches the importance of lending a hand in your community. Katelyn talks about the organization and Rock United, an event the Youth Group has organized.

## **Consumer Affairs**

### **Radio Health Journal – Sunday July 1, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1 - Obesity, economics and public policy**

Experts are beginning to realize that obesity is not the result of only poor individual choices. Public policy and economics create an environment conducive to too much food and too little exercise. Experts explain examples of how cities build roads rather than sidewalks, schools cut physical education for more classroom time, and federal policy encourages overproduction of food.

#### **Segment 2 - Spasmodic dysphonia**

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

#### **4<sup>th</sup> Of July Safety**

**Sunday Morning Along the Coast – July 1, 2012 at 6:55am**

**Duration: 0:20:54**

Selina Gibson re-joins the program to talk about the importance of firework safety. She gives us tips and helpful information on what to do if an emergency does happen. Plus she shares with us the guidelines for youth and fireworks.

### **Radio Health Journal – Sunday July 8, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1 - Electric cars and hybrids: too quiet?**

The federal government is scheduled to rule this month on whether car manufacturers will be required to add artificial car sounds to hybrid and electric cars. Those vehicles are so quiet at low speed that they may endanger pedestrians, especially those with low vision. Experts discuss the unanticipated effects of quiet cars and how various proposed fixes might work.

#### **Segment 2 - The promise and peril of stem cells**

Experts discuss the promise of stem cells in treating diseases ranging from cancer, Parkinson's and Alzheimer's, to the repair of spinal cord injuries and severed limbs to even the regeneration of diseased organs. They also discuss whether embryonic stem

cells will be needed to meet their full potential, or if reprogrammed adult cells will be sufficient.

### **Radio Health Journal – Sunday July 15, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1 - Parents, kids, drugs and alcohol**

Parents who grew up amid common teenage drug and alcohol use are now being confronted by their own children's questions on their experience and advice. Experts discuss studies urging honesty and communication to keep kids out of trouble.

#### **Segment 2 - Temperament**

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.

#### **The Death of Libraries?**

**Sunday Morning Along the Coast – July 15, 2012 at 6:55am**

**Duration: 0:26:17**

Victoria Glaan talks about how libraries have updated with the times. She discusses the merge with technology and books, the programs they have to help get younger children into reading and about LEAD.

### **Radio Health Journal – Sunday July 22, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1 - Changes in payments for over the counter drugs**

The federal government has moved to prevent flexible spending accounts from paying for over the counter drugs, and is exploring taking some prescription drugs to a "behind the counter" non-prescription class. Both moves could save the government and health system money, but would shift drug costs to consumers, since insurance does not pay for non-prescription drugs.

#### **Segment 2 - How family moves can leave permanent hurt**

Family moves can have devastating lifelong effects on children if they are unprepared or if the move comes at an inopportune time of life. Experts discuss children at risk and ways to make moving easier on them.

#### **Pets and Summer Issues**

**Sunday Morning Along the Coast – July 22, 2012 at 6:55am**

**Duration: 0:27:02**

News reports (CBS July 20<sup>th</sup>) that people are leaving pets in cars and causing very big issues for their furry friends. Larry Dee comes on to discuss this topic as well as tips for



hoe to prepare your animals for hurricanes, excessive heat and signs of a possible heat issues with your pets.

### **Radio Health Journal – Sunday July 29, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1 - SIDS and SUID**

Sudden infant death syndrome has decreased by more than 50 percent in the last 20 years, largely thanks to the "Baby on Back" campaign. However, some cultures are resistant to this message. Other infant deaths in bed due to suffocation and strangulation are increasing. Experts discuss efforts to clear cribs of bedclothes, blankets and bumpers, and lessen infant bedsharing with adults to reduce this toll.

#### **Segment 2 - Is there an alternative form of consciousness?**

Mainstream science holds that thought, belief and emotion can be explained completely by chemical and electrical processes. But a dissident group believes that evidence is piling up for a second form of consciousness which is currently unmeasurable, and which would explain phenomena such as out-of-body and near death experiences. A researcher explains.

### **Radio Health Journal – Sunday August 5, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1- Drugs treatment for drug addicts, part one**

Scientists more fully understand the chemical processes in the brain that result in drug addiction and relapse and are developing new drugs that can treat these imbalances. Some of these treatments can be prescribed in the privacy of a doctor's office, avoiding the stigma of the previous alternative, methadone. Experts and an addicted mother of five discuss the options.

#### **Segment 2 - When summer bites**

Summer vacation can be marred by mosquito and tick bites and by the rash of poison ivy. Home remedies abound on the internet, but do any of them work? What does? Experts discuss the best ways to avoid these problems and get relief.

### **Radio Health Journal – Sunday August 12, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1- Drugs treatment for drug addicts, part two**

Methadone treatment for drug addicts works, but is loaded with stigma that lead communities to fight methadone clinics from coming into town. Even medical personnel

often look down on methadone treatment. Experts discuss stigma in drug abuse treatment and the rise of older Americans as the fastest growing group of drug addicts.

### **Segment 2 - Attacks on guide dogs**

Guide dogs and their blind owners are vulnerable as they walk. Experts discuss the increase in attack on guide dogs by pet dogs, the consequences of those attacks, and what might be done to prevent them.

### **Radio Health Journal – Sunday August 19, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1- Setting speed limits**

Auto crashes kill more than 35,000 people in the US each year, but that toll is down dramatically even as speed limits have been going up. Engineers now realize that artificially slow speed limits can be more dangerous than high speeds. Experts discuss how speed limits should be set and why speed doesn't necessarily kill.

#### **Segment 2 - Tai Chi and Qigong**

The slow movements of tai chi and qigong are puzzling to many Westerners, but these Chinese practices have been proven to reduce stress and provide other health benefits. Two experts discuss.

### **Radio Health Journal – Sunday August 26, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1- Mental illness and primary care**

Due in part to a shortage of mental health professionals, primary care doctors such as family physicians, internists and pediatricians handle much of the treatment of mental illnesses in the US. Experts discuss whether they are up to the challenge.

#### **Segment 2 - Zoonotic diseases and disorders we share with animals**

Humans and animals share many diseases, and surprisingly, many behavioral disorders as well. Experts discuss.

### **Radio Health Journal – Sunday September 2, 2012 at 6:55am 0:28:00 minutes**

#### **Segment 1- Extreme weather**

This summer's nationwide drought and heat may be something we have to get used to. Climate experts explain why extreme weather of all types may increase in years to come as a result of slowing and stretching of the jet stream. This may result in additional deaths, health stress, and strains to the infrastructure.

## **Segment 2 - Optimism about HIV**

Public health experts are learning ways to lessen disparities in getting HIV-positive people into treatment. Studies now show that retroviral treatment prevents transmission as well as lessens mortality. A nationally known expert explains.

**Radio Health Journal – Sunday September 9, 2012 at 6:55am 0:28:00 minutes**

## **Segment 1- "Almost a Psychopath"**

Almost everyone is victimized at some point by a cutthroat co-worker who lies with ease and feels no remorse. These people may be "almost psychopaths," people with psychopathic characteristics too subtle to be diagnosed. Two experts explain how these people operate and how the rest of us can avoid being played.

## **Segment 2 - Rescuing runaways**

More than two million youth may run away from home each year. More than 100,000 of them are forced into the sex trade each year to survive. One young woman who overcame such a life describes how she beat the odds and what runaways need to have a chance to succeed.

**Radio Health Journal – Sunday September 16, 2012 at 6:55am 0:28:00 minutes**

## **Segment 1- The psychology of overweight children**

Overweight and obese children suffer psychological as well as physical damage. Experts discuss the bullying these children often endure, the damage and behavior it may produce, how parents may make it even worse, and the best ways to help kids be healthy for life.

## **Segment 2 - Treatments for hair-pulling disorder**

Trichotillomania, or hair-pulling disorder, may affect three percent of people. It can be very hard to treat if not caught early, yet because of stigma, most people affected take great pains to avoid treatment and hide their bald patches. Two of the world's foremost experts discuss the disorder and new treatments that may help patients.

**Radio Health Journal – Sunday September 23, 2012 at 6:55am 0:28:00 minutes**

## **Segment 1- Medical trash**

Experts say hospitals and healthcare facilities are generally the second-largest generators of waste and garbage in most cities. Some is due to the vast increase the

last 20 years in the use of disposable devices, spurred by infection fears. Experts discuss efforts to return to reusable instruments and novel moves such as the collection of unused anesthesia gases.

## **Segment 2 - Childbirth through the ages**

The way each era regards childbirth reveals much about how society considers life, death, and sex. An expert explains.

**Radio Health Journal – Sunday September 30, 2012 at 6:55am 0:28:00 minutes**

## **Segment 1- Older moms and IVF**

Postmenopausal women in their 50's and even older can become mothers through in-vitro fertilization with donated eggs, and new studies show similar risks as in women 20 years younger. Experts discuss the medical risks and ethical questions brought about by a technology that appears to allow motherhood with no upper age limit.

## **Segment 2 - A new but controversial treatment for depression**

A new treatment for depression called repetitive transcranial magnetic stimulation, or RTMS, uses a moving, high powered magnet. Some critics say it is ineffective for many patients, but supporters say that's true for most depression treatments. Experts discuss.

## **PUBLIC SERVICE ANNOUNCEMENTS:**

<b>Ad Council</b> <i>Adoption-Hero</i>	430 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Education-Music</i>	431 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Blood Saves-Asteroid-E</i>	434 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Community Engagement-Hog Commandos</i>	424 recorded announcements 04/01-09/30
<b>Ad Council</b> <i>Education-Football</i>	434 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Education-Time Machine</i>	435 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Financial Literacy-General</i>	429 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Latch System-Bibbidi</i>	436 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Parenthood-Ballgame</i>	431 recorded announcements 07/01-09/30
<b>Ad Council</b> <i>Parenthood-Dog Toys</i>	430 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> <i>Florida Army National Guard</i>	105 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> <i>Division of Emergency Management</i>	105 recorded announcements 07/01-09/30
<b>Florida Association of Broadcasters</b> <i>Visit Florida</i>	42 recorded announcements 07/01-09/30
<b>Leukemia Lymphoma Society</b> <i>TNT PSA</i>	42 recorded announcements 08/14-09/02
<b>Sheridan House</b>	90 recorded announcements

PSA	07/01-07/26
<b>Sheridan House</b> Sheridan House Golf Tournament	40 recorded announcements 09/17-09/20
<b>WFLC</b> Glenn Close/BC2M	50 recorded announcements 07/01-07/31
<b>WFLC</b> Homeless Voice	10 recorded announcements 07/01-07/03
<b>WFLC</b> Miami Children's Hospital	150 recorded announcements 08/10-09/30
<b>WFLC</b> Parkinson Walk	60 recorded announcements 08/24-09/20
<b>WFLC</b> Safewalk PSA	20 recorded announcements 09/26-09/30
<b>WFLC</b> Tunnel to Towers	45 recorded announcements 08/10-09/07
<b>WFLC</b> LiveLong Event	10 recorded announcements 09/26-09/30