

WFLC Community Issues and Programming



WFLC Community Issues and Programming
October 1, 2012 – December 31, 2012

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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, 2012 – December 31, 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 October 1, 2012 – December 31, 2012.

1. **Health**
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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.

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 – December 31, 2012

Community Issues Related Programming

Health

October 7, 5:21 a.m.

Radio Health Journal Segment #1 – Pregnancy and breast cancer

Duration: 0:12:45 minutes

Host: Reed Pence. Guests: Dr. Dr. Ann Partridge, Director, Program for Young Women with Breast Cancer, Dana-Farber Cancer Institute, Boston; Dr. Virginia Kaklamani, medical oncologist, Northwestern Memorial Hospital, Chicago.

Not that many years ago, pregnant women diagnosed with breast cancer were often advised to terminate their pregnancies, especially if diagnosed in the first trimester. Oncologists discuss how today they can successfully treat such cancers without jeopardizing the health and development of the fetus.

October 7, 5:21 a.m.

Radio Health Journal Segment #2 – Therapy dogs

Duration: 0:08:12 minutes

Host: Nancy Benson. Guests: Dr. Melissa Cinquegrani, therapy dog owner, therapist and post-doctoral fellow, Connections Day School, Libertyville, IL; Ursula Kempe, President, Therapy Dogs International

Psychologists and psychiatrists are finding that especially for children and the elderly, having a friendly dog present for therapy increases its effectiveness. Experts discuss the use of therapy dogs and the qualities that make a certified dog helpful.

October 14, 5:21 a.m.

Radio Health Journal Segment #2 – Pharmacy specialists

Duration: 0:07:10 minutes

Host: Nancy Benson. Guest: William Ellis, Executive Director, Board of Pharmacy Specialties.

Medicine is becoming increasingly specialized. Pharmacists are the latest to follow this trend, with some pursuing board certification in certain specialties. An expert explains reasons for the trend and the difference it may make to patients.

October, 14 2012 at 6:55am

Sunday Morning Along the Coast – Fix Feeling Sluggish

Duration: 0:22:03

Dr. Cass Ingram re-joined the program to discuss new findings with a berry called the "Thimbleberry". He also discusses why he says eat the rainbow and how sunlight can help your mood.

October 21, 5:21 a.m.

Radio Health Journal Segment #1 – Performer's injuries

Duration: 0:12:34 minutes

Host: Reed Pence. Guests: Amy Roisum Foley, Prof. of Music and Director of Bands, Minnesota State Univ.; Lynne Krayer-Luke, professional flutist and licensed Andover Educator; Dr. George Shybut, Wellington Orthopaedics and Sports Medicine, Cincinnati and Past President, Performing Arts Medical Assn.; Julie Daugherty, physical therapist, American Ballet Theater.

Professional musicians often suffer from repetitive motion injuries, while dancers suffer athletic injuries. Both often "play hurt," in part due to fear of losing position or income, or because they are more likely than most professions to have no health insurance. Experts discuss ways performers are recognizing the problem and seeking to treat and prevent workplace injuries.

October 28, 5:21 a.m.

Radio Health Journal Segment #1 – Unraveling "junk DNA"

Duration: 0:12:18 minutes

Host: Reed Pence. Guests: Dr. Elise Feingold, Program Director, Genome Analysis, National Human Genome Research Institute; Dr. Rick Myers, President and Director, HudsonAlpha Institute for Biotechnology; Dr. Mike Pazin, Program Director, Functional Genomics, National Human Genome Research Institute

Our genes make up only a few percent of the DNA in each of our body's cells. Dozens of new studies begin to tell the role of the rest of our DNA. Experts explain the "switches" that regulate genes, their role in many diseases, and new treatments that may result.

October 28, 5:21 a.m.

Radio Health Journal Segment #2 – Fighting fear and phobias

Duration: 0:08:31 minutes

Host: Nancy Benson. Guest: Dr. Katharina Kircanski, post-doctoral fellow in psychology, Stanford Univ

Halloween is the season for fright, but people with phobias may not be in the mood to enjoy it. New research shows an effective new way to combat phobias--admit out loud what you're afraid of. Most people are advised to pretend they're not afraid. The lead researcher of this study explains why pretending doesn't work and why this new approach has promise.

November 4, 5:21 a.m.

Radio Health Journal Segment #2 – Acute Respiratory Distress Syndrome (ARDS)

Duration: 0:07:35 minutes

Host: Nancy Benson. Guests: Eileen Rubin, ARDS patient; Dr. Arvey Stone, pulmonology and critical care specialist; Roberta Rubin, Eileen Rubin's mother.

An expert and patient explain acute respiratory distress syndrome, a little known, life-threatening disorder that suddenly robs people of their ability to breathe.

November 11, 5:21 a.m.

Radio Health Journal Segment #2 – Recovery from traumatic brain injury

Duration: 0:06:14 minutes

Host: Nancy Benson. Guest: Dr. Carolyn Roy-Bornstein, pediatrician and author, Crash: A Mother, A Son, and A Journey From Grief to Gratitude

A doctor discusses her son's painful road back from being hit by a drunk driver and how traumatic brain injury can be as simple as repeated concussions.

November 18, 5:21 a.m.

Radio Health Journal Segment #1 – Lung cancer in never-smokers

Duration: 0:12:50 minutes

Host: Reed Pence. Guests: Stephanie Dunn Haney, lung cancer patient; Dr. Regina Vidaver, Executive Director, National Lung Cancer Partnership; Dr. Bruce Johnson, Director, Lowe Center for Thoracic Oncology, Dana-Farber Cancer Institute and Prof. of Medicine, Harvard Medical School; Dr. James Dougherty, board member and Chairman, Medical Advisory Board, Lung Cancer Research Foundation.

Researchers are learning that lung cancer in people who've never smoked is often a completely different disease than cancer in smokers. They've also made progress against the single mutation causes of these cancers. Experts and a lung cancer patient discuss how new therapies are making cancer manageable for longer periods of time.

November 25, 5:21 a.m.

Radio Health Journal Segment #2 – The psychology of face transplants

Duration: 0:06:34 minutes

Host: Nancy Benson. Guest: Dr. Daniel Alam, Section Head of Facial, Plastic and Reconstructive Surgery, Cleveland Clinic

When they were first contemplated, doctors feared that face transplant recipients might be psychologically traumatized seeing someone else's face in the mirror. One of the nation's pioneering face transplant surgeons discusses why this has not been a major problem, but that other psychological concerns remain important.

November 25, 2012 at 6:55am

Sunday Morning Along the Coast – How to Feed Yourself and Your Family Better

Duration: 0:21:53

Elizabeth Ward comes back on to talk about her book, *How to Feed Yourself and Your Family Better: Decoding the Dietary Guidelines for Your Life*, and the health movement that is taking over the country. We discuss keeping fit during the holidays and how fruit can help you do that.

December 2, 5:21 a.m.

Radio Health Journal Segment #1 – Health reform post-election

Duration: 0:13:23 minutes

Host: Reed Pence. Guests: John Poelman, Senior Director and state policy specialist, Leavitt Partners; Dr. Paul Ginsberg, President, Center for Studying Health System Change; Tracy Watts, National Healthcare Reform Leader, Mercer consultants

Many states delayed implementation of provisions of the Affordable Care Act, thinking they might not have to do it at all should a Republican President be elected. Now that President Obama has been reelected, states may have to scramble to set up health insurance exchanges, or accept Federal help. The Supreme Court has also allowed states to refuse Medicaid expansion, a major means to cover the currently uninsured. Experts explain the negotiations that will determine how the law is implemented.

December 9, 2012 at 6:55am

Sunday Morning Along the Coast – Detoxifying Your Body

Duration: 0:20:24

Dr. Alan Greenburg talks about his personal battle with depression and constant pain, and tells us what he found out about common toxins and how they can affect you negatively. He discusses cleanses, signs of health problems and detoxifying.

December 16, 5:21 a.m.

Radio Health Journal Segment #1 – Are we approaching the post-antibiotic era?

Duration: 0:12:58 minutes

Host: Reed Pence. Guests: Dr. William Schaffner, Chair, Dept. of Preventive Medicine, Vanderbilt Univ. School of Medicine; Dr. Carlos del Rio, Prof. of Medicine and Public Health, Emory Univ.; Dr. Frederick Sparling, Prof. of Medicine and Microbiology, Univ. of North Carolina-Chapel Hill.

Doctors have long feared that bacteria may develop resistance to every antibiotic we have. Now gonorrhea may soon present this reality. Some completely resistant cases worldwide are spreading slowly. Experts explain how a return to the pre-antibiotic era might play out.

December 23, 5:21 a.m.

Radio Health Journal Segment #2 – Mental health first aid

Duration: 0:08:22 minutes

Host: Nancy Benson. Guests: Susan Partain, Director, Mental Health First Aid Operations, National Council for Community Behavioral Health Care; Julie Morrison, Supervisor, West Deerfield Township, Lake County, IL; Rev. Brian Roots, Pastor, Christ United Methodist Church, Deerfield, IL

Many people don't know mental illness when they see it, and most people don't know what to do if someone they meet is in crisis. A training program for people who work with the public seeks to educate others. Experts explain.

Women

October 7, 2012 at 6:55am
Sunday Morning Along the Coast – Baking for Halloween
Duration: 0:20:34

Nancy Siller, host of the PBS Series 'Bake Decorate Celebrate', joins us again to talk about the trends for Halloween this year both in decorating and baking. She also provides us tips for storage, how to manage holiday baking and ways to decorate that won't break the bank.

October 21, 5:21 a.m.
Radio Health Journal Segment #2 – Mammography controversy
Duration: 0:08:23 minutes

Host: Nancy Benson. Guest: Dr. Handel Reynolds, breast radiologist, Piedmont Hospital, Atlanta, and author, The Big Squeeze: A Social and Political History of the Controversial Mammogram

Almost since its inception, mammography screening for women in their 40's has been controversial. A noted breast radiologist explains the benefits mammography for this population, as well as the often-ignored costs.

November 4, 5:21 a.m.
Radio Health Journal Segment #1 – Gender bias in science
Duration: 0:13:17 minutes

Host: Reed Pence. Guests: Dr. Joan Herbers, Prof. of Evolution, Ecology and Organismal Biology, Ohio State Univ. and Past President, Assn. for Women in Science; Dr. Jo Handelsman, Prof. of Cellular and Developmental Biology, Yale Univ.

Few female role models exist at major research universities in scientific fields, subverting efforts to get more women into math and science. Many scientists have dismissed gender bias as a factor. However, new research shows that unintentional bias results in women being subconsciously considered less competent than their male

scientific counterparts. Experts explain how unconscious bias exists and its pervasive effect in academia and society at large.

November 25, 5:21 a.m.

Radio Health Journal Segment #1 – Breastmilk vs. formula in hospitals

Duration: 0:14:20 minutes

Host: Reed Pence. Guests: "Kim," new mom; Marsha Walker, registered nurse, lactation consultant, Executive Director, National Alliance for Breastfeeding Advocacy and board member, Massachusetts Breastfeeding Coalition; Dr. Lori Feldman-Winter, Prof. of Pediatrics, Cooper medical School of Rowan Univ. and head, adolescent medicine, Children's Regional Hospital at Cooper, Camden, NJ; Dr. Melissa Bartick, Instructor, Harvard Medical School and Cambridge Health Alliance and Chair, Massachusetts Breastfeeding Coalition; Mardi Mountford, Exec. Vice President, International Formula Council

Authorities say breastfeeding newborns for six months is exceptionally important for lifelong health, and many hospitals are ramping up efforts to support breastfeeding. Some hospitals now lock up formula as they do medication and have banned gift bags with formula samples, claiming their distribution is a conflict of interest. But when does support for breastfeeding go too far and set up families for failure when it meets the real world? Experts discuss.

December 2, 2012 at 6:55am

Sunday Morning Along the Coast – Christmas Cookie Share

Duration: 0:22:14

Mary Beth Harrington, a flavor and baking expert, talks with us about how you can organize you're baking with a cookie share. She also talks about, and shares, her favorite holiday recipes with tips for freezing dough, decorating with kids and enjoying time in the kitchen this holiday.

December 9, 5:21 a.m.

Radio Health Journal Segment #1 – How babies stop bullies

Duration: 0:12:48 minutes

Host: Reed Pence. Guests: Mary Gordon, founder and President, Roots of Empathy; Dr. Kim Schonert-Reichle, Assoc. Prof. of Educational and Counseling Psychology and Special Education, Univ. of British Columbia

Schools have found that bullying is hard to stop. However, an innovative Canadian program that brings babies and their moms into the classroom has had remarkable proven success at lowering aggression. Experts discuss how it works.

December 9, 5:21 a.m.

Radio Health Journal Segment #2– Twinless twins

Duration: 0:08:07 minutes

Host: Nancy Benson. Guest: Mary R. Morgan, New York psychotherapist and author, Beginning With the End: A Memoir of Twin Loss and Healing

Twins whose "other half" dies unexpectedly may face challenging issues of grief and identity. A well-known psychotherapist, herself a twin, explains these issues through the lens of her own life.

December 16, 5:21 a.m.

Radio Health Journal Segment #2 – The family role in drug use

Duration: 0:07:40 minutes

Host: Nancy Benson. Guest: Dr. Wesley Boyd, Asst. Clinical Prof. of Psychiatry, Harvard Medical School, and author, Almost Addicted.

People who use drugs, even those who are not addicted, are often destructively enabled by families. An expert explains why this occurs and what families have to do to break through their own denial as well as that of the user.

Money Management

October 28, 2012 at 6:55am

Sunday Morning Along the Coast – Career, Money and Life

Duration: 0:24:03

Nicole Carter, Human Potential Coach, talks about your finances and how you can better save for the future. She talks about getting a better career, how to write a resume, retirement plans and talks about the Fall Job Expo.

October 19, 2012 at 6:55am

Sunday Morning Along the Coast – Building Income with Municipal Bonds

Duration: 0:21:36

Bill Walsh President of Hennion and Walsh, re-joins the program to talk about municipal bonds and teach us about ways we can invest. He talks about the main types of bonds, the range of return and frequently asked questions.

December 16, 2012 at 6:55am

Sunday Morning Along the Coast – Holiday Savings and Tips

Duration: 0:20:57

Adrienne O'Hara is a toy expert and she joins the program to talk about last minute buy, the hottest toys this year and how to buy for an age and be a success. She also talk about ways you can save money shopping and even after the holidays are over.

Community Events

November 4, 2012 at 6:55am

Sunday Morning Along the Coast – Women In Distress present Safe Walk-Run 5K

Duration: 0:25:19

Mary Reidel, President of Women in Distress in Broward County, comes on to talk about the organization and how it helps the women in our community. She discusses way you can help and their Safe Walk-Run 5k to help raise funds for new programs.

November 11, 2012 at 6:55am

Sunday Morning Along the Coast Part 1 – Holiday Food Drive

Duration: 0:15:00

Mary Reidel re-joins the program to talk about the holiday food drives Women in Distress is hosting this year. She also discusses new programs Women in in Distress is offering as well as ways you can help.

November 11, 2012 at 6:55am

Sunday Morning Along the Coast Part 2 – Feeding South Florida

Duration: 0:13:17

Diana Brooks, president of Feeding South Florida, comes on to talk about her organization and the ways we can help them fulfill their holiday goals this year. She also discusses volunteer opportunities and events coming up this holiday season.

Consumer Affairs

October 14, 5:21 a.m.

Radio Health Journal Segment #1 – Stopping the shooting

Duration: 0:13:42 minutes

Host: Reed Pence. Guests: Franklin Zimring, Simon Prof. of Law, Univ. of California-Berkeley and author, The City That Became Safe: New York's Lessons for Urban Crime and Its Control; Dr. Daniel Webster, Prof. and Deputy Director, Johns Hopkins Center for the Prevention of Youth Violence.

Violent crime in the US dropped by 40 percent in the 1990's, but in New York City, the drop was twice as large and continued through 2010. An expert explains the exportable police strategies that were responsible. Meanwhile, Baltimore has found success at cutting gun violence by employing former gang members to mediate disputes. An expert explains.

November 11, 5:21 a.m.

Radio Health Journal Segment #1 – Hoarding

Duration: 0:14:39 minutes

Host: Reed Pence. Guests: Dr. Randy Frost, Prof. of Psychology, Smith College, and Dr. Gail Steketee, Dean and Prof. of Social Work, Boston Univ., co-authors, Stuff: Compulsive Hoarding and the Meaning of Things; Dr. Michael Tompkins, psychologist, San Francisco Bay Area Center for Cognitive Therapy and co-author, Digging Out: Helping Your Loved One Manage Clutter, Hoarding and Compulsive Acquiring.

Five percent or more of all Americans are hoarders to some degree. They over-acquire things, over-value objects, have trouble throwing things out, and are sometimes disorganized to the point of jeopardizing their safety amid tons of junk in their homes. Experts discuss hoarding's psychological roots and what family members can do if they believe a loved one is affected

November 18, 5:21 a.m.

Radio Health Journal Segment #2 – Alcoholism in the cockpit

Duration: 0:07:54 minutes

Host: Nancy Benson. Guests: Joe Balzer, airline pilot and author, Flying Drunk; Patrick Smith, airline pilot and author, "Ask the Pilot" on Salon.com.

Aviation didn't believe in alcoholism treatment before the 1970's, creating a conspiracy of silence. Now pilots can take advantage of a program with an exceptionally high success rate. An aviation expert and an alcoholic pilot discuss the results.

November 18, 2012 at 6:55am

Sunday Morning Along the Coast – Water Resources and Conservation

Duration: 0:31:04

Barbara Powel, water resources manager at the Natural Resources Planning and Management Division of Broward County, comes on to talk about ways you can save water and new city regulations for water conservation.

December 2, 5:21 a.m.

Radio Health Journal Segment #2 – Developing a brain eraser

Duration: 0:07:31 minutes

Host: Nancy Benson. Guest: Dr. Andre Fenton, Associate Prof. of Physiology and Pharmacology, State Univ. of New York Downstate Medical Center.

A scientist working on chemicals that could someday allow selective deletion of bad memories explains how such a development could work, and how it could also lead to chemicals enhancing the brain's function.

December 23, 2012 at 6:55am
Sunday Morning Along the Coast – Holiday Pet Safety
Duration: 0:27:01

Dr. Jen Chatfield joins the program to talk about your pets this holiday's season and the dangers they could be facing without you knowing it. She discusses hazards in your house, what not to feed your pet and ideas for keeping the furry friends happy when guests come over.

December 23, 5:21 a.m.
Radio Health Journal Segment #1 – High-functioning alcoholics
Duration: 0:12:48 minutes

Host: Reed Pence. Guests: Sarah Allen Benton, mental health counselor and author, Understanding the High-Functioning Alcoholic; Dr. Kimberly Dennis, Medical Director, Timberline Knolls Treatment Center, Lemont, IL

Many people have a strong stereotype that alcoholics look like someone who's "hit bottom." Experts—one who is an alcoholic herself—explain that some of the most successful people we know may have unseen home lives wrecked by alcohol.

December 30, 5:21 a.m.
Radio Health Journal Segment #1 – Face blindness
Duration: 0:08:22 minutes

Host: Reed Pence. Guests: Heather Sellers, Prof. of English, Hope College and author, You Don't Look Like Anyone I Know; Dr. Ken Nakayama, Prof. of Psychology, Harvard University and lead researcher, Prosopagnosia Research

Many people aren't good at remembering names or faces. But some people with a rare neurological disorder cannot recognize or remember faces at all, even those of friends, families or spouses. A woman who suffers from this disorder, prosopagnosia, describes its impact, and two researchers explain research into its origins.

December 30, 5:21 a.m.
Radio Health Journal Segment #2 – Making and breaking habits
Duration: 0:13:30 minutes

Host: Nancy Benson. Guest: Jeremy Dean, psychologist and author, Making Habits, Breaking Habits: Why We Do Things, Why We Don't, and How to Make Any Change Stick

The new year is a time for people to stop bad habits and start new, good routines. An expert discusses the psychology of habits and how people can be more successful in changing their lives for the better.

PUBLIC SERVICE ANNOUNCEMENTS:

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| Ad Council Blood Saves- <i>Asteroid-E</i> | 411 recorded announcements 10/01-12/31 |
| Ad Council Community Engagement- <i>Hog Commandos</i> | 405 recorded announcements 10/01-12/31 |
| Ad Council Education- <i>Football</i> | 407 recorded announcements 10/01-12/31 |
| Ad Council Education- <i>Music</i> | 415 recorded announcements 10/01-12/31 |
| Ad Council Education- <i>Time Machine</i> | 410 recorded announcements 10/01-12/31 |
| Ad Council Financial Literacy- <i>General</i> | 415 recorded announcements 10/01-12/31 |
| Ad Council Latch System- <i>Bibbidi</i> | 413 recorded announcements 10/01-12/31 |
| Ad Council Parenthood- <i>Ballgame</i> | 408 recorded announcements 10/01-12/31 |
| Ad Council Parenthood- <i>Dog Toys</i> | 411 recorded announcements 10/01-12/31 |
| Ad Council Pet Adoption- <i>Hero</i> | 411 recorded announcements 10/01-12/31 |
| Florida Association of Broadcasters Florida Army National Guard | 117 recorded announcements 10/01-12/31 |
| Florida Association of Broadcasters Division of Emergency Management | 45 recorded announcements 10/01-12/31 |
| Florida Association of Broadcasters Department of Agr & Cons Service | 77 recorded announcements 11/01-12/31 |
| Florida Association of Broadcasters | 117 recorded announcements |

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| Visit Florida | 10/01-12/31 |
| Free the Children Free the Children | 10 recorded announcements 12/24-12/28 |
| Humane Society of Greater Miami Lights For Hope | 20 recorded announcements 11/26-11/29 |
| Memorial Health Care Love Jen | 60 recorded announcements 12/14-12/31 |
| Seminole Paradise Pinktober Rocks | 40 recorded announcements 10/01-10/28 |
| Sheridan House Golf Tournament | 20 recorded announcements 10/01-10/14 |
| Sheridan House Sheridan House | 55 recorded announcements 10/29-12/05 |
| WFLC Holiday Fantasy of Lights | 70 recorded announcements 11/16-12/30 |
| WFLC Iron Fork | 40 recorded announcements 10/11-10/18 |
| WFLC Making Strides | 10 recorded announcements 10/11-10/12 |
| WFLC Parkinson Walk | 10 recorded announcements 10/01-10/05 |
| WFLC Safewalk PSA | 40 recorded announcements 10/01-10/26 |
| WFLC So FI Parenting Holiday | 50 recorded announcements 11/02-11/17 |
| Zimmerman & Partners LiveLong Event | 5 recorded announcements 10/01-10/03 |