

WFLC COMMUNITY ISSUES AND PROGRAMMING



THE **RHYTHM** OF MIAMI

WFLC COMMUNITY ISSUES AND PROGRAMMING
JULY 1, 2023 – SEPTEMBER 30, 2023

DIRECTOR OF BRANDING & PROGRAMMING, IAN RICHARDS



WFLC-FM / COX MEDIA GROUP
COX RADIO, LLC

JULY 1, 2023 – SEPTEMBER 30, 2023

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**WFLC COMMUNITY ISSUES AND PROGRAMMING
JULY 1, 2023 – SEPTEMBER 30, 2023**

WFLC services the Miami/ Ft. Lauderdale / Hollywood market and all of its surrounding communities. Listed below is a description of community programming from July 1, 2023 – September 30, 2023.

DESCRIPTION OF REGULAR PUBLIC AFFAIRS PROGRAM

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

Community Focus with Ellen Jaffe, Sundays, 6:00 am

Produced by WFLC / Cox Radio, LLC

Duration: 30 Minutes (segments of varying length)

A locally originated program addressing issues of concern to South Florida residents.

Produced by Community Affairs Host, Ellen Jaffe.

Public Service Announcements

Locally produced, :15 - :30 in length, air in various hours daily

Following are the issues given significant treatment in programming:

- 1. Community Outreach – CEO**
- 2. Crime - CRI**
- 3. Diversity / LGBTQ – DIV**
- 4. Economy / Jobs – ECO**
- 5. Education-EDU**
- 6. Environment / Animal Welfare – ENV**
- 7. Health / Women & Children - HEA**
- 8. Human Services - HUS**

Community Outreach – (CEO)

Programs

July 2, 2023 - Segment 2 – City of Miami Beach - 13:47

Guest: Frances Vallecillo, Miami Beach Dept of Tourism & Culture

Vallecillo previews the City's 'Fire on the Fourth' Independence Day event. The annual family-friendly event is free to the public and features live entertainment, a kids' zone, drone show and fireworks. Vallecillo reminds listeners of items that are prohibited from being brought onto the beach, and also provides safety tips for being out in the hot sun, including wearing sunscreen and staying hydrated. Cox Media Group Miami will be onsite to help celebrate the Holiday.
<http://www.miamibeach.gov>

July 9, 2023 - Segment 1 – City of Miami Fire Rescue - 17:56

Guest – Lieutenant Pete Sanchez, Public Information Officer

The City of Miami Fire Rescue is celebrating its 125th Anniversary with a community festival July 15th at Regatta Park in Coconut Grove. Lieutenant Sanchez talks about the history of Miami Fire Rescue and the changes & improvements over the years due to technology. He explains what it takes to pass the fire rescue exam, and encourages people to apply, with positions now open. WFLC's Jade Alexander will emcee the celebration, which is free to the public.
<https://tinyurl.com/bdevwp7f>

September 10, 2023 - Segment 2 – Miami Dade College – 5:16

Guest: Wolfson Campus President, Beatriz Gonzalez

Gonzalez discusses the importance of Miami Dade College's involvement in the community, as the North Campus prepares to host the annual Pink Walk to benefit the Women's Breast & Heart Initiative. She also discusses programs that engage students with local businesses to provide resources for the businesses and job training for the students.
<http://www.mdc.edu>

PSA'S

7/1 – 7/2 – 5x - City of Miami Beach – Fire on the Fourth

CRIME – (CRI)

Programs

July 30, 2023 – Segment 2 – City of Margate Police Department – 13:37

Guest: Community Engagement Officer, Diana Maglocco

Maglocco talks about the city's annual National Night Out Against Crime, a free event to bring the community together with police, fire rescue and military officers. In its 21st year, Margate's NNO draws 10,000 people to the event to enjoy free food and beverages, entertainment, police K-9 and S.W.A.T. demonstrations and fire rescue demonstrations. The National Night Out has helped create better relations and increased trust between the public and police, resulting in a reduction in crime and an increase in citizens' reporting of witnessing crimes.

<http://www.facebook.com/margateflpolice>

PSA'S

7/1 – 7/4 – 18x - Women in Distress – Dancing with the Local Stars Fundraiser

8/10 – 9/15 – 5x – FI Assoc of Broadcasters – Office of Financial Regulation 2391

8/11 – 9/11 – 5x – FI Assoc of Broadcasters – Office of Financial Regulation 2394

8/12 – 8/31 – 3x – FI Assoc of Broadcasters – Office of Financial Regulation 2396

9/9 – 9/22 – 2x – FI Assoc of Broadcasters – Office of Financial Regulation 2397

Diversity / LGBTQ – (DIV)

Programs

September 3, 2023 - Segment 2 – Miami Dade College – 9:12

Guest: President, Madeleine Pumariega

Pumariega talks about the many events planned for 'I Am MDC Day,' and the subsequent weeks, as the college celebrates its 63rd Anniversary. She shares the evolution of MDC from a 2-year school to a 4-year college with degrees for in-demand fields. Pumariega also touches on MDC's focus on the community engagement and diversity as part of its mission to be inclusive in all that it does.

<http://www.mdc.edu>

September 24, 2023 - Segment 1 – City of Miramar – 08:28

Guest: Vice Mayor Alexandra Davis

Vice Mayor Davis talks about the City's Hispanic Heritage Month event, 'Latin Nights 23', on October 6th. Admission is free, and the event will honor residents of Hispanic Heritage who have made meaningful contributions to the community. There will also be entertainment by musicians of various Hispanic backgrounds, and a professional Hispanic dance troupe to lead the audience. Davis provides an overview of the growth of Miramar's Hispanic population, and the importance of bringing people of all backgrounds together as one.

<https://tinyurl.com/5avcuv3k>

PSA'S

7/7 – 7/31 - 8x – Fl Assoc of Broadcasters – Florida A & M University

8/6 – 9/14 – 5x – Fl Assoc of Broadcasters – Florida A & M University 2359

8/7 – 9/16 – 5x – Fl Assoc of Broadcasters – Florida A & M University 2358

9/15 – 9/30 – 48x – Hispanic Heritage Month

Economy / Jobs (ECO)

Programs

July 23, 2023 – Segment 1 – Miami Downtown Development Authority - 15:11

Guest: Christina Crespi, CEO / Executive Director

Crespi discusses several programs the DDA has in place to help Miami's small businesses and to enhance Miami's image for tourism which directly impacts the economy and job stability. The DDA has begun holding weekly Permit Clinics for business owners to learn what permits and licenses they need, and to get help processing necessary paperwork. The DDA has also set aside money for Creative Collaborator Grants to support initiatives to bring new and novel art, culture, and health projects to the city.

<http://www.miamidda.com>

August 6, 2023 – United Way of Miami – 31:02

Guest: Symeria Hudson, President / CEO

Hudson talks about 'UpSkill Miami,' a new job training & education initiative that will focus on helping residents gain skills in specific in-demand fields.

<http://www.unitedwaymiami.org>

August 20, 2023 – Segment 2 – JobNews USA Job Fair -18:14

Guest: Tiffany Price, General Manager

Price gives an advance look at the upcoming Mega Job Fair on August 31st. She provides tips on how to gain the attention of a potential employer and how to stand out among the many other applicants for a job opening.

<https://jobnewsusa.com>

August 27, 2023 – Segment 1 – Job News USA - 15:27

Guest: Tiffany Price, General Manager

Price returns to Community Focus to provide more information about the Mega Job Fair on August 27th – a preview of fields and companies that will be participating and tips for prioritizing which organizations to spend time with to find a good career match for one's individual skills.

<http://www.jobnewsusa.com>

PSA'S

7/16 – 7/22 – 18x – Neighborhood Housing Services of South Florida – Affordable Housing Assistance

7/24 – 7/30 – 22x – Florida Dept of Revenue – Tax Free Back to School Shopping Holiday

8/1 – 8/6 – 26x – Sweet Home Missionary Baptist Church - Backpack / School Supply Giveaway

8/7 – 8/14 – 36x – City of North Miami – Backpack / School Supply Giveaway

8/28 – 8/30 – 15x – Job News USA – Mega Job Fair August 31st

Education – (EDU)

Programs

July 9, 2023 – Segment 2– Embrace Girls Foundation / Embrace Water Safety – 14:31

Guest: President / CEO Velma Lawrence

Lawrence talks about the importance of learning to swim for all South Florida residents. Between pools, lakes, creeks, and the ocean, drowning is a constant concern, especially for children. Embrace Girls Foundation is sponsoring Cox Media Group’s ‘Embrace Water Safety’ event July 15th, a free public event where people can get basic swim lessons, learn swim safety, CPR and more.

<https://tinyurl.com/mr9dy6w2>

July 16, 2023 – Segment 1 – The Children’s Trust – 14:07

Guest: Natalia Zea, Engagement Officer

Zea talks about The Children’s Trust’s annual Family Expos. The back-to-school event has evolved from one day to three individual expos in South, Central and North Dade County, to better serve the local community. In addition to entertainment for kids, the expo features community resources for families. By holding three separate events, each one is more focused on local services. The events are free to the public.

<http://www.thechildrenstrust.org/familyexpo>

September 3, 2023 – Segment 1 – Girl Scouts of Southeast Florida – 22:09

Guest: Patty Kopelman, Chairperson ‘Emerald Awards’ Luncheon

Formerly known as the ‘Lead the Way’ luncheon, Kopelman explains the name change of the event, to simplify promotion across counties. She also discusses how the event gives Girl Scouts an opportunity to learn from local women leaders who are honored for their contributions to business and community.

<http://www.onebidpal.net/emeraldsbroward/welcome>

September 24, 2023 – Segment 2 – The Children’s Trust – 19:42

Guest: Ximena Nunez, Communications Director Nunez shares information about the Children’s Trust’s new searchable online database that lists organizations in Miami-Dade County that have After School programming for kids. The database is comprehensive, also including a range of services from financial aid and food aid to mental health resources. She also emphasizes the resources available by calling 2-1-1 or visiting 211Miami.org.

<http://www.211miami.org/afterschool>

PSA'S

7/15 – 7/21 – 18x – The Children’s Trust – Family Expo 1

7/22 – 7/28 - 20x – The Children’s Trust – Family Expo 2

7/31 – 8/4 - 12x – The Children’s Trust – Family Expo 3

7/31 – 8/6 –17x - United Way of Broward – Reading Pals Program Volunteers

9/4 – 9/17 – 35x – Girl Scouts of Southeast Florida – Emerald Awards Luncheon

Environment / Animal Welfare - (ENV)

Programs

July 16, 2023 - Segment 2 – FPL – 14:55

Guest: Bianca Soriano, Spokesperson

Facing the hottest July on record worldwide, with local temperatures in the mid 90's and the heat index between 107 and 112 degrees, Soriano discusses measures to stay safe in the heat, and also offers a variety of methods to help keep home temperatures comfortable while reducing energy use and lowering utility bills. By taking a simple online quiz, residents can get tips from FPL on how to heat-proof their home and save money on electric use.

<http://www.fpl.com/waystosave>

August 27, 2023 - Segment 2 – Florida Power & Light - 15:47

Guest: Spokesperson, Shawn Johnson

Johnson discusses the many ways FPL prepares for Hurricane Season all year round with upgrades to infrastructure, and collaboration with experts at the National Hurricane Center. He provides tips for residents to prepare for the season without endangering themselves or others, particularly when trimming tree or working around power lines.

<http://www.fpl.com/storm/home/prepare.html>

September 17, 2023 - Segment 2 – Miami Dade County 'Heat' Officer – 17:12

Guest: Jane Gilbert, Chief Heat Officer

Gilbert discusses the increase in temperatures due to climate change, and the danger to lives when the heat index reaches over 105 degrees – which has happened repeatedly this summer. She offers guidance for individuals to stay safe in the heat and how to make accommodations for people who work outdoors.

<https://www.miamidade.gov/global/economy/environment/heat.page>

PSA'S

8/5 – 8/13 – 22x – Humane Society of Broward County – Newspapers Needed

8/7 – 8/13 – 18x – National Weather Service – Heat Safety guidance

8/14 – 8/20 – 17x – Florida Power & Light – Summer Safety Information

9/11 – 9/17 – 12x – Florida Power & Light – Summer Safety Information

9/18 – 9/22 – 10x – Miami Dade County DERM – Adopt-a-Tree Event

Health - (HEA)

Programs

August 20, 2023, Segment 1 – American Heart Association / Baptist Health – 16:57

Guest: Dr. Harneet Waila, Sleep Specialist at Miami Cardiac & Vascular Institute

Dr. Waila discusses the importance of getting not only enough sleep, but enough quality sleep to maximize mental and physical health. She points out how detrimental lack of sleep is to overall health, including specific effects on the brain and the heart.

<https://tinyurl.com/3hj2mk8e>

September 10, 2023, Segment 1 – Women’s Breast & Heart Initiative –24:22

Guest: Andrea Ivory, Founder / CEO

Ivory talks about the 7th annual ‘Pink Walk’ set for September 24th at Miami-Dade College North Campus. She addresses the importance of disease prevention and early detection – including mammograms, and how the funds raised from the Walk help provide mammograms to women who would not otherwise be able to get them. WBHI continues to take their services into local communities and workplaces to reach people where it is convenient for them to get screenings.

<http://www.flbreasthealth.com>

PSA’S

7/1 – 9/18 – 11x – FI Assoc of Broadcasters – FI Dept of Health 2264

7/1 – 9/11 – 11x – FI Assoc of Broadcasters – FI Dept of Health 2265

8/21 – 8/27 – 17x - American Heart Association / Baptist Health – Importance of Sleep

8/31 – 9/10 – 38x – Women’s Breast & Heart Initiative – Pink Walk

9/14 – 9/30 – 13x – Susan G. Komen Foundation – More Than Pink Walk

Human Services – (HUS)

Programs

July 23, 2023 – Segment 2 – Legacy Donation Services, Donate Life Florida - 15:39

Guest: Advocate, Legia Maranon

Maranon shares her personal story of losing her son in a car accident, and how as an organ donor his passing resulted in saving 5 lives, restoring eyesight to 2 people, and helping another 20 achieve mobility and independence. Maranon explains the difficulty in finding eligible matches for organ and tissue donations and why so many people are needed to sign up as organ donors. Donate Life Florida has a new specialty license plate to create awareness of the issue and raise funds to support services. <http://www.donatelifeflorida.org>

July 30, 2023 – Segment 1 – Tree of Life Parenting Center - 14:23

Guest: Executive Director, Gloria Martinez

Martinez gives the background of how she founded Tree of Life Parenting Center to provide services for expectant moms and new moms who do not have the necessary resources available. Tree of Life is gearing up for their 3rd Annual Community Baby Shower – a free event where pregnant women and new moms will receive guidance and goods. The event includes a panel of experts covering topics including post-partum depression, work-life-parenting balance, and building a ‘mom village’ as a support system. <http://treeoflifefl.com>

August 13, 2023 – Segment 1 – Broward Partnership for the Homeless - 21:07

Guest: Fran Esposito, CEO

Esposito talks about the growth of the Broward Partnership, including the opening of a new residence for homeless people later this year. With funding cuts for non-profits, Esposito is counting on the income from a major fundraiser scheduled September 30th. <http://www.bphi.org>

September 17, 2023 – Segment 2 – Feeding South Florida – 9:47

Guest: Paco Velez, President / CEO

Velez discusses the increased need for food supplies for the ¼ million local people living with ‘food insecurity. With inflation affecting food prices, along with continued supply chain issues, the organization is able to provide 4 meals for \$1.00, compared with 9 meals for \$1.00 two years ago. The Outrun Hunger 5k on September 23rd will help raise funds to enable the organization to continue to provide food for those in need. <http://www.feedingsouthflorida.org>

PSA'S

7/2 – 7/26 – 12x – Florida Assoc of Broadcasters – Division of Emergency Management
7/3 – 7/4 – 5x – Miami Beach Fire Rescue – Fourth of July Fireworks Safety
7/5 – 7/9 – 10x – City of Miami Fire Rescue – Hiring Requirements, 125th Anniversary Celebration
8/1 – 9/17 – 5x – Fl Assoc of Broadcasters – Division of Emergency Management 2384
8/4 – 8/27 – 3x – Fl Assoc of Broadcasters – Division of Emergency Management 2380
8/5 – 9/3 – 3x – Fl Assoc of Broadcasters – Division of Emergency Management 2378
8/14 – 8/27 – 35x – Tree of Life Parenting Center – Community Baby Shower
9/8 – 9/21 – 2x – Fl Assoc of Broadcasters – Division of Emergency Management 2346
9/10 – 9/24 – 2x – Fl Assoc of Broadcasters – Division of Emergency Management 2347
9/10 – 9/10 – 2zx – Fl Assoc of Broadcasters - Ounce of Prevention 2037
9/10 – 9/23 – 3x – Fl Assoc of Broadcasters – Ounce of Prevention 216
9/23 – 9/30 – 16x – NAMI Broward – Annual Walk

Underserved Populations – (USP)

Programs

July 2, 2023 – Segment 1 – I Can Living & Learning Center – 11:47

Guest: Debbie Telsey, Founder / Vocational Program Manager

Telsey offers an overview of services provided by 'I Can Living & Learning Center,' with a focus on helping disabled people find employment. The non-profit works with people with all types of disabilities, both intellectual and physical, helping to prepare them for the working world, and also guiding employers on best practices for working with someone who is disabled. I Can is holding a free Resource Fair July 15th for organizations that provide services to the disabled community to be able to share their services with those in need.

<http://www.icanfl.org>

August 13, 2023 – Segment 2 – Mission United Broward – 5:50

Guest: James Heaton, Senior Director

Having just completed a major backpack giveaway with free school supplies for children of veterans, Heaton reveals that Mission United will now have its own building, separate from United Way of Broward. The additional space will enable the organization to accommodate all their services in one location, making it a one-stop location for Veterans to get the support they need.

<http://www.unitedwaybroward.org/mission-united>

PSA'S

7/8 – 7/14 – 30x – I Can Living and Learning Center – Resource Fair for Disabled Community

8/22 – 9/24 – 25x Autism Speaks – Annual Walk