

# **WFLC Community Issues and Programming**



**WFLC Community Issues and Programming**  
July 1, 2017 – September 30, 2017

**Program Director Jill Strada**  
**WFLC-FM / Cox Radio Miami**  
October 1, 2017

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### **WFLC Community Issues and Programming**

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## **WFLC Community Issues and Programming July 1, 2017 - September 30, 2017**

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, 2017 – September 30, 2017

- 1. Health/Human Services (16)**
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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.

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## **Health/Human Services(16)**

**July 2, 2017 6:00 a.m.**

**Community Convo's with KimmyB – NVEEE and P.A.L.S.**

**Duration: 00:30:00 minutes**

National Voices for Equality, Education and Enlightenment (NVEEE)<sup>™</sup>, established in October 2009, is a pioneer in developing and facilitating bullying prevention workshops to school communities and workplaces nationwide. Founded by children's advocate, bullying prevention expert and survivor, NVEEE is comprised of a diverse team of professional educators, business leaders, parents and student Peace Ambassadors.

TOPIC: The Founder of NVEEE along with a few members of the organization came in to discuss the importance of identifying and educating our young people on how to deal with bullying and the importance of maintaining an open dialogue with our young people. We talked about the positive impact NVEEE has on its members and the tools it provides them with so that they can affect change in our schools and in our communities. We also discussed the organization's upcoming Peace Ambassadors Leadership Summit (P.A.L.S), and ways in which parents and students can get involved and participate.

**July 9, 2017 6:00 a.m.**

**Community Convo's with KimmyB – NVEEE and P.A.L.S.**

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**July 16, 2017 6:30 a.m.**

**Community Convo's with KimmyB – Florida Department of Health Tobacco Free Florida/Group Quit Program**

**Duration: 00:20:00 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.

**July 23, 2017 6:30 a.m.**

**Community Convo's with KimmyB – Florida Department of Health Tobacco Free Florida/Group Quit Program**

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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.

**July 30, 2017 6:00 a.m.**

**Community Convo's with KimmyB – Make-A-Wish South Florida**

**Duration: 00:25:00 minutes**

Make-A-Wish Southern Florida is a local branch of the Make-A-Wish Foundation, which is a non-profit 501c3. At Make-A-Wish they grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Topic: Representatives from Make-A-Wish came in and spoke about the work the organization does, the impact of wishes on their recipients, and how people can get involved. We also discussed their upcoming Dream Date Auction Fundraiser.

**July 30, 2017 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 developmental disabilities and to provide support and education to their families.

Topic: The purpose of this interview was to raise awareness for the CDTC, particularly the programs and services they offer, and how the community can best utilize these things.

**August 6, 2017 6:00 a.m.**

**Community Convo's with KimmyB – Make-A-Wish South Florida**

**Duration: 00:25:00 minutes**

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**August 6, 2017 6:30 a.m.**

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

**Duration: 00:20:00 minutes**

Established in 1994, 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: Members of the JDCH team came in to discuss the work going on at the hospital, as well as an upcoming fundraiser.

**August 13, 2017 6:00 a.m.**

**Community Convo's with KimmyB – The Vernon Carey Foundation**

**Duration: 00:15:00 minutes**

The Vernon Carey Foundation creates programs and provides support to encourage the improvement of our youth. These programs are designed to enhance educational and recreational development and economic opportunities within the community.

TOPIC: Founder, Vernon Carey, came in to discuss his organization and the importance of mentorship, especially for at risk youth. He also talked about growing up in Miami and his journey to the NFL and the important role mentors played in his life and how that continues to motivate and inspire him to continuing giving back to the community that helped him achieve his dreams. We also discussed the different programs and opportunities the Vernon Carey



Foundation offers, plus the organization's annual fundraisers, which include a Father and Daughter dance, a Father and Son Billiards Tournament, and an annual Golf tournament.

**August 13, 2017 6:20 a.m.**

**Community Convos with KimmyB. – Jason Taylor Foundation and the Blu Apple Poetry Network Present The Get Up**

**Duration: 0:30 minutes**

The Blu Apple Poetry Network is an extension of the Jason Taylor Foundation and provides young people in Dade and Broward County 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: The Blu Apple Poetry Network, its evolution and impact on our community, and how our young people can get involved. We also discussed the timeline and logistics for their upcoming 1st ever Charity Fashion Show called The Get Up.

**August 20, 2017 6:00 a.m.**

**Community Convo's with KimmyB – GUITARS OVER GUNS**

**Duration: 00:45:00 minutes**

Guitars Over Guns is a 501c3 non-profit organization that delivers high impact arts-based mentoring programs to empower at-risk youth. By working collaboratively with schools and communities, we encourage young people to become independently productive members of society through individual expression, social interaction, and personal accountability. Additionally, Guitars Over Guns offers an extensive curriculum that music, mentoring, dance, visual arts, and an annual summer camp.

TOPIC: Founder of Guitars Over Guns, Dr. Chad Bernstein came in to discuss the creation of the organization, the various programs and curriculums offered, the extensive group of mentors he's enlisted to help him keep "GOGO" going, and the immense impact this organization has on the kids that decide to get involved. We discussed the importance of mentorship, arts & music education, and the costs associated with funding "GoGo". Chad talked about the amazing support he's received here in south florida as well as in his hometown of Chicago, and he encouraged the community as a whole to continue supporting the current GoGo students and help ensure that the organization continues to grow and help more kids become great contributors to society moving forward.

**August 27, 2017 6:00 a.m.**

**Community Convo's with KimmyB – GUITARS OVER GUNS**

**Duration: 00:45:00 minutes**

Guitars Over Guns is a 501c3 non-profit organization that delivers high impact arts-based mentoring programs to empower at-risk youth. By working collaboratively with schools and communities, we encourage young people to become independently productive members of society through individual expression, social interaction, and personal accountability. Additionally, Guitars Over Guns offers an extensive curriculum that music, mentoring, dance, visual arts, and an annual summer camp.

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**September 3, 2017 6:00 a.m.**

**Community Convo's with KimmyB – The Children's Trust Family Expo**

**Duration: 0:20:00 minutes**

The Children's Trust partners 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 foundations to enable children to achieve their full potential.

Topic: We discussed the work The Children's Trust does in our South Florida community, touching on the different programs and services they offer. We also discussed the upcoming Family Expo which is a FREE community event focused on bringing awareness and providing resources and information about aftercare, health and nutrition, extra-curricular activities, community outreach, and different non-profits that offer programming and services for children and families.

**September 17, 2017 6:00 a.m.**

**Community Convo's with KimmyB – Easter Seals**

**Duration: 0:25:00 minutes**

Easter Seals is a non-profit (501c3) organization with a mission to spread help, hope & answers in order to change the way the world defines and views disabilities by making profound, positive differences in people's lives every day. Easter Seals has been helping individuals with disabilities and special needs, and their families, live better lives for more than 80 years by offering a variety of services to help people with disabilities address life's challenges and achieve personal goals.

Topic: Nanette Molina from Easter Seals South Florida came in and spoke about the organization's 75th Anniversary. We discussed the programs and services provided to the community by Easter Seals, who can benefit from Easter Seals, and how to get involved with the organization. We also discussed a few upcoming fundraisers that the organization has planned through the end of 2017.

**September 17, 2017 6:30 a.m.**

**Community Convo's with KimmyB – Florida Department of Health Tobacco Free Florida/Group Quit Program**

**Duration: 00:20:00 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.

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**September 24, 2017 6:00 a.m.**

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## **Education(0)**

## **Culture (1)**

**September 3, 2017 6:25 a.m.**

**Community Convo's with KimmyB –Adrienne Arsht Center and Arts Launch 2016**

**Duration: 0:25:00 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 nearly 30,000 children each year.

TOPIC: VP of Marketing for the Arsht Center, Andrew Goldberg, came in to discuss the Arsht Centers 3rd Annual Arts Launch event. Arts Launch is a FREE all day family event to help celebrate and kick-off the new Arts Season. There are acting and dance workshops, readings, signings, performances, shows, demonstrations, and tours of the Arsht facilities. It's also the first chance patrons can purchase tickets to all upcoming shows, concerts, operas, special engagements, etc...

## **CIVIC(0)**

## **ENVIRONMENT(0)**

### **OTHER(4)**

**July 2, 2017 6:35 a.m.**

**Community Convo's with KimmyB – Pediatric Associates Foundation Splash Into Water Safety Event**

**Duration: 0:15:00 minute**

The Pediatric Associates Foundation is dedicated to favorably impacting the quality of life and the health of children and adolescents in the communities served by our practice. The mission of the Foundation shall be to provide support, education, advocacy, leadership, and assistance to families with children and adolescents.

TOPIC: Dr.Marcus, a Pediatrician, came in to talk about the importance of water safety education, especially here in South Florida. Dr. Marcus went over some statistics, which show that drowning is the #1 non-disease related killer of children under the age of 4, and pointed out that despite this fact...all drowning incidents are 100% preventable. Finally we talked about the foundation's 1st Annual "Splash Into Water Safety" Event happening in July.

**July 9, 2017 6:35 a.m.**

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**July 16, 2017 6:00 a.m.**

**Community Convo's with KimmyB – El Dorado 50 Years 50 Families in Partnership with the Wayne Barton Study Center**

**Duration: 0:25:00 minute**

El Dorado Furniture is a family owned and operated corporation. The Capo Family, in celebration of 50 years in business, decided to partner with local not-for-profit organizations like the Wayne Barton Study Center, in order to identify 50 struggling families truly in need. Once identified, the Capo family generously gifted each family with customized home make-overs.

TOPIC: Roberto Capo, one of the members of the Capo family which has owned and operated El Dorado furniture for 50 years, came in to discuss the importance of being involved and giving back to the community you service. As Cuban immigrants, the Capo family is well aware of the struggles and the blessings every American family faces and they decided that they wanted to celebrate the family businesses 50th Anniversary by blessing 50 deserving families with home interiors they could be proud of and feel comfortable in. They chose the families by working closely with a handful of local non-profits, who identified those that were truly in need and more than deserving.

**July 23rd, 2017 6:00 a.m.**

**Community Convo's with KimmyB – El Dorado 50 Years 50 Families in Partnership with the Wayne Barton Study Center**

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**PUBLIC SERVICE ANNOUNCEMENTS:**

**Cox Media Group**

Pediatric Associates Water Safety 07/05-07/15

**Cox Media Group**

Hollywood Beach Cleanup 08/06-08/12

**Cox Media Group**

Voices for Venezuela 07/12-07/17

**Cox Media Group**

National Night Out 07/29-08/01

**Cox Media Group**

Sickle Cell Awareness Blood Drive 09/28-10/04

**Cox Media Group**

Hurricane Harvey Relief 09/02-09/06

**Cox Media Group**

Hurricane Irma Relief 09/14-09/22

**Cox Media Group**

Shop with Pride 07/18-07/21

***\*Important- No PSA Programming on 09.10.17 as we were simulcasting our Storm Partners WSVN due to Hurricane Irma\****



