

WFLC Community Issues and Programming



WFLC Community Issues and Programming
July 1, 2013 – September 30, 2013

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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 July 1, 2013 – September 30, 2013

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, 2013 – September 30, 2013.

- 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 July 1, 2013 – September 30, 2013.

Health

July 7, 2013 6:55 a.m.

Sunday Morning Along the Coast – Summer Grilling

Duration: 0:29:11 minutes

Chef Kevin Vetter from the McCormick kitchen comes on to talk about the summer flavors of 2013 and how to incorporate them into your summer menu. He also shares grilling secrets and recipes.

July 14, 2013 6:25 a.m.

Radio Health Journal Segment #1 – Schizophrenia denial

Duration: 0:12:44 minutes

Host: Reed Pence. *Guest:* Dr. Xavier Amador, Prof. of Psychology, Columbia Univ., Director, LEAP Institute and author, [I Am Not Sick, I Don't Need Help: How to Help Someone with Mental Illness Accept Treatment](#)

One of the most difficult aspects of schizophrenia treatment is a frontal lobe disability in half of patients which causes them to deny that they are ill, prompting rejection of medication or therapy. A noted expert discusses the effects of this on patients, families and therapists, and how families can get people with schizophrenia into treatment despite this problem.

July 14, 2013 6:25 a.m.

Radio Health Journal Segment #2 – Medicine in plain language

Duration: 0:08:13 minutes

Host: Nancy Benson. *Guests:* Dr. Evonne Kaplan-Liss, Assoc. Prof. of Preventive Medicine, Stony Brook Univ. and Director, Advanced Graduate Certificate in Health Communications; Ashwin Malhotra, medical student, Stony Brook Univ.; Dr. Zack Berger, Asst. Prof. of Medicine, Johns Hopkins Univ. and author, [Talking to Your Doctor: A Patient's Guide to Communication in the Exam Room and Beyond](#)

Doctors and scientists have long been criticized for seemingly being unable to speak in understandable language. Medical schools are now beginning to teach this skill. We look at how one such effort works

July 14, 2013 6:55 a.m.

Sunday Morning Along the Coast – Women and Heart Disease

Duration: 0:28:30 minutes

Dr. Aimee Shunny re-joins the program to discuss the number one killer in women – heart issues. She tells us the 4 ways we can fight back, chances we can make today that will lower the risk of heart disease and the importance of Omega 3's.

July 7, 2013 6:25 a.m.

Radio Health Journal Segment #2 - Are pelvic exams necessary?

Duration: 06:42 minutes

Host: Nancy Benson. *Guests:* Dr. George Sawaya, Prof. of Obstetrics, Gynecology and Reproductive Sciences, Univ. of California-San Francisco; Dr. Susan Spear, Sr. Vice President of Medical Affairs, EHE International

The bimanual pelvic exam is a part of the vast majority of visits to the obstetrician-gynecologist. But some doctors say they're unnecessary, are not good at detecting disease, and may even cause more harm than good. Experts discuss.

July 21, 2013 6:25 a.m.

Radio Health Journal Segment #1 - The limits of aging

Duration: 12:55 minutes

Host: Reed Pence. *Guests:* Dr. Laura Carstensen, Prof. of Psychology, Stanford Univ. and Director, Stanford Center on Longevity; Dr. Steven Austad, Prof., Barshhop Institute for Longevity and Aging Studies, Univ. of Texas Health Science Center, San Antonio; Nancy Berlinger, Research Scholar, Hastings Center and lead author, [Guidelines for Decisions on Life-Sustaining Treatment and Care Near the End of Life](#)

Recent advertising campaigns claim that a 150-year lifespan is imminent. But is it? Experts discuss what we know about the limits of aging, quality of life and care for the aged, the relationship of research and lifespans, and whether people would actually want to live a century and a half even if they could.

July 21, 2013 6:25 a.m.

Radio Health Journal Segment #2 - "Photographic memory"

Duration: 07:48 minutes

Host: Nancy Benson. *Guests:* Dr. Barry Gordon, Prof. of Neurology and Cognitive Science, Johns Hopkins Univ.; Dr. Rodney Roediger, Washington Univ., St. Louis.

Some people who remember things extremely well may claim they have a "photographic memory," but some experts say such a thing doesn't really exist. Experts discuss how memory works.

July 28, 2013 6:25 a.m.

Radio Health Journal Segment #2 - What Doctors Feel

Duration: 08:44 minutes

Host: Nancy Benson. *Guests:* Dr. Danielle Ofri, Assoc. Prof. of Medicine, New York Univ. and author, [What Doctors Feel: How Emotions Affect the Practice of Medicine](#)

Doctors are often accused of holding emotions too much at bay. A physician who has examined the issue discusses the importance of emotion in the practice of medicine.

August 4, 2013 6:55 a.m.

Sunday Morning Along the Coast – Autism Speaks

Duration: 0:30:22 minutes

A local ambassador for Autism Speaks, Amandah Goldsmith, joins the program to discuss Autism and life with her autistic son. She discusses being 'On the Spectrum', vaccinations and why bringing awareness to autism is so important.

August 8, 2013 6:25 a.m.

Radio Health Journal Segment #2 - Odd medical treatments of the past

Duration: 07:47 minutes

Host: Nancy Benson. *Guest:* Nathan Belofsky, author, Strange Medicine: A Shocking History of Real Medical Practices Through the Ages.

An expert examines how far we've come in medicine by focusing on past practices, which lead him to conclude doctors in ancient Greece provided better care than those in the US 150 years ago.

August 11, 2013 6:25 a.m.

Radio Health Journal Segment #2 - New treatments for irritable bowel syndrome

Duration: 08:31 minutes

Host: Nancy Benson. *Guest:* Dr. Steven Lamm, Director, New York Univ. Men's Health Center and author, No Guts, No Glory.

Irritable bowel syndrome affects a surprisingly large proportion of Americans, yet many do not get help. An expert discusses new treatments that could ease the suffering of millions.

August 18, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Caffeine in foods

Duration: 13:03 minutes

Host: Reed Pence. *Guests:* Dr. Michael Jacobson, Executive Director, Center for Science in the Public Interest; Michael Taylor, Deputy Commissioner for Foods, US Food and Drug Administration; Dr. Marcie Schneider, adolescent medicine specialist, Greenwich, CT, and author of report from American Academy of Pediatrics report on energy drinks and sports drinks.

Caffeine used to be present in only coffee, tea, and some sodas. Now energy drinks have opened the door to added caffeine in all kinds of foods, from pancake syrup to candy. Experts discuss if foodmakers have overstepped limits of safety and propriety, and whether the FDA needs to step in with the limits it is considering.

September 1, 2013 6:25 a.m.

Radio Health Journal Segment #1 - The joy of singing

Duration: 08:21 minutes

Host: Nancy Benson. *Guests:* Stacy Horn, author, Imperfect Harmony: Finding Happiness Singing With Others; Dr. Barbara Reuer, CEO and Founder, Musicworx,

Inc. music therapy practice, San Diego; Karen Hesley, speech pathologist and director, Tremble Clefs singing group

Research shows that singing in a group has health benefits, as well as simply making people feel good. Experts and participants discuss this increasing singing trend in society

September 8, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Misophonia--rage at small sounds

Duration: 12:01 minutes

Host: Reed Pence. *Guests:* Paul Tabachneck, IT professional, musician, and misophonia sufferer; Judy Krauthamer, author, Sound Rage: A Primer of the Neurobiology and Psychology of a Little Known Anger Disorder; Dr. Aage Moller, Prof. of Behavioral and Brain Sciences, Univ. of Texas at Dallas.

A surprisingly large number of people may become agitated or even enraged when they hear "mouth sounds" such as chewing or slurping, sniffing, or crunching of paper. This disorder, misophonia, is largely unknown, but researchers believe audio processing of these sounds is mis-routed to rage centers in the brain. Experts and a sufferer discuss the syndrome.

September 8, 2013 6:25 a.m.

Radio Health Journal Segment #2 - Regeneration from skin cells

Duration: 08:14 minutes

Host: Nancy Benson. *Guest:* Dr. Andre Choulika, Chairman and CEO, Scell biotech firm

Scientists have learned how to make stem cells from skin cells, opening the door to regeneration of tissues and organs from a person's own cells to bypass rejection. A scientist in the field explains how it works and how the process could be used in the future.

September 15, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Obesity bias in medicine

Duration: 12:54 minutes

Host: Reed Pence. *Guests:* Dr. Rebecca Puhl, Deputy Director, Rudd Center for Food Policy and Obesity, Yale Univ.; Dr. Arya Sharma, Prof. of Medicine and Chairman, Obesity Research and Management, Univ. of Alberta; Dr. Kim Gudzone, Asst. Prof. of Medicine

Studies show that medical professionals are second only to family members as a source of bias against obese and overweight people. Experts discuss why this might occur, the medical harm that can result, and how medicine might be able to reverse its behavior.

September 29, 2013 6:25 a.m.

Radio Health Journal Segment #1 - The return on workplace wellness

Duration: 13:08 minutes

Host: Reed Pence. *Guests:* Dr. Katherine Baicker, Prof. of Health Economics, Harvard School of Public Health; Larry Chapman, President and CEO, Chapman Institute; Al Lewis, co-author, Cracking Health Costs: How to Cut Your Company's Health Costs and Provide Employees Better Care.

Most medium and large businesses now have corporate wellness programs for employees in an effort to keep health insurance costs down. Many have incentives for reaching health goals. Experts discuss how these plans work and whether the effort shows up favorably on the bottom line.

Women & Families

July 7, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Sibling Abuse

Duration: 14:03 minutes

Host: Reed Pence. *Guests:* Dr. John Caffaro, Distinguished Prof., California School of Professional Psychology; Nancy Kilgore, PTSD trainer, abuse survivor and author, Girl in the Water; Dr. Mandy Morrill, Asst. Prof. of Psychology, Valparaiso Univ.

Psychological or physical abuse by siblings is much more common than most people realize. It can leave severe psychological scars. However, parents often downplay it, calling it "normal sibling rivalry." Experts discuss the extent of the problem, warning signs of abuse, and how parents can act without involving family services officials and endangering the family.

July 21, 2013 6:55 a.m.

Sunday Morning Along the Coast – Talking with your Kids about Drugs Part 1

Duration: 0:29:01 minutes

Keith Code, ex-pro racer and recovering drug addict, is now an Ambassador for the Foundation for a Drug Free World. He re-joins us to discuss the ways we can talk with our kids about drugs, signs of drug use in a children and why it's important to communicate with kids about drug use.

July 28, 2013 6:55 a.m.

Sunday Morning Along the Coast – Talking with your Kids about Drugs Part 2

Duration: 0:28:32 minutes

In the second installment of the Keith Code interview the ex-pro racer and recovering drug addict, talks about his role in the Foundation for a Drug Free World. He also discusses his history, ways drugs are bought and sold in schools and the three most important things he thinks you should know about kids and drugs.

August 11, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Supermarket dietitians

Duration: 12:29 minutes

Host: Reed Pence. *Guests:* Nancy Tringali Piho, Director, Shopping for Health; Phil Lempert, CEO, Retail Dietitians Business Alliance, Food Trends Editor, NBC's Today and Contributing Editor, Supermarket News; Sharon Palmer, registered dietitian and author, The Plant Power Diet

One of the hottest food store trends is the rapidly increasing number of supermarket dietitians. Experts discuss the extra value of health providers offering hands on advice to customers in the very place food purchase decisions are made.

August 11, 2013 6:55 a.m.

Sunday Morning Along the Coast – Tips for Stressed Moms

Duration: 0:29:47 minutes

With school about to be back in session Dr. Amine Shunny comes back on to talk about stress and its effect on moms. She discusses the signs of being stress and talks about how women are susceptible to emotional health issues. Dr. Shunny gives suggestions for coping with stress; including diet change and exercise.

August 18, 2013 6:55 a.m.

Sunday Morning Along the Coast – End of Life Etiquette

Duration: 0:26:33 minutes

Samira Beckwith has become a great help to people around the world by breaking the taboo of talking about death. In his interview she discusses how to talk to children about death, how you can help someone who is terminally ill and why it's ok to show sadness.

September 22, 2013 6:25 a.m.

Radio Health Journal Segment #2 - The origins of eating disorders

Duration: 07:47 minutes

Host: Nancy Benson. *Guest:* Joanna Poppink, psychotherapist and author, Healing Your Hungry Heart: Recovering From Your Eating Disorder.

Eating disorders are widespread among teenage girls, but those disorders do not disappear as women age. Women get better at hiding them. An expert and former bulimic discusses psychological causes and treatment.

August 25, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Study drugs on campus

Duration: 11:57 minutes

Host: Reed Pence. *Guests:* Dr. Ruth Hughes, CEO, CHADD (Children and Adults with Attention Deficit Hyperactivity Disorder); Dr. Alan DeSantis, Prof. of Communications, Univ. of Kentucky; Dr. Ted Grace, Director of Student Health Services, Southern Illinois University-Carbondale

Studies show that on some college campuses, half or more of all students will have used an illicit ADHD drug to get better grades by the time they graduate. Experts discuss the attitudes of students toward these drugs and the new moves by many student health services to clamp down on their easy availability.

August 25, 2013 6:25 a.m.

Radio Health Journal Segment #2 - Grief

Duration: 09:00 minutes

Host: Nancy Benson. *Guests:* Dr. Ronald Pies, Prof. of Psychiatry, State Univ. of New York Upstate Medical Univ. and Clinical Prof. of Psychiatry, Tufts Univ.; Danny Gregory, author and illustrator, [A Kiss Before You Go](#)

Everyone deals with grief at one time or another. An expert discusses how it's experienced by most people, and what separates normal grief from more problematic depression. A writer/illustrator discusses his experience dealing with his spouse's sudden death.

September 1, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Boys' violent play

Duration: 12:31 minutes

Host: Reed Pence. *Guests:* Dr. Mary Ellin Logue, Assoc. Prof. of Early Childhood Education, Univ. of Maine; Jane Katch, kindergarten teacher and author, [Under Deadman's Skin: Discovering the Meaning of Children's Violent Play](#).

Little boys are often stopped from playing the way they want to in preschool and kindergarten, or made to change the stories they tell, because it's all "too violent." Teachers may worry that allowing violent play and images will desensitize children to violence. Experts explain that these worries are unfounded, and that children grow in many ways

September 15, 2013 6:25 a.m.

Radio Health Journal Segment #2 - Letting go to achieve a good death

Duration: 08:10 minutes

Host: Nancy Benson. *Guest:* Katy Butler, author, Knocking on Heaven's Door: The Path to a Better Way of Death.

It's a fine line between preserving life and prolonging death. An award winning science writer discusses her personal experience observing how medical professionals and patients differ in their acceptance of impending death, and what families need to know to navigate the end of life toward a "good death."

September 29, 2013 6:25 a.m.

Radio Health Journal Segment #2 - Restarting stalled growth

Duration: 07:45 minutes

Host: Nancy Benson. *Guests:* Mary Andrews, co-founder and CEO, Magic Foundation for Children's Growth; Dr. Richard Levy, Director, Pediatric Endocrinology Section, Rush Univ. Medical Center, Chicago.

Children's growth disorders are sometimes discounted by pediatricians. Experts discuss the causes and treatments for growth disorders and how parents can decide if their child's growth is a problem.

September 29, 2013 6:55 a.m.

Sunday Morning Along the Coast – School Lunch for picky kids

Duration: 0:31:09 minutes

Stuart Tomc a world renowned Dietitian and health expert comes on the program to talk about healthy lunches for school children and our selves, even the pickiest of eaters. He gives wonderful suggestion for pack lunched and discusses the nutritional standards you should be trying to meet for your child and yourself.

Government Programs and Local Issues

July 28, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Lowering the DUI threshold

Duration: 12:00 minutes

Host: Reed Pence. *Guests:* Deborah Hersman, Chairman, National Transportation Safety Board; Jan Withers, National President, MADD (Mothers Against Drunk Driving); Ray Peck, head of R.C. Peck & Assoc. and Project Chief Research Scientist, Pacific Institute of Research & Evaluation; Gary Biller, President, National Motorists Assn..

The National Transportation Safety Board has recommended lowering the DUI threshold from .08 BAC to .05 as a means of reducing drunk driving. Advocates are divided on whether such a reduction would have much effect, and the legislative fight

would drag on for years. Experts discuss this and other moves that might have larger and more immediate impact.

**National Night Out Against Crime in Margate August 6, 2013
Margate Police Department.**

- A dedicated page on 973thecoast.com was created in the Community Events Section promoting the event.
- 34- 60 second live promotional announcements ran 08/01-08/06
- Hosted by the Kevin, Virginia Jason Show on site 7-11PM 08/06/13

August 8, 2013 6:25 a.m.

**Radio Health Journal Segment #1 - Refuse workers: respect your local
garbageman**

Duration: 12:09 minutes

Host: Reed Pence. *Guests:* Robin Nagle, Clinical prof. of Anthropology and Urban Studies, New York Univ., anthropologist in residence, New York Sanitation Dept., and author, Picking Up: On the Streets and Behing the Trucks with the Sanitation Workers of New York City; Sam Shick, franchise operator, 1-800-GOT-JUNK.

It turns out that day in and day out, refuse workers have the most dangerous municipal job, with more injuries than police or firefighters. Two experts discuss the massive job of hauling our garbage away.

August 18, 2013 6:25 a.m.

Radio Health Journal Segment #2 - Leadership and mental illness

Duration: 08:01 minutes

Host: Nancy Benson. *Guest:* Dr. Nassir Ghaemi, Prof. of Psychiatry and Director, Mood Disorders Program, Tufts Univ., and author, A First Rate Madness.

Studies show that in good times, "level headed" leaders do well. However, one leading expert on mood disorders explains that in times of war and crisis, leaders such as Lincoln, Franklin Roosevelt and M.L. King, who led utilizing traits of mental illness, may be more effective.

September 8, 2013 6:55 a.m.

Sunday Morning Along the Coast – Miami-Dade Water project

Duration: 0:28:47 minutes

Jennifer Messemer, the Public Information Officer for the Miami-Dade Water and Sewer Department (WASD) comes on to talk about irrigation, tips on becoming more environmentally friendly and the improvements Miami Dade is doing to our sewer infrastructure.

September 22, 2013 6:25 a.m.

Radio Health Journal Segment #1 - Health insurance exchanges opening. Will they be ready?

Duration: 12:32 minutes

Host: Reed Pence. *Guests:* Dan Schuyler, Director of Exchange Technology, Leavitt Partners; r. Paul Ginsberg, President, Center for Studying Health System Change; Kevin Lucia, Senior Research Fellow, Center on Health Insurance Reforms, Georgetown Univ.; Laura Summers, Director of State Intelligence, Leavitt Partners.

State insurance exchanges that are central to the Affordable Care Act are scheduled to begin enrolling on Oct. 1. Experts discuss the likely problems that consumers may face as they enter the market.

Charitable Events

Little Smiles Charity Fundraiser August 9, 2013

Little Smiles Charity

- A dedicated page on 973thecoast.com was created in the Community Events Section promoting the event.
- 22 – 60 second live promotional announcements ran 08/03-08/09
- Hosted by the Kevin, Virginia Jason Show on site 6-10 PM 08/09/13

August 25, 2013 6:55 a.m.

Sunday Morning Along the Coast – MCH Together for Miracles

Duration: 0:27:04 minutes

Miami Children's Hospital (MCH) is getting together for miracles. It's a giant campaign aimed at putting childhood illness into the light and raising funds for Miami Children's Hospital. During this interview we talk with Nikel and Ava. Ava is 4 and a cancer survivor. They discuss the difficult journey and how they can donate to Ava and MCH.

September 1, 2013 6:55 a.m.

Sunday Morning Along the Coast – The 15th Annual Safe Walk 5K

Duration: 0:24:56 minutes

Courtney Holshouser the Associate Director of Development for Women in Distress talks about the organization and its mission. Courtney also discusses signs of abuse, ways to talk to some if you think they need help and the 15th Annual Safe Walk 5K in October.

Tunnel to Towers 5K Walk & Run September 7, 2013

Stephen Siller Tunnel to Towers Foundation

- A dedicated page on 973thecoast.com was created in the Community Events Section promoting the event.

- 26 – 60 second live promotional announcements ran 08/01-08/06
- Hosted by the Kevin, Virginia Jason Show on site 6-10AM 09/07/13

September 15, 2013 6:55 a.m.

Sunday Morning Along the Coast – Special Olympics

Duration: 0:35:24 minutes

Jim Maler, former Seattle mariner, and Andrew Savysky, Appointed Chairman of the Resource Development Committee for Special Olympics Florida, Come on to discuss the benefits and programs offered by Special Olympics Florida the Miami-Dade Chapter. They cover the organization's mission, its benefits to our community and how you can get involved.

Bamboozle Event September 21, 2013

Little Smiles Charity

- A dedicated page on 973thecoast.com was created in the Community Events Section promoting the event.
- 22 – 15 Second Live promotional announcements ran 09/12-09/21/13
- Hosted by the Kevin, Virginia Jason Show on site 1-4 PM 09/21/13

September 22, 2013 6:55 a.m.

Sunday Morning Along the Coast – D.A.R.E

Duration: 0:27:55 minutes

Officers Patience Glasko and Peter Judge come on the program to discuss D.A.R.E. (Drug Abuse Resistance Education). The talk about the curriculum, their upcoming fundraiser - the Village of Palmetto Bay Arts & Crafts Festival – and why programs like these are so important.

PUBLIC SERVICE ANNOUNCEMENTS:

Ad Council Adoption- <i>Hero</i>	52 recorded announcements 07/01-09/30
Ad Council Blood Saves- <i>Asteroid</i>	57 recorded announcements 07/01-09/30
Ad Council Dating Abuse Prevention- <i>Time Machine</i>	48 recorded announcements 07/01-09/30
Ad Council Driving Safety- <i>Hog Commandos</i>	55 recorded announcements 07/01-09/30
Ad Council Education- <i>Football</i>	45 recorded announcements 07/01-09/30
Ad Council Education- <i>Music Education</i>	55 recorded announcements 07/01-09/30
Ad Council Father Involvement- <i>Ballgame</i>	46 recorded announcements 07/01-09/30
Ad Council Financial Literacy- <i>General</i>	52 recorded announcements 07/01-09/30
Ad Council Latch System- <i>Booster</i>	56 recorded announcements 07/01-09/30
Ad Council Pet Adoption- <i>Dog Toys</i>	48 recorded announcements 07/01-09/30
Florida Association of Broadcasters Florida Army National Guard	130 recorded announcements 07/01-09/30
Florida Association of Broadcasters Florida Restaurant and Lodging	45 recorded announcements 07/01-09/30
Florida Association of Broadcasters Ounce of Prevention Fund	45 recorded announcements 07/01-09/30
Florida Association of Broadcasters Division of Emergency Management	130 recorded announcements 07/01-09/30
Florida Association of Broadcasters	130 recorded announcements