

# **WFLC Community Issues and Programming**



**WFLC Community Issues and Programming**  
October 1, 2018 – December 31, 2018

**Program Director Jill Strada**  
**WFLC-FM / Cox Radio Miami**  
December 31, 2018

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

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## **WFLC Community Issues and Programming**

### **October 1, 2018 - December 31, 2018**

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, 2018 – December 31, 2018

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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**

**October 4, 2018 6:00 a.m.**

**Community Convo's with KimmyB – The Breanna Vergara Foundation**

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

Alex Casanova, Treasurer of The Breanna Vergara Foundation, talks about the creation and work of the Breanna Vergara Foundation. The BVF is a relatively new 501c3 here in South Florida, but has already helped save the lives of 9 children, through its tireless work educating the community on the importance of EKG's for our children. The foundation has made it their mission to raise awareness about undetected heart conditions in children and the importance of EKG's for kids, especially those that are involved in any sort of athletic activities. They have also committed themselves to raising the funds necessary to not only help provide children with these EKG's, but also to help provide defibrillators to community centers, parks, organizations, and any other place where there could be an incident involving a child's heart.

TOPIC: The purpose of this interview was to help raise awareness about The Breanna Vergara Foundation and the great things they are doing in the community, as well as to help raise awareness about getting our children EKG's. Breanna Vergara was only 11 years old when she collapsed on the floor of her dance studio due to an undetected heart condition known as Wolff-Parkinson-White. There was no defibrillator on site and by the time Breanna reached the hospital she was pronounced dead. Within the first 6 months of her passing Breanna's parents and family had already set up the Breanna Vergara Foundation and have made it their mission to make sure no other family suffers the unnecessary loss of a child due to an undetected or underlying heart issue.

**October 21, 2018 6:00 a.m.**

**Community Convo's with KimmyB – The Breanna Vergara Foundation**

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

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**November 11, 2018 6:00 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 development disabilities and to provide support and education to their families.

TOPIC: A representative from the CDTC came in to discuss the services provided at the CDTC, who is eligible to take advantage of these services, and ways the community can get involved and help give-back to the CDTC.

**November 18, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Children's Diagnostic Treatment Center**

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

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**November 25, 2018 6:00 a.m.**

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

**Duration: 00:25:00 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

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## **Underserved Populations-USP**

**October 21, 2018 6:20 a.m.**

**Community Convo's with KimmyB – His House Children's Home**

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

His House Children's Home is a private non-profit, faith-based organization dedicated to restoring the lives of children from newborn to 18 years of age. For over 29 years, His House has brought stability to the lives of over 15,000 children and remains a frontline provider of residential and foster care services

TOPIC: Representatives from HHCH came in to address the foster care crisis here in South Florida, how His House Children's Home is helping address the needs of children in the foster care system, the immense need for qualified loving foster parents/families, and how people can get more info on becoming a foster and/or ways to get involved with and help out HHCH. We discussed their upcoming open house and foster parent trainings as well as their annual fundraising gala.

**October 28, 2018 6:00 a.m.**

**Community Convo's with KimmyB – His House Children's Home**

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

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**October 28, 2018 6:35 a.m.**

**Community Convo's with KimmyB – The Pride Center at Equality Park/Wicked Manors**

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

The Pride Center is a tax-exempt, non-profit organization that provides a welcoming, safe space — an inclusive home that celebrates, nurtures and empowers the LGBTQ communities and our friends and neighbors in South Florida.

TOPIC: Representatives from the Pride Center came in to talk about their programs and services, as well as their upcoming seasonal fundraiser, Wicked Manors 2019.

**November 11, 2018 6:00 a.m.**

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**December 16, 2018 6:20 a.m.**

**Community Convo's with KimmyB – His House Children's Home**

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

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**December 23, 2018 6:20 a.m.**

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

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**December 30, 2018 6:20 a.m.**

**Community Convo's with KimmyB – His House Children's Home**

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

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## **Education**

**November 25, 2018 6:30 a.m.**

**Community Convo's with KimmyB – The Children's Trust Read 30 program**

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

The Children's Trust is a non-profit 501c3 organization focused on partnering 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 foundation to enable children to achieve their full potential.

Topic: We discussed the work The Children's Trust does in our South Florida community focusing primarily on their newly established summer reading program, Read 30. The Children's Trust has always advocated and highlighted the importance of reading. This summer in attempt to curb some of the academic fall-off many children experience during their summer vacation they created the Read 30 program. This program was centered around parents setting aside 30 minutes a day to read with their children. The Children's trust then asked parents to take a selfie and use social media to spread the word and encourage their network of friends, family, and followers to do the same with their kids. The Read 30 program has been such a success that the Children's Trust has decided to keep it going indefinitely!

**December 2, 2018 6:30 a.m.**

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**December 9th, 2018 6:00 a.m.**  
**Community Convo's with KimmyB – S.E.E.K.**  
**Duration: 00:25:00 minutes**

SEEK, otherwise known as Seeking Education Empowers Knowledge, is a non-profit 501c3 organization, whose goal is to improve the value of life for children of diverse backgrounds by providing public services that promote self-advocacy skills, strategic thinking skills, and community involvement to become lifelong problem solvers. The mission of S.E.E.K is to empower teenagers, parents, teachers, and the community to help protect lives and discover educational diverse programs that promote lifelong problem solvers beyond the classroom.

Topic: Anike Sakariyawo, the President and Founder of SEEK, came in to talk about her organization and the importance of education and mentorship in our community. We discussed the strategy behind SEEKs approach to S.T.E.M. and S.T.E.A.M. education along with the organizations focus on teaching its participants to give back to their community and those in need.

## **Human Services**

**October 14, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Adrienne Arsht Center Volunteer Services**

**Duration: 00:45:00 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 over 30,000 children every year.

Topic: The VP of Communications, Suzette Espinosa, and the Director of Volunteer Services and Internships, Nicole Smith, came in to discuss volunteer and intern opportunities at the Adrienne Arsht Center for the Performing Arts. Our conversation touched on the diversity of the South Florida Community and the many benefits of volunteering in general, as well as who and what they are looking for at the Arsht. We also discussed the upcoming Arts season and all the ways people can get involved.

**December 16, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Miami Dade County Department of Health/WIC Program**

**Duration: 0:15:00 minutes**

The Special Supplemental Nutrition Program for Women, Infants, and Children aka WIC Program is a federally funded public health nutrition program providing nutrition education, nutritious foods, breastfeeding support, and healthcare referrals for income-eligible women who are pregnant, breastfeeding or postpartum, infants, and children up to age 5. Breastfeeding promotion and support are integral parts of the WIC program. WIC is striving to increase the incidence and duration of breastfeeding among women enrolled in the program.

TOPIC: Personnel from the Miami-Dade County Department of Health WIC program came in to talk about breastfeeding, its benefits, and many of the issues, questions, and concerns that breastfeeding mothers or women considering breastfeeding might have. We also talked about the plethora of services that the WIC agency provides for breastfeeding moms, including a free breast pump program, peer counselor support programs which provide mother-to-mother counseling, and the special WIC food packages that are available for participants who are exclusively breastfeeding their babies.

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## **GOV (1)**

**October 7, 2018 6:20 a.m.**

**Community Convo's with KimmyB – U.S. Army**

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

The Army is the largest military branch in the United States. Its job is to protect the country and its citizens. Today, the Army is made up of more than 700,000 Soldiers, including active duty and Army reserve personnel. Army Soldiers fill many roles. They are doctors, lawyers, and engineers; they are electricians, computer programmers and helicopter pilots; they are police officers, logistics experts and civilaffair representatives. The ARmy's constant need for a divers range of individual Soliders, each with his or her own expertise is what sets it apart from other military branches. iand an arts education program that serves over 30,000 children every year.

Topic: Active Duty Soldiers Sgt. Rodriguez and Specialist Cleare came in to discuss their experiences with the U.S. Army. We talked about the reasons why they joined, the extensive opportunities afforded them regarding education, real world experience, and on the job training, as well as character building and life long friendships.

Sgt. Rodriguez is a recruitment specialist so he spoke about the recruitment process, common misconceptions and questions, along with the different levels of service. We also discussed the economic benefits to joining the armed forces and the job opportunities available if and when you decide to retire or transition back to civilian life.

**November 4, 2018 6:00 a.m.**

**Community Convo's with KimmyB – Mid-Term Election Show**

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

This program was dedicated to the upcoming Mid-Term election. I had Katia St.Fleur, a governmental specialist and political consultant come to share her non-partisan expertise to help break-down and dissect the 2018 mid-term election ballot. I had listeners submit their questions leading up to the show and then we did our best to address their concerns while breaking down the different amendments, explaining what a “yes” vote would vs. a “no” vote, and Katia was also able to provide the listeners with info on how to contact their state legislators here and in Tallahassee.



**November 11, 2018 6:20 a.m.**  
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## **Economy**

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**PUBLIC SERVICE ANNOUNCEMENTS:**

**Cox Media Group**

Coastal Beach Cleanup 11/24-12/01

**Cox Media Group**

DJLMS Toy Drive for Toys for Tots 12/01-12/16

**Cox Media Group**

FAllen Heroes United 11/19-11/20

**Cox Media Group**

Get Out the Vote 10/30-11/03

**Cox Media Group**

Arthritis Foundation Jingle Bell Run 12/01-12/09

**Cox Media Group**

Panhandle Supply Drive 10/16-10/22

**Cox Media Group**

Walk to End Alzheimer's 10/29-11/03

**Cox Media Group**

Pride Center Wicked Manors 10/19-10/31