

WFLC COMMUNITY ISSUES AND PROGRAMMING



THE **RHYTHM** OF MIAMI

**WFLC COMMUNITY ISSUES AND PROGRAMMING**  
**JANUARY 1, 2024 – MARCH 31, 2024**

DIRECTOR OF BRANDING & PROGRAMMING, IAN RICHARDS



**WFLC-FM / COX MEDIA GROUP**  
**COX RADIO, LLC**

**JANUARY 1, 2024 – MARCH 31, 2024**

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**WFLC COMMUNITY ISSUES AND PROGRAMMING  
JANUARY 1, 2024 – MARCH 31, 2024**

WFLC services the Miami/ Ft. Lauderdale / Hollywood market and all of its surrounding communities. Listed below is a description of community programming from January 1, 2024 – March 31, 2024.

**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
9. Underserved Populations - USP

## **Community Outreach – (CEO)**

### **Programs**

**January 7, 2024 – MLK Parade & Festivities – 30:05**

**Guests: Lady Jenkins, President Parade Committee; Dr. Candace Haynes, Media & Community Relations**

In its 47<sup>th</sup> year, the 2024 MLK Parade & Festivities carries the theme, “Transforming the Dream’. The event brings the entire community together on January 15<sup>th</sup>.

**<http://www.mlkparadeandfestivities.org>**

### **PSA’S**

1/1 – 1/1 – 5x – AAA South Florida – Free Tow to Go Service  
2/3 – 2/9 - 32X – Kiwanis Club of Little Havana Foundation – Miss Carnival Miami Pageant  
3/25 – 3/29 - 10x – T5 Foundation – Eggstravaganza Easter Celebration

## **CRIME – (CRI)**

### **Programs**

#### **February 4, 2024 – Women in Distress – 30:24**

**Guest: Emily Janas, Education and Prevention Manager**

February is Teen Dating Violence Awareness Month. Janas looks at teen relationships, abuse, and healthy behaviors. Women in Distress has a downloadable Toolkit with guidance on increasing awareness of Teen Dating Violence.

<http://www.womenindistress.org>

### **PSA'S**

- 1 /1 – 1/25 - 3x – FI Assoc of Broadcasters – Office of Financial Regulation 2394
- 1 /2 – 1/26 - 3x – FI Assoc of Broadcasters – Office of Financial Regulation 2391
- 1/8 – 1/14 – 18x – Unity in the Community of Pompano Beach – UIC Neighborhood Fun Day

## **Diversity / LGBTQ – (DIV)**

### **Programs**

#### **January 21, 2024 – Segment 1 – ‘Origin’ Movie – 11:20**

##### **Guest: Actress, Aunjenu Ellis-Taylor**

Ellis-Taylor talks about her role as Pulitzer Prize-Winning journalist, Isabel Wilkerson, in the film “Origin,” based on Wilkerson’s book “Caste: The Origins of Our Discontent.” The book details Wilkerson’s experiences during the researching and writing of the book, which compares racism in America with caste systems in India, and genocide during World War II.

<http://www.originfilm.com/synopsis>

#### **January 21, 2024 – Segment 2 – Unity in the Community of Pompano Beach – 19:41**

##### **Guest: Carolyn Mann, Scholarship Chair**

Mann talks about the annual free Family Fun Day designed to bring the entire community together to meet first responders and create a sense of community to lower the crime rate. The event features a live auction which generates funds for college scholarships awarded each year to local high school seniors.

<http://www.uicpompano.org>

### **PSA’S**

1 / 2 - 1/7 – 17x – Unity in the Community of Pompano Beach – UIC Neighborhood Fun Day  
3/1 – 3/31 - 93x – Women’s History Month – Vignettes Honoring Trailblazers

## **Economy / Jobs (ECO)**

### **Programs**

#### **February 25, 2024 – Segment 1 – Kiwanis of Little Havana Foundation – 16:05**

**Guest: Pablo Lau, President / CEO**

Lau talks about the extensive community support provided by the Kiwanis Club of Little Havana Foundation. Carnival Miami is the club's major fundraising period, providing the goods and supplies they donate later in the year. Carnival on the Mile is one of half a dozen events that comprise Carnival Miami. WFLC will be onsite at the event.

<http://www.carnavalmiami.com>

#### **February 25, 2024 – Segment 2 – JobNewsUSA – 15:50**

**Guest: Tiffany Price, General Manager**

Leading up to the first Fort Lauderdale Job fair on February 28<sup>th</sup>, Tiffany Price explains why job fairs are more beneficial to jobseekers than applying to jobs strictly online. She offers guidance for attendees seeking job interviews to make the best impression on potential employers.

<http://www.jobnewsusa.com>

#### **March 31, 2023 – Tamarac / North Lauderdale Chamber of Commerce – 8:52**

**Guest: Peter James, President**

The Tamarac / North Lauderdale Chamber of Commerce is holding their annual RISE Health & Wealth Small Business Expo on April 18<sup>th</sup>. The Chamber is working to support businesses in the community through networking and outreach. Mason discusses how many 'Mom & Pop' businesses have not fully recovered from the combination of the Covid Pandemic and the inflation that followed.

<http://www.tamarachchamber.org>

## **PSA'S**

1/6 – 3/27 - 8x – FI Assoc of Broadcasters – FI Dept of Agriculture & Consumer Resources 2401  
1/7 – 3/27 - 8x – FI Assoc of Broadcasters – FI Dept of Agriculture & Consumer Resources 2402  
1/8 – 1/14 - 17x – Miami-Dade County Public Library System – Free Linked-in Learning Access  
1/8 – 3/29 - 8x – FI Assoc of Broadcasters – FI Dept of Agriculture & Consumer Resources 2403  
1/10 – 3/30 - 8x – FI Assoc of Broadcasters – FI Dept of Agriculture & Consumer Resources 2404  
2/17 – 2/23 – 18x - JobNewsUSA.com – South Florida Job Fair

## **Education – (EDU)**

### **Programs**

#### **January 14, 2024 – Segment 2– City Year Miami – 10:11**

**Guest: Brad Meltzer, Board Member**

In addition to supporting City Year Miami’s educational efforts in Miami-Dade County, the best-selling author of the Children’s Book Series, “Ordinary People Change the World,” talks about the newest book in the series, “I Am Ruth Bader Ginsberg.” Proceeds from the series’ book sales go to City Year Miami to support programs in Miami-Dade public schools.

<http://www.cityyear.org/miami>

#### **February 11, 2024 – Girl Scouts of Southeast Florida – 28:11**

**Guests: Ashley Ballard, Troop Leader; Mya Ballard, Girl Scout; Melinda Glasco, Director of Marketing**

As Girl Scouts of Southeast Florida continues their annual Cookie Sale, Ashley & Mya Ballard talk about the positive impact being a Girl Scout has had on Mya. At only 11 years old, she has been a Scout for 6 years, and has developed self-confidence, has learned how to compromise with her Troop-mates, and is developing Sales, Marketing & Accounting skills. Glasco discusses the entrepreneurial skills that Girl Scouts learn. She also previews the upcoming ‘Give a Box, Get a Box’ Cookies for the Military event on February 16<sup>th</sup>, a benefit to send cookies to our Military Troops.

<http://www.gssef.org>

#### **March 10, 2024 – Dade County Fair & Expo – 16:16**

**Guest: Eddie Cora, President**

Cora discusses the history of the Fair & Expo, originally begun as an educational and agricultural development benefit. Those remain the two key goals of the Fair, although it is also known for the rides, entertainment, and food. This year’s Fair dives holds special appeal for our multi-cultural community, with food vendors representing most of the varied cultures living in South Florida. Proceeds from the fair will provide educational scholarships for students in every public school in Miami-Dade County.

<http://www.fairexpo.com>

### **PSA’S**

1/3 – 3/26 -	9x – Florida Association of Broadcasters – Florida A & M University 2359
1 /5 – 3/25 -	9x – Florida Association of Broadcasters – Florida A & M University 2358
2/3 – 2/9 -	17x – Girl Scouts of Southeast Florida – Cookie Sales
2/6 – 2/16 -	25x – FIU Chapman School of Hospitality – SoBe Wine & Food Festival Benefit
2/24 – 2/29 -	30x – Kiwanis Club of Little Havana Foundation – Carnival on the Mile
3/3 – 3/9 -	28x – Kiwanis Club of Little Havana Foundation – Calle Ocho Festival
3/9 – 3/13 –	10x – Dade County Fair - Scholarships



## **Environment / Animal Welfare - (ENV)** **Programs**

### **January 14, 2024, Segment 1 – Florida, Power & Light – 15:43**

**Guest: Bianca Soriano, Savings Expert**

Soriano provides tips for keeping electric bills down, even in Winter. She discusses the multitude of appliances and electronics that draw power even when they are turned off, but are still plugged in. She also provides recommendations for weather-proofing homes and has information about tax-breaks and rebates available for installing certain energy-savings appliances.

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

### **January 28, 2023 - Segment 1– Humane Society of Broward County – 19:53**

**Guest: Cherie Wachter, Vice President of Marketing**

Cox Media Group Miami is the new radio sponsor for the VCA Walk for the Animals to benefit the Humane Society of Broward County. Wachter discusses the importance of the Walk as a major fundraiser for HSBC. As an individual non-profit, they receive no funding from the government, and are not associated with the National Humane Society, so they rely on the generosity of donors. In addition to caring for shelter pets until they are adopted, HSBC has educational programs for school children; therapy dog visits to hospitals, senior centers, veteran’s organizations and more; and they provide stress-relief visits with puppies and kittens in offices. They also promote spaying, neutering, and microchipping in an effort to reduce the stray population.

<http://www.humanebroward.com>

### **March 10, 2024 – Miami-Dade County Division of Environmental Resources Management – 15:24**

**Guest: Lisa Spadafina, Director**

Spadafina talks about the upcoming annual ‘Baynanza’ Biscayne Bay Shore Clean Up, and the importance of maintaining the Bay, both for environmental purposes and economic. The various uses of the Bay contribute Billions of dollars to Miami-Dade’s annual economy. This year’s Baynanza has expanded to include several inland sites targeted for clean up because of garbage that contributes to polluting Biscayne Bay. 33 sites total are designated for cleaning, covering the entire County. Spadafina expects more than 3,000 people to participate. Cox Media Group is the radio sponsor of Baynanza again this year.

<http://www.miamidade.gov/baynanza>

## **PSA’S**

115 – 121 – 17x – Miami-Dade County Waste Dept. – Free Christmas Tree Recycling  
1/22 - 1/28 - 26x – Humane Society of Broward – Walk for the Animals  
1/29 – 2/2 – 20x – Humane Society of Broward – Walk for the Animals  
3/14 – 3/24 – 22x – Miami-Dade County DERM – Baynanza Biscayne Bay Shore Cleanup  
3/30 – 3/31 – 10x – Miami-Dade County DERM – Baynanza Biscayne Bay Shore Cleanup

## **Health - (HEA)** **Programs**

### **January 28, 2024, Segment 2 – Heart Month – 12:21**

**Guest: Marisol Sierra, former VP Development, American Heart Association, Southeast Florida Chapter**

With National Heart Month in February, Sierra offers information about Heart Disease, still the #1 killer of men and women in the United States. She explains risk factors associated with Heart Disease, talks about symptoms to be alert for, and provides tips on how to lower one's risk of Heart Disease through behavioral changes, including a heart-healthy diet, exercise, and quitting smoking. Cox Media Group joins the mission on the first Friday of February for 'Wear Red Day' to bring awareness to Heart Disease.  
<http://www.heart.org>

### **February 18, 2024, Segment 2 – Baptist Health Cardiology – 17:37**

**Guest: Dr. Harneet Walia, Sleep Expert/Cardiology, Baptist Health/Miami Cardiac & Vascular Institute**  
Dr. Walia discusses the correlation between risk factors for sleep disorders and risk factors for Heart Disease. While obesity and Diabetes are both contributing factors to both issues, irregular sleep alone can contribute to Heart Disease by diminishing the amount of time the body spends healing itself during sleep. Dr. Walia provides recommendations for 'sleep hygiene' for people who have difficulty falling asleep or staying asleep.  
<http://www.baptisthealth.net>

### **March 17, 2024 – YMCA South Florida – 29:37**

**Guest: Colin Crilley, Vice President Marketing & Communications**

As the Humane Society of Broward prepares for its annual Walk for the Animals in February, 2024, Wachter discusses the health benefits of pet ownership – both physical and emotional. She discusses the Walk for Animals as a way to start a walking program for the new year, as well as to enjoy time outdoors in the fresh air. The Walk is one of HSBC's largest fundraisers each year.  
<http://www.walk4theanimals.com>

## **PSA'S**

1/29 – 2/1 – 8x – American Heart Association – Wear Red for Heart Month  
2/17 – 2/23 – 17x – Feeding South Florida – Outrun Hunger 5k

## **Human Services – (HUS)**

### **Programs**

#### **February 18, 2024 – Feeding South Florida – 11:02**

**Guest: Paco Velez, President**

Velez updates the audience on the challenges facing South Florida’s main Food Bank. Because of rising prices, the \$1 donation that used to provide 9 meals now only provides 4. The organization holds another Outrun Hunger 5k as a fundraiser on February 24<sup>th</sup> in Miami, followed on April 6<sup>th</sup> by the 5k in Hollywood. Feeding South Florida also has job training opportunities to help people enter the Hospitality industry.

<http://www.feedingsouthflorida.org>

#### **March 17, 2024 – YMCA South Florida – 29:37**

**Guests: Colin Crilley, VP Marketing and Communications**

Crilley talks about YMCA’s upcoming ‘Swim for Jenny’ week of free swim lessons, begun over a decade ago to honor a 12-year-old who drowned because she could not swim. The Y offers the free lessons at 5 locations. Crilley also discusses the importance of learning CPR, pointing out that for every child that dies of drowning, 4 more survive and experience permanent damage due to lack of oxygen to the brain.

<http://www.ymcasouthflorida.org>

#### **March 24, 2024 – Segment 2 – American Cancer Society – 14:30**

**Guests: Viviana Martir, Director of Regional Integrated Marketing; Joe Ludwig, Volunteer**

After a pause for the Covid 19 Pandemic, the American Cancer Society has re-started its ‘Road to Recovery’ program, offering free rides for cancer patients to get to treatment and doctor appointments. Ludwig, a volunteer driver, shares his own story of surviving three bouts of cancer, and the gratification he gets from helping others through the process. Anyone aged 18 to 84 can be a volunteer driver, subject to a clean driving record, background check and training that ACS provides. They are actively seeking Road to Recovery drivers as the program gets back in gear.

<http://www.cancer.org/drive>

#### **March 31, 2024 – Jackson Health Foundation – 11:46**

**Guests: Flavia Llizo, Co-President & Chief Development Officer**

Llizo talks about the ‘One Day for Jackson’ fundraiser on April 4<sup>th</sup>, a full day of online and onsite donations to benefit Jackson Health System, South Florida’s Public Safety Net Health System. Because of its partnership with University of Miami as a teaching hospital, Jackson has cutting-edge technology and does research studies that provide advanced life-saving treatments for patients.

<http://www.onedayforjackson.org>

## **PSA’S**

1 /2 – 1/7 – 17x – Kids in Distress – KidHero 5k  
1/15 – 1/21 – 18x – Kids in Distress – KidHero 5k  
1/22 – 1/26 – 9x – Kids in Distress – KidHero 5k  
2/2 – 3/24 - 6x – Fl Assoc of Broadcasters – Ounce of Prevention Fund 2167  
2/24 – 2/29 – 15x – Kids in Distress – Duckfest Duck Derby  
2/24 – 3/23 - 4x – Fl Assoc of Broadcasters – Ounce of Prevention Fund 2037

## Underserved Populations – (USP)

### Programs

#### **March 3, 2024 – Children’s Harbor – 31:43**

##### **Guest: Tiffani Dhooge, President**

Dhooge discusses Children’s Harbor’s services for teens in the foster care system, who are often overlooked by foster parents. Children’s Harbor gives teens a place to live, education and counseling, along with a future to look forward to. When most teens are aging out of foster care, Children’s Harbor has a transition program enabling them to continue on to college, start working or join the Service while still having a place to live.

<http://www.childrensharbor.org>

#### **March 24, 2024 – Broward Veteran’s Coalition – 13:42**

##### **Guest: Joy Allington, President**

Jones discusses the Veteran’s Resources & Benefits Fair set for October 14<sup>th</sup>. He talks about the range of services available to Veterans, and the importance of informing Veterans and their families about how to take advantage of these resources.

<http://www.browardveteranscoalition.org>

## PSA’S

1/11 – 1/22 - 2x – FI Assoc of Broadcasters – FI Dept of Elder Affairs 2232  
1/12 – 1/23 - 2x – FI Assoc of Broadcasters – FI Dept of Elder Affairs 2122  
2/7 – 2/29 - 12x – Sheridan House – Specialty License Plate (:15)  
2/8 – 3/19 - 4x – FI Assoc of Broadcasters – FI Dept of Elder Affairs 2407  
2/9 – 3/21 - 4x – FI Assoc of Broadcasters – FI Dept of Elder Affairs 2409  
2/10 – 2/16 - 18x – Girl Scouts of Southeast Florida – Cookies for the Military  
2/10 – 3/22 - 4x – FI Assoc of Broadcasters – FI Dept of Elder Affairs 2411  
3/1 – 3/30 - 15x – Sheridan House – Services for Troubled Teen Boys (:15)