

WFLC Community Issues and Programming



WFLC Community Issues and Programming
January 1, 2015 – March 31, 2015

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WFLC-FM / Cox Radio Miami
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WFLC Community Issues and Programming

January 1, 2015 – March 31, 2015

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 January 1, 2015 – March 31, 2015.

- 1. Women and Family**
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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 **Hitting The Community**

Produced by WFLC / Cox Radio Miami
30 Minutes

Hitting The Community showcasing discussions with local charities that benefit the South Florida. The show educates listeners on how they can help make a change in their community.

6:55 am **The Conversation**

Produced by WFLC / Cox Radio Miami
30 Minutes

The Conversation features discussions with community leaders, local charities, Health professionals and those who impact the lives of South Floridians. 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 informs 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 January 1, 2015 – March 31, 2015.

Women and Family

January 11, 2015 6:25 a.m.
Hitting The Community – Junior Achievement
Duration: 0:21:15 minutes

Renée Korbel Quinn the JA World Uncorked V Chair, spoke about their upcoming event Uncorked.

January 25, 2015 6:25 a.m.
Hitting The Community – Tax Pros
Duration: 0:21:34 minutes

Jerry Sanchez, the owner of Tax Pros, came in to talk about Tax Season and ways to help save you and your family money on your taxes.

February 1, 2015 6:25 a.m.
Hitting The Community – Chick-fil-A
Duration: 0:18:57 minutes

Cindi Pickett from Chick-fil-A talks about why they are collecting children's books to benefit a local elementary school in addition to holding a Zumba Class fundraiser to help the Make-A-Wish Foundation Miami.

February 8, 2015 6:25 a.m.
Hitting The Community – Women In Distress
Duration: 0:19:02 minutes

CEO Mary Riedel from Women In Distress discusses the Walk for Survivors event.

February 8, 2015 6:55 a.m.
The Conversation – Europe Thru the Back Door
Duration: 0:25:17 minutes

Rick Steves, Author of *Europe thru the Back Door*, comes on to talk about traveling tips and ways families can plan out their vacations. Plus tips on choosing your place to stay, packing and budgeting.

February 15, 2015 6:55 a.m.
The Conversation – Women in Distress
Duration: 0:26:11 minutes

Mary Reidel, president and CEO of Women in Distress of Broward County, re-joins the program to talk about Women in Distress and their upcoming Safe Walk Run 5K. She talks about signs of domestic violence, their facilities including their emergency shelter and crisis line and how you can donate to their cause.

Safe Walk 5K, February 21, 2015

Women In Distress

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 02/21/15

March 1, 2014 6:55 a.m.

The Conversation – TravelHost

Duration: 0:21:20:00 minutes

Ina Lee, award winning publisher of *TravelHost*, comes on to talk about vacationing in our town, what you should do without of town guest and places to take you kids and explore your city.

March 29, 2015 6:25 a.m.

Hitting The Community – Snack It Forward

Duration: 0:20:01 minutes

Maybi Perez Iglesias a representative for Snack It Forward talks about why its a “better for you” snacking movement with a mission to create and market delicious premium healthier snacks and to promote sharing to improve our nation’s health and fitness.

Health

January 4, 2015 6:55 a.m.

The Conversation – New Year Stress

Duration: 0:22:54 minutes

Dr. Amiee Shunney rejoins the program to talk about stress relief tips for busy moms and how stress can impact our health.

January 11, 2015 6:55 a.m.

The Conversation – Cervical Cancer Part 1

Duration: 0:21:50 minutes

Dr. Lana Lee Sam from the Florida Medical Center joins us today to talk about Cervical Cancer. In part one of these interviews we go over who is at risk, the main causes of cervical cancer and screenings.

January 18, 2015 6:55 a.m.
The Conversation – Cervical Cancer Part 2
Duration: 0:23:30 minutes

Dr. Lana Lee Sam from the Florida Medical Center comes on for part 2 of our cervical cancer interview. In this segment she goes over getting second and third opinions, support groups for you and your family and why they are important and she talks about the three things you need to know.

February 22, 2015 6:55 a.m.
The Conversation – Heart Awareness Month
Duration: 0:22:57 minutes

Dr. Ali Shahriari, Medical Director of the Aortic Disease Institute at Florida Medical Center, joins the program to talk about Heart Health and Heart Awareness. He talks about preventative measures, signs and symptoms of heart disease and the various treatment options available.

March 1, 2015 6:25 a.m.
Hitting The Community – The DRI Walk For Diabetes & Family Fun Day
Duration: 020:48 minutes

Tom Lehoczky, Community Leader called in to talk about the DRI Walk for Diabetes & Family Fun Day.

March 29, 2015 6:55 a.m.
The Conversation – Bariatric Surgery
Duration: 0:26:25 minutes

Dr. Fernando Bayron, Medical Director of the Surgical Weight Loss Center, joins the program to talk about Bariatric Surgery. He talks about who would qualify for this surgery, how you have to prepare before and after and the many options that are available to those who qualify.

Local Foundations and Events

January 4, 2015 6:25 a.m.
Hitting The Community – Historic Stranahan House Museum
Duration: 0:19:32 minutes

April Kirk / Executive Director came in to talk about the Stranahan house and their Holiday Hangover fundraiser event.

January 18, 2015 6:25 a.m.

Hitting The Community – Dan Marino Foundation

Duration: 0:22:58 minutes

Mary Partin, Chief Executive Officer of The DAN MARINO FOUNDATION discusses The Dan Marino Foundation WALKABOUT AUTISM & EXPO.

February 1, 2015 6:55 a.m.

The Conversation – Mystic Force Foundation for Childhood Cancer Research

Duration: 0:25:38 minutes

Sandy Vallego, board member of Mystic Force Foundation, and Silvia Vanm, co-founder of the Mystic Force Foundation, come on to talk about childhood cancer research. Silvia tells us the reason behind founding this charity and how we can all help at their Festival of Chocolate fundraiser.

February 22, 2015 6:25 a.m.

Hitting The Community – Giralda Under the Stars

Duration: 0:21:10 minutes

Denise Galvez from the City of Coral Gables stops by to talk about Giralda Under the Stars series will be featuring romance and promoting local business.

Super Hero 5K Run, March 7, 2015

Kids Battling Cancer

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 03/07/15

March 8, 2014 6:55 a.m.

The Conversation – St. Pawtricks Day

Duration: 0:24:44 minutes

Merdith Bruder, founder of Pets Broward and Monique Perez, Chair of St. Pawtricks Day, come on to discuss Pets broward, their mission and how they plan on reaching their goals, they both also discuss their upcoming fundraiser St. Pawtricks Day.

March 15, 2015 6:55 a.m.

The Conversation – National Kidney Foundation Kidney Walk Part 1

Duration: 0:20:45 minutes

Kate Brown, Event Manager at the National Kidney Foundation, Fran Glick trustee of National Kidney Foundation and Rex Buchanan CEO of the National Kidney Foundation, come on the program to discuss Kidney awareness, in part one of this interview they talk about the foundations mission, signs and symptoms of kidney disease and some preventive measures you can take.

March 22, 2015 6:55 a.m.

The Conversation – National Kidney Foundation Kidney Walk Part 2

Duration: 0:22:15 minutes

Kate Brown, Event Manager at the National Kidney Foundation, Fran Glick trustee of National Kidney Foundation and Rex Buchanan CEO of the National Kidney Foundation, come on the program to discuss Kidney awareness, in part two of this interview they discuss their website, the importance of being an organ donor and the national Kidney Foundation Walk on March 28.

Community Issues

January 25, 2015 6:55 a.m.

The Conversation – Broward Health Foundation

Duration: 0:27:35 minutes

President and CEO of the Broward Health Foundation, Dennis Stefanacci, comes on to talk about the KIDS Campaign and the Power of One Gift. He also talks about how Broward Health Medical Center is improving.

P/B/A Doral, February 8, 2015

Charity For Fallen Police Officers

- A dedicated page on Hits973.com was created in the Community Events Section promoting the event.
- The Hits Squad was on site 02/08/15

February 15, 2015 6:25 a.m.

Hitting The Community – Dr. Mars and Police PBA

Duration: 0:18:15 minutes

Dr. Rick Mars talks about the event, Dentistry from our Hearts plus John Rivera, President of the Dade County Police Benevolent Association discusses the Support Our Police Ride and Rally.

March 8, 2015 6:25 a.m.

Hitting The Community – Not For Sale Part 1

Duration: 0:26:41 minutes

Director of Engagement for Not For Sale, Ethan Batstone, talks about Human Trafficking.

March 15, 2015 6:25 a.m.

Hitting The Community – Not For Sale Part 2

Duration: 0:26:41 minutes

Director of Engagement for Not For Sale, Ethan Batstone, talks about Human Trafficking.

March 22, 2015 6:25 a.m.

Hitting The Community – LaunchCode and Life Wellness Institute

Duration: 0:20:51 minutes

Mariana Rego the South Florida Director of LaunchCode discusses their mission to pair people aiming to work in technology with top-level employers through paid apprenticeships and job placement. Also Dr. Alex Alonso owner of Life Wellness Institute talks about ways both Men and Women can benefit from Bio-Identical Hormone Replacement Therapy.

PUBLIC SERVICE ANNOUNCEMENTS:

Cox Media Miami Annual Tour De Broward	20 recorded announcements 02/16-02/20
Cox Media Miami Zoo Miami	64 recorded announcements 03/24-03/30
Cox Media Miami Sheridan House	12 recorded announcements 01/31-02/20
Cox Media Miami St Coleman's Festival	19 recorded announcements 02/19-02/21
Cox Media Miami Stand Up to Cancer	24 recorded announcements 01/01-02/08
Florida Association of Broadcasters Dept Of Business & Prof	93 recorded announcements 01/01-03/31
Florida Association of Broadcasters Florida Army National Guard	96 recorded announcements 01/01-03/31
Florida Association of Broadcasters FL Res & Lodging Association	69 recorded announcements 01/01-03/31
Florida Association of Broadcasters Visit Florida	94 recorded announcements 01/01-03/31