WFLC COMMUNITY ISSUES & PROGRAMMING



WFLC COMMUNITY ISSUES AND PROGRAMMING APRIL 1, 2023 – June 30, 2023

DIRECTOR OF BRANDING & PROGRAMMING, IAN RICHARDS



WFLC-FM / COX MEDIA GROUP
COX RADIO, LLC

APRIL 1, 2023 - JUNE 30, 2023

INDEX

WFLC COMMUNITY ISSUES AND PROGRAMMING

DESCRIPTION OF REGULAR PUBLIC AFFAIRS PROGRAM

Community Focus with Ellen Jaffe

COMMUNITY ISSUES RELATED PROGRAMMING & PUBLIC SERVICE ANNOUNCEMENTS

WFLC COMMUNITY ISSUES AND PROGRAMMING APRIL 1, 2023 – June 30, 2023

WFLC services the Miami/ Ft. Lauderdale / Hollywood market and all of its surrounding communities. Listed below is a description of community programming from April 1, 2023 – June 30, 2023.

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

<u>Community Outreach – (CEO)</u>

Programs

May 14, 2023 - Segment 1 - MODS Eye of the Storm Hurricane Prep Event - 20:01

Guest – Erik Salna, Associate Director, FIU Extreme Events Institute; Founder of Eye of the Storm Salna is the organizer and founder of the annual Eye of the Storm Hurricane Prep event at Museum of Discovery & Science, attracting more than 3,000 people for the one day. As a meteorologist and Associate Director of FIU's Extreme Events Institute, Salna works with experts in the field to develop stronger home protection for hurricanes and better technology for predicting and tracking storms. He addresses the impact of climate change on the rapid development of stronger storms and warns of the increased potential damage to life and property if we're unable to mitigate contributing factors, such as overdevelopment of coastal areas and human contribution to global warming. http://www.mods.org

May 14, 2023 - Segment 2 - NAMI Miami (National Alliance on Mental Illness) - 11:30 Guest - Susan Holtzman, President / CEO

As the new President / CEO of Nami Miami, Holtzman discusses her motivation for taking the role, and her vision for the future of NAMI, including expanded services and peer-to-peer counseling programs. Holtzman discusses the upcoming NAMI Walks Miami, the organization's biggest awareness builder, scheduled 5/20. She talks of the growth of the event and the opportunity for people to learn about mental illness and to meet others with similar interests. http://www.namimiami.org

June 4, 2023 - Segment 3 - YMCA L.A. Lee / Mizner building - 4:21

Guest - Tongelia Milton, Asst VP of Event Operations & Marketing

Milton recaps the grand opening event of the rebuilt YMCA L.A. Lee building, formerly the oldest YMCA in the South Florida area. She talks about the hearty welcome from the community and the increased volume of participants as a result of the many new services provided at the Y, including Broward College classes, swim classes, meeting rooms and more.

http://www.ymcasouthflorida.org

PSA'S

4/8 – 4/10 – Earth Month – Flamingo Gardens Aromatherapy Class 6 x :30

4/15 – 4/21 – Frost Science Museum – Earth Day Celebration – 12 x :30

4/23 - 4/28 - Broward Navy Days & Air Show - 8 x :30

5/8 – 5/19 - Museum of Discovery & Science – Eye of the Storm Hurricane Expo – 30 x :30

5/14 – 5/19 - NAMI Miami – NAMI Walks Miami – 14 x :30

6/26 - 6/30 - City of Miami Beach – Fire on the fourth – 13 x :30

CRIME - (CRI)

Programs

April 30, 2023 – Segment 1 - Mothers Against Drunk Driving – 16:01 Guest: Founder of the Walk Like MADD and MADD Dash 5k, Heather Geronemus

Geronemus talks about the support that MADD provides victims and loved ones of victims of drunk drivers. She updates us on the continued progress that advocacy has produced in changing the American auto fleet to include electronics that could determine if someone is unfit for driving and would shut down the car. The Walk Like MADD and MADD Dash 5k on April 7th raises funds for their continued efforts to end drunk driving.

http://www.walklikemadd.org/fortlauderdale

PSA'S

4/15 - 4/22 - City of Miami Beach – Block Party – (Crime Prevention & Diversity) – $14 \times :30$

4/30 – Mothers Against Drunk Driving – Walk Like MADD & MADD Dash 5k – 5 x :30

5/8 – 5/14 – Women in Distress – Starfish Luncheon – 18 x :30

6/26 - 6/30 – Women in Distress – Dancing with the Local Stars Fundraiser – 12 x :30

Diversity / LGBTQ - (DIV)

Programs

April 16, 2023 – Segment 2 – City of Miami Beach Police Department – 21:22

Guests: Officer Eliut Hazzi, Neighborhood Resource Officer Deborah Martineau, Executive Director of City of Miami Beach Police Athletic League, Arthur Martineau

Officers Hazzi, Martineau, and Martineau talk about the third annual 'City of Mami Beach Police Department Block party, free to the public on April 23rd. This year's event will be held near a large Orthodox Jewish population and will give people from the many ethnic backgrounds that populate Miami Beach an opportunity to intermingle despite their different cultures. The event is also designed to engage the public with the Police Department to develop trust between the two so they can work together to keep Miami Beach safe. Finally, the event benefits the Miami Beach Police Athletic League, and their youth development programs.

http://www.beachpal.org

April 23, 2023 - Segment 1 - Pride Center at Equality Park - 13:17

Guest: President / CEO, Robert Boo

Boo talks about the upcoming Rainbow Run 5k to raise funds for the full range of health and medical services, culture and educational classes, and low-cost housing that the Pride Center provides to the LGBTQ community and anyone else who wants to participate. The AIDS Health Foundation has granted a matching initiative, dollar for dollar-donated up to \$500,000. Boo also touches on the current struggles in the gay community and potential impacts in terms of civil rights and mental health, due to laws implemented by Florida's Governor that forbid talking about homosexuality in schools and banning Drag Shows. The law, originally intended to prevent young children from hearing sexual discussions has now been extended through 12th grade. Boo says marches are being planned to protest the new laws. http://www.pridecenterflorida.org

May 21, 2023 - Segment 1 - Broward County Libraries - 13:39

Guest: Allison Grubbs, Director

Grubbs discusses the Library's programs recognizing Jewish heritage Month, Haitian American Month and Asian American Pacific Islander Month in May. She previews the Children's summer programs that kick off with Children's Bookfest on June 3rd. Additionally, Grubbs discusses the recent spate of public school book bans and challenges. She has declared Broward County Libraries a Book Sanctuary, ensuring that copies of books banned from school libraries – many of which have been considered literary classics – will always be available at Broward libraries.

http://www.broward.org/library

Economy / Jobs (ECO)

Programs

April 23, 2023 - Segment 3 - JobNews USA Job Fair - 8:32

Guest: Tiffany Price, General Manager

Price shares information about the Mega Job Fair on April 27th at the FTX Arena. More than 5 dozen companies will be represented, accepting resume from job seekers, holding interviews, and some even hiring on the spot. Price provides tips for readiness and ways to impress potential employers. https://jobnewsusa.com

May 28, 2023 - Segment 1 - Feeding South Florida - 10:05

Guest: Paco Velez, President / CEO

May is Hunger Awareness Month. Velez talks about the difference between Hunger Awareness Month in May – a local initiative, and Hunger Action Month in September – a national effort to encourage individuals to be proactive in supporting programs to end hunger and food insecurity nationwide. Velez discusses the increasing challenges for individuals in light of rising food prices, as well as the impact on Feeding South Florida's ability to feed as many people as they've done in the past. He also touches on their training programs that that teach people job skills in the hospitality industry, enabling them to find work and ultimately become self-sufficient and no longer need charity assistance. http://www.feedingsouthflorida.org

June 18, 2023 - Segment 2 - JobNews USA Job Fair - 8:32

Guest: Tiffany Price, General Manager

Price shares information about the Mega Job Fair on June 22nd at the FTX Arena. More than 5 dozen companies will be onsite, including Cox Media Group Miami, accepting resumes from job seekers, holding interviews, and some even hiring on the spot. Price provides tips for readiness and ways to impress potential employers.

https://jobnewsusa.com

June 25, 2023 - Segment 2 - Small Business Administration, Miami Office - 14:23

Guest: Timothy Watson, Public Information Officer

Watson provides details about Economic Recovery Loans available to small businesses and non-profits through the Small Business Administration, to help businesses impacted by the flood incident in April. He gives details about requirements to qualify for a low-interest loan and directs listeners where to apply.

http://www.disasterassistance.sba.gov

PSA'S

5/20 – 5/27: Fl Dept of Revenue – Hurricane Prep Tax Holiday – 18 x :30 6/5 – 6/7: Fl Dept of Revenue – Hurricane Prep Tax Holiday – 8 x :30

6/19 - 6/21: Job News USA - Job Fair 6/22 - 6 x :30

Education – (EDU)

Programs

April 30, 2023 - Segment 2- Museum of Discovery and Science - 7:19

Guest: President / CEO Joe Cox

Cox talks about the range of program underway at MODS, from participation in Heal the Planet Day to close out Earth Month, to summer youth programs, their teen explorer program and nighttime beach walks during turtle birthing season. The Museum is also bringing back a major exhibit about Dinosaurs that originally opened in January of 2020 and had to close shortly after due to the Covid pandemic. Finally, Cox gives details about the MODS annual 'Eye of the Storm' Hurricane Preparation event, featuring a line-up of experts and vendors offering guidance and products to stay safe before, during and after a storm. Cox Media Group Miami will be the official radio partner for the event on May 20th.

http://www.mods.org

April 30, 2023 - Segment 3 - Heal the Planet - 8:03

Guest: Content and Social Media Director, Hannah Grooms

On the morning of the organization's 8th Annual 'Heal the Planet Day', Grooms provides background and facts about climate change and the potential damage to the entire planet, its ecosystems and ultimately, people, if we don't start tackling the problem. She provides suggestions such as 'conscious buying' – using sustainable products, not using plastics, recycling, and buying from companies that make environmentally-friendly products. Grooms has created a list of '100+ Ways to Heal the Planet' that can be found on the organization's website.

http://www.healtheplanet.com

<u>June 18, 2023 – Segment 1 – Folds of Honor – 11:20</u>

Guest: Chief Development Officer, Ben Leslie

Leslie explains how Folds of Honor was founded in 2006 as a way of providing education scholarships to families of veterans killed or disabled in action. In the last two years, Folds of Honor expanded their service to include families of first responders injured or killed in service. To date the organization has provided 40,000 scholarships. Southeastern Grocers (Winn Dixie & Fresco y Mas) is holding its annual 'round-up' initiative through June 20th, when customers can round up their bill, with proceeds going to support Folds of Honor.

http://www.foldsofhonor.org

June 25, 2023 - Segment 1 - Mission United Broward - 13:02

Guest: James Heaton, Director

Heaton discusses the need for donated school supplies and backpacks for Mission United's annual back-to-school distribution for children of Veterans. He also provides an overview of all the services Mission United provides for veterans, including access to education to develop skills consistent with the civilian job market.

http://www.unitedwaybroward.org

PSA'S

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4/1-4/28 – FI Assoc of Broadcasters – Florida A & M University – 9 \times :30 \times 3 - 5/31 - Fl Assoc of Broadcasters – Florida A & M University – 11 \times :30 \times 3 - 6/25 – Fl Assoc of Broadcasters – Florida A & M University – 10 \times :30 \times 3 - 6/11 – Folds of Honor – Educational Scholarships – 10 \times :30 \times 3 - 6/11
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Environment / Animal Welfare - (ENV)

Programs

April 2, 2023 - Segment 1 - Heal the Planet - 17:34

Guest: Hannah Grooms, Content Director

Grooms talks about the work Heal the Planet does on a year-round basis to educate the public about the environment, South Florida's eco-system, and the importance of making daily choices that will help prevent upsetting the balance of nature. Heal the Planet works with Broward County Public Schools to provide free eco-tours of Snyder Park and teach children how to grow a food garden and use pollinator plant for landscaping. Cox Media Group will be onsite for their 8th annual 'Heal the Planet Day' on April 30th.

http://www.healtheplanet.com

April 2, 2023 - Segment 2 - Miami Dade County DERM / Baynanza - 15:27

Guest: Director, Lisa Spadafina

Spadafina discusses her path to becoming the new Director of the RER division of DERM for Miami-Dade County, including her passion for the environment. She discusses the importance of the annual Baynanza Biscayne. Bay Shore Clean Up in keeping Miami a top tourist destination, as well as a way to improve the safety of marine life, wildlife, flora and fauna. Spadafina provides details for attendees, so they know what to expect and how to stay safe during the cleanup.

http://www.miamidade.gov/baynanza

April 9, 2023 - Segment 1 - Wahoo Bay - 18:35

Guest: President / CEO Rob Wyre

Wyre is the Chairman of Shipwreck Park in Pompano Beach, one of 3 coastline conservation projects that are deploying artificial reefs to help restore our natural and conserve our natural reef system. Wahoo Bay is going further still. Together with the University of Miami scientists, they are installing 'seahives' that will serve as a shoreline protection system. The artificial structures are designed to dissipate wave energy, particularly during hurricanes, to mitigate the damage from storm surge – acting as a water 'speed bump' for dangerous waves. Wahoo Bay will be turned into an educational 'theme park' based around raising awareness of the importance of keeping our oceans and reefs healthy and thriving. The goal is to engage children in an immersive, entertaining, experiential learning experience about our marine eco-system, so they'll also become engaged in maintaining the delicate balance of our ocean life.

http://www.wahoobay.org

April 16, 2023 - Segment 1 – Huizenga Park Foundation – 4:40

Guest: Steve Hudson, Huizenga Park Foundation

Hudson talks about plans in the works for what he calls a 'reimagining' of Huizenga Park, one of just 2 key parks in Downtown Fort Lauderdale. Traditionally used mainly for events and a start / finish line for 5k's, Huizenga Park will be renovated to serve as a space for people who live in Downtown Fort Lauderdale, as well as those who just come to visit. Since Huizenga Park was built, 25,000 people have taken residence in the downtown area. The finished park will have places to sit on benches and relax or read; a restaurant on the water; children's play area; exercise zone and more. Most importantly, the

Huizenga Foundation has secured a promise from the Downtown Development Authority that the park will remain a 'green space in perpetuity – a bonus for environmentalists, and a benefit for people who live, work or play in Downtown Fort Lauderdale.

http://www.huizengaparkfoundation.org

<u>May 7, 2023 - Guy Harvey Foundation – 27:30</u>

Guest: Jessica Harvey, President / CEO

Harvey talks about the organization's focus on marine preservation, sustainable fishing, and sustainable harvesting. She discusses dwindling populations of fish that could threaten the human food supply. Also discusses scholarships available for university students in the marine sciences field.

http://www.guyharveyfoundation.org

May 28, 2023 - Segment 2 - Miami Dade County RER Division of DERM - 10:20

Guest: Lisa Spadafina, Director

Spadafina talks about the reasoning behind the County's fertilizer ban during rainy season, from May 15th to October 31st. She explains how certain nutrients in fertilizer runoff into Biscayne Bay are damaging to the balance of nutrients in the Bay water and can result in the destruction of marine life. The fertilizer runoff has also contributed to an increase in sawgrass die-offs and algae blooms. She provides recommendations for safe lawn care. Finally, Spadafina previews Miami-Dade County's first Adopt-a-Tree event of the year on June 4th, where residents can receive 2 free trees – native to South Florida.

http://miamidade.gov/fertilizer

PSA'S

- 4/1 4/2 Baynanza Registration $4 \times :30$ 4/1 - 4/6 - Earth Month - Baynanza $- 10 \times :30$
- 4/1 4/9 Earth Month Museum of Discover & Science 'Build a Better World' Weekends 12 x :30
- 4/8 4/14 Earth Month Tips Plant Trees 8 x :30
- 4/11 4/14 Baynanza 10 x : 30
- 4/12 4/14 Wahoo Bay Tips to Conserve Coastline 7 x :30
- 4/15 4/22 Heal the Planet Heal the Planet Day 14 x :30
- 4/15 4/22 Heal the Planet Conscious. Choices 9 x :30
- 4/23 4/29 Heal the Planet Heal the Planet Day 9 x :30
- 4/23 4/29: Heal the Planet Day Join Cox Media Group 9x :30

Health - (HEA)

Programs

April 23, 2023, Segment 2 – YMCA of South Florida – 12:08

Guest: Associate VP of Event Operations & Marketing, Tongelia Milton

Milton gives an overview of the annual YMCA Healthy Kids Day on Saturday, April 29th, at every YMCA nationwide. The day is designed to present young people with guidance and fun ways to become and remain healthy for life. The 29th is also the celebration of the 1-year anniversary of the newly rebuilt L.A. Lee / Mizell YMCA in the heart of the Sistrunk neighborhood. Martin touches on the variety of programs and services for all ages that are being offered at the new expanded Y, including a branch of Broward College, retail shops and an office of the Fort Lauderdale Police Department. http://www.ymcasouthflorid.org

June 4, 2023, Segment 2 – Women's Breast & Heart Initiative – 12:22

Guest: Andrea Ivory, Founder / CEO

Ivory talks about the annual National Pink Day for Summer Breast Cancer Awareness Event on June 23rd. Again, this year, WBHI will bring 2 mobile mammogram vans to Hialeah to provide free mammograms to women in the community who would not otherwise have access. The event will also feature biometric screenings by Jackson Health to help determine heart health issues. All four CMG Miami radio stations will have personalities onsite to support the event.

http://www.flbreasthealth.com

June 18, 2023, Segment 3 – Women's Breast & Heart Initiative – 11:07

Guest: Andrea Ivory, Founder / CEO

Ivory provides an update about openings for free mammograms and heart health screenings at the upcoming National Pink Day celebration for Summer Breast Cancer Awareness on June 23rd. With the theme, 'Glow Pink', Ivory invites all listeners to participate in helping raise awareness about the importance of early detection and disease prevention by taking selfies wearing pink and posting them on social media.

http://www.flbreasthealth.com

PSA'S

5/28 - 6/4: Women's Breast & Heart initiative – National Pink Day Mammograms – $20 \times 30 - 6/12 - 6/25$: Women's Breast & Heart initiative – Schedule NO-Cost Mammograms – $50 \times 30 - 6/25$: Women's Breast & Heart initiative – Schedule NO-Cost Mammograms – $50 \times 30 - 6/25$:

Human Services – (HUS)

Programs

April 9, 2023 - Segment 2 - Fathers MIA - 11:55

Guests: Founders, Gernald Hawkins Sr. & Robert L. Jackson III

Hawkins and Jackson talk about the mission of Fathers MIA – to bridge the gap between fathers and their children. The organization works with young people who are growing up with absent fathers, as well as adopted children who feel abandoned by their birth parents, and those whose fathers are deceased. They have a team of psychologists helping young people develop coping skills, and they hold an annual Spring Gala – similar to a Father / Daughter Dance, but with First Responders taking on the role of 'father' for the night. The event is also used as an opportunity to give out educational scholarships to young people participating in the program. http://www.fathersmia.org.

<u>April 16, 2023 – Segment 2 – Tell Robert Foundation for Mental Health Awareness - 15:32</u> Guest: Stephanie Fenstersheib, Co-Founder

Fenstersheib talks about the 3rd annual Tell Robert 5k to benefit local organizations that provide mental health services locally. Fenstersheib and her brother founded the organization after their other brother, suffering from mental illness, killed himself and their Father. She relates how meeting other people who have been impacted by mental illness, whether in a loved one or themselves, provides catharsis after trauma and creates a bonded community. The event is on April 15th at Charnow Park in Hollywood. https://tellrobertfoundation.com/tellrobert-3rd-annual-5k-april-2023/

May 21, 2023 – Segment 2 – NAMI Miami (National Alliance for Mental Illness) - 13:51 Guest: Susan Holtzman, President / CEO

May is Mental Health Awareness Month. Holtzman talks about NAMI's efforts to eliminate the stigma associated with mental health challenges, particularly in light of the statistics that about 1/3 of Americans suffer from some sort of anxiety, depression or other mental illness. She discusses NAMI's community outreach, providing speakers to organizations and businesses; as well as their need for volunteers to help lead peer support groups.

http://www.namimiami.org

June 4, 2023 - Segment 1 - Kids in Distress - 14:47

Guests: Mark Dooghe, President/ CEO; Michael Sipe, Board Member

Dooghe talks about the growth of Kids in Distress to become the main service for foster care children in both Miami-Dade and Broward Counties, serving 20,000 children annually. Sipe is supporting the organization with a 'DJ Spin Battle' fundraising event on June 21st. Multiple CMG Miami employees will be volunteering as event judges and participants.

http://www.kidinc.org

<u>June 11, 2023 – Segment 2 – Kids in Distress - 10:55</u>

Guest: Michael Sipe, Board Member & Founder, Mike Sipe Entertainment & Productions

Sipe talks about his 30-years of support for Kids in Distress, both as a company and as an individual serving on the Board of KidInc. Sipe Productions has provided pro bono entertainment at KidInc events for decades. This year will be the inaugural Spin for a Cause DJ Spin Battle as a stand-alone event. The fundraiser is expected to bring in about \$20,000 for the non-profit. http://www.kidinc.org

PSA'S

4/1 - 4/27 - FI Assoc of Broadcasters – Ounce of Prevention – 11 x :30

4/3 - 4/9 - Tell Robert Foundation - Tell Robert 5k - 9 x - :30

 $4/12 - 4/14 - \text{Tell Robert Foundation} - \text{Tell Robert 5k} - 5 \times :30$

5/1 - 5/7 – Mental Health Awareness Month – Resource Page – 17 x :30

5/3 - 5/31 - FI Assoc of Broadcasters – Ounce of Prevention – 6×30

5/28 - 6/11 - Kids in Distress - Spin for a Cause Fundraiser - 38 x :30

6/1 – 6/25 – Fl Assoc of Broadcasters – Dept of Emergency Mgmt. - :9 x13

<u>Underserved Populations – (USP)</u>

Programs

May 28, 2023 – Segment 3 – Success We Achieve Together – 12:08

Guest: Kevin Littleton, Founder

Littleton discusses the mission of Success We Achieve Together. He founded the organization with 2 key goals – to teach people life skills and job skills, and to emphasize the important role that Fathers play in families and the raising of children. SWAT is holding their inaugural Father / Son / Daughter 2 on 2 Basketball Tournament on June 17th, Father's Day weekend, with the goal of creating an opportunity for F3athers (and father figures) to spend quality time with their children; and for families to have a fun day spending time together.

http://www.swatteamwork.org

June 11, 2023 - Segment 1 - Connected Warriors - 21:28

Guest: Trauma Conscious Yoga Instructor

Sheridan, a Veteran Green Beret, shares his personal story of injury and PTSD following multiple tours of duty for the Military. He explains how yoga classes helped reduce or eliminate both his recurring pain and his need for prescribed medications. As a result, Sheridan joined with Connected Warriors, and trained to become a Trauma-Conscious Yoga Instructor for Veterans, a very specific type of training and teaching. Roadhouse Productions is holding a Classic Wrestling Benefit June 17th to raise funds for the work Connected Warriors does to support our local Veterans.

http://www.connectedwarriors.org

PSA'S

4/1 - 4/29 - FI Assoc of Broadcasters – Florida Dept of Elderly Affairs – 8 x :30

5/1 – 5/31 – Fl Assoc of Broadcasters – Florida Dept of Elderly Affairs – 12 x :30

5/20 - 5/27 - Connected Warriors - Veteran's Benefit - 17 x - :30

6/19 - 6/25 – Kiwanis of Little Havana Foundation – Free Summer Camp – 10 x - :30

6/22 - 6/25 -Summer Break Spots - Free Meals for Kids $- 6 \times 30$