

LICENSE: ATLANTIC BEACH, FLORIDA

# **WOKV-FM QUARTERLY ISSUE REPORT**

**4th QUARTER 2013**

*PREPARED BY: MICHELE CORBY*

**Through its regular ascertainment process, Cox Media Group has determined that the following issues were important to the Atlantic Beach, Florida community in the fourth quarter of 2013**

# **ISSUES THIS QUARTER**

**1. Crime**

**2. Traffic & Public Safety**

**3. Health Care**

**4. Economy**

**5. Taxes & City Spending**

**2013 Public Affair Programming**

# Cox Radio, Jacksonville

<b>STATION</b>	<b>SHOW</b>	<b>HOST</b>	<b>DAY</b>	<b>TIME</b>
WAPE	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM

WAPE	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SUNDAY	6:30AM
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*PUBLIC AFFAIRS DIRECTOR: ANNASTAVREDES, ON AIR TALENT  
PROGRAM DIRECTOR: TODD SHANNON*

<b>STATION</b>	<b>SHOW</b>	<b>HOST</b>	<b>DAY</b>	<b>TIME</b>
WXXJ	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM

WXXJ	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SUNDAY	6:30AM
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*PUBLIC AFFAIRS DIRECTOR: SCOTT THOMAS, PRODUCTION MANAGER  
PROGRAM DIRECTOR: AARON SCHACHTER*

<b>STATION</b>	<b>SHOW</b>	<b>HOST</b>	<b>DAY</b>	<b>TIME</b>
WJGL	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM

WJGL	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SUNDAY	6:30AM
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*PUBLIC AFFAIRS DIRECTOR:  
PROGRAM DIRECTOR: AARON SCHACHTER*

<b>STATION</b>	<b>SHOW</b>	<b>HOST</b>	<b>DAY</b>	<b>TIME</b>
WOKV	JAX JOURNAL	ROXY TYLER	SATURDAY	11:00PM

WOKV	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SATURDAY	11:30PM
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*NEWS DIRECTOR: RICH JONES  
PUBLIC AFFAIRS DIRECTOR: ROXY TYLER  
PROGRAM DIRECTOR: MIKE DORWART*

<b>STATION</b>	<b>SHOW</b>	<b>HOST</b>	<b>DAY</b>	<b>TIME</b>
WHJX	HOT TOPICS	DAWN LOPEZ	SUNDAY	6:30AM

WHJX	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SUNDAY	6:00AM
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*PUBLIC AFFAIRS DIRECTOR: CLARENCE NATTO  
PROGRAM DIRECTOR: CLARENCE NATTO*

<b>STATION</b>	<b>SHOW</b>	<b>HOST</b>	<b>DAY</b>	<b>TIME</b>
WJGL2	HOT TOPICS	DAWN LOPEZ	SUNDAY	6:30A

*PUBLIC AFFAIRS DIRECTOR: CLARENCE NATTO  
PROGRAM DIRECTOR: TODD SHANNON*

**4<sup>th</sup> QUARTER 2013**

**Sept. 20, 2013**

# WEBSITE SURVEYS CONCLUDE:

## Top Concerns of Community

### 1. **CRIME**

- a. Track recent crime trends and let listeners know what they need to do to avoid becoming a victim.
- b. Provide information about the connection between the crime rate and drug addiction.
- c. Encourage & promote mentoring and afterschool programs to educate young people about career options.

### 2. **TRAFFIC & PUBLIC SAFETY**

- a. Provide information on road dangers and safety advice for pedestrians.
- b. Alert drivers to accident prone areas and any other high profile gridlock areas that drivers should avoid.
- c. Red light cameras – alert listeners to their locations and how the new law works

### 3. **HEALTH CARE**

- a. Provide updates and accurate information on the new health care law and how it will affect listeners.
- b. Update listeners on mental health care options and bring about awareness that Jacksonville spends the least amount of money on mental health care than any other city in the U.S.
- c. Inform listeners of how they can utilize the new health care system, how it will work and how much it will cost.

### 4. **ECONOMY**

- a. Update listeners on job opportunities in the city now and in the future.

- b. Go in depth with Community leaders on what they are doing to help create new job opportunities for the unemployed.
- c. Discuss tips on how listeners can utilize local city or state services to search for employment and dive into what the unemployment rate really means to all those who live in Jacksonville.

## 5. **TAXES & CITY SPENDING**

- a. Educate the public on what their tax dollars are being used for and why local lawmakers feel the need to raise property taxes to provide basic city services.
- b. Inform listeners about how much the city is spending on capital projects like the new State Attorney's office and why repairs are already needed for the new County Courthouse.
- c. Talk with city leaders on air about government waste and what they are doing to reduce it.

# **Program Schedule**

# **Jax Journal**

*Saturday 11:00 pm*

WOKV-FM airs a weekly program “Jax Journal” to address issues of significant importance for the residents of Jacksonville, Florida; and the metropolitan area. This weekly thirty-minute public affairs show airs on Saturday

from 11:00 pm – 11:30 pm

## **“First Coast Forum”**

*Saturday 11:30 pm*

WOKV-FM develops a weekly program “First Coast Forum” to address issues of significant importance for the residents of Jacksonville, Florida; and the metropolitan area. This weekly thirty-minute public affairs show airs

on Saturday from 11:30 pm – 12:00 am

## **Crime**

### **First Coast Forum**

Host: Sparxxx

Airdate: Saturday, October 5, 2013

Topic: Crime

Guest: Shannon Hartley and Melissa Bujeda – Jacksonville Sheriff’s office

Duration: 25 minutes

The main topic of this program was the crime in Jacksonville. We discussed how to avoid becoming a victim of theft, violence, etc. Securing your home to deter break-ins for the upcoming holiday season. How to get information on crimes that have taken place in the area via social media.

## **Jax Journal**

Host: Roxy Tyler

Airdate: 10/12/13

Topic: Crime

Guest: Sheriff John Rutherford

Duration: 25:15

John Rutherford is Jacksonville's Sheriff and says he's upset that budget cuts are forcing him to put fewer officers on the street and as a result he fears that crime could go up. Rutherford talked about how citizens can help be the eyes and ears for JSO and how to report suspicious activity in their neighborhoods

*Ascertainments show many people in Jacksonville are concerned at the number of violent crimes being committed and want to do something to reduce it.*

## **Jax Journal**

Host: Roxy Tyler

Airdate: 10/17/13

Topic: Crime

Guest: Sheriff John Rutherford

Duration: 25:00

Jacksonville Sheriff John Rutherford returned to the studio to talk about the latest crime report released by the state. He says despite what the perception is about crime going up, the opposite is actually true and he cited several reports by the Florida Department of Law Enforcement.

*Ascertainments show many people want updates on the number of crimes in our community and where most of the crime is occurring.*

## **First Coast Forum**

Host: ACTION NEWS SUNDAY

Airdate: Saturday & Sunday, November 9<sup>th</sup> & 10<sup>th</sup>, 2013

Topic: Convicted killer Charles Southern filing for appeal/Asian Tiger Shrimp/Healthcare.gov

Guests: Angela Corey/Karen Brune Mathis/Roxy Tyler

Duration: 20 minutes, 40 seconds

Action News Sunday began with an interview with convicted murderer Charles Southern's fight to be released from a lifetime sentence for the murder of a friend. The decision on this appeal could affect other minors across the state who are currently serving similar sentences. State Attorney Angela Corey spoke about the need to keep Southern in jail for the duration of his sentence.

Segment two featured the issue of Asian Tiger Shrimp, and invasive species that escaped from a South Carolina research facility during Hurricane Hugo. The species has since become a problem in Northeast Florida, eating the indigenous white shrimp, thereby causing hardships for local fishermen. The Tiger shrimp grow to an estimated 13 inches and weigh as much as a full pound.

The final segment dealt with the delays and other problems surrounding Healthcare.gov, and what the Obama administration is doing to correct the debacle.

## **First Coast Forum**



Host: Anna

Airdate: Saturday, November 23, 2013

Topic: Crime

Guests: Sargent Chuck Mulligan

Duration: 27 minutes

The main topic of this program was crime. We talked about recent crime trends and let listeners know what they need to do to avoid becoming a victim. We talked about bicycles accidents which are trending high right now, and what the road rules are for cars and bicycles. We also talked about crime during the holidays and how to stay safe.

*Ascertainments are important for the Jacksonville community because in cases like this they inform citizens about how to stay safe.*

## News Stories

A meth house which has been known to attract crime in St. Augustine is getting torn down. Those who live in the area tell our partner Action News they're excited their Queens Road neighborhood can now move forward.

The Clay County Sheriff's office has just released a photo of a woman they believe is connected to a smash and grab car burglary at a local YMCA. Police say in October someone broke into a car in the YMCA parking lot in Orange Park and stole a woman's purse and her bank cards. Investigators say a woman used the victim's ATM card at a drive-thru bank recently. We've got a photo of the suspect up at WOKV.com

A judge issued rulings in the case of a man accused of gunning down a local teen at a Southside gas station. Spectators will not be allowed to wear items in support of either Michael Dunn or Jordan Davis. Davis's father will be allowed to remain in the courtroom throughout the trial and the jury will not be allowed to inspect the crime scene.

JSO is searching for a murder suspect this afternoon. Police are looking for 23-year-old Rayvon Sanders. He's wanted in connection with a murder on State Street Sunday. We've got his photo up right now on wokv dot com.

Updating you on the officer-involved shooting this afternoon on Katnack Road, which is near Dixie Highway in St. Johns County. The Sheriff's Office says they received calls about 64 year-old Rodney Stevens, who has outstanding warrants for grand theft auto, felony battery and tempering with a witness. Stevens was killed following a shootout with responding officers, none of whom were injured. The shooting is still under investigation.

The St. Johns County Sheriff's Office has just released a free app for mobile devices. Sgt. Catherine Payne tells us it allows them to directly communicate with the public about traffic, weather or safety issues. You can find the app by searching for "S-J-S-O" - Payne says you have to enable push notifications to receive their messages.

## **Traffic & Public Safety**

### **First Coast Forum**

Host: Scott Thomas

Airdate: Saturday & Sunday, October 12<sup>th</sup> & 13<sup>th</sup>, 2013

Topic: Traffic & Public Safety

Guests: Mike Goldman, spokesman for the Florida Department of Transportation, District 2

Duration: 27 minutes

Our discussion began with Mr. Goldman detailing the area covered by District 2 in Northeast Florida. We reviewed many of the current and future major transportation projects in North Florida, including 9B, Phase III, and the Overland Bridge. Mr. Goldman also discussed the drainage problems around town, and the contact information for reporting issues.

Our biggest topic of concern was the accident involving the Mathews Bridge. Mr. Goldman described the incident and the ongoing investigation, as well as the hopeful timetable of completing the repairs before the Florida-Georgia football game.

Alternative transportation sources were discussed, including car-pooling, mass transit, biking and walking. Finally, Mr. Goldman gave out contact information for listeners wanting to get involved or find out more information about the FDOT.

*Ascertainments show that the planning is critical to meeting the transportation needs of the citizens of North Florida. Budgetary restraints are a concern, especially considering some of the decisions made in Tallahassee. Combining effective planning and alternative sources of travel will help to ease some of the shortfalls.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 11/2/13

Topic: Traffic/Public Safety

Guest: Lake Ray

Duration: 25:00

Lake Ray is a member of the State House of Representatives and also a traffic engineer. He says the recent accident involving a ship hitting the Mathews Bridge in Jacksonville could have been a major disaster. In fact it did cause the state to shut down the bridge for several weeks while repairs were made. He explained the damage and talked about the process needed to repair it and he says the bridge will be safe once it's reopened.

*Ascertainments show many people are concerned about transportation in Jacksonville and safety on the roadways and local bridges*

### **Jax Journal**

#### **First Coast Forum**

Host: Sparxxx

Airdate: Saturday, December 7, 2013

Topic: Public Safety

Guest: Shannon Hartley – Jacksonville Sheriff's Office

Duration: 25 minutes

This segment included tips for the holiday season when out shopping. From parking lot safety, in the store and overall awareness of your surroundings. Pedestrian safety is a large concern due to the recent deaths in the area. We discussed how to avoid cars when walking or biking.

### **News Stories**

Governor Scott is calling for a cut in fees drivers pay to register their cars. Scott plans to ask state legislators to cut auto registration fees by more than 400 million next year. The governor's office estimates the cut would mean you'll pay \$25 dollars less for the registration of a typical automobile.

The UNF student at the center of a gun rights lawsuit says she's pleased with an appeals court ruling, allowing her to keep her gun locked inside of her car. Alexandra Lainez tells our partner Action news she's glad the appeals court ruled she does have the right to bear arms. It was previously against UNF's student policy.

It's a common sight as you drive into downtown Jacksonville...construction barrels. And the state transportation department plans to KEEP them around for the next several years. We've discovered a three year, \$136 million dollar plan to widen the Fuller Warren Bridge to four lanes in each direction. According to the state, 146,000 vehicles travel across the Fuller Warren every day. Construction would take about three years to complete, and would include building an elevated flyover ramp connecting I-10 to Roosevelt.

We're learning more about the challenge a pilot may have encountered Sunday when his plane crashed into a retention pond....killing all three people onboard. Sam Fischer is a pilot and tells our partner Action news landing is one of the most difficult parts of flying. A preliminary report by the NTSB is set to be released next week.

A Jacksonville roofing company has been fined more than 48-thousand dollars for violating safety rules set by the Occupational Safety and Health Administration. OSHA says North Florida Roofing and Repair didn't ensure their employees used fall protection on a job site. Other violations are classified as serious... and ones that could have risked lives.

## **Health Care**

### **Jax Journal**

Host: Roxy Tyler

Airdate: 10/5/13

Topic: Health Care

Guest: Dr. Sunil Joshi

Duration 25:10

Dr. Sunil Joshi is Treasurer of the Duval County Medical Society. He says the new health care law has many local doctors concerned that they will see an influx of patients and won't be able to handle the extra load. He says there are also many questions and uncertainties surrounding the implementation of the new law and all the paperwork that will go along with it. He talked about patient concerns as well and how many people are finding the new affordable care act has them paying more for insurance now than they did before the law was enacted.

Ascertainments show many are concerned about the tight timelines to implement the new health care law.

## **First Coast Forum**

Host: Anna

Airdate: Saturday, October 26, 2013

Topic: Healthcare

Guests: Dr. Joshi

Duration: 27 minutes

The main topic of this program was healthcare. We provided updates and accurate information on the new health care law and how it will affect listeners. Plus we informed listeners of how they can utilize the new health care system and how it will work.

*Ascertainments are important for the Jacksonville community because in cases like this they inform citizens about important topics or laws that will affect their wellbeing and their finances.*

## **Jax Journal**

Host: Roxy Tyler

Airdate: 11/9/13

Topic: Health Care

Guest: Len Geiger & Richard Johnson

Duration 24:55

Len Geiger is recovering from a little known devastating disease called Alpha One. It attacks your lungs and liver and can be fatal. He was lucky though and was able to get a new lease on life with a double lung transplant. Richard Johnson is a local father of two who just learned that both of his children have the disease and he is working to raise money and awareness to help researchers develop new treatments and hopefully one day a cure.

Ascertainments show many people are concerned about diseases and want to know about any new health concerns that may affect them.

## **First Coast Forum**

Host: Scott Thomas

Airdate: Saturday & Sunday, November 30<sup>th</sup> & 31<sup>st</sup>, 2013

Topic: Healthcare

Guests: Denise Marzullo-President & CEO of Mental Health America of NE Florida

Duration: 26:50

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My conversation with Ms. Marzullo centered around mental illness in America, and specifically, here on the First Coast. Statistics show that Florida is ranked 49<sup>th</sup> in the nation when it comes to Mental Health funding, and Jacksonville is last in the state. Recognizing the signs of mental illness is the critical first step in getting treatment to someone in need. Ms. Marzullo discussed the many different types of mental illnesses, from depression to bi-polar disorder to schizophrenia. She also gave helpful tips on how to broach the topic with someone suspected of mental illness. She gave the names and contact information of services available for someone with these conditions. Finally, we discussed the need to keep weapons out of the hands of individuals with mental illness, and the tragic results when procedures are not followed.

*Ascertainments show that mental illness is a disease, and open discussion about the condition is a step in the right direction in eliminating the stigma associated with it. More funding is needed for preventative measures and for treatment, especially considering the repercussions of ignoring the problem.*

## **Jax Journal**

Host: Roxy Tyler

Airdate: 12/28/13

Topic: Mental healthcare

Guest: Ben Warner

Duration: 25:21

Ben Warner is the President and CEO of JCCI, the local think tank for the city of Jacksonville. He says their group is getting ready to start a major survey and study on mental health. He says there are more suicides every year in Duval County than homicides. He adds the two major facilities that handle mental health problems are the Duval County School System and the Duval County Jail. Warner says we need to take mental health seriously and get rid of the stigma attached to those who suffer from mental illness. The study results will be released next Fall.

*Ascertainments show many people are concerned about the lack of mental health facilities and care available to local residents.*

## **News Stories**

We're following the arguments before the Supreme Court about the fight to legalize marijuana in Florida. One man tells our partner Action news he supports it. He signed a petition to put it on the ballot next year.

The nation's largest freight rail carriers announcing they'll provide health care benefits to the same-sex spouses of their employees. This coming one day after legally married, gay engineers filed a federal lawsuit in Seattle against B-N-S-F Railway Company. A lawyer for the couples says the railroads' decision is a good first step, but doesn't compensate for the financial and emotional drain the engineers experienced while they fought for months to get B-N-S-F to have spouses added.

Senator Mary Landrieu says there are problems with the federal healthcare law... but those are problems that need to be worked through. She chairs the panel which heard concerns from small business owners today over the price of plans being offered. But tried to also focus on what she calls a more successful start for state exchanges.

The University of North Florida is going smoke-free. A new regulation will prohibit smoking on all University properties beginning in August of next year. Smoking related advertisements, sponsorships and sales will also be prohibited.

Smokers trying to kick the habit will find new regulations affecting e-cigarettes in Orange Park. The town council voted overwhelmingly to restrict the sale of e-cigarettes to minors--and retailers will be forced to move them behind the counter. Mayor Jim Renninger says he's OK with people using e-cigarettes as an alternative. Police say they'll be going to local stores today to educate employees on the new ordinance.

## **Economy**

### **First Coast Forum**

Host: ACTION NEWS SUNDAY

Airdate: Saturday & Sunday, October 19<sup>th</sup> & 20<sup>th</sup>, 2013

Topic: Jaguars playing in London/Government shutdown/Obamacare

Guests: President of Jaguars Mark Lamping/UNF's Dr. Matt Corrigan/Tonya Weathersbee & Gene Wexler

Duration: 20 minutes, 31 seconds

Action News Sunday began with an interview with Mark Lamping, president of the Jacksonville Jaguars. Mr. Lamping discussed the Jaguars' struggles on the field, and how it impacts the fans. He talked about the business impact for Jacksonville in relation to playing games in London in the coming years. Improvements to the stadium and how they're being paid for were also discussed.

The government shutdown ends, and UNF's Dr. Matt Corrigan discussed the impact it had on the nation. He compared how both parties allowed the shutdown to happen, and how they can avoid a repeat in the future. Much of the shutdown revolved around the Affordable Healthcare Act and entitlement plans. Mr. Corrigan also touched on the Jacksonville city budget, and the importance of finalizing one.

Guests Tonya Weathersbee from the Florida Times Union and WOKV's Gene Wexler gave their takes on the government shutdown, and what congress must do to avoid a repeat of this scenario. They also debated the possibility of defunding Obamacare, and the impact it would have on the nation.

### **First Coast Forum**

Host: Scott Thomas

Airdate: Saturday & Sunday, November 16<sup>th</sup> & 17<sup>th</sup>

Topic: Economy

Guest: Candace Moody, Vice-President of Communications for Work Source

Duration: 26 minutes

Ms. Moody began our conversation with a summary of Work Source – the origin of the organization, the services they provide and how it is funded. She gave information regarding job fairs and other workforce development programs available in our area. Ms. Moody then mentioned some of the industries that are doing well in Northeast Florida. We also talked about the impact of Downtown Jacksonville, and what is being done to attract more businesses to the downtown region. We then segued into a conversation about the challenges a city like Jacksonville faces in regards to attracting businesses. Finally, Ms. Moody gave some advice to individuals searching for employment or a new career path.

*Ascertainments show that many of the job fairs and workforce development programs are helping the unemployment rate. Informing our listeners about these and other programs is one more way COX Media Group is active in the community.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 11/16/13

Topic: Economy

Guest: Mayor Alvin Brown

Duration: 25:25

Alvin Brown is Mayor of Jacksonville. He says his office just got back from a trip to London with the Jaguars and made lots of important contacts while there. He says they hope to announce new companies coming to town soon that will provide more jobs for people living in Jacksonville. He also talked about how incentives come into play and how the businesses are required to create jobs within a certain period of time to qualify

*Ascertainments show many people are concerned about the local economy and creation of new jobs.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 12/7/13

Topic: Economy

Guest: Congressman Ander Crenshaw

Duration: 25:00

Ander Crenshaw is a U.S. Congressman from Northeast Florida. He says he and other republicans and trying to hold the line on the federal government spending more money that it has and this new healthcare law is actually costing more to implement than the old system. He talked about how the



government was forced to shut down because lawmakers on Capitol Hill refused to compromise on issues that affect every American. He also talked about the future of the military in Jacksonville and the huge economic impact that will come with the arrival of 3 new ships at naval Station Mayport.

*Ascertainments show many people are concerned about the gridlock in Washington and its impact on their lives.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 12/21/13

Topic: Economy & Education

Guest: Betty Burney

Duration: 25:21

Betty Burney has written a book called "If these Chains could Talk". It's a documentary filled with letters from teenagers who are spending time behind bars. She met with several teen criminals and they wrote about how they suggest other young people should avoid making the same mistakes they made. She says the book is used as a tool to show other young people that there are ways to succeed no matter what your background is. She used one teenager that she mentored as an example. She says he is now a manager of a local store and has a family of his own.

*Ascertainments show many people want to help stop crime before it starts and what to hear unique ideas on how to lead young people down the right path before they fall into the cycle of crime.*

### **First Coast Forum**

Host: ACTION NEWS SUNDAY

Airdate: Saturday & Sunday, December 14<sup>th</sup> & 15<sup>th</sup>, 2013

Topic: Forrest High School/Downtown revitalization/Medical Marijuana

Guests: The **Jacksonville** Chapter of the **Southern Christian Leadership Conference president**, Opio Sokoni/Terry Lorince, Executive Director of Downtown Vision, Inc./ WOKV's Gene Wexler & Fred Mathews from Examiner.com

Duration: 20 minutes, 31 seconds

Action News Sunday began with an interview with the president of the **Jacksonville** Chapter of the **Southern Christian Leadership Conference**, Opio Sokoni, who gave his views about the proposed name change of Forrest High School. There is much debate about the actual history of its namesake Nathan B. Forrest, and his ties to the Klu Klux Klan and slavery.

Terry Lorince, Executive Director of Downtown Vision, Inc. expressed her views about the progress of downtown Jacksonville's plan for revitalization, development and new businesses. The Jacksonville Landing was a centerpiece of the discussion, and what plans are being presented to grow and improve The Landing. She also updated listeners about ongoing and future projects in and around downtown Jacksonville.

Fred Mathews from Examiner.com and WOKV's Gene Wexler gave their takes about the proposed name change for Forrest High School. They debated the issue, and discussed the many individuals in

opposition who believe the tax-payer cost would be too high. Finally, Mr. Mathews and Mr. Wexler broached the topic of legalizing Medical Marijuana in the state of Florida, and the pros and cons of allowing it.

### **First Coast Forum**

Host: Sparxxx

Airdate: Saturday, December 28<sup>th</sup>, 2013

Topic: Economy

Guest: Dr. Rody Borg Professor of Economics at Jacksonville University

Duration: 27 minutes

I discussed with Dr. Borg the new courses at JU about economics and how it will be beneficial to students that are studying economics. Students that are enrolled are working jobs to maintain their bills and education. Some may find it difficult to balance.

We also discussed the state lottery and how the taxes from the proceeds benefit education and scholarships.

With new homes, apartments and developments being constructed in the area is a sign of an improving economy. With the discussion of new business coming to Jacksonville is an opportunity for growth.

### **News Stories**

Jacksonville's gas prices actually going up five cents in the last week - today's average price for a gallon of regular is 3-22. That's still less than what we were paying a month ago. We're always tracking the lowest gas prices in your neighborhood - go to the homepage of WOKV.com and scroll down.

Jacksonville's business leaders are partnering with local schools in an effort to bring a more hands-on education to the classroom...The new partnership will bring mentoring and on-site training by Chamber-affiliated businesses to Duval's career academies. It begins early next year.

Jacksonville is among 'hottest' housing markets for 2014. That's because Home values in Jacksonville are expected to rise by 3.1 percent next year. That's good enough to rank the region among the nation's top 10 hottest markets. Zillow ...an online marketplace for homes created the Hot markets list, figuring in factors like lower than average unemployment, population growth and more. Jacksonville ranked 7th on the top ten list. Salt Lake City was number one. Seattle, Austin Texas, San Jose California and Miami round out the top five.

After a disappointing Black Friday weekend for retailers, Cyber Monday sets a new record. According to Adobe, online sales increased by 16 percent from last year to nearly two-point-three billion dollars this year. A record 18 percent of sales were on smartphones. Physical stores suffered the first spending decline on a Black Friday weekend since 2009.

EverBank is laying off about 300 people in Jacksonville early in the new year. We're told this is a result of October's announcement that EverBank was selling off \$13 billion of its mortgage service rights and default service platform. The new company, Green Tree, is promising to hire workers when the deal is complete. Green Tree is also taking over several floors of EverBank's downtown office.

The holiday shopping season is right around the corner... and Florida retailers are expecting it to be a busy one. The Florida Retail Federation is forecasting a three to four and a half percent increase over last year with online sales expected to jump as much as 15 percent.

Big gains continue for Florida's tourism industry. Visit Florida says we've posted another record quarter in an otherwise record year so far. A total 72.6 million visitors have visited the sunshine state between January and September.

## **Taxes & City Spending**

### **Jax Journal**

Host: Roxy Tyler

Airdate: 10/26/13

Topic: Taxes and Spending

Guest: Mayor Alvin Brown

Duration: 25:00

Mayor Alvin Brown says he did not want to raise the millage rate on property taxes but the city council passed the bill anyway because the budget is so tight. He says the city has not been collecting enough money to pay for essential services and the pension crisis is causing long term concern about how to fund the city employees' retirement money. He says he will continue to try to keep taxes low while still providing all the needs of those in the community.

Ascertainments show many people are concerned about taxes being raised and how the city is managing its money.

### **First Coast Forum**

Host: Sparxxx

Airdate: Saturday, November 2, 2013

Topic: Taxes and city spending

Guest: John Winkler – Concerned Taxpayers of Duval County

Duration: 25 minutes

The main topic of this program was the city spending and how it is affecting Jacksonville. Discussion included how taxes are used, pensions, road work and where the money is coming from to build the new score board at Everbank Field. We also discussed how to reduce wasteful spending.

### **Jax Journal**

Host: Roxy Tyler

Airdate: 11/30/13

Topic: City Spending

Guest: Jerry Holland

Duration: 25:25

Jerry Holland is the Supervisor of Elections for Duval County. He says they are moving their main office out of the Gateway Mall and will save thousands of city tax dollars in rent at their new facility at One Imeson industrial park. Holland says their prior location will still be used as an early voting site so people in the North side neighborhoods can be within walking distance of the polls.

Ascertainments show many people are concerned about the city being fiscally responsible with their tax money.

### **Jax Journal**

Host: Roxy Tyler

Airdate: 12/14/13

Topic: Economy & Education

Guest: Debra Gianoulis

Duration: 25:12

Debra Gianoulis is President of the Schultz Learning Center in Jacksonville. It is used to train teachers and to meet with other people who have ideas on how to improve education in our public schools. She says they are kicking off a plan called One Ed. It's a take-off the One spark event held last year in Jacksonville. She's challenging people in the community to come up with unique ideas on how to improve education and thus the economy by graduating more students with specific job skills.

Ascertainments show many people are concerned that Jacksonville could fall behind in jobs due to a lack of education for many in our community.

### **First Coast Forum**

Host: Anna

Airdate: Saturday, December, 21, 2013

Topic: Taxes & City Spending

Guests: David DeCamp, Director of Communications

City of Jacksonville, Mayor Alvin Brown

Duration: 26 minutes

The main topic of this program was taxes, city spending and downtown development. David educated the public what their tax dollars are being used for. (IE Cleaning up parks). We also talked about the impact of economic development projects... IE Revamping the landing and downtown.

*Ascertainments are important for the Jacksonville community because in cases like this they inform citizens about where their tax dollars are going and what is going on in the city.*

## News Stories

Tensions were high at last night's town hall meeting on the Westside about whether to spend taxpayer dollars to change the name of Nathan B. Forrest High school. One thing everyone at the meeting agreed on was maybe if the district is going to spend half a million on something, it should be a school marching band instead of a name change. Things did get heated between some audience members and the Jacksonville Progressive Coalition. Local historian Jim Schillinghaw tells our partner Action News the group is "a bunch of communists." Board members had to remind people why they came because things got so heated at one point.

Beyond just college football. The Gator Bowl is hoping its new division will be what Jacksonville needs to bring in big name events. Gator Bowl President Rick Catlett says they can work quicker on big events than the city can... and that's why they've created a new 501-c-3 branch focused just on recruiting OTHER events... like youth sports of a soccer tournament. Alan Verlander who will now head that division knows where the big money still lies. The Gator Bowl HOPES to announce a neutral site college football game within the next few weeks

The owner of the Jacksonville landing wants to re-shape the downtown landmark to make it more appealing and he wants to partner with the city to do it. Landing owner Toney Sleiman says architects, city leaders and others are expected to turn out for a workshop at the downtown library tonight to talk more about the possibility of revamping the landing and who pays for what. The meeting is set for tonight from 6 to 8 pm at the library on Laura Street.

WOKV was the first to tell you about Jacksonville's new push for funding through selling naming rights to the sports complex venues downtown. But now Mayor Alvin Brown says nothing will change on the OUTSIDE of the Veterans Memorial Arena. And he says the city will look at naming rights INSIDE of the venue... like for suites. This comes after local veterans started letting us know that taking away their tribute in the venue name would be an unacceptable change

Leaving open the possibility of a tax hike to get control of Jacksonville's shortfall in pension obligations. The city's Retirement Reform Task Force met Thursday to begin narrowing a list of options to deal with the nearly \$2 billion unfunded liability. Chairman Bill Shy tells our partner Action News the city MAY pay \$120 million in a one-time contribution, but more is needed. The question of whether taxes should be raised or how much city services should be cut to pay down the obligation was left open. The task force rejected using a 401(k) retirement plan for police and firefighters.

## Promotional Events

**American Rivers Clean-Up:** Cox Media Group Jacksonville(Radio, TV and Manheim) teamed up with American Rivers and Cox Conserves on Saturday September 23 to help clean up a section of the St. John's River. The goal of this marketing and promotion event is to help and support our community by making it a cleaner place for hikers and animals a like.

**Salvation Army Giving Tree and Family Adoption:** Cox Media Group Jacksonville(Radio, TV) teamed up with the Salvation Army of North Florida this December to help the needy this Christmas by promoting the Salvation Army's Giving Tree on air and online. Radio and TV each adopted a family and our staff bought gifts for the entire family. The goal of this marketing and promotion event is to help and support our community by making this Christmas one that is never forgotten.

## **WOKV PSAs Aired During 4<sup>th</sup> Quarter, 2013**

Visit Florida	Aired 337 times (:60) & (:30)
Florida Army National Guard	Aired 352 times (:60) & (:30)
FL Restaurant&Lodging	Aired 45 times (:30)
FAB/Ounce of Prevention	Aired 103 times (:30)
FAB/Div of Emergency MGMT	Aired 88 times (:30)
ACS-Making Strides Fundraiser	Aired 104 times (:30)& (:15)
AgoVita Palencia Heart Health	Aired 11 times(:60)
AHA Go Red	Aired 190 times (:30)
Bright Holidays/Needy Family	Aired 65 times (:30)
Buddy Walk for Down Syndrome	Aired 47 times (:30)
Childhood Immunizations	Aired 30 times(:60)
County Extension Workshops	Aired 35 times(:30)
Daniel Kids Toy Drive	Aired 25 times(:60)
First Tee of N FL PSA	Aired 45 times(:30)
Guardian Schools/FL Theatre	Aired 16 times (:30)
FL Chamber Music Project	Aired 20 times (:30)
Gator Bowl/Take a Child to a Game	Aired 37 times (:30)
Good Food Company/Catty Shack	Aired 19 times (:60)
JAREB/Home buying seminar	Aired 23 times (:30)
Jax Chamber/Jerry Mallot	Aired 54 times (:30)

Junior League of Jacksonville	Aired 20 times (:30)
Jacksonville Womens Business Center	Aired 72 times (:30)
KC Crave Fallen Veterans	Aired 30 times (:30)
MS Connection Info	Aired 40 times (:15)
Natl Pest Mgmt Health Care	Aired 30 times (:30)
Over the Edge/Boy Scouts	Aired 82 times (:30)
PAL Golf Charity	Aired 18 times (:60)
Patrons of the Hearts	Aired 17 times (:30)
Preserve Hearing Loss	Aired 39 times (:30)
Hands on Jax	Aired 24 times (:30)
Save the Manatee	Aired 35 times (:30)
St Johns Pet Center	Aired 13 times (:30)
Synovus Food Donation	Aired 8 times (:30)
Thanksgiving Dinner Donate	Aired 22 times (:30)
Unity Fest Help Less Fortunate	Aired 19 times (:60)
Walk to Cure Alzheimer	Aired 51 times (:30)
Wine Tasting Preservation Society	Aired 17 times (:30)
Wounded Warriors Campaign	Aired 31 times (:30)