

LICENSE: ATLANTIC BEACH, FLORIDA

WFYV-FM
QUARTERLY ISSUE
REPORT

4th QUARTER 2012

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 2012

ISSUES THIS QUARTER

1. Crime & Violence

2. Education

3. Economy

4. Traffic & Public Safety

5. Government Spending & Taxes

**2012 Public Affair Programming
Cox Radio, Jacksonville**

STATION	SHOW	HOST	DAY	TIME
WFYV	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM
WFYV	FIRST COAST FORUM	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARK KAYE/ TIFFANY GRIFFITH/CHLOE	SUNDAY	6:30AM

PROGRAM DIRECTOR: TODD SHANNON

STATION	SHOW	HOST	DAY	TIME
WAPE	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM
WAPE	FIRST COAST FORUM	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARKE KAYE/ TIFFANY GRIFFITH/CHLOE	SUNDAY	6:30AM

PUBLIC AFFAIRS DIRECTOR: ANNASTAVREDES, ON AIR TALENT

PUBLIC AFFAIRS DIRECTOR: MARK KAYE, ON AIR TALENT

PROGRAM DIRECTOR: TODD SHANNON

STATION	SHOW	HOST	DAY	TIME
WXXJ	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM
WXXJ	FIRST COAST FORUM	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARK KAYE/ TIFFANY GRIFFITH/CHLOE	SUNDAY	6:30AM

PUBLIC AFFAIRS DIRECTOR: SCOTT THOMAS, PRODUCTION MANAGER

PROGRAM DIRECTOR: AARON SCHACHTER

STATION	SHOW	HOST	DAY	TIME
WJGL	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM
WJGL	FIRST COAST FORUM	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARK KAYE/ TIFFANY GRIFFITH/CHLOE	SUNDAY	6:30AM

PUBLIC AFFAIRS DIRECTOR: CHRIS RHOADS, ON AIR TALENT

PROGRAM DIRECTOR: TODD SHANNON

STATION	SHOW	HOST	DAY	TIME
WOKV	JAX JOURNAL	ROXY TYLER	SATURDAY	11:00PM
WOKV	FIRST COAST FORUM	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARK KAYE/ TIFFANY GRIFFITH/CHLOE	SATURDAY	11:30PM

NEWS DIRECTOR: RICH JONES

PUBLIC AFFAIRS DIRECTOR: ROXY TYLER

PROGRAM DIRECTOR: MIKE DORWART

PUBLIC AFFAIRS DIRECTOR: TIFFANY GRIFFITH, WOKV REPORTER

4th QUARTER 2012 September 6, 2012

ASCERTAINMENT MEETING

Concerns:

1. Crime and Violence

- a. Meth addiction and labs are creating an influx of new criminals who use dangerous methods to make the highly addictive drug. Addictions to meth and other prescription drugs are increasing robberies and other crimes.
- b. Police officer layoffs due to city budget cuts is causing concern about a possible spike in crime in Jacksonville.
- c. Child abuse and sexual abuse cases are too common and many times become deadly. The issue needs to be addressed so abused women and children can have a safe haven in the community to escape from abusers.

2. Education

- a. Too many students are not getting the education they need to succeed. Many graduates can't even do simple math.
- b. Inequality in the caliber of education between inner city schools and local College Prep schools or magnet schools.
- c. Too many students are dropping out of school because they fall behind and give up.
- e. Tuition increases are making it difficult for poor children to get higher education.

3. Economy

- a. High Unemployment rates are causing foreclosures and bankruptcies and uprooting many families.
- b. Too many local families are going hungry due to job loss or illness. A record number of local families are now forced to apply for food stamps.
- c. Blighted areas of town are bringing down home values

4. Traffic and Public Safety

- a. Red light cameras are concerning some saying it could backfire and end up causes more accidents if people slam on their brakes.
- b. Traffic fatalities are up again this year and there are too many aggressive drivers on the road that cops need to round up.
- c. Speeders and impaired drivers are making many streets in and around Jacksonville dangerous.

5. **Government Spending & Taxes**

- a. We need to hold local politicians accountable for how they spend our tax dollars and keep listeners updated on the impact that spending will have on them.
- b. Discuss the need for the city to deal with a growing homeless population and how panhandlers are keeping many people away from certain parts of town.
- c. Downtown development and keeping track of incentives the city is offering to convince new companies to move to town and create new jobs.

Ascertainment Meeting

Date: Thursday, September 6th, 2012

Guests: Michelle Drinks
Darryl Ott, Daniel Foundation, Inc
Jim Clark , Daniel Foundation, Inc

Chrissy Sellers, Jacksonville Jaycees
Timothy Halcomb, U.S. Navy
Mary Justino, Clay County Sheriff's Office
Monique MDA

These topics all have a direct impact on our local community. Cox Radio Jacksonville centers its' Public Affairs Programming and dictates the topics of conversation the on air shows address each week on all 5 of our radio stations. The goal is to educate our community on the most pressing issues we face as a community and how some are working to improve problems like crime and high unemployment that affect every city. This quarter we will focus on developing news stories and public programming with live and taped on air discussions addressing these particular issues to keep our local community informed of the most pressing issues facing our city right now.

Program Schedule

Jax Journal

Sunday 6:00 am

WOKV-AM 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 6:00 am – 6:30 am

“First Coast Forum”

Sunday 6:30 am

WOKV-AM 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 6:30 am – 7:00 am

CRIME AND VIOLENCE

Jax Journal

Host: Roxy Tyler

Airdate: 10/6/12

Topic: Domestic Violence

Guest: Ellen Siler

Duration: 25:00

Ellen Siler is the Executive Director of Jacksonville’s Hubbard House a safe shelter for domestic violence victims. She says the slow economy has actually increased the number of domestic violence reports in Duval, Clay and St. John’s Counties. She says it’s important for everyone to be on the lookout for women or children getting abused at home. Siler says many times the person who’s getting beaten is too afraid to leave their abuser and too many times the abuse becomes deadly. Siler says the Hubbard House is in a secret location so that those trying to break free can go to a safe place to stay while they transition to live on their own, away from their husband or whoever may be abusing them.

Ascertainments show many people are concerned about what seems to be an increase in the number of violent incidents across Northeast Florida and want to know ways to spot abuse and help those hurt by it.

First Coast Forum

Host: Scott Thomas

Airdate: Saturday & Sunday, November 17th & 18th, 2012

Topic: Crime & Violence

Guest: Colonel Craig Aldridge, Chief of Staff-Clay County Sherriff's Office

Duration: 22 minutes, 20 seconds

Our discussion centered on the growing problem of Meth Labs in Northeast Florida, and the spin-off issues related to this epidemic. Colonel Aldridge described the chemicals used in creating crystal meth and the dangers they present, not only to the person using, but to the people exposed during (and after) the "cooking" process.

Abandoned homes and homes in foreclosure are common targets for criminals looking for potential "labs". Colonel Aldridge gave tips for listeners to recognize the tell-tale signs of a potential meth lab. He also warned consumers looking to buy a house to be sure it was never used for this purpose.

Other topics included holiday safety tips, and helpful ideas to keep your family safe, and homes & neighborhoods crime-free. He also discussed the Elder Watch Program, and Neighborhood Watch Programs.

Ascertainments show that keeping neighborhoods and communities safe and free of crime is a team effort. Neighborhoods must rely on everyone working together and looking out for one another.

Jax Journal

Host: Roxy Tyler

Airdate: 11/17/12

Topic: Crime & Violence

Guest: Ann Dugger

Duration: 25:12

Ann Dugger is Executive Director of the Justice Coalition, a Victims' Rights group that works to help crime victims and puts photos of wanted criminals in their monthly publication. Dugger says if we are going to reduce crime and violence in Jacksonville we have to work together. She says people need to report crimes to Police and help them when possible to catch the criminals so we can reduce the crime rate and improve our quality of life by creating a safe environment for children and adults alike.

Ascertainments show many people are concerned about what appears to be a rise in violent crime and want to know what they can do to stay safe and keep the people they love safe in what seems to be a crime wave of violence.

First Coast Forum

Host: Chloe

Airdate: Saturday, December 29th, 2012

Topic: Crime

Guest: Wyllie Hodges, Executive Director of Crimestoppers

Duration: 24 minutes

The main topic of the interview was to discuss crime on the First Coast, what's being done to stop it, and how Crimestoppers can help.

Ascertainments show that Crimestoppers is a great way for people to anonymously report tips to the police without worry about being called in as a witness. Rewards are given if an arrest is made. Also, there are safe havens and help available for victims of crime.

EDUCATION

First Coast Forum

Host: Chris Rhoads

Airdate: Saturday, October 13th, 2012

Topic: Public Health

Guest: Stephania Sykes-Burns, Program Coordinator Northeast FL and Katie Garro, Development Manager, Northeast FL – Alzheimer's Association.

Duration: 25 minutes

The main topic of the interview was to learn more about Alzheimer's Disease, learn warning signs, the difference between Alzheimer's and Dementia, and how you can help fund the search for the cure right here in Northeast FL!

Ascertainments show that Dementia is the blanket term for brain and neurological conditions or diseases. Alzheimer's is a disease which falls under the blanket term of Dementia. Hallmark characteristic is that it affects everyday life. A person in the early stages will forget things they learned recently and have problems with short term memory. Things like following recipes or making a sandwich become difficult. Times and places often get confused. Stephania and Katie also talked about the big fundraiser - The Alzheimer's Walk on 11/3 in Jacksonville and discussed other events held throughout the year to raise money for the cure.

Jax Journal

Host: Roxy Tyler

Airdate: 10/13/12

Topic: Education

Guest: Ed Pratt Dannals

Duration: 25:23

Ed Pratt Dannals is the outgoing Superintendent for Duval County Schools. He says while he is leaving at the end of the year, he is proud of the many accomplishments his efforts have helped in improving education

overall for the students in the district. He talked about how there are now several more schools that are making passing grades now through the efforts of the school district and volunteers.

Ascertainments show many people in our community are concerned about the quality of education in Jacksonville and what's being done to improve it.

Jax Journal

Host: Roxy Tyler
Airdate: 10/20/12
Topic: Voter Education
Guest: Jerry Holland
Duration 25:15

Duval County Elections Supervisor Jerry Holland talked with us on air about the upcoming general election and changes in voting locations and more. Holland says it's important that everyone bring their proper identification with them to the polls and talked about all the amendments on the ballot and how important it is for each voter to read through them before Election day. Holland also talked about how many voters are expected to cast ballots and the fact that it takes 17 minutes just to read the entire ballot.

Ascertainments show many people are concerned about educating people on the proper voting procedures to ensure their vote and every vote counts.

Jax Journal

Host: Roxy Tyler
Airdate: 10/27/12
Topic: Voter Education
Guest: Chris Chambliss
Duration 25:30

Chris Chambliss is the Supervisor of Elections in Clay County and says his county in particular has more amendments than the others because one deals with the sale of alcohol on Sundays. The amendment would allow the sale of alcohol on Sunday's in Clay County as early as it does in surrounding counties. Chambliss also talked about polling places around the County and how people can take advantage of early voting or voting absentee. Chambliss also discussed how he and his office work to ensure that every vote counts.

Ascertainments show many people are concerned about educating people on the proper voting procedures to ensure their have a voice in what happens in their local community and in Washington D.C.

First Coast Forum

Host: Chris Rhoads
Airdate: Saturday, November 10th, 2012
Topic: Education
Guest: Bruce Ganger, Executive Director – Second Harvest North Florida
Duration: 26 minutes

The main topic of the interview was to learn how widespread hunger issues are in Jacksonville and how you can help.

Ascertainments show that hunger is a huge issue in our community. 1 in 6 people, (1 in 4 are children), are hungry. That's 4 out of 10 families. Everybody knows someone who is hungry. You may not know they are. Second Harvest works with agencies to distribute food. Their event, Empty Bowl Luncheon, had over 1500 attendees to learn how hunger impacts the community. They were served chicken soup, bread, and water while discussing ways to help. Free or reduced breakfasts and lunches for children can help families tremendously. Anyone can help or volunteer by contacting Second Harvest.

Jax Journal

Host: Roxy Tyler
Airdate: 11/24/12
Topic: Education
Guest: Dr. Nikolai Vitti
Duration: 25:12

Dr. Nikolai Vitti is the new Superintendent for Duval County Schools and says he wants to take our education system to a new higher level and will do it by making common sense changes...starting with reducing the number of tests that teachers are required to give students. He says many times instructors end up teaching to the test, instead of really focusing on educating students. Vitti says he'll hold a series of town hall style meetings in all areas of town to get input from parents, teachers and students before he makes any major proposals or policy changes. He also talked about his experience and the fact that he has 2 children who will attend public schools in Duval County.

Ascertainments show many people are concerned about education and believe that local leaders can do a better job than they are now to educate local students.

First Coast Forum

Host: Chloe
Airdate: Saturday, November 24th, 2012
Topic: Education
Guest: Cheryl Grymes, School Board and VP of Fund Development for Big Brothers, Big Sisters of NE FL.
Duration: 22 minutes

The main topic of the interview was to learn how Jacksonville is trying to combat problems in the school system such as drop-out rates, etc.

Ascertainments show that the new school board and new super-intendant are excited for the new additions as well as ideas. Poverty is a factor which contributes to problems in schools. Parental involvement can also be an issue, but mentoring programs like BBBS can make incredible differences.

First Coast Forum

Host: Scott Thomas

Airdate: Saturday & Sunday, December 22nd & 23rd, 2012

Topic: Education

Guest: Nathan Shoemaker – Marine Science Education Center

Duration: 27 minutes, 55 seconds

Mr. Shoemaker began our conversation with a brief history of the Marine Science Center at Mayport, and how it has evolved to incorporate its current programs. It has a 90% graduation rate despite having troubled high-school aged kids. He described a typical day at the center, and what students can expect to experience on a daily basis.

Mr. Shoemaker spent a great deal of time discussing the programs available for parents of struggling students. He also gave advice as to where to turn when facing that situation. He pointed out that parental involvement is critical in helping a struggling student, but perhaps an overlooked point is the fact that the student must take personal responsibility for their education and their grades. Good study habits and routines are important in helping a child understand how to succeed, not only in school, but in life.

Ascertainments show that resources are available for parents of struggling students. Communication and parental involvement are paramount in getting a troubled teenager back on track with his or her education.

ECONOMY

First Coast Forum

Host: Scott Thomas

Airdate: Saturday & Sunday, October 6th & 7th, 2012

Topic: Economy/Downtown Development

Guest: Dan Bean & Joe Snowberger, President & Vice President of the Jacksonville Historic Naval Ship Association

Duration: 30 minutes

Mr. Bean and Mr. Snowberger began our conversation explaining the history of the Jacksonville Historic Naval Ship Association. Their goal is to create a permanent home for the USS Charles Adams in an area of downtown Jacksonville that is in desperate need of an economic and boost. The plan is to transform the ship into a museum, and also an option for conferences, events, weddings and more. This idea has been successful in many other cities including Baltimore, Boston and most recently, Los Angeles, just to name a few.

Mr. Snowberger shared his insight of his time spent with Downtown Vision Inc., and other organizations that were focused on downtown revitalization. He believes Jacksonville is on track to building a vibrant downtown for everyone to enjoy, but more innovative ideas, and leadership to carry them through are still needed.

Ascertainments show that downtown Jacksonville is still struggling to become a vital hub of the region, but out-of-the-box ideas can give a much-needed "shot in the arm". This project could bring visitors from all over the world, and provide another reason to spend dollars downtown.

First Coast Forum

Host: Chloe

Airdate: Saturday, October 20th, 2012

Topic: Economy

Guest: John Delaney, JaxChamber Board Member

Duration: 24 minutes

The main topic of the interview was to learn how the economy is doing locally as well as what's being done to continue its growth.

Ascertainments show that the economy is steadily improving in Jacksonville. More and more businesses are choosing to come to the First Coast, thus creating jobs. This also stimulates the housing market as well as traffic for local businesses. The Chamber is also implementing programs to encourage local business to business relations. Downtown Development is also important to stimulate the growth/stability of a city.

First Coast Forum

Host: Chris Rhoads

Airdate: Saturday, November 30th, 2012

Topic: Economy

Guest: Clint Dusio, Community First Credit Union

Duration: 27 minutes

The main topic of the interview was to learn the fate of the economy and how it will affect us.

Ascertainments show that the outcome of the "Fiscal Cliff" will have an impact on the economy's recovery and how quickly it will rebound. There are several options for how the Government will handle will the Fiscal Cliff. Taxes will increase if the Bush tax cuts expire; however the President's plan is to only allow them to expire only

for the very wealthy, thus keeping middle-class tax rates as is. This will help bring down the deficit. Washington lawmakers need to work together to solve the Fiscal Cliff issue.

Jax Journal

Host: Roxy Tyler

Airdate: 12/1/12

Topic: Economy & Its' effect on Non-profits

Guest: Odette Strus & Paul Frase

Duration: 25:45

Odette Strus is with the Blood Alliance and Paul Frase is the current Ambassador for the Jaguars and devotes his spare time to create awareness about a little known disease that claimed the life of his son. Frase is a former Jaguars player and his son was born with a disease known as M-T-M. That led him to create the Joshua Frase Foundation for research which recently made a breakthrough in identifying the gene that causes the disease that leaves children afflicted with it unable to walk and talk and eventually die. Frase says the tough economy has meant a slump in donations and that's why they are teaming up with the Blood Alliance to help 2 nonprofit at once with a big blood drive at Everbank Field. Odette talked about how the tough economy has many people who used to donate blood too busy to do so now and that's creating a critical blood shortage in Jacksonville. We talked about the blood drive and how your donation can also help the Fraser Foundation.

Ascertainments show many people fear the tough economy is causing hardships for many nonprofit agencies that are usually the last resort for those in need.

Jax Journal

Airdate: 12/22/12

Topic: Economy

Guest: Bill Bishop

Duration: 25:00

Bill Bishop is President of the Jacksonville City Council. He says the tough economy has caused local leaders to prioritize and that's why they approved plans for the new Downtown Development Authority and are working on other bills to help attract new businesses and jobs to the First Coast. Bishop says even though the council won't meet again until after the new year he's proud that they've been able to accomplish a balanced budget even though some people may not like the cuts they've have to make in order to do it.

Ascertainments show many people are concerned about the economy and want to learn more about new job opportunities.

Jax Journal

Host: Roxy Tyler

Airdate: 12/29/12

Topic: Economy & more

Guest: Alvin Brown

Duration: 26:01

Alvin Brown is Mayor of Jacksonville and says he's been working to revamp downtown, keep the budget balanced and create a safe environment so more people and businesses will want to move to Jacksonville. Brown says he's making major progress by a number of different efforts to improve downtown and hopes to do more in the next 3 years of his term. Brown says he's working with the Port leaders, Chamber and other businesses to boost our city's overall economy and he talked about which things specifically he thinks are working and what problems he still wants to tackle like pension reform.

Ascertainments show many people are concerned with our city spends tax money and what we are getting in return.

TRAFFIC AND PUBLIC SAFETY

First Coast Forum

Host: Anna

Airdate: Saturday, October 27, 2012

Topic: Traffic and Public Safety

Guests: Sargent Chuck Mulligan, St Johns Sherriff Office

Duration: 28 minutes

The main topic of this program was Traffic and Public Safety. We discussed how to drive safely on the roads when others are driving erratically.

We also talked about being safe on the roads and in neighborhoods during Trick Or Treating on Halloween.

Ascertainments show that it is important to observe your surroundings to protect the Jacksonville community and local listeners.

First Coast Forum

Host: Andrew M. Greenstein

Airdate: Saturday, November 3, 2012

Topic: Traffic and Public Safety

Guest: Capt. Ronnie Gann, Clay County Sheriff's Office

Duration: 27 minutes

The main topic of this program was traffic and public safety. My guest was Captain Ronnie Gann of the Clay County Sheriff's Office. Topics discussed include the use of red-light cameras, child safety in neighborhoods especially when it comes to child predators, and the use of bicycle helmets.

Ascertainments show that the traffic and public safety is very important to the Jacksonville community and local listeners.

Jax Journal

Host: Roxy Tyler

Airdate: 11/10/12

Topic: Traffic & Public Safety

Guests: Captain Keith Gaston

Duration 25:00

Captain Keith Gaston is with the Florida Highway Patrol and says most accidents can be prevented if drivers would pay attention to driving, not to their cell phones, car radios or other electronic devices. Gaston says the number of people dying on our roadways is growing far too fast and we need to work to reduce the fatalities by bringing about awareness to the problem of distracted and aggressive driving. Gaston says road rage is also a major issue that needs to be dealt with right away. Gaston says the FHP is working on a new high tech system to monitor major highways for accidents and hazardous driving conditions that could create a need to close the highway.

Ascertainments show many people are concerned with the high number of people dying on local roadways and want to know how to keep themselves and their families safe while traveling.

Jax Journal

Host: Roxy Tyler

Airdate: 12/8/12

Topic: Crime and the cost of fighting it

Guest: Nelson Cuba

Duration: 25:00

Nelson Cuba is the president of the Fraternal Order of Police in Jacksonville. He says budget cuts by the city have meant hundreds of job cuts within the local police department. He says the city needs to work to fund anti-crime programs and the officers who risk their lives protecting the lives and property of people who live in our community. He also thinks the city needs to come up with more money to pay for pensions that were promised by former city leaders. However, city leaders disagree and say cuts have to be made across the board in order to balance the budget and keep as many officers patrolling the streets as possible.

Ascertainments show many people are concerned about the rate of violent crime in our city and want leaders to do more to ensure their safety.

GOVERNMENT SPENDING & TAXES

Jax Journal

Host: Roxy Tyler

Airdate: 11/3/12

Topic: Government Spending or Taxes

Guests: Dr. William Rupp & Bill Prescott

Duration 25:17

Dr. William Rupp is the CEO of Mayo Clinic and the 2014 Chair-Elect of the Jacksonville Chamber of Commerce. Bill Prescott is Chief Financial Officer for the Jaguars. The chamber recently returned from their leadership trip in Ohio and talked about how cities in that state are improving their downtown area. Both leaders like the idea of creating a Downtown Investment Authority and say it would operate differently from similar named groups in the past. Mayor Alvin Brown has gotten the City Council to approve the group and dissolve the others. The goal is to create more attractions downtown and revive areas that have gone downhill over the past several years.

Ascertainments show many people in our community are concerned that our city's downtown is not thriving as it should be and say it needs an economic shot in the arm to help improve Jacksonville's overall economy.

First Coast Forum

Host: Andrew M. Greenstein

Airdate: Saturday, December 8, 2012

Topic: Taxes and Government Spending

Guest: Capt. John Crescimbeni, Jacksonville city councilman and chairman of the finance committee

Duration: 27 minutes

The main topic of this program was taxes and government spending. My guest was Jacksonville City Councilman John Crescimbeni, the chairman of the council's finance committee. We discussed the difference between investments and wasteful spending, the proposal to build a new supervisor of elections office in light of the county courthouse fiasco, and the latest on the pension negotiations.

Ascertainments show that taxes and government spending are very important to the Jacksonville community and local listeners.

First Coast Forum

Host: Anna

Airdate: Saturday, December 15, 2012

Topic: Government Spending

Guests: David Bugher, Executive Director, City Rescue Mission

Duration: 28 minutes

The main topic of this program was Government Spending. We discussed the plan by the mayor to develop a daycare type shelter for homeless to keep them off the streets. We also discussed how panhandlers are keeping many people away from certain parts of town

Ascertainments show that by helping the homeless we are also helping the Jacksonville community.

Jax Journal

Host: Roxy Tyler

Airdate: 12/15/12

Topic: Taxes & Government Spending

Guest: John Winkler

Duration: 25:10

John Winkler is the head of a group called, Concerned Taxpayers of Duval County. He says local leaders are still spending our tax dollars on projects that we don't need and are not taking care of basic services like filling in potholes in the roads and cutting the grass in the medians and along local highways. Winkler says his group wants to learn more about the new Downtown Investment Authority and how it is different from similar groups designed to accomplish the same thing in the past. Winkler says this is the time of year when city council members try to push their own pet projects through while most people are taking time off for the holidays.

Ascertainments show many people are concerned about local leaders wasting tax dollars and want to ensure the money is well spent.

Promotional Events

There were no events for 4th quarter 2012

WFYV PSAs Aired During 4TH Quarter, 2012

Applebees/Veterans Day	Aired 15 times (:30)
FL Dept of Health/STD Campaign	Aired 5 times Combo (:15) & (:30)
FAB/Dept of Ag & Consumer Serv	Aired 103 times (:30)
Florida Army National Guard	Aired 251 times Combo (:60) & (:30)
Get A Plan/Hurricane Preparedness	Aired 69 times (:30)
In-state Tourism Campaign	Aired 109 times (:30)
Visit Florida	Aired 48 times (:30)
First Coast No More Homeless Pets	Aired 198 times (:30)
Arthritis Foundation	Aired 10 times (:30)
Athena PSA	Aired 136 times (:30)
UNICEF/Believe in Zero	Aired 136 times Combo (:15) & (:30)
Benfiting Veteran's Aide	Aired 86 times (:30)
Blood Alliance/Gift of Life	Aired 10 times (:15)
Build PC for Charity Race	Aired 35 times (:15)
Builders Care	Aired 15 times (:60)
Children Needing Medical	Aired 189 times (:60)
Community Nutcracker Ball	Aired 15 times (:15)
First Tee Jax Charity	Aired 75 times Combo (:15), (:60) & (:30)
Food Banks/SE Guide Dog	Aired 30 times (:30)
Gator Bowl Tickets PSA	Aired 90 times (:30)
Give a Good Night	Aired 80 times Combo (:15) & (:30)
Glory Foods Race To Feed	Aired 30 times (:30)
Habitat Humanity Sandy Relief	Aired 45 times (:30)
Haven Hospice	Aired 20 times (:30)
Heal Foundation/Autism	Aired 30 times (:60)
American Heart Association/Heart Tips	Aired 60 times (:30)
Hurricane Season Preparedness	Aired 114 times (:30)
Jiffy Lube Recipes for Road Safety	Aired 53 times (:30)
Joint Replacement Walk	Aired 20 times (:30)
Junior League of Jacksonville	Aired 20 times (:30)
Marketing Matters/JWBC PSA	Aired 105 times (:30)
Mayors Mentors	Aired 128 times (:30)
Operation Kid Safe event	Aired 35 times (:30)
Breast Cancer/Put on Your Pink Bra	Aired 30 times (:30)
Toastmasters International	Aired 129 times (:30)
UN World Aid Awareness	Aired 10 times (:30)
PanCan Awareness	Aired 25 times (:30)

