

LICENSE: ATLANTIC BEACH, FLORIDA

# **WOKV-FM QUARTERLY ISSUE REPORT**

**1st QUARTER 2014**

*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 first quarter of 2014**

# **ISSUES THIS QUARTER**

**1. Crime & Violence**

**2. Traffic & Public Safety**

**3. Health Care & New Laws**

**4. Economy & Education**

**5. Taxes & Downtown Development**

**2014 Public Affair Programming Cox Radio, Jacksonville**

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

WAPE FIRST COAST FORUM SPARXXX/ SUNDAY 6:30AM  
SCOTT THOMAS/ANNA/

*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/ SUNDAY 6:30AM  
SCOTT THOMAS/ANNA/

*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/ SUNDAY 6:30AM  
SCOTT THOMAS/ANNA/

*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/ SATURDAY 11:30PM  
SCOTT THOMAS/ANNA/

*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/ SUNDAY 6:00AM  
SCOTT THOMAS/ANNA/

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

**1st QUARTER 2014**

**Dec. 13, 2013**

**WEBSITE SURVEYS & PERSONAL INTERVIEWS CONCLUDE:**

These are the top concerns in our community.

## 1. **CRIME & VIOLENCE**

- a. Contact crime experts and have them talk about ways to reduce what appears to be a trend of violence in Northeast Florida.
- b. Report on ways for people to protect themselves from being a victim.
- c. Promote programs designs to reduce violent crime and encourage listeners to get involved.

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

- a. Provide information on hazardous conditions that drivers could face on the roadways.
- b. Alert motorists to areas of town and roads where there are a number of fatal crashes and give tips of safe driving.
- c. Update drivers on new red light cameras and locations where they exist.

## 3. **HEALTH CARE & NEW LAWS**

- 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 new deadlines on signing up on health care exchange websites and options available.

## 4. **ECONOMY & EDUCATION**

- a. Inform listeners about new jobs coming to town and educational requirements needed to land those jobs.

- b. Update audience on how local schools are doing compared to other public school systems across the nation.
- c. Discuss ways that our city leaders are working to improve the local job market and schools.

## **5. TAXES & DOWNTOWN DEVELOPMENT**

- a. Recently the city approved property tax rate increases to pay for basic services. Have those leaders explain exactly what that extra money is being used for and why.
- b. Talk about how the city is trying to promote new housing and businesses in downtown Jacksonville.
- c. Hold local politicians accountable for the incentives they give to companies in exchange for expanded or creating jobs.

# **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 & Violence**

### **Jax Journal**

Host: Roxy Tyler

Airdate: 1/4/14

Topic: Crime against children

Guest: John Harrell

Duration: 25:00

John Harrell is the Public Information Officer for the Department of Children and Families in Jacksonville. He talked about a number of locally high profile cases involving children who were abused and neglected. He talked about how DCF workers conduct surprise home inspections and take children out of homes where they may be endangered but also work with parents for training to try their best to keep families together if possible. But Harrell says they also need to depend on

Jacksonville citizens to who need to report any potential incidents they may see to DCF so they can send investigators out to due welfare checks on children.

*Ascertainments show many people in Jacksonville are concerned about the welfare of children and want to ensure they are not being abused.*

### **First Coast Forum**

Host: Scott Thomas

Airdate: 1/11/14

Topic: Crime & Violence

Guest: Rev. Beth Toeflat

Duration: 24:40

Show name: First Coast Forum

The Reverend Beth Toeflat ministers to the homeless in downtown Jacksonville. She says that she works with other agencies like local shelters and food banks to help provide the homeless with the basic essentials so that they don't have to resort to a life of crime to stay alive. She says by providing these crucial services it gives street people other options and her charity also works to help them get jobs so they can one day support themselves.

*Ascertainments show many people are concerned about the high rate of violence in Jacksonville and want to know about programs that aim to change that.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 1/25/14

Topic: helping crime victims

Guest: Ann Dugger

Duration: 25:10

Ann Dugger is Executive Director of the Justice Coalition, a victims advocacy group that works to help victims of violent crime understand their right and the court system in an effort to get justice for them. The group also works to help meet crime victims immediate needs, whether it's basic things like food and shelter or money to bury a family member who was killed during a crime. Dugger talked about ways listeners can help share their time, talent and treasure to benefit the cause and highlighted some recent cases in which they were able to make a major difference in the lives of those devastated by violent crime.

*Ascertainments show many people are concerned about violent crime and want to help the families of innocent victims who need it the most.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 2/8/14

Topic: Crime/Prisoner Reform

Guest: Dr. Michael Hallett & Steve McCoy

Duration: 25:20

Dr. Michael Hallett is a criminal justice professor at the University of Florida and Steve McCoy is Executive Director of Prisoners for Christ. They say new studies prove that at least 30% of former inmates don't go back to a life a crime when they get out if they have a support system that involves faith and religion. Dr. Hallett admits he was skeptical at first but study after study that he's done proves that the program is helping to turn the lives of former prisoners around for good. McCoy says they use the buddy system and former inmates live together until they can get a job and earn enough money to make it on their own, which increases their chance of success in the real world.

*Ascertainments show man people are concerned about the high numbers of violent crime and want to know that after inmates serve their time, they won't repeat the same mistakes.*

### **First Coast Forum**

Host: Action News Anchors

Airdate: 2/15/14

Topic: Crime / illegal drug use

Guests: Mary Ann Frank, Unidentified Heroin Addicts

Duration: 25:12

Revenge Porn is now legal in Florida and there is a bill being introduced to ban releasing intimate photo's on the internet. Legal Expert Mary Ann Frank talked about the bill she helped draft and says she's concerned that local lawmakers may water down the bill to the point where it doesn't protect the victim.

The program also talked about a resurgence of the illegal drug heroin because of the crackdown on legal prescription drugs. Unidentified addicts were interviewed talking about how they got addicted and how the drug addiction ruined their lives.

*Ascertainments show many people are concerned about laws being broken on the internet and personal information being put out there for all to see. People are also concerned about illegal drug abuse and want to learn more about ways that can help reduce the problem.*

### **First Coast Forum**

Host: Action News Anchors

Airdate: 3/15/14

Topic: Crime / Self Defense

Guest: Deena Thompson/ Dale Carson

Duration: 25:12

Deena Thompson is the mother of Somer Thompson. The little girl was kidnapped raped and killed as she was walking home from school and now Deena is urging stronger sexual predator laws in our state to help protect innocent children from these types of child molesters. It will require better tracking and more counseling after the predators get out of prison.

Dale Carson is a former Sheriff and is now a legal expert. He talked about potential changes coming to Florida's Stand your ground law and how it could affect a local case involving a woman who fired a shot at her estranged husband while his 2 young children were in the same room. Her case was



thrown out due to bad jury instructions but the State Attorney plans to re-try Alexander who had been convicted and sentenced to 20 years

*Ascertainments show many people are concerned about enhancing laws on the books to better protect children and all citizens from violence.*

## **News Stories**

1/31/14 510a/620/750a/810a If you turn to Craigslist looking for a job, there are some scams to look out for when considering an interview. Reports of at least four similar problems have surfaced recently in Northeast Florida, including one scam which gives job applicants a fake website to enter personal information to get their credit checked. The Better Business Bureau says you need to think twice about any offer that pressures you for money or personal details up front.

2/14/14 5a/6a/7a/8a/9a A wanted sex offender is back behind bars. Earlier this month, police issued an alert for 31-year-old Kristopher Reynolds for lewd or lascivious battery and child abuse. Jacksonville police say Reynolds turned himself in Wednesday.

2/17/14 530a/630a/730a/830a A detective with the Jacksonville Sheriff's office busted for shoplifting at the gym. Undersheriff Dwain Senterfitt says 44-year-old Julio Serpa was caught on camera stealing 50 dollars worth of supplements at the Bailey gym. He's been with the force over seven years.

2/21/14 5a/530a/6a/7a/830a Councilman Jim Love says he's holding a meeting on March 6th at City hall to discuss ways to make night clubs safer in the Murray Hill community. One man was killed and four others were injured in a shooting at the Fat Kat night lounge in Murray Hill two weeks ago prompting outrage from neighbors and local business owners.

2/27/14 5a/ 530a/6a/7a/8a/9a A man who booby-trapped a microwave oven with a pipe bomb that killed a Florida Highway Patrol trooper has been executed. 48-year-old Paul Howell was put to death by lethal injection at 6:32 yesterday evening at the Florida State Prison in Starke. Howell was condemned for the 1992 killing of Trooper Jimmy Fulford, who died in an explosion after opening the gift-wrapped microwave during a traffic stop. Howell had rented a car and paid another man to deliver the booby trapped box to a woman elsewhere in Florida.

## **Traffic & Public Safety**

### **First Coast Forum**

Host: Action News TV Anchors

Airdate: 1/4/14 & 1/18

Topics: Public Safety

Guests: John Harrell, Bud Parrah

Duration: 25:15

This week the anchors at Action News interviewed John Harrell with DCF on possible changes coming to how Amber Alerts are handled after the abduction, rape and murder of a local 8 year old girl. He gave advice to parents and others who may see something suspicious and how to report it to the proper authorities.

Another topic covered included changes coming soon to Florida's Move Over Law which requires drivers to get over a lane when possible whenever police have pulled a vehicle over. There's a report that lawmakers are working to include utility crews in the law as well. So news anchors interviewed Bud Parrah with JEA. He supports the law saying it's needed to help keep line workers safe.

*Ascertainments show many people are concerned about public safety regarding our children and people on local roadways*

### **First Coast Forum**

Host: Anna

Airdate: Saturday, January 25, 2014

Topic: Traffic & Public Safety

Guests: Sergeant Dylan L. Bryan, Public Affairs Officer for FHP

Duration: 26 minutes

The main topic of this program was traffic and public safety in our community. Sergeant Bryan talked about rules of the road that some citizens may not realize are laws. IE the Move Over Law... or laws when you get into fender benders. Also a lot of accidents happen when drivers and bicyclists are injured on a daily basis because the laws are not known. We just need to be more aware of the laws to keep each other safe.

*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.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 3/1/14

Topic: Public Safety

Guest: Angela Corey

Duration: 25:25

Angela Corey is the State Attorney for the 4<sup>th</sup> Circuit which includes Jacksonville, St. John's County, Nassau, Baker, Clay and more. She recently helped prosecute the murder case against 47 year old Michael Dunn. He's accused shooting and killing 17 year old Jordan Davis in an argument over loud music at a local gas station. Dunn was convicted on the lesser counts but the jury deadlocked on the first degree murder count and the Judge ordered a new trial on that charge only. Corey defended her office and how she and her attorneys handled the case despite many comparisons to the George Zimmerman case in which she also prosecuted. He was found innocent of murder in the death of Trayvon Martin. Corey says she prosecuted both cases to the letter of the law and explained what they were allowed to present as evidence and what they were forced to leave out. Corey also says there is no need for a new "warning shot" law now being considering in the state legislature. She says that is already covered by the self- defense law.

*Ascertainments show many people are concerned about the deadly violence that can result from road rage or arguments like this case in which a young man was killed.*

## **Jax Journal**

Host: Roxy Tyler

Airdate: 3/8/14

Topic: Traffic

Guest: Sgt. Dylan Bryan

Duration: 25:00

Sgt. Dylan Bryan is with the Florida Highway Patrol. He says they have seen more than a thousand hit and run crashes in less than 3 months in our Northeast Florida area. He says it's a crime not to stop and report any accident especially when it results in an injury or death. He says they are still looking for the driver who hit and killed a young girl as she was walking along a roadway in St. John's County. He says we must all work to pay more attention to driving when behind the wheel, not talking or texting or even adjusting your radio. Sgt. Bryan says troopers are also starting to crack down on careless or aggressive drivers as well as speeders.

*Ascertainments show many people are concerned about traffic safety and want to stay informed on the latest trends so they can stay as safe as possible behind the wheel.*

## **News Stories**

2/7/14 510a/530a/640a/710a/8a The eastbound lanes of Normandy are open although one Westbound lane remains closed. On new world all southbound lanes are closed and one northbound lane is open. The roads shut down after a gas leak started yesterday morning.

2/27/14 5a/530a/6a/730a/830a We have new information on a crash this morning in front of the Bolles School. Florida Highway Patrol says a student from the school turned into the path of an SUV that ended up on its side. The woman inside and the teen driving the car were both hospitalized.

2/27/14 510a/620a/710a/740a/810a/850a Another red light camera is going into effect this Saturday at midnight. It's going to be at the intersection of Claire Lane and San Jose Blvd in Mandarin. Red light violators could be issued a violation notice for running the light.

3/3/14 5a/530a/6a/630a/7a/730a/8a/830a A local man is recovering from burns after catching on fire at the Advanced Disposal plant on Normandy Boulevard on the Westside. Police say 29-year-old Rickey Colley's clothes caught on fire before his coworkers could jump in to help him. His family says he has burns on his face, neck and upper body.

3/5/15 5a/6a/7a/8a/9a The Woman hit by a car and killed on U-S 90 has been identified as 37 year old Elizabeth Chessman of Jacksonville. FHP says she was walking down the road near the county line between Baker and Nassau just before 6 a-m when she was hit by a pickup driven by 25 year-old Christian Bennet of MacClenny. No charges have been filed at this point.

3/7/14 5a/6a/7a/8a/9a We've just learned that the man who suffered life-threatening injuries from a fire is 29 year-old Rickey Colley from Nassau County. We're in touch with JSO who tell us Colley was working on a transformer at the Advanced Disposal plant on Normandy Blvd. when it blew up in his face. Firefighters tell us Colley was rushed to UF Health burn center in Gainesville to be treated

for burns to his face, neck and upper body. Another 26 year-old worker suffered more minor burns - he was the one who put out the fire. The two men are employees of Pilot Electrical.

## **Health Care & New Laws**

### **Jax Journal**

Host: Rich Jones in for Roxy Tyler

Airdate: 2/1/14

Topic: Adoption/healthcare

Guests: David Abramowitz, Judge David Gooding, Lee Kaywork

Duration: 25:25

Rich talked with David Abramowitz who is the N.E. Florida Regional Director of the Florida Department of Children & Families, Judge David Gooding who oversees adoption proceedings in Jacksonville and Lee Kaywork, CEO of Family Support Services of North Florida. They talked about how the agencies work together to get children in foster care adopted and how those who adopt

them have benefits like free health care for the children as well as other perks like free college tuition from the state. All talked about how many children desperately want to belong to a stable family since many of them come from broken, dysfunctional homes or even off the streets.

*Ascertainments show many people are concerned about kids at risk through no fault of their own and how you can step up and help them to be successful in life, which benefits the entire community as a whole.*

### **First Coast Forum**

Host: Matt Ethridge

Airdate: Saturday, February 8, 2014

Topic: Mental Health In Jacksonville

Guest: Denise Marzullo from Mental Health America Of Northeast Florida

Duration: 25 minutes

The main topic of this program was mental health and how to get help in the Jacksonville metro area. Key talking points included where someone would go to get help or who they can call. Also, the lack of funding in Duval County for mental health and how to help better assist the community with funding needs.

*Ascertainments show that mental health can affect anyone and how important it is find help if needed.*

### **First Coast Forum**

Host: Action News Anchors

Airdate: 2/1/14

Topic: Health Care/ Education

Guests: Mary Ann Franks, Dr. Alan Harmon

Duration: 24:36

This show focused on 2 issues, medical pot and the overhaul of administration of Florida State College at Jacksonville. The guests were Dr. Alan Harmon President of the Florida Medical Association talking about how the process might work if medical marijuana is approved for use in Florida and who would benefit. He also talked about the challenges it could face.

Also featured on the program was the new President of FSCJ , Dr Cynthia Bioto who talked about the mistakes made in the past at the school, the removal of the former President and the future of the Florida State College at Jacksonville.

*Ascertainments show that many people are concerned about health care now and in the future and how higher education can be improved to get more young adults ready to success in the world of business.*

### **First Coast Forum**

Host: Clarence Natto

Airdate: Saturday, February 22, 2014

Topic: Healthcare - Diabetes Tour De Cure

Guests: Neeta Nicholson, American Diabetes Association, NE FL

Duration: 24 minutes 28 seconds

Our host speaks with Neeta Nicholson from the American Diabetes Association of NEW FL. Mrs. Nicholson serves as the manager of Tour De Cure, an annual cycling event held in St. Johns county to raise awareness and funds for diabetes research. Diabetes is the fastest growing disease in our nation and Ne Florida alone accounts for almost 100,000 people living with diabetes.

### **Jax Journal**

Host: Rich Jones in for Roxy Tyler

Airdate: 3/29/14

Topic: Healthcare

Guests: Moody Chisolm

Duration: 25:00

Moody Chisolm is President and CEO of St. Vincent's Healthcare. He talked with Rich Jones about the changes that are happening due to the new healthcare law that requires everyone to have health insurance or pay a fine. Chisolm says he and his staff have been preparing for the changes for a few years now and with the enrollment deadline right around the corner it's important that everyone understand what their options are and that's where the health care navigators come in. They are volunteers in the community who help those navigate through the website to select the health care plan that makes the most sense for them. Chisolm also talked about the rising cost of Medicaid in the state and how that can affect a patients' overall care.

*Ascertainments show many are concerned about the new health care law and want to ensure that they are using the new system to get the most benefit for the lowest cost for them and their family.*

### **News Stories**

2/4/14 5a/630a/7a/8a/830a Another mixed day for senior services in the final Jacksonville budget debate Funding was restored to keep several centers open, despite concerns that they were underutilized. An effort to give 181-thousand dollars to Meals on Wheels, however, ultimately failed.

2/4/14 5a/530a/6a/630a/7a/8a/9a Since the program competes for grant money, city council was concerned that giving them a funding boost would essentially devalue the system that's been put in place to decide what services need the most money. 44 amendments were considered over the two days... 25 approved.

2/20/14 530a/6a.7a.730a/8a Florida Blue doesn't believe Obamacare has any chance of being defunded. Spokesman Jason Altmire says when people want to enroll in the open markets, it will be the same as tax filings. Altmire says consumers shouldn't worry about their health information being released, but he warns not to participate in phone solicitations or any other requests for information where you're not in control.

2/27/14 5a/530a/6a/7a/730a/8a/9a During a stop through Jacksonville yesterday... the Secretary of Health and Human Services tried to get community leaders on the same page with the federal healthcare rollout. But Congresswoman Corrine Brown questions many of the decisions those state

leaders have already made. She hopes Florida lawmakers reconsider setting up a state-run healthcare exchange and expanding Medicaid.

3/5/14 530a/6a/730a/8a/830a/ The nutrition label on food packages could be getting its first overhaul in 20 years for an estimated price of two-billion dollars. First Lady Michelle Obama discusses HOW she says it'll keep people more informed about what they're consuming. The new label could take a year or longer to appear on the shelves.

3/6/14 5a/530a/6a/7a/8a According to the Times Union, Rutherford says Florida lawmakers should revisit whether there is ever a "duty to retreat" from a threat before using deadly force. In the past, Rutherford has endorsed the law.

3/7/14 5a/530a/6a/7a/8a/830a For months we've been telling you how the Obama Administration's un-official goal for the Affordable Care Act is to have seven million people enrolled by March 31st. At a private fundraiser in Minneapolis, Vice President Joe Biden said they didn't want the new law to start off as shaky as it did, but it's complicated.

## **Economy & Education**

### **Jax Journal**

Host: Roxy Tyler

Airdate: 1/11/14

Topic: Economy

Guest: Candace Moody

Duration: 25:15

Candace Moody is with Work Source, an agency that keeps track of unemployment rates, job growth and pays attention to the industries that are experiencing a boom in business as well as those companies who are forced to make layoffs to keep afloat financially. Moody says the unemployment rate in our Northeast Florida region overall is down to its lowest level since 2008 when the recession

began and she believes Jacksonville is diversified enough that the momentum of job growth will likely continue. She also ran down advice on new techniques job seekers can use to help secure employment.

*Ascertainments show many people are unemployed or underemployed and are searching for new ways to transform their skills to land jobs in different fields.*

### **Jax Journal**

Host: Rich Jones in for Roxy Tyler

Airdate: 1/18/14

Topic: Education

Guest: Dr. Nikoli Vitti

Duration: 25:00

Dr. Vitti is the Superintendent of Duval County Public Schools. He talked with Rich Jones about some of the changes in education that he's working to implement and why he thinks the changes will improve the overall education in Jacksonville. He outlined his plans and why he thinks changing around some educators is important in order to get the most experienced teachers and principals in the schools that need the most attention so they don't fall behind in their studies or f-cat scores.

*Ascertainments show many people are concerned about children not getting the proper education to ensure that they can become successful in life and their career.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 2/22/14

Topic: Economy & Jobs

Guest: Jerry Mallot

Duration: 25:00

Jerry Mallot is the Executive Vice President of the Jacksonville Chamber of Commerce. He says the city is starting to reap the benefits of its trip to London this past year with the Jaguars. Mallot says a new food company is coming to town bring at least 2 hundred new jobs with it and the company plans to expand afterwards. Mallot says we can expect more such announcements soon and that right now he and other top business leaders in Jacksonville and competing with other cities for many other companies which could really give our city a big boost economically. He also talked about a program for small business owners and those who want to start their own business

*Ascertainments show many people are concerned about the economy and want to know more about any new jobs and growth coming to Jacksonville.*

### **First Coast Forum**

Host: Action News Anchors

Airdate: 3/1/14

Topic: Economy, Taxes

Guests: Retired Admiral Bob Natter / Warren Jones

Duration: 25:10



Retired Admiral Bob Natter talked about cuts to the military and how that can impact Jacksonville's overall economy. He also talked about the bigger picture of our country being ready militarily for whatever may be ahead in our ever changing world.

Councilman Warren Jones was also a guest. He talked about Police and Fire Pension reform and the new plan for JEA to contribute more money to the city every year to help pay off the city's unfunded liability.

*Ascertainments show many people are concerned about military cuts and the hit that our local economy could take if that happens. Another big area of concern is ensuring that local leaders use our tax dollars wisely.*

### **First Coast Forum**

Host: Matt Ethridge

Airdate: Saturday, March 22, 2014

Topic: Community Outreach

Guest: Just Smith from Hands on Jacksonville

Duration: 25 minutes

The main topic of this program was volunteering and how to become a volunteer in Jacksonville metro area. Key talking points included were national volunteer week, upcoming events in Jacksonville and how the community can get involved with Hands on Jacksonville.

*Ascertainment shows that volunteering is an important part of the community and its residents.*

### **First Coast Forum**

Host: Action News TV Anchors

Airdate: 3/29/14

Topics: Open enrollment/education, local mayor race

Guests: Jason Fisher, Bill Bishop

Duration: 20:45

Jason Fischer is a Duval County school board member. Jason supports open enrollment in Duval because it takes a fundamental American value of freedom of choice and applies it to the education system. He states that if you look at the last decade where school choice has ramped up we have gone from 47<sup>th</sup> in the nation for education to 7<sup>th</sup>. Jason believes this is the right move to allow open enrollment as it will allow us to be more competitive with private and charter schools in surrounding counties. He states this will also allow us to attract kids into the traditional public school system by allowing them to choose a school that may be in a different neighborhood.

Bill Bishop is the newly announced mayoral candidate for the city of Jacksonville. He says that this city is currently at a crossroads and that it needs someone to move it in the right direction. He feels that since he knows how the city works and how businesses interact with the city that he will be a good fit as mayor.

*Ascertainments show that many people are concerned with their child's school choices and the race for Jacksonville mayor is an important local issue.*

## News Stories

2/5/14 5a/6a/7a/8a/830a Economists say the slower-than-expected growth rate in the economy in the final quarter of last year can be partially because of bad weather. They say the weather cut into consumer spending -- on vehicles and other items.

2/19/14 5a/6a/7a/8a/ Federal Reserve Chair Janet Yellen says some new data on the economy is pointing to weaker-than-expected gains in spending and job growth. The number of Americans who filed for first-time unemployment benefits rose last week to 348-thousand, up 14-thousand from the week before. Yellen says the Fed needs to get a firmer handle about how much of the weak numbers can be explained by the frigid weather the country's been experiencing.

2/28/14 5a/7a/730a/9a Just 3 days after Disney hikes their ticket prices by four-bucks, Universal Orlando does the same. Their 4-dollar jump takes their one day ticket to \$96. That change went into effect yesterday.

3/3/14 5a/530a/6a/7a/8a One of the more lucrative resorts is up for sale. New this morning-- Goldman Sachs has put the Sawgrass Marriott Golf Resort and Spa up for sale. Our partners at the Financial News and Daily Record remind us that the property was acquired 2 years ago in bankruptcy reorganization

3/5/14 530a/630a/730a/830a Regency Square Mall has just sold for 13-million dollars. Our partners at the Jacksonville Business Journal say the buyer is a group based in New York. The mall was most recently valued at 29-million, which is 16-million dollars more than the purchase price

## Taxes & Downtown Development

### Jax Journal

Host: Roxy Tyler

Airdate: 2/15/14

Topic: Taxes/Downtown Development/Pension Reform

Guest: Bill Guiliford

Duration: 25:03

Bill Guiliford is President of the Jacksonville City Council. He says he disagrees with Mayor Brown's plan to tap into JEA funds to help fix the unfunded liability the city is facing due to the need for pension reform. Guiliford says what the Mayor is proposing will mean more money out of your pocket no matter if it's a tax hike or higher utility bills. He says we also need to focus on unloading vacant buildings downtown so that new businesses can move in and attract more people into the heart of

our city. Guilford says the Mayor needs to do more research on what works and what doesn't before putting out recommendations.

*Ascertainments show many people are concerned about where their tax dollars are going and what politicians help accountable for managing the city's money wisely.*

### **First Coast Forum**

Host: Anna

Airdate: Saturday, March 8, 2014

Topic: Downtown Development

Guests: David DeCamp, Director of Communications

City of Jacksonville, Mayor Alvin Brown

Duration: 25 minutes

The main topic of this program was 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.*

### **Jax Journal**

Host: Roxy Tyler

Airdate: 3/15/14

Topic: Taxes

Guest: Rebecca Thompson

Duration: 25:15

Rebecca Thompson is Volunteer & Tax Site Manager for Real Sense, which is a United Way Agency that helps low to middle income residents file their taxes for free. She talked about all the locations and hours and qualifications needed for someone to take advantage of the free tax advice and how others who earn more than 58 thousand a year can also get free tax filing through AARP. Thompson also ran down some of the bigger tax filing changes this year and what they could mean to listeners. She also reminded listeners that the deadline to file taxes in April 15<sup>th</sup> and she says there's a lull in their busy season and now is a good time to get yours done.

*Ascertainments show many people are concerned about paying too many taxes and want to know the ins and outs on how they can pay less to the government and keep more of their own money in their wallet.*

### **News Stories**

2/19/14 5a/530a/6a/630a/7a/8a/830a For "Up In Smoke Bar-be-que" food truck owner Tom Wilbers, regulations one councilman wants to put on the food truck industry would all but put him out of business. Alex Montanez who owns Gourmet Aviator food truck & says it's not just about his business but business overall. Both want to see even LESS regulation& so food trucks could better compete with brick and mortar restaurants.

2/20/14 530a/630a/730a/830a/ A new poll out of UNF shows Jacksonville is not behind the new pension plan that would have JEA increase its contribution to the community. According to the poll, the plan faces 73 percent opposition. However, 52 percent said they'd support extending the six-cent gas tax and 65 percent said they support the city's human rights ordinance that failed in city council. Priorities in Jacksonville are also changing...27 percent of people think improving public education should be the city's main focus this year while 26 percent say it should be improving jobs and the economy. That number is down eleven percent since last year. 502 randomly selected people participated in the survey.

3/4/14 5a/530a/6a/630a/7a/8a/830a Staying out of a local fight, We've learned the Governor's office will NOT investigate allegations that a JEA board member was pressured to support Mayor Brown's pension reform plan in order to stay on the board. We told you yesterday the chairman of Duval County Republican Party asked the Governor to investigate the claims. A spokesman says Governor Scott will not get involved--calling it a local matter.

3/6/14 5a/530a/630a/7a/8a/830a Congresswoman Corrine Brown has pulled an amendment that aimed to get dredging at Jaxport underway. But she vows this is not the end of the fight. She says dredging could bring tens of thousands of jobs to Jacksonville's ports. The House has not passed a full water bill in seven years.

3/7/14 540a/710a/820a Household income in Florida remains unchanged almost 5 years out from the depth of the recession. New Census figures also show that Florida's largest metro areas. South Florida, Tampa and Orlando rank at the bottom in income levels for the nation's most populous cities.

## Promotional Events

**Bethune-Cookman University Job Fair:** Five employees from CMG Jacksonville went to Bethune-Cookman on 2/28 for a job fair. This is part of Cox's initiative to recruit diverse talent. CMG Jacksonville visited the Historically Black College to meet with 54 of the most talented students in the communications field of study.

## **WOKV PSAs Aired During 1<sup>st</sup> Quarter, 2014**

Florida Army National Guard	Aired 321 times (:60) & (:30)
FL Restaurant&Lodging	Aired 184 times (:30)
FAB/Ounce of Prevention	Aired 41 times (:30)
US Coast Guard	Aired 75 times Combo (:60) & (:30)
Visit Florida	Aired 319 times Combo (:60) & (:30)
Save the Manatee Club	Aired 23 times (:30)
AHA Go Red	Aired 200 times (:30)
Tour de Cure/Am Diabetes Assoc	Aired 96 times Combo (:15) & (:30)
Anglewood Disabilities	Aired 8 times (:30)
Art Works for Freedom	Aired 67 times Combo (:15) & (:30)
March of Dimes	Aired 18 times (:30)
Big Brothers/Big Sisters	Aired 12 times (:30)
Caregiver Assistance AARP	Aired 26 times (:60)
FL Chamber Music Project	Aired 9 times (:30)

CIS Mentoring program	Aired 26 times (:30)
AmerValues Dinner/Boys Scouts	Aired 52 times Combo (:15) & (:30)
Rocky Mtn Elk Banquet	Aired 19 times (:30)
Fair Housing for Community	Aired 10 times(:60)
Federal Student Aid	Aired 20 times (:15)
Feeding America/Surplus Foods	Aired 35 times (:30)
Gator Bowl Charities	Aired 59 times Combo (:60) & (:30)
Guardian/Scobee Scholars	Aired 32 times Combo (:15) & (:30)
Haven Hospice	Aired 13 times (:15)
Hire Veterans/Amer Job Center	Aired 39 times (:30)
Justice Coalition	Aired 53 times (:30)
Navy Officers Charities	Aired 54 times (:60)
The 5k Human Race	Aired 1 times (:30)
Over the Edge/Boy Scouts	Aired 127 times (:30)
PAL At Risk Youth	Aired 55 times Combo (:60) & (:30)
Prevent Childhood Asthma	Aired 35 times (:30)
Scholarships for Seniors	Aired 8 times (:60)
Smart Family 5k Run-Walk	Aired 30 times (:60)
Soldiers Families in Need	Aired 15 times (:30)
Teacher Recruitment/Ad Council	Aired 55 times (:30)
TPC Countdown	Aired 54 times (:15)
TPC Derby Youth Crisis	Aired 2 times (:30)
Jacksonville Womens Business Center	Aired 56 times (:30)
Women's Center/Rape	Aired 28 times (:30)