LICENSE: ATLANTIC BEACH, FLORIDA

WFYV-FM QUARTERLY ISSUE REPORT 1st 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 first quarter of 2013

ISSUES THIS QUARTER

1. Health Care Cost & Access

2. Economy & Poverty

3. Education & Civic involvement

4. Crime and Gun Violence

5. Pension & Tax Reform in Government

2013 Public Affair Programming Cox Radio, Jacksonville

STATION	SHOW	HOST	DAY	TIME			
WFYV	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM			
WFYV	FIRST COAST FORUM	KOBE/ SU SCOTT THOMAS/ANN, /CHLOE	NDAY 6:30 A/	MAM			
PROGRAM DIRECTOR: TODD SHANNON							
STATION	SHOW	HOST	DAY	TIME			
WAPE	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM			
WAPE	FIRST COAST FORUM	KOBE/ SU SCOTT THOMAS/ANN, /CHLOE	NDAY 6:30 A/	MAM			
PUBLIC AFFAIRS DIRECTOR: ANNASTAVREDES, ON AIR TALENT PROGRAM DIRECTOR: KOBE FARGO							
STATION	SHOW	HOST	DAY	TIME			
WXXJ	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM			
WXXJ	FIRST COAST FORUM	SCOTT THOMAS/ANN, CHLOE		AM			

PUBLIC AFFAIRS DIRECTOR: SCOTT THOMAS, PRODUCTION MANAGER PROGRAM DIRECTOR: AARON SCHACHTER

STATION	SHOW	HOST	DAY		TIME
WJGL	JAX JOURNAL	ROXY TYLER	SUN	DAY	6:00AM
WJGL	FIRST COAST FORUM	KOBE/ SCOTT THOMAS/A CHLOE	SUNDAY ANNA/	6:304	٩Μ
PUBLIC AFFAIRS DIRECTOR: KOBE FARGO PROGRAM DIRECTOR: TODD SHANNON					

STATION	SHOW	HOST	DAY	TIME
WOKV	JAX JOURNAL	ROXY TYLER	SATURDA	Y 11:00PM
WOKV	FIRST COAST FORUM	KOBE/ SCOTT THOMAS/A CHLOE	SATURDAY 11:3 ANNA/	80PM
NEWS DIRECTOR: RICH JONES PUBLIC AFFAIRS DIRECTOR: ROXY TYLER RECORDAN DIRECTOR: MIKE DORMART				

PROGRAM DIRECTOR: MIKE DORWART

1st QUARTER 2013 December 6, 2012

ASCERTAINMENT MEETING

Concerns:

1. Health Care Cost & Access

- a. Concern about access to doctors once health care law takes effect in January
- b. Cost of health care reform
- c. Availability of doctors to handle influx of newly insured patients
- d. Focus on how health care reform will affect the industry and patients

2. Economy & Poverty

- a. Educating consumers on available financial programs to prevent foreclosures & bankruptcy
- b. Bring attention to decline to decline in median household income and its impact on community
- c. providing more avenues for more unemployed to find jobs or job training
- e. Highlighting spending trends and helping people better manage their money

3. Education & Civic Involvement

- a. Highlighting more of the positive things that impact our community/schools
- b. Offering listeners and parents more avenues to volunteer to help improve education through mentoring or other programs
- c. Invite more community involvement by providing listeners with volunteer opportunities

d. Lack of funding from the state for Duval Country schools compared to other Florida counties

e. Discuss possible ways to improve the measurement of teachers' successes other than test scores, provide incentives for top performers

4. Crime & Gun Violence

- a. Discuss the culture of gun violence and the effect of the Stand Your Ground Law on the murder rate in Jacksonville
- b. Larger discussion on current gun laws and who can legally obtain firearms
- c. Concern over crime deterring people from relocating to the Jacksonville area
- d. Reduction of police on the street

5. Pension & Tax Reform in Government

- a. Discuss the need for pension reform to prevent the city from possible bankruptcy
- b. More discussion on ways to reform taxes to better meet citizen's needs, instead of offering incentives to large corporations for relocation
- c. Lengthy judicial process

Ascertainment Meeting Date: Thursday, December 6, 2012

Guests: Ward Clayton Laura Townsend, Duval County Medical Society Clinton Dosio Odette Struys, The Blood Alliance Jeff Winkler, United Way of NE Florida Lorraine Bateh David Milton Bill Austin Tia Ford, LSSJAX/Second Harvest North Florida John Winkler, Concerned Taxpayers of Duval Country, Inc William Townsend, US Navy Karen Rieley, Luther Social Services Amy Rankin

Survey only: Scott Lara

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

Health Care Cost & Access

First Coast Forum

Host: Anthony Fargo (Kane) Airdate: Saturday & Sunday, January 5th & 6th, 2013 Topic: Healthcare Costs and Access Guest: Dr. Daniel Kantor Dir, Comprehensive Multiple Sclerosis Center University of Florida in Jacksonville Duration: 22 minutes, 07 seconds

Our conversation with Dr. Kantor focused on what changes people may see in their medical coverage from recently passed votes in Washington. We also spoke about how people's coverage may be affected by the new Affordable Care Act. Advances in new medications, new technology in the medial field, and what people may be able to do to get a healthy start in 2013

were also discussed. Dr. Kantor also stressed the importance of personal medicine in the future, and how Dr.s will be able to fight serious child hood diseases in the near future.

Ascertainments show that many patients in Duval County may not be 100% informed of what recent changes in healthcare mean to them. The best way for them to get informed is to talk to their primary care physician. Also, there are many breakthroughs in medicine and treatment that are being implemented by healthcare professionals today.

Jax Journal

Host: Roxy Tyler Airdate: 1/12/13 Topic: Health care cost & access Guest: Dr. Ruple Galani Duration: 25:15

Dr. Ruple Galani is with the Duval County Medical Society and heads the organizations' legislative committee. He says while Obama care is designed to help ensure everyone has access to healthcare is expected to backfire and cause long wait times for doctor appointments and backlogs in cases that could actually do more harm than good. He talked about how listeners can get more information on the new health care plan and how it will affect them. He also talked about Florida's Medicaid program and how if the Federal government gets involved it could create confusion and leave many doctors not getting paid for their services, which in turn could create a mass exodus of doctors who leave Florida for states that don't have similar issues.

Ascertainments show many people are concerned about the implementation of the new health care law and how it will affect their health as well as their finances.

Jax Journal

Host: Roxy Tyler Airdate: 2/2/13 Topic: Health Care Cost & Access Guest: Laura Lane Duration: 25:21

Laura Lane is the Vice President and Chief Operating Officer of JCCI, the local think tank. She says the latest quality of life report shows while Jacksonville is making progress is making healthcare available to the city's poor and uninsured that more still needs to be done. The latest study shows fewer infant deaths but also a need for more affordable health care services. She also talked about the racial divide between the health care available to minorities which she says shows more of a divide between the rich and poor. Jacksonville Community Council Incorporated compared to Whites. She says the report show many differences in how the

different races perceive race relations in Jacksonville which also impacted the results of their latest study. WOKV put a link to their findings on our website so listeners could easily access the information.

Ascertainments show many people are concerned about the health care crisis and if they will be able to afford the care they and their families need now and in the future.

First Coast Forum

Host: Anna Airdate: Saturday, March 2nd Topic: Health Care Cost & Access Guests: Sunil Joshi, MD FACAAI on the Duval Medical Society Board Duration: 19 minutes

The main topic of this program was Health Care Cost & Access. We discussed access to doctors once health care law takes effect in January. Dr. Joshi said we are just going to have to wait and see what happens with the new laws. No one can predict ahead of time how things will pan out.

Ascertainments show that by having Doctors explain the Heath Care Laws it is also helping the Jacksonville community because some listeners do not understand the new laws.

Economy & Poverty

First Coast Forum

Host: Chloe Airdate: Saturday, January 19th, 2013 Topic: Economy and Poverty Guest: Cindy Funkhouser, President/CEO of Sulzbacher Center Duration: 25 minutes The main topic of the interview was to discuss the effect of the economy on poverty in the community. Ascertainments show that Florida's homeless population makes up one quarter of all homeless in the country and the "face" of homelessness has changed. Many who were once middle class, or on the cusp, have fallen into poverty. The Sulzbacher Center is a shelter that also helps families get back on their feet, receive counseling, health care, and classes. They also provide case workers. Volunteers are always welcome.

Jax Journal Host: Roxy Tyler Airdate: 1/19/13 Topic: Economy & Poverty Guest: Jeff Winkler Duration: 25:00

Jeff Winkler is the Director of the Real Sense Prosperity campaign. An organization designed to help people better understand how to best manage their money. His group provides free counseling services to those in danger of losing their homes to foreclosure and those who want to buy a home but don't know how to go about the process. He says arming people with the knowledge of how to handle their finances helps local families, businesses and the community as a whole. Listeners were also given information on a free upcoming workshop and how they can sign up to take part.

Ascertainments show many people are concerned about the economy and staying financially afloat in uncertain times.

First Coast Forum

Host: Anna Airdate: Saturday, February 9, 2013 Topic: Economy & Poverty Guests: Candace Moody WorkSource Corporate Communications Duration: 26 minutes

The main topic of this program was Economy & Poverty. We discussed whooping providing more avenues for more unemployed to find jobs or job training. Candace explained which careers are expanding right now and which ones are dying. She also explained ways to get hired in a market where it seems no one is hiring.

Ascertainments show that it is important to know about the effects if unemployment and ways you can be hirable so we can have a low unemployment rate in the Jacksonville community

Jax Journal

Host: Roxy Tyler Airdate: 3/9/13 Topic: Economy Guest: Dawn Lockhart Duration: 25:00 Dawn Lockhart is the President Family Foundations, A non-profit organization designed to help families dealing with financial problems. She talked about tips for listeners to ensure they don't spend more money than they have and what to do if they find themselves in financial turmoil. Lockhart also outlined a program her non-profit offers that helps those facing foreclosure possibly save their homes.

Ascertainments show many people are concerned about the high number of foreclosures in Jacksonville and want as much information as they can to keep their homes and families in tact financially.

Jax Journal

Host: Roxy Tyler Airdate: 3/23/13 Topic: Economy Guest: Detra Austin Duration: 25:00

Detra Austin is the COO of the Neighborhood Assistance Corporation of America. Her group is holding a 5 day event at the Prime Osborne Convention Center to help homeowners facing foreclosure work directly with their banks in an effort to save their home from going on the auction block. She says even homeowners who are not behind on their mortgage payments can take advantage of the free help even beyond the time that the seminars are offered. She also gave out the website and locations of their non-profit offices.

Ascertainments show many people are concerned about being underwater on their mortgage and want to ensure that they can keep their home despite possible job losses or out of control health expenses.

First Coast Forum

Host: Scott Thomas Airdate: Saturday & Sunday, March 23rd & 24th, 2013 Topic: The Economy & Poverty Guests: Wanda Davis with the Jacksonville Urban League & Carrie Davis with Wealth Watchers, Inc. Duration: 27 minutes, 26 seconds

Our discussion began with a summary of the history of the Jacksonville Urban League, and Wealth Watchers, Inc. Many people going through financial distress don't know about the programs available to assist people with avoiding foreclosure and bankruptcy. There are also programs to help people that are first-time home buyers.

Education was stressed by both guests. Learning as much as possible about the steps and procedures of buying a house and keeping payments up-to-date is the key to success. Both the Jacksonville Urban League, and Wealth Watchers, Inc. offer many educational seminars to the public.

Another very important topic was budgeting. Keeping children involved and informed about the household expenses was stressed by both guests.

Ascertainments show that although the country is going through a difficult financial period, there are many programs that help individuals avoid foreclosures and bankruptcies. Also, budgeting and educational seminars were highly recommended by my guests.

Jax Journal

Host: Roxy Tyler Airdate: 3/30/13 Topic: Economy & Poverty Guest: Bruce Ganger Duration: 25:00

Bruce Ganger is the Executive Director for the Second Harvest Food Bank of Northeast Florida. He says his nonprofit organization has helped many local families who would have otherwise gone hungry. He says 1 in every 4 children in Jacksonville doesn't know where their next meal will come from and the number is not much better for adults. He says many people think the other folks who use the food from the food bank are homeless, but in fact most are working but just don't earn enough money to keep a roof over their head and food on the table. He says they need donations and volunteers and let listeners know how they can help or get help from their website and local locations.

Ascertainments show many people are concerned about poverty and especially children who go hungry because they don't have enough to eat.

Education & Civic involvement

Jax Journal

Host: Roxy Tyler Airdate: 1/5/13 Topic: Education & Civic Involvement Guest: Trey Czar Duration: 25:00

Trey Czar is President of the Jacksonville Public Education Fund in Jacksonville. He says more needs to be done to ensure that all students in Duval and neighboring Counties have access to quality free public education. But he says there are several obstacles in doing that, including a lack of trust in the system itself and a lack of uniformity in how we teach our children. He invited listeners to join their group and to volunteer in local schools in order to help students who may fall behind in their studies. He also gave out contact information and website information so listeners can get more information on the status of our education system and how it compares to other districts of its size in the state and throughout the nation.

Ascertainments show many people are concerned about the state of education in Jacksonville and want more to be done to ensure that more students graduate and have the tools they need to be successful in business and life.

First Coast Forum

Host: Scott Thomas Airdate: Saturday & Sunday, January 12th & 13th, 2013 Topic: Education & Civic Involvement Guest: Dr. Alva Roche Green with Mayo Clinic, and Amy Lannen, concerned parent Duration: 27 minutes, 07 seconds Our conversation with Dr. Roche Green centered on children's overall well-being in school, including proper diet, and a regular exercise routine. Dr. Roche Green gave startling statistics about the national percentage of children who are considered obese, and went so far as to call it "an epidemic". Many factors come into play, but educating our children about the food they eat (or don't eat) and maintaining 60 minutes of exercise a day is the short-term goal. New federal nutrition standards are helping to insure better, healthier foods being served to our children at school, but that's only part of the equation. There is also a push to double the current amount of Physical Education (exercise) in schools from the current number of 150 minutes a week. Another hurdle is the lack of public access to school facilities after regular school hours. Logistics and potential law suits are currently keeping many schools from being open after school. Dr. Roche Green also discussed the legislative push to make CPR training a mandatory requirement for high school graduation.

Ascertainments show that proper diet and exercise is critical for one's well-being. Educating our children about healthy habits and routines needs to be done early in their development if we are to effectively battle the national child obesity epidemic.

Jax Journal

Host: Roxy Tyler Airdate: 1/26/13 Topic: Education & Civic Involvement Guest: Tim Giles Duration: 25:13

Tim Giles is the Director of Continuing Education at UNF. He says a special program offered at the local college campus allows employees at certain companies the opportunity to increase their knowledge of the industry they are currently in and it also helps the businesses that consistently need more highly trained workers to do high tech jobs. The program is offered through a foundation provided by businesses on the first coast and concentrates mainly of veterans who are either just back from serving their country overseas or are working at a job that's out of their normal field.

Ascertainments show many people are concerned about continuing education and training of local workers in order for them to compete in today's high tech marketplace.

Jax Journal

Host: Roxy Tyler Airdate: 2/10/13 Topic: Education Guest: John Delaney Duration: 25:00

John Delaney is President of the University of North Florida. He says UNF has seen major growth under his leadership and he's been working with local businesses to get funding for

special training programs so that current employees can expand their knowledge and education to grow in their current position and become a bigger asset to their employer. Delaney says the local college is also looking into starting a football team but only if it doesn't take money from educational programs in order to do it. Delaney also talked about how ,while he was Mayor of Jacksonville, he made a deal with the Police and Fire Unions and how that 30 year deal is now outdated and needs to be reformed in light of the struggling economy.

Ascertainments show many people are concerned about education and want to ensure that they have the knowledge they need to land and keep high paying jobs.

First Coast Forum

Host: Anthony Fargo (Kane) Airdate: Saturday & Sunday, Februaru 15th, and 16th, 2013 Topic: Education and Civic Involvement Guest: Deborah Gianoulis, President/CEO Schultz Center Duration: 26 minutes, 05 seconds

With Mrs. Gianoulis being featured on this segment of First Coast Forum we focused on Public education. She hi lighted the importance of growing teachers, so they can help their students grow. We spoke about the problem with teachers leaving that career too early, and there is not enough teachers to go around. There was also a brief discussion on why Florida ranks very low compared to other states when it comes to funding for public education. One thing that stood out in our conversation was a poll conducted by UNF where %64 of residents would support a property tax increase if it were to go to schools.

Ascertainments show that with the focus on growing teachers just as much as students, it can lead to a better future for our local teachers, and those who aspire to be teachers. Also, residents of Jacksonville acknowledge a need to increase funding for education.

First Coast Forum

Host: Chloe Airdate: Saturday, March 9th 2013 Topic: Civic Involvement and Education Guest: Ben Warner, President of Jacksonville Community Council Inc. Duration: 28 minutes The main topic of the interview was to learn what developments Jacksonville is making as a city and how it plans to shape its identity in the future; as well as how this ties into education. *Ascertainments show that an organization called Jax 2025 is learning what our challenges are as a city and what we want to be. We are learning how to define what we could and should be. Our area is a national leader in volunteerism. Also, civic involvement meets education. Duval County graduation requirements are higher than other counties, funding has been decreased for schools, school days were shortened, but despite these obstacles, we've seen a steady increase in graduation rates over the last six years.*

Crime & Gun Violence

First Coast Forum

Host: Scott Thomas Airdate: Saturday & Sunday, February 2nd & 3rd, 2013 Topic: Crime and Gun Violence Guest: Eric J. Friday, criminal defense attorney & firearm expert - attorney representing Florida Carry Duration: 29 minutes, 44 seconds

Our discussion began with Mr. Friday giving the specific definition for the term "Assault Weapon", and why it is being considered for banning. He also described the difference between automatic and semi-automatic weapons, and what is legal or illegal in the state of Florida. Mr. Friday gave the position of *Florida Carry* in relation to President Obama's new gun law proposals...specifically how banning certain firearms and limiting rounds in magazines will not aid in lowering the incidents of gun violence. Enforcing the laws currently on the books would be a better approach, according to Mr. Friday and Florida Carry.

We also talked about the need for proper Mental Health screenings for anyone applying for a firearm. General gun laws in Florida were discussed, including who can own a gun, where they are allowed to transport the weapon, and how it is to be stored. We also discussed the "Stand Your Ground" law, and when it may be applicable.

Ascertainments show that owning a firearm is a serious matter, requiring training, experience and responsibility. Serious talk regarding firearms and mental illness is needed to reduce or eliminate attacks such as the one in Connecticut.

Jax Journal

Host: Roxy Tyler Airdate: 2/16/13 Topic: Crime & Gun Violence Guest: John Rutherford Duration: 25:25

John Rutherford is the Sheriff of Jacksonville. He says while it may seem that violent crime is on the rise, it's actually down from a year ago. He talked about ways listeners can get involved in community crime watch groups and have a say on how the police patrol and help them to keep crime down in their own neck of the woods. Rutherford also talked about having to lay off officers in light of budget cuts and how that is impacting response times. He says Jacksonville is making progress in reducing crime, but there is more we all can do to look out for ourselves and others to help make the entire community safer.

Ascertainments show many people are concerned about crime and want to know what local police are doing to curb violence in the community.

Jax Journal

Host: Roxy Tyler Airdate: 2/23/13 Topic: Crime Guest: Angela Corey (part 2) Duration: 25:13

Angela Corey is the State Attorney for Duval County and says she has made several changes in her office to ensure criminals get prosecuted to the fullest extent of the law, especially when it comes to crimes against children. Corey talked about the recent plea deal in the Cristian Fernandez case and how it was never her intention to prosecute him in the adult system. But she says he has to pay for killing his 2 year old half - brother and the plea deal gives him time behind bars while also getting an education and counseling. He will serve 10 years and if all goes well will be on probation after that.

Ascertainments show many people are concerned about violent crime against children and how those to blame are learning to kill at a young age.

Jax Journal

Host: Roxy Tyler Airdate: 3/16/13 Topic: Crime & Gun Violence Guest: Ann Dugger Duration: 25:00

Ann Dugger is Executive Director of the Justice Coalition, a local crime fighting agency that publishes a monthly newspaper listing pictures of wanted criminals and runs articles about how victims of crime are affected. Dugger says her organization focuses on victims and works to help them in the midst of crisis. She talked about the variety of things they do, like help victims write statements for court and maneuver through the court system.

Ascertainments show many people are concerned about becoming a victim of crime and want to know more about how to help those who are.

Host: Chloe Airdate: Saturday, March 30th 2013 Topic: Crime and Gun Violence Guest: Ken Jefferson – Retired JSO/Crime Analyst WJXT Duration: 25 minutes The main topic of the interview was to discuss how gun violence and other crimes affect us on the First Coast.

Ascertainments show that the "Stand Your Ground Law" is not to be taken advantage of. It was implemented for instances of self-defense, not to be used as a "cure-all." Background checks should be done before carrying or owning a firearm. Gun owners should be responsible and keep them registered and locked up properly. Other ascertainments show texting and driving is a big problem and very dangerous. Reduction of police due to budget cuts was also discussed.

First Coast Forum

Host: Anna Airdate: Saturday, January, 26 2013 Topic: Pension & Tax Reform in Government Guests: John Keane - Executive Director-Administrator Police and Fire Pension Fund Duration: 28 minutes

The main topic of this program was Pension & Tax Reform in Government. We discussed the need for pension reform to prevent the city from possible bankruptcy. We also addressed the misconceptions people have of the Police and Fire Pension Fund.

Ascertainments show that it is important to have interviews like this because we need to inform or explain to the Jacksonville community and local listeners about what is going on in the government. Some listeners are confused about what is really going on and this way we can make them understand what exactly is happening in Jacksonville.

First Coast Forum

Host: Chloe Airdate: Saturday, February 23rd, 2013 Topic: Pension and Tax Reform Guest: John Winkler, President – Concerned Tax Payers of Duval Co. Duration: 28 minutes

The main topic of the interview was to discuss the city's problem of an imminent bankruptcy and how the issue is being addressed; especially with large pensions for city workers.

Ascertainments show that the Mayor's office has a plan to restructure the pension program for Police and Firefighters. This can help save the city some money. If it passes, it will take effect with new hires. Also, incentives to large corporations for relocation are unnecessary.

First Coast Forum

Host: Chloe Airdate: Saturday, March 16th, 2013 Topic: Pension and Tax Reform Guest: John Winkler, President – Concerned Tax Payers of Duval Co. Duration: 28 minutes

The main topic of the interview was to discuss the city's problem of an imminent bankruptcy and how the issue is being addressed; especially with large pensions for city workers.

Ascertainments show that the Mayor's office has a plan to restructure the pension program for Police and Firefighters. This can help save the city some money. If it passes, it will take effect with new hires. Also, incentives to large corporations for relocation are unnecessary.

Jax Journal

Host: Roxy Tyler Airdate: 2/23/13 Topic: Pension & Tax Reform in Government Guest: Angela Corey (part 1) Duration: 25:00

Angela Corey is the State Attorney in Jacksonville and recently claimed hefty pensions for herself and her chief assistant state attorney but says she did it all legally and they deserve it because of the many hours they put in putting cases together against some of Jacksonville's most serious offenders. Corey talked about how much it costs her office to handle the Trayvon Martin case and other several high profile cases. She also talked about how her prosecutors have to make trips back and forth to the new County Courthouse from the old State attorney's office and how that makes her team of prosecutors work even longer hours for the same pay. Corey says many of her lawyers could have double what the state pays them for prosecuting cases and the pensions at least give them some incentive to stay on the job longer.

Ascertainments show many people are concerned about pension reform and having enough funding to keep public safety measures and basic services in place despite budget cuts.

Promotional Events

American Heart/American Stroke Association: (All stations) CMG Jacksonville is currently running PSA's for the American Heart/American Stroke Association and runs them the first two weeks of each month supporting the Association and it help raise awareness and funds.

National MS Mud Run: WAPE, WXXJ, WFYV and WJGL partnered with the National MS Mud Run for MS mud run on 3/23. All four stations were on hand broadcasting at the Jacksonville Equestrian Center. They were there to lend support to the run and to help raise awareness and raise funds for the fight against MS.

WFYV PSAs Aired During 1st Quarter, 2013

FAB/Depto Agriculture Florida Army National Guard FL Restaurant & Lodging Lauren's Kids FAB/Ounce of Prevention US Coast Guard Aired 80 times (:30) Aired 213 times Combo (:60) & (:30) Aired 45 times (:30) Aired 137 times (:30) Aired 45 times (:30) Aired 142 times Combo (:60) & (:30)

Visit Florida Advocates for Seniors AHA Go Red Blood Pressure Aid for Developmental Disability AM Cancer Society Ball Arthritus Foundation Boy Scouts/Over the Edge **Builders** Care CNS/Free Consulting for Eating Disorders Catfish Festival/Scholarship Community Walk for Uninsured Gator Bowl/Take a Child to a Game Girls Inc/Dad & Daughter Dance Guardian Schools/Golf Tourny Scholarship Jiffy Lube Recipes for Road Safety Marketing Matters/JWBC PSA Museum for US Army **One Spark Festival** PGA Players Charities Police Athletic League Project SOS 2013 Rotary Civic Club of PV Beach Spring Break Alcohol Safety The Players PSA We Can Cure Alzheimer's Campaign Why Knot Program We Are Broadcasters Policy Aired 45 times Combo (:60) & (:30) Hope Share 2013

Aired 119 times (:30) Aired 40 times (:30) Aired 89 times (:30) Aired 15 times (:30) Aired 86 times (:30) Aired 15 times (:30) Aired 110 times (:60) Aired 23 times (:60) Aired 22 times (:60) Aired 20 times (:60) Aired 20 times (:15) Aired 20 times (:30) Aired 15 times (:30) Aired 70 times (:60) Aired 2 times (:30) Aired 35 times (:30) Aired 60 times (:30) Aired 15 times (:15) Aired 70 times (:30) Aired 76 times (:30) Aired 25 times (:30) Aired 25 times (:30) Aired 10 times (:30) Aired 150 times (:30) Aired 45 times (:60) Aired 32 times (:60) Aired 63 times (:30)