

LICENSE: ATLANTIC BEACH, FLORIDA

**WFYV-FM**  
**QUARTERLY ISSUE**  
**REPORT**

**1st 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 first quarter of 2012**

# **ISSUES THIS QUARTER**

**1. Crime and Public Safety**

**2. Education**

**3. Economy**

**4. Fiscal Responsibility in Local, State and Federal Government**

**5. Growth Management Downtown Development**

**2012 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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WFYV JAX JOURNAL ROXY TYLER SUNDAY 6:00AM

WFYV FIRST COAST FORUM CHRIS RHOADS/  
SCOTT THOMAS/ANNA/  
MARK KAYE/TIFFANY GRIFFITH/CHLOE

PROGRAM DIRECTOR: TODD SHANNON

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

WAPE	FIRST COAST FORUM	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARKE KAYE/TIFFANY GRIFFITH/CHLOE	SUNDAY	6:30AM
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PUBLIC AFFAIRS DIRECTOR: ANNASTAVREDES, ON AIR TALENT

PUBLIC AFFAIRS DIRECTOR: MARK KAYE, 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	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARK KAYE/TIFFANY GRIFFITH/CHLOE	SUNDAY	6:30AM
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PUBLIC AFFAIRS DIRECTOR: SCOTT THOMAS, PRODUCTION MANAGER

PROGRAM DIRECTOR: AARON SCHACHTER

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

WJGL	FIRST COAST FORUM	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARK KAYE/TIFFANY GRIFFITH/CHLOE	SUNDAY	6:30AM
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PUBLIC AFFAIRS DIRECTOR: CHRIS RHOADS, ON AIR TALENT

PROGRAM DIRECTOR: TODD SHANNON

<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	CHRIS RHOADS/ SCOTT THOMAS/ANNA/ MARK KAYE/TIFFANY GRIFFITH/CHLOE	SATURDAY	11:30PM
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NEWS DIRECTOR: RICH JONES

PUBLIC AFFAIRS DIRECTOR: ROXY TYLER

PROGRAM DIRECTOR: MIKE DORWART

PUBLIC AFFAIRS DIRECTOR: TIFFANY GRIFFITH, WOKV REPORTER

## 1st QUARTER 2012 ASCERTAINMENT MEETING

## Concerns:

### 1. Crime and Public Safety

- a. Jacksonville is developing a reputation of being “Kill-ville” due to a growing number of violent crimes and murder in our city. We need to have frank discussions on air about how to better fight crime and increase personal safety.
- b. More potential layoffs of Police Officers in Jacksonville has many people concerned especially when they don’t feel safe walking down their street at night.
- c. We should better educate listeners about how to protect themselves and speak up when they see crime or suspicious circumstances that could lead to violence or crime.
- d. Talk about the areas of town where crime is prevalent and talk about possible ways to reduce it, without sensationalizing crime.
- e. Jail overcrowding and the problems and cost that go along with it.

### 2. Education

- a. Students in the public education system are unprepared for college. We need to talk more on air about what’s working and what’s not to help students succeed in high school and college.
- b. We need to make Jacksonville aware of the high drop-out rate in local public schools and try to get to the root of the reasons for it and help highlight programs that help at risk students stay in school.
- c. Encourage more parental participation in the education of their children and help parents get the information and resources they need to help their kids succeed in school and life.
- d. Educate listeners about the need for a well rounded education that includes interesting extracurricular activities like athletics, music and art.
- e. Encourage local businesses to team up with schools to provide education items needed for students to get a quality education equally at all schools.
- f. Work to unify the schools and community to better educate children so they can succeed in our changing and many times challenging times.

### 3. Economy

- a. Provide information and access to free services intended to help families facing financial crisis, especially those in high risk areas of Jacksonville.
- b. Highlight programs that help people struggling financially to avoid foreclosure and bankruptcy
- c. Have on-air discussions about the connection between personal financial problems and higher crime and divorce rates in Jacksonville.
- d. Keep listeners updated on job fairs and workforce development programs in the community.
- e. Talk about how foreclosures and short sales negatively impact housing values and ultimately lead to more debt for homeowners already under water on their mortgage.

#### **4. Fiscal Responsibility in Local, State and Federal Government**

- a. Encourage more Private/Public partnerships that can help improve the quality of life in Jacksonville without causing more tax increases on citizens already struggling financially.
- b. Educate community on how their tax dollars are being spent so they can decide if it's the best use of their money.
- c. Hold local lawmakers accountable for their decisions to use incentives to attract new businesses and jobs especially in parts of town like north Jacksonville.
- d. Help listeners better understand the system used by local government officials so they can have more of a voice on matters that concern them.

#### **5. Growth Management / Downtown Development**

- a. Expose money pit projects that take funding away from other more important areas of concern.
- b. Talk about how a thriving downtown is essential to building up the tax base. It accounts for 17% of total city revenue.
- c. Address the problem of a lack of adequate public transportation downtown as well as to and from the heart of our city.
- d. Keep listeners informed as to the plight of the homeless and how it affects downtown development.
- e. Outline traffic and road projects that now in progress, how much they cost and who will benefit.

### **Ascertainment Meeting**

**Date:** Wednesday, December 7, 2011

**Guests:** Michael Hallett, Professor of Criminology at University of North Florida  
Jacqueline Bowen, Duval County Schools  
Jerry Holland, Supervisor of Elections  
Matt Schellenburger, Jacksonville City Councilman  
Wanda Willis, Asst. V.P. for Institutional Advancement, Edward Waters College  
Jim Bailey, Publisher of Daily Record  
Robert Marley, Student at University of North Florida  
John Pratt, Retired Air Force Reserve  
Deirdre Conner, Jacksonville Public Education Fund

**Survey Only:**

David Cope, Octapharma Plasma Inc.  
Anna Taylor, Take Stock in Children

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 in the first quarter of 2012 to keep our local community informed of the most pressing issues facing our city right now.

# Program Schedule

## **Jax Journal**

*Sunday 6:00 am*

WFYV-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 6:00 am – 6:30 am

## **"First Coast Forum"**

*Sunday 6:30 am*

WFYV-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 6:30 am – 7:00 am

## **CRIME AND PUBLIC SAFETY**

### **First Coast Forum**

Host: Chris Rhoads

Airdate: December 31 & January 1<sup>st</sup>, 2011/12

Topic: Public Health

Guests: Paul Frase, President, The Joshua Frase Foundation

904-219-9762

[Joshuafrase.org](http://Joshuafrase.org)

Duration: 26 minutes

Paul Frase, President of The Joshua Frase Foundation, joined us for a very informative discussion on public health. Paul shared with us information about an orphan disease, meaning there are under 200,000 cases in the world, a rare neuro muscular disease that his son was born with, myotubular myopathy, which affects the striated muscles. 50% of our kids don't celebrate their 2<sup>nd</sup> birthday when stricken with this disease; most of the rest only make it to their early school years. The good news is that through continued research worldwide and developing treatments they are getting closer and closer to finding a cure for this cruel disease. The Joshua Foundation provides financial, emotional and physical support to families dealing with this. Listeners were urged to go to [joshuafrase.org](http://joshuafrase.org) for more information or by calling 617-715-1155 for further information and helpful advice.

*Ascertainments show that Public Health issues are very important to the Jacksonville community and local listeners. This show directly discusses those issues.*

### **First Coast Forum**

Host: Chris Rhoads

Airdate: February 4 & 5, 2012

Topic: Crime & Public Safety

Guests: Wayne Hogan, President of the Terrell Hogan law firm  
904-722-2228  
Terrellhogan.com

Duration: 26 minutes

Wayne Hogan, President of the Terrell Hogan law firm, joined us for a very informative discussion on public safety. Wayne shared with us information about highway safety including, the danger of texting while driving, new legislation regulating truckers and texting, the new road safety laws, what to do if you're in an accident, car insurance, the importance of Uninsured Motorist coverage, the Move over act, and emergency contact information system and more. Now more than ever people need to be more aware when driving with all the distractions from phone calls, other drivers who text and drive and with the roads more crowded we all need to be aware of defensive driving techniques. Listeners were urged to go to [terrellhogan.com](http://terrellhogan.com) or to call 904-722-2228 for more helpful information and helpful advice.

*Ascertainments show that Public Safety issues are very important to the Jacksonville community and local listeners. This show directly discusses those issues.*

## **First Coast Forum**

Host: Tiffany Griffith

Airdate: Saturday, March 3rd, 2012

Topic: Crime/Safety

Guest: Lt. Derrick Mitchell – Jacksonville Police Athletic League

Duration: 27 minutes

We discussed the positive ways in which the Jacksonville Police Athletic League brings down the local crime rate by putting at-risk kids in positive sports and creative arts programs. Lt. Mitchell says PAL is a non-profit organization that aims to fill playgrounds and not prisons. They run a number of different programs to also help kids with leadership. They've been successful for almost 40 years, and plan on celebrating that this coming May. Our kids in the Jacksonville area are facing hardships, and they purposely place PAL programs in areas where there are drug dealers and negative influences. They go about connecting kids by picking them up after school and bringing them to the after school programs. They also help with homework and FCAT assistance. But, they make sure to keep things fun. According to surveys and feedback from parents, PAL is working to keep kids uplifted in the Jacksonville community. Many of them have gone from failing in school to the honor roll. One former troubled youth is also now an officer with the Jacksonville Sheriff's Office. PAL also aims to humanize police officers so kids feel safe around cops.

*Ascertainments show that crime is a major factor in safety in Jacksonville. And the community also cares about bringing up children in a positive environment.*

## **Jax Journal**

Host: Roxy Tyler

Saturday 3/31/12

Topic: Public Safety

Guest: Analeasa Winter

Duration: 25:15



Analeasa Winter is with the Forrest Service in Jacksonville. She says there are at least 9 active wildfires in and around the Jacksonville area right now, despite some rain we had recently. Winter says our drought index is way above normal and it would take several days straight of soaking rain to make a difference. So she's urging homeowners whose homes back up to woods to clear any brush away and make their own fire lines to help protect their homes from fast moving wildfires. Winter says many fires are started by people burning trash in their yards or by lightning during storms. Winter says he Forrest Service is constantly working to put out fires and they work with the Florida Highway Patrol to ensure that smoke from these fires don't cause dangerous driving conditions on local highways.

Ascertainments show many people are concerned about natural disasters like fires and want more information on how they can stay safe.

# EDUCATION

## **First Coast Forum**

Host: Scott Thomas

Airdate: Saturday & Sunday, January 7<sup>th</sup> & 8<sup>th</sup>, 2012

Topic: Education

Guest: Dr. Katie Monnin, Asst. Professor of Literacy at UNF

Duration: 25 minutes

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Dr. Monnin began our conversation by describing the Writing Camp being held at the University of North Florida for students from 4<sup>th</sup> to 10<sup>th</sup> grade. It's a comprehensive course that will not only help students with the writing portion of the upcoming FCATs, but it's also designed to give them proper technique that will help them throughout their personal and professional lives.

Dr. Monnin stressed the importance of being an accomplished writer, and the issue of adult literacy. She directed our listeners to many programs available in our area to assist individuals with low reading/writing skills. She also mentioned how to get involved with volunteering or donating to help with local literacy issues.

*Ascertainments show that reading and writing are critical skills that allow individuals to grow and succeed in the workforce.*

## **First Coast Forum**

Host: Chloe

Airdate: Saturday, March 24<sup>th</sup>, 2012

Topic: Education

Guest: Jon Heymann – CEO of Communities in Schools, Jacksonville

Duration: 25 minutes

The main topic of the interview was to learn about the role of Communities In Schools and to find out what public schools are doing to hinder the dropout rates, ways to provide assistance for struggling students, and reiterate the importance of extra-curricular activities.

Ascertainments show that Communities In Schools is, “dedicated to student success in Duval County’s schools. As the largest dropout prevention organization in the city of Jacksonville, we are committed to helping students realize their dreams and helping those dreams become reality.” (Source, cisjax.org) CIS also provides many areas such as enrichment, tutoring, and mentoring. Free tutoring is often provided for free in most schools for struggling students, but some parents may not be aware. Many enrichment programs, other tutoring programs, mentoring, and additional initiatives are available to students simply by asking a guidance counselor or through CIS. Another important issue is parents placing blame on schools and vice versa. Schools AND parents need to work as a team. Art/Music/Sports—in addition to education—are very important to shape a student into a good adult. Another idea is business partnerships: CEOs/local business leaders can team up with principals. The CEOs can speak with schools and provide business leadership ideas, while the principals can share stories of educational leadership, thus inspiring both parties.

## **Jax Journal**

Host : Roxy Tyler

Airdate: Saturday 1/7/12

Topic: Education

Guest: Betty Burney

Duration 25 minutes

Betty Burney is Chair of the Duval County School Board. She says the district is facing many financial challenges this year that could affect electives, sports, music and arts programs. Burney talked about how parents can help their children succeed in school and they challenges the district faces especially when students are not getting vital support from home. She says if a family's financial situation is bad, it usual affects the performance of students. She says far too many students come to school hungry, because they don't get a proper breakfast at home. Burney also talked about some great strides students have been making in Duval County, including improving test scores and graduation rates. But she admits the district still has a long way to go to ensure more students graduate ready for college or work. She gave out several phone numbers and the website for the district that parents can use to take an active role in their child's education.

Ascertainments show many people are concerned about education and want to know more about how they can help improve the quality of education their children are getting.

## **Jax Journal**

Host: Roxy Tyler

Airdate 1/14/12

Guest: Ed Pratt Dannals

Topic: Education

Duration: 25:15 minutes

Ed Pratt Dannals is Superintendent of Duval County Schools. He says more students are doing better on F-Cat tests in the district and despite deep budget cuts, and higher standards for testing, Jacksonville students are meeting the challenges and in many cases exceeding expectations. But Pratt Dannals also says there is still a lot of room for improvement and that's where volunteers can come in. He says if you'd like to become a mentor to an at risk student, you can do as much or as little as you like after passing background tests and undergoing some training in order to best prepare students for tests and help tutor those who may have fallen behind in their studies. Pratt Dannals says he's encouraged by the support the community has been giving them to raise money to keep sports, music and other elective programs alive and he hopes to see continued support from the community. He says the latest batch of F-Cat scores were up and the district has more A schools than in the past. He also talked about what parents and volunteers can do to help students improve academically and to learn how to become responsible adults.

Ascertainments shows many people are concerned about education and what to help local students succeed in school so they can grow up to become productive and successful members of society.

## **Jax Journal**

Host: Roxy Tyler

Airdate: Saturday 1/21/12

Topic: Education

Guest: Dr. Paul Fadil

Duration: 25:00 minutes

Dr. Paul Fadil is Professor at the University of North Florida. He says social media is changing the way most Americans live and work and sometimes it's for the better but sometimes it's not. He talked about some recent cases in which people posted that they were going on vacation, only to have their home broken into by someone they had "friended" on Facebook. He says while sometimes social media can be a great asset in getting vital information out, like during the earthquake in Japan, but there are downsides to it as well. He says many

businesses are using the social network to advertise and keep customers informed of specials which is great. But there are also incidents in which people can become addicted to social media games and let their real life pass them by. He says people need to balance their use of social networking and face to face meetings so they don't become obsessed with it but instead use it for the common good. He also gave tips on how to protect your privacy on social networking sites.

Ascertainments show many people are not sure yet how to best use social networking and avoid the pitfalls of putting too much information about your personal life out in cyberspace.

## ECONOMY

### **First Coast Forum**

Host: Chloe

Airdate: Saturday, January 15th, 2012

Topic: Economy/Jobs

Guest: Kevin Morris and Carlos Gill from Jacksonville Business Exchange/Vivid Agency

Duration: 24 minutes

The main topic of the interview was to learn ways in which unemployed residents of the First Coast can broaden their job searches, provide tips for small businesses, and tips for starting out in self-employment.

*Ascertainments show that the Jacksonville Business Exchange is a people-connector; a networking service.*

*They provide ways in which people can connect with each other, thus potentially connecting with future employment opportunities. Also, social Media plays a huge role in today's job search as well as for growing business. It is also important to brand yourself and/or your company.*

### **First Coast Forum**

Host: Scott Thomas

Airdate: Saturday & Sunday, February 11<sup>th</sup> & 12<sup>th</sup> 2012

Topic: Economy

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

Duration: 25 minutes

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Ms. Moody began our conversation with a summary of Work Source – the origin of the organization, and the services they provide. She gave information regarding job fairs and other workforce development programs available in our area. She also listed programs for, and gave advice to individuals facing foreclosure or bankruptcy, and discussed the overall effect that short sales and foreclosures have on neighborhoods. Ms. Moody then discussed the trend of lowering unemployment, and mentioned the industries that are doing well in Northeast Florida. We also talked about the impact of Downtown Jacksonville, and what is being done to attract more businesses to the downtown region.

*Ascertainments show that the unemployment rate has been steadily declining over the last five months, and many of the job fairs and workforce development programs are helping. Informing our listeners about these and other programs is one more way COX Media Group is active in the community.*

## **First Coast Forum**

Host: Chris Rhoads

Airdate: March 10 & 11, 2012

Topic: Economy

Guests: John Vargo, from Accu-tax  
904-425-4440

[jvargo@accu-taxservices.com](mailto:jvargo@accu-taxservices.com)

Duration: 26 minutes

John Vargo, from Accu-tax services, joined us for a very informative discussion on being prepared for tax time. Each year the IRS makes changes and this show highlights some of the important ones and makes listeners aware of how to get the most out of their tax return. John and I discussed various tax time topics including: What documents to file, how to file, which status, mileage rates, American Opportunity Credit, kids who claim themselves, non-business energy credits, charity deductions, job hunting expenses, child tax credits, and if listeners can't file on time, April 16, then they need to file an extension. The new IRS tax code is now over 100,000 pages long and listeners were made aware of some of the important changes. Listeners were urged to go to the IRS website, [jvargo@accu-taxservices.com](mailto:jvargo@accu-taxservices.com) or to call 904-425-4440 for more helpful information and advice.

*Ascertainments show that **Economy** issues are very important to the Jacksonville community and local listeners. This show directly discusses those issues.*

## **Jax Journal**

Host: Roxy Tyler

Airdate: 1/27/12

Topic: Economy

*Guest: Candace Moody  
Duration: 25:20 minutes*

*Candace Moody is the Vice President of Communications of Worksource. She says while the unemployment rate is starting to tick downward for the first time in a while across Northeast Florida, there are still too many people out of work or under employed. Moody says they are hoping that the Chamber and other business groups can bring new and more job opportunities to the First Coast. She talked about upcoming job fairs and how many of them are now cyber job fairs where applicants can sit at home on their computer to apply for jobs instead of having to get in their car and drive to appointments all around town. She says they had dozens of employers take part and there are many jobs out there but sometimes people need to go back to school to get specialized training for certain positions. She says WorkSource also helps guide people to programs that they can afford and that can help them succeed financially in the future. She gave out their website and talked about how to update your resume' to better fit whatever jobs you are applying for.*

*Ascertainments show many people are concerned about their financial future and either keeping the job they have or finding a job that pays enough for them to feed their family, afford a home and work to save money for their future and retirement.*

### **Jax Journal**

Host: Roxy Tyler  
Airdate 2/4/ 12  
Topic: Fiscal Responsibility & Economy  
Guest: Paul Anderson  
Duration: 25:12 minutes

Paul Anderson is the CEO of Jaxport. He says the port needs to grow in order to provide new jobs and pump up the local economy. He says in order for that to happen more dredging needs to be done to allow bigger ships in and out of the Port and with the Panama Canal opening up for more ships, Jacksonville provides the perfect location for many businesses to expand their exports and imports, but he says Jaxport is still competing with other East coast ports for business and we need to sell our city as the best of the bunch. Anderson says a recent Tiger grant that Jaxport got from the federal government will help but they still have more work to do. He also says the cruise business is doing quite well by they are losing big money by operating the Ferry and will likely have to stop soon. A local group is now banning together to save the Mayport Ferry, but Anderson says Jaxport can no longer continue to lose money just to keep the ferry afloat. Overall he expects to see major growth at the port and hundreds of new jobs getting created by the companies shipping their goods in and out of Jacksonville.

Ascertainments show many people are concerned about growing our port business and consider it to be a major opportunity for Jacksonville to provide new high paying jobs for the thousands in the city currently unemployed.

### **Jax Journal**

Host: Roxy Tyler  
Airdate: Saturday 2/11/12  
Topic: Economy  
Guests: D. Nicole Hill & Donna Osteen  
Duration: 25 minutes

D. Nicole Hill and Donna Osteen work for Community Connections, a local non-profit group that helps the more than 8 thousand homeless children in Duval County by providing housing for their families at a very low cost and helping their parents find jobs and get the education and training they need to break the cycle of homelessness. The group works closely with local homeless shelters to help those most at need avoid getting into crisis situations. The families who stay at their building have to meet certain standards and maintain a level of commitment in order to get the benefits of reduced or free daycare and other perks that allow the parents to work and not worry about having to pay for expensive child care. They talked about upcoming fundraisers and how listeners can make donations to their case whether it's through money or donating their time to tutor children or train their parents for better high paying jobs.

Ascertainments show many people are concerned about their own financial situation and worry that they could be just a paycheck away from being homeless.

# FISCAL RESPONSIBILITY IN LOCAL, STATE AND FEDERAL GOVERNMENT

## **First Coast Forum**

Host: Mark Kaye

Airdate: Saturday, January 22, 2012

Topic: Fiscal Responsibility in Government

Guests: John Winkler, Concerned Taxpayers of Duval County.

Duration: 28 minutes

The Concerned Taxpayers of Duval County is a watchdog organization that investigates Government waste in Jacksonville. John Winkler is the President of the Organization and also a local attorney. He has been responsible for organizing audits of various Government programs from both the current and former administration. He discussed major issues that created misappropriation and taxpayer waste with Everbank Field, the new Courthouse and Corporate incentives.

*Ascertainments show that Government oversight and fiscal responsibility in Government are very important to the Jacksonville community and local listeners.*

## **First Coast Forum**

Host: Chloe

Airdate: Saturday, February 18th, 2011

Topic: Fiscal Responsibility in Government

Guest: John Winkler, Tax Attorney and President of Concerned Tax Payers of Duval County

Duration: 30 minutes

The main topic of the interview was to learn where our local government is spending taxpayers' money in excess and how taxpayers can get involved in making sure this is monitored more carefully.

*Ascertainments show that the Concerned Taxpayers of Duval County is a Non-Partisan organization made up of people from all spectrums of political beliefs who share one common goal: to make sure our tax dollars are not wasted. Examples Mr. Winkler cited included but were not limited to abandoned buildings that used tax money for construction and a parking garage downtown that is virtually empty. He encourages residents to know their city council and contact his organization for further information on how to get involved.*

## **Jax Journal**

Host: Roxy Tyler

Airdate: Saturday 3/3/12

Topic: Crime, Fiscal Responsibility & downtown development



Guests: Angela Corey & Mark Caliel

Duration: 25:30

State Attorney Angela Corey and Assistant State Attorney Mark Caliel are working to put violent criminals behind bars and keep them there in order to make Jacksonville a safer place to live. They talked about recent cases including the plea deal with Jared Harrell, the man who admits to raping and killing Somer Thompson. They also talked about the battle between the State Attorney and City Hall on the cost of the new County Courthouse project, the cost of which has ballooned over the years and caused lots of controversy. The state attorney wants a crosswalk from their new offices to the new county courthouse, but the Mayor's office has stopped construction on the new state attorney's office until the matter can be resolved. Corey also talked about a new study done by a local professor which concluded that she and the Sheriff are putting too many people behind bars at a time when the crime rate is dropping.

Ascertainments show many people are concerned about crime, how their tax dollars are spent and want to ensure their taxes won't go up to pay for elaborate projects that the city doesn't need.

### **Jax Journal**

Host: Roxy Tyler

Saturday 3/10/12

Topic: Fiscal Responsibility, Growth Management, Education, Economy & Crime

Guest: Jacksonville Mayor Alvin Brown

Duration: 25:25

Jacksonville Mayor Alvin Brown says he is committed to balancing the budget and not raising taxes. He also says he is proud of a new education program that helps high school seniors apply for federal financial aid so they can go to college or a vocational program to learn the skills they need to become successful and productive members of our society. Brown says despite what appears to be a rash of violent crimes in Jacksonville the crime rate is actually down quite a bit from the year before. Brown says he's committed to working with the port to get more business here and create new jobs on the First Coast. Brown says he's also working with federal lawmakers as well as local lawmakers to do what he can to get a nuclear carrier at Mayport.

Ascertainments show many people are concerned about the poor state of the economy, want improvements made in education and are concerned about violent crime, especially in their own neighborhoods.

### **Jax Journal**

*Host: Roxy Tyler*

*Saturday 3/10/12*

*Topic: Fiscal Responsibility, Growth Management, Education, Economy & Crime*

*Guest: Jacksonville Mayor Alvin Brown*

*Duration: 25:25*

*Jacksonville Mayor Alvin Brown says he is committed to balancing the budget and not raising taxes. He also says he is proud of a new education program that helps high school seniors apply for federal financial aid so they can go to college or a vocational program to learn the skills they need to become successful and productive members of our society. Brown says despite what appears to be a rash of violent crimes in Jacksonville the crime rate is actually down quite a bit from the year before. Brown says he's committed to working with the port to get more business here and create new jobs on the First Coast. Brown says he's also*

*working with federal lawmakers as well as local lawmakers to do what he can to get a nuclear carrier at Mayport.*

*Ascertainments show many people are concerned about the poor state of the economy, want improvements made in education and are concerned about violent crime, especially in their own neighborhoods.*

## **GROWTH MANAGEMENT/DOWNTOWN DEVELOPMENT**

### **First Coast Forum**

Host: Tiffany Griffith

Airdate: Saturday, January 28, 2011

Topic: Growth Management

Guest: Nancy Rubin, Jacksonville Port Authority

Duration: 30 minutes

Growth at one of Jacksonville's biggest industries remains a mystery. There are several projects they have in waiting and there's a lot of lobbying their doing on the federal level to get the funding and manpower they need to complete those projects. But, there is a pressing need for JaxPort to be ready at Mile Point - a place in the St. Johns River's ship channel where strong currents limit passage of big vessels – to prepare for larger ships coming through the Panama Canal. Thousands of jobs are at stake, as well as business and economic growth on the First Coast.

*Ascertainments shows the Jacksonville community cares deeply about what's happening at JaxPort for the sake of the First Coast's viability. If JaxPort does well, then the community does well. Local job, economic and business growth depends on the success of Jacksonville's ports.*

## **First Coast Forum**

Host: Mark Kaye

Airdate: Saturday, February 26, 2011

Topic: Downtown Development

Guests: Steve Diebenow and Alex Coley

Duration: 28 minutes

Steve Diebenow is an attorney who works with the Jacksonville Chamber of Commerce and Jacksonville City Council to organize and offer incentives to businesses interested in moving their operations downtown. Alex Coley is the Principal of Hallmark Partners, a development company with several projects in Downtown Jacksonville. Both of these guests discussed the various opportunities available for growth and development in downtown Jacksonville. They also discussed some of the benefits of a strong downtown and the particular obstacles that the city faces in turning its urban center into a thriving destination to work, play, and live.

*Ascertainments show that the regeneration and development of a strong city center in downtown Jacksonville is of great interest and importance to Jacksonville radio listeners.*

## **First Coast Forum**

Host: Scott Thomas

Airdate: Saturday & Sunday, March 17<sup>th</sup> & 18<sup>th</sup> 2012

Topic: Growth Management/Downtown Development

Guest: Don Shea – Executive Director of the Jacksonville Civic Council

Duration: 24 minutes

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Mr. Shea began our conversation with a summary of his vast experience working with other cities and their downtown development. He spoke of similarities and differences with Jacksonville, and brought up several cities that Jacksonville could learn from, and what made them successful.

We discussed the challenges Jacksonville faces, such as traffic, parking, homelessness, feeling safe and public transportation, or the lack thereof. He also talked about Jacksonville not having an identity, and how that affects the national perception of a city.

We had separate discussions about attracting more residents, and attracting more businesses, and what projects, ideas and programs are in the works.

Finally, he spoke of the “money-pit” projects that have bogged down growth, including (and especially) the cost of the courthouse.

*Ascertainments show that downtown development is critical to any city. The challenges facing Jacksonville are many, but with leadership and out-of-the-box thinking, downtown Jacksonville can thrive.*

## **Jax Journal**

Host: Roxy Tyler  
Airdate: Saturday 2/18/12  
Topic: Growth Management  
Guest: Anna Dooley  
Duration: 25:10

Anna Dooley is Executive Director of Greenscape of Northeast Florida. She oversees the annual flowering tree sale that benefits the local non-profit and also helps protect the environment by offering great deals, trees are just ten dollars each and all the money raised goes back into the local non-profit group and its efforts to clean the air and green up the First Coast. Dooley says many people are concerned about global warming and how too many trees are getting cut down for the sake of new developments. Dooley says many studies show people are concerned about preserving our natural habitat for future generations and her group works to education people on the best ways to do that. Dooley's group also works to spruce up some of the blighted areas of downtown with trees and landscaping the areas. It's proven that criminal activity in the area has decreased and Dooley says Greenscape plays a big role in growth management by working with the city to help green up new buildings and downtown projects.

Ascertainments show many people are concerned about the environment and want landscaping to be part of growth management and expansion plans by the city of Jacksonville.

## **Jax Journal**

Host: Roxy Tyler  
Airdate: 2/25/12  
Topics: Crime, Education, Economy & Growth Management  
Guest: Ben Warner  
Duration: 25:12

Ben Warner is the new Executive Director for JCCI which stands for Jacksonville Community Council Incorporated. It's the local think tank that does studies and incorporates volunteers to help their efforts to determine our annual quality of life report for Jacksonville. Warner talked about how we are making gains in education but losing ground on the economy as many on the First Coast struggle to get jobs or are under-employed and don't have enough in savings to make ends meet. He says we have come a long way in reducing the violent crime rate but there is still too much disparity between blacks and whites when it comes to financial security. Warner outlined all the various topics including Crime, Education, Economy and Growth Management. He also talked about how listeners can go to their website to get the complete report and learn more about how to become a volunteer or join JCCI on various studies that people may be interested in.

Ascertainments show many people are concerned about crime, education, economy, and growth management.

## Promotional Events

### Mardi Gras Pub Crawl (February 18):

Cox Media Group Jacksonville was the official radio partner for Mardi Gras Pub Crawl in Jacksonville Beach, Fl. Mardi Gras madness comes to Jacksonville Beach for iwantaBUZZ.com's second annual Mardi Gras Jax pub crawl. On Saturday, February 18th, come celebrate New Orleans' style with drink specials, costumes and beads galore! A portion of the proceeds benefitted such charities like USO, Jacksonville Humane Society, The Catty Shack Ranch Wild Life Sanctuary, Ability Housing, JDRF, New Heights, Hubbard House, American Lung Association, Sulzbacher Center, Jacksonville Children's Chorus, and more.

CMG Jacksonville promoted this event onair (approx. 500 promos), online (website registration page and an email blast), and onsite (live appearance at the event location).

### MuckRuckus MS Jacksonville 2012,(March 25):

WFYV supported this run on-air and on our social media sites for weeks leading up to this event. We were also on-site for the first of the 2 days, spinning the prize wheel and playing music for all participants to make their day a little more enjoyable! MuckRuckus MS is an unforgettable two days of fun in the great outdoors featuring a 10K - 6.2 mile (with a 5K - 3.1 mile shortcut option) challenge-course through mud, water and muck! MuckRuckus MS raises funds and awareness for the National Multiple Sclerosis Society, North Florida Chapter. It is an inspiring experience whether participating, volunteering, or watching.

## WFYV PSAs Aired During 1ST Quarter, 2012

American Heart Association	Aired 72 times (:30)
US Coast Guard	Aired 185 times (:30)
FDLE See Something Say So	Aired 51 times (:30)
Florida Army National Guard	Aired 208 times (:60)
Florida Seafood Campaign	Aired 112 times (:30)
In-state Tourism Campaign	Aired 112 times (:30)
Pinwheels for Prevention	Aired 32 times (:30)
Propane Campaign/Clean Gas for Environm	Aired 42 times (:30)
Sleep Right Sleep Tight/Safe Infant	Aired 99 times (:30)
ALS/Lou Gehrig	Aired 118 times (:30)
Arthristis 2012 Walk	Aired 27 times (:30)
Popeyes for MDA	Aired 28 times (:30)
Children of Alcoholics	Aired 13 times (:30)
Daniel/Rock N Roll	Aired 56 times (:30)
Gator Bowl/Take A Child To a Game	Aired 9 times (:60)
Golden Fest/Great Rescue	Aired 17 times (:30)
Golf and Tennis/Guardian	Aired 6 times (:60)
Help for Wounded/Veterans	Aired 96 times (:60)
PAL	Aired 42 times (:30)
Mayors Mentors PSA	Aired 90 times (:30)
Boy Scouts	Aired 226 times (:30)
The Players Championship/Scholarship	Aired 136 times (:15)
Walk A Pet	Aired 1 times (:30)
Wolfson Children Hospital	Aired 109 times (:30)
Wounded Warriors/Post-traumatic stress	Aired 38 times (:30)
PGA Tour Inc Charity PSA	Aired 62 times (:30)