

WKSL - 97.9 FM
Jacksonville, FL
Quarterly Issues / Programs List
Fourth Quarter 2014
January 1,2015

WKSL - FM

Quarterly issue / programs:

WKSL-FM provides its listeners with programming and public service announcements that address the issues of concern to our local community. Issues this quarter included:

City events, children with illnesses, local history, military, philanthropy.

Section I
LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Community	Sunday Extra	Looked at the community calendar for the remainder of 2014	Jean Podbielski, promotions	10/5/14 7am	30 min
Aquarium	Sunday Extra	Update from AquaJax speaking about the proposal of an aquarium to be built downtown	George Harrell, spokesman	10/12/14 7am	30 min
Children with illnesses	Sunday Extra	Dreams Come True, a local wish making org. to help children with illnesses fundraiser	Andrea Siracusa, spokespern	10/19/14 7am	30 min
Local history	Sunday Extra	Jax History is discussed via the rich musical heritage of Southern rock in a new book part 1	Self , var. guests	10/26/14 7am	30 min
ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Local history	Sunday Extra	Part 2 of Jax history via music based on a new book about Southern Rock	Self, various	11/2/14 7am	30 min
Military transition	Sunday Extra	USA Cares helps post-9/11 military with grants to help their lives. Discussed events for fundraising	Jamie Giusti, field director	11/9/14 7am	30 min
Philanthropy	Sunday Extra	National Philanthropy day, celebrating local volunteers	Marissa Ierna, vol.	11/16/14 7am	30 min
Children with illness	Sunday Extra	Local Children's Miracle Network radiothon was discussed with family who has been helped by CMN	Terry family	11/23/14 7am	30 min
Homeless,etc	Sunday Extra	Thanksgiving Special, as we care for the less fortunate.	Karen Hensel, dir.	11/30/14 7am	30 min
ISSUE	PROGRAM /	DESCRIPTION	GUEST	DATE/TIME	DURATION

	TITLE				
Military transition	Sunday Extra	Combat2College helps veterans with their transition from Combat to college	Brad Ross, founder	12/7/14 7am	30 min.
Fundraising	Sunday Extra	Autobahn Speedway hosted an event to help raise money for Combat2College. Event discussed	Brad Ross	12/14/14 7am	30 min.
Children	Sunday Extra	National Show for Children's Miracle Network from Iheartmedia	National hosts	12/21/14 7am	30 min
Children	Sunday Extra	National Show for Children's Miracle Network from Iheartmedia	National hosts	12/28/14 7am	30 min

Section III
PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
air national guard	air natl guard	000:30	044
Big Brothers Big Sisters	Ad Council	000:30	032
BOAT ANGEL	BOATANGEL.COM	001:00	010
Boys Town National Hotline	Boys Town National Hotline	001:02	022
Car Seat Safety	Ad Council	001:00	083
Catholic Gators dot org	Catholic Gators dot Org	000:31	003
charity/giving	K.O.C.	000:16	005
Childhood Asthma	Ad Council	000:30	022
DREAMS COME TRUE	Dreams Come True	000:32	004
FAB	FAB	000:30	026
Fallen Patriots.org	Fallen Patriots.org	000:30	002
High School Dropout Preventio	Ad Council	000:30	016
MILITARY AND VETERANS	CONCERT FOR VALOR	000:30	002
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	017
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	021
natl.crime prevention	Ad Council	001:01	004

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Operation Homefront	Operation Homefront	000:15	005
Partnership For Drug Free Kid	drugfree.org	000:30	006
SEXUAL ASSAULT	IT'S ON US	000:30	004
Step Up For Students	Tax Credit Scholarship	000:30	021
Step Up For Students	Tax Credit Scholarship	001:02	034
Texting & Driving	Ad Council	000:15	084
Texting & Driving	Ad Council	000:30	052
Wildfire Prevention	Am.Red Cross	000:29	001

WKSL-FM WEEKLY PUBLIC SERVICE PROGRAMMING

		<u>Weekly Total</u>
<u>Traffic</u>		
Monday to Friday 8 minutes per day		40:00
Weekly Total	40:00	minutes