

WKSL 97.9 FM
Jacksonville, FL
Quarterly Issues / Programs List
Third Quarter 2014
October 1,2014

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:

Child safety, military/civilian help, conservation, hunger, addictions, education, disadvantaged children, human trafficking.

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
Helping Military Transition	Sunday Extra	Show Your Stripes is a national corporate effort to help military transition to civilian life	National PA show	7/6/14 7am	30 min
Helping Military Transition	Sunday Extra	Show Your Stripes is a national corporate effort to help military transition to civilian life pt2	National PA show	7/13/14 7am	30 min
Human Trafficking	Sunday Extra	Artwork for Freedom helps free women from human trafficking	Crytal Freed, dir.	7/20/14 7am	30 min
Local history	Sunday Extra	Jax History is discussed via the rich musical heritage	Self , var. guests	7/27/14 7am	30 min
ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Hunger	Sunday Extra	Outnumber Hunger a program to help eradicate hunger.	Scott Borchetta, director	8/3/14 7am	30 min
Education	Sunday Extra	Guardian Catholic Schools helping impoverished areas with education	April Seliga, comm. Dir.	8/10/14 7am	30 min
Military transition	Sunday Extra	USA Cares helps post-9/11 military with grants to help their lives	Jamie Giusti, field director	8/17/14 7am	30 min
Cancer	Sunday Extra	Pink Ribbon Symposium for breast cancer awareness discussed	Dr. Linda Sylvester, founder	8/24/14 7am	30 min
Homeless	Sunday Extra	St. Francis House in St. Augustine	Karen	8/31/14	30 min

		helps the homeless	Hensel, dir.	7am	
ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Clean Water	Sunday Extra	Clean Water Music Fest raises money to give clean drinking water to the world. Concert discussed	Shawn Fisher, Jordyn Jackson organizers	9/7/14 7am	30 min.
Substance Abuse	Sunday Extra	Gateway helps those in the area with addictions, speaking about their programs. Anniversary this month.	Candace Hodgkins, Dir.	9/14/14 7am	30 min.
Local business	Sunday Extra	Riverside Arts Market helps small business with a venue for service.	Krysten Bennett, Dir.	9/21/14 7am	30 min
Aquarium for the area	Sunday Extra	AquaJax is a non-profit raising money to build an aquarium downtown	George Harrell, spokesman	9/28/14 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	010
Big Brothers Big Sisters	Ad Council	000:30	017
Big Brothers Big Sisters	Big Brothers Big Sisters	000:31	009
BOAT ANGEL	BOATANGEL.COM	001:00	006
Buzzed Driving Prevetion	Ad Council	000:30	002
Buzzed Driving Prevetion	Ad Council	001:00	003
Car Seat Safety	Ad Council	000:30	001
Car Seat Safety	Ad Council	001:00	043
Caregiver Assistance	Ad Council	001:00	005
Catholic Gators dot org	Catholic Gators dot Org	000:31	001
CHARITY WATER	cleanwatermusicfest.org	000:30	003
Childhood Asthma	Ad Council	000:30	021
Childhood Asthma	Ad Council	001:00	002
Children Of The Fallen	cleanwatermusicfest.org	000:30	004
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Domestic Violence	givebackasmile.com	000:31	001
Down Syndrome	DSAJ.ORG	000:31	005
FAB	FAB	000:30	026
Financial Lit	Ad Council	000:15	001
FIRST TEE	firsttee.org	000:30	004
GLOBAL CITIZEN FEST	GLOBAL CITIZEN FEST	000:31	001
Goodwill Job Training	Ad Council	000:30	007
Goodwill Job Training	Ad Council	001:00	012
High School Dropout Preventio	Ad Council	000:15	021
High School Dropout Preventio	Ad Council	000:30	004
Hurricane Preparedness	Am.Red Cross	000:30	004
Mens Health Network	mytestosterone.com	000:29	004
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	001
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	002
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	030
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	059
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	028
Paralized Vets of America	missionable.com	000:31	002
Paralized Vets of America	Paralized Veterans of America	000:31	001
Pet Adoption	Ad Council	000:30	006
Recycling	Ad Council	000:30	005
Recycling	Ad Council	001:00	001
SAFE DRIVING	SAFE SUMMER DRIVING	000:27	013
SAFE DRIVING	SAFE SUMMER DRIVING	000:28	025
Step Up For Students	Tax Credit Scholarship	000:30	016
Step Up For Students	Tax Credit Scholarship	001:02	030
Texting & Driving	Ad Council	000:15	038
Texting & Driving	Ad Council	000:30	030
US Navy Image	US Navy	000:30	003

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Veteran Support	Veterans Administration	000:30	007
Volunteer	discoverflelks.com	000:30	004
Wildfire Prevention	Am.Red Cross	000:29	010

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