

LICENSE: JACKSONVILLE, FLORIDA

**WJGL-FM**  
**QUARTERLY ISSUE**  
**REPORT**  
2<sup>ND</sup> QUARTER 2012

*PREPARED BY: MICHELE CORBY*

**Through its regular ascertainment process, Cox Media Group has determined that the following issues were important to the Jacksonville, Florida community in the second quarter of 2012**

# **ISSUES THIS QUARTER**

1. **Crime and Public Safety**
2. **Education**
3. **Economy**
4. **Health & Wellbeing**
5. **Fiscal Responsibility in Government & Downtown Development**

## **2012 Public Affair Programming Cox Radio, Jacksonville**

<b>STATION</b>	<b>SHOW</b>	<b>HOST</b>	<b>DAY</b>	<b>TIME</b>
----------------	-------------	-------------	------------	-------------

---

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
------	-------------------	--	--------	--------

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
------	-------------------	---	--------	--------

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
------	-------------------	---	--------	--------

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
------	-------------------	---	----------	---------

NEWS DIRECTOR: RICH JONES

PUBLIC AFFAIRS DIRECTOR: ROXY TYLER

PROGRAM DIRECTOR: MIKE DORWART

PUBLIC AFFAIRS DIRECTOR: TIFFANY GRIFFITH, WOKV REPORTER

## 2nd QUARTER 2012 ASCERTAINMENT MEETING

## **Concerns:**

### **1. Crime and Public Safety**

- a. Drugs, both illegal and prescription are creating an atmosphere of violence on the First Coast and can lead to homelessness and other problems. Some say there is a meth epidemic in Jacksonville that needs to be exposed.
- b. Easy access to guns allows dangerous weapons to get into the wrong hands.
- c. Child abuse and sexual abuse are becoming too common. More needs to be done to protect innocent children and defenseless women.
- d. Gangs are becoming a big problem in Jacksonville as kids get drawn in to a cycle of crime by drug dealers recruiting them with flashy cars and clothes.

### **2. Education**

- a. Too many students are failing the standard testing because they are not learning the basics, then they get behind and end up dropping out of school which causes low graduation rates.
- b. Schools need to communicate better with parents when their child is falling behind to give parents time to help students succeed.
- c. Every school should be on the same curricular programs so if a student moves, they can pick up at their new school where they left off in their old school.
- d. Too many budget cuts are causing vital after school programs to end and putting many sports, music and art programs at risk.
- e. Lack of text books and basic classroom supplies create obstacles for learning.
- f. Lack of discipline in schools disrupts the education of students who don't misbehave.

### **3. Economy**

- a. Unemployment rate is higher in Jacksonville than the state or nation. We need to help broadcast more information about new job opportunities.
- b. Jacksonville has one of the highest foreclosure rates in the nation. We need to help educate listeners on how to manage their money and prepare for the unexpected.
- c. Gas prices are higher than they've been in a long time and people need information on how they can conserve gas and get the biggest bang for their buck.
- d. Highlight programs that help people struggling financially to avoid foreclosure and bankruptcy
- e. Many homeowners in Jacksonville are underwater on their mortgages and need information on how to improve their financial situation so they will be able to keep their home.
- f. Have on-air discussions about the connection between personal financial problems and higher crime and divorce rates in Jacksonville.

### **4. Health and Well Being**

- a. Encourage more exercise and alert listeners to current health problems in the community.
- b. Educate listeners on proper nutrition and how eating right can improve their quality of life.
- c. Support a bill moving through the state legislature requiring schools to open the gates to their playgrounds after school to encourage exercise and promote healthy lifestyles.

- d. Talk to School leaders about improving the nutritional value of school lunches so that students can fuel their bodies with quality foods with vital vitamins that can help motivate students to want to learn more.
- e. Do reports about how some after school programs like PAL are facing major funding cuts and how the programs can help guide children down the right path.

## **5. Fiscal Responsibility in Government & Downtown Development**

- a. Educate community on how their tax dollars are being spent so they can decide if it's the best use of their money.
- b. Hold local lawmakers accountable for their decisions to use incentives to attract new businesses and jobs especially in parts of town like north Jacksonville and downtown.
- c. Expose money pit projects that take funding away from other more important areas of concern.
- d. Talk about how a thriving downtown is essential to building up the tax base. It accounts for 17% of total city revenue.
- e. Keep listeners informed as to the plight of the homeless and how it affects downtown development.
- f. Outline traffic and road projects that now in progress, how much they cost and who will benefit.

### **Ascertainment Meeting**

**Date:** Wednesday, March 7, 2012

**Guests:** Tracy Sadeghian; Jax Women Business Center  
Lt. Derrick Mitchell; Jacksonville Sheriff's Office  
Hanna Johnson; UNF student  
Lorie Strange-Paylor ; American Heart Assn.  
Shirley Shaw; Editor of Victims' Advocate  
Lisa Root; Justice Coalition  
John Guy; State Attorney's Office  
Danene Hill; Community Connections of Jax  
Donna O'Steen; Community Connections of Jax  
Jennifer Price-Easterling; Small Business Owner

**Survey Only:** Suzanne Carson – Citizen of Jacksonville

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*

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

## **CRIME AND PUBLIC SAFETY**

### **First Coast Forum**

Host: Chloe

Airdate: Saturday, April 28<sup>th</sup> 2012

Topic: Crime

Guest: Ken Jefferson – Retired JSO/now serving as crime analyst for WJXT.

Duration: 28 minutes

The main topic of the interview was to learn more about public safety in Jacksonville; what kind of crimes are on the rise and what people can do to protect themselves.

*Ascertainments show that pedestrian accidents are on the rise. Ken suggests that people should pay closer attention when crossing busy intersections, utilize all crosswalks and crossing lights. Drivers, of course, should also pay attention in areas where pedestrians may cross. Texting and/or talking on the phone are also issues with driver distractions. Rising numbers in theft can also be a problem in the coming summer months and kids being out of school and bored. Ken suggests making sure you are cautious of your children’s friends. Don’t let kids you don’t know well in your home if you’re not home to supervise. Home burglary can happen so easily that way. Also, simple things like remembering to lock your car doors and putting valuables in the trunk or out of clear view will help deter a would-be thief from an easy snatch. We also discussed the drug problems in the area and what’s being done to control that.*

### **First Coast Forum**

Host: Andrew Greenstein

Airdate: Saturday, May 12, 2012

Topic: Crime

Guests: Sabrina Gouch, victim advocate with the Justice Coalition

Duration: 24 minutes

The main topic of this program was the role of the Justice Coalition in helping victims of violent crime in Jacksonville. Sabrina Gouch explained how she as a victim advocate explains the judicial procedure to crime victims and how she accompanies them to court hearings. We also discussed ways that people can avoid becoming crime victims in the first place.

*Ascertainments show that crime prevention is very important to the Jacksonville community and local listeners.*

**Jax Journal**

Host: Roxy Tyler  
Airdate: 4/7/12  
Topic: Public Safety  
Guest: Leslie Goller  
Duration: 25:00 minutes

Leslie Goller is a local attorney with the Terrell Hogan Law Firm. She is taking part in a major campaign to bring about awareness of the dangers of distracted driving. Goller is working with Jacksonville area High Schools to show students videos and take questions in meetings throughout the district. She says texting and driving is the most deadly form of distracted drivers and too often their law firm gets hired to pursue cases against distracted drivers that led to deaths on local roadways. She says taking your eyes off the road for texting, talking on the phone or even changing radio stations can be a deadly mistake. Her law firm is pushing to get support for new tougher laws banning distracted driving in Florida. She says our state is one of only a few that doesn't have strict laws on the books to hold distracted driver's accountable for their actions.

Ascertainments show many people in Jacksonville are concerned about distracted drivers making roadways dangerous for everyone.

**Jax Journal**

Host: Roxy Tyler  
Airdate: 5/19/12  
Topic: Crime & Public Safety  
Guest: Michael Steinbach  
Duration: 25:12 minutes

Michael Steinbach is the new special agent in charge of the FBI office in Jacksonville. He says cyber crime is one of the biggest problems right now and offered several tips on how to stay safe while you're on line. He says parents need to talk with their children and make sure they know who they are talking to over the internet, because he says sexual predators target children and too many times kids unwittingly give out too much personal information on various social networking websites.

Steinbach also talked about terrorism and what listeners can do to help them keep our community and our country safe from terrorists.

Ascertainments show many people are concerned about cyber crime and terrorism and want as much information as possible on the latest scams so that they don't become a victim.

**Jax Journal**

Host: WOKV News Team  
Airdate: 6/ 1/12  
Topic: Public Safety/Hurricane Preparedness

Guests: Various

Duration: 24:55 minutes

June first marked the start of the 2012 Atlantic Hurricane season and even before the season started Jacksonville got hit by Tropical Storm Beryl causing 400 thousand power outages, downed trees and so much damage to the Mathews Bridge that it had to be shut down for several days. WOKV's Roxy Tyler and the news team put together a special program to help listeners plan for possible evacuations, make sure they have a disaster preparedness kit and how to best monitor weather conditions so they can keep themselves and their family safe. This special program offered a wealth of advice from experts including the emergency operations director, home inspectors, tree surgeons and weather forecasters.

Ascertainments show many people are concerned about their safety during natural disasters like hurricanes and want to know how they can prepare for the worst and protect their families and homes in the process.

### **Jax Journal**

Host: Roxy Tyler

Airdate: 6/30/12

Topic: Public Safety

Guest: Steve Leetro

Duration: 25:00

Steve Leetro is Chief Meteorologist at the National Weather Service office in Jacksonville. He says Tropical Storm Debby was a record breaker because she caused so much wide spread damage from flooding. Also because it was the first time ever we had such a busy start to our Hurricane season. Beryl also developed even before the season started. But Leetro says that doesn't necessarily mean we will have more hurricanes this season than last. He says there were several other factors that caused Tropical Storm Debby to remain stationary for so long which in turn caused most of the flooding here on the First Coast. Leetro says it's a good practice run for the season and now we all have even more reason to make sure we have our hurricane supplies ready because you never know when the next storm will develop and possibly threaten our area.

Ascertainments show many people are concerned about public safety and making sure they know what to do if severe storms especially hurricanes come our way.

## **EDUCATION**

**First Coast Forum**

Host: Mark Kaye  
Airdate: Saturday, April 1, 2012  
Topic: Education  
Guests: Jeff Smith, Director Cathedral Arts Project  
Duration: 28 minutes

The Cathedral Arts project is a non-profit organization that provides arts education to schools requiring assistance or lacking in quality arts programs including drama, dance, music, and visual arts. Jeff discussed how The Cathedral Arts Project makes arts education possible through private and corporate donations. He also discussed the benefits of arts education to students and the community.

*Ascertainments show that Education issues are very important to the Jacksonville community and local listeners.*

## **First Coast Forum**

Host: Tiffany Griffith  
Airdate: Saturday, April 7<sup>th</sup>, 2012  
Topic: Education – What outside organizations are doing?  
Guest: Rachel Tutwiler and Mercedes Trapp - Jacksonville Public Education Fund  
Duration: 27 minutes

The Jacksonville Public Education Fund is a new organization. They're independent and nonprofit, dedicated to improving Duval Public Schools to help local students graduate college and career ready. They approach it by connecting research with civic voices, by conducting data and policy analysis, as well as engaging the community and advocating for best practices. Tutwiler says this is her passion because she's a Jacksonville native and teacher. She's also a mother with a child in the Duval school system, so she has a big interest in doing things for the best interest of Jacksonville kids. She has firsthand knowledge about education and believes it's an interesting time for Florida schools. She says there are a variety of things that are worrisome for local teachers, and people are working to make sure that local kids have the best outcomes – even if it means the teacher throws themselves into their work wholeheartedly. Trapp is also interested because she wants to be a teacher in the future and believes that education is power. Tutwiler has seen some alarming statistics, saying they move forward with their one-in-three let's solve our drop out crisis program, saying that one out of every three students that enters school as a ninth grader does not graduate. They also hear concerns from parents and students, who want to be set-up for success. Jacksonville Public Education Fund fills the gap by acting as a high power education fund to empower people to be advocates on behalf of Duval schools. They bring recommendations about the best practices for our schools to Duval and play a part in helping fulfill those needs. They do data and policy work to compile real-time information to give to various stakeholders, including their latest report about de-mystifying school funding. Their next area of work is advocacy and investment, where they identify causes to advocate and work to find the dollars they need to invest in those projects. Their other sector is community mobilization, to mobilize stakeholders and help people realize their voice is important, after identifying the needs of the community. They also mobilize community leaders to be a part of those decisions that impact local schools. The most visible thing they do is their one-by-one program, where they ask the community to be a part of a visioning process for Duval Schools. So far, they've held about 70 meetings.

*Ascertainments show that education is an important part of a prosperous Northeast Florida, to help bring jobs to the area and maintain an educated workforce. Local families also remain concerned that their children will get a good education and go on to be successful.*

## **Jax Journal**

Host: Roxy Tyler

Airdate: 6/23/12

Topic: Education

Guest: Ed Pratt Dannals

Duration 25:00 minutes

Ed Pratt Dannals is the Superintendent for Duval County Schools. He says the standardized tests that the state uses to measure what students are learning has gotten much harder this year but still there are more schools in the county with passing grades. Dannals says he's leaving at the end of the year but will stay on with the District until his replacement is in place. Dannals says he's concerned that the quality of education may suffer in the years to come due to a class size limit that would require the school district to hire more teachers and offer students fewer choices when classes are too full to accept more students. He says State lawmakers need to step in and be realistic when it comes to class size and there's a chance the class size amendment or at least part of it could be repealed by the same voters who approved it several years ago. The issue will be coming up at the next legislative session in Tallahassee.

Ascertainments show many people are concerned about the quality of education in Jacksonville and want to ensure that students are learning the basics as well as important life skills.

## ECONOMY

### **First Coast Forum**

Host: Chris Rhoads

Airdate: April 14 & 15, 2012

Topic: Economy

Guests: John Vargo, from Accu-tax

904-425-4440

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

Duration: 26 minutes

Timely tax time tips were highlighted as 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.*

## **First Coast Forum**

Host: Mark Kaye  
Airdate: Saturday, June 8, 2012  
Topic: Economy  
Guests: Dr. Paul Mason UNF  
Duration: 29 minutes

Dr. Mason is the leading expert on the economy in Jacksonville. Since the economy is the number one issue in the country today. With the pending election and the instability in the local, US, and world economy, people are very concerned with the future of the financial markets and the effect it will have on their personal investments and income. Dr. mason explained the basics of economics and the current forecasts as well as potential solutions to some on the biggest problems facing the economy today.

*Ascertainments show that the **Economy** is very important to the Jacksonville community and local listeners.*

## **Jax Journal**

Host: Roxy Tyler  
Airdate: 5/12/12  
Topic: Economy  
Guest: Congresswoman Corrine Brown  
Duration: 25:25 minutes

Corrine Brown is a longtime U.S. Congresswoman and is hosting her 10<sup>th</sup> annual job fair in Jacksonville on May 21, 2012 at the Prime Osborne Convention Center. The job fair will host more than a hundred different companies that are looking to hire people right away for a wide range of positions. Brown says all branches of the military will be represented as well as state and federal agencies and local companies.

Ascertainments show many people are concerned about the economy and want to know more about when new job opportunities are available here on the First Coast.

## **Jax Journal**

Host: Roxy Tyler  
Airdate 6/8/12  
Topic: Economy  
Guest: John Crescimbeni  
Duration 25:00 minutes

John Crescimbeni is an at large member of the Jacksonville City Council. He says he's concerned about how the city can fund essential services when fewer tax dollars are coming in from property taxes due to the struggling economy. He says the city has some tough choices to make on what it should fund and what it will

have to let go by the wayside. He's concerned that mismanagement like what caused the courthouse to go so far over budget could happen again if local lawmakers are not good stewards of your tax dollars.

Ascertainments show many people are concerned about the economy and want to know how local lawmakers are using their tax money.

## HEALTH & WELLBEING

### **First Coast Forum**

Host: Scott Thomas

Airdate: Saturday & Sunday, April 21<sup>st</sup> – 22<sup>nd</sup> 2012

Topic: Health & Well Being

Guest: Dr. Robert Harmon, director of Duval County Health Dept.

Duration: 27 minutes, 30 seconds

---

Dr. Harmon began our conversation with a breakdown of the recently released *county health rankings*. He discussed the reasons Duval County was ranked 44<sup>th</sup> out of 67 counties in Florida, and what we can do to improve those numbers. He stressed the importance of living a healthy lifestyle by incorporating regular exercise and eating a balanced, healthy diet. Food deserts, a term Dr. Harmon used to describe areas of town sans grocery stores or markets, are a large reason for the county's poor rankings. Residents in these areas have many fast food restaurants, but few healthy food choices. Price of healthy foods is also an issue. Despite the challenges, a healthy lifestyle still comes down to personal choices. Dr. Harmon also discussed the disturbingly high statistic of accidents and injuries among young people.

*Ascertainments show that living a healthy lifestyle with diet & exercise can reduce the risk of many diseases. Individual responsibility and personal choices play the biggest role.*

### **First Coast Forum**

Host: Chris Rhoads

Airdate: May 19 & 20, 2012

Topic: Health & Well Being

Guests: Jimmy Kelly, Executive Director

Andrea Siracusa, Special Projects Manager

Dreams Come True

904-296-3030  
Dreamscometrue.org

Duration: 26 minutes

Jimmy Kelly, Executive Director from Dreams Come True, along with Andrea Siracusa, their Special Projects Manager joined us for a very informative discussion on how Dreams Come True is helping families on the First Coast who's children are battling life-threatening illnesses and tough medical challenges. Dreams Come True is the First Coast's only locally based nonprofit organization dedicated to fulfilling the dreams of children with life-threatening illnesses. As sick children, they may be physically restricted, but their dreams are endless. No child has ever been denied a dream. Founded in 1984 Dreams Come True has made dreams come to fruition for more than 2,800 children. With the help from volunteers, and donations from residents and local businesses Dreams Come True donates 100% of money raised directly to fulfilling those dreams for the kids. They also are involved with local fundraisers, like at The Players Championship at TPC, where our 5 radio stations helped get the word out. Listeners were urged to go to their website, [dreamscometrue.org](http://dreamscometrue.org) or to call 904-296-3030 for more helpful information, including on how they can become a volunteer or make donations to this great cause .

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

### **First Coast Forum**

Host: Andrew Greenstein

Airdate: Saturday, June 16, 2012

Topic: Health and Wellness

Guests: Dr. Robert Harmon, director, Duval County Department of Health

Duration: 26 minutes

This program touched upon several facets of health and wellness, with an emphasis on the rise in tuberculosis cases among Jacksonville's homeless population. Dr. Robert Harmon discussed what's being done to slow the spread of tuberculosis, not only among the homeless but also in the general population. We also discussed what the health department is doing to urge kids to lead healthy lifestyles, both in terms of nutrition and in physical activity

*Ascertainments show that health and wellness are very important to the Jacksonville community and local listeners.*

### **First Coast Forum**

Host: Chris Rhoads

Airdate: June 23 & 24, 2012

Topic: Health & Well Being

Guests: Christian Smith, Chief Development Officer

Red Cross

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

Duration: 26 minutes

With hurricane season here Christian Smith, Chief Development Officer from the Red Cross joined us for a very informative discussion on how to be prepared in the event of a hurricane or other disaster. We discussed several topics such as, the important steps for families to take now to prepare for a disaster, types of disasters

that could affect our listeners, considerations someone should make when putting together a family plan, evacuation information, what to do about their pets, what everyone should have in their disaster supply kit. Also ways that they can get involved, programs and services offered by the Red Cross. Including: giving blood, taking a class, donating, volunteering and more. Listeners were urged to go to their website, [redcross.org](http://redcross.org) for more helpful information, including hurricane planning and disaster supply kit information.

*Ascertainments show that Health & Well Being issues like being prepared for a hurricane or other disaster are very important to the Jacksonville community and local listeners. This show directly discusses those issues.*

### **Jax Journal**

Host: Roxy Tyler  
Airdate: 4/14/12  
Topic: Health & Well Being  
Guest: Dr. David Miller  
Duration: 25:30 minutes

Dr. David Miller is the Stroke Director at the Mayo Clinic Comprehensive Stroke Center. He says they are offering free stroke risk assessments and screenings coming up on April 28<sup>th</sup>. He says stroke is the leading cause of death and disability in the U.S. and talked about the need to know the symptoms so you can respond quickly and get the person affected emergency medical attention as soon as possible. Miller says there are two types of strokes. One is when a blood clot blocks the flow of blood to your brain. The other is when a blood clot bursts and causes what many call a wet stroke. Dr. Miller says there are several new treatments that can save the lives of many who suffer strokes, but the key is keeping them to the E.R. as soon as possible. Miller talked about all the symptoms and outlined how you can determine your risk factor.

Ascertainments show many people are concerned about staying healthy and learning more about what they can do to improve their chances of getting seriously ill and their overall health outlook.

### **Jax Journal**

Host: Roxy Tyler  
Airdate: 4/21/12  
Topic: Health and Well Being  
Guest: Dr. Kevin Kaplan  
Duration: 25:50 minutes

Dr. Kevin Kaplan is a surgeon at the Jacksonville Orthopedic Institute who also serves as the President of the Arthritis Foundation. He says 300 thousand people suffer from arthritis and the most common type is called osteoarthritis. Dr. Kaplan says most people will not need surgery for it, but there are cases when it's the only option to relieve pain and improve movement. Dr. Kaplan says in most cases the surgery works well to improve a patients' quality of life by restoring motion and allowing them to care for themselves and others. The Arthritis Foundation is hosting a fundraising walk in Jacksonville and Kaplan talked about how listeners can take part.

Ascertainments show many people are concerned about health problems like arthritis and want to hear about the latest treatments and symptoms so they can best take charge of their own health.

## **FISCAL RESPONSIBILITY IN GOVERNMENT & DOWNTOWN DEVELOPMENT**

## **First Coast Forum**

Host: Mark Kaye

Airdate: Saturday, May 5, 2012

Topic: Downtown Development

Guests: Rebecca Brosmer, Health Planning Council of Northeast Florida

Duration: 26 minutes

This show discussed the benefits that properly planned downtown development has on the health of a cities population. Making cities more walkable and less reliant on automobile transportation has dramatic effects on the population. Rebecca's organization asses, researches, and plans ways to develop healthier communities.

*Ascertainments show that Downtown Development are very important to the Jacksonville community and local listeners.*

## **First Coast Forum**

Host: Scott Thomas

Airdate: Saturday & Sunday, May 26<sup>th</sup> & 27<sup>th</sup>, 2012

Topic: Downtown Development

Guest: Terry Lorince – Executive Director of Downtown Vision, Inc.

Duration: 22 minutes, 13 seconds

---

Ms. Lorince began our conversation discussing her experience with other downtown areas across the country. She mentioned several cities as “model cities” to which Jacksonville could learn a great deal.

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

Mr. Lorince listed off the benefits of living downtown, and how many activities, both day and night, could attract residents from other parts of town to spend money downtown. She also discussed the many events that bring people downtown throughout the year.

*Ascertainments show that Jacksonville has a promising potential for a thriving downtown, but having a plan focused on bringing residents to the area is critical. The challenges facing Jacksonville are many, but with leadership and out-of-the-box thinking, downtown Jacksonville can continue to grow and thrive.*

## **First Coast Forum**

Host: Chloe

Airdate: Saturday, June 2<sup>nd</sup>, 2012

Topic: Downtown Development

Guest: Tony Allegretti, JAX Chamber

Duration: 24 minutes

The main topic of the interview was to learn what is being done to develop downtown Jacksonville.

*Ascertainments show that already in place are events like Art Walk, Riverside Arts market, Jazz Festival, and our plethora of sports. Projects like Downtown's New Front Door and the relocation of 1500 EverBank employees to the AT&T tower, plus the DIA (Downtown Investment Authority) will help the city. The Chamber also helped create a \$150,000 annual fund to market the central business district. Tony urges people to simply go downtown and experience events, restaurants, the river... just go and enjoy.*

### **Jax Journal**

Host: Roxy Tyler  
Airdate: 4/28/12  
Topic: Downtown Development  
Guest: Don Shea  
Duration: 26:10 minutes

Don Shea is President of the Downtown Civic Council and has been appointed by the Mayor to come up with a plan for a new City development group called the Downtown Investment Authority or DIA. Shea says the group would include nine members appointed by the Mayor to work solely on projects that would increase business and development in downtown Jacksonville. Shea says every major U.S. city that's thriving has a vibrant downtown and that's why this should be such a big priority for the current administration.

Ascertainments show many people are concerned about fiscal responsibility and want to know that their tax dollars are being used wisely.

### **Jax Journal**

Host: Roxy Tyler  
Airdate: 5/19/12  
Topic: Fiscal Responsibility & Downtown Development  
Guest: Jacksonville Mayor Alvin Brown  
Duration: 25:45 minutes

Mayor Alvin Brown says the preliminary budget he's submitting to the City Council shows a 58 million dollar shortfall but he says he will cut funding to departments and still thinks he can balance the budget without raising taxes. But Mayor Brown did not say which departments could face cuts and how that could affect city operations. Brown is also very outspoken about not buying new furniture for the 350 million dollar Duval County Courthouse. He says the old furniture will do just fine. Later though the City council vetoed the Mayor and the new furniture remained on order for the courthouse. Brown says he's dedicated to making sure the community's needs are met but wants to do it in a fiscally responsible way.

Ascertainments show many people are concerned about how lawmakers are spending their tax dollars and want to ensure their hard earned money is not being wasted.

### **Jax Journal**

Host: Roxy Tyler  
Airdate 5/19/12  
Topic: Fiscal Responsibility  
Guest: Matt Schellenberg  
Duration: 25:00 minutes

Matt Schellenberg is a member of the Jacksonville City Council and says there are several things that concern him about the way the Mayor's office is operating including the issue over buying furniture for the new Duval County Courthouse. Schellenberg says he's seen mold on the old furniture and it needs to be replaced. He also says the Mayor's budget outline doesn't include a number of important items. He's concerned that the out of control pension problem has not even been discussed and he says that's the biggest budget problem facing the city right now. He says he plans to meet with the mayor and talk about his concerns.

Ascertainments show many people are concerned with what they call out of control government spending and they want to hold politicians accountable for spending tax dollars wisely.

### **Jax Journal**

Host: Roxy Tyler

Airdate: 6/16/12

Topic: Fiscal Responsibility

Guest: Clay Yarborough

Duration 25:00 minutes

Clay Yarborough is a member of the Jacksonville City Council for District 1. He says he's concerned about how local lawmakers are spending city dollars and wants to make sure all basic services are provided but also knows that cuts will have to be made in order to bridge the 58 million dollar budget gap. Yarborough also says he's against a new proposal to amend the city's Human Rights bill to include gays, lesbians and transgender citizens because that class of people is already protected under state and federal laws. Yarborough says he doesn't buy the argument that large companies will consider Jacksonville to be not business friendly if the measure doesn't pass.

Ascertainments show many people are concerned about city leaders handling their tax dollars in a responsible way and want to ensure that the government is making the best use of the money it has.

## Promotional Events

### Jaguars Draft Party (April 26)

This free event for fans at was held at the St. Johns Town Center. Thousands of fans were able to get autographs and interact with players and fellow fans. It also included a large viewing party of the first round of the NFL Draft. WJGL supported this event through on-air and online promotion along with an onsite appearance.

### Team Teal (May 24)

Team Teal is a free event for fans at EverBank Field. Fans were able to get autographs and hear the Jaguars representatives speak and interact with Jaxson de Ville, The Roar and some of the players. This event is intended to motivate fans to purchase season tickets. WJGL (96.9 The Eagle) supported this event through on-air and online promotion along with an onsite appearance.

### Team Teal (June 15)

Team Teal is a free event for fans. This event took place in North Jacksonville at the Jacksonville Zoo. Fans were able to get autographs and hear the Jaguars representatives speak and interact with Jaxson de Ville, The Roar and some of the players. WJGL supported this event through on-air and online promotion along with an onsite appearance.

## **WJGL PSAs Aired During 2nd Quarter, 2012**

American Heart Association/Walk A Pet	Aired 145 times (:30)
Florida Army National Guard	Aired 184 times (:60)
Florida Seafood Campaign	Aired 92 times (:30)
Hurricane Preparedness	Aired 65 times (:30)
In-state Tourism Campaign	Aired 157 times (:30)
Pinwheels for Prevention	Aired 92 times (:30)
Sleep Right Sleep Tight/Safe Infant	Aired 92 times (:30)
First Coast No More Homeless Pets	Aired 161 times (:30)
Rock y Mountain Wild Life Habitat	Aired 46 times (:30)
Drug Enforcement Admin	Aired 60 times (:30)
Mayors Hurricane Season Preparedness	Aired 35 times (:30)
Medical Help for Children	Aired 36 times (:30)
Boy Scouts	Aired 3 times (:30)
TPC/Breast Cancer	Aired 360 times (:15)
Toastmasters International	Aired 29 times (:30)
PGA Tour Inc Charity PSA	Aired 92 times (:30)
Riding in History/Wounded Warriors	Aired 15 times (:30)
Women's Business Center/Success of women	Aired 99 times (:60)