

**BEASLEY BROADCAST
MODEL ISSUES AND PROGRAMS REPORT**

FOR

STATION WJPT

3rd QUARTER, 2014

JULY 1st, 2014 TO SEPTEMBER 30th, 2014

Prepared by:

Sheila Book

General Manager:

A handwritten signature in black ink, reading "Brad Beasley", is written over a horizontal line. The signature is cursive and includes a long, sweeping underline that extends to the right.

Brad Beasley

**ISSUES OF CONCERN TO STATION WJPT
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
3RD QUARTER, 2014**

1. Organizations for Women: Making sure that Women are portrayed in a good way in the media.

Interviewee: Name: Deborah Tate Taylor

Organization: Healthy Media Commission

2. Violence: Exploring domestic violence.

Interviewee Name: Natalie Quintero

Organization: The Shelter for Abused Women and Children

Organization Website: www.naplesshelter.org

3. Military: Taking a look at our local men and women in the Military.

Interviewee: Lois Bolin

Organization: Naples Spirit of '45

Phone Number: 732-5554

4. Charity: Making sure kids have books in their lives.

Interviewee Name: Scott Hutton

Organization: K is for Kids

5. Recreation/Health: The importance of adults knowing how to swim.

Interviewee Name: Misty Hyman

Organization: USMC

Phone Number: 805-492-0707

Website: www.usms.org

6. Health and Women: Women and Addiction

Interviewee Name: Brenda Illif

Organization: Hazelden

Website: www.hazelden.org

7. Health and Safety: Opioid Epidemic

Interviewee Name: Brenda Illif

Organization: Hazelden

Website: www.hazelden.org

8. Health and Safety: Kids and Hurricanes

Interviewee Name: Jill Klaskin Press

Organization:

Phone Number: 239-659-2350

11. Charity: Helping out Justin's Place Recovery for Women

Interviewee Name: Holly Reville

Interviewee Title: Marketing

Organization: St. Matthews House/Justin's Place Recovery for Women

Phone Number: 239-649-8343 ext. 1001

Website: www.lemasquefacial.com

PUBLIC AFFAIRS PROGRAMS

STATION WJPT PROGRAMS THAT ADDRESS COMMUNITY ISSUES

1. In Touch: (Sunday mornings, 6:00 a.m.-6:30 a.m.) Locally produced show hosted by PSA Director, Sheila Book, features topical issues of concern to SWFL residents.

2. CBS News, Traffic and Weather: (Mornings and Afternoon Drive Weekdays)

Local traffic reports air 10 times per day (6am, 7am, 8am, 9am, 4pm, 5pm hours). Each report is approx 30 seconds in length, for a total of 10 minutes per day, Monday thru Friday.

9. Animal Welfare: Hurricanes and Animals

Interviewee Name: Ria Brown

Organization: Lee County Domestic Animal Services

Phone Number: 533-9202

Organization Website: <http://www.leelostpets.com>

10. Charity: Leukemia and Lymphoma Society

Interviewee Name: Pete Cento and Steven Belcher

Organization: Leukemia and Lymphoma Society

Organization Website: www.leukemialymphomasociety.org

Phone Number: 939-6069

9. Health and Safety: September is Recovery Month

Interviewee Name: Brenda Illif

Organization: Hazelden

Organization Website: www.hazelden.org

10. Charity: Helping children with special needs go to camp

Interviewee Name: Marjean Sage

Organization: The Hot Flashz Dancers

Organization Website: <http://www.hotflashz.org/>

CBS News is a broadcast of national and international affairs/information. The 3 minute newscasts contain 3 minutes of actual information. The newscasts run Monday thru Friday at 6am, 7am, 8am, 9am hours. This totals 12 minutes per day and 60 minutes per week, and averages 240 minutes/4 hours per month.

3. Florida Association of Broadcasters Public Service Spots:

WJPT airs a minimum of 2 minutes per hour between 12M and 6am daily. These announcements contain public service/educational messages on a variety of issues like boating safety, child safety, services offered by a range of government offices like the elderly, education and more. Many specific to the state of Florida. This totals 12 minutes per day, 84 minutes per week, and averages 336 minutes/5.6 hours per month.

Third Quarter 2014

July 1st –September 30th, 2014)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: WOMEN

In Touch

July 6, 2014

6:00 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Deborah Tate Taylor from the Healthy Media Commission about how women are portrayed in the media.

ISSUE: ABUSE

In Touch

July 20, 2014

6:00 a.m.

30 Minutes of a 30 Minute Program

Host Sheila Book spoke with Natalie Quintero, Invest Advocate for The Shelter for Abused Women and Children, where they provide most everything needed for those needing shelter from abuse.

ISSUE: MILITARY

In Touch

July 27, 2014

6:00 a.m.

30 Minutes of a 30 Minute Program

Lois Bolin from Naples Sprit of '45 spoke about the upcoming 5th Annual Greatest Generation. She told us about the ceremony at Loudermilk Park and the donations to be made to the Holocaust Museum in Naples.

ISSUE: HEALTH

In Touch

August 10, 2014

6:00 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Brenda Illif from Hazelden Treatment Center about Women and Addiction.

ISSUE: HEALTH AND SAFETY

In Touch

August 24, 2013

6:00 a.m.

10 Minutes of a 30 Minute Program

Olympic Swimmer, Misty Hyman, spoke about the importance of adults knowing how to swim.

ISSUE: HEALTH AND SAFETY

In Touch

August 31, 2013

6:00 a.m.

20 Minutes of a 30 Minute Program

Jill Klaskin Press spoke about the book she wrote for children so they would be more informed about Hurricanes and storms.

ISSUE: ANIMAL WELFARE

In Touch

August 31, 2014

6:00 a.m.

10 Minutes of a 30 Minute Program

Sheila Book chatted with Ria Brown from Lee County Domestic Animal Services about the ways to protect you and your animals during a hurricane.

ISSUE: CHILDREN

In Touch

September 21, 2014

6:00 a.m.

10 Minutes of a 30 Minute Program

Scott Hutton told us about K is for Kids, and organization that collects books for kids.

ISSUE: RECOVERY MONTH

In Touch

September 14, 2014

6:00 a.m.

30 Minutes of a 30 Minute Program

Sheila Book chatted with Brenda Illiff from Hazelden about September being Recovery Month.

ISSUE: CHARITY

In Touch

September 28, 2014

6:00 a.m.

20 Minutes of a 30 Minute Program

Sheila spoke with Steven Belcher and Pete Cento about the Leukemia and Lymphoma Society and some of the things they do for us locally. We also talked about their upcoming Light the Night Walk Event on October 4.

