

**BEASLEY BROADCAST  
MODEL ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WJPT**

**3rd QUARTER, 2016**

**JULY 1ST, 2016 TO SEPTEMBER 30TH, 2016**

Prepared by:

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General Manager:

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Brad Beasley

**BEASLEY BROADCASTING OF SOUTHWEST FLORIDA, INC**

**QUARTERLY COMMUNITY LEADER CHECKLIST**

**STATION: WJPT-FM FROM : 07/01/2016-09/30/2016 QRT: 3**

<b>Conducted</b>	<b>Curr</b>	<b>YTD</b>		<b>Curr</b>	<b>YTD</b>
<b>By Management</b>	<b>0</b>	<b>0</b>	<b>In City/Lic</b>	<b>21</b>	<b>55</b>
<b>Non-Management</b>			<b>Outside City/Lic</b>	<b>0</b>	<b>0</b>
<b>TOTAL</b>	<b>21</b>	<b>55</b>	<b>TOTAL</b>	<b>21</b>	<b>55</b>

	<b><u>Institution/Element</u></b> <b><u>(Indicate # Of Interviews in</u></b> <b><u>Each Category*</u></b>	<b>Number</b>	
		<b><u>CURR</u></b>	<b><u>YTD</u></b>
1	Agriculture		
2	Business		
3	Charities	<b>3</b>	<b>13</b>
4	Civic/Neighborhood/Fraternal Organizations		
5	Consumer Services		
6	Culture		
7	Education	2	9
8	Environment		
9	Government		
10	Labor		
11	Military		<b>6</b>
12	Minority and Ethnic Groups		
13	Organizations for the Elderly		
14	Organizations for Women	<b>3</b>	<b>4</b>
15	Organizations for Youth (Children and Student)	<b>4</b>	<b>4</b>
16	Professions		
17	Public Safety, Health and Welfare	<b>6</b>	<b>14</b>
18	Recreation		<b>1</b>
19	Religion		
20	Organizations for the Blind		
21	Organizations for the Deaf		
22	Organizations for the Handicapped		
23	Organizations for Gays and Lesbians		
24	Organizations for the Poor		
25	Other: (Animal Rights, Community Events, etc.)	<b>3</b>	<b>5</b>

	<b>*Please note that some interviews have two organizations that are played on ONE program.</b>		

	<b>INDICATE # OF INTERVIEW'S WHO ARE:</b>		
A	Black	<b>1</b>	<b><u>4</u></b>
B	Hispanic	<b><u>2</u></b>	<b><u>5</u></b>
C	American Indian		
D	Asian/Pacific Islander		
E	Women/Men	<b>18/5</b>	<b><u>40/17</u></b>

**ISSUES OF CONCERN TO STATION WJPT  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
3RD QUARTER, 2016**

1. Organization for Children: K is for Kids

Interviewee Name: Karen Clawson

Organization: K is for Kids

Organization Website: [www.kisforkids.org](http://www.kisforkids.org)

Phone Number: 597-4838

2. Public Safety and Health: Adults with Addictions

Interviewee Name: Brenda Illiff

Organization: Hazelden Treatment Center

Organization Website: [www.hazelden.org](http://www.hazelden.org)

Phone Number: 800-522-3383

3. Public Health and Safety: The Importance of Learning How to Swim

Interviewee Name: Misty Hyman

Organization: Marine Corp

Organization Website: [www.marines/swimming.org](http://www.marines/swimming.org)

4. Public Health and Safety: Scams

Interviewee Name: Brad Congress

Organization: Bradley's Jewelers

Organization Website: [www.bradleys-jewelers.com](http://www.bradleys-jewelers.com)

5. Charity: Local Heroes

Interviewee Name: Amy McGraw

Organization: Local Hero Campaign

Phone Number: 954-517-7631

6. Public Health, Safety and Welfare: How to spot Opioid Addiction

Interviewee Name: Brenda Illiff

Organization: Hazelden Treatment Center

Organization Website: [www.hazelden.org](http://www.hazelden.org)

Phone Number: 800-522-3383

7. Charity : Helping Children

Interviewee: Name: Marjean Sage

Organization: Hot Flashz Dancers

Organization Website: [www.hotflashz.org](http://www.hotflashz.org)

8. Animal Safety: Hot Weather and Hurricane Safety for Animals

Interviewee Name: Ria Brown

Organization: Lee County Domestic Animal Services

Organization Website: [www.leelostpets.org](http://www.leelostpets.org)

Phone Number: 533-7303

9. Animal Safety: Pet Pantry

Interviewee Name: Ria Brown

Organization: Lee County Domestic Animal Services

Organization Website: [www.leelostpets.org](http://www.leelostpets.org)

Phone Number: 533-7303

10. Public Health, Safety and Welfare And Charity: Shelter for Abused Women and Children

Interviewee Name: Natalie Quintero

Organization: Shelter for Abused Women and Children

Organization Website: [www.naplesshelter.org](http://www.naplesshelter.org)

Phone Number: 775-3862

11. Education: Addiction and Women

Interviewee Name: Brenda Illiff

Organization: Hazelden Treatment Center

Organization Website: [www.hazelden.org](http://www.hazelden.org)

Phone Number: 800-522-3383

12. Education: Women and Guns

Interviewee Name: Shirley Watral

Organization: ALTAIR

Organization Website: [www.altairgunclub.com](http://www.altairgunclub.com)

Phone Number: 571-324

13. Charity and Education: One Million Moms Off Welfare

Interviewee: Name: Raquel Williams-Jones

Organization: Can I Live Inc.

Organization Website: [www.canilive.org](http://www.canilive.org)

Phone Number: 919-802-7439

14. Organization for Children: Florida Covering Kids

Interviewee Name: Maria Hernandez

Organization: Florida Covering Children

Organization Website: <http://health.usf.edu/publichealth/chiles/fckaf/index.htm>

Phone Number: 888-873-2674



## **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.

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 2016

July 1st – September 30th, 2016

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: KIDS AND READING**

In Touch

July 6, 2016

6:00 a.m.

30 Minutes of a 30 Minute Program

Karen Clawson explained the program she started to encourage children to read called, K is for Kids

**ISSUE: ADDICTION AND OLDER ADULTS**

In Touch

July 10, 2016

6:00 a.m.

20 Minutes of a 30 Minute Program

We chatted with Brenda Illiff from Hazelden about spotting addiction in older adults.

**ISSUE:        PREVENTING DROWNING**

In Touch

July 17, 2016

6:00 a.m.

15 Minutes of a 30 Minute Program

Olympic Swimmer Misty Hyman joined us to talk about the importance of learning to swim.

**ISSUE:        SPOTTING SCAMS**

In Touch

July 24, 2016

6:00 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Brad Congress. He explained how to spot different scams.

**ISSUE:        LOCAL HEROES**

In Touch

July 31, 2016

6:00 a.m.

20 Minutes of a 30 Minute Program

Amy McGraw explained how the program, "Local Heroes" works and how to nominate those local heroes.

**ISSUE: ANIMALS AND HOT CARS**

In Touch

August 7, 2016

6:00 a.m.

20 Minutes of a 30 Minute Program

Sheila Book spoke with Ria Brown about caring for animals.

**ISSUE: THE IMPORTANCE OF READING**

In Touch

August 14, 2016

6:00 a.m.

10 Minutes of a 30 Minute Program

Scott Sutton told us about the program K is for Kids and how they get books to the children.

**ISSUE: PET PANTRY**

In Touch

August 21, 2016

6:00 a.m.

15 Minutes of a 30 Minute Program

Ria Brown from Lee County Domestic Animal Services, spoke about how we can replenish the local Pet Pantry.

**ISSUE:        ESCAPING ABUSE**

In Touch

August 28, 2016

6:00 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Natalie Quintero about abuse and how to stop the cycle.

**ISSUE:        OLDER ADULTS AND ADDICTION**

In Touch

September 4, 2016

6:00 a.m.

30 Minutes of a 30 Minute Program

Brenda Illif told our audience about some of the indications that your older family members may have an addiction problem.

**ISSUE:        WOMEN AND GUNS**

In Touch

September 11, 2016

6:00 a.m.

20 Minutes of a 30 Minute Program

Sheila Book spoke with Shirley Watral from ALTAIR Gun Club about learning to shoot a gun.

**ISSUE: GETTING MOMS OFF WELFARE**

In Touch

September 18, 2016

6:00 a.m.

30 Minutes of a 30 Minute Program

We chatted with Raquel Williams Jones from Can I Live Inc. about the program One Million Moms Off Welfare.

**ISSUE: FLORIDA COVERING KIDS**

In Touch

September 25, 2016

6:00 a.m.

30 Minutes of a 30 Minute Program

Maria Hernandez spoke about the ability to obtain insurance for children in Florida.