

BEASLEY BROADCASTING OF SOUTHWEST FLORIDA, INC

QUARTERLY COMMUNITY LEADER CHECKLIST

STATION: WWCN-FM FROM :10/01/2014-12/31/2014 QRT: 4th

Conducted	Curr	YTD		Curr	YTD
By Management	0	0	In City/Lic	22	83
Non-Management			Outside City/Lic	0	0
TOTAL	22	83	TOTAL	22	83

	<u>Institution/Element</u> (Indicate # Of Interviews in <u>Each Category*</u>	Number	
		<u>CURR</u>	<u>YTD</u>
1	Agriculture		
2	Business		
3	Charities	11	27
4	Civic/Neighborhood/Fraternal Organizations		
5	Consumer Services	2	2
6	Culture		
7	Education		
8	Environment		
9	Government		
10	Labor		
11	Military		3
12	Minority and Ethnic Groups		
13	Organizations for the Elderly		
14	Organizations for Women		6
15	Organizations for Youth (Children and Student)		2
16	Professions		
17	Public Safety, Health and Welfare	7	29
18	Recreation		1
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.)	1	10

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

	INDICATE # OF INTERVIEW'S WHO ARE:		
A	Black	1	<u>3</u>
B	Hispanic	4	<u>9</u>
C	American Indian		
D	Asian/Pacific Islander		
E	Women/Men	15/7	<u>68/25</u>

**BEASLEY BROADCAST
MODEL ISSUES AND PROGRAMS REPORT**

FOR

STATION WWCN

4th QUARTER, 2014

OCTOBER 31ST, 2014 TO DECEMBER 31ST, 2014

Prepared by:

John Cassio

General Manager:



Brad Beasley

**ISSUES OF CONCERN TO STATION WWCN
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
4TH QUARTER, 2014**

1. Charity: Informing people about Autism.

Interviewee Name: Karen Bacharach

Organization: Autism Speaks

Organization Website: www.autismspeaks.org

2. Health and Women: Women and Addiction

Interviewee Name: Brenda Illif

Organization: Hazelden

Website: www.hazelden.org

Phone Number: 659-2350

3. Charity: Pink Promise

Interviewee Name: Marci Sanders

Organization: Susan G. Komen

Organization Website: www.komenswfl.org

Phone Number: 498-0016

4. Health: Taking a look at Psoriasis.

Interviewee: Todd Bello

Organization: National Psoriasis Foundation

Organization Website: www.psoriasis.org

Phone Number: 631-487-5857

5. Children and Safety: Child Identity Theft

Interviewee: Name: Ivonne Perez Suarez

Organization: Florida Department of Agriculture and Consumer Services

Organization Website: www.freshfromflorida.com

Phone Number: 305-962-6894

6. 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

7. Health and Women: Older Adults and Addiction

Interviewee Name: Brenda Illif

Organization: Hazelden

Website: www.hazelden.org

Phone Number: 659-2350

8. Charity: Make A Wish

Interviewee Name: Lesley Colantonio

Organization: Make A Wish of SWFL

Website: www.swfl.wish.org

Phone Number: 992-9474

9. Animal Welfare: Charity Event

Interviewee Name: Marci Fernandez

Organization: Haven On Earth

Organization Website: www.havenonearth.petfinder.org

Phone Number: 561-4175

10. Violence: Exploring domestic violence.

Interviewee Name: Natalie Quintero

Organization: The Shelter for Abused Women and Children

Organization Website: www.naplesshelter.org

11. Consumer Protection: "Diamonditis"

Interviewee Name: Brad Congress

Organization:

Organization Website:

12. Education: Education Women on Addiction

Interviewee Name: Brenda Illif

Organization: Hazelden

Organization Website: www.hazelden.org/gritandgrace

Phone Number: 888-257-7800 ext.4204

13. Charity: Local Writer helping Newborns in Need

Interviewee Name: Sabin Barto

Organization: Jolly Shop/Newborns In Need

Organization Website: www.thejollyshop.org

14. Charity: Helping out The Beagle Freedom Project

Interviewee Name: Brian Howe

Organization: The Beagle Freedom Project

Phone Number: 239-671-9263

Website: www.brianhowe.com

PUBLIC AFFAIRS PROGRAMS

STATION WWCN PROGRAMS THAT

ADDRESS COMMUNITY ISSUES

1. In Touch: (Sunday mornings, 5:30 a.m.-6:00 a.m.) Locally produced show hosted by PSA Director, Sheila Book, features topical issues of concern to SWFL residents.

2. 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.

3. Florida Association of Broadcasters Public Service Spots:

WRXK 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.

Fourth Quarter 2014

October 1st –December 31st, 2014)

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: CHARITY

In Touch

October 5, 2014

5:30 a.m.

10 Minutes of a 30 Minute Program

Sheila Book spoke with Karen Bacharach, Senior Director of Field Development, about the upcoming Walk Now For Autism.

ISSUE: WOMEN AND ADDICTION

In Touch

October 5, 2014

5:30 a.m.

20 Minutes of a 30 Minute Program

Host Sheila Book spoke with Brenda Illif about Woman, Addictions and How to get help.

ISSUE: CHARITY

In Touch

October 12, 2014

5:30 a.m.

10 Minutes of a 30 Minute Program

Marci Sanders, Vice President of Susan G. Komen Board, spoke about the Pink Promise Luncheon and how we can support the program.

ISSUE: HEALTH

In Touch

October 19, 2014

5:30 a.m.

10 Minutes of a 30 Minute Program

Sheila Book spoke with Todd Bello about Psoriasis and how to get help for it.

ISSUE: HEALTH AND SAFETY

In Touch

October 19, 2014

5:30 a.m.

20 Minutes of a 30 Minute Program

Ivonne Perez Suarez from the Florida Department of Agriculture and Consumer Services told us tips for keeping our children safe from identity thieves.

ISSUE: PUBLIC HEALTH AND SAFETY

In Touch

October 19, 2014

5:30 a.m.

10 Minutes of a 30 Minute Program

Misty Hyman explained just how important it is for us all to know how to swim.

ISSUE: PUBLIC HEALTH AND SAFETY

In Touch

October 26, 2014

5:30 a.m.

20 Minutes of a 30 Minute Program

Brenda Illif from Hazelden Treatment Center told us how older adults can become addicted to drugs and how to spot this.

ISSUE: CHILDREN

In Touch

November 2, 2014

5:30 a.m.

15 Minutes of a 30 Minute Program

Lesley Colantonio, Senior Events Coordinator for Make A Wish spoke about their upcoming event, Tea at the Ritz.

ISSUE: CHARITY

In Touch

November 2, 2014

5:30 a.m.

10 Minutes of a 30 Minute Program

Sheila Book chatted with Marci Fernandez from Haven On Earth about an adopt a thon they will have at Petsmart.

ISSUE: VIOLENCE

In Touch

November 9, 2014

5:30 a.m.

30 Minutes of a 30 Minute Program

Sheila spoke with Natalie Quintero from the Shelter For Abused Women about how to get to a safe place when you are being abused.

ISSUE: CONSUMER SAFETY

In Touch

November 16, 2014

5:30 a.m.

30 Minutes of a 30 Minute Program

Jeweler Brad Congress spoke about how consumers can protect themselves when buying diamonds.

ISSUE: PUBLIC HEALTH AND SAFETY

In Touch

November 30, 2014

5:30 a.m.

15 Minutes of a 30 Minute Program

Brenda Illif from Hazelden Treatment Center told us about a conference for women on Addiction.

ISSUE: CHARITY

In Touch

December 7, 2014

5:30 a.m.

10 Minutes of a 30 Minute Program

Sheila Book spoke with local writer, Sabin Barto, about his childrens Christmas book. He told us about the book and about The Jolly Shop/Newborns in Need programs which are the organizations receiving the profits from the book sales.

ISSUE: ANIMAL WELFARE

In Touch

December 14, 2014

5:30 a.m.

10 Minutes of a 30 Minute Program

Sheila Book spoke with Brian Howe about his new Christmas Song and how folks can purchase it. Proceeds to go to The Beagle Freedom Project.