

LICENSE: JACKSONVILLE, FLORIDA

WXXJ-FM
QUARTERLY ISSUE
REPORT

3rd QUARTER 2015

PREPARED BY: LESLIE WERKEMA

Through its regular ascertainment process, Cox Media Group has determined that the following issues were important to the Jacksonville, Florida community in the third quarter of 2015

ISSUES THIS QUARTER

1. Hurricane Safety/Preparedness on the First Coast

2. Water Safety (Swimming/Boating)

**3. Summer Programs and Tourist Destinations in
NE Florida**

4. Highway Safety

5. Community News

STATION	SHOW	HOST	DAY	TIME
WAPE	JAX JOURNAL	DANIELLE MORGAN	SUNDAY	6:00AM
WAPE	FIRST COAST FORUM	JEREMY GOLD/ /CLARENCE NATTO	SUNDAY	6:30AM

PROGRAM DIRECTOR: TODD SHANNON

STATION	SHOW	HOST	DAY	TIME
WXXJ	JAX JOURNAL	DANIELLE MORGAN	SUNDAY	6:00AM
WXXJ	FIRST COAST FORUM	JEREMY GOLD / /CLARENCE NATTO	SUNDAY	6:30AM

PROGRAM DIRECTOR: CODY BLACK

STATION	SHOW	HOST	DAY	TIME
WJGL	JAX JOURNAL	DANIELLE MORGAN	SUNDAY	6:00AM
WJGL	FIRST COAST FORUM	JEREMY GOLD / /CLARENCE NATTO /	SUNDAY	6:30AM

PROGRAM DIRECTOR: AARON SCHACHTER

STATION	SHOW	HOST	DAY	TIME
WOKV	JAX JOURNAL	DANIELLE MORGAN	SATURDAY	11:00PM
WOKV	FIRST COAST FORUM	JEREMY GOLD/ /CLARENCE NATTO	SATURDAY	11:30PM

NEWS DIRECTOR: RICH JONES

PROGRAM DIRECTOR: AARON SCHACHTER

STATION	SHOW	HOST	DAY	TIME
WHJX	FIRST COAST FORUM	JEREMY GOLD / /CLARENCE NATTO /	SUNDAY	6:00AM
WHJX	HOT TOPICS	JULIE MORGAN	SUNDAY	6:30AM

PUBLIC AFFAIRS DIRECTOR: CLARENCE NATTO

PROGRAM DIRECTOR: CLARENCE NATTO

3rd QUARTER 2015 July 1 – September 30, 2015

Top Concerns of Community

1. Hurricane Safety /Preparedness on the First Coast

- a) How to prepare your family for a hurricane
- b) Safety precautions before/during/after a storm
- c) Resources available to citizens in the event of an emergency
- d) How to stay informed during a storm
- e) What role/s does the National Weather Service play during a hurricane?

2. Water Safety (Swimming/Boating)

- a) Ocean Safety (how to remain safe while enjoying the ocean)
- b) Pool Safety (do's/don'ts/hygiene)
- c) City Pools- where are they and what programs are offered.
- d) Where are swimming lessons offered
- e) Boating safety- speeding, marine mammals, intercostal waterways

3. Summer programs and tourist destinations in NE Florida

- a) Summer programs available for youth/families in the metro
- b) Tourist destinations in NE Florida
- c) Economic impact on tourism in NE Florida

4. Highway Safety

- a) Florida's "Click it or Ticket" Program
- b) Child safety seat laws
- c) DUI check points
- d) Speeding and the law (Super Speeder/Construction Zones)
- e) Move Over Laws/Rendering aid laws

Program Schedule

“Jax Journal”

Sunday 6:00 am

WXXJ 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 Sunday from 6:00 am – 6:30 am

“First Coast Forum”

Sunday 6:30 am

WXXJ 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 Sunday from 11:30 pm – 12:00 am

Hurricane Safety/Preparedness on the First Coast

HOT Topics

Host: Julie Morgan

Airdate: Sunday, July 12

Topic: Hurricane Season

Guest: Ben Nelson, National Weather Service Meteorologist

Duration: 25 minutes

This week’s edition of HOT Topics focuses on tropical weather. Hurricane season lasts from June 1 to November 30th. Jacksonville hasn’t had a direct hit in more than 50 years. He says hurricanes are different than the normal summer weather pattern we have here on a daily basis. He says the daily thunderstorms are more transient and hurricanes are long-lived.

Jax Journal

Host: Danielle Leigh

Airdate: 08/01/15

Topics: Hurricane Safety & Preparedness

Guests: Amber Bierfreund and Christian Smith from the American Red Cross,

Duration: 27:47

I sat down with these two ladies from the American Red Cross. We discussed what should go into a safety plan and the importance of one. I asked them what makes a safe room or house and what is or isn't need in there. Our main focus was how to prepare – before, during, and after the storm. We talked about the Red Cross' role during the storm. The focus on that was where to get information, where to find shelters, and when to know that it is safe to exit out the safe room/house.

Jax Journal

Host: Danielle Leigh

Airdate: 08/08/15

Topics: Hurricane Safety & Preparedness

Guests: Amber Bierfreund and Christian Smith from the American Red Cross,

Duration: 27:47

I sat down with these two ladies from the American Red Cross. We discussed what should go into a safety plan and the importance of one. I asked them what makes a safe room or house and what is or isn't need in there. Our main focus was how to prepare – before, during, and after the storm. We talked about the Red Cross' role during the storm. The focus on that was where to get information, where to find shelters, and when to know that it is safe to exit out the safe room/house.

HOT Topics

Host: Julie Morgan

Airdate: Sunday, August 30

Topic: Storm safety

Guest: Steven Woodard, Duval County Chief of Emergency Preparedness

Duration: 22 minutes

This edition of HOT Topics focuses on being ready for a storm. At the time of this airing Tropical Storm Erika is out in the Atlantic and could become a problem for Duval County over the next week. Woodard says we need to make sure we have a disaster kit ready to go. The kit should include water, can goods, clothing, copies of personal items and pictures of our home. The biggest thing is to be prepared for whatever happens and that includes being without water and power. Jax Ready.com is the website by the city to help residents in this type of situation.

HOT Topics

Host: Julie Morgan

Airdate: Sunday, September 13

Topic: Hurricane Preparedness

Guest: Christian Smith, American Red Cross

Duration: 20 minutes

This week's edition of HOT topics continues our discussion of being prepared for a hurricane or tropical system whether it's a storm or depression. You must have a disaster kit and the kit needs to include things like water, batteries and a change of clothes. She says the Red Cross is known around the world as a disaster relief organization. She says they are always in need of volunteers. Smith says you can visit their website to find out more. One well-known disaster the local Red Cross helped with is Hurricane Katrina.

First Coast Forum 9/13/15

Host: Kendra K. Gibbs

Program Length: 27:58

Topic: Hurricane Safety/Preparedness

Guest: Meteorologist Al Sandrik

This issue of First Coast Forum discusses hurricane safety, emergency, and evacuation planning. Al Sandrik is a meteorologist with the National Weather Service in Jacksonville FL. Sandrik discusses how hurricanes are created and the

roll El Nino and La Nina play in severe weather. He also discusses the dangers hurricanes pose to the state of Florida and neighboring states like Georgia.

Water Safety (Swimming/Boating)

HOT Topics

Host: Julie Morgan

Airdate: Sunday, July 5

Topic: Water Safety

Guest: Cynthia Dennis, Coordinator of Safe Kids Northeast Florida

Duration: 22 minutes

This week's edition of HOT Topics is about water safety. Dennis says kids should learn to swim at 4 years of age but if kids are near the water a lot they can start to learn earlier than 4 years of age. Dennis says drowning is the number 1 child related death in the state of Florida. She says another danger is children being left in hot cars and on average more than 30 kids are left in hot cars throughout the nation.

HOT Topics

Host: Julie Morgan

Airdate: Sunday, August 2

Topic: Boating Safety

Guest: Bill Griswold, Coast Guard Auxilliary

Duration: 22 minutes

This edition of HOT Topics focuses on boating safety. Griswold says the most important thing you should do when you get on a boat is to put on the life jacket. He says some life jackets can now be worn as a fanny pack. He says there's no reason for people not to wear a life jacket. He says even if you don't want to put on a life jacket make sure you can fit the

life jacket just in case something happens. He says if you suspect something is going wrong to make sure you immediately put on the life jacket. He says anyone born on/after January 1, 1988 is required to take a boating safety

First Coast Forum

Host: Kendra Gibbs

Airdate: Sunday, August 08, 2015

Topic: Water Safety

Guests: Maxwell Ervanian

Duration: 26 minutes, 58 seconds

This morning's edition of First Coast Forum discusses ocean safety with Maxwell Ervanian. Max is a Prevention and Training officer. He volunteers for the American Red Cross and is an instructor for the city of Jacksonville Beach Ocean Rescue. During our interview we discussed what makes Jacksonville Beach geographically unique, best practices for boating, and how to read beach flags. Max strongly suggests going to the beach in groups and communicating with a lifeguard before entering the ocean

Jax Journal

Host: Danielle Leigh

Airdate: 08/15/15

Topics: Water Safety

Guests: Max Ervanian

Duration: 21:49

Max Ervanian is a lifeguard for the American Red Cross. He came in to talk about water safety. We started off talking about drowning in general: the true definition of it and how often it happens. We then discuss the importance of swimming lessons. He also goes into detail on how being a life guard at a pool and at the beach are completely different ball games. Max explains to me the importance of the flags that the lifeguards put up at the beach. He also walked me through what to do in case someone or myself is drowning in the water.

Jax Journal

Host: Danielle Leigh

Airdate: 08/22/15

Topics: Water Safety

Guests: Max Ervanian

Duration: 21:49

Max Ervanian is a lifeguard for the American Red Cross. He came in to talk about water safety. We started off talking about drowning in general: the true definition of it and how often it happens. We then discuss the importance of swimming lessons. He also goes into detail on how being a life guard at a pool and at the beach are completely different ball games. Max explains to me the importance of the flags that the lifeguards put up at the beach. He also walked me through what to do in case someone or myself is drowning in the water.

Jax Journal

Host: Danielle Leigh

Airdate: 09/05/15

Topics: Water Safety

Guests: John Harrell, Crystal Turner, and Bryan Hensley

Duration: 27:21

I had John Harrell from the Department of Children and Families (DCF) come in again. This time he brought along Crystal Turner and Bryan Hensley. For the first half of our segment we discussed co-sleeping. Co-sleeping is when an infant passes away while sleeping with a parent. Although this is not illegal, DCF advises parents and guardians to follow the ABC's of infants while sleeping: Alone, on their backs, and in their cribs. The second half is when we talked about water safety. DCF has seen incidents where children have drowned in not just pools and bath tubs, but also retention

ponds. They recommended products to be used around the house to alarm whenever a child goes through a door near a body of water. They strongly recommended swimming lessons. DCF also list ways parents and teachers can learn how to educate children on water safety.

Jax Journal

Host: Danielle Leigh

Airdate: 09/18/15

Topics: Water Safety

Guests: Max Ervanian

Duration: 21:49

Max Ervanian is a lifeguard for the American Red Cross. He came in to talk about water safety. We started off talking about drowning in general: the true definition of it and how often it happens. We then discuss the importance of swimming lessons. He also goes into detail on how being a life guard at a pool and at the beach are completely different ball games. Max explains to me the importance of the flags that the lifeguards put up at the beach. He also walked me through what to do in case someone or myself is drowning in the water.

Summer Programs and Tourist Destinations in NE Florida

Jax Journal

Host: Danielle Leigh

Airdate: 07/18/15

Topics: Summer Programs in Northeast Fl.

Guests: Drew Upchurch from the Jacksonville Country Day School

Duration: 22:28

Drew and I talked about the Jacksonville County Day School as a whole first. It is a private school serving grades pre-k3 until 6th grade. We talked about the structure of the school and where parents can go to learn more about getting their child's application for the school. We then moved on to summer camps offered by JCDS. Participants do not have to be a student of the school to be involved with the camp. Drew went over what a normal day is like from swimming lessons, black light parties, yoga, and robotics. They like to try to have a program for anyone that is interested. The summer camp also offers tutoring and summer camp volunteer opportunities

HOT Topics

Host: Julie Morgan

Airdate: Sunday, July 19

Topic: Summer programs and tourist destinations in NE Florida

Guest: Katie Mitura, Director of Marketing and Communications, Visit Jacksonville

Duration: 25 minutes

This week's edition of HOT Topics focuses on the economic impact of conventions/events in Jacksonville. Mitura says an event can have an economic impact in the millions of dollars. She says one event that is attended mostly by people in town is Jazz Fest but getting the word out about it could bring in more than the 3 to 7 million dollars it brings in now. Another highlight of the area is local breweries, food trucks, dining, and of course the beaches.

Jax Journal

Air Date: 7/25/15

Host – Danielle Leigh

Guests – Melissa Beaudry, Daniel Haralambou, MOSH

Topic – Summer Programs and Tourist Destinations in NE Florida

Duration: 21:46

Danielle Leigh is joined by Melissa Beaudry and Daniel Haralambou from MOSH, the Museum of Science and History. Learn through play is at the forefront of the museum, as they have a variety of activities for people of all ages. For the kids, Summer Discovery Camps allows kids to attend and have fun learning. The camps have different themes for the kids to enjoy, such as dinosaur and dissection week. A big push right now for MOSH is to have more events for adults to enjoy as well. Upcoming events can be viewed on the museum's website or by calling them directly. Ascertainments show that the Jacksonville community has an interest on becoming more involved with the various happenings in the city.

First Coast Forum

Air Date: 7/25/15

Host - Jeremy Gold

Guest - Patty Jimenez, Visit Jacksonville

Topic – Summer Programs and Tourist Destinations in NE Florida

Duration: 30 minutes

Jeremy Gold sits down with Patty Jimenez with Visit Jacksonville. They discuss the many different opportunities to experience Jacksonville in fun ways. There are many places to enjoy this summer, including the beaches where you're able to enjoy the sand and water without over-crowding that many other beach destinations have. Also, the St Johns Town Center is a great shopping destination that even has shuttle services that will bring you to the front door of your favorite shops. The Cummer Museum of Arts and Gardens is another hidden gem on the bank of the St Johns River. There are many plans and proposals in place to make Downtown Jacksonville a hot destination. Ascertainments show that the community wants to learn about all the different places to enjoy in Jacksonville.

HOT Topics

Host: Julie Morgan

Airdate: Sunday, August 9

Topic: Summer programs and tourist destinations in NE Florida

Guest: Barbara Golden, Communications Manager St. Augustine Ponte Vedra and the Beaches Conventions and Visitors Bureau

Duration: 22 minutes

This edition of HOT Topics focuses on another area on the first coast for people to visit, St. Augustine in St. Johns County. St. Augustine is the nation's oldest city and as such it has a lot to offer including the Fort and the Fountain of Youth. In addition to that Golden also talks about the St. Augustine Distillery. The Distillery was opening just over a year ago and it has bourbon, vodka and gin. She says it's totally sustainable. Golden also talks about the 450th celebration coming up in September.

HOT Topics

Host: Julie Morgan

Airdate: Sunday, September 6

Topic: Summer programs and tourist destinations in NE Florida

Guest: Barbara Golden, Communications Manager St. Augustine Ponte Vedra and the Beaches Conventions and Visitors Bureau

Duration: 22 minutes

This edition of HOT Topics focuses on another area on the first coast for people to visit, St. Augustine in St. Johns County. St. Augustine is the nation's oldest city and as such it has a lot of history to offer including the Fort and the Fountain of Youth. In addition to that Golden also talks about the St. Augustine Distillery. The Distillery was opening just over a year ago and it has bourbon, vodka and gin. She says it's totally sustainable. Golden also talks about the 450th celebration coming up in September.

Show: Jax Journal

Host: Danielle Leigh

Airdate: 09/26/15

Topics: Tourism in Northeast Florida

Guests: Holly Keris

Duration: 24:34

Holly Keris is one of the curators at the Cummer Museum in Jacksonville. At first, I did not know what the museum was and she did a brief overview about what the museum has to offer to the community. The Cummer Museum has: happy hours, plays, and even summer camps for children. It also offers a wide variety of classes.

Holly also went into grave detail about the different kinds of events and exhibits the museum has to offer. She wants everyone to know that the museum is definitely something that can be done in a whole day and there is always something going on. I asked if Summer was the busiest time and she assured me that the museum is always busy. They see a lot of flow in both Summer and the holiday season.

Highway Safety

HOT Topics

Host: Julie Morgan

Airdate: Sunday, July 26

Topic: Highway Safety

Guest: Sgt. Dylan Bryan, FHP spokesperson

Duration: 25 minutes

This edition of HOT Topics focuses on the Florida Highway Patrol. Julie Morgan is joined by Sgt Dylan Bryan the Public Information Officer for the local FHP.

Bryan says FHP is a state law enforcement agency that has jurisdiction over the entire state. He says there are 1,300 officers patrolling Florida's highways. Primarily the agency is traffic oriented. Sgt Bryan says it's dangerous to multi-task while driving. He says texting isn't the only thing that takes our attention away from driving. He says eating and drinking, grooming, reading, etc are culprits as well. Bryan says texting while driving is a triple threat because it takes manual, cognitive as well as visual attention away from driving. He likens texting while driving to driving blind.

In the second half of HOT Topics Sgt. Bryan talks about the special enforcement efforts by FHP including: Operation Safe Drive on I-95, Move Over Florida, Drive Sober or Get Pulled Over, etc. He says FHP is proactive about any violation but each month they try to focus on a specific issue.

HOT Topics

Host: Julie Morgan

Airdate: Sunday, August 16

Topic: Highway Safety

Guest: Dr. Nikolai Vitti, Superintendent Duval County Schools

Duration: 25 minutes

This edition of HOT Topics is about the start of school in Duval County. Dr. Vitti says there are a lot of changes to school/bus safety. One change is there's a new code of conduct for bus riders. Parents will receive this on the first day of school. Fights will ultimately get students kicked off the bus for the year. We also talked about sexual contact between teachers and students. Vitti says he can't teach someone morality. Vitti says students, teachers and parents need to have the same momentum throughout school that they have on the first day.

First Coast Forum

Host: Jeremy Gold

Airdate: 8/23/2015

Topic: Highway safety

Guest: Ron Tittle

Duration: 30 MIN

The guest for this show is Ron Tittle, who is the public information officer for the Florida department of transportation! We discussed major road fixes, like the new ramp being built onto 95 and how it will ease busy traffic throughout the city of Jacksonville. We also discussed proper driving etiquette when approaching bikers on the road.

HOT Topics

Host: Julie Morgan

Airdate: Sunday, August 23

Topic: Highway Safety

Guest: Sgt. Dylan Bryan, FHP spokesperson

Duration: 22 minutes

The focus of this edition of HOT topics is motor vehicle safety and the first topic we covered was the Move Over Law. This requires drivers to move over from the lane closest to where an officer, emergency vehicle, etc is helping another motorist. Recently an officer was seriously injured because someone did not follow that law and another officer died last year. We also talked about child safety seats and how the new law extends the age a child must be in a booster seat to 6 years of age. In addition to that we talked about distracted driving as well as DUI.

Jax Journal

Host: Danielle Leigh

Airdate: 08/29/15

Topics: Highway Safety

Guests: Dylan Bryan

Duration: 24:17

This week I sat in with Master Sergeant Dylan Bryan from Florida Highway Patrol (FHP). We talked the basics of Highway Safety. I shared a story about the importance of seatbelts, and he went into detail about the 'Click it or Ticket' Program. We also talked about a lot of the high way laws. We touched on distracted driving and driving under the influence. We also spent some time on talking about speeding in construction zones and speeding overall. He also went into detail about what FHP does and informs me that they are allowed to give tickets on the road.

Jax Journal

Host: Danielle Leigh

Airdate: 09/12/15

Topics: Highway Safety

Guests: Dylan Bryan

Duration: 24:17

This week I sat in with Master Sergeant Dylan Bryan from Florida Highway Patrol (FHP). We talked the basics of Highway Safety. I shared a story about the importance of seatbelts, and he went into detail about the 'Click it or Ticket' Program. We also talked about a lot of the high way laws. We touched on distracted driving and driving under the influence. We also spent some time on talking about speeding in construction zones and speeding overall. He also went into detail about what FHP does and informs me that they are allowed to give tickets on the road.

HOT Topics

Host: Julie Morgan

Airdate: Sunday, September 20

Topic: Highway Safety

Guest: Ron Tittle, FDOT

Duration: 23 minutes

This is a two part segment with the FDOT about construction on the roads and being safe around construction zones. The construction that seems to be on most people's minds is the construction downtown. That construction named the Overland Bridge project will be complete at the end of 2016 or beginning of 2017. Another area of concern is 295 in Mandarin. Crews are working on installing express lanes in that area. They will also install express lanes on the 295 East Beltway. The second part of this series continues on September 27. We will talk more about construction as well as 511 and special meetings for the public.

Community News

Jax Journal

Host: Danielle Leigh

Airdate: 07/4/15

Topics: Common Core and Standardized Testing

Guests: Tim Egnor from St. Johns County School Systems

Duration: 27:09

We took a deeper look this week with Common Core. I sat down with Tim Egnor from St. Johns County School Systems and he really broke it down for me. We discussed standards and how they are applied and used effectively in the classroom. He also talked about how frustrating it can be for parents with children in school dealing with common core and standardized testing.

ACTION NEWS

Title: Action News Sunday

Date: 7/5/2015

Duration: 20.38 minutes

Topics: Community News

Gay Marriage: how the recent Supreme Court decision affects the church. Hogan says they don't feel pressure to perform gay marriages, and while they believe that marriage should be between one man and one woman, they strive to address the issue in a loving manner without compromising their values. He believes the church may indeed lose their tax-exempt status at some point in the future, but he's not going to worry about it. Overtime pay: Obama's proposal to raise the wage threshold for overtime exempt employees. Slentz says many employer groups have read the proposed rule change, which is available for the general public to read, and will make their opinions known before it goes into effect. Slentz says that small business owners are concerned that the new rule will be more costly for businesses than the Obama administration says, and that retail and restaurant businesses will be disproportionately affected. He says that it will make complying with overtime rules more complicated for businesses, and there are a few different ways that business owners and managers will get around the new rules and still pay their employees the same amount. Recent city elections: the Jax Young Voters Coalition worked hard to get young people out to vote, but the increase from the 2012 elections was only 1 percent among younger voters. They're trying to convince young people that the local government matters, and that they can have a big impact on the local government. The Coalition is trying to add protections for sexual orientation and gender identity to the city's human rights ordinance. Guests: Spike Hogan, Pastor of Chets Creek Church; Dr. Harvey Slentz, Professor of Business and Employment Law; Meredith Johnson Founder of the Jax Young Voters Coalition.

ACTION NEWS

Title: Action News 07/19/15

Duration: 20:37

Paige Kelton discusses saving tax payer dollars in dredging project east of the Dames Point Bridge while opening up the Port on a time. The Ports goal is to get State funding and generate revenue in addition to providing jobs. Kelton also discusses the environmental impact dredging has on the St. John's River. Another topic discussed is homelessness and programs for housing. Nonprofits providing housing will have to rely more heavily on the community to compensate for Governor Scott's veto of funding for permanent housing for women and children.

ACTION NEWS

Airdate – 8/1/15

Host – Action New Jax Team Phil Amato, Catherine Varnum, Paige Kelton

Duration: 24:17

Topic – public safety, new city budget, child abuse

Phil Amato talks with Jacksonville Sheriff Mike Williams. They discuss the plans the sheriff has regarding the Duval County School District in terms of public safety. They also talk about the new city budget will includes funding for new officers. Mike says that community engagement is key to driving down crime. Catherine Varnum is joined by Rick Mullaney, Director of JU's Public Policy Institute. Rick says the mayor's city budget is sound and transparent. He says there are difficulties, however, with increasing future obligations. Paige Kelton talks with Michael Aubin, president of Wolfson Children's Hospital. They discuss the ongoing problem with child abuse. Wolfson Children's Hospital has designated money to train the next generation of doctors to be able to identify and diagnose abuse. Michael says there is a big need. He says there is a common misperception that abuse only occurs in poor neighborhoods but says abuse can and does happen in all types of communities. Ascertainments show that the people of Jacksonville care about the local crimes rate as well as the future of the city. Also, child safety is an important issue.

ACTION NEWS

Title: Action News Sunday

08/16/15

Duration: 19:44

Corrine Brown promises to put up a fight against political gerrymandering in this segment of Action News Sunday as Florida law makers get together to attempt to redraw the state's congressional maps. Paige Kelton discusses sex crimes against children and the growing trend of child molestation.

Kelton also discusses desegregation in St. John's County. The county amongst 8 schools in Florida is still under a desegregation order. The County lacks the resources and legal staff to get off of the list. The District is reviewed twice a year to insure compliance with the Department of Justice. Other schools under desegregation laws are not monitored as frequently.

ACTION NEWS

Title: Action News Jax .8.29

Duration: 24:17

Topic : Talking Long Term financial strategy for a pension reform here in Jacksonville.

Description: Host Paige Kelton on this segment of action news jax talks on the subject of long term financial strategy for pension reform with a discussional interview from special guests here out of Jacksonville.

ACTION NEWS

Action news Jax .9.5

Duration: 28:30

Host: Paige Kelton.

Topic : St. Augustine

Description: This segment of action news jax is all about st. Augustine after having celebrated its 450th Birthday, Paige and guests take you through some of the greatest and most memorable places in Saint Augustine florida.

ACTION NEWS

Action News – Sept 20th, 22 minutes

danielle morgan sits down with lifeguard max urbanan to discuss ways to stay safe in the summer months. they go in depth on swimming safety in the pools and the ocean

Promotional Events

7/1-7/31

Dreams Come True

Throughout the month of July and culminating on Wednesday August 5th, WAPE partnered with Dreams Come True to give away 12 iPads to terminally ill children. Each day WAPE featured a child's story on the air and then on 10/5 at the Jacksonville Suns baseball game we threw a party for the children and their families. At the party we gave all the children their iPads and took pictures with the Big Ape as well as the Suns mascot, Southpaw.

9/19/2015

American Heart Association Heart Walk

Cox Media Group Jacksonville is the exclusive radio sponsor for The Heart Walk with on air mentions and an appearances by every station at the event at Metropolitan Park on 9/19. The goal of this marketing and promotion event is to offer fun and exciting events that help our community throughout the year and this walk is one way for us to support our community.

WXXJ PSAs Aired During 3rd Quarter, 2015

(:15) Spots

American Heart Assoc.

Aired 48 times

Boy Scouts

Aired 20 times

Child Cancer Fund	Aired 15 times
NAB - Gary Sinese Foundation-Help Veterans	Aired 20 times
Jax Sports Council-Building Better Community	Aired 30 times
Platos Closet – Don't Text & Drive	Aired 1 times
Web.com Charities	Aired 16 times

(:30) Spots

American Heart Assoc	Aired 55 times
American Legion - veterans	Aired 20 times
Boy Scouts of America	Aired 20 times
Builders Care-Help low income families	Aired 53 times
Cub Scouts	Aired 11 times
Daniel Kids	Aired 20 times
Department of Business/Professional Reg	Aired 41 times
Div of Emergency Management	Aired 136 times
FL Army National Guard	Aired 85 times
Florida Kid Care	Aired 12 times
Jacksonville Legal Aid	Aired 52 times
Jacksonville Business Women's Center	Aired 73 times
Guardian Ad Litem Program	Aired 25 times
Heart Glu – event to help underprivileged	Aired 6 times
Jax Legal – Free Help for Community	Aired 52 times
Jax Sports Council-Building Better Community	Aired 30 times
Making Strides Against Breast Cancer	Aired 22 times
NAB - Gary Sinese Foundation-Help Veterans	Aired 19 times
NAB – We Are Broadcasters	Aired 67 times
National Federation for Blind-donate car	Aired 23 times
Operation New Uniform-Help Veterans	Aired 52 times
Police Athletic League - Excellerate Jax	Aired 66 times
Promote Florida	Aired 67 times
Project Hope 2015	Aired 32 times
Restaurant & Lodging Florida	Aired 77 times
Web.com Charities	Aired 9 times
Zane Beadles Foundation –Stomp Out Cancer	Aired 11 times

(:60) Spots

Promote Florida	Aired 68 times
Walk for Autism	Aired 45 times

