

**BEASLEY BROADCAST  
MODEL ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WXKB**

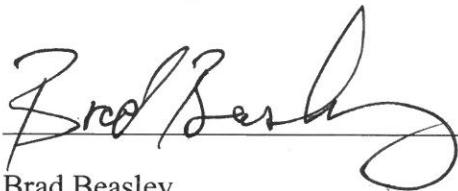
**2ND QUARTER, 2017**

**APRIL 1ST, 2017 TO JUNE 30TH, 2017**

Prepared by:

Sheila Book

General Manager:

  
Brad Beasley

**ISSUES OF CONCERN TO STATION WXKB  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
2ND QUARTER, 2017**

1. Public Safety, Health and Welfare: Older Adults and Addiction

Interviewee Name: Brenda Illiff

Organization: Hazelden Treatment Center

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

Phone Number: 561-771-5884

2. Public Safety, Health and Welfare: Learn to Swim

Interviewee Name: Misty Hyman

Organization: Marines

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

3. Education/Charity: Al Anon and Ala Teen

Interviewee Name: Ron Hearl

Organization: Al Anon and Ala Teen

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

Phone Number: 878-3829

4. Charity: Parkinson Awareness

Interviewee Name: Tricia Leite, Ellen Chaney

Organization: Parkinson Association of SWFL Inc.

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

Phone Number: 417-3465

5. Public Safety, Health and Welfare: Women and Addiction

Interviewee Name: Brenda Illiff

Organization: Hazelden Treatment Center

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

Phone Number: 561-771-5884

6. Animal Safety: Pets and Heat

Interviewee Name: Ria Brown

Organization: Lee County Domestic Animal Services

Phone Number: Lee Lost Pets

7. Public Safety, Health and Welfare: Smoking Addiction and Cessation

Interviewee Name: Brenda Illiff

Organization: Hazelden Treatment Center

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

Phone Number: 561-771-5884

8. Education: Hurricanes and Children

Interviewee: Name: Jill Klaskin Press

9. Charity: Learning More About Alzheimers

Interviewee Name: Sam Lewis

Organization: Wear the Fund

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

Phone Number: 239-313-3907

10. Charity: Parkinson Awareness

Interviewee Name: Tricia Leite, Ellen Chaney

Organization: Parkinson Association of SWFL Inc.

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

Phone Number: 417-3465

11. Education/Charity: Al Anon and Ala Teen

Interviewee Name: Ron Hearl

Organization: Al Anon and Ala Teen

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

Phone Number: 878-3829

12. Education: One Million Moms Off Welfare

Interviewee Name: Raquel Williams-Jones

Organization: Can I Live

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

Phone Number: 919-802-7439

13. Charity: Shelter for Animals

Interviewee Name: Wayne Leinin Jr.

Organization: ARC/Animal Refuse Center

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

Phone Number: 233-4375

14. Education: Teaching Children to Read

Interviewee Name: Scott Sutton

Organization: K is for Kids

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

Phone Number: 597-4838

## **PUBLIC AFFAIRS PROGRAMS**

### **STATION WXKB PROGRAMS THAT ADDRESS COMMUNITY ISSUES**

1. In Touch: (Sunday mornings, 5:00 a.m.-5:30 a.m. and 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. 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:

WXKB 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.

Second Quarter 2017

April 1st – June 30th, 2017

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: OLDER ADULTS AND ADDICTION**

In Touch

April 2, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

20 Minutes of a 30 Minute Program

We chatted with Brenda Illiff from Hazelden about the signs of addiction in older adults and how we can help.

**ISSUE: POOL SAFETY**

In Touch

April 2, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

10 Minutes of a 30 Minute Program

Misty Hymen, Olympic Swimmer, spoke of the need for all to learn to swim.



**ISSUE: LITERACY**

In Touch

April 9, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

15 Minutes of a 30 Minute Program

We chatted with Ron Herl from Al Anon on how they can help with addiction.

**ISSUE: PARKINSON AWARENESS**

In Touch

April 9, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

10 Minutes of a 30 Minute Program

Sheila Book spoke with Tricia Leite and Ellen Chaney from the Parkinson Association of SWFL Inc. about the disease and about their upcoming walk.

**ISSUE: WOMEN AND ADDICTION**

In Touch

April 16, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

20 Minutes of a 30 Minute Program

Sheila Book spoke with Brenda Illiff from Hazelden Treatment Center about the concerns of Women and Addiction.

**ISSUE: SMOKING ADDICTION/CESSATION**

In Touch

April 23, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

15 Minutes of a 30 Minute Program

We learned about the different programs at Hazelden Treatment Center that help with smoking cessation.

**ISSUE: THE LONGEST DAY**

In Touch

April 30, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

15 Minutes of a 30 Minute Program

Sheila Book spoke with Sam Lewis from Wear the Fund about the upcoming, The Longest Day Event to highlight Alzheimers.

**ISSUE: ALA TEEN**

In Touch

May 7, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

10 Minutes of a 30 Minute Program

Ron Herl informed us how to get involved with Ala Teen.

**ISSUE:       HELPING WOMEN OFF WELFARE**

In Touch

May 14, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

30 Minutes of a 30 Minute Program

Raquel Williams-Jones informed us about her event to help women off of Welfare.

**ISSUE:       ANIMAL REFUGE CENTER**

In Touch

May 21, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

20 Minutes of a 30 Minute Program

Sheila Book spoke with Wayne Leinen Jr., Executive Director at ARC about their facility and how we can adopt from them.

**ISSUE:       AL ANON AND ALA TEEN**

In Touch

May 28, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

20 Minutes of a 30 Minute Program

Ron Hearl from Al Anon/Ala Teen explained how the programs work and how to get help when needed.

**ISSUE: GETTING HOMEWORK HELP FOR THE KIDS**

In Touch

June 4, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

15 Minutes of a 30 Minute Program

Debra Hayley spoke to us about getting homework help for kids and how New Horizons works toward that.

**ISSUE: FINDING HELP IN ABUSIVE SITUATIONS**

In Touch

June 11, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

30 Minutes of a 30 Minute Program

We chatted with Natalie Quintero about abuse and where to go for help.

**ISSUE: HURRICANES AND CHILDREN**

In Touch

June 18, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

15 Minutes of a 30 Minute Program

Jill Klaskin Press informed us how to teach children about hurricanes.

**ISSUE: HURRICANES AND PETS**

In Touch

June 25, 2017

5:00 a.m. and 5:30 a.m. & 5:30a -6:00am

15 Minutes of a 30 Minute Program

Ria Brown from Lee County Domestic Animal Services informed us what we will need for our pets in case of a hurricane.



**BEASLEY BROADCASTING OF SOUTHWEST FLORIDA, INC**

**QUARTERLY COMMUNITY LEADER CHECKLIST**

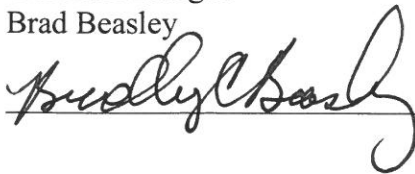
**FOR**

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**2nd QUARTER, 2017  
APRIL 1ST, 2017 TO JUNE 30TH, 2017**

Prepared by:  
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**BEASLEY BROADCASTING OF SOUTHWEST FLORIDA, INC**

**QUARTERLY COMMUNITY LEADER CHECKLIST**

**STATION: WXKB-FM FROM :04/01/2017-06/30/2017 QRT: 2**

<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>26</b>	<b>50</b>
<b>Non-Managment</b>			<b>Outside City/Lic</b>	<b>0</b>	<b>0</b>
<b>TOTAL</b>	<b>24</b>	<b>50</b>	<b>TOTAL</b>	<b>24</b>	<b>50</b>

	<b><u>Institution/Element (Indicate # Of Interviews in Each Category*)</u></b>	<b>Number</b>	
		<b><u>CURR</u></b>	<b><u>YTD</u></b>
1	Agriculture		
2	Business		
3	Charities	<b>13</b>	<b>31</b>
4	Civic/Neighborhood/Fraternal Organizations		
5	Consumer Services		
6	Culture		
7	Education	4	10
8	Environment		1
9	Government		
10	Labor		
11	Military		
12	Minority and Ethnic Groups		
13	Organizations for the Elderly		
14	Organizations for Women		
15	Organizations for Youth (Children and Student)		<b>2</b>
16	Professions		
17	Public Safety, Health and Welfare	<b>6</b>	<b>6</b>
18	Recreation		
19	Religion		
20	Organizations for the Blind		
21	Organizations for the Deaf		
22	Organizations for the Handicapped		<b>1</b>
23	Organizations for Gays and Lesbians		
24	Organizations for the Poor		



25	Other: (Animal Rights, Community Events, etc.)	<b>1</b>	<b>1</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>3</u></b>
B	Hispanic	<b><u>2</u></b>	<b><u>4</u></b>
C	American Indian		
D	Asian/Pacific Islander		
E	Women/Men	<b>12/12</b>	<b><u>30/20</u></b>