

**BEASLEY BROADCAST
MODEL ISSUES AND PROGRAMS REPORT**

To
Comp
10/23/17

FOR

STATION WXKB

3RD QUARTER, 2017

JULY 1ST, 2017 TO SEPTEMBER 30TH, 2017

Prepared by:

Sheila Book

General Manager:



Brad Beasley

**ISSUES OF CONCERN TO STATION WXKB
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
3RD QUARTER, 2017**

1. Children: Kids and Insurance in Florida

Interviewee Name: Maria Hernandez

Organization: Florida Covering Children

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

Phone Number: 888-873-2674

2. Charity: Hope Clubhouse

Interviewee Name: Jeanne Sweeney and Karrie Lucas

Organization: Hope Clubhouse

Organization Website: www.hopeclubhouse.org

3. Charity: Living Beyond Breast Cancer

Interviewee Name: Jean Sachs

Organization: Living Beyond Breast Cancer

4. Charity: Lung Cancer

Interviewee Name: Molly Flaig

Organization: A Breath of Hope

Organization Website: www.abreathofhope.org

Phone Number: 952-807-6511

5. Public Safety, Health and Welfare: Sharing the Road with Bicycles

Interviewee Name: Beth Brainard

Organization: Naples Pathways Coalition for Safe Bikeable/Walkable Community

6. Charity: Spousal Abuse and Where to Go

Interviewee: Name: Natalie Quintero

Organization: Shelter for Abused Women and Children

Organization Website: www.naplesshelter.org

Phone Number: 775-3862

7. Charity: Feeding the People

Interviewee Name: Richard Leber

Organization: Harry Chapin Food Bank

Organization Website: www.harrychapinfoodbank.org

Phone Number: 239-334-7007

8. Public Health and Safety: Reducing Underage Drinking

Interviewee Name: Melanie Black, Shawn McGrail

Organization: Drug Free Collier and Coastal Beverage

Organization Website: www.drugfreecollier.org

9. Public Health and Safety: Opioid Addiction

Interviewee Name: Brenda Illiff

Organization: Hazelden Recovery Center

Organization Website: www.hazelden.org

Phone Number: 800-522-3383

10. Public Health and Safety: Preventing Child Identity Theft

Interviewee Name: Iyvone Black

Organization: Florida Department of Agriculture

Organization Website: www.freshfromflorida.com

11. Animal Welfare: Adopting a New Friend

Interviewee Name: Wayne Leinin Jr.

Organization: ARC

Organization Website: www.animalrefugecenter.com

Phone Number: 233-4375

12. Charity: Alanon and Ala Teen

Interviewee Name: Ron Herl

Organization: Alanon and Ala Teen

Organization Website: www.alanon.org

Phone Number: 878-3829

13. Charity: Helping Seniors Navigate the Health System

Interviewee Name: Kenn Voegele

Organization: Leadership Coalition on Aging

Organization Website: www.collierseniorresources.org

Phone Number: 353-1994

14. Charity: Literacy

Interviewee Name: Chris Nind

Organization: Collier Literacy

Organization Website: www.collierliteracy.org

15. Public Health and Safety: Addiction and You

Interviewee Name: Brenda Illiff

Organization: Hazelden Recovery Center

Organization Website: www.hazelden.org

Phone Number: 800-522-3383

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. 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.

Third Quarter 2017

July 1st – September 30th, 2017

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: KIDS AND INSURANCE

In Touch

July 1, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

We chatted with Maria Hernandez from Florida Covering Children about getting your child insurance in the state of Florida.

ISSUE: HOPE CLUBHOUSE

In Touch

July 1, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

Jeanne Sweeney and Karrie Lucas spoke about how Hope Clubhouse helps those in need to find their place in society.

ISSUE: ADDRESSING UNDERAGE DRINKING

In Touch

July 8, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

We chatted with Melanie Black from Drug Free Collier and Shawn McGrail from Coastal Beverage about their combined efforts to keep underage kids from consuming alcoholic beverages.

ISSUE: BREAST CANCER

In Touch

July 8, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 5 Minutes of a 30 Minute Program

Sheila Book spoke with Jean Sachs from Living Beyond Breast Cancer Foundation. They spoke about the help they can provide to women after having breast cancer.

ISSUE: LUNG CANCER

In Touch

July 8, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 5 Minutes of a 30 Minute Program

Sheila Book spoke with Molly Flaig from A Breath of Hope Lung Foundation about their upcoming fundraiser.

ISSUE: ANIMAL WELFARE AND ADOPTION

In Touch

July 15, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

We learned about the different programs and about adopting a new pet while speaking with Wayne Leinin Jr. from ARC/Animal Refuge Center.

ISSUE: SHARING THE ROAD

In Touch

July 15, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

Sheila Book spoke with Beth Brainard from Naples Pathway Coalition about staying safe as you bike or walk in the community.

ISSUE: COMBATting SPOUSAL ABUSE

In Touch

July 22, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 30 Minutes of a 30 Minute Program

Natalie Quintero from The Shelter for Abused Women and Children informed us what to do and where to go if you have been abused.

ISSUE: FEEDING THE PEOPLE

In Touch

July 29, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

Richard Leber, President/CEO of Harry Chapin Food Bank spoke to us about what it takes to feed those that need and how we can help.

ISSUE: REDUCING UNDERAGE DRINKING

In Touch

July 29, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

Sheila Book spoke with Drug Free Colliers Melanie Black and Coastal Beverages Shawn McGrail about their combined efforts to curb underage drinking.

ISSUE: OPIOIDS AND ADDICTION

In Touch

August 5, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 20 Minutes of a 30 Minute Program

Brenda Illiff from Hazelden Treatment Center talked about Opioids and addiction.

ISSUE: PREVENTING CHILD IDENTITY THEFT

In Touch

August 5, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 10 Minutes of a 30 Minute Program

Sheila Book chatted with Iyvone Black from Florida Department of Agriculture about identity theft of children and how to prevent it from happening to you.

ISSUE: HELPING THE NEEDY

In Touch

August 12, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

We chatted with Richard Leber from Harry Chapin Food Bank about how they help folks in need.

ISSUE: HOPE CLUBHOUSE

In Touch

August 12, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 15 Minutes of a 30 Minute Program

Jeanne Sweeney and Karrie Lucas spoke about how Hope Clubhouse helps those in need to find their place in society.

ISSUE: ADOPTING A NEW PET

In Touch

August 19, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 25 Minutes of a 30 Minute Program

Wayne Leinin Jr. from ARC spoke about the animals they house in their facility and how you can adopt or volunteer.

ISSUE: ALA NON AND ALA TEEN

In Touch

August 26, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m)

25 Minutes of a 30 Minute Program

Ron Herl from Ala Non and Ala Teen joined us with information on the programs.

ISSUE: HELPING SENIORS NAVIGATE THE HEALTH SYSTEM

In Touch

September 3, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 30 Minutes of a 30 Minute Program

Kenn Voegelé from the Leadership Coalition on Aging, introduced us to how we can help our aging parents navigate the health system wisely.

ISSUE: ACHIEVING LITERACY

In Touch

September 10, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 30 Minutes of a 30 Minute Program

Sheila Book spoke with Chris Nind from Collier Literacy about how they help others with no knowledge, learn the English Language.

ISSUE: NAVIGATING THE HEALTH SYSTEM

In Touch

September 17, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 25 Minutes of a 30 Minute Program

The Leadership Coalition on Aging's Kenn Voegelé talked on how to help your aging parents navigate the health system.

ISSUE: ADDICTION

In Touch

September 24, 2017

(Sunday mornings, 6:00 a.m.-6:30 a.m. and 6:30 a.m.-7:00 a.m) 30 Minutes of a 30 Minute Program

Brenda Illiff from Hazelden Recovery Center spoke to us about addiction and how to recognize those who need help.

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BEASLEY BROADCASTING OF SOUTHWEST FLORIDA, INC

QUARTERLY COMMUNITY LEADER CHECKLIST

FOR

STATION WXKB

3rd QUARTER, 2017

JULY 1ST, 2017 TO SEPTEMBER 30TH, 2017

Prepared by:
Sheila Book

General Manager:
Brad Beasley



BEASLEY BROADCASTING OF SOUTHWEST FLORIDA, INC

QUARTERLY COMMUNITY LEADER CHECKLIST

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

Conducted	Curr	YTD		Curr	YTD
By Management	0	0	In City/Lic	23	73
Non-Management	23		Outside City/Lic	0	0
TOTAL	23	73	TOTAL	23	73

	<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	14	45
4	Civic/Neighborhood/Fraternal Organizations		
5	Consumer Services		
6	Culture		
7	Education		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)	1	3
16	Professions		
17	Public Safety, Health and Welfare	6	12
18	Recreation		
19	Religion		
20	Organizations for the Blind		
21	Organizations for the Deaf		
22	Organizations for the Handicapped		1
23	Organizations for Gays and Lesbians		
24	Organizations for the Poor		

25	Other: (Animal Rights, Community Events, etc.)	2	3
	*Please note that some interviews have two organizations that are played on ONE program.		

	INDCATE # OF INTERVIEW'S WHO ARE:		
A	Black	1	<u>4</u>
B	Hispanic	<u>3</u>	<u>7</u>
C	American Indian		
D	Asian/Pacific Islander		
E	Women/Men	16/11	<u>46/31</u>