

**BEASLEY BROADCAST  
MODEL ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WJPT**

**2nd QUARTER, 2014**

**APRIL 1st, 2014 TO JUNE 30th, 2014**

Prepared by:

Sheila Book

**ISSUES OF CONCERN TO STATION WJPT  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
2nd QUARTER, 2014**

1. Other/ Community Events: Honor the Free Press Day

Interviewee: Name: Michael Trephan former Marine

Organization: Veterans

Phone Number: 239-825-9456

2. Charity: Making sure kids have books in their lives.

Interviewee: Name: Scott Hutton

Organization: K is for Kids

3. Recreation/Health: The importance of adults knowing how to swim.

Interviewee Name: Misty Hyman

Organization:

Phone Number: 805-492-0707

Website: [www.usms.org](http://www.usms.org)

4. Health and Safety: Epidemic with Opioids

Interviewee Name: Brenda Illif

Organization: Hazelden

Website: [www.hazelden.com](http://www.hazelden.com)

5. Other/Animal Care: Pet Pantry, Hot Weather, Hurricanes

Interviewee Name: Ria Brown

Organization: LCDAS/Lee County Domestic Animal Services

Phone Number: 239-533-9202

Website: [www.leelostpets.com](http://www.leelostpets.com)

6. Health and Women: Smoking Cessation

Interviewee Name: Brenda Illif

Organization: Hazelden

Phone Number: 239-659-2350

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

7. Animal Welfare: Adopting an Animal

Interviewee Name: Ria Brown

Organization: Lee County Domestic Animal Services

Phone Number: 533-9202

Organization Website: <http://www.leelostpets.com>

8. Bringing Awareness to Autism:

Interviewee Name: Tim HInes

Organization: Autism

Phone Number:

9. Violence: Exploring domestic violence.

Interviewee Name: Natalie Quintero

Organization: The Shelter for Abused Women and Children

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

10. Charity: Helping children with special needs go to camp

Interviewee Name: Marjean Sage

Organization: The Hot Flashz Dancers

Organization Website: <http://www.hotflashz.org/>

11. Charity: Helping out Justin's Place Recovery for Women

Interviewee Name: Holly Reville

Interviewee Title: Marketing

Organization: St. Matthews House/Justin's Place Recovery for Women

Phone Number: 239-649-8343 ext. 1001

Website: [www.lemasquefacial.com](http://www.lemasquefacial.com)

## **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, 12N, 4pm, 5pm, 6pm. This totals 24 minutes per day and 120 minutes per week, and averages 480 minutes/8 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.

Second Quarter 2014

April 1<sup>st</sup> –June 30th, 2014)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH**

In Touch

June 1, 2014

6:00 a.m.

20 Minutes of a 30 Minute Program

Sheila Book spoke with Brenda Illif of Hazelden about Older Adults and Addictions, how we can spot the problems and help.

**ISSUE: OTHER/COMMUNITY EVENTS**

In Touch

April 6, 2014

6:00 a.m.

10 Minutes of a 30 Minute Program

Michael Trephan, Marine Veteran, talked about Honor the Free Press Day.

**ISSUE: HEALTH**

In Touch

May 4, 2014

6:00 a.m.

10 Minutes of a 30 Minute Program

Sheila Book spoke with Brenda Illif from Hazelden Treatment Center on how to stop smoking.

**ISSUE: WOMEN AND CHILDREN**

In Touch

May 11, 2014

6:00 a.m.

30 Minutes of a 30 Minute Program

Host Sheila Book spoke with Natalie Quintero, Invest Advocate for The Shelter for Abused Women and Children, where they provide most everything needed for those needing shelter from abuse.

**ISSUE: HEALTH AND SAFETY**

In Touch

April 13, 2013

6:00 a.m.

10 Minutes of a 30 Minute Program

Olympic Swimmer, Misty Hyman, spoke about the importance of adults knowing how to swim.

**ISSUE: CHILDREN**

In Touch

April 6, 2013

6:00 a.m.

10 Minutes of a 30 Minute Program

Scott Hutton told us about K is for Kids, and organization that collects books for kids.

**ISSUE: ANIMAL WELFARE**

In Touch

June 8, 2014

6:00 a.m.

15 Minutes of a 30 Minute Program

Sheila Book chatted with Ria Brown from Lee County Domestic Animal Services about Kitten Smitten, their cat adoption program for the month of June.

**ISSUE: PUBLIC SAFETY, HEALTH AND WELFARE**

In Touch



June 22, 2014

6:00 a.m.

30 Minutes of a 30 Minute Program

Sheila Book talked with Brad Congress about scams used to cheat you on your diamond purchases and how to avoid the problems.

**ISSUE:      ADDICTION**

In Touch

April 20, 2014

6:00 a.m.

15 Minutes of a 30 Minute Program

Brenda Illif talked about the opioid epidemic and how to get help for yourself or a loved one.

**ISSUE:      CHARITY**

In Touch

June 8, 2014

6:00 a.m.

10 Minutes of a 30 Minute Program

Marjean Sage from The Hot Flashz Dancers told us how their dance team dancers at events to raise money for underprivileged children.

**ISSUE: CHARITY**

In Touch

June 15, 2014

6:00 a.m.

5 Minutes of a 30 Minute Program

Holly Reville spoke about LeMasque Facial Bar and how they are giving free facials to those that bring in new make up items for Justin's Place Recovery for Women.