

**BEASLEY BROADCAST
MODEL ISSUES AND PROGRAMS REPORT**

FOR

STATION WWCN

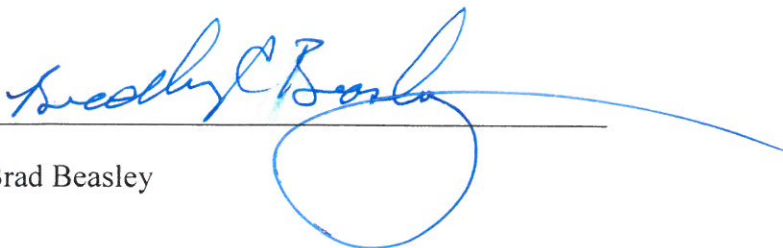
4th QUARTER, 2015

OCTOBER 1ST, 2015 TO DECEMBER 31ST, 2015

Prepared by:

Sheila Book

General Manager:



Brad Beasley

**ISSUES OF CONCERN TO STATION WWCN
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
4TH QUARTER, 2015**

1. Health and Mental Illness: Hope Clubhouse

Interviewee Name: Carrie Lucas, Jeanne Sweenie

Organization: Above the Board Chamber

Organization Website: www.hopeclubhouse.org

Phone Number: 239-910-7426

2. Health: Living Beyond Breast Cancer

Interviewee Name: Jean Sachs

Organization: Living Beyond Breast Cancer

Phone Number: 484-708-1540

Website: www.lbbsc.org

3. Empowering Women: Healthy Media

Interviewee Name: Deborah Tate Taylor

Organization: FCC

4. Violence: Exploring Domestic Violence.

Interviewee Name: Natalie Quintero

Organization: The Shelter for Abused Women and Children

Organization Website: www.naplesshelter.org

5. Community Health: Blue Zone Project

Interviewee: Name: Dan Buettner

Organization: Blue Zone Project

Organization Website: www.bluezoneproject.com

Phone Number: 612-840-6364

6. Health: How To Stop Smoking

Interviewee: Name: Brenda Illiff

Organization: Hazelden

Organization Website: www.hazelden.org

Phone Number: 659-2350

7. Health: Drug Addiction and Women

Interviewee: Name: Brenda Illiff

Organization: Hazelden

Organization Website: www.hazelden.org

Phone Number: 659-2350

8. Public Health and Safety: Are You Being Scammed?

Interviewee Name: Brad Congress

Organization: American Gem Society

Organization Website: www.americangemsociety.org

9. Children and Health: Insurance

Interviewee Name: Jodi Ray

Organization: Florida Covering Kids

Organization Website: www.coveringflorida.org

10. Health: Opioid Epidemic

Interviewee: Name: Brenda Illiff

Organization: Hazelden

Organization Website: www.hazelden.org

Phone Number: 659-2350

11. Charity: PAWS Assistance Dogs

Interviewee Name: Kathy Gumph

Organization: PAWS

Organization Website: www.pawsassistance.org

Phone Number: 239-775-1660

12. Health: Older Adults and Addiction

Interviewee Name: Brenda Illiff

Organization: Hazelden Treatment Center

Organization Website: www.hazelden.org

Phone Number: 659-2350

13. Charity: Food For the Hungry

Interviewee Name: Miriam Pereira, Andrew Howell

Organization: Harry Chapin Food Bank

Organization Website: www.harrychapinfoodbank.org

Phone Number: 888-236-8522

PUBLIC AFFAIRS PROGRAMS

STATION WWCN 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. Florida Association of Broadcasters Public Service Spots:

WWCN 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 2015

October 1st –December 31st, 2015

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: CHARITY

In Touch

October 4, 2015

5:30 a.m.

15 Minutes of a 30 Minute Program

Jean Sachs from Living Beyond Cancer spoke about Breast Cancer and coping with Breast Cancer. She also told us about their upcoming event to draw awareness, Yoga On The Steps.

ISSUE: CHARITY

In Touch

October 4, 2015

5:30 a.m.

15 Minutes of a 30 Minute Program

Jeannie Sweeney, Founder of Above the Board Chamber of Florida and Carrie Lucas from Hope Clubhouse, spoke about Mental Health and the need for the Hope Clubhouse.

ISSUE: ORGANIZATION FOR WOMEN

In Touch

October 11, 2015

5:30 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Deborah Tate Taylor about how women are portrayed in the media and how it affects our daughters.

ISSUE: CHARITY

In Touch

October 25, 2015

5:30 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Natalie Quintero about The Shelter for Abused Women and Children. She also told us how those in need can get help.

ISSUE: PUBLIC SAFETY, HEALTH AND WELFARE

In Touch

November 1, 2015

5:30 a.m.

20 Minutes of a 30 Minute Program

Dan Buettner, Founder of Blue Zone Project, spoke about a new initiative happening in Naples. The Blue Zone Project is a push for more healthy options.

ISSUE: PUBLIC SAFETY, HEALTH AND WELFARE

In Touch

November 1, 2015

5:30 a.m.

10 Minutes of a 30 Minute Program

Sheila Book talked to Hazelden's Brenda Illiff about how smoking cigarettes affect your body. She also explained how to get help with Smoking Cessation.

ISSUE: ADDICTION

In Touch

November 8, 2015

5:30 a.m.

30 Minutes of a 30 Minute Program

Brenda Illiff from Hazelden spoke about how women can fall into addiction and how for them to get help.

ISSUE: CONSUMER SERVICES

In Touch

November 15, 2015

5:30 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke Jeweler Brad Congress about jewels and some the scams you may run across this Holiday Season.

ISSUE: INSURANCE FOR CHILDREN

In Touch

November 22, 2015

5:30 a.m.

30 Minutes of a 30 Minute Program

Jodi Ray from Florida Covering Kids explained about kids insurance. She also spoke about how to see if you qualify for assistance for your children.

ISSUE: ADDICTION IN OLDER ADULTS

In Touch

December 13, 2015

5:30 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Brenda Illiff from Hazelden Recovery about Older Adults and how Addiction affects them.

ISSUE: CONSUMERS AND SCAMS

In Touch

December 20, 2015

5:30 a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke Jeweler Brad Congress about jewels and some the scams you may run across this Holiday Season.

ISSUE: SERVICE ANIMALS

In Touch

December 27, 2015

5:30 a.m.

30 Minutes of a 30 Minute Program

Kathy Gumph spoke about The Paws Program. (Assistance Dogs)

BEASLEY BROADCASTING OF SOUTHWEST FLORIDA, INC

QUARTERLY COMMUNITY LEADER CHECKLIST

STATION: WWCN-FM FROM :10/01/2015-12/31/2015 QRT: 4th

| Conducted | Curr | YTD | | Curr | YTD |
|---------------|-----------|-----------|------------------|-----------|-----------|
| By Management | 0 | 0 | In City/Lic | 15 | 69 |
| Non-Managment | 15 | | Outside City/Lic | 0 | 0 |
| TOTAL | 15 | 84 | TOTAL | 15 | 84 |

| | <u>Institution/Element</u> <u>(Indicate # Of Interviews in Each Category*)</u> | Number | |
|----|--|--------------------|-------------------|
| | | <u>CURR</u> | <u>YTD</u> |
| 1 | Agriculture | | |
| 2 | Business | | |
| 3 | Charities | 3 | 27 |
| 4 | Civic/Neighborhood/Fraternal Organizations | | |
| 5 | Consumer Services | 3 | 5 |
| 6 | Culture | | |
| 7 | Education | | 4 |
| 8 | Environment | | |
| 9 | Government | | |
| 10 | Labor | | |
| 11 | Military | | 2 |
| 12 | Minority and Ethnic Groups | | |
| 13 | Organizations for the Elderly | | |
| 14 | Organizations for Women | 3 | 6 |
| 15 | Organizations for Youth (Children and Student) | | 3 |
| 16 | Professions | | |
| 17 | Public Safety, Health and Welfare | 6 | 25 |
| 18 | Recreation | | |
| 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 | | 2 |
| 25 | Other: (Animal Rights, Community Events, etc.) | | 3 |

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

| | INDICATE # OF INTERVIEW'S WHO ARE: | | |
|---|---|-----------------|---------------------|
| A | Black | <u>1</u> | <u>4</u> |
| B | Hispanic | <u>2</u> | <u>6</u> |
| C | American Indian | | |
| D | Asian/Pacific Islander | | |
| E | Women/Men | 12/5 | <u>61/25</u> |