

**BEASLEY BROADCAST  
MODEL ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WXKB**

**3rd QUARTER, 2014**

**JULY 1st, 2014 TO SEPTEMBER 30th, 2014**

Prepared by:

Sheila Book

General Manager:

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Brad Beasley

**ISSUES OF CONCERN TO STATION WXKB  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
3RD QUARTER, 2014**

1. Organizations for Women: Making sure that Women are portrayed in a good way in the media.

Interviewee: Name: Deborah Tate Taylor

Organization: Healthy Media Commission

2. 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)

3. Military: Taking a look at our local men and women in the Military.

Interviewee: Lois Bolin

Organization: Naples Spirit of '45

Phone Number: 732-5554

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

Interviewee Name: Scott Hutton

Organization: K is for Kids

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

Interviewee Name: Misty Hyman

Organization: USMC

Phone Number: 805-492-0707

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

6. Health and Women: Women and Addiction

Interviewee Name: Brenda Illif

Organization: Hazelden

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

7. Health and Safety: Opioid Epidemic

Interviewee Name: Brenda Illif

Organization: Hazelden

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

8. Health and Safety: Kids and Hurricanes

Interviewee Name: Jill Klaskin Press

Organization:

Phone Number: 239-659-2350

9. Animal Welfare: Hurricanes and Animals

Interviewee Name: Ria Brown

Organization: Lee County Domestic Animal Services

Phone Number: 533-9202

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

10. Charity: Leukemia and Lymphoma Society

Interviewee Name: Pete Cento and Steven Belcher

Organization: Leukemia and Lymphoma Society

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

Phone Number: 939-6069

9. Health and Safety: September is Recovery Month

Interviewee Name: Brenda Illif

Organization: Hazelden

Organization Website: [www.hazelden.org](http://www.hazelden.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 WXKB PROGRAMS THAT ADDRESS COMMUNITY ISSUES**

1. In Touch: (Sunday mornings, 5:00 a.m.-5:30 and replayed 5:30am-6:00am.) Locally produced show hosted by PSA Director, Sheila Book, features topical issues of concern to SWFL residents.

Third Quarter 2014

July 1<sup>st</sup> –September 30th, 2014)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE:       WOMEN**

In Touch

July 6, 2014

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Deborah Tate Taylor from the Healthy Media Commission about how women are portrayed in the media.

**ISSUE:       ABUSE**

In Touch

July 20, 2014

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.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:       MILITARY**

In Touch

July 27, 2014

5:00a.m-5:30a.m. And again at 5:30a.m- 6:00a.m.

30 Minutes of a 30 Minute Program

Lois Bolin from Naples Sprit of '45 spoke about the upcoming 5<sup>th</sup> Annual Greatest Generation. She told us about the ceremony at Loudermilk Park and the donations to be made to the Holocaust Museum in Naples.

**ISSUE: HEALTH**

In Touch

August 10, 2014

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.m.

30 Minutes of a 30 Minute Program

Sheila Book spoke with Brenda Illif from Hazelden Treatment Center about Women and Addiction.

**ISSUE: HEALTH AND SAFETY**

In Touch

August 24, 2013

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.m.

10 Minutes of a 30 Minute Program

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

**ISSUE: HEALTH AND SAFETY**

In Touch

August 31, 2013

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.m.

20 Minutes of a 30 Minute Program

Jill Klaskin Press spoke about the book she wrote for children so they would be more informed about Hurricanes and storms.

**ISSUE: ANIMAL WELFARE**

In Touch

August 31, 2014

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.m.

10 Minutes of a 30 Minute Program

Sheila Book chatted with Ria Brown from Lee County Domestic Animal Services about the ways to protect you and your animals during a hurricane.

**ISSUE: CHILDREN**

In Touch

September 21, 2014

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.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: RECOVERY MONTH**

In Touch

September 14, 2014

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.m.

30 Minutes of a 30 Minute Program

Sheila Book chatted with Brenda Illiff from Hazelden about September being Recovery Month.



**ISSUE: CHARITY**

In Touch

September 28, 2014

5:00a.m-5:30a.m. and again at 5:30a.m- 6:00a.m.

20 Minutes of a 30 Minute Program

Sheila spoke with Steven Belcher and Pete Cento about the Leukemia and Lymphoma Society and some of the things they do for us locally. We also talked about their upcoming Light the Night Walk Event on October 4.

**DATE:** 9/23/14

**SIGNATURE:**



GENERAL MANAGER

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