

LICENSE: PONTE VEDRA BEACH, FLORIDA

WHJX-FM QUARTERLY ISSUE REPORT

3rd QUARTER 2013

PREPARED BY: MICHELE CORBY

Through its regular ascertainment process, Cox Media Group has determined that the following issues were important to the Ponte Vedra Beach, Florida community in the third quarter of 2013

ISSUES THIS QUARTER

1. Education

2. Crime

3. Economy

4. Healthcare/Public Safety

5. Downtown Development

2013 Public Affair Programming

Cox Radio, Jacksonville

<u>STATION</u>	<u>SHOW</u>	<u>HOST</u>	<u>DAY</u>	<u>TIME</u>
WAPE	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM

WAPE	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SUNDAY	6:30AM
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*PUBLIC AFFAIRS DIRECTOR: ANNASTAVREDES, ON AIR TALENT
PROGRAM DIRECTOR: TODD SHANNON*

<u>STATION</u>	<u>SHOW</u>	<u>HOST</u>	<u>DAY</u>	<u>TIME</u>
WXXJ	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM

WXXJ	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SUNDAY	6:30AM
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*PUBLIC AFFAIRS DIRECTOR: SCOTT THOMAS, PRODUCTION MANAGER
PROGRAM DIRECTOR: AARON SCHACHTER*

<u>STATION</u>	<u>SHOW</u>	<u>HOST</u>	<u>DAY</u>	<u>TIME</u>
WJGL	JAX JOURNAL	ROXY TYLER	SUNDAY	6:00AM

WJGL	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SUNDAY	6:30AM
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*PUBLIC AFFAIRS DIRECTOR:
PROGRAM DIRECTOR: AARON SCHACHTER*

<u>STATION</u>	<u>SHOW</u>	<u>HOST</u>	<u>DAY</u>	<u>TIME</u>
WOKV	JAX JOURNAL	ROXY TYLER	SATURDAY	11:00PM

WOKV	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SATURDAY	11:30PM
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*NEWS DIRECTOR: RICH JONES
PUBLIC AFFAIRS DIRECTOR: ROXY TYLER
PROGRAM DIRECTOR: MIKE DORWART*

<u>STATION</u>	<u>SHOW</u>	<u>HOST</u>	<u>DAY</u>	<u>TIME</u>
WHJX	FIRST COAST FORUM	SPARXXX/ SCOTT THOMAS/ANNA/	SUNDAY	6:00AM

*PUBLIC AFFAIRS DIRECTOR: CLARENCE NATTO
PROGRAM DIRECTOR: CLARENCE NATTO*

3rd QUARTER 2013

June 14, 2013

ASCERTAINMENT SURVEYS CONCLUDE:

Top Concerns

1. EDUCATION

- a. Help listeners better understand the current state of our local education system and offer ideas on how residents can help improve education and the future for our young people.
- b. Outline educational options for students in the district and highlight programs that are working.
- c. Explain how our education system is funded and how providing quality education improves our quality of life.

2. CRIME

- a. Alert listeners to trends in crime and how they can avoid becoming a victim.
- b. Highlight how drug addiction affects crime and offer tips and advice on community programs targeting addiction.
- c. Report on areas that have high crime rates and how crime impacts our quality of life in Jacksonville.

3. ECONOMY

- a. Help listeners better understand the state of the current economy, where we are going and how it got like it is now.
- b. Offer tips on how to save money and not overspend
- c. How rising taxes affect business growth and jobs.

4. HEALTHCARE/PUBLIC SAFETY

- a. Enlighten listeners on how the new health care law will work and its biggest effect on them

- b. Medicare and Medicaid changes and how it'll affect retirees now and in the future.
- c. Provide information on health care coverage options and costs with new laws taking effect.

5. DOWNTOWN DEVELOPMENT

- a. Keep listeners informed on proposals to grow downtown and what local leaders are doing to encourage business growth in the heart of our city.
- b. Talk with those in leadership positions who are working to increase activity downtown and highlight upcoming events.
- c. Have discussions on how mass transit plays a role in downtown development and what may attract more people to go there and the cost of doing that.

Program Schedule

“First Coast Forum”

Sunday 6:30 am

Cox Media Group Jacksonville develops a weekly program “First Coast Forum” to address issues of significant importance for the residents of Jacksonville, Florida; and the metropolitan area. This weekly thirty-minute public affairs show airs on Sunday from 6:00 am – 6:30 am

Education

First Coast Forum

Host: Kane

Airdate: Sunday, July 14th, 2013

Topic: Education

Guest: Jon Heymann CEO Communities in Schools

Duration: 24 Mins

The main topic of the interview was to discuss education, security in schools, and programs that are being dropped or cut, and other programs that are still available.

Ascertainments show that parents can play a huge role in their child's educational development. From taking a more active role in their child's homework, to having a better relationship with their kid's teachers, and some signs to look for that your child may be losing interest or slipping in school. Parents play a vital role in this.

First Coast Forum

Host: Scott Thomas

Airdate: Sunday, August 11th, 2013

Topic: Education

Guest: Rodney Burris – Lead Educational Consultant for the R Squared Group, Inc.

Duration: 27 minutes

Mr. Burris and I had a fascinating discussion that focused on higher-learning preparation, and specifically, the role of high school Guidance Counselors. We had a frank and eye-opening conversation about what teenagers should be doing to prepare for life after high school. Good grades are obviously important, but participation in school activities and community involvement are also critical elements that many colleges hold in high regard. School Guidance Counselors are excellent resources who should be utilized by parents and teenagers alike. They have valuable information and insight into not only what kids should be doing to prepare for post-high school life, but also how to discover what career path they should pursue, whether it be college, trade school or other educational opportunities.

Ascertainments show that Guidance Counselors are critical tools in the educational process, and should be given the proper resources to do their jobs well. After all, schools exist to educate our children and prepare them for life as an adult.

Crime

First Coast Forum

Host: Scott Thomas

Airdate: Sunday, July 7th, 2013

Topic: Crime

Guests: David Stevens, Chairman & President of the Fraternal Order of Police Foundation

Duration: 23 minutes

Our discussion began with Mr. Stevens explaining the histories and differences of the Fraternal Order of Police and the Fraternal Order of Police Foundation. He explained the FOP Foundation's mission statement, which reads "Fostering public safety through education, training and community outreach", and how the foundation applies this goal to the community. He described the importance of the FOP foundation, and some of the charities that are enhanced because of their work. Mr. Stevens discussed some of the events in which the FOP foundation is involved, and how the money is distributed.

Finally, we discussed some general crime-prevention topics for the summer months, and how listeners can help deter crime in their communities.

Ascertainments show that local organizations such as the Fraternal Order of Police Foundation not only help current and past members of the Jacksonville Sherriff's office and other law enforcement agencies, but also get involved in the community to make the First Coast a better place.

Economy

First Coast Forum

Host: ACTION NEWS SUNDAY

Airdate: Sunday, July 21ST, 2013

Topic: Economy & Budget

Guests: Mayor Alvin Brown

Duration: 21 minutes

Mayor Alvin Brown discussed the age-old issue of cutting the budget and/or raising taxes. With a city deficit of over 60 million dollars, difficult decisions need to be made, and the mayor's budget proposal addresses many of those issues. Retirement reform for city workers is also a major concern that Mayor Brown discussed. Small businesses and the private sector are critical topics for the mayor, and he addressed the issue of local unemployment in general.

Another topic was the George Zimmerman verdict, and some of the repercussions, both locally and nationally. There was also a discussion about the Stand Your Ground law.

Ascertainments show that difficult decisions need to be made, and many compromises reached to balance the city budget. Civic involvement and participation is crucial for individuals wanting change in government.

First Coast Forum

Host: ACTION NEWS SUNDAY

Airdate: Sunday, August 4th, 2013

Topic: Politics

Guests:

Duration: 20 minutes, 41 seconds

The first topic for Action News Sunday this week centered on the budget debate between the mayor's office and the Chamber of Commerce. Chamber President Daniel Davis was the guest, and described the process of compromise when agreeing on a budget. Pension plans for city employees, and especially police and fire departments, are at the core of the debate. Mr. Davis also discussed the growth of downtown Jacksonville, and what it will mean to the future of our city.

The second segment dealt with the National Guard in Florida, and the cut in funding. Maintaining their training and readiness is critical, however, these issues are being affected by the furlough, which could have an impact on the area in the event of an emergency.

The final segment also dealt with the mayor's budget, as Gene Wexler from WOKV and Kevin Meerschaert from WJCT discussed the latest budget proposal.

Ascertainments show the importance of agreeing on a fair budget that balances the needs of the city, and the demands of the tax payers. The Mayor, the City Council and the Chamber of Commerce all have a hand in the process.

Furloughs affect many aspects of the budget, but cutting funds to the National Guard would have a devastating effect on Northeast Florida in the event of an emergency.

First Coast Forum

Host: Anna

Airdate: Sunday, August 18th

Topic: Economy

Guests: Martha Cox from Family Foundations of Northeast Florida

Duration: 27 minutes

The main topic of this program was the economy here in Jacksonville. We discussed how why the economy is low in Jacksonville...and how it is hard for some people to find jobs. IE Criminals trying to find work after jail. Also Jacksonville residents need to be aware of their finances and budget better and follow that budget.... They say that every household, every business, every family – needs to be wise about money

Ascertainments show that it is important to have programs like Family Foundations to teach families to be financially fit... in turn helping the economy.

First Coast Forum

Host: Sparxxx

Airdate: Sunday, August 25th, 2013

Topic: Economy

Guest: Joe Whitaker – Business Recruitment and Retention Coordinator

Duration: 25 minutes

The main topic of this program was the economy here in Jacksonville. We discussed how why the economy is improving in the city Jacksonville and how people can find jobs (new businesses and currently established

companies that are hiring). Also discussed, Jacksonville's current developments in downtown and surrounding areas.

First Coast Forum

Host: ACTION NEWS SUNDAY

Airdate: Sunday, September 1st, 2013

Topic: Politics

Guests:

Duration: 20 minutes

The first topic for Action News Sunday this week focused on the alleged abuse of power in the District 4 Public Defender's Office, headed by Matt Shirk. The investigation is ongoing involving Shirk's alleged mismanagements and activities which bring into question the integrity of the office. There are also questions involving the *legality* of Shirk's actions.

This week marked the 50 year anniversary of Martin Luther King's famous speech for civil rights. Guests on the program debated the current state of race relations in Jacksonville, and discussed some of the challenges still underway in the African-American community. The topic of crime in relation to race was also discussed.

Ascertainments show that Jacksonville's citizens demand integrity and accountability in Public Office.

Investigations underway will determine the fate of current positions in the Public Defender's Office.

Race relations have come a long way in the past 50 years. Open communication and healthy debate allow for citizens to bridge the gap and come up with a fair solution for all races. We must all remember Dr. King's words: It's not the color of our skin, but the content of our character.

First Coast Forum

Host: ACTION NEWS SUNDAY

Airdate: Sunday, September 15th, 2013

Topic: Politics

Guests:

Duration: 20 minutes, 41 seconds

The first topic for Action News Sunday this week centered on the budget debate between the mayor's office and the Chamber of Commerce. Chamber President Daniel Davis was the guest, and described the process of compromise when agreeing on a budget. Pension plans for city employees, and especially police and fire departments, are at the core of the debate. Mr. Davis also discussed the growth of downtown Jacksonville, and what is will mean to the future of our city.

The second segment dealt with the National Guard in Florida, and the cut in funding. Maintaining their training and readiness is critical, however, these issues are being affected by the furlough, which could have an impact on the area in the event of an emergency.

The final segment also dealt with the mayor's budget, as Gene Wexler from WOKV and Kevin Meerschaert from WJCT discussed the latest budget proposal.

Ascertainments show the importance of agreeing on a fair budget that balances the needs of the city, and the demands of the tax payers. The Mayor, the City Council and the Chamber of Commerce all have a hand in the process.

Furloughs affect many aspects of the budget, but cutting funds to the National Guard would have a devastating effect on Northeast Florida in the event of an emergency.

Healthcare/Public Safety

First Coast Forum

Host: Anna

Airdate: Sunday, July 28, 2013

Topic: Healthcare

Guests: Jason Altmire, Senior VP at Florida Blue

Duration: 26 minutes

The main topic of this program was healthcare. We discussed the rising cost of insurance, change in PIP law, and we learned about milking of the Medicare system. Jason explained that with the new law everyone is required to have health insurance even if the individual doesn't want it.

Ascertainments are important for the Jacksonville community because in cases like this they inform citizens on important laws.

First Coast Forum

Host: Scott Thomas

Airdate: Sunday, September 8th, 2013

Topic: Healthcare

Guests: Pat Geraghty, Florida Blue CEO

Duration: 27 minutes

Our discussion was focused on the healthcare debate, and specifically, the Patient Protection and the Affordable Care Act, commonly referred to as "ObamaCare". Mr. Geraghty began our conversation by informing our listeners as to how much has already been enacted, and when the entire plan will go into effect.

We also reviewed many of the pressing questions Americans have about the new healthcare plan, including: Can I keep my doctor? Will my premiums, co-pays and deductibles go up? How hard will it be to see my doctor? What about specialists? Will prescription drugs be affected? Will doctors and other healthcare professionals prefer Obamacare? How difficult will it be to have certain procedures and tests performed? F How will Medicare & Medicaid be affected?

Ascertainments show that the cost of healthcare in America has gotten to the point where a change had to be made. Obamacare addresses many of the current issues, but opponents argue that it's too close to socialized medicine, and the cost of healthcare will actually rise with these changes.

First Coast Forum

Host: ACTION NEWS SUNDAY

Airdate: Sunday, September 29th, 2013

Topic: Mathews Bridge accident/Tax increase

Guests: Mike Goldman from FDOT/City Councilman Bill Bishop/Tonya Weathersbee & Kevin Meerschaert

Duration: 20 minutes, 40 seconds

Action News Sunday started off with the Mathews Bridge accident, and how traffic will be affected. Mike Goldman with the Florida Department of Transportation discussed how investigators are discovering the cause of the accident, and how future incidents can be prevented. He also explained the ongoing maintenance work being done on the Mathews Bridge, which is the cause of current night-time and weekend bridge closings. Segment two featured Bill Bishop with the Jacksonville City Council, and his explanation of why the council approved the mayor's budget which included tax increases. City pension plans are still the biggest challenge moving forward with budget discussions in the coming years. The final segment dealt with local politics including the mayor's budget, as Tonya Weathersbee and Kevin Meerschaert from WJCT expressed their opinions on the contentious budget discussions.

Ascertainments explained the importance of having the right departments and individuals involved with investigating major accidents, to not only punish those responsible, but to ensure proper procedures and regulations are in place to avoid future incidents.

Ongoing budget discussions center on pension reform and increasing taxes to produce a budget that balances the needs of the city, and the demands of the tax payers. The Mayor, the City Council and the Chamber of Commerce are tasked with agreeing on an equitable compromise.

Downtown Development

First Coast Forum

Host: Anna

Airdate: Sunday, September 21, 2013

Topic: Downtown Development

Guests: Downtown Vision executive director, Terry Lorince

Duration: 26 minutes

The main topic of this program was downtown Jacksonville and the development. We discussed the fact that citizens have a negative view on downtown and how it is an incorrect view. Some think that there is nothing to do downtown which is not correct... if you go to downtownjacksonville.org you will see multiple events.

Ascertainments are important for the Jacksonville community because in cases like this they inform citizens that downtown is safe and there are things to do in downtown.

Promotional Events

American Heart Association Heart Walk: Cox Media Group Jacksonville is the exclusive radio sponsor for The Heart Walk with on air mentions and an appearance by every station at the event at Metropolitan Park on

9/21. The goal of this marketing and promotion event is to offer fun and exciting events that help our community throughout the year and this walk is one way for us to support our community.

WHJX PSAs Aired During 3rd Quarter, 2013

FAB/Div of Emergency MGMT	Aired 176 times (:30)
Florida Army National Guard	Aired 287 times (:60) & (:30)
FAB/Ounce of Prevention	Aired 66 times (:30)
Visit Florida	Aired 295 times (:60) & (:30)
ACS-Making Strides Fundraiser	Aired 4 times (:30)& (:15)
AHA Go Red	Aired 132 times (:30)

Angelwood-Dev. Disabilities	Aired 30 times (:30)
Autism Awareness	Aired 30 times (:30)
Awareness Pancreatic Cancer	Aired 40 times (:60)
Be Tire Smart	Aired 63 times (:30)
Benefit Dinner/Muscular Dystrophy	Aired 23 times (:30)
Buddy Walk for Down Syndrome	Aired 3 times (:30)
Caregiver Assistance AARP	Aired 20 times (:30)
Childrens FDN Grants	Aired 40 times (:30)
Concert Benefits Kidney Trust	Aired 25 times (:30)
First Tee of N FL PSA	Aired 30 times (:30)
Girls on the Run Scholarship	Aired 18 times (:60)
HEAL Foundation Golf Charity	Aired 31 times (:60)
I Want to be Recycled	Aired 64 times (:30)
Junior League of Jacksonville	Aired 5 times (:30)
Making Homes Affordable/HUD	Aired 21 times (:60)
Melting Barriers Charity	Aired 30 times (:60)
Operation Kid Safe event	Aired 20 times (:30)
Ride for Haven House Hospice	Aired 23 times (:30)
St Aug Amph-Guitar Auction/Scholarship	Aired 20 times (:30)
Stop the Texts- Cause Wrecks	Aired 64 times (:30)
United Way	Aired 15 times (:30)
We Care Car Repair	Aired 64 times (:60)
Wildfire Prevention	Aired 17 times (:30)
Wildlife Land & Trust Habitat	Aired 30 times (:30)
Wounded Warriors Campaign	Aired 16 times (:30)
Congressional PSA's Health	Aired 287 times (:30)