

Issues/Programs Report
Q2'17
Radio 1300 WKQK
Cocoa Beach, FL

ISSUES:

1. As hurricane season approaches, what are the myriad services provided by NOAA's Melbourne National Weather Service that it is vital that Radio 1300 communicate to our community?
2. What services are provided by Brevard Emergency Management, including, but not limited to, hurricane season preparation?
3. What other services and support are available to Brevard citizens in the course of their daily lives?
4. How can WKQK support and promote the need for vibrant Arts and Culture in our community in order to enrich the lives of those in the WKQK Service Area including Cocoa Beach and all of Brevard County?

Discussion of Issues:

Brevard County has available to its citizens a wide variety of services that could improve the quality of their lives. This quarter, the emphasis was on the weather, since the 2017 hurricane season soon would be upon us. However, there is also the need to inform Radio 1300 listeners of the many services and support available to them. Our county, which is the WKQK Service Area, provides a great infrastructure of services and support to our community. What sets Brevard apart in terms of high quality of life is its mission to focus on arts and cultural development and provide venues that enrich our citizens' lives. As a media member of this community, WKQK's format focuses on this quest, including two weekly programs on these topics which feature performing artists and advocates of the cultural scene in Brevard. These programs include an array of issues and challenges relative to maintaining a vibrant Arts and Cultural dimension in the community in order to contribute to a broad and better understanding of the activities and value such activities provide.

Programming:

WKQK addressed these three items as follows:

1. Radio 1300's Brevard at Large program featured Scott Spratt, Warning Coordination Meteorologist with the NOAA National Weather Service in Melbourne, FL, broadcast on June 25, 2017. He explained the office's services provided to 10 East Central Florida counties, which include issuance of hazardous weather warnings for the protection of life and property, such as tornado, severe thunderstorm, and hurricane warnings via

broadcasters' Emergency Announcement Systems (EAS), local media, and National Oceanic and Atmospheric Administration (NOAA) weather radio relay. He also explained that citizens should not rely on forecasts of how active a hurricane season may be in determining their preplanning; 1992 was a low activity season for Florida, with only four named storms, but one of them was Hurricane Andrew, one of only three Category 5 hurricanes ever to hit the United States. He also described the four major hazards presented by a hurricane: the wind, storm surge (which results in the most fatalities), isolated tornadoes, and flooding from heavy rains. It is key as well that the population understand the state and strength of their structures in determining whether or not to stay during a forecasted hurricane.

2. Radio 1300 also featured Kimberly Prosser, Director of Brevard County Emergency Management, on June 25, 2017. Ms. Prosser described the four key areas of coordination and support provided by this agency during any local emergency: Preparedness, Response, Recovery, and Mitigation. They work with all the other agencies of city and county government, as well as non-profit organizations and citizens themselves to coordinate emergency response. Ms. Prosser pointed out that this is not limited to weather incidents but includes any emergency, such as launch anomalies at the Space Center and wildfires. She concluded with the five detailed steps for mandatory evacuation preparedness: know your risk; build a kit; have a plan on where you will go, how you'll get there, and who you will notify; stay informed; and get involved in disseminating information to others.
3. Radio 1300 continues to disseminate information to listeners regarding the many service and support organizations available to Brevard citizens. This is accomplished via numerous daily Public Service Announcements over the course of Q2'17, as well as news stories about events and activities designed to inform listeners of important local information. These announcements air 24/7, and during Q1'17, approximately 22,000 of these PSAs were broadcast to our community.
4. 6:00 a.m. to 7:00 - The Sunday Morning Show, 13 programs this quarter.

WKQK addresses the issues relative to the survival of, challenges of, and importance of maintaining a locally vibrant Arts and Culture dimension in the community at large with this one-hour, in-depth show which addresses issues with local Arts and Culture advocates and participants. Topics include adequate funding of performances, available facilities, challenges faced by local artists and performers, the importance of arts and culture to the community, upcoming events, contributions of local artists and participants, and more.

Show participants this quarter included the following:

Lathan Hudson
Steve Hodak
Charol Wheatley
Laura Wallace
Keith Capizzi
Mark Steven
Jim Adam
Sarah Lorraine
Sharon Osuna
Trilby Saldana
Kyle Robinson
Ann Marie Butske
Tiffany Loris
Josh Collins
Ken Green
Angelia Bell
Jake Salter

Special Note:

During Q1'17, we searched for a host for a regular Public Issues feature to broadcast. This quarter, we are redoubling our efforts to locate this individual or individuals and get the program on the air.