

**Issues/Programs Report**  
**Q3'17**  
**Radio 1300 WKQK**  
**Cocoa Beach, FL**

**ISSUES:**

1. Homelessness in our community is a difficult issue, and many find it difficult to know just what to do to help the homeless.
2. What other services and support are available to Brevard citizens in the course of their daily lives?

**DISCUSSION OF ISSUES:**

1. Lutheran Pastor Jay Bergstresser is the author of the book *Strong Drink for the Perishing: Transformative Outreach to the Homeless*. Through his church's very successful outreach to the homeless ministry, Pastor Jay has learned what is most--and least--successful in addressing this issue.
2. Radio 1300 continues to disseminate important information to our listeners of the many services and support available to them.

**PROGRAMMING:**

WKQK addressed these two items as follows:

1. Radio 1300's Brevard at Large program featured Lutheran Pastor Jay Bergstresser, author of *Strong Drink for the Perishing: Transformative Outreach to the Homeless*, in an interview which aired July 9, 2017. According to Pastor Jay, people often think that what the homeless need most is a home. Through his experience, however, what he has found the homeless really need is a friend, one who will help them find the resources and strength necessary to escape the street for good. He described the goal of the street outreach program was to let the homeless see that there are people who care, people who really want to get to know them, to be their friends and call them by name, and to go beyond handouts and truly engage the homeless over time and share their journey. Pastor Jay described several actual stories about their outreach program, some not so successful but many very successful.
2. 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 Q3'17, as well as

news stories about events and activities designed to inform listeners of important local information. Examples of the PSs which aired during this quarter are listed below:

- Aging Matters
- Brevard Association of Medical Services
- Candlelighters of Brevard
- Central Brevard Humane Society
- Center for Independent Living
- Habitat for Humanity
- Housing Enhancement for Lower Income People
- Angel Flight Southeast
- Big Brothers, Big Sisters
- Literacy for Adults in Brevard
- Brevard Alzheimer's Foundation
- Brevard Disabled American Veterans
- Computers Advancing Education
- Recycle Brevard
- Senior Assistance Program
- Meals on Wheels
- Central Brevard Sharing Center
- Brevard CARES
- Serene Harbor

These announcements air 24/7, and during Q3'17, approximately 20,000 of these PSAs were broadcast to our community.

**ISSUE:** 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 Issue:**

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:**

6:00 a.m. to 7:00 a.m. - The Sunday Morning Show, 12 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 these two, one-hour, in-depth shows which address 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:

Tom Hale  
Amanda Wilson  
Trilby Saldana  
Brian Hancock  
David McFadden  
Johanna J  
Tracy Glen  
Sam Glen  
Ken Green  
Angelia Bell