



## **WCWJ QUARTERLY ISSUES AND PROGRAMS REPORT** **SECOND QUARTER 2017**

WCWJ (CW17 and Bounce Jacksonville) aired programs and public service announcements providing significant treatment of the following issues that were important to the community in the past quarter:

Children

Community Involvement

Environment

Local Activities

Local Economy and Industry

Health and Safety

### **PROGRAMS**

The following programs provided the most significant treatment of the above-identified community issues:

*Inside Jacksonville* 4/30/17, 5/28/17 & 6/25/17 6:00pm

A monthly news magazine show that spotlights people and places in Jacksonville created by students in University of North Florida's Advanced Multimedia Storytelling class. Each story runs 3 minutes in length.

### **Community Involvement**

*Inside Jacksonville* 4/30/17 6:00pm

Jacksonville is a city packed with history but for many, it's a history unknown. This package takes some time to talk with the Jacksonville Historical Society and the history surrounding all they do for Jacksonville's past.

There's history to be found all around Jacksonville but where many people don't look, is the buildings surrounding them. Some of the city's richest history comes in the form of its architecture.

Some of Jacksonville's history might just follow you home. Inside Jacksonville takes a dive into some of the local haunts found in town.

Did you know that Jacksonville was almost Hollywood? The city was just a few steps away from being the epicenter of American filmmaking but some things stopped it from ever happening.

*Inside Jacksonville* 5/28/17 6:00pm  
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*Inside Jacksonville* 6/25/17 6:00pm  
There's a place in Jacksonville that makes clothes unlike any other. Rethreaded gives women who were victims of sex violence and rescued from the sex trade a chance at a normal life. Alex Lassen shows us how this store came about.

### **Environment**

*Inside Jacksonville* 5/28/17 6:00pm  
The St. Johns River is packed with marine life but some species of not only animals, but plants too, might endanger the sanctity the river is for so many organisms. This package focuses on the species that endanger the river, what is affected and what is being done.

### **Local Activities**

*Inside Jacksonville* 4/30/17 6:00pm  
Need something to do during these next few months? Enjoy your summer in Jacksonville by hitting the water slides at Adventure Landing or observing exotic animals at the local zoo.

*Inside Jacksonville* 5/28/17 6:00pm  
Our waves aren't near as big as Hawaii's but that doesn't stop surfers from getting out there each and every day. This package focuses on the two surfers and one professional skim-boarder, and the way surfing has become an integral part of their life.

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*Inside Jacksonville* 6/25/17 6:00pm  
Alex Lassen introduces us to two places in Jacksonville that are home to some of nature's fiercest animals. First, he goes to The Catty Shack ranch where lions and tigers are rehabilitated. His second stop is the St. Augustine Alligator Farm.

Kona Skate Park is one of the most legendary skate parks in the world, and it's right here in Jacksonville. Velocity Air Sports is a newer attraction that lets people jump around on foam and

trampolines. Raleigh Harbin brings us to both places, and shows that they have what you need if you want to get your blood flowing.

Brooks shows us a relaxing kayaking location that is perfect for anyone looking to relax. He also brings us to Autobahn Indoor Speedway where anyone can get on a go-cart and release their inner racecar driver.

### **Local Economy and Industry**

*Inside Jacksonville* 6/25/17 6:00pm

The Jacksonville craft beer scene has been growing for years. The local breweries are places made by the people that are for the people. Reporter Mark Judson takes us to a brewery to learn about the process of brainstorming and brewing the beverages.

### **Health and Safety**

*Inside Jacksonville* 4/30/17 6:00pm

Studies show that children are likely to forget things they learned over the year during their summer break. Is there a way to prevent this? Check out some fun and interesting ways to keep your child's mind active.

Despite all of the summer fun, there's still some precautions you should take during these hot months. Sunscreen, swimming and more!

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Men and Women with Parkinson's struggle each and every day but Rocksteady Boxing keeps them going. The patrons of this gym are taken through intense routines focused on helping them live with Parkinson's. The package focuses on those with Parkinson's who go to Rocksteady Boxing and the trainers who work with them there.

*Inside Jacksonville* 6/25/17 6:00pm

At Robert E. Lee High School, there's a group of students that would traditionally be labeled as "at-risk." But their teacher Amy Donofrio is trying to change that label to "at-hope." Kristal Alston visits the students to learn more about what they do and their goals for the future.

Patrick Lloyd introduces us to Desiree Jomant, a program coordinator with the Down Syndrome Association of Jacksonville. Desiree tells us about how she helps within the organization, and shows us some of her special friends.

### **OTHER LOCAL PROGRAMS**

*River City Live* Mondays-Fridays 7-8AM/12-1PM

Live showcase of the energetic lifestyle of Jacksonville. River City Live highlights the exciting things viewers may (or likely may not) know about Northeast Florida - including live music, amazing food, dazzling arts and culture, thrilling entertainment, incredible charities, and everything in between.

*Real School*

4/2/17, 5/7/17, 6/4/17

6PM

Program produced by Duval County Public Schools for parents and students shares the latest information on events, recent news and more.

*I Know Jax*

Saturdays

12:00AM

Joe Talentino hosts this weekly program and is the place to turn to for finding fun things to do in the Greater Jacksonville area. They tell stories about interesting places to visit, places to go and eat, food and drink, and fun stuff to do.

## **PUBLIC SERVICE ANNOUNCEMENTS**

In addition to the above programming, WCWJ's two program streams broadcast over 5,000 public service announcements throughout the day during the quarter, relating to the following issues:

### Children

Toys for Tots, Daniel, The Bully Project, End Trafficking, Adopt Us Kids, CW Good (STEM, Let Girls Learn), Fatherhood Involvement, Wolfson Children's Challenge, Childhood Hunger, Angelman Syndrome, March of Dimes, Florida Kid Care, Childhood Obesity, Values

### Community Involvement

AmeriCorps, Greyhound Adoption, Values.com, Best Friends Animal Society, Jacksonville Events, Communities in Schools, Veterans Make A Connection, Take a Stand for Elephants, Dignity U Wear, Arc Jacksonville, Support the Troops, Girl Scouts, Clara White Mission, Wounded Warrior

### Local Economy and Industry

Visit Florida, Teach, Office of Supplier Diversity, Air Force, Marines, National Association of Broadcasters (Local Broadcasting), ABLE United, AutoNation Cure Bowl, United Way-Real Sense

### Environment

Recycle, Smokey (Wildfires), Arbor Day, NOAA Right Whale, Don't Feed Dolphins, Rip Currents, Lightning Protection, Discover the Forest

### Health and Safety

Ounce (Living Healthy), Road Rage, Hearing Loss Association, Go Red (HIV), Project Roadblock (Buzzed Driving), Child Passenger Safety, Leukemia and Lymphoma, Department of Homeland Security, Matching Donors, Depression, Brain Health, Blood Pressure, Shriners Hospital, Autism Awareness, Texting and Driving, Mammography, Drug Free, Lung Association, Crohns & Colitis, Epilepsy Foundation, Suicide Prevention

### **WEBSITE RESOURCES**

The station's website *News4Jax.com/yourjax* features information, videos and links corresponding to its programs. These resources encompass a range of subjects, from current events to health and consumer concerns. The website also provides a calendar venue for community event listings.