



WCWJ QUARTERLY ISSUES AND PROGRAMS REPORT **THIRD QUARTER 2018**

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:

Community Involvement
Education
Environment
Local Activities
Local Economy and Industry
Health and Safety
Politics

PROGRAMS

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

Inside Jacksonville 7/29/18, 8/26/18 & 9/30/18 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.

Education

Inside Jacksonville 9/30/18 6:00pm
Located on the west side of Jacksonville is Armstrong farms, a 40-acre plot of land that is home to the Eat Your Yard Jax project. Owner Tim Armstrong uses this farm as a working educational center to teach people how to grow their own food through organic methods. Reporter Hannah Guile and Armstrong discuss how Eat Your Yard Jax started as a way for him to connect with the community since gardening has been a passion of his since a very young age. They also show off some plants and marine life at the farm.

Local Activities

Inside Jacksonville 7/29/18 6:00pm
Thanks to Hamburger Mary's, the glitz and glam behind drag culture comes alive. Alannah Turner introduces us to Louis Vallejos, who becomes his fabulous alter ego, Hecate. Vallejos

discusses the art of drag and how it helped him express his talents and get through many hardships.

St. Augustine is the oldest city in the United States, and by far the spookiest. Ripley's Believe it or Not regional manager Kimberly Kiff and Flagler College student Oliver Borland share with Kendra Ehrenberg their personal encounters with the paranormal. These encounters range from innocent, minor brushes to even as intense as attacks.

Inside Jacksonville 8/26/18 6:00pm
Identification numbers from Nazi concentration camps and military references were the first forms of permanent skin ink. Jeremy Swed, manager of Inskmith and Rogers Tattoo Studio, saw as a child. After years of collecting tattoo magazines and an apprenticeship, Swed has gained notoriety in the industry. Reporter Courtney sits with Swed to discuss the world of trends and importance of the tattoo realm.

Skateboarding is a form of therapy for those who don't fit into regular sports. Reporter Ryan takes a walk back into the history of Kona's Skatepark, located near the Arlington area of Jacksonville. With its artistically canvassed "bowls," Kona is also a safe haven for younger skaters. The park also encourages free admission for students who receive all A's and B's on school report cards.

Furry friends don't have to be confined to the walls of your home. Reporter Kendra introduces us to not only parks for your canines, but other pet-friendly hangouts nestled in the neighborhoods of Jacksonville.

Inside Jacksonville 9/30/18 6:00pm
The Saint Augustine alligator farm houses one of northeast Florida's most impressive attractions. A 16-foot, 1300-pound saltwater crocodile named Maximo. Reporter takes viewers behind the scenes into what exactly goes into taking care of such a large and lethal reptile.

Many people from Jacksonville have probably been to its zoo, but few know of a hidden gem that lies on the outskirts of Jacksonville. Some have never heard of the Catty Shack Ranch. Reporter Joe Manuola tours the ranch, showing some of the 36 animals in the exhibit area that includes 23 tigers. He also talks with Kurt Lessenthien who has volunteered at the ranch for seven years.

Surfer [The Bar] is one of the newest bars to join the Jacksonville Beach nightlife scene and has quickly gained a lot of popularity and recognition from locals and tourists alike. Reporter Tristan Reyes sits down with the manager Breanne Broxton, to discuss the location's past, present, and future.

Local Economy and Industry

Inside Jacksonville 7/29/18 6:00pm
Ryan Bishop introduces us to Shana David-Masset, owner of Sun-Ray Cinema in Riverside. In a suffering industry observing dwindling ticket sales, Massett keeps the movie theater industry alive and well with Sun-Ray's unique aesthetic and PETA-recognized vegan concessions.

Ron Chamblin started Chamblin's Bookmine in 1976 after graduating from the University of North Florida. After 42 years of business, both locations (Downtown and Roosevelt) continue to thrive despite competition from eBooks and online vendors like Amazon. Alex Gatlin introduces us to Chamblin and his millions of books.

Inside Jacksonville 8/26/18 6:00pm
Normality rarely exists when it comes to trends. The city of Jacksonville has its own, particularly when it comes to food. Reporter, releases the veil on some of the most talked about establishments, Sweet by Holly, Shack Maui and Candy Apple Café.

Who is Jacksonville's "Willy Wonka"? With the start of only \$1K of inventory, Pete Behringer's passion for candy making catapulted his company to success, sitting on the corner of Duval Street as Sweet Pete's in Downtown Jax. This environment not only triggers a sweet tooth, but promotes happiness and the togetherness of its community.

Inside Jacksonville 9/30/18 6:00pm
In a big city, a farm might be the last thing you'd expect to see, but not in Jacksonville. Reporter Alex Toth introduces Down to Earth Farm, a non-profit farm owned and operated by Brian and Kristin Lapinski. Since 2007, they've grown a multitude of vegetables from right out of their backyard in west Jax.

Jacksonville natives may have noticed the number of craft breweries growing in the past few years. Reporter James Donlon takes viewers on a tour of some of the more popular craft breweries and sits down with Dave Morenus of Engine 15 to discuss the growing trend and what he thinks the future of craft beer in Jax will be.

Health and Safety

Inside Jacksonville 7/29/18 6:00pm
This year's flu season proved itself to be one of the deadliest and most rampant in a decade. Brian Dean, owner of the holistic healthcare facility Caring Palms, and Camden Besselman, an FSCJ nursing student with a holistic background, discuss prevention methods with Erica Bunch. Infectious Disease Specialist Kenneth Meyer offers a personal anecdote of his battle with the flue and recommendations for prevention.

Inside Jacksonville 8/26/18 6:00pm
Lots believe that Veganism/Vegetarianism only prohibits the consumption of meat. Reporter Logan sits with nutritionist Chris Shuff, who believes the concept also has an environmental, and ecological impact. Logan and Shuff also discuss the popular misconceptions behind the lifestyle change being too expensive to maintain.

Inside Jacksonville 9/30/18 6:00pm
As South Florida beaches get ravaged by the Red Tide, seafood restaurants in Jacksonville are fortunately continuing on with little effects. Reporter discusses the threat with Ann Pinner, the owner of The Fish Company in Atlantic Beach. Pinner's restaurant and other's in the area have

found little trouble with their shipments of seafood and generally do not receive seafood shipments from the affected areas.

Politics

Inside Jacksonville 7/29/18 6:00pm

With a polarizing political climate comes social commentary to raise awareness and make a difference in the community. Logan Ansteatt introduces us to Larry Wakefield and Chris Johnson, respective members of the Wave and the Influence Crew, which work to bring young black professionals together to impact their community.

OTHER LOCAL PROGRAMS

River City Live Mondays-Fridays 6-7AM

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.

This Week in Jacksonville Sundays 11AM

A half-hour news format and addresses current issues in Jacksonville.

I Know Jax Sundays 6:30PM

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.

Real School 7/1/18, 9/2/18 6PM

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

NEWS PROGRAMS

The following News programs are broadcast live on Channel 17.1. All are locally produced news programs presenting news, weather, sports and issue-related feature stories. Issue-responsive news segments are usually one to two minutes in duration, unless otherwise indicated.

PROGRAM	DAY	TIME
THE MORNING SHOW	Mondays-Fridays	7:00-9:00AM
NEWS4JAX AT 11PM	Saturdays	11:00-11:30PM
NEWS4JAX AT 11PM	Sundays	11:00-11:30PM

WCWJ gave significant coverage to the following local community issues during News programs. The station’s coverage of these issues on news and public affairs programs is detailed below.

CRIME & COURT

Joleen Cummings

9/13 7:00 am 1/27”

Joleen Cummings is a missing mother from Nassau County. She disappeared in May of 2018. Her family still begs for answers hoping her body will be found. The suspect, Kimberly Kessler, the Nassau County Sheriff says, knows where her body is, however, she is in jail facing a murder charge. Kimberly Kessler was seen on video putting a white trash bag into a dumpster, at one point leading the search to a landfill in Charlton County. New4JAX has been following the story and will continue to report as the case unfolds.

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

Make A Wish, Daniel, Angelman Syndrome, Values

Community Involvement

AmeriCorps, Greyhound Adoption, Values.com, Best Friends Animal Society, Communities in Schools, Veterans Make A Connection, Wounded Warrior

Local Economy and Industry

Visit Florida, Office of Supplier Diversity, Marines

Environment

Recycle, Arbor Day, NOAA Right Whale

Health and Safety

Active Families, Lyme Disease, Boys Town Hotline, Poison Help Line, FL Division of Emergency Management (Get A Plan), Ounce (Living Healthy), Hearing Loss Association, Go Red (American Heart Association), Department of Homeland Security, Brain Health, Crohns & Colitis

CAMPAIGNS

Jax Best

An online campaign celebrating everything our viewers love about Jacksonville. They nominate and vote for their favorite area events, businesses and more. Then they can watch River City Live to see these favorites featured.

CWGOOD

CWGOOD is a network inspired cause related partner program designed to raise community awareness of causes we care about. This program is designed to encourage people to give back, make a difference, and impact change in the world.

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.