



## **WCWJ QUARTERLY ISSUES AND PROGRAMS REPORT** **SECOND 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* 4/29/18, 5/27/18 & 6/24/18 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.

### **Local Activities**

*Inside Jacksonville* 4/29/18 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* 5/27/18 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.

*Inside Jacksonville* 6/24/18 6:00pm  
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.

### **Local Economy and Industry**

*Inside Jacksonville* 4/29/18 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* 5/27/18 6:00pm  
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.

Bottlenose Brewing Company is one of the most recent microbreweries in Jacksonville. Their passion to keep brews local has made a connection with the surrounding community. Emily Kubacki covers the seasonal homebrews enjoyed by locals, like Key Lime Sour and Chocolate Peanut Butter.

*Inside Jacksonville* 6/24/18 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.

## **Health and Safety**

*Inside Jacksonville* 4/29/18 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* 6/24/18 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.

## **Politics**

*Inside Jacksonville* 6/24/18 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* 4/1/18, 5/6/18, 6/3/18 6PM  
Program produced by Duval County Public Schools for parents and students shares the latest information on events, recent news and more.

*Life of a King* 4/14/18 9PM  
This program explores the untold story of Alfred (A.D.) King, the brother of Dr. Martin Luther King Jr. A.D. King fought tirelessly during the Civil Rights Movement and shared many of his brother's beliefs, however, his story was more of a mystery. Life of a King will uncover this mystery and provide the truly revealing untold story of A.D. King.

## **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.

<b>PROGRAM</b>	<b>DAY</b>	<b>TIME</b>
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.

## **EDUCATION & CHILDREN'S ISSUES**

### **Duval County School Board Next Superintendent, Dr. Diana Greene**

5/31 7:00 am 1:28

Channel 4 followed the search for a new Superintendent for Duval County Public Schools. Dr. Diana Greene was offered the position and she graciously has accepted.

## **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, Adopt Us Kids, Angelman Syndrome, Values

### Community Involvement

Junior Achievement, 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, Air Force, 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, Shriners Hospital, 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.