

WCWJ QUARTERLY ISSUES AND PROGRAMS REPORT

FOURTH QUARTER 2013

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

Environment

Health and Safety

Interpersonal Relations

Local Arts and Culture

Programs

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

Inside Jacksonville	10/27/13	11:30am
Inside Jacksonville	11/24/13	11:30am
Inside Jacksonville	12/29/13	11:30am
Gator Bowl Preview	12/29/13	8:00pm

Local Arts and Culture

Inside Jacksonville 10/27/13 11:30am
Kate Powell reports on about the history of the Florida Theatre and why it serves as a landmark in Jacksonville. She spoke with Jacksonville natives, former mayor, and theatre director of marketing. (4 minutes)

Chloe Best talks about the history of the Ritz Theatre and LaVilla Museum, and its impact on the community. She spoke with a local musician and Ritz archivist. (4 minutes)

Anneliese Delgado reports on how the Hispanic culture in Jacksonville is spread throughout the community. She spoke with business owners and customers of Hispanic culture. (4 minutes)

Nicole Backus talks about the active music scene around Jacksonville. She spoke with an entertainment columnist and booking agent of local music venues. (4 minutes)

Kaitlyn Byerley interviews a local musician whose passion for playing the drums led her to teaching, while helping her to become a better player. (4 minutes)

Inside Jacksonville	12/29/13	11:30am
---------------------	----------	---------

Margie Castro talks to a make-up artist for people who have passed away. They discuss his passion for make bodies look good and how he views it as a form of art. (3 minutes)

Environment

Inside Jacksonville

11/24/13 11:30am

Andy Leverett reports on the Adena Springs Ranch and how their facility could possibly limit our water supply. He spoke with environmentalist and the St. Johns River keeper. (3 minutes)

Nicole Backus talks about ocean bacteria, what causes it, and how you can protect yourself. She spoke with local surfers and a biology professor to find out more. (3 minutes)

Steven Cerri discusses river dredging and how it will affect the environment and economy if something isn't done. He spoke with JaxPort officials about the issue. (3 minutes)

Anneliese Delgado outlines how residents in St. Augustine are complaining about the red water in their community and what they are doing to fix it. She spoke with city officials and a construction inspector. (3 minutes)

Chloe Best reports on garbage landfills and how the city strives to make sure it doesn't end up in our community. She spoke with a solid waste administrator to explain the process. (3 minutes)

Dana Levy profiled the local "Girls Gone Green" organization and the efforts they make to keep a healthy environment. She spoke with the founder of the organization and local supporters. (3 minutes)

Josh Brannock reports on Hanna Park and how it is a great nature spot to relax after a long day. He spoke with local residents about their down time spent at the park. (3 minutes)

Inside Jacksonville

12/29/13 11:30am

Anneliese Delgado talks about ecotourism and the popularity it is gaining in Florida. She talks to the owner of Kayak Amelia where tourist vacation to enjoy the outdoors. She also talked to some tourist about why they choose this vacation spot. (3 minutes)

Interpersonal Relations

Inside Jacksonville

12/29/13 11:30am

Melody Hopkins talks about religion and how it's a guide for living but can sometimes divide us too. She spoke with members from the Islamic center and family life office director. (3 minutes)

Anna Kuczkowski showed how politicians seem to be reaching mini-deals to avoid crisis. She spoke with a Washington reporter and a political consultant. (3 minutes)

Andrew Potochnik reports on the danger of road rage and how it can quickly get out of hand. He spoke with Jacksonville Sheriff's Office and a psychology professor. (3 minutes)

Community

Inside Jacksonville

10/27/13

11:30am

Kristy Andaur tours the Riverside Arts Market and shows how it serves the community as a gathering place. She spoke to locals about their experiences. (4 minutes)

Gator Bowl Preview

12/29/13

8:00pm

Donna Murphy talks with Katie Cox, the Gator Bowl's Director of Marketing, about the community and charitable impact that reaches far beyond the weekend of the game: including partnerships with First Coast Pop Warner and Greater Jacksonville Pop Warner, the Send A Child To The Gator Bowl Program which allows 1,000 local children to enjoy a free meal and see the game live, and multiple blood drives throughout the year with The Blood Alliance. (3 minutes)

Public Service Announcements

In addition to the above programming, WCWJ's two program streams broadcast 791 public service announcements throughout the day during the quarter, relating to the following issues:

Children

Bullying Prevention, Juvenile Diabetes Research Foundation, Jags Teen Talk, Girl Scouts, St. Jude Children's Research Hospital, Angelman Syndrome, UNICEF

Community

National Association of Broadcasters, Values.com, Special Olympics, Marines, Florida Air National Guard, Jacksonville Events

Environment

Arbor Day, Save The Manatee, World Wildlife Fund

Health and Safety

Project Roadblock, Mammography, Hearing Loss Association, Trevor Project, HIV, Drug Free America

Other Matters

In addition to serving the viewing area on-air, our staff also volunteers in the community. Some of the staff goes "above and beyond":

Mark Marshman: Cedar Hills Baptist Christian School (9.5 hours)

Report filed 1/9/14

David A. Hall

Creative Services Director