

WCWJ QUARTERLY ISSUES AND PROGRAMS REPORT
FIRST QUARTER 2015

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
Health
Local Arts and Culture
Local Industry
Relationships and Family
Safety

Programs

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

Inside Jacksonville	1/25/15	11:30am
Inside Jacksonville	2/22/15	11:30am
Inside Jacksonville	3/29/15	11:30am

Community Involvement

Inside Jacksonville	2/22/15	11:30am
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The Police Athletic League (P.A.L) started in Jacksonville in 1974 in an effort to give children a safe place to attend afterschool to play sports, work on homework or seek advice from mentors. Their motto is, "filling playgrounds, not prisons." Jordan Ferrell shows us the benefits this program offers to children and introduces us to an officer who has been with the P.A.L for 20 years. (3 min.)

Some of our most important relationships go beyond that of human bonds. Marina Lupinek takes us to the Jacksonville Humane Society where she introduces us to a long-term volunteer that has created these special relationships with the animals. (3 min.)

Local Arts and Culture

Inside Jacksonville	1/25/15	11:30am
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Josh Brangenberg tells the story of a local artist who finds strength and courage through her art after battling cancer. Now after diagnosis and treatment her art is taking off in Jacksonville. (4 min.)

Inside Jacksonville	3/29/15	11:30am
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Craft breweries have been growing in Jacksonville for seven years. Bold City Brewery was the first to begin in the city and represents a strong tie with Jacksonville even right down to its beer names. Jordan Ferrell takes us inside Bold City and explains how drinking craft beer is becoming more than just a beverage of choice; it is a culture with in Jacksonville. (4 min.)

Jacksonville is filled with aspiring artists and musicians. Many of them play local gigs just to make ends meet. The question is if Jacksonville is dynamic enough to support this artistic culture or not. Nathalie Pierre introduces us to one band, Flagship Romance that has found success and is beginning to make it “big.” (4 min.)

Charles White takes us into the world of local theatre showing what it brings to the community. He visits Players by the Sea to find out why it has opened up a new genre in order to attract a younger and more liberal audience. (4 min.)

Andrew Nichols shows us how Jacksonville Beach has a unique surf culture that is deeply rooted in the community surrounding the area. Through the eyes of surfers and surf board shaper, Mike Whisnant, the audience will understand why it is such a tight niche community. (4 min.)

Marina Lupinek takes us to a special kind of dance class. There are few programs that specialize in fine arts for autistic children. Parents and professionals both agree that it helps the children in many different aspects and acts as a form of therapy for them. (4 min.)

Tony Ryals is a Jacksonville-based artist. He has the unique ability to create works of art with his mouth, a necessity due to a rare crippling disorder he has born with. He has used this adversity to spread messages about overcoming the odds and finding your inner-artist. Aaron Smothers introduces us to him. (4 min.)

Local Industry

Inside Jacksonville

1/25/15

11:30am

Michaela Gugliotta explains the adjustments local public media outlet WJCT has had to make since they were hit hard by the recession. (4 min.)

Jasmine Skinner tells the story of a local DJ named WizKid trying to make his way to the top of the music industry. She talks about the people that influenced him along the way, his passion for music, and the extra jobs he does to gain experience. (4 min.)

Brittany Donovan shares an inspiring story of one local woman’s victory over cancer, that helped her save other people’s lives through her business. (4 min.)

Relationships and Family

Inside Jacksonville

2/22/15

11:30am

Aaron Smothers introduces us to two brothers that play on the same basketball team. Teammates are typically a close group of friends, but when your own brother is one of them it is an even stronger bond. This story highlights their relationship and last season playing together before the older brother heads off to college this fall. (3 min.)

Speed dating, online dating and the like seem to be the new way to find a soul mate in the digital age. Amber Lake takes us to a speed-dating event and introduces us to a couple that found each other online. (3 min.)

Charles White introduces us to a couple that met each other and fell in love the traditional way. He takes us inside the Robinson's home and we learn about their struggles and successes throughout their marriage of 55 years. (3 min.)

The definition of "family" continues to change as many couples these days not only cohabitate before marriage, but also have a child together. Andrew Nichols introduces us to a young couple balancing love, parenthood, school and work. We learn how they define "family" and what a sociology professor says is the downfall to cohabitation. (3 min.)

Getting along with family members is one battle and getting along with your co-workers is another. Mixing the two can be both challenging and rewarding. Nathalie Pierre takes us to Renna's Pizza where the locally family owned chain is ran by one father, his children and son-in-laws. (3 min.)

Public Service Announcements

In addition to the above programming, WCWJ's two program streams broadcast 2.669 public service announcements throughout the day during the quarter, relating to the following issues:

Children

Bullying Prevention, Juvenile Diabetes Research Foundation, St. Jude Children's Research Hospital, Angelman Syndrome, Sex Trafficking, Shriners Hospitals, Fatherhood Involvement

Community Involvement

National Association of Broadcasters, Values.com, Best Friends Animal Society, Jacksonville Events, Special Olympics

Local Industry

Office of Supplier Diversity, Florida Air National Guard, Air Force, Marines

Environment

Right Whales, Arbor Day, Smokey (Wildfires), Save The Manatee

Health

Mammography, Hearing Loss Association, Trevor Project (Suicide Prevention), Go Red (HIV), Drug Free America, Epilepsy Foundation, Lung Force, Crohns and Colitis, American Dental Hygienists' Association, American Heart Association

Safety

Texting and Driving Prevention, Project Roadblock (Buzzed Driving)

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