

WCWJ QUARTERLY ISSUES AND PROGRAMS REPORT

THIRD QUARTER 2014

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
Economic Challenges
Energy Conservation
Environment
Health and Safety
Interpersonal Relations
Local Industry and Technology

Programs

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

YourJax Spotlight	7/6/14 and 7/13/14	11:30am
Inside Jacksonville	7/27/14	11:30am
YourJax Spotlight	8/3/14 and 8/10/14	11:30am
Inside Jacksonville	8/31/14	11:30am
YourJax Spotlight	9/7/14 and 9/14/14	11:30am
Inside Jacksonville	9/28/14	11:30am

Economic Challenges

Inside Jacksonville	9/28/14	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)

Jordan Price takes a first hand look into what may be one of the most difficult jobs for some—being a single parent while your partner is deployed. In this piece Jordan pulls back the curtain on what it means to be both mother and father during a deployment and how family and friends help carry the burden. (4 min)

Annie Black introduces the viewer to a local entertainment company called 904 Happy Hour. She discusses how they impact Jacksonville's social life and how the now booming company came to be. (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)

Carter Roush follows a major First Coast crowd funding project all the way to Berlin. He explains how the local OneSpark festival differed from the international version and tells the story of how it came to be. Later on in the show he discusses how the University of North Florida pitched in to make it all possible. (4 min)

Brittney Donovan tells the story of a foreign college student at the University of North Florida looking to gain a work visa as he prepares to graduate. She explains the difficulties of getting a work visa and the all too real possibility of getting sent back to what may be a dangerous country without work. (4 min)

Lauren Hersey shows us a great example of a college student working despite her disabilities. She explains her condition and tells the viewer things that may be difficult for her. But Lauren's interviews explain just how much the student loves her job despite the difficulties due to her disability. (4 min)

Energy Conservation

YourJax Spotlight

7/6/14 and 7/13/14

11:30am

This JEA segment is about spray foam installations for your homes. The two main types of foam to use are Open Cell and Closed Cell. Using foam insallations can help you save money on your utility bills. (5 min)

YourJax Spotlight

8/3/14 and 8/10/14

11:30am

This JEA segment discusses different free programs for students, parents, and teachers. Stem research resources teach students, teacher, and parents about ways to conserve energy, learn, and help the environment. (5 min)

YourJax Spotlight

9/7/14 and 9/14/14

11:30am

This JEA segment is about plug-in electric vehicles. These vehicles are considered hybrids, making driving more efficient and saving energy by running on gas or electricity. Plug-in electric vehicles are here to stay. (5 min)

Interpersonal Relations

Inside Jacksonville

7/27/14

11:30am

Nicole introduces us to a local teen who was inspired by Forrest Gump. He was diagnosed with Cerebral Palsy, but fulfilled his dream of running competitively. His goal is completing the 55-mile Wolfson Children's Challenge, and producing a charity flag football game, helping to making a difference in the lives of children at the same hospital which helped him. (4 min)

Andy meets a Mexican immigrant who is now protects the interestS of local farmworkers, from his office in Pierson: in working conditions, educating the workers' children, and politically as well. He says he is not doing to it get rich, but to fill a need. (4 min)

Audreyonna profiles an exceptionally motivated and beloved faculty member at Ed White High School, who despite battling Lupus, is a history teacher, girls' basketball coach, and head of an after school mentoring program. It is her spirituality that gives her strength, and parents and students express their appreciation for her work as a positive role model. (4 min)

Next, we meet a junior Public Relations major at UNF, who turned crocheting into a small business and vehicle for donating to non-profit organizations. Her next goal is to raise \$4,500 by cycling 75 days and helping to build houses along the way. (4 min)

Andrew profiles a local photographer who specializes in infant and family portraits, but does so while taking care of her children who have Scoliosis and Autism. Turning her hobby into a career was challenging, but she has full support of her husband and daughter. (4 min)

Travis introduces us to a St. Augustine rancher who started a horse ranch, which became valued therapy for Autistic children, helping them in a way that cannot be replicated elsewhere, with a human-animal bond. Challenges include financial resources and managing growth of the ranch, but it is the appreciation expressed by the children that makes the work at the ranch worthwhile. (4 min)

Local Industry and Technology

Inside Jacksonville

8/31/14

11:30am

Andy Levret reports on Wayman Church and their use of technology to broaden their audience and reach their church members that may not be able to physically attend. He explains to viewers the pros and cons of online live streaming of church services as well as how it's spread in the community. (4 min)

Andrew Huddleston reports on the new technology of 3D printing. He meets with the owners of Forge, a local 3D printing company and explains the process of 3D printing and how it will affect the community in the future. (4 min)

Nicole Lora reports on new medical technology that is aiding doctors in being able to perform more thorough colonoscopy exams. She notes the differences between the old and new technology and how these advances will help going forward. (4 min)

We look at the processes in a local animatronic production studio, Sally Corporation, a company that works to create dark rides and animated, life like interactive characters for museums and amusement parks. (4 min)

Myra Souza reports on the new technology of fibro-optic networking and how Jacksonville is working to become the central station for WJCT in order to broadcast across the country. PBS

stations all around the nation will be able to save money and share resources with this new technology. (4 min)

Blake Smith reports on the One Spark event, which connects people's ideas for companies, businesses, and inventions, with funding. Blake shows his audience that they are the ones who have the power to choose where the market is going depending on which ideas they vote which are worthy of funding. (4 min)

Public Service Announcements

In addition to the above programming, WCWJ's two program streams broadcast 3,060 public service announcements throughout the day during the quarter, relating to the following issues:

Children

Bullying Prevention, Juvenile Diabetes Research Foundation, Girl Scouts, St. Jude Children's Research Hospital, Angelman Syndrome, UNICEF, Sex Trafficking, Shriners Hospitals, Straight Talk (Teens and Sex), Autism Awareness, Fatherhood Involvement, Let Girls Learn, See The Girl Summit

Community Involvement and Local Industry

National Association of Broadcasters, Values.com, Special Olympics, Best Friends Animal Society, Make Roar Happen (Teachers), Wounded Warrior Project, Susan G. Komen Race for The Cure, Jacksonville Events, Florida Air National Guard, Office of Supplier Diversity

Environment

Right Whales, Save The Manatee, Arbor Day, Wildfire Prevention

Health and Safety

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

Report filed 10/10/14

David A. Hall

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