



## **WCWJ QUARTERLY ISSUES AND PROGRAMS REPORT** **THIRD QUARTER 2019**

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  
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* 7/28/19, 8/25/19 & 9/29/19 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.

### **Community Involvement**

*Inside Jacksonville* 7/28/19 6:00pm  
Inside Jacksonville reporter Alfred Nairn takes a look at the different ways the beloved local baseball team, the Jacksonville Shrimps, get involved in the community.

According to Trinity Rescue Mission, over three thousand individuals suffer from homelessness. Inside Jacksonville's Nathan Dean shows us how the Sulzbacher Shelter is looking to go above and beyond for the community.

Poetry is not only a way to tell your story or express yourself, it's also a way to heal. Hope at Hand is an organization that helps troubled youth heal and find hope through their words. Reporter Courtney Babcock talked to the organizations founder to look at how they are changing lives for the better.

*Inside Jacksonville* 8/25/19 6:00pm  
A local Jacksonville charity is making a huge difference. Inside Jacksonville's Kevin Beaugrand takes a look into how this charity impacts the lives of some special kids in the community.

*Inside Jacksonville* 9/29/19 6:00pm  
One dog's adoption story is trying to change the minds of others. Despite being misunderstood by many, this Jacksonville dog recently found his new home. Inside Jacksonville's Victoria Reed gets a closer look into his adoption story.

### **Education**

*Inside Jacksonville* 8/25/19 6:00pm  
What's better than working on your school work and dancing at the same time? Inside Jacksonville's Teeryana Bryant shows us more about Don't Miss a Beat. They're an organization that helps kids and teens work on their craft while still focusing on the importance of school. The 2018 high school football season at Raines opened under a cloud of violence. Inside Jacksonville's Jessica may shows us how the team overcame the adversity of their schools shooting in a championship way.

*Inside Jacksonville* 9/29/19 6:00pm  
While getting a little taste of being a professional golfer, Dillon Board is looking to take the next step in his career. Inside Jacksonville's Troy Hollinger has more on how this college athlete is creating his own success story.

### **Local Activities**

*Inside Jacksonville* 7/28/19 6:00pm  
Little Talbot island is one of Jacksonville's state parks. Inside Jacksonville's Lauren Willins traveled there to explore all it had to offer.

*Inside Jacksonville* 9/29/19 6:00pm  
Residents of Jacksonville satisfy their hunger for cinema in theaters all over the city. But back in 1948, one theater caused an uproar that the community wasn't expecting. Inside Jacksonville's Volz explains how a movie venue from days gone by still resonates.

The Riverside Arts Market is a fun way for families to spend a Saturday afternoon. The market is home to local farmers, artists and live music. Inside Jacksonville's Isaiah Jenkins has more on what this market has to offer.

### **Local Economy and Industry**

*Inside Jacksonville* 8/25/19 6:00pm  
We all want what is best for our furry children. Hannah Shiver talks with a local pet sitting business Bad to The Bone, dedicated to offering their clients award winning pet services.

For over a hundred years the Jacksonville Farmers Market has been bringing the local community fresh food from local farmers every day from dawn until dusk. Inside Jacksonville's own Kadi Thomas went out to meet with some venders and give us the scoop on what kind of new treats we can find there.

*Inside Jacksonville*

9/29/19

6:00pm

When it comes to navigating the road to small business success it's always nice to have a supportive helping hand. There's an organization doing exactly that for the First Coast Hispanic community. Inside Jacksonville's Valeria Rodriguez introduces us to some of those businesses and the journey they're going through.

Jacksonville is home to over 20 micro-breweries and sampling all that variety can be a challenge. Inside Jacksonville's Conner Sweeney shows us how you can plan a successful tour one stop and one sip at a time.

Businesses all over the country are becoming less strict when it comes to professional hairstyles in the workplace. Inside Jacksonville's Doriel Gale-Corley shows us how some women in our community are taking matters into their own hands.

### **Health and Safety**

*Inside Jacksonville*

7/28/19

6:00pm

Two local women decided they needed to take matters into their own hands when their favorite exercise studio closed, so they opened their own. Reporter Jessica May shows us how an alternative fitness studio is trying to help lead women through pole fitness exercise, that many find taboo.

Every life is precious, and no one knows this better than the Loftus family. Inside Jacksonville anchor and reporter John Newsom went to meet them and their extraordinary daughter Caitlin, who might just be the strongest little girl alive.

Conversations about domestic violence are never easy. Inside Jacksonville reporter Carliana Harris sits down with Latara Griffin who hopes to get women talking about their experiences, by sharing her story in her book.

*Inside Jacksonville*

8/25/19

6:00pm

A severe motorcycle accident caused a local Jacksonville man to lose his leg. Inside Jacksonville's John Biasotti saw first-hand just how much this life altering injury affected this man's life and how much courage he has.

### **Politics**

*Inside Jacksonville*

8/25/19

6:00pm

Immigration is currently a polarizing debate in America. Inside Jacksonville's Piotrus Klis talks to a young couple that had to fight to be reunited after an immigration complication separated them on their way home from vacation.

### **OTHER LOCAL PROGRAMS**

*River City Live*

Mondays-Fridays

8AM

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,



get that designation. Ken goes on to explain that whatever the individual is doing, sleeping, pacing, or even if they're exercising, whatever they're doing--they have to be monitored and a record made of their activities. Evidently, someone dropped the ball.

As the day went by we learned Epstein was no longer on suicide watch and officials now want answers as to how a man with connections to politicians, world leaders and celebrities could take his own life in a New York city jail. Attorney General William Barr said in a statement...Epstein's death "raises serious questions" and "I have consulted with the Inspector General who is opening an investigation into the circumstances". The FBI also launched an investigation into the cause of Jeffrey Epstein's death. "He was probably the highest priority and highest profile person in the custody in the Bureau of Prisons at the time and second of all he had reportedly had a recent suicide attempt." News4Jax covered this story, starting with Epstein's arrest and will continue to keep the community informed as further information is learned.

## SCIENCE & ENVIRONMENT

### **Hurricane Barry**

7/15/19      7:00 am      1:10

News4Jax weather team tracked tropical storm Barry, as it strengthened into a hurricane while making its way toward the Louisiana coast and then weakening to a tropical storm at landfall.

We covered the storm from a number of angles including local reporting by Conor Powell reporting from New Orleans. Powell provided storm updates including, and the possibility that this likely won't be the last Hurricane they'll see this season.

More than a dozen Red Cross volunteers from the North Florida area travelled to Baton Rouge, to help with the recovery process. They'll focus on providing shelter and food for storm survivors and flooding victims.

### **Apollo 11**

7/15/19      7:00 am      3:15

Reporter Bruce Hamilton interviewed Jerry Hanks, a former NASA PAO regarding his take on the Apollo 11 flight mission. Hanks said, "I think it was incredible as anything was that we did in the time frame the President Kennedy said we needed to do it in. And he said we needed to do it by the end of the decade." "And then by heavens, we did it!" Bruce asked Hanks about the countdown to liftoff and the moment the Saturn rockets roared to life and left the Launchpad. Jerry and I talked about the fact that this was a unifying moment for the NASA team at the Cape and the country. Then we turned our attention to what's next when it comes to America's quest to explore space.

On Christmas Eve 1968, Apollo 8 became the first mission to orbit the moon. It is during that flight astronaut Deke Slayton took the first steps to assembling the crew that would land on the moon. At the time astronaut Neil Armstrong was working at Mission Control in Houston.

James Hansen, author of the space history book *First Man* recounts a conversation Deke Slayton, Chief of the Astronaut Office and Director of Flight Crew Operations, had with Neil Armstrong. Hansen said, "Neil, I'd like to talk to you for a minute." They go into a back room and that's when Slayton tells Neil that he's going to be the commander of the Apollo 11 mission. He adds that mission will probably be the first landing attempt on the moon. At the time of this conversation Apollo 8 is in flight and the Apollo 9 and Apollo 10 missions still need to fly before Armstrong and his crew can attempt a landing

Along with Armstrong, Slayton selects Buzz Aldrin and Michael Collins to form the three man crew of Apollo 11. In less than a year, they would make history, landing on the moon on July 20th, 1969.

## **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 Foundation, 4-H, Empowering Girls, St Jude, Child Fund, Children's Miracle Network, Swimming Lessons

### Community Involvement

Humane Society, Vet Tix, Wounded Warrior Project, Habitat for Humanity, Americorps

### Local Economy and Industry

Cultural Center of Ponte Vedra Beach, Marines, National Guard, USO, Teaching

### Environment

World Wildlife Fund, Discover Nature, Reduce Food Waste

### Health and Safety

Boys Town Hotline, Poison Help Line, Ounce (Living Healthy), FEMA Up In Smoke, Breast Cancer, Pediatric Cancer, Underage Drinking, Scam Awareness, Quit Smoking, Over the Counter Drugs, Cancer Prevention, Hearing Wellness, Opioid Safety, Susan G. Komen

## **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.

### #CWOpenToAll

CW Network's social and on-air campaign which speaks to the power of representation and inclusion.

### Your Voice, Your Vote

Bounce Network's community initiative that reminded viewers to head to the polls and make their voice heard in the midterm elections on November 6.

### Green Team

Bounce Network's initiative to reduce, reuse and recycle.

### Bounce Back to School

This Bounce Network initiative strives to provide caregivers, educators, local community programs and other interested individuals the tools to help our children succeed.

### The Bounce Big Giveback

This Bounce Network holiday initiative is designed to educate viewers on the importance of charitable giving in their communities, with an emphasis on literacy-minded organizations and foundations.

### Black Kids Swim

Bounce partnered with the YMCA to educate parents and children on the importance of water/pool safety, provide information on where to go to take "Safe Around Water" classes, and encourage water/pool safety and enjoyment.

## **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.