

2017 3rd

QUARTER ISSUES

REPORT

FOR WRXB 1590am

TOP TEN ISSUES LISTS

1. ECONOMY (jobs, cost of living, wages credit concerns...)
2. HEALTH CARE (insurance coverage, cancer, prescription drug safety...)
3. AGING (home-care for elderly, social security, retirement plans, quality of life)
4. GOVERNMENT (taxes, federal/state reforms, social programs, election concerns...)
5. IMMIGRATION (citizenship, deportation, borders, discrimination)
6. EDUCATION (school closings, teacher strikes, student safety, costs, curriculum, adult education...)
7. PUBLIC SAFETY (terrorism, crime, environmental hazards, traffic...)
8. ENVIROMENT (pollution, recycling, changing climate, hurricane season...)
9. TECHNOLOGIES (privacy issues, cyber-crime, costs of being connected)
10. ARTS/CULTURE/HERITAGE (tolerance issues, maintaining heritage beliefs, Religious rights, supporting and funding arts)

With A new Presidential Administration in the White House, there are mixed feelings across the nation. It seems half are eagerly anticipating the change and the other half are apprehensive with the possible changes to come.

Health Care, Immigration, world relations and social programs will be front runners of news and concerns. There are many opinions on deregulation that will have the probability of passing. Time will tell if President Trump will be the game changer that America was looking for.

Broadcast Radio is still a vital form of communication in the United States of America if not the world. Regionally in all communities large and small, radio plays a part in direct communications with its listeners in regards to news, entertainment, inspiration...specifically shared in a localized community.

As like anywhere across the United States, all citizens are directly affected by the **ECONOMY and HEALTHCARE**. WRXB for decades has been a pillar of essential broadcasting to the African American community in the St. Petersburg area in Florida. The coverage area is diverse across the board, age, ethnicity, income, religious beliefs to political values. Opinions and views may differ on solutions on the economy. Pending on ones situation, when buying house, what are the interest rates? Is it a buyers market? Does the individual feel secure with his/her employment status? To the beginning entrepreneur, To rent or buy property? Size of staffing... having part time or full time staffing? The question of when to retire from the work force partially depends on ones finances. For big business, questions of expanding or downsizing? A decision as such will have effect of hundreds if not thousands in a or small or expanded community. Individually it is difficult to plan your retirement future when so many aspects are in play that have direct dealings with your future well being for you and your family.

With the continuous advances in medicine in regards to treatments and the ever changing pharmaceuticals of new drugs hitting the market and findings of side effects on existing medications, an individual must be aware of their medicines. Health insurance is and always will be a major of topic. Discussions on cost, coverage, private plans, government universal plans, employer policies, deductibles, premiums and existing conditions; Are all terms individuals must have knowledge on if they want to proceed with making right choices with their health care needs. The choice of taking better of ones self has come to discussion. The discussions have included no smoking, more exercise, better diet, making time for sleep and drinking

alcohol less. Should these decisions be made for incentives to pay less for healthcare or should this just be a direct way to live our lives?

This is where line of communication from the radio broadcaster to the listener is ever so important. WRXB does broadcast a good amount of inspirational and positive programming that supplies the listener with information from community resources that can help advise an individual to make important decisions of their health care needs. Resources to help help find a doctor or where to locate facilities where free health screenings may be offered are a few items that broadcasters can help their listening audience making positive and informed choices.

PUBLIC SAFETY is another concern with a broad range of area. Violent crimes are a concern for everyone everywhere. Neighborhood watch groups, special police tasks forces are helpful resources to detour this problem. Community and Police should have good communication to form a trusting relationship that will assist in providing the community with needed services.

IMMIGRATION is a long going topic in Florida. Once again Florida is diverse culturally with its population. Many Immigrant residents are concern with laws that will affect their status in this country as well as participating family members waiting to to come to the United States. **GOVERNMENT** regulations on this matter are followed closely by Florida citizens. In fact, its a top issue that comes into topic during election times. Florida elections seem to get national attention of late. This is where communication outlets (radio, television and news publications) are useful resources of information for the public to know about their candidates and topics in hand. Florida has a large retirement community, and care for the **AGING** is another topic that is important to citizens during election time. Concerns of the future of medicare, quality of life issues, senior **EDUCATION** programs to help seniors keep up with advancements in the new **TECHNOLOGIES**.

ENVIORMENT issues come into play when hurricane season hits. This where once again concise information is apparent for resident safety. This is where the EAS is very important to broadcasters and the public.

WRXB being a staple in the African American community for years with much inspirational, informative programming, proves the importance of heritage promotion, **SUPPORTING THE ARTS** and religious freedom is very important to our listeners. PSA's of such events are essential to our listener-ship.

Local governmental agencies and commerce access important information that can be provided to the listening audience. These resources are derived either in news, interviews and public service announcements. Such as The City of Petersburg Affairs Division Office and Office of the Mayor informs of many local events that are important to the Community such as the Annual Martin Luther King Parade; Events of the arts happenings possibly at The Dali or Museum of Fine Arts.

Social needs of the community are also met by communication with the Housing Authority, The St. Petersburg Police Department and local school districts. Topics include public safety, help for the homeless and quality of education. Also the basic social services that have a major federal funding could possibly be affected, which will be a concern to many in WRXB coverage community. This is where radio can be the great communicator and information outlet to the audience.

The station takes pride in producing inspirational, informational and entertaining programming for the community.