

# WXAX-CD Channel 26 Clearwater, FL.

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Corporate Business Address: 1701 N. Market Street. Suite 500 Dallas, TX 75202  
Phone 214-754-7008

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## QUARTERLY ISSUES/ PROGRAM LISTS\*\*

Station: WXAX-CD Channel 26

Location: Tampa, FL.

For quarter beginning:

\_\_\_\_\_ January 1, 2015

\_\_\_\_\_ April 1, 2015

\_\_\_\_\_ July 1, 2015

\_\_\_\_\_ ✓ \_\_\_\_\_ October 1, 2015

Attached hereto are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issues-responsive programming announcements during the report period.

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**Number: 1**

**Issue:** Education

**Market:** Tampa

**Title:** La Imaginacion

**Length:** 15 - 30- 60 seconds

**Brief Description:** By using your imagination, you can unlock the power of your brain, share it.

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 2**

**Issue:** Job training and Employment

**Market:** Tampa

**Title:** Bike

**Length:** 60 seconds

**Brief Description:** Today, 8.9 million Americans are out of work. And nearly 15 percent of the workforce is underemployed—which includes part-time workers who would prefer full-time employment. the Ad Council teamed up with Goodwill to show audiences how donations of clothing and household items can support job growth in their communities. - See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Job-Training->

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 3**

**Issue:** Family & Community

**Market:** Tampa

**Title:** Journey

**Length:** 60 Seconds

**Brief Description:** This campaign is the emotional push needed to raise awareness and positively change people's behavior to recycle more. Our intent is to increase recycling rates, which translates into measurable benefits including waste reduction, energy savings, natural resource conservation and job creation," - See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Recycling>

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 4**

**Issue:** Caregiver Assistance / Family and Community

**Market:** Tampa

**Title:** Bath

**Length:** 60 Seconds

**Brief Description:** The campaign encourages caregivers to care not only for their loved ones, but also for themselves. The PSAs drive to AARP's [Caregiving Resource Center](#), where caregivers can find thousands of helpful articles, tips, and tools from experts and fellow caregivers who have been in their place. - See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Caregiver-Assistance>

**Date(s) Aired:** 10/01/2015 to 12/31/2015

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**Number: 5**

**Issue:** Family and Community

**Market:** Tampa

**Title:** El Mundo

**Length:** 15 - 30 – 60 -90 seconds

**Brief Description:** Enjoy the world's beauty. for more information, visit: [www.unavida.mejor.com](http://www.unavida.mejor.com)

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 6**

**Issue:** Family and Community

**Market:** Tampa

**Title:** Spoon

**Length:** 15 - 30 - 60 seconds

**Brief Description:** The campaign encourages caregivers to care not only for their loved ones, but also for themselves. The PSAs drive to AARP's [Caregiving Resource Center](http://www.caregivingresourcecenter.org), where caregivers can find thousands of helpful articles, tips, and tools from experts and fellow caregivers who have been in their place. - See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Caregiver-Assistance>

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 7**

**Issue:** Discovering Nature

**Market:** Tampa

**Title:** Escape

**Length:** 15 - 30 - 60 seconds

**Brief Description:** The Discovering Nature campaign's Spanish language segment features real Hispanic families as they escape from the stress of their daily lives in a journey to the forest. The call-to-action directs audiences to visit [DescubreElBosque.org](http://www.descubreelbosque.org) where they can find a nearby forest, and activities to do once they get there - See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Discovering-Nature-Spanish-Language>

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 8**

**Issue:** Foreclosure and Prevention Assistance

**Market:** Tampa

**Title:** This is why

**Length:** 15 - 30 - 60 seconds

**Brief Description:** These campaigns offer a combination of TV, radio, and outdoor public service advertisements (PSAs), which encourage homeowners to call 888-995-HOPE—a free government resource for mortgage help—and speak with an expert at a HUD-approved housing counseling agency to identify potential solutions based on their individual circumstances. PSAs direct homeowners to the program website, [MakingHomeAffordable.gov](http://www.makinghomeaffordable.gov) to learn about MHA program options that help homeowners get mortgage help and avoid foreclosure. - See more at:

<http://www.adcouncil.org/Our-Campaigns/Family-Community/Foreclosure-Prevention-Assistance>

**Date(s) Aired:** 10/01/2015 to 12/31/2015

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**Number: 9**

**Issue:** Learning and Attention Issues

**Market Tampa**

**Title: Understanding is Everything**

**Length:** 10 -15 30 seconds

**Brief Description:** This campaign stems from the idea that parents can sense when their children are struggling but may not know why. Or what to do. By demonstrating the realities that children with learning and attention issues face daily, the campaign aims to increase the number of parents who are actively helping and seeking help for their kids. Parents are encouraged to visit [Understood.org](http://Understood.org), - See more at: <http://www.adcouncil.org/Our-Campaigns/Education/Learning-Attention-Issues#sthash.zebNCQQ0.dpuf>

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number:10**

**Issue:** Emergency Preparedness

**Market: Tampa**

**Title: Waiting**

**Length:** 30 Seconds

**Brief Description:**

Through these PSAs, families are faced with the harsh reality of what can happen when you don't have an emergency plan in place before a disaster or emergency strikes. The PSAs direct audiences to know where to find their families when a disaster strikes, and to start their emergency plans at [Ready.gov/communicate](http://Ready.gov/communicate), which provide extensive resources to help develop and practice a family emergency communication plan. - See more at: <http://www.adcouncil.org/Our-Campaigns/Safety/Emergency-Preparedness>

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 11**

**Issue:** Families

**Market: Tampa**

**Title: La Rutina**

**Length:** 15 -30 - 60 seconds

**Brief Description:** We can be so busy that we forget how important your partner is. Doesn't matter how much work or problems you have, love should always overcome. Spend time with you partner regardless of how busy you may be. For more information visit [www.unavidamejor.org](http://www.unavidamejor.org)

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number:12**

**Issue:** Family and Community

**Market: Tampa**

**Title:"El trafico"**

**Length:** 10 -15 30 seconds

**Brief Description:** With heavy traffic, we can become impatient and we desperately look for help; there always will be someone that shows courtesy and will help us. Let's share courtesy. visit [www.unavidamejor.org](http://www.unavidamejor.org)

**Date(s) Aired:** 10/01/2015 to 12/31/2015

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**Number: 13**

**Issue:** Education

**Market:** Tampa

**Title:** Salon de clases

**Length:** 15 -30 - 60 seconds

**Brief Description:** This PSA shows a class having a test and the typical student that asks another student to discretely help with an answer; but the other student's response is an advice of not cheating on tests..just when the teacher catches them up. Honesty, let's shart it!

For more information visit [www.unavidamejor.org](http://www.unavidamejor.org)

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 14**

**Issue:** Family and Community

**Market:** Tampa

**Title:** LLegar a ti

**Length:** 15 - 20- 30 seconds

**Brief Description:** If you have the power of love, share it with everyone.

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 15**

**Issue:** Family and Community

**Market:** Tampa

**Title:** El Pan

**Length:** 30 - 60 Seconds

**Brief Description:** This PSA shows how the mother of a small grocery store teaches his son how to share those in needs, without expecting anything in return.

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 16**

**Issue:** Giving up

**Market:** Tampa

**Title:** Con Alas para Volar

**Length:** 30, 60 seconds

**Brief Description:** This organization helps promote the idea of living a better life by not giving up on your dreams, hopes and aspirations. It asks viewers to visit [www.unavidamejor.org](http://www.unavidamejor.org) for tips on bettering their life.

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 17**

**Issue:** Community

**Market:** Tampa

**Title:** El autobus

**Length:** 30, 60 seconds

**Brief Description:** This PSA shows that we can share generosity at all times, in this case, in the bus; a man gives his seat to an elder woman. Let's share generosity !

For more information visit [www.unavidamejor.org](http://www.unavidamejor.org)

**Date(s) Aired:** 10/01/2015 to 12/31/2015

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**Number: 18**

**Issue:** Education

**Market:** Tampa

**Title:** El cohete

**Length:** 30, 60 seconds

**Brief Description:** This PSA explains if we fail we should persist until we make our dream happen. The student tries again to launch his new rocket after a failure and succeeds.

For more information, visit [www.unavidamejor.org](http://www.unavidamejor.org) for tips on bettering their life.

**Date(s) Aired:** 10/01/2015 to 12/31/2015

**Number: 19**

**Program title:** Mi gente Tampa Bay

**Market:** Tampa

**Length:** 30 minutes

**Brief Description:** Local community programs addressing cultural, educational, health, children, family and political concerns.

**Date(s) Aired:** See below:

MI GENTE TAMPA BAY				
DATE	TIME	PROGRAM	TITLE	LENGTH
10/03/2015	7:30:10 AM	MI GENTE TAMPA BAY	DOMINICAN ASSOCIATION OF TAMPA (12733)	00:29:00
10/03/2015	9:30:10 AM	MI GENTE TAMPA BAY	CASA CHIAPAS (12732)	00:29:00
10/03/2015	12:30:10 PM	MI GENTE TAMPA BAY	OBESIDAD, NUTRICION Y DIABETES (12737)	00:29:00
10/04/2015	7:30:10 AM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00
10/04/2015	9:30:10 AM	MI GENTE TAMPA BAY	SU VIDA Y TU SALUD (12725)	00:29:00
10/04/2015	12:30:10 PM	MI GENTE TAMPA BAY	IMPORTANICA DEL CUIDO EN PERSONAS DE TERCERA EDAD	00:29:00
10/10/2015	7:30:10 AM	MI GENTE TAMPA BAY	CASA CHIAPAS (12732)	00:29:00
10/10/2015	9:30:10 AM	MI GENTE TAMPA BAY	PINTURAS CORPORALES (12651)	00:29:00
10/10/2015	12:30:10 PM	MI GENTE TAMPA BAY	OBESIDAD, NUTRICION Y DIABETES (12737)	00:29:00
10/11/2015	7:30:10 AM	MI GENTE TAMPA BAY	SU VIDA Y TU SALUD (12725)	00:29:00
10/11/2015	9:30:10 AM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00
10/11/2015	12:30:10 PM	MI GENTE TAMPA BAY	DOMINICAN ASSOCIATION OF TAMPA (12733)	00:29:00
10/17/2015	7:30:10 AM	MI GENTE TAMPA BAY	PINTURAS CORPORALES (12651)	00:29:00
10/17/2015	9:30:10 AM	MI GENTE TAMPA BAY	CASA CHIAPAS (12732)	00:29:00
10/17/2015	12:30:10 PM	MI GENTE TAMPA BAY	IMPORTANICA DEL CUIDO EN PERSONAS DE TERCERA EDAD	00:29:00
10/18/2015	7:30:10 AM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00

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10/18/2015	9:30:10 AM	MI GENTE TAMPA BAY	PINTURAS CORPORALES (12651)	00:29:00
10/18/2015	12:30:10 PM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00
10/24/2015	7:30:10 AM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00
10/24/2015	9:30:10 AM	MI GENTE TAMPA BAY	DOMINICAN ASSOCIATION OF TAMPA (12733)	00:29:00
10/24/2015	12:30:10 PM	MI GENTE TAMPA BAY	OBESIDAD, NUTRICION Y DIABETES (12737)	00:29:00
10/25/2015	7:30:10 AM	MI GENTE TAMPA BAY	PINTURAS CORPORALES (12651)	00:29:00
10/25/2015	9:30:10 AM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00
10/25/2015	11:30:10 AM	MI GENTE TAMPA BAY	CASA CHIAPAS (12732)	00:29:00
10/31/2015	12:30:10 PM	MI GENTE TAMPA BAY	CASA CHIAPAS (12732)	00:29:00
11/01/2015	7:30:10 AM	MI GENTE TAMPA BAY	SU VIDA Y TU SALUD (12725)	00:29:00
11/01/2015	9:30:10 AM	MI GENTE TAMPA BAY	IMPORTANICA DEL CUIDO EN PERSONAS DE TERCERA EDAD	00:29:00
11/01/2015	11:30:10 AM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00
11/07/2015	7:30:10 AM	MI GENTE TAMPA BAY	SU VIDA Y TU SALUD (12725)	00:29:00
11/07/2015	9:30:10 AM	MI GENTE TAMPA BAY	DOMINICAN ASSOCIATION OF TAMPA (12733)	00:29:00
11/07/2015	12:30:10 PM	MI GENTE TAMPA BAY	PINTURAS CORPORALES (12651)	00:29:00
11/08/2015	7:30:10 AM	MI GENTE TAMPA BAY	OBESIDAD, NUTRICION Y DIABETES (12737)	00:29:00
11/08/2015	9:30:10 AM	MI GENTE TAMPA BAY	CASA CHIAPAS (12732)	00:29:00
11/08/2015	11:30:10 AM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00
11/14/2015	7:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY YOGA Y USTED 12647	00:29:00
11/14/2015	9:30:10 AM	MI GENTE TAMPA BAY	OBESIDAD, NUTRICION Y DIABETES (12737)	00:29:00
11/14/2015	12:30:10 PM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY YOGA Y USTED 12647	00:29:00
11/15/2015	9:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY YOGA Y USTED 12647	00:29:00
11/15/2015	11:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY YOGA Y USTED 12647	00:29:00
11/21/2015	7:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY EXPERIENCIA DE SER UNA GIRL S	00:29:00
11/21/2015	9:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY EXPERIENCIA DE SER UNA GIRL S	00:29:00
11/21/2015	12:30:10 PM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY EXPERIENCIA DE SER UNA GIRL S	00:29:00
11/22/2015	7:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY EXPERIENCIA DE SER UNA GIRL S	00:29:00
11/22/2015	9:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY EXPERIENCIA DE SER UNA GIRL S	00:29:00
11/22/2015	11:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY EXPERIENCIA DE SER UNA GIRL S	00:29:00

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11/28/2015	7:30:10 AM	MI GENTE TAMPA BAY	SU VIDA Y TU SALUD (12725)	00:29:00
11/28/2015	9:30:10 AM	MI GENTE TAMPA BAY	IMPORTANICA DEL CUIDO EN PERSONAS DE TERCERA EDAD	00:29:00
11/28/2015	12:30:10 PM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY LA FUNDACIN DEL DEPARTAMENTO	00:29:00
11/29/2015	7:30:10 AM	MI GENTE TAMPA BAY	MI GENTE TAMPA BAY LA FUNDACIN DEL DEPARTAMENTO	00:29:00
11/29/2015	9:30:10 AM	MI GENTE TAMPA BAY	SU VIDA Y TU SALUD (12725)	00:29:00
11/29/2015	11:30:10 AM	MI GENTE TAMPA BAY	IMPORTANICA DEL CUIDO EN PERSONAS DE TERCERA EDAD	00:29:00
12/05/2015	7:30:10 AM	MI GENTE TAMPA BAY	COMO PREPARARSE PARA EMERGENCIAS (13004)	00:29:00
12/05/2015	9:30:10 AM	MI GENTE TAMPA BAY	LATINOS UNIDOS POR UN NUEVO AMANECER (12998)	00:29:00
12/05/2015	12:30:10 PM	MI GENTE TAMPA BAY	CUIDO MEDICO EN EL HOGAR (12997)	00:29:00
12/06/2015	7:30:10 AM	MI GENTE TAMPA BAY	EL ARTE DE OLIVIA SIFONTES (12996)	00:29:00
12/06/2015	9:30:10 AM	MI GENTE TAMPA BAY	COMO PREPARARSE PARA EMERGENCIAS (13004)	00:29:00
12/06/2015	11:30:10 AM	MI GENTE TAMPA BAY	CUIDO MEDICO EN EL HOGAR (12997)	00:29:00
12/12/2015	7:30:10 AM	MI GENTE TAMPA BAY	CUIDO MEDICO EN EL HOGAR (12997)	00:29:00
12/12/2015	9:30:10 AM	MI GENTE TAMPA BAY	COMO PREPARARSE PARA EMERGENCIAS (13004)	00:29:00
12/12/2015	12:30:10 PM	MI GENTE TAMPA BAY	EL ARTE DE OLIVIA SIFONTES (12996)	00:29:00
12/13/2015	7:30:10 AM	MI GENTE TAMPA BAY	CUIDO MEDICO EN EL HOGAR (12997)	00:29:00
12/13/2015	9:30:10 AM	MI GENTE TAMPA BAY	LATINOS UNIDOS POR UN NUEVO AMANECER (12998)	00:29:00
12/13/2015	11:30:10 AM	MI GENTE TAMPA BAY	COMO PREPARARSE PARA EMERGENCIAS (13004)	00:29:00
12/20/2015	7:30:10 AM	MI GENTE TAMPA BAY	EL ARTE DE OLIVIA SIFONTES (12996)	00:29:00
12/20/2015	9:30:10 AM	MI GENTE TAMPA BAY	CUIDO MEDICO EN EL HOGAR (12997)	00:29:00
12/20/2015	11:30:10 AM	MI GENTE TAMPA BAY	COMO PREPARARSE PARA EMERGENCIAS (13004)	00:29:00
12/26/2015	7:30:10 AM	MI GENTE TAMPA BAY	EL ARTE DE OLIVIA SIFONTES (12996)	00:29:00
12/26/2015	9:30:10 AM	MI GENTE TAMPA BAY	EL ARTE DE OLIVIA SIFONTES (12996)	00:29:00
12/26/2015	12:30:10 PM	MI GENTE TAMPA BAY	BAY AREA LEGAL SERVICES (12727)	00:29:00
12/27/2015	7:30:10 AM	MI GENTE TAMPA BAY	EL ARTE DE OLIVIA SIFONTES (12996)	00:29:00
12/27/2015	9:30:10 AM	MI GENTE TAMPA BAY	CUIDO MEDICO EN EL HOGAR (12997)	00:29:00
12/27/2015	11:30:10 AM	MI GENTE TAMPA BAY	LATINOS UNIDOS POR UN NUEVO AMANECER (12998)	00:29:00