

WMJJ
 Birmingham, AL
 Quarterly Issues/Programs List
 Third Quarter, 2012
 10/04/2012

WMJJ
 Quarterly Issues/Programs List

WMJJ provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- Charity
- Economy
- Entertainment
- Healthcare
- Crime
- Education
- Government
- Military
- Crime

**Section I
 LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Charity	Viewpoint Alabama 7-1-12	Topic: Blood Donation Summary: Encouraging folks to donate blood during a traditionally down time for blood donations.	Ryan Sherman Blood Donation Recruiter from Red Cross	07/01/2012 08:02 AM	025:00
Economy		Topic: Recession hitting school systems in Alabama Summary: Challenges that school systems are facing going into a new school year	Elizabeth Davis Tuscaloosa City Schools		
Charity	Viewpoint	Topic: Blood Donation	Evan Duffey	07/08/2012	024:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Alabama 7-8-12	Summary: Blood levels critically low during summer time Topic: Make a Wish Summary: Discussing some of the work the Make A Wish Foundation is doing in the state of Alabama	Communications Manager for the Red Cross Nora Banks and Pam Holmes Make A Wish Foundation	08:03 AM	
Entertainment Charity	Viewpoint Alabama 7-15-12	Topic: Filmmaking in Alabama Summary: Filmmaker is filming three movies in the state of Alabama over the next year. Topic: Homeless Veterans Summary: Discussing how Three Hots and Cot help veterans in the area.	Steve Moon New Moon Films J.D. Simpson Three Hots and Cot	07/15/2012 08:03 AM	025:00
Charity Healthcare	Viewpoint Alabama 7-22-12	Topic: Kids Summary: Work that the Spirit of Hope Youth Ranch is doing to help kids through interaction with horses. Topic: Breast Cancer Summary: Signs of Breast Cancer and the work the Komen Foundation does with breast cancer survivors and families affected.	Kelly Coosett Spirit of Hope Youth Ranch Ellen Harris Susan G Komen	07/22/2012 08:02 AM	025:00
Healthcare Charity	Viewpoint Alabama 7-29-12	Topic: Fitness Summary: State of fitness in Alabama – Effects of inactivity Topic: Abused and Neglected Children Summary: CASA is an organization that provides help and homes for abused and neglected children.	Rodney Fulmer Adeptio Crossfit Dallas Teague Snyder CASA	07/29/2012 08:01 AM	024:59
Crime	Viewpoint Alabama 8-5-12	Topic: Crime Prevention Summary: National Night Out to prevent Crime	Nick Derzis Hoover Police Department	08/05/2012 08:00 AM	024:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education		Topic: Teen Drivers Summary: New Defensive driving class for teens through AAA	Clay Ingram AAA Alabama		
Businesses	Viewpoint Alabama 8-12-12	Topic: Business Summary: New initiative to help businesses expand online	Davis White Google Public Relations Team	08/12/2012 08:00 AM	024:59
Healthcare		Topic: Medical Malpractice Summary: Promoting patient safety when going in for surgeries and preventing things going wrong with those surgeries.	Laura Townsend Louise Batts Patient Safety Foundation		
Entertainment	Viewpoint Alabama 8-19-12	Topic: Filmmaking Summary: Sidewalk Film Festival in downtown Birmingham coming up	Allen Hunter Movie Exec. And Dir. Of Sidewalk Film Festival	08/19/2012 08:03 AM	025:00
Charity		Topic: Children Summary: Charity evening coming up benefitting the Ronald McDonald House in Birmingham	Craig Stevens Board Member for Ronald McDonald House		
Healthcare	Viewpoint Alabama 8-26-12	Topic: Breast Cancer Summary: Work that the Breast Cancer Research Foundation is doing to help breast cancer patients and survivors.	Kate Darden Breast Cancer Research Foundation of Alabama	08/26/2012 08:01 AM	025:00
		Topic: West Nile Virus Summary: Spread of West Nile Virus nationwide and ways to avoid West Nile.	Dee Jones State Public Health Veterinarian		
Healthcare	Stand Up To Cancer Special	Topic: Cancer Awareness Summary: Stand up to Cancer Special Broadcast	Various	09/02/2012 08:00 AM	030:17
Healthcare	Viewpoint Alabama 9-09-12	Topic: Eye Exams for Kids Summary: Kids getting routine eye exams could help improve grades	Dr. James Sconey Optometrist	09/09/2012 08:01 AM	025:00
Charity			Ryan Hawkins Empower Ministries		

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Topic: Ministry to Low Income Families Summary: Work that Empower Ministries is doing to help folks in poverty get education and medical assistance.			
Economics	Viewpoint Alabama 9-16-12	Topic: Winterizing Homes Summary: Winterizing homes to not have to pay so much in heating bills.	Keisa Sharp Alabama Power	09/16/2012 08:02 AM	024:59
Government		Topic: Constitutional Amendment Vote Summary: Explanation of the Constitutional Amendment being voted on in Alabama.	Scott Beason Senator		
Military	Viewpoint Alabama 9-23-12	Topic: Military Summary: Programs offered by the Marion Military Institute	Colonel David Mollihan Marion Military Institute	09/23/2012 08:01 AM	024:59
Education		Topic: Teens and Sexting Summary: Does sexting lead to teens having unprotected sex?	Chelsea Croft Lifestyle Expert and Writer		
Charity	Viewpoint Alabama 9-30-12	Topic: Light the Night Walk Summary: Benefit walk to help the Leukemia and Lymphoma Society	Sarah Rhodes Leukemia and Lymphoma Society	09/30/2012 08:02 AM	025:00
		Topic: Service to the Community Summary: Work that the Christian Service Mission is doing in the community.	Tracy Hipps Christian Service Mission		

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

(Insert network and/or syndicator-provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	RADIO IS GOOD BUSINESS RAY PSA	000:30	021
Ad Council	Smokey Bear	001:00	020
Alzheimers Disease	Alzheimers Association	000:33	020
Armed Forces	Air Force Reserve	000:33	002
Armed Forces	Marines	000:30	001
Armed Forces	USO	000:15	006
Armed Forces	USO	000:30	004
Armed Forces	USO	000:31	003
Armed Forces	USO	001:00	012
Autism	Autism Society of Alabama	000:30	017
Blood Donation	Lifesouth	000:30	001
Children	Childrens Miracle Network	000:15	016
College	AD COUNCIL	000:10	014
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	095
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	025
Credit Counselling	Nat'l Foundation of Credit Co	000:29	006
Crisis	Crisis Center	001:00	045
Diabetes	ADPH	000:30	001
Dementia	AD COUNCIL	001:00	024
Disability Insurance	Life Foundation	000:15	013
Disability Insurance	Life Foundation	000:59	030
Economic Difficulty	Shelby Emergency Assistance	000:31	006

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Finances	AD COUNCIL	000:29	004
Giving	Goodwill	000:15	018
HEALTH AND FITNESS	AD COUNCIL	000:30	189
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	014
Heart Health	Womenheart.org	000:19	008
Kids	Christo Rey School	000:31	004
Kids	YMCA	000:29	007
Macular Degeneration	UAB Hospital	000:32	017
Military	Air Force Reserve	001:03	014
Parenting	Latter Day Saints	000:59	026
Pre Teen Vaccines	CDC	000:30	004
Returning Vets	AD COUNCIL	000:30	004
Substance Abuse	ST. Annes Home	000:31	003
Teen Suicide	AD COUNCIL	000:30	001
Veterans	Fisher House	000:30	003
Veterans	Give an Hour	000:29	003
Veterans	Give an Hour	000:30	001
Youth Home	Kings Home	000:31	030
News	News Reports	001:00	260
Traffic	Traffic Reports	000:30	1105
Weather	Weather Reports	000:30	1040