

**WXMA-FM
Louisville, KY**

**Quarterly List of Programming Responsive to Issues of Community Concern
Third Quarter 2015
October 8, 2015**

In our ongoing effort to serve the public interest, WXMA-FM broadcasts programming responsive to issues of concern to Louisville and its listening public. The following is a brief description of those issues and of the station's most significant programming treatment of them:

Issues of importance this quarter included the following:

Health: Health issues receive major emphasis on WXMA. The station promoted the importance of regular fitness with several family runs and walks, local fundraisers for Hosparus and supported heart health through a month-long promotion with the American Heart Association. As a station primarily targeting women, WXMA also supported events to raise awareness of early detection and treatments for breast cancer.

Family Issues: The families of our community are always a strong focus of WXMA's programming. From promoting fundraisers in support of our local children's hospital to participating in events marking back-to-school time to initiatives to help abused and neglected children, WXMA continues to focus on issues facing the families of our community.

The Arts: Educating both children and adults about the arts is an important priority for WXMA. From promoting local plays and concerts to major Broadway shows, the station conducted interviews with artist and performers from ballets and musicals and helped promote the family entertainment values of these shows.

Most significant programming treatment of issues this quarter:

<u>Issue</u>	<u>Program</u>	<u>Description</u>	<u>Date</u>	<u>Time/Duration</u>
Health	Max Morning Show	Interviewed reps From Hosparus About Lunar 5K Walk	July 21st, 2015	9:00am 5 minutes
	Max Morning Show	Emceed Lunar 5K Walk benefitting Hosparus	July 25 th , 2015	7:00pm 10:00pm 3 hours
	Max Morning Show	Interviewed reps From local hospitals About upcoming “Bike to Beat Cancer”	Sept. 15 th , 2015	6:30am 5 minutes
	Max Morning Show	Interviewed reps From American Heart Assoc about Heart Month and Upcoming Heart Walk	Sept. 17 th , 2015	7:30am 5 minutes
	Max Morning Show	Emceed Bike to Beat Cancer Charity Bike Ride	Sept. 19th, 2015	8:00am- 12:00pm 4 hours
	Station	Personalities emceed American Heart Assoc Heart Walk from City’s waterfront	Sept. 19 th 2015	7:30am- 10:30am 3 hours

**Family
Issues**

Max Morning Show	Personalities emceed Grand re-opening of KY Science Center's Children's Exhibit	July 3 rd , 2015	8:00am- 11:00am 3 hours
Max Morning Show	Featured Back-to-School Broadcast from local Family's home with tips On first-day anxiety, school Bus routes and schedules	Aug. 12 th , 2015	6:00am- 9:00am 3 hours
Station	Personalities emceed Louisville Pride Festival to raise Awareness of Discrimination against Children and teens	Sept. 19 th , 2015	3:00pm- 5:00pm 2 hours
Max Morning Show	Interviewed mother Whose children all Have Lupus – promoting Local Lupus Family Fun Walk	Sept. 22 nd , 2015	8:50am 5 minutes
Max Morning Show	Interviewed reps from Home of the Innocents About upcoming Back Yard Barbecue Fundraiser Station is sponsor	Sept. 28 th , 2015	7:20am 15 minutes

**The
Arts**

Max Morning Show	Interview with Kentucky Opera Theatre about their Upcoming season	July. 24 th , 2015	6:50am 5 minutes
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Max Morning Show	Interviewed Actor's Theatre reps about Upcoming season	July 27 th , 2015	6:40am 5 minutes
Max Morning Show	Interview with reps From Broadway Across America Series About upcoming season	Aug. 18 th , 2015	8:50am 5 minutes
Max Morning Show	Interviewed actors And directors of new Play, "Seven Guitars" At Actor's Theatre	Sept. 1 st , 2015	7:10am 5 minutes
Max Morning Show	Interviewed actors From Actor's Theatre Production of "Dracula"	Sept. 14 th , 2015	8:20am 5 minutes
Max Morning Show	Interviewed reps From "Disney On Ice"	Sept 17 th , 2015	9:00am 5 minutes
Max Morning Show	Interviewed actors from Louisville Int'l Festival of Film	Sept. 21st, 2015	8:50am 5 minutes

"Animal Welfare

Lambert and Lindsey Morning Show	Interviewed reps From KY Humane Society about animals Rescued from abuse that Are up for adoption	July 23rd, 2015	7:00am 5 minutes
Station	Personalities emceed Annual "Tuxes and Tails" Fundraiser for KY Humane Society	Aug. 19 th , 2015	8:00pm-11:00pm 3 hours
Lambert and Lindsey Morning Show	Interviewed reps From Animal Care Society about "Bark in The Park" 5K Fundraiser	Sept. 24 th , 2015	6:10am 5 minutes

**Public
Service
Announce-
Ments**

Station	Main Line Cares	July 1st- Sept 30th, 2015	:30 Aired 442 times
Station	Junior Achievement	July 1 st - Sept. 30 th , 2015	:30 Aired 456 times
Station	Army Nat'l Guard	July 1 st - Sept. 30 th , 2015	:30 Aired 76 times
Station	Kentucky 811	Jul. 1st - Sept 30th, 2015	:30 Aired 79 times
Station	KY Governor's Office	July 1st - Sept. 30th, 2015	:30 Aired 52 times
Station	KY Dept of Transpor- Tation	July 1 st - Sept. 30th, 2015	:30 Aired 77 times
Station	Kentucky Adult Education	July 1 st - Sept 30 th , 2015	:30 Aired 78 times
Station	Alpha Media Cares	July 1 st - Sept. 30 th , 2015	:30 Aired 657 times
Station	Junior Achievement	July 1 st - Sept. 30 th , 2015	:30 Aired 234 times

