

**WXMA-FM
Louisville, KY**

**Quarterly List of Programming Responsive to Issues of Community Concern
First Quarter 2014
April 9, 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:

Cupid's Kids: WXMA has a strong partnership with our local children's hospital, Kosair Children's Hospital. The station continuously works to help raise money for the hospital and champion the hospital's worth in the community. To that end, WXMA sponsored Cupid's Kids, a two week program to collect valentines for patients. More than 250,000 valentines were collected.

Family Issues: The families of our community are always a strong focus of WXMA's programming. From initiatives to support children's cancer programs to the needs of families with chronically ill children, WXMA promoted a community-wide campaign to collect coats for children, informed listeners a kids' cancer awareness fundraiser and supported benefits for the Kentucky Ronald McDonald House.

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 and the Louisville Ballet, the station conducted interviews with artist and performers from ballets and musicals and helped promote the family entertainment values of these shows.

Health: Health issues receive major emphasis on WXMA. From healthy dieting for the family to promoting fitness in the new year, we educated listeners on the benefits of running and promoted CPR classes at local hospitals. And as a station primarily targeting women, WXMA also supported events to raise breast cancer awareness.

Most significant programming treatment of issues this quarter:

<u>Issue</u>	<u>Program</u>	<u>Description</u>	<u>Date</u>	<u>Time/Duration</u>
Cupid's Kids	Station	WXMA initiated A valentine collection Drive for patients At Kosair Children's Hospital. More than 250,000 were collected Over a two week period and Station personalities distributed Them at the hospital on Valentine's Day.	Feb. 1st, 2015 Thru Feb. 13th, 2015	Ongoing
Family Issues	Lambert and Lindsey Morning Show	Interviewed reps From Guardiacare Senior care-giving Organization about Fundraiser to benefit Families dealing with Dementia and Alzheimer's	Jan. 13, 2015	9:30am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed reps From KY Science Center about Weekend programs Targeted to families	Jan. 22, 2015	8:40am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed Kosair Childrens Hospital Reps about Nat'l Pancake Day benefitting Local hospital	Feb. 9, 2015	8:10am 5 minutes
	Lambert and Lindsey Morning Show	Participated in Polar Bear Plunge to benefit Special Olympics	Feb. 21, 2015	8:00am- Noon 4 hours
	Lambert and Lindsey Morning Show	Interviewed reps From Kosair Children's Hospital about Clips for Kids benefit for children's Cancer research	Mar. 10 th . 2015	8:30am 5 minutes

The Arts	Lambert and Lindsey Morning Show	Interviewed cast of "Once" Featured play by local Broadway Series	Jan. 8th, 2015	8:45am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed Louisville Opera about Spring productions	Feb. 5th, 2015	8:40am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed cast of Reps from Derby Dinner Playhouse about Local Productions	Feb.24th, 2015	9:00am 5 minutes
	Station	Personalities emceed KY Derby Festival Fashion Show benefitting Local foundations	Mar. 26, 2015	4:00pm-9:00pm 5 hours
Health	Lambert and Lindsey Morning Show	Interviewed Amer Cancer Society Volunteers and cancer Survivors to help recruit Teams for Relay for Life	Jan. 14, 2015	6:50am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed Reps from YMCA about "Healthier Families" campaign for The new year	Jan. 21, 2015	8:30am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed reps from Derby Festival about Training sessions for upcoming Races including the Derby Mini and Marathon	Feb. 23, 2015	8:40am 5 minutes
	Lambert and Lindsey Morning Show	Emceed Wrapped In Red Gala for the American Red Cross Of Kentuckiana	Mar. 21, 2015	6:00pm-11:00pm 5 hours

**Public
Service
Announce-
Ments**

Station	Junior Achievement	January- March 2015	:30 Aired 208 Times
Station	Army National Guard	January- March 2015	:30 Aired 153 times
Station	Kentucky Governor's Office	January- March 2015	:30 Aired 76 Times
Station	KY Postsecondary Education	January- March 2015	:30 Aired 74 Times
Station	KY Dept of Adult Education	January- March 2015	:30 Aired 80 times
Station	Alpha Media Cares	January- March 2015	:30 Aired 403 times
Station	KY Derby Festival	January- March 2015	:30 Aired 156 times