

**WXMA-FM
Louisville, KY**

**Quarterly List of Programming Responsive to Issues of Community Concern
Second Quarter 2015
July 2, 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:

Women's Issues: Because WXMA's target demographic is women, primarily ages 25-54, the station is a strong proponent of all issues relating to women. From breast cancer awareness to forums that empower women as they juggle home and career demands to elementary education, WXMA tries to provide women with valuable information about the issues that regularly concern and affect them.

Adopt-A-Pet: The Louisville community is populated by a large number of abandoned and available cats and dogs. Metro Animal Services and The Kentucky Humane Society are some of the local shelters that collect these animals and then offer them for adoption, while also promoting responsible pet ownership. These efforts are part of an on-going feature during the Lambert and Lindsey Morning Show.

Family And Children: The families of our community are always a strong focus of WXMA's programming. From family runs/walks to community events to promote healthy children, WXMA sponsored events to raise money for our local children's hospital, supported a police initiative for Special Olympics, read to local school kids and promoted local drives to feed needy families.

Arts and Entertainment: WXMA always strives to make the Arts an important part of station programming and has spent significant time this quarter promoting our local "Broadway Series" as an excellent way for families to embrace and enjoy the arts. The station hopes that with cut-backs in local school funding for the arts, this may be one opportunity to expose young people to the beauty of music and theatre.

Most significant programming treatment of issues this quarter:

| <u>Issue</u> | <u>Program</u> | <u>Description</u> | <u>Date</u> | <u>Time/Duration</u> |
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| Women's Issues | Lambert and Lindsey Morning Show | Interviewed organizers about "Pink Out" at Churchill Downs For breast cancer awareness | April 27th, 2015 | 8:50am 5 minutes |
| | Lambert and Lindsey Morning Show | Interviewed reps From Amer. Cancer Society about upcoming Relay for Life | May 5 th , 2015 | 8:40am 5 minutes |
| | Lambert and Lindsey Morning Show | Interviewed reps From Cabo Wabo Organization about Fund-raiser for Blessings In a Backpack – feeding Low-income women and Children on weekends | May 19th, 2015 | 7:10am 10 minutes |
| | Station | Station personalities Hosted and emceed Local Relay for Life Events around the city Supporting breast cancer Awareness | May 30th, 2015 | 6:00pm-9:00pm 3 hours |
| Adopt-A-Pet | Lambert and Lindsey Morning Show | Interviewed Coordinators of "Pearls for The Paws" Benefitting Animal Care Society's Adoption Program | April 7 th , 2015 | 6:50am 5 minutes |
| | Lambert and Lindsey Morning Show | Took group of Listener to Old Friends Farm for Retired racehorses Discussed "adoption" of horses | April 22 nd 2015 | 11:00am-12:30pm 90 minutes |

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| Lambert and Lindsey Morning Show | Interviewed reps From Ferdinands Ball – Derby event Benefitting Old Friends Horse Farm for retired Racehorses | April 29 th . 2015 | 8:40am 5 minutes |
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| Lambert and Lindsey Morning Show | Interviewed reps from KY Humane Society About summer pet safety During heat waves and Fourth of July fireworks | June 26 th , 2015 | 7:10am 5 minutes |
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**Family
And
Children**

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| Station | Personalities read to And helped with Science experiments in Local kindergarten class | April 9 th , 2015 | 10am- 11am 1 hour |
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| Lambert and Lindsey Morning Show | Interviewed reps From Derby Event Unbridled Eve to Benefit Blessings in A Backpack – to feed Low-income families | April 28th, 2015 | 7:50am 5 minutes |
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| Station | WXMA Personalities Performed as Superheroes at local Children’s Hospital | May 8 th , 2015 | 2:00p- 4:00p 2 hours |
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| Lambert and Lindsey Morning Show | Interviewed people With Starlight Strawberry Festival Family event in southern Indiana | May 21st, 2015 | 7:50am 5 minutes |
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| Lambert and Lindsey Morning Show | WXMA Personalities Emceed “Little Miss Shortcake” Contest At Starlight Strawberry Festival | May 23rd, 2015 | 6:30pm- 10:30pm 4 hours |
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| | Station | Personalities Attended “Bourbon And Bowties” Fundraiser For local children’s hospital | June 11 th , 2015 | 6:00p- 9:00p 3 hours |
| | Lambert and Lindsey Morning Show | Broadcast from top Of local donut shop With Louisville Police To benefit Special Olympics | June 12 th , 2015 | 6:00a- 9:00a 3 hours |
| Arts and Entertain- Ment | Lambert and Lindsey Morning Show | Interviewed Broadway Across America reps About upcoming season | April 15 th , 2015 | 8:20am 5 minutes |
| | Lambert and Lindsey Morning Show | Interviewed reps from Broadway Across America About Summer theatre camps For kids | May 21 st , 2015 | 7:50am 5 minutes |
| | Lambert and Lindsey Morning Show | Interviewed cast of Broadway Across America’s “Pippin” | June 3 rd , 2015 | 6:40am 20 minutes |
| | Lambert and Lindsey Morning Show | Interviewed reps From KY Center About upcoming Shows and membership Recruitment | June 18 th , 2015 | 8:10am 5 minutes |
| Public Service Announce- Ments | Station | Junior Achievement | Apr. 1 st - June 30 th , 2015 | :30 Aired 225 times |
| | Station | KY Adult Education | Apr. 1 st - June 30 th , 2015 | :30 Aired 85 times |
| | Station | KY Dept of Post Secondary Education | Apr. 1 st - June 30 th , 2015 | :30 Aired 76 times |
| | Station | Army National Guard | Apr. 1 st - | :30 |

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| | | June 30 th , 2015 | Aired 75 times |
| Station | Kentucky Career Center | Apr. 1 st - June 30 th , 2015 | :30 Aired 37 times |
| Station | KY Humane Society | Apr. 1 st - June 30 th , 2015 | :30 Aired 53 times |
| Station | Main Line Cares | Apr. 1 st - June 10 th , 2015 | :30 Aired 139 times |

