

**WDJX-FM  
Louisville, KY**

**Quarterly List of Programming Responsive to Issues of Community Concern  
Third Quarter 2013  
Oct 10, 2013**

In our ongoing effort to serve the public interest, WDJX-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:

**Animal Rescue:** The Animal Care Society held their Bark in the Park fundraiser and WDJX helped promote the discounted adoptions of rescue animals.

**Charitable Events:** WDJX supported many charitable efforts in the third quarter, including a Baby Shower for midday personality Sarah Jordan benefiting Kosair Children's Hospital NICU babies, a benefit for a local little girl who is battling cancer, and the *Day Spring Bowl-A-Thon* for adults with disabilities.

**Children Issues:** Children's issues continue to be a major focus in WDJX's programming, including once again helping to push Dairy Queen's Miracle Treat Day benefiting Kosair Children's Hospital.

**Health:** Health issues continued to be a strong part of our community awareness programming this quarter. Main Line was a sponsor for the Heart Walk again this year, and aired segments about Pink Tie Ball for Susan G. Komen and began promoting the Making Strides Against Breast Cancer upcoming walk.

**Most significant programming treatment of issues this quarter:**

<u>Issue</u>	<u>Program</u>	<u>Description</u>	<u>Date</u>	<u>Time/Duration</u>
<b>Animal Rescue</b>	<i>Bark in the Park</i>	One mention about this Fundraiser for <i>Animal Care Society</i>	9/22	2:46pm
<b>Charitable Events</b>	<i>Sarah's Baby Shower</i>	1 mention of this event at the Summit To collect money For NICU diapers At Kosair Children's Hospital	7/1 – 7/13	32 mentions
	<i>Ride for Audrey</i>	One mention of this fundraiser for A local 2 <sup>nd</sup> grader Battling cancer for the 2 <sup>nd</sup> time	7/7	2:50pm
	<i>Sarah's Baby Shower</i>	Two-hour remote to collect money For NICU diapers At Kosair	7/13	12-2pm (4) :60 breaks
	<i>Day Spring Bowl-A-Thon</i>	One mention of this fundraiser For adults with disabilities	7/14	3:50pm
	<i>Gold Party</i>	One mention about the Saints Event for Addison Jo Blair Foundation At Kosair	9/22	3:45pm

	<i>Taste of Innovation</i>	Two mentions about this event For IdeaFest	9/23-24	6:05pm
<b>Children's Issues</b>	<i>Miracle Treat Day</i>	12 mentions for free DQ Blizzards For Kosair Children's Hospital	8/8	7am-7pm
	<i>Healthy Hoops</i>	:20 mention About this event For kids living with asthma	9/15	3:45pm
	<i>Down Syndrome Lou. Walk/Run</i>	One :25 mention About this event for those with Down Syndrome	9/28	2:20pm
<b>Health</b>	<i>Pink Lounge</i>	:30 news story about this annual Part of the Pink Tie Ball for Susan G. Komen For the Cure	8/16	6a, 8am
	<i>Pink Tie Ball</i>	:30 recorded promo about this annual Fundraiser for Susan G. Komen For the Cure	8/1 – 8/31	32 total
	<i>Celebrate The Sweet Life</i>	One mention of this kick-off event for Making Strides Walk	9/15	1:45pm

	<i>Celebrate The Sweet Life</i>	Two mentions of this kick-off event for Making Strides Walk	9/17	5:55am, 7:56a
	<i>Heart Walk</i>	:20 news story About this annual Event that Main Line Is sponsoring	9/23	6a, 8a
	<i>Cupcakes &amp; Cocktails</i>	One mention of this event for Chrohn's and Colitis Foundation (Kelly is emcee)	9/21	9:30am
	<i>CFF Climb Strong</i>	3 mentions about this 3 <sup>rd</sup> Annual fundraiser For Cystic Fibrosis Foundation	9/21	6:30am, 7:30a & 8:53am
	<i>CFF Climb Strong</i>	3 mentions about this 3 <sup>rd</sup> Annual fundraiser For Cystic Fibrosis Foundation	9/27	10:48am
	<i>Making Strides Promo</i>	:30 Recorded Promo for this ACS Walk	9/1 – 9/30	27 total
	<i>Heart Walk</i>	:15 live liners About this Annual event Main Line Is sponsoring	9/1 – 9/27	15 per week
	<i>Heart Walk</i>	:15 live liners About this Annual event Main Line Is sponsoring	9/28	10:20am
<b>Main Line Cares</b>	<i>3<sup>rd</sup> Q</i>	:30 Recorded PSA	7/1-9/30	129 total July 103 total Aug 155 total Sept

<b>Kentucky Broadcaster's ASSN</b>	Ky Army National Guard	Recorded PSA from Kentucky Broadcaster's Assn	July 2013 – Sept 2013	:30 PSA aired 52 times
	Kentucky 811	Recorded PSA from KBA	Jul. 2013- Sept. 2013	:30 PSA aired 98 times
	KY Adult Education	Recorded PSA from KBA	Jul. 2013 – Sept 2013	:30 PSA aired 55 times
	Gear Up	Recorded PSA from KBA	Jul. 2013 – Sept 2013	:30 PSA aired 55 times
	Kentucky Career	Recorded PSA from KBA	Aug. 2013 – Sept 2013	:30 PSA aired 45 times
	KY Transportation	Recorded PSA from KBA	Jul. 2013 – Sept 2013	:30 PSA aired 60 times

