

WAAX-AM  
GADSDEN, ALABAMA

**ISSUES - PROGRAMS**  
**1st Quarter Issues Report**  
**JANUARY - MARCH 2012**

**ISSUE/PROGRAMS**  
**ASCERTAINMENT**  
**PROCEDURES**

Issues addressed reflect (a) observation by staff members and members of the station's management, (b) data drawn from newspapers, Public Service Material supplied by national state, and local sources, contacts with agencies representing local, state and national needs and issues (c) contact with management of other media organizations, and community leaders on the municipal, county, state, and national levels, and (d) issues are also ascertained through contacts with industrial organizations the station maintains membership with: The National Association of Broadcaster, The Alabama Association of Broadcasters, The Etowah Chamber of Commerce, The Calhoun County Chamber of Commerce, Keep Etowah Beautiful, and Kiwanis.

As a result of these, and other methods of ongoing ascertainment, programs are selected that provide current and comprehensive content to address the issues identified. Programs are aired to address community issues as they are ascertained. The programs broadcast during the current review period are listed in this exhibit.

Among the issues determined to be of concern to our community are as follows:

**FAMILY:** The family is the basic building block of our society and the traditional family is one of the most besieged institutions in America. Families need help because of the overwhelming demands placed on the family unit by our society. Several sub-issues present themselves when we look at the contemporary family, among those are health issues, domestic violence issues, education issues, housing issues, etc.

**SENIOR CITIZENS:** A large majority of our national and local population are now moving into senior citizen status. As baby boomers age, more and more community programs will necessarily begin to focus on the needs and concerns of this segment of our society.

**EDUCATION and ARTS:** Our local area is very strong when it comes to quality education and the availability of cultural and artist opportunities. Our radio stations strongly support these important aspects of our community through our support of the Mary G. Hardin Center for Cultural Arts, the Gadsden Symphony Orchestra, the Etowah Youth Symphony Orchestra, the Gadsden Museum of Art, and other organizations throughout the listening area.

**COMMUNITY:** There is a very strong sense of community throughout our listening area and there are many community events always on tap for any given weekend or special day. Our radio stations show our support of our community by participating in many of these events as sponsors, exhibitors, or just as a place for the details of the events to be announced to the public.

## Section I

**LOCAL PROGRAMS**

<b><u>ISSUE</u></b>	<b><u>PROGRAM</u></b>	<b><u>TOPIC/GUESTS</u></b>	<b><u>LENGTH</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>
<b>Community</b>	Dave Mack Show	Humane Society of Etowah County. Each Thursday morning, Vicki Meeks brings in an adoptable pet animal from the shelter.	10 min	Every Thurs	7:10AM
<b>Community/Health</b>	Dave Mack Show	Riverview Regional Medical Center - Topic: Heart Health 2012 - Guest: David Stallcup - Director of the Heart Vascular Center	10min	02/09/2012	7:10am
<b>Community/Govmnt</b>	Dave Mack Show	Etowah County EMA - Topic: emergency weather situations - Guest: Patrick Huselton	15 min	02/14/2012	7:05am
<b>Community/Family</b>	Dave Mack Show	Downtown Gadsden Inc - Topic: Give Back event at First Friday - Guest: Kay Moore	10min	03/02/2012	7:35am
<b>Community/Govmnt</b>	Dave Mack Show	US Coast Guard - Topic: Recruitment - Guest: Chris Ivey	10min	03/07/2012	6:35am
<b>Community/Govment</b>	Dave Mack Show	NOAA - Topic: severe weather & sirens - Guest: T B Elliott	10min	03/21/2012	7:10am
<b>Community/Family</b>	Dave Mack Show	Palm Sunday Survivors - tornado dangers - Guest: Kelly Clem	15min	03/27/2012	7:05am

**VIEWPOINT ALABAMA & LAB COMMITTEE-  
see attachments for show topics, dates and times**

<b>VARIOUS</b>	ViewPoint Alabama	<b>Network public affairs program from ARN dealing with local issues.</b> <b>Note: Viewpoint Alabama moved to 7:33am on 3/4/12</b>	25 min 25 min	Sunday Sunday	9:05am 7:33am
<b>VARIOUS</b>	LAB Committee	<b>Local public affairs program with local issues. Hosted by Rick Sisk</b>	25 min	Sunday	9:33am

## Section II

**PUBLIC SERVICE ANNOUNCEMENTS**

<b><u>ISSUE</u></b>	<b><u>DATES RUN</u></b>	<b><u>ORGANIZATION/TOPIC</u></b>	<b><u>LENGTH</u></b>	<b><u>RUNS</u></b>
Community/Family	1/2 - 3/4	Alabama Power - American Red Cross Project Share	30	126
Community/Health	1/2 - 1/30	Accelerate Brain Cancer Cure Inc	30	58
Community/Govmnt	1/4 - 1/15	Alabama Broadcasters Assoc - Alabama State Bar - Foreclosures	30	24
Community/Family	1/16 - 2/2	Alabama Broadcasters Assoc. - Alabama Gives Day	30	36
Community/Family	2/3 - 2/24	Family Success Center - Mardi Gras Magic	30	66
Community/Family	2/3 - 2/17	Kiwanis Pancake Day	15	45
Community/Family	2/3 - 2/17	Ivalee Volunteer Fire Dept - BBQ Cookout	15	45
Community/Family	2/20 - 3/14	Paws for St Pattys - Humane Society Pet Adoption & Rescue Center	30	68
Community/Govmnt	3/7 - 3/25	Alabama Broadcasts Assoc - Alabama State Bar - Law Day 2012	30	54
Community/Family	3/21 - 3/25	Barrie Center Charity Golf Classic - Child Advocacy Center	30	15

**NOTE: "Community Calendar" is a list of non-profit events, meetings, things of interest from organizations, churches, etc., that are available on our website. Live on-air teases instruct listeners to log on to [waax570.com](http://waax570.com) for complete details.**

**NOTE: Nationally sponsored PSA's are automatically used as program filler by our computer automation system. So, hundreds of undocumented PSA's run on a regular basis during all dayparts.**

Section III

**SPECIAL NOTES AND EVENTS**

WAAX staff members volunteer many hours of their personal time for many events and groups throughout our coverage area. They serve on boards, planning committees, and more.

WAAX broadcasted live from Gadsden Convention Hall Feb 18th 2012 during the Kiwanis Pancake Day. A yearly event with proceeds going to local charities.

## **LAB COMMITTEE PGM SCH WAAX-AM**

AIRS SUNDAY MORNINGS FROM 9:33 – 9:58am

Local Advisory Board Committee dates and topics for 1st Quarter 2012  
Issues report WAAX

Date: 1/1/12

Topic: Economy and Defense

Guest: Presidential Candidate Buddy Roamer

---

Date: 1/8/12

Topic: Glencoe Community growth and plans

Guest: Glencoe Mayor

---

Date: 1/15/12

Topic: Southside community growth

Guest: Southside Mayor Wally Burns

---

Date: 1/22/12

Topic: Duties of Circuit Clerk detailed

Guest: Billy Yates, Etowah County Circuit Clerk

---

Date: 1/29/12

Topic: Economy and Education

Guest: State Representative Craig Ford

---

Date: 2/5/12

Topic: Duties of Circuit Clerk repeat

Guest: Circuit Clerk Billy Yates

---

Date: 2/12/12

Topic: Local Economic issues

Guest: State Rep Craig Ford

---

Date: 2/19/12

Topic Legislation being considered in Alabama House

Guest: State Rep Becky Nordgren

---

Date: 2/26/12

Topic: Alabama Sports history part 1

Guest: Gadsden Times Sports Editor Jimmy Smothers

---

Date: 3/4/12

Topic: Alabama Sports history part 2

Guest: G.T.S.E. Jimmy Smothers

---

Date: 3/11/12

Topic: Calhoun County Community Assistance program

Guest: Community Development Director Joe Jankowski

---

Date: 3/18/11

Topic: Etowah County Commission plans and challenges

Guest: Comm. President Jeff Overstreet

---

Date: 3/25/12

Topic: Commission Plans/challenges repeat

Guest: Comm. President Jeff Overstreet

---

1<sup>st</sup> QTR 2011 Viewpoint Alabama  
WAAX-AM....airtime Sundays at 7:33am....duration: 25 minutes

Air Date 1-1-12

Topic-Initiative to provide effective justice for prisoners and victims of crimes.  
Guest-Mark Levin from the Center for Effective Justice at the Texas Public Policy Foundation  
Summary-Developing policies to strike a balance between uniformity and looking at cases on an individual basis when determining sentences for criminals.

Air Date 1-8-12

Topic-New Book-“The Coming of Age and Eutopia: The Odissey of an Idea”  
Guest-Author, Paul Gaston  
Summary-Model Community built in 1894 to demonstrate the kind of community structure that would lead to a better society

Air Date 1-15-12

Topic-Critical issues right now in the Black Community. Locally, and statewide.  
Guest-Pastor Steve Green. Senior Pastor of More Than Conquerors Church Birmingham, Alabama  
Summary-Overcoming False Images, Education and teaching respect to young black teens/adults are major problems in black community

Topic-Vallo Cycle Project  
Guest-Courtney Bennett  
Summary-Developing trails to make Montevallo more Bike friendly

Air Date 1-22-12

Topic-Exceptional Foundation of Alabama  
Guest-Tricia Kirk-Executive Director of the Exceptional Foundation  
Summary-Discussing their mission and how people may participate and how they are growing in other cities.

Topic-New Book-“Governor George Wallace:The Man You Never Knew  
Guest-George Wallace Jr.  
Summary-George Wallace Jr. talks about his new book about his dad.

Air Date 1-29-12

Topic- Spirit of Hope Youth Ranch

Guest- Kelly Cousette, Executive Director

Summary- How the SOHYR heals abused children along with abused horses in a Christian environment

Topic-Breast Cancer

Guest- Ellen Harris- Executive Director for Susan G Komen for the Cure

Summary- Discussing the Breast and Cervical Cancer early detection program.

Air Date 2-5-12

Topic- King's Home

Guest- Lew Burdette, President of King's Ranch and Hannah Home charity

Summary- What is the charity for and how to help.

Topic- Recycling

Guest- Allen Gurganis- Recycling Director for the Alabama Environmental Council

Summary- Program allowing Bars and Restaurants to recycle glass.

Air Date 2-12-12

Topic- Sickle Cell Disease

Guest- Dr. Tom Howard- Sickle Cell Specialist at the Childrens Hospital of Alabama

Summary- Sickle Cell disease and its effects on patients.

Topic- Tax Season

Guest- Diane Fox from the IRS

Summary- IRS Free File program

Air Date 2-19-12

Topic- Critical issues right now in the Black Community. Locally, and statewide.

Guest- Pastor Steve Green. Senior Pastor of More Than Conquerors Church Birmingham, Alabama

Summary- Overcoming False Images, Education and teaching respect to young black teens/adults are major problems in black community

Topic- Prosecution of Gabe Watson and Oil Spill fallout

Guest- Former Attorney General Troy King

Subject- Prosecution of Gabe Watson, "The honeymoon Killer" and where Alabama stands regarding the lawsuit that he filed against BP while in office.

Air Date 2-26-12

Topic - Cancer wellness foundation helps Alabamians with Cancer pay for their treatments, as well as bills, food and other day to day costs that may be out of reach due to their illness.

Guest - Susan Bruchus Executive Director

Summary - Discussing how they assist, as well as their March 17th fundraiser which includes guest speaker Tim Tebow.

Topic - Alabama Healthy Marriage & Relationship Education

Guest - Program manager Ami Landers

Summary - Discussion on their free program to help couples stay in committed relationships with the goal of lowering the divorce rate in Alabama and saving on costs to the State when couples separate.

Air Date 3-4-12

Topic-Children's Miracle Network

Guest-Emily Hornak and Cayleigh Cummings of CMN

Summary-Info on CMN and the expansion of Children's Hospital of Alabama

Topic-Physical Fitness

Guest-Rodney Fulmer-Adeptio Crossfit

Summary- Putting together a plan to stay healthy and fit.

Air Date 3-11-12

Topic - Alabama's Anti-Illegal Immigration Law

Guest-Senator Scott Beason

Summary-Senator Beason is the State Sponsor of this law. We will talk about the law winding it's way through the courts and where it stands now.

Topic-American Red Cross Month

Guest-Evan Duffey-Communications Director for the American Red Cross

Summary-Activities going on during National Red Cross Month

Air Date 3-18-12

Topic-Changing the way Americans elect politicians.

Guest - Dagny Leonard, press secretary with Americans Elect

Summary - The elections will be back in the hands of the people, and the voter will not be able to just "vote the party lines". They encourage both parties to put ideology aside to get them to work together for what is best for the States, and the Country.

Topic-Spaying and Neutering Pets

Guest-Jackie Meyer-Executive Director-Greater Birmingham Humane Society

Summary-Importance of Spaying and Neutering pets and programs offered through the Greater Birmingham Humane Society.

Air Date 3-25-12

Topic-Chemical Dependency

Guests-Sarah and Barry from ADEC and Christy from St. Anne's Home

Summary- Recognizing the signs of addiction and programs available to help those suffering from addictions.

Topic-Bullying

Guest-Melissa Henson-Parents Television Council

Summary-New Movie "Bully" is rated R. There's a petition out to get this rating lowered to PG 13 so that more teens can see the movie.