

WAAX-AM Gadsden, Alabama

Issues – Programs

2nd Quarter 2014 – April, May, June

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 Broadcasters, 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.

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, education, housing, 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 begin to focus on the needs and concerns of this segment of our society.

ARTS AND EDUCATION: 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, Gadsden Symphony Orchestra, Etowah Youth Symphony Orchestra, 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 support for the 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

<u>ISSUES</u>	<u>PROGRAM</u>	<u>TOPIC/GUESTS</u>	<u>LEN</u>	<u>DATE</u>	<u>TIME</u>
Arts & Ed	Dave Mack	Downtown Gadsden Inc – 1 st Friday Guest: Kay Moore	10min	4/3	7:35a
Government	Dave Mack	State House of Representatives - Guest: State Rep Becky Nordgren	10min	4/8	6:45a
Family	Dave Mack	IRS – TAP Deadline – Guest Amy Smith	10min	4/15	7:35a
Arts & Ed	Dave Mack	Downtown Gadsden Inc – 3 rd Thursday Guest: Kay Moore	10min	4/24	6:20a
Community	Dave Mack	Red Cross – Tornado Recovery Guest: Senator Phil Williams	40min	4/29	6:50a
Community	Dave Mack	Red Cross/Etowah Co Sheriff's Office Disaster Recovery/Cleanup – Guest: Senator Phil Williams	15min	5/1	7:15a
Arts & Ed	Dave Mack	Downtown Gadsden Inc – 1 st Friday Guest: Kay Moore	10min	5/1	7:35a
Community	Dave Mack	American Red Cross – Tornado Relief Guest: Senator Phil Williams	10min	5/23	7:05a
Community	Dave Mack	United Way – 211 First Call for Help Guest: Susan Carter	15min	6/6	6:45a
Community	Dave Mack	Salvation Army – Tornado Recovery Guest: Mack Butler	10min	6/16	6:10a

VIEWPOINT ALABAMA/LAB COMMITTEE

Various **ViewPoint Alabama** (25 min) – summaries attached. Airs Sundays at 7:05am
 Network public affairs program from ARN dealing with local issues. Hosted by Leah Brandon.

Various **LAB Committee** (25 min) – summaries attached. Airs Sundays at 7:33am
 Local public affairs program dealing with local issues. Hosted by Dave Mack.

Section II

Public Service Announcements

ISSUE	DATES	Organization/Topic	Length	Runs
Family	4/1 – 4/7	Gadsden Public Library Auction	15	24
Family	4/1 – 4/7	Foothills Festival	15	24
Military	4/1 – 4/11	Vets in Need Concert & Auction	30	33
Military	4/1 - 4/18	Show Your Stripes - Local	30	51
Family	4/1 – 4/11	Elks Lodge Biker Rally for injured kids	30	24
Health	4/9 – 4/11	Relay for Life – Blackout Cancer Event	15	9
Family	4/9 – 4/11	Whorton Bend Bapt Church - Easter	15	9
Family	4/12 – 4/18	Alabama City Festival	15	9
Family	4/12 – 4/25	Shoal Creek Fire & Rescue Benefit	30	42
Health	4/12 – 4/25	Noccalula Trail Run	30	42
Health	4/19 – 4/25	YMCA Healthy Kids Day	15	21
Family	4/19 – 5/9	Etowah Co Sheriffs Lonestar Rodeo	15	40
Health	4/19 – 4/25	Thomas Sullivan Benefit Ride	15	21
Family	4/26 – 5/2	West End HS Princess Pageant	15	21
Family	4/6- 5/2	Gadsden public Library Book Sale	15	21
Health	5/3 – 5/9	Stamp Out Hunger – National Letters		
		Carriers & Feed America	15	19

Family	5/3 – 5/9	Alabama Broadcasters Association – Healthcare directive - marriage	60	20
Family	5/10 – 6/18	Tornado Victims Assistance– United Way	30	118
Family	5/10 – 5/16	Habitat for Humanity – Church Relations	15	20
Health	5/10 – 6/6	American Red Cross – donations	15	82
Family	5/19 – 5/30	Humane Society Benefit	30	44
Family	5/31 – 6/6	Websters Chapel Vol Fire Dept Benefit	15	21
Family	6/7 – 6/18	Donations for Atchley Family – Fire	30	36
Health	6/19 – 6/23	Etowah & Cherokee Red Cross	30	30
Family	6/25 – 6/30	Gadsden Library – BTS Clothing Sale	15	23
Family	6/25 – 6/30	Tigers for Tomorrow Rescue	15	12
Family	6/25 – 6/30	Fort Payne Day Festival	15	12
Family	6/25 – 6/30	Charity Pig Roast – for needy kids xma	30	12

In addition, Clear Channel places orders for National PSA Campaigns
(the portion below is from local inventory)

Military	4/1 – 6/30	Show Your Stripes/Hire a Veteran	30	182
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Section III

Special Notes and Events

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

Viewpoint Q 2 2014 - WAAX-AM (Airs Sunday 7:05 – 7:30am)

4/6/14

Topic-Helping Veterans

Guest-Mark Davis-Vettes for Vets

Summary-Organization put together to assist Veterans.

Topic-Gas Prices

Guest-Clay Ingram-AAA

Summary-Reasons for higher gas prices

4/13/14

Topic-Muscular Dystrophy

Summary-Casey Ramey-MDA

Summary-Services provided by MDA Programs

Topic-Learning Disabilities

Guest-Scarlett Thompson-ARC of Jefferson County

Summary-Services provided by ARC for Children and Adults with intellectual disabilities

4/20/14

Topic-Terrorism

Guest-Randy Law-Birmingham Southern College

Summary-Course on the history of terrorism being offered at Birmingham Southern College

Topic-Politics

Guest-Bill Armistead-Chairman of the Republican Party

Summary-Republican parties prospects in the upcoming elections.

4/27/14

Topic-Pet Adoption

Guest-Megan Wayman-Shelby Humane Society

Summary-Event coming up to promote pet adoption.

Topic-Red Cross

Guest-Evan Duffy-American Red Cross

Summary-Tactics to counter the normal shortages in blood donation over the summer months

5/4/14

Topic-Finances

Guest-Stewart Welch-Welch Financial Group

Summary-Best uses for tax refunds

Topic-BP Oil Spill Follow Up

Guest-Sarah Gonzalez-National Wildlife Foundation

Summary-Lingering effects from the BP Oil Spill on the wildlife around the Gulf.

5/11/14

Topic-Women and Children

Guest-Brenda Lovelady Spahn-Lovelady Center

Summary-Services provided for homeless women and children.

Topic-Education

Guest-Leslie Searcy-Alabama Opportunity Scholarship FUND

Summary-Opportunities available for kids through the Alabama Accountability Act

5/18/14

Topic-Supporting Cancer Survivors

Guest- Dan Duffy-Co Founder of the Half Fund

Summary-Educating Cancer patients about Cancer and the journey ahead of them

Topic-Politics

Guest- Amy Beth Shaver-Candidate for House District 43

Summary-Background on Amy Beth and why she decided to get into politics

5/25/14

Topic-Mental Health

Guest-Dr. May Shunny

Summary-Nutrition and Diet that help to deal with stress and mood swings.

Topic-Movie-“God the Father”

Guest-Michael Franzese-Former mobster

Summary- Background on former mobster Michael Franzese who is the subject of the new movie “God the Father”.

6/1/14

Topic-Animals

Guest-Jennifer Smith-Animal League of Birmingham

Summary-Group of women dedicated to saving animals.

Topic-Tax Relief

Guest-Dan Boone-IRS

Summary- Tax relief for those affected by recent outbreaks of severe weather

6/8/14

Topic-Education

Guest-Cindy Bond-Career Specialist at Hoover High School

Summary-First steps for planning for future after graduation

Topic-Sex Trafficking

Guest Valerie Thompson-The Wellhouse Ministry

Summary-Services provided for women who are victims of sex trafficking

6/15/14

Topic-Animal Rescue

Guest-Shawn Fitzpatrick-Mamma Cat Rescue

Summary-Rescue services provided by Mama Cat Rescue and adoption event coming up.

Topic-Breast Cancer

Guest-Cherry Ellis-Breast Cancer Research Foundation of Alabama

Summary-Services provided for breast cancer patients by the research foundation.

6/22/14

Topic-Cystic Fibrosis

Guest-Susan Brooches-Laps for CF

Summary-Providing services for CF patients. Event coming up promoting CF Awareness

Topic-Federal Aid

Guest-Greg Hughes-FEMA

Summary-Aid still available for those affected by recent storms and flooding.

6/29/14

Topic-Environment

Guest-Matt Lachey-Meteorologist/Mark Bently-Alabama Clean Fuels Coalition/Brian Atkinson-CommuteSmart

Summary-Air quality in Alabama and keeping air quality at a good level.

Topic-Politics

Guest-Amy Beth Shaver-Candidate for State Representative

Summary-More about candidate for House District 43 Amy Beth Shaver

LAB Committee – Public Affairs Program

2nd QTR 2014 WAAX-AM

Airs Sundays from 7:33 – 7:58am

4/6

Dr. Sellers

Health - Cancer Awareness

4/13

Mack Butler

Government - Discussion about the Secretary of State and issues facing the state

4/20

Mack Butler

Government – Legislation pending in the House

4/27

Dr. Sellers

Health – Cancer Awareness

5/4

Dr. Sellers

Health – Cancer Awareness

5/11

Dr. Sellers

Health – Cancer Awareness

5/18

Dr. Sellers

Health – Cancer Awareness

5/25

Dr. Sellers

Health – Cancer Awareness

6/1

Government – Review of Candidate on the June 3rd Primary Ballot

6/8

Dr. Sellers

Health – Cancer Awareness

6/15

Dr. Sellers

Health – Cancer Awareness

6/22

Dr. Sellers

Health – Cancer Awareness

6/29

Kay Moore: Downtown Gadsden Incorporated

Community - The upcoming first Friday that will happen on July 4th