

WAAX-AM Gadsden, Alabama

Issues – Programs

1st Quarter 2015 – January, February, March

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.

VIEWPOINT ALABAMA

Various **ViewPoint Alabama** (30 min) – Airs Sundays at 7:30am

Network public affairs program from ARN dealing with local issues. Hosted by Leah Brandon.

Section II

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.