

WAAX-AM Gadsden, Alabama

Issues – Programs

1st Quarter 2013 – 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.

Section I

LOCAL PROGRAMS

<u>ISSUES</u>	<u>PROGRAM</u>	<u>TOPIC/GUESTS</u>	<u>LEN</u>	<u>DATE</u>	<u>TIME</u>
Family	Dave Mack	DGI First Friday, Kay Moore	10min	1/3/13	7:20a
Arts & Ed	Dave Mack	The Chamber, activites, Kerri Washington	10min	1/4/13	7:35a
Arts & Ed	Dave Mack	Education Flexiblity & Accountability, Representive Mack Butler	10min	2/5/13	6:45a
Community	Dave Mack	Gun-Grab Town Hall Meeting, Attorney James Shellnut	10min	2/6/13	7:10a
Family	Dave Mack	DGI First Friday, Kay Moore	10min	2/7/13	7:20a
Arts & Ed	Dave Mack	The Chamber, Activites, Kerri Washington	10min	2/8/13	7:35a
Community	Dave Mack	Etowah Co Republican Party, Breakfast meeting, Roy Moore	10min	2/14/13	7:05a
Arts & Ed	Dave Mack	Education Flexibility & Accountability Senator Phil Williams	10min	2/19/13	7:10a
Community	Dave Mack	Gun-Grab Town Hall Meeting, Attorney James Shellnut	10 min	2/27/13	7:10a
Family	Dave Mack	DGI First Friday, Kay Moore	10 min	3/7/13	7:20a
Family	Dave Mack	The Chamber, activites, Kerri Washington	10min	3/8/13	7:35a
Family	Dave Mack	Junior Achievement, Fundraiser	15min	3/15/13	6:45a

VIEWPOINT ALABAMA/LAB COMMITTEE

Various **ViewPoint Alabama** (25 min) – summaries attached. Airs Sundays at 7:33am
Network public affairs program from ARN dealing with local issues. Hosted by Neil Vickers.

Various **LAB Committee** (25 min) – summaries attached. Airs Sundays at 9:33am
Local public affairs program dealing with local issues. Hosted by Rick Sisk/Dave Mack.

Section II

Public Service Announcements

<u>ISSUE</u>	<u>DATES</u>	<u>Organization/Topic</u>	<u>Length</u>	<u>Runs</u>
Family	1/10-2/25	Alabama Power/Project Share	60	98
Family	1/16-2/15	Kiwanis Club/Pancake Day	30	93
Family	1/24-2/8	Family Success Center/Fundraiser	30	69
Family	2/16-3/15	Big Oak Boys Ranch/Benefit Run	30	48
Family	2/26-3/6	Big Brothers-Sisters/Bowl for Kid's Sake	30	27
Family	3/2-3/13	Humane Society/Fundraiser	30	36
Family	3/31	Trinity Holiness Church/Benefit for Katie Shaneyfelt	15	6

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 Alabama Q1 2013 Summaries
WAAX-AM – Sunday @ 7:33am, duration 25 minutes

Date:1-6-13

Topic: Teens and Sexting

Guest: Chelsea Cross

Summary: Effects of teens and sexting on sexual behavior.

Topic: Animals

Guest: Kirsten Atkinson-Greater Birmingham Humane Society

Summary: Programs offered by the Humane Society and opportunities to Volunteer.

Date: 1-13-13

Topic: Make a Wish

Guest: Bob Ibach-Make a Wish Foundation

Summary: National Championship Commemorative footballs being sold and proceeds from sales are going to Make a Wish foundation.

Topic: Healthcare

Guest: Dr. Camillo Gomez

Summary: Discussing Dr. Gomez's new book "The Downgrade of American Healthcare

Date: 1-20-13

Topic: Services for Ex Prisoners

Guest: Carrie Pruitt-Executive Director for the Dannon Project

Summary: Services that the Dannon Project provides for people recently released from jail.

Topic: Civil Rights

Guest: George Wallace Jr.

Summary: Taking a look at Governor George Wallace and the 50th Anniversary of George Wallace's Segregation Forever speech

Date:1-27-13

Topic: Alabama Politics

Guest: Senator Scott Beason

Summary: Activity going on around the Statehouse and priorities of Legislature.

Topic: Cystic Fibrosis

Guest: Jennifer McKewen-Cystic Fibrosis Association

Summary: Effects of cystic fibrosis on patients

Date: 2-3-13

Topic: Breast Cancer

Guest: Rebecca, Karen and Sylvia from the Young Breast Cancer Survivorship Network

Summary: Breast Cancer Survivorship Network and a workshop they have coming up.

Topic: Community

Guest: Vicki Grodner-Meet Up For Change

Summary: Discussing the role of Meet Up For Change in communities across the nation.

Date: 2-10-13

Topic: Services for Mentally Challenged

Guest: Tricia Kirk-Exceptional Foundation

Summary: Services provided by the Exceptional Foundation and upcoming fundraiser event.

Topic: Taxes

Guest: Dan Boone-IRS

Summary: Tax law changes and status on accepting returns.

Date: 2-17-13

Topic: Stress

Guest: Susan Fodger-Professor at UAB School of Nursing

Summary: What causes stress and how to deal better with it.

Topic: Military

Guest: Colonel David Mollihan-Marion Military Institute

Summary: Programs offered by the Marion Military Institute

Date: 2-24-13

Topic: Unemployment

Guest: Darnell Clark-Fortune 100 Hiring Manager

Summary: Whats going on with unemployment in the US

Topic: Diabetes

Guest: Sarah Hood-Juvenile Diabetes Research Foundation

Summary: Services provided and the mission of the Juvenile Diabetes Research Foundation

Date:3-3-13

Topic: Persons with Special Needs

Guest: Allison Nichols from Easter Seals Alabama

Summary: Mission and services provided by Easter Seals

Topic: Gambling in Alabama

Guest: Roger Olsen-Alabama Council of Compulsive Gambling

Summary: Effects of Problem gambling on individuals and families.

Date: 3-10-13

Topic: Scholarships for Universities

Guest: Darrel Furman-Letterman of the Iron Bowl

Summary: Raising money to provide scholarships for local universities

Topic: Tax Season

Guest: Dan Boone-IRS

Summary: Tax law changes and status on accepting returns

Date:3-17-13

Topic: Persons with Special Needs

Guest: Allison Nichols from Easter Seals Alabama

Summary: Mission and services provided by Easter Seals

Topic: Spinal Cord Injury

Guest: TJ Atchison-TJ Atchison Foundation

Summary: Impacts of Spinal Cord Injuries and upcoming Golf Tournament to raise money for the TJ Atchison Foundation

Date: 3-24-13

Topic: Severe Weather

Guest: Scott Unger-National Weather Service

Summary: Effects from recent severe weather and how to be prepared for whats to come.

Topic: Children's Hospital

Guest: Kaylee Cummings-Children's Miracle Network

Summary: Expansions at Children's Hospital

Date:3-31-13

Topic: Community

Guest: Vicki Grodner-Meet Up For Change

Summary: Discussing the role of Meet Up For Change in communities across the nation

Topic: Cancer

Guest: Mary Catherine Walker-American Cancer Society

Summary: Upcoming events for the American Cancer Society and services provided by the society.

**LAB Committee – Q1 2013
WAAX-AM, Sunday @ 9:33am, duration 25 minutes**

Date: 1/6/13

Topic: Upcoming House Session

Guest Representative Mack Butler

Date 1/13

Topic: Upcoming Senate Session

Guest: Senator Phil Williams

Date 1/20

Topic: Public School Safety

Guest: Principal Carter

Date 1/27

Topic: Etowah County Tea Party

Guest: Mickey Marshal

Date 2/3

Topic: Gadsden / Etowah Schools

Guest Representative Mack Butler

Date 2/10

Topic: SRO at Public Schools

Guest: Senator Phil Williams

Date 2/17

Topic: Gun Control in Etowah County

Guest: Glencoe Municipal Judge James Shellnut

Date 2/24

Topic: Education legislation Gadsden/Etowah County

Guest: Senator Phil Williams

Date 3/3

Topic: Gun control legislation

Guest: Representative Mack Butler

Date 3/10

Topic: Cancer Health and Wellness

Guest: Various artists

Date 3/17

Topic: Gun Grab Town Hall meeting

Guest: Representative Becky Nordgren

Date 3/24

Topic: Accountability and Flexibility

Guest: Rep Mack Butler and Senator Phil Williams

Date 3/31

Topic: Junior Achievement

**Guest: Jason Wilson
Back 40 Brewery**