

WAAX-AM
GADSDEN, ALABAMA

ISSUES - PROGRAMS
4th Quarter Issues Report
OCT - DEC 2013

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

<u>ISSUE</u>	<u>PROGRAM</u>	<u>TOPIC/GUESTS</u>	<u>LENGTH</u>	<u>DATE</u>	<u>TIME</u>
Community	Dave Mack Show	Humane Society of Etowah County - Topic: Pet of the Week - Guest: Christie Brown	5 min	Every Thurs	7:10AM
Community/Family	Dave Mack Show	Downtown Gadsden Inc - Topic: First Friday - Guest: Kay Moore	10 min	11/01/2012	7:35am
Community/Govment	Dave Mack Show	Etowah Co Republican Party - Topic: Vote - Guest: Mac Moore	15 min	11/05/2012	6:10am
Community/Govment	Dave Mack Show	Governor Bentley - Topic: Taxation & State Budget - Guest: Gov Bentley	10min	12/04/2012	7:10am
Community/Govment	Dave Mack Show	Gregersons - Topic: Coats for Kids - Guest: David Gregerson	20 min	12/06/2012	7:35am
Community/Family	Dave Mack Show	Faith Worship Center - Topic: Christmas Outreach - Guest: Mark Gidley	10 min	12/07/2012	7:20am
Community/Health	Dave Mack Show	Downtown Gadsden Inc - Topic: downtown activities - Guest: Kay Moore	10 min	12/13/2012	7:35am
Community/Govment	Dave Mack Show	Shelnutt Law Firm - Topic: Gun Control - Guest: James Shelnutt	30 min	12/26/2012	6:20am

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

VARIOUS	ViewPoint Alabama	Network public affairs program from ARN dealing with local issues.	25 min	Sunday	7:33am
VARIOUS	LAB Committee	Local public affairs program with local issues. Hosted by Rick Sisk	25 min	Sunday	7:05am

Section II

PUBLIC SERVICE ANNOUNCEMENTS

<u>ISSUE</u>	<u>DATES RUN</u>	<u>ORGANIZATION/TOPIC</u>	<u>LENGTH</u>	<u>RUNS</u>
Community/Health	9/1 - 10/12	Absolutely Running for a Cure - Benefitting Susan G Komen Foundation	30	87
Community/Family	9/11 - 9/14	Northeast Alabama Boys & Girls Club - Kids Day	30	26
Community/Family	9/28 - 10/12	Axel Trippe Benefit - Bicycle Ride for child with cancer	30	60
Community/Health	10/14 - 10/21	Bras for the Cause - Contest with benefits going to Cancer Society	30	48
Community/Family	12/12 - 12/14	Humane Society of Etowah County - Reindeer Run 5k	30	18
Community/Family	12/22 - 12/28	Gadsden Runners Club - Heros 5k benefitting 2 local wounded soldiers	30	42

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 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

LAB COMMITTEE PROGRAM SCHEDULE

Local advisory board dates and topics for 4th Qtr, 2012 WAAX-AM

Airs Sundays at 7:05am, duration 25 minutes

DATE: 10/7/12

TOPIC: Gadsden City budget plans

GUEST: City Commissioner Robert Ray

DATE: 10/14/12

TOPIC: Plans to promote downtown Gadsden

GUEST: Kay Moore, Director, DGI

DATE: 10/21/12

TOPIC: United Way functions/Fund Raisers

GUEST: Jessica Brown, Publicity Dir

DATE: 10/28/12

TOPIC: Status and Plans for Fellowship of Christian Athletes

GUEST: Jamie Strange, local Director FCA

DATE: 11/4/12

TOPIC: FCA repeat

GUEST: Jamie Strange

DATE: 11/11

TOPIC: Amendments on Alabama ballot and what they mean

GUEST: Dave Mack, WAAX news/talk Dir.

DATE: 11/18/12

TOPIC: Gadsden Chamber events/functions

GUEST: Kerri Griffin, Chamber PR Dir

DATE: 11/25/12

TOPIC: Gadsden Chamber events, repeat

GUEST: Kerri Griffin

DATE: 12/2/12

TOPIC: Cancer Research at local level

GUEST: Dave Mack, WAAX news/talk Dir

DATE: 12/9/12

TOPIC: Cancer research repeat

GUEST: Dave Mack

DATE: 12/16/12

TOPIC: Focus on shopping local

GUEST: Kay Moore, Dir. DGI

DATE: 12/23/12

TOPIC: Focus on shopping local repeat

GUEST: Kay Moore, DGI

DATE: 12/30

TOPIC: Cancer Research at local level, repeat

GUEST: Dave Mack, WAAX news/talk Dir

VIEWPOINT ALABAMA
Public Affairs Program/4th Quarter 2012 Topic Summaries
WAAX-AM
Airs Sunday at 7:33am for a duration of 25 minutes

10-7

Topic-Vacation Planning
Guest-Clay Ingram-AAA
Summary-Vacation planning services provided by AAA

Topic-Community Services
Guest-Ryan Hawkins-Empower Ministries
Summary-Services produced by Empower Ministries

10-14

Topic: Ministry
Guest: Scott Dawson-Scott Dawson Evangelistic Association
Summary: Types of ministry done by Scott Dawson Evangelistic Association

Topic: Salvation Army
Guest: Bryan-Public Relations Director for the Salvation Army
Summary: Mission and services provided by the Salvation Army

10-21

Topic: Stress
Guest: Susan Fodger-Professor at UAB School of Nursing
Summary: What causes stress and how to deal better with it.

Topic: Blood Donation
Guest: Evan Duffey-Communication Director for the American Red Cross
Summary: Donation levels lower around the holidays

10-28

Topic Helping the Disabled
Guest- David Higgins-Executive Director-Easter Seals of Birmingham
Summary: Services provided by Easter Seals

Topic: Filmmaking in Alabama
Guest: Steve Moon-Owner of New Moon Productions
Summary: Movies being made in Alabama

11-4

Topic: Homeless

Guest: Tony Cooper-Executive Director of the Jimmie Hale Mission

Summary- Services provided by the Jimmie Hale Mission

Topic: Cystic Fibrosis

Guest: Jennifer McQuen-CF Foundation

Summary: What is CF and services provided by the CF Foundation

11-11

Topic: Supporting Troops

Guests: Mrs. Charon Rivers-Support Our Soldiers, Chris Ewing and Ann Forney from Regions Bank

Summary: Regions Bank is partnering with Support Our Soldiers to send goddie bags to deployed troops.

Topic: Stress

Guest: Susan Fodger-Professor at UAB School of Nursing

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

11-18

Topic: Superstorm Sandy Relief

Guest: Chris Osborne-American Red Cross

Summary: American Red Cross efforts to provide relief to those affected by Superstorm Sandy

Topic: Holiday Shopping

Guest: Nancy Dennis-PR Director of Alabama Retail Association

Summary: How retailers are preparing for the holiday shopping season

11-25

Topic: Mortgages

Guest: Jim Milsteen

Summary: Fannie Mae and Freddie Mac

Topic: Terminally Ill Kids

Guest: Nora Banks-Make a Wish Foundation

Summary: Mission of and services provided by Make a Wish Foundation

12-2

Topic: Childrens Hospital

Guest: Emily Hornak-Childrens Miracle Network

Summary: Raising money for Childrens Hospital of Alabama and the services the hospital provides

Topic: Health Insurance

Guest: Greg Cunnimen-United Healthcare

Summary: Medicare Open Enrollment

12-9

Topic: Disadvantaged Youth

Guest: Joy Oneal-Executive Director of the Red Barn

Summary: Mission of and services provided by The Red Barn

Topic: Homeless

Guest: Lew Burdette-Kings Home

Summary- Mission of and services provided by The Kings Home

12-16

Topic: Volunteering

Guest: Kirsten Atkinson-Volunteer Coordinator for the Greater Birmingham Humane Society

Summary: Volunteer Opportunities at the Greater Birmingham Humane Society

Topic: Mentoring Employees

Guest: John Quinn-Field Development Director for Corporate Chaplains of America

Summary: Services provided for employees of different companies across America

12-23

Topic: Influenza

Guest: Dr. Karen Wong-National Center for Immunization and Respiratory Diseases

Summary: Flu outbreak early in the season..Who should get a Flu vaccine.

Topic: Serving the Homeless

Guest: Tony Cooper-Executive Director of the Jimmie Hale Mission

Summary: Donating to Jimmie Hale Mission to help them provide services for homeless men women and children.

12-30

Topic- Hurricane Sandy Relief

Guest: Chris Osborne-Public Relations Director for Alabama-American Red Cross

Summary: Services the American Red Cross is providing on the East Coast

Topic: Salvation Army

Guest: Brian Wallace-Salvation Army

Summary: Services provided by the Salvation Army