

WAAX-AM Gadsden, Alabama

Issues – Programs

4th Quarter 2014 – October, November, December

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	Humane Society of Etowah County - Pet Adoptions - Christy Brown	5min	every Wed	@ 7:50a
Arts & Ed	Dave Mack	Downtown Gadsden Inc - Downtown Events - Guest: Kay Moore	7min	10/2	7:35a
Arts & Ed	Dave Mack	Downtown Gadsden Inc – 1 st Friday Guest: Kay Moore	10min	10/31	7:35a
Government	Dave Mack	City of Gadsden – Veterans Day Events - Guest: Mayor Sherman Guyton	10min	11/6	7:20a
Community	Dave Mack	Greater Gadsden Free Thanksgiving Feast - Guest: Glen Williams	5min	11/21	7:35a
Family	Dave Mack	Gadsden Christmas Parade – Guest: Glenda Selman	5min	12/3	7:20a
Arts & Ed	Dave Mack	Downtown Gadsden Inc – 1 st Friday & Christmas Open House – Kay Moore	5min	12/4	7:35a
Community	Dave Mack	Salvation Army – Bell Ringers - Lt Dennis Hayes	5min	12/8	6:20a
Community	Dave Mack	Salvation Army – Fundraising Needs - Guest: Lt Dennis Hayes	5min	12/10	7:20a
Government	Dave Mack	Alabama government activities 2014 &			

		Etowah Career Tech – Rep Mack Butler	10min	12/12	7:05a
Arts & Ed	Dave Mack	Gadsden Parks & Rec - Christmas at the Falls - Guest: Janet Terrance	5min	12/16	7:20a
Arts & Ed	Dave Mack	Downtown Gadsden Inc – Snacks with Santa - Guest: Kay Moore	10min	12/18	7:35a
Government	Dave Mack	Rainbow City Nativity Scene Controversy - Guest: Rep Mack Butler	10min	9/25	7:20a
Community	Dave Mack	Citywide Unity Gathering – Guest: Bishop T Burrell & Gene Jelks	5min	12/26	6:35a

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.

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WAX
Gadsden, AL
Quarterly Issues/Programs List
Fourth Quarter, 2014
01/07/2015

WAX
Quarterly Issues/Programs List

WAX provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Community Service/Religion:** Story of a good Samaritan/Rabbi discusses his new book.
 - **Community Services/Government:** US Marine Corps "Toys for Tots" Program/A look at the upcoming Elections.
 - **Community/Education:** Services provided by Friends of Cats & Dogs animal rescue/Common Core
 - **Economic/Health & Wellness:** Student loan debt/Effects of Dyslexia
 - **Government:** Changing the way Alabama elects judges/Conditions of the 5th Amendment to the Constitution.
 - **Government/Health & Wellness:** Congressman elect talks about his goals as he heads to Washington/Diabetic Eye Diseases.
 - **Health & Wellness:** IHeart Media special for Children's Miracle Network.
 - **Health & Wellness/Community:** Making informed decisions about your health/the story of California Chrome.
 - **Health & Wellness/Community Service:** Race for the Cure/Good Samaritan
 - **Health & Wellness/Government:** triplets helped through Children's Hospital and Spring Valley School for learning disabilities/GOP wave sweeps through the mid-term elections.
 - **Health & Wellness/Religion:** Effects of Dyslexia/Pastor of Agape Church talks about his new book.
 - **Seniors/Environmental:** Energy Bills impacting Seniors/75th Anniversary of Alabama State Parks.
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**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Health & Wellness/Community Service	Viewpoint Alabama	Race for the Cure/Good Samaritan	Veronica Wehby & Susan G. Komen/Kelly Garner	10/05/2014 07:00 AM	030:01
Seniors/Environmental	Viewpoint Alabama	Energy Bills impacting Seniors/75th Anniversary of Alabama State Parks.	Amy Noon Fredrick/Rob Grant	10/12/2014 07:00 AM	030:01
Economic/Health & Wellness	Viewpoint Alabama	Student loan debt/Effects of Dyslexia	Jill Gonzalez/Barbara Dianis	10/19/2014 07:00 AM	030:01
Health & Wellness/Government	Viewpoint Alabama	Breast Cancer Research/Tips for tax filers	Elizabeth Bradner/Dan Boon	10/26/2014 07:00 AM	030:01
Community Services/Government	Viewpoint Alabama	US Marine Corps "Toys for Tots" Program/A look at the upcoming Elections.	Staff Sgt Curtis Wentworth/Jim Faherty	11/02/2014 07:00 AM	030:01
Government/Health & Wellness	Viewpoint Alabama	Congressman elect talks about his goals as he heads to Washington/Diabetic Eye Diseases.	Gary Palmer/Dr. Boxer Wockler	11/09/2014 07:30 AM	030:01
Health & Wellness/Government	Viewpoint Alabama	triplets helped through Children's Hospital and Spring Valley School for learning disabilities/GOP wave sweeps through the mid-term elections.	Laura Fiveash/Bill Armistead	11/16/2014 07:30 AM	030:01
Health & Wellness/Community	Viewpoint Alabama	Making informed decisions about your health/the story of California Chrome.	Dr. Don Williamson/Steve coburn	11/23/2014 07:30 AM	030:01

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Government	Viewpoint Alabama	Changing the way Alabama elects judges/Conditions of the 5th Amendment to the Constitution.	John Dove/J. Brian Reed	11/30/2014 07:30 AM	030:01
Health & Wellness/Religion	Viewpoint Alabama	Effects of Dyslexia/Pastor of Agape Church talks about his new book.	Barbara Dianis/Pastor Roger Mardis	12/07/2014 07:30 AM	030:01
Health & Wellness	Viewpoint Alabama	IHeart Media special for Children's Miracle Network.	Lady Antebellum	12/14/2014 07:30 AM	030:01
Community/Education	Viewpoint Alabama	Services provided by Friends of Cats & Dogs animal rescue/Common Core	Peggy Krop/Michael Brickman	12/21/2014 07:30 AM	030:01
Community Service/Religion	Viewpoint Alabama 122814	Story of a good Samaritan/Rabbi discusses his new book.	Kelly Garner/Rabbi Aria Spirro	12/28/2014 07:30 AM	030:00
----	Viewpoint Alabama	----	----	12/28/2014 07:30 AM	030:01

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	Veteran's Day - Tomb of the Unknown Soldier	000:30	003

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----	Veteran's Day - Why They Do It	000:31	004
-----	WAAX CE 30 110714 A	000:30	016
-----	WAAX CE 30 111214	000:31	030
-----	WAAX CE 30 111414 A	000:30	054
-----	WAAX CE 30 111414 B	000:29	053
-----	WAAX CE 30 111814	000:29	006
-----	WAAX CE 30 112114 Imigration SPeech	000:31	005
-----	WAAX CE 30 112114 Imigration SPeech	000:32	037
-----	WAAX CE 30 Election Night TUESDAY	000:32	024
-----	WAAX CE 30 Furguson Outcome A 112514	000:30	038
-----	WAAX RL 30 Defining what is isTODAY 120314	000:31	004
-----	WAAX RL 30 Defining what is isTOMORROW 120314	000:31	007
-----	WAAX SI 30 Midterm election coverage	000:31	034
-----	WAAX SI 30 Set your clock back	000:31	018
Ad COuncil	Ad Council	000:58	021
Ad COuncil	Ad Council	001:00	261
Ad COuncil	Ad Council	001:01	018
Ad COuncil	PICK A PAYMENT RADIO	001:00	021
Ad COuncil	United Way	001:00	021
Ad COuncil	US Fish and Wildlife Svc	000:59	021
ADPH	AL Dept of Public Health	001:00	076
Armed Forces	USO	000:30	047
Armed Forces	USO	000:31	048
Arts & Education	Forrest Cemetary Preservation	000:59	058
Blood Donation	Lifesouth	000:30	023
Charity	Rotary International	000:20	033
College	AD COUNCIL	000:10	038
Community	Grads of Life .org	001:00	164
Community	Stop Bullying .com	001:00	139

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Crisis	Crisis Center	001:00	039
Diabetes	ADPH	000:30	045
Dementia	AD COUNCIL	001:00	020
Disability Insurance	Life Foundation	000:59	039
DISASTER RELIEF	Ad Council	001:01	022
Economic	Nat Foundation Credit Counsel	000:20	046
Economic	Securites Investor Protection	000:46	061
education	Child Fund	001:00	100
education	TEACH	000:15	008
education	Understood.org	000:15	009
Education/Arts	American Indian College Fund	000:15	027
Education/Arts	Chidlrens Aid Society	000:20	034
Education/Arts	National Education Assoc	000:20	073
Education/Arts	UNCF	001:00	028
Education/Arts	US Army	000:20	029
Environmental	Alabama Environmental Council	000:15	057
Environmental	Consumer Electronics Assoc	000:30	066
environmental	Global Wildlife Conservancy	000:30	056
Environmental	Humane Society Wildlife Land	000:29	070
Environmental	Keep America Beautiful	000:30	063
Environmental	US Forest Service	001:00	152
Family	BIG BROTHERS BIG SISTERS	000:30	067
Family	BIG BROTHERS BIG SISTERS	000:31	069
Family	Big Brothers/Big Sisters	000:20	034
Family	Center for Domestic preparedn	000:30	008
Family	Dept of Health & Human Servic	000:30	010
Family	Dept of Health & Human Servic	001:00	026
Family	Family Prevention Fund	000:44	082
Family	Foundation for a Better Life	000:30	080

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Family	Giving Tuesday.org	000:15	016
Family	Giving Tuesday.org	000:30	026
Family	Goodwill	000:15	010
Family	Grads of Life	000:15	008
Family	HeroBox	000:21	029
Family	Humane Society of US	000:30	066
Family	Kiwanis International	000:30	060
Family	Marine Corps Reserve	000:15	011
Family	Prudential Foundation	000:15	015
Family	Rotary International	000:45	057
Family	SCORE	001:00	029
Family	United Way	000:45	067
Family	United Way	000:59	196
Family	US Conf of Catholic Bishops	000:30	069
Family	US Dept of Health & Human Ser	000:30	069
Family	US Dept of Health & Human Ser	001:00	048
Family	US Treasury/HUD	001:00	174
Family	USO	000:55	207
Financial Assistance	Nat Foundation Credit Counsel	000:15	023
Financial Assistance	Nat Foundation Credit Counsel	000:20	008
Government	Alabama Dept of Conservation	000:30	016
Government	American Institute of CPA's	000:15	006
Government	American Institute of CPA's	000:59	183
Government	Natl Fair Housing Alliance	000:59	070
Government	US Dept of Defense	000:28	053
Government	US Dept of Defense	000:29	055
Government	US Dept of Defense	000:30	023
Government	US Dept of Defense	000:31	321
Government	US Dept of Defense	000:32	128

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Government	US Navy	000:15	027
health wellness	AD COUNCIL	001:00	001
Health & Wellness	AARP	001:00	074
health & wellness	AD COUNCIL	001:00	020
Health & Wellness	Al-Anon	000:46	060
Health & Wellness	American Cancer Society	000:19	015
Health & Wellness	American Diabetes Assoc	000:44	061
Health & Wellness	American Heart Assoc	000:15	006
Health & Wellness	American Heart Assoc	000:30	032
Health & Wellness	American Heart Assoc	000:59	091
Health & Wellness	American Heart Assoc	001:00	149
Health & Wellness	American Heart/Stroke Foundat	000:47	055
Health & Wellness	American Red Cross	000:15	007
Health & Wellness	American Red Cross	000:29	015
Health & Wellness	American Red Cross	000:30	149
Health & Wellness	ASPCA	000:30	035
Health & Wellness	Autism Speaks	000:47	053
Health & Wellness	Blood Saves	000:45	048
Health & Wellness	CDC	000:15	024
Health & Wellness	CDC	000:20	026
Health & Wellness	CDC	000:29	009
Health & Wellness	CDC	000:30	070
Health & Wellness	CDC	000:58	167
Health & Wellness	CDC	001:00	214
Health & Wellness	Children & Adults with ADHD	000:30	071
Health & Wellness	Children's Miracle Network	000:20	030
Health & Wellness	Could I Have Lupus.gov	000:30	065
Health & Wellness	Dept of Health & Human Servic	000:30	070
Health & Wellness	Dept of Health & Human Servic	000:45	061

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health & Wellness	Dept of Veterans Affairs	001:00	363
Health & Wellness	Disabled Veterans Assoc	000:45	065
Health & Wellness	EPA	000:20	031
Health & Wellness	EPA & HUD	000:46	055
Health & Wellness	FARE	000:30	008
Health & Wellness	Feeding America	001:00	048
Health & Wellness	Healthy Mouths/Healthy Lives	000:59	146
Health & Wellness	Irag & Afghanistan Veterans	000:20	026
Health & Wellness	Kiwanis International	000:30	012
Health & Wellness	LifeSouth	000:44	064
Health & Wellness	Matching Donors.Com	000:30	062
Health & Wellness	Mennonite Churches	000:30	071
Health & Wellness	Migrane Foundation	000:20	028
Health & Wellness	National Rosacea Society	000:30	065
Health & Wellness	Natl Assoc of Pharmacy Founda	000:15	029
Health & Wellness	Never Surrender/JV Diabetes	000:34	006
Health & Wellness	NHTSA	001:00	168
Health & Wellness	No Kid Hungry.org	000:31	069
Health & Wellness	Paralyzed Veterans of America	001:00	168
Health & Wellness	Save the Children	000:46	061
Health & Wellness	Serious Fun Foundation	000:30	068
Health & Wellness	Shriners Hospital	000:20	037
Health & Wellness	Shriners Hospital	000:30	033
Health & Wellness	St Jude's Hospital	000:59	172
Health & Wellness	UHC Childrens Foundation	000:30	063
Health & Wellness	UNICEF	001:00	169
Health & Wellness	United Way	000:30	067
Health & Wellness	US Dept of Health & Human Ser	000:30	068
Health & Wellness	US Dept of Health & Human Ser	001:00	188

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Health & Wellness	USDA	000:30	025
Health & Wellness	Women in Government	000:29	063
Health & Wellness	Women in Government	000:30	016
Heart Health	Womenheart.org	000:19	046
Housing	Ad Council	001:00	018
Kidney Assn	Kidney Assn	000:32	022
MIBA-R-2403	Fisher House	000:18	044
Military	Ad Council	001:00	023
Military	Gadsden/Etowah Patriots Assoc	000:30	006
Military	US Dept of Defense	000:30	066
Military	US Dept of Veterans Affairs	001:00	092
Military	USO	000:15	059
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	014
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	020
Navy	NAVY	001:00	040
new voice over	Fisher House	000:18	042
Parenting	Latter Day Saints	000:59	021
Pregnancy	Every Mother Counts.org	000:32	027
Public Safety	Alabama Broadcasters Assoc	001:00	145
Public Safety	Dept of Homeland Security	000:30	065
Public Safety	FEMA	000:30	030
Public Safety	Nat Foundation Credit Counsel	000:15	023
Public Safety	National Crime Prevention	000:30	013
Public Safety	National Safety Council	000:30	065
Public Safety	NHTSA	000:15	007
Public Safety	NHTSA	000:46	067
Public Safety	Rescue Squads Incorp	000:29	054
Public Safety	US Forest Service	000:15	003
SEXUAL ASSAULT	IT'S ON US	000:30	004

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Veterans	Fisher House	000:30	045
Volunteer	Freedom Corps	000:20	044