

WMXC
 Mobile, AL
 Quarterly Issues/Programs List
 Third Quarter, 2013
 10/07/2013

WMXC
 Quarterly Issues/Programs List

WMXC 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:

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Community	Mary & Mason	Mobile SPCA Pet of the Week features a different dog or cat in need of adoption and highlights the services of the Mobile SPCA. The Pet of the Week is aired Wednesdays at 8:20am. There is a Pet of the Week page with links to Mobile SPCA and other pet pages at www.litemix.com . Also promoted on Lite Mix Facebook page.	Janine Woods with the Mobile SPCA	Wednesdays at 8:20	5 min
Community/Health	Mary & Mason	USA Children's & Women's Hospital Community Open House, Sept 15 th . The community was invited to a celebration and tours of the new expansion, which nearly doubles the size of the hospital. WMXC did a 2 hour remote broadcast, highlighting the new health care and family-centered services available. Also included in Best Best for the Weekend at www.litemix.com and in live liners, promoting the event.	WMXC's Mary Booth	9/15/13 2pm-4pm	2 hours

Community/Health	Mary & Mason	Making Strides Against Breast Cancer of South Alabama Kickoff Luncheon, Aug 29. WMXC's Mary Booth co-hosted the event (with WKRG's Rose Ann Haven) at the Alabama Cruise Terminal, to encourage people to sign up as team leaders for the Walk, Oct 26 th . WMXC is a media partner for the Making Strides Walk.	WMXC's Mary Booth	8/29/13	1 hour
Community/Children	Mary & Mason	Cheers to Children event for the Mobile Child Advocacy Center. The event was July 22 nd at Café 615, and WMXC's Dan Mason served as auctioneer for the live auction. WMXC was a co-sponsor of the event, which was promoted through recorded promos and live liners, a webpage at www.litemix.com , and on Lite Mix's Facebook page.	Elaine Henderson, Child Advocacy Center	July 17 th , 8:20am, and July 18 th at 5:30am	5 min
Community/Children	Mary & Mason	Sneakers for Students campaign, with the Boys & Girls Club of Florida, and IHOP. Donate a pair of new sneakers for school and get a free stack of pancakes from IHOP. WMXC's Dan Mason broadcast live from IHOP in Pensacola to promote the event and WMXC ran recorded promos and live liners.	WMXC's Dan Mason	July 20 th , 9am-11am	2 hours
Community/Children	Mary & Mason	Hank Aaron Stadium Celebrity All Star Gala Extravaganza softball game, Sunday 7/21. WMXC's Dan Mason and Mary Booth played and promoted the game (in their blog at	WMXC's Mary Booth and Dan Mason	7/21/13 3pm	1 hour

www.litemix.com and on Lite Mix Facebook page). Half of ticket price benefitted the Hank Aaron Childhood Home and Museum, and its at-risk youth programs.

Economy	Mary & Mason	Mardi Gras style parade and New Year's Eve style Moonpie Drop, 7/27 at 7:30pm. WMXC promoted this event, to show guests of the Southern Legislative Conference (meeting in Mobile) what two of Mobile's signature events are like. Promoted in Best Bets at www.litemix.com and on Lite Mix Facebook page	7/24- 7/27		
Health	Mary & Mason	Bebos Blood Drive, with the Gulf Coast Chapter of the American Red Cross. 373 units were collected in this 5 day drive in Daphne (Tues), Foley (Wed/Thurs) and Mobile (Fri/Sat). Promoted each day to remind listeners which locations would be accepting donations.	Evan Duffy, Red Cross spokesman	8/13 at 8:20	5 min
Community/Health	Mary & Mason	Ronald McDonald House "Girls Just Wanna Have Fun", 9/12 at the Alabama Cruise Terminal. An evening of manicures, makeovers, shopping and fun, to benefit local Ronald McDonald House programs	Mary McAleer, Ronald McDonald House	9/10 at 8:50am, 9/11 at 5:30am	5 min
Community/Health	Mary & Mason	15 th annual Chef Challenge, to benefit the Bay Area Food Bank, 9/5 at Five Rivers Delta Resource Center. The event brings together area chefs in a Challenge to End Hunger,	Dave Reaney, Director of Bay Area Food Bank	9/3 at 8:50am, 9/4 at 5:30am	5 min

kicking off Hunger Action Month. This is the Food Bank's primary annual fundraiser.

Community/Education	Mary & Mason	The Greater Gulf State Fair has partnered with the Mobile County Public School System to raise \$125000 for local schools, through a Fair ticket sale program, Sept 16-Oct 1. Students are offered the opportunity to sell Fair tickets and keep a portion of proceeds for their schools.	Jeff Carter and Scott Tindle, Greater Gulf State Fair	9/17 at 5:30am and 8:50am	5 min
Community/ Arts	Mary & Mason	National Dance Day, Sat 7/27, was celebrated with dancing in the streets from 8:30am-10:30am on Dauphin Street, at the Downtown Mobile Alliance. Led by two local dance troupes.	Carol Hunter, Downtown Mobile Alliance	7/25 at 8:50 and 7/26 at 5:30am	5 min
Community/ Elderly	Mary & Mason	1 st Annual Walk of Ages, 9/28 at Langan Park, to benefit RSVP, the Retired and Seniors Volunteer Program. Walkers of all ages were encouraged to participate in this family event, to support RSVP, which provides volunteers (ages 55 and up) to 100 agencies throughout Mobile County.	Stacey Killingsworth, RSVP	9/24 at 8:50am and 9/25 at 5:30am	5 min

**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
Education	PA COUNTY AGENT 7/7/13	wheat production meeting; local farmers markets; broadband program; Jams and Jellies class; Master	Jimmy Todd	07/07/2013 10:00 PM	014:28
Education	PA Home Room Mobile Co School System	Marketing and Education partnerships	Renee Hagner Phillips	07/07/2013 10:14 PM	014:41
Education	Viewpoint Alabama 7-7-13	Ronald McDonald Charities of Alabama	Kathy Robson	07/07/2013 10:29 PM	024:59
Education	PA COUNTY AGENT 7/14/13	local farmers markets; Jams and Jellies class; Master Gardener Home Garden Information	Jimmy Todd	07/14/2013 10:00 PM	015:12
Education	PA Home Room Mobile Co School System	Marketing and Education partnerships	Renee Hagner Phillips	07/14/2013 10:16 PM	014:41
Transportation	Viewpoint Alabama 7-14-13	AAAQ Summer travel safety tips	Clay Ingram	07/14/2013 10:30 PM	024:59
Local Charities	PA Sneakers For Students	IHOP - SNEAKERS FOR STUDENTS	Daniel Lyons	07/21/2013 10:00 PM	015:00
Education	PA COUNTY AGENT 7/21/13	Broadband Programming across the state with guest Dennis Evans, Economic and Community Development	Jimmy Todd	07/21/2013 10:15 PM	014:30
Education	PA Home Room Mobile Co School System	Drug Education Council	Virginia Guy	07/21/2013 10:29 PM	014:32
Transportation	Viewpoint Alabama 7-21-13	AAAQ Summer travel safety tips	Clay Ingram	07/21/2013 10:44 PM	024:59
Education	PA COUNTY AGENT	local farmers markets; lunch and learn, business	Jimmy Todd	07/28/2013 10:00 PM	014:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	7/28/13	training workshop; small ruminant workshop			
Education	PA Home Room Mobile Co School System	Mobile County School Student Support Services	Terrence Mixon	07/28/2013 10:14 PM	014:37
POVERTY	Viewpoint Alabama 7-28-13	Jimmy Hail Mission, homeless and panhandling issues in Alabama cities	Tony Cooper	07/28/2013 10:28 PM	025:02
Education	PA COUNTY AGENT 8/4/13	4-H activities at Greater Gulf State Fair; agricultural business training workshop; small ruminant	Jimmy Todd	08/04/2013 10:00 PM	014:33
Education	PA Home Room Mobile Co School System	Mobile County Schools Health Services	Dr. Wanda Hannon	08/04/2013 10:14 PM	014:33
Education	Viewpoint Alabama 8-2-2013	Alabama Career Center	Larry Lindley	08/04/2013 10:29 PM	025:02
Education	PA COUNTY AGENT 8/11/13	Denise Heubach, Urban Regional Extension Agent; agricultural business training workshop.	Jimmy Todd	08/11/2013 10:00 PM	014:38
Education	PA Home Room Mobile Co School System	Mobile County Schools Health Services	Dr. Wanda Hannon	08/11/2013 10:14 PM	014:33
Education	Viewpoint Alabama 8-11-2013	Social Security Disability Insurance reformssidi.org	Larry Lindley	08/11/2013 10:29 PM	025:02
Education	PA COUNTY AGENT 8/11/13	Denise Heubach, Urban Regional Extension Agent; agricultural business training workshop.	Jimmy Todd	08/18/2013 10:00 PM	015:20
Education	PA Home Room Mobile Co School System	Mobile County Schools Health Services	Dr. Wanda Hannon	08/18/2013 10:15 PM	014:33

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	Viewpoint Alabama 8-18-2013	The Well House in B'ham	Larry Lindley	08/18/2013 10:30 PM	024:55
Education	PA COUNTY AGENT 8/25/13	Beef Cattle Farm Tour; Master Gardener Lunch and Learn; Extension website	Jimmy Todd	08/25/2013 10:00 PM	015:06
Education	PA Home Room Mobile Co School System	Mobile County Schools Health Services	Dr. Wanda Hannon	08/25/2013 10:15 PM	014:33
Education	Viewpoint Alabama 8-25-2013	Susan G Komen Foundation	Mandy Herd	08/25/2013 10:31 PM	025:02
Education	PA COUNTY AGENT 9/1/13	Beef Cattle Farm Tour; Master Gardener Lunch and Learn; Extension website	Jimmy Todd	09/01/2013 10:00 PM	015:06
Education	PA Home Room Mobile Co School System	Mobile County Schools Home Community Program	Paula Reese	09/01/2013 10:15 PM	014:43
Education	Viewpoint Alabama 9-1-2013	Thomas B Fordham Institute	Michael Patroli	09/01/2013 10:30 PM	025:02
Education	PA COUNTY AGENT 9/8/13	Beef Cattle Farm Tour Success; Greater Gulf State Fair; Urban Programming for the Family; Website	Jimmy Todd	09/08/2013 10:00 PM	014:45
Education	PA Home Room Mobile Co School System	Discussion with school Superintendent Martha Peak	Martha Peak	09/08/2013 10:14 PM	015:00
Education	Viewpoint Alabama 9-8-2013	Sept is National Preparedness Month with FEMA	Chris Hackett	09/08/2013 10:30 PM	025:02
Education	PA COUNTY AGENT 9/15/13	Turfgrass tips from Master Gardener hotline; upcoming fair activities	Jimmy Todd	09/15/2013 10:00 PM	015:06
Education	PA Home Room Mobile Co School	"It Starts With Us" campaign introduction to Mobile Schools	Renee Phillips	09/15/2013 10:15 PM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	System				
Education	Viewpoint Alabama 9-15-2013	Internet Safety Expert, founder of You Know Kids	Tim Woda	09/15/2013 10:30 PM	024:10
Education	PA COUNTY AGENT 9/22/13	4-H Classroom in the Forest; upcoming fair activities	Jimmy Todd	09/22/2013 10:00 PM	014:45
Education	PA Home Room Mobile Co School System	Bay Area Food Bank food collection through the schools	Carla Gardner	09/22/2013 10:15 PM	015:00
Education	Viewpoint Alabama 9-22-2013	IRS tax breaks for military personnel	Dan Boone	09/22/2013 10:30 PM	025:01
Education	PA COUNTY AGENT 9/29/13	upcoming Greater Gulf State Fair activities; forestry field day; farm and home exhibits at fair	Jimmy Todd	09/29/2013 10:00 PM	014:09
Education	PA Home Room Mobile Co School System	Bay Area Food Bank food collection through the schools	Carla Gardner	09/29/2013 10:14 PM	015:00
Education	Viewpoint Alabama 9-29-2013	My Victory Over Cancer - book author	Davis Campbell	09/29/2013 10:30 PM	024:40

**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
Health	ALA DEPT OF PUBLIC HEALTH Right to Breathe	000:30	025
Community	CHEERS TO CHILDREN PSA	000:30	054
Community	CHILDREN'S HOME SOCIETY PSA	000:30	067
Community	CHILDREN'S HOME SOCIETY PSA - CHSFirst	000:30	042
Community	GREAT GULF STATE FAIR PSA-MCPS	000:30	036
Elections	Mobile County Probate Court Absentee Vot	000:29	009
Elections	Mobile County Probate Court Conflicting	000:30	018
Elections	Mobile County Probate Court Registration	000:30	003
Community	PSA 911 DAY	000:30	022
Community	VOLUNTEERS OF AMERICA PSA - Operation Backpack	000:30	046
Community	AD COUNCIL	000:15	007
Community	AD COUNCIL	000:29	003
Community	AD COUNCIL	000:30	003
Crime	Crime Prevention Council	001:00	007
Crime	Crime Prevention Council	001:01	002
Economic Development	Mobile Chamber of Commerce	000:31	044
Education	AD COUNCIL	000:14	006
Education	AD COUNCIL	000:15	002
Education	AD COUNCIL	000:29	002
Education	AD COUNCIL	000:30	002
Education	AD COUNCIL	001:00	001
Education	Connect 2 Compete	000:54	002
Family Issues	AD COUNCIL	000:30	001
Family Issues	AD COUNCIL	001:01	004
Family Issues	AL Dept. of Human Resources	000:30	094
Health	American Stroke Assoc.	001:00	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health	Found. for Suicide Prevention	000:15	028
Health	Found. for Suicide Prevention	000:30	007
Health	USA Children/Women's Hospital	000:16	008
HEALTH AND FITNESS	Centers for Disease Control	000:30	002
HEALTH AND FITNESS	Centers for Disease Control	001:01	007
Local Broadcasters	NAB	000:30	001
Local Broadcasters	NAB	001:00	013
Local Charities	Covenant Hospice	000:30	030
Local Charities	Hadji Shriners	000:16	059
Local Charities	IHOP-Boys n Girls Club PSA	000:16	039
Local Charities	Mobile SPCA	000:29	012
Local Charities	Mulligan Ministries	000:31	034
Local Charities	USA Children/Women's Hospital	000:29	030
Local Charities	USA Children/Women's Hospital	000:30	015
Local Charities	Volunteers of America	000:30	064
Local Charities	Volunteers of America	001:00	003
Military	Employee Support GuardReserve	000:30	002
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	098
MILITARY AND VETERANS	Alabama State Bar	000:30	001
MILITARY AND VETERANS	CCM+E / Monster.com	000:30	137
MILITARY AND VETERANS	CCM+E / Monster.com	000:31	044
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	158
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	231
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	059
Personal Finance	NFCC	000:20	003

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Personal Finance	U.S. Treasury / HUD	000:31	002
PSA	AT&T	000:30	028
PSA	SHOW YOUR STRIPES	000:30	022
PSA	SHOW YOUR STRIPES	000:31	012
Public Safety	Ala Dept of Public Safety	000:30	043
Public Safety	NHTSA	000:15	014
Public Safety	NHTSA	000:29	010
Public Safety	NHTSA	000:30	007
Public Safety	Tameron Honda	000:16	058