

WMXC
 Mobile, AL
 Quarterly Issues/Programs List
 Fourth Quarter, 2013
 01/07/2014

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
Health	Mary & Mason	Breast Cancer Awareness Month WMXC partnered with the American Cancer Society, to promote awareness throughout the month of October. WMXC's website, www.litemix.com , had a special page with information on breast cancer, contact information for the American Cancer Society, and information on the Making Strides Walk, as well as photos from previous walks. All month, the background of litemix.com was pink, to promote awareness. WMXC also ran recorded :30 promos for Breast Cancer Awareness month and the Making Strides Walk.		Oct 2013	

WMXC did a live broadcast from the Pink Party at Springhill Medical Center, to kick off Breast Cancer Awareness month and to raise money for the Making Strides Walk. On-air guests included Breast Center mgr Dee Dee Huffman (on the Pink Party) Survivor Patricia LaFon (on reconstruction) Dr Kit Outlaw (plastic surgeon/reconstruction) Merritt Shaw, occupational therapist (on Lymphedema) Elizabeth Kelly, survivor (mammograms). Each segment lasted approx 3 minutes during the Lite Mix Morning Show 10/3 from 6am-9am. WMXC's Mary Booth hosted the broadcast.

WMXC was on site for the Making Strides Walk, Oct 26 at 6:30 am for registration, taking pictures for the litemix.com website, and was stationed on the course to provide music for walkers. The ACS in Mobile reported 28,000 walkers, raising over \$268,000.

Health	Mary & Mason	<p>USA Trick or Trot 5K & Scary Scurry Fun Run, 10/25 at USA campus</p> <p>WMXC promoted the run, to raise funds for the Evaluation Center (the ER) at USA Children's & Women's Hospital. WMXC participated in the Trick or Treating after the run.</p>	Dr Jason Richerson, USA C&W, Evaluation Center	10/24 at 8:20am, 10/25 at 5:30am	5 min
Health	Mary & Mason	<p>USA Children's & Women's Hospital Cause for Celebration, 11/14</p> <p>The hospital auxiliary hosted a silent auction at True Midtown Kitchen to raise money to recognize birthdays and other special events of patients in the hospital, to make their day brighter.</p>	Belinda Baggett (USA C&W), Becky Downing (Auxiliary, silent auction chair)	11/11 8:20am, 11/12 5:30am	5 min

Health/Community	Mary & Mason	Lights of Love, 12/10, USA Children's & Women's Hospital	The Hospital, Ronald McDonald House and the Mitchell Cancer Institute joined for a Christmas tree lighting ceremony in front of the hospital, to celebrate the season and bring Christmas to the children in the hospital. (Those who were able joined the crowd outside; others watched from a party in the cafeteria.) WMXC supplied Christmas music after the program and brought Mixen the Lite Mix Reindeer mascot for the kids.	12/10	WMXC promoted the event on air and on Facebook	
Health/Community	Mary & Mason	Mercedes Benz of Mobile 25 Days of Christmas Toy Drive	WMXC promoted the toy drive, for children at USA Children's & Women's Hospital, with a live broadcast to kick off the drive on 11/22, with Dan Mason and another live broadcast at Kohl's in West Mobile as a final push for toys on 12/14. WMXC and Mixen the Lite Mix Reindeer mascot joined Mercedes officials to deliver the toys to the hospital on 12/18. WMXC promoted through live liners, recorded promos, on our website and on Facebook.	11/22-12/18		
Community	Mary & Mason	The Great Toy Drive, with WKRG TV 5	WMXC announced its support of the drive during a live TV appearance at 5pm on WKRG with anchor Mel Showers on Nov 8 th , as Mel helped WMXC flip the switch to Christmas music. WMXC promoted the Toy Drive with a live Toy Cam at litemix.com, from the studio where WKRG was collecting toys. Anchors Bill Riales and Devon Walsh came in on 6 separate mornings to report on the	Bill Riales, Devon Walsh	11/26, 12/3, 12/5, 12/12, 12/17, 12/19 At 7:45am	5 min

drive and what was needed from the community in their attempt to collect over 20,000 toys, to be distributed by the Salvation Army. WMXC's Mixen the Lite Mix Reindeer mascot took part in distribution day.

		Holiday Cheer at the Bull, to raise money for the Child Advocacy Center			
Community	Mary & Mason	Monday 12/2, The Bull on Dauphin Street. WMXC co-sponsored this live auction and wine tasting, with recorded promos, information on the litemix.com website, and Facebook promotion, in addition to live liners and an interview on air.	Elaine Henderson, Child Advocacy Center	11/26 at 5:15am and 8:45am	5 min
Mental Health	Mary & Mason	Out of the Darkness Suicide Walk, Oct 20, Daphne WMXC supported this fundraiser for the American Foundation for Suicide Prevention, with an on-air interview with a mother who lost her son to suicide; recorded public service announcements;and WMXC's Mary Booth emceed the event.	Lydia Barber	10/17 8:50am and 10/18 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 10/6/13	happenings of Cottage Hill Christian School, Alabama Pecan Festival activities and Pecan	Jimmy Todd	10/06/2013 10:00 PM	014:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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Education	PA Home Room Mobile Co School System	Bay Area Food Bank food collection through the schools	Carla Gardner	10/06/2013 10:14 PM	015:00
Education	Viewpoint Alabama 10-6-2013	American Red Cross	Evan Duffy	10/06/2013 10:30 PM	024:45
Education	PA COUNTY AGENT 10/13/13	Update on Rosa A Parks school project and fundraising acvtivities	Jimmy Todd	10/13/2013 10:00 PM	015:05
Education	PA Home Room Mobile Co School System	Bay Area Food Bank food collection through the schools	Carla Gardner	10/13/2013 10:15 PM	015:00
Education	Viewpoint Alabama 10-13--2013	Politcal discussion with Sate Senator Scott Beason	Scott Beason	10/13/2013 10:31 PM	024:39
Education	PA COUNTY AGENT 10/20/13	Mandy Marks, 4-H Agent Assistant; Denise Heubach, Urban Regional Extension Agent; update on 4-H	Jimmy Todd	10/20/2013 10:00 PM	015:06
Education	PA Home Room Mobile Co School System	Mobile County Schools renovations and improvements	Tommy Scheffield	10/20/2013 10:15 PM	014:45
Education	Viewpoint Alabama 10-20--2013	Economics & Finance affected by government shutdown	Dr. Scott Bowlyer	10/20/2013 10:30 PM	024:49
Education	PA COUNTY AGENT 10/27/13	Mandy Marks, 4-H Agent Assistant; Denise Heubach, Urban Regional Extension Agent; update on 4-H	Jimmy Todd	10/27/2013 10:00 PM	015:06
Education	PA Home Room Mobile Co School System	Environmental Studies Center	Susan Chlemis	10/27/2013 10:15 PM	015:00
Conservation	Viewpoint Alabama 10-27--2013	Black Warrior River Keepers	Nelson Brooke	10/27/2013 10:30 PM	024:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	PA COUNTY AGENT 11/03/13	Amelia McGrew, Regional Extension Agent for Food Safety; Making Holiday Memories upcoming workshop	Jimmy Todd	11/03/2013 10:00 PM	013:49
Education	PA Home Room Mobile Co School System	Environmental Studies Center	Susan Chlemis	11/03/2013 10:14 PM	016:41
Local Economy	Viewpoint Alabama 11-3-2013	Southern Living Mortgage housing market discussion	Will Worthington	11/03/2013 10:31 PM	024:46
Education	PA COUNTY AGENT 11/10/13	update on Marker Maker; new Seafood Savvy Program; and the new Farmers and Fisherman Market Foley	Jimmy Todd	11/10/2013 10:00 PM	014:29
Education	Home Room Public Affairs	Obesity Awareness in public schools	Suzanne Yates	11/10/2013 10:14 PM	015:00
Local Economy	Viewpoint Alabama 11-10-2013	Human Health Behavior specialist	Beverly Flaxington	11/10/2013 10:29 PM	023:46
Education	PA COUNTY AGENT 11/17/13	Amanda Outlaw, Urban Regional Extension Agent; Successful Aging Initiative, The Changing Face of Ag	Jimmy Todd	11/17/2013 10:00 PM	014:29
Education	Home Room Public Affairs	Bus safety	Lorenzo Williams	11/17/2013 10:14 PM	015:00
Local Economy	Viewpoint Alabama 11-17-2013	Human Health Behavior specialist	Beverly Flaxington	11/17/2013 10:29 PM	024:35
Education	PA COUNTY AGENT 11/24/13	4-H Youth Development; introduction of new agent to community and a kook at current 4-H Program:	Jimmy Todd	11/24/2013 10:00 PM	014:43
Education	Home Room Public Affairs	Bus safety	Lorenzo Williams	11/24/2013 10:15 PM	015:00
Local Economy	Viewpoint Alabama 11-24-2013	Children's Miracle Network partners	Katy Cummings	11/24/2013 10:30 PM	024:53

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	PA COUNTY AGENT 12/1/13	tips on selecting fresh Christmas trees, economical holiday gifts ; candles and holidays safety	Jimmy Todd	12/01/2013 10:00 PM	014:54
Education	Home Room Public Affairs	Information Technology Mobile County Schools	David Ackridge	12/01/2013 10:14 PM	014:58
Local Economy	Viewpoint Alabama 12-1- 2013	Children's Miracle Network partners	Katy Cummings	12/01/2013 10:29 PM	024:53
Education	PA COUNTY AGENT 12/8/13	Urban Regional Extension Agent, update on urban home horticulture programs & recycling	Jimmy Todd	12/08/2013 10:00 PM	013:29
Education	Home Room Public Affairs	Alabama College & Career Readiness Standards	Martha Peaks	12/08/2013 10:13 PM	014:58
Local Economy	Viewpoint Alabama 12-8- 2013	Triple A Alabama/Children's Aid Society	Clay Ingram	12/08/2013 10:29 PM	024:56
Education	PA COUNTY AGENT 12/15/13	upcoming beef check-off referendum; update on county crops; new private pesticide regulations	Jimmy Todd	12/15/2013 10:00 PM	014:14
Education	Home Room Public Affairs	Dauphin Island Sea Lab activities for kids during holiday break	Dr. John Dindo	12/15/2013 10:14 PM	015:00
Local Economy	Viewpoint Alabama 12- 15-2013	Anza Armani Rescue Foundation	Brian Meanie	12/15/2013 10:29 PM	024:58
Education	PA COUNTY AGENT 12/22/13	Mistletoe and holiday plants	Jimmy Todd	12/22/2013 10:00 PM	013:57
Education	Home Room Public Affairs	Healthy eating through the holiday season	Suzanne Yates	12/22/2013 10:14 PM	015:00
Education	Viewpoint Alabama 12- 22-13	Anza Armani Rescue Foundation	Brian Meanie	12/22/2013 10:29 PM	024:59
Education	PA COUNTY AGENT	Fruit and vegetable events and activities in	Jimmy Todd	12/29/2013 10:00 PM	014:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	12/29/13	January			
Education	Home Room Public Affairs	Dauphin Island Sea Lab	Dr. John Endo	12/29/2013 10:14 PM	015:00
Education	Viewpoint Alabama 12- 29-13	Stress Management	Suzanne Fogner	12/29/2013 10:30 PM	025:00

**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
Community	ALSAC/St. Jude PSA	000:30	026
Community	ARMY AVIATION CENTER FCU Food Drive PSA	000:24	042
Community	AUTONATION BBQ PSA 1	000:30	034
Community	AUTONATION BBQ PSA 2	000:30	072
Community	BETTER BUSINESS BUREAU PSA	000:30	006
Community	CLUB SUN Tan for Cans PSA	000:30	012
Community	LAKE FOREST BBQ, Beer & Bells	000:30	020
Community	PSA GENERIC AFS-Miles of Memories	000:32	020
Community	PSA Pensacola Greek Fest 2013	000:31	011
Community	SENIOR BOWL PSA	000:30	027

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Community	VOA Car Donation PSA	000:30	003
Community	VOA Christmas PSA	000:30	009
Community	VOA PSA Food for the Holidays	000:30	054
Community	AD COUNCIL	000:15	008
Community	AD COUNCIL	000:30	001
Crime	Crime Prevention Council	000:30	001
Crime	Crime Prevention Council	000:31	003
Education	AD COUNCIL	000:14	002
Education	AD COUNCIL	000:15	004
Education	AD COUNCIL	000:30	001
Education	AD COUNCIL	001:00	001
Education	Connect 2 Compete	000:30	001
Environment	Ala Broadcasters Assoc	000:30	040
Environment	SMG/Huka	000:30	029
Family Issues	AD COUNCIL	001:01	001
Family Issues	AL Dept. of Human Resources	000:30	084
Family Issues	Child Advocacy Center	000:30	063
Health	Found. for Suicide Prevention	000:15	013
Health	Found. for Suicide Prevention	000:30	002
Health	USA Children/Women's Hospital	000:16	003
Health	USA Children/Women's Hospital	000:30	069
Health	USA Mitchell Cancer Institute	000:15	041
Legal	Ala Bar Assoc	000:30	053
Local Broadcasters	NAB	000:30	001
Local Broadcasters	NAB	001:00	004
Local Charities	Junior League Mobile	000:29	023
Local Charities	Mobile SPCA	000:28	012
Local Charities	United Way	000:30	001
Local Charities	US Marines	000:30	025

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Local Charities	USA Children/Women's Hospital	000:29	022
Local Charities	USA Children/Women's Hospital	000:30	018
Local Charities	WATERFRONT MISSION	000:30	015
Military	Employee Support GuardReserve	000:30	001
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	085
MILITARY AND VETERANS	CCM+E / Monster.com	000:30	167
MILITARY AND VETERANS	MEDAL OF HONOR	000:31	020
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:23	018
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	022
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	018
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	034
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	011
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	189
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	305
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	023
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:34	022
Personal Finance	U.S. Treasury / HUD	000:31	001
POVERTY	WE SCARE HUNGER	000:30	011
POVERTY	WE SCARE HUNGER	000:31	011
Public Health	Dept of Health-Human Services	000:30	082
Public Safety	Ala Bar Assoc	000:30	026
Public Safety	Ala Dept of Public Safety	000:30	045

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Safety	NHTSA	000:15	023
Public Safety	NHTSA	000:29	004
Public Safety	NHTSA	000:30	002
SELF ESTEEM	SPECIAL OLYMPICS	000:28	008
SELF ESTEEM	SPECIAL OLYMPICS	000:29	008