

WMXC  
Mobile, AL  
Quarterly Issues/Programs List  
Fourth Quarter, 2018  
01/02/2019

WMXC  
Quarterly Issues/Programs List

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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:

- **Breast Cancer Awareness ACS:** During October, WMXC promoted Breast Cancer Awareness Month and the American Cancer Society's Making Strides Walk with a designated webpage on the station's website, [www.mixgulfcoast.com](http://www.mixgulfcoast.com). The page provided information on breast cancer screenings locally, local survivor stories, links to ACS programs, link for Real Men Wear Pink fundraiser, and sign-up information/donations for the Walk. The event was supported through live liners on air, recorded promos, the Best Bets For The Weekend online feature at [www.mixgulfcoast.com](http://www.mixgulfcoast.com), as well as on site the day of the Walk.
- **American Cancer Society- Making Strides Walk.** Information on 2018 Making Strides in Mobile on Oct 27. iHeart Mobile and WMXC co-sponsored the Walk, with Mary Booth emceeding the event at Bienville Square. Interview with breast cancer survivor Trattie Ollis and volunteer Ashley Morris (whose brother had breast cancer). Funds raised from the walk go toward research, education and local programs to support those going through breast cancer (including Look Good, Feel Better, which helps with wigs and makeup for those going through treatment; and Road to Recovery, which provides free rides to treatment).
- **Children and Families:** Information on Trees for Hope, an event that helps kick off the Christmas season with beautiful trees and wreaths to bid on, November 27<sup>th</sup> at Dauphin Way Baptist Church. The event provides an opportunity to learn more about Alabama Baptist Children's Homes and the guiding role they play in our community, providing a home for children in foster care. COO Dana Watson talks about his experience, growing up at the Children's Home, which provided him with stability and care he had never had. The Home also provided scholarship opportunities for him to attend college.
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- **Drug abuse :** The Pasco Home in Mobile County provides a safe and faith based transition for those who have struggled through addiction. Pasco Home recently opened a separate facility for women struggling with addiction.
- **Fire Prevention:** Mobile Fire Chief Mark Sealy and public information officer Stephen Millhouse about the Mobile Fire-Rescue Department achieving a new milestone in its ISO rating. Mobile FRD brought the rating down from a 3 to a 1, with emphasis on training and updating

equipment, as well as checking hydrants for operation. The improvements mean better safety for citizens, as well as lower home owner insurance rates.

- **Military/Veterans:** Operation ReConnect. iHeart Radio Gulf Coast radio stations supported this program to provide free beach vacations for combat veterans and their families, when they return from deployment, to give them a chance to reconnect with each other. The program was developed by Ryan and Molly Charrier during his deployment to Iraq. The group solicits donations of time at beach condos, food from local restaurants and tickets for local attractions, as well as monetary donations, to provide a free week at the beach to these veterans and their families. Hundreds of veterans have been able to reconnect with their families since the program began 3 years ago.
- **Shopping Safety:** Holiday shopping safety, online and in store, and protecting our homes. Mobile Police Commander Levy says one key to protecting your belongings is to lock your car and keep packages/purses/phones out of sight.
- **Special Needs/The Disabled:** Melissa Harville with Goodwill Easter Seals talks about shopping at Goodwill for Halloween costumes, as well as everyday items. She explains how donating and shopping at these stores helps to provide jobs for the disabled, as well as local programs (including job training, special education preschool, GED training/testing, and Kaleidoscope program for adults with disabilities). iHeart's Ariel McSwain (107.3 The Beat and 100.3 Hallelujah) talks about how Goodwill Easter Seals has helped her autistic child make big advances in the past year with speech therapy and preschool.///
- Candice Dodson, Program Director of the Exceptional Foundation Gulf Coast, talks about Night To Shine, a prom night for the disabled, through the Tim Tebow Foundation. Local churches (3 in Daphne) as well as Dayspring Baptist in Mobile, Community Life UMC in Gulf Breeze and Perdido Key UMC, put on a dance with all the trimmings (limo, band, hair, makeup, tuxes, dresses) for disabled teens/adults. Each attendee also has a volunteer buddy to make sure they have a good experience. It's a night of fun that many were unable to have at high school, and it gives caregivers a respite. The Exceptional Foundation is an adult day program for the disabled, giving them recreational and social opportunities.

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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
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	10/07/2018 07:31 AM	000:26
Breast Cancer Awareness ACS	PA iHeart Radio Gulf Coast Focus	American Cancer Society- Making Strides Walk. Information on 2018 Making Strides in Mobile on Oct 27. iHeart Mobile and WMXC co-sponsored the Walk, with Mary Booth emceeing the event at Bienville Square. Interview with breast cancer survivor Trattie Ollis and volunteer Ashley Morris (whose brother had breast cancer). Funds raised from the walk go toward research, education and local programs to support those going through breast cancer (including Look Good, Feel Better, which helps with wigs and makeup for those going through treatment; and Road to Recovery, which provides free rides to treatment).	Marlene Rathle, American Cancer Society South Region, with survivor Trattie Ollis and volunteer Ashley Morris	10/07/2018 07:31 AM	028:20
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	----	10/07/2018 08:00 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	10/14/2018 07:40 AM	000:21
Military/Veterans	PA iHeart Radio Gulf Coast Focus	Operation ReConnect. iHeart Radio Gulf Coast radio stations supported this program to provide free beach vacations for combat veterans and their families, when they return from deployment, to give them a chance to reconnect with each other. The program was developed by Ryan and Molly Charrier during his deployment to Iraq. The group solicits donations of time at beach condos, food from local restaurants and tickets for local attractions, as well as monetary donations, to provide a free week at the beach to these veterans and their families. Hundreds of veterans have been	Ryan and Molly Charrier, Operation ReConnect	10/14/2018 07:40 AM	028:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		able to reconnect with their families since the program began 3 years ago.			
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	10/14/2018 08:09 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	10/21/2018 07:29 AM	000:21
Special Needs/The Disabled	PA iHeart Radio Gulf Coast Focus	Melissa Harville with Goodwill Easter Seals talks about shopping at Goodwill for Halloween costumes, as well as everyday items. She explains how donating and shopping at these stores helps to provide jobs for the disabled, as well as local programs (including job training, special education preschool, GED training/testing, and Kaleidoscope program for adults with disabilities). iHeart's Ariel McSwain (107.3 The Beat and 100.3 Hallelujah) talks about how Goodwill Easter Seals has helped her autistic child make big advances in the past year with speech therapy and preschool.	Melissa Harville with Goodwill Easter Seals; iHeart's Ariel McSwain (107.3 The Beat and 100.3 Hallelujah)	10/21/2018 07:30 AM	028:23
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	10/21/2018 07:58 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	10/28/2018 07:34 AM	000:24
Special Needs/The Disabled	PA iHeart Radio Gulf Coast Focus	Information on United Cerebral Palsy of Mobile fundraiser UCP Christmas Nights of Lights 5K, a run through the Christmas lights at Hank Aaron Stadium on Nov 8 <sup>th</sup> , the night before the light show opened to drive-through traffic. iHeart and WMXC "The Christmas Station" co-sponsored the event and Mary Booth emceed the	Lauren Luckie, Molly Schemm and Chris Cross, United Cerebral Palsy of Mobile	10/28/2018 07:34 AM	028:21

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		awards. Proceeds benefit local programs, including the Adult Day program for disabled adults; Camp Smile for kids with cancer and disabilities; preschool classes for special needs.			
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	10/28/2018 08:02 AM	000:13
Health/Diabetes	Living With Diabetes	iHeartMedia is teaming up with Accu-Check Guide for a 30-minute program. Living with Diabetes takes a closer look at what it means to have diabetes and provides information, tools and resources to help manage and or reduce an individual's risk of developing the disease.	Dave Savage	11/04/2018 07:31 AM	029:00
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	11/11/2018 07:33 AM	000:23
Children and Families	PA iHeart Radio Gulf Coast Focus	Junior League of Mobile discusses plans for their annual fundraiser, Christmas Jubilee 2018, at the Mobile Convention Center. Participation in JLM's largest fundraiser — as a merchant or as a shopper — makes a direct impact on the Mobile and Baldwin County communities through the development of JLM volunteers and the numerous local agencies and programs with which JLM partners.	Meagan Barnett, Gayle Shoultz and Sarah Bumgarner	11/11/2018 07:33 AM	028:16
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	11/11/2018 08:01 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	11/18/2018 07:33 AM	000:24
Children	PA iHeart	Information on Trees for Hope, an	Josh Farmer	11/18/2018	028:19

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
and Families	Radio Gulf Coast Focus	event that helps kick off the Christmas season with beautiful trees and wreaths to bid on, November 27 <sup>th</sup> at Dauphin Way Baptist Church. The event provides an opportunity to learn more about Alabama Baptist Children's Homes and the guiding role they play in our community, providing a home for children in foster care. COO Dana Watson talks about his experience, growing up at the Children's Home, which provided him with stability and care he had never had. The Home also provided scholarship opportunities for him to attend college.	and Dana Watson from the Alabama Baptist Children's Home and Jimmy Deitz, from Air of Excellence	07:34 AM	
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	11/18/2018 08:02 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	11/25/2018 07:24 AM	000:24
Children and Families	PA iHeart Radio Gulf Coast Focus	Information on Trees for Hope, an event that helps kick off the Christmas season with beautiful trees and wreaths to bid on, November 27 <sup>th</sup> at Dauphin Way Baptist Church. The event provides an opportunity to learn more about Alabama Baptist Children's Homes and the guiding role they play in our community, providing a home for children in foster care. COO Dana Watson talks about his experience, growing up at the Children's Home, which provided him with stability and care he had never had. The Home also provided scholarship opportunities for him to attend college.	Josh Farmer and Dana Watson from the Alabama Baptist Children's Home and Jimmy Deitz, from Air of Excellence	11/25/2018 07:24 AM	028:19
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	11/25/2018 07:52 AM	000:13

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	12/02/2018 07:29 AM	000:24
Shopping Safety	PA iHeart Radio Gulf Coast Focus	Holiday shopping safety, online and in store, and protecting our homes. Commander Levy says one key to protecting your belongings is to lock your car and keep packages/purses/phones out of sight.	Commander Kevin Levy, Mobile Police department's technology and cyber intelligence section	12/02/2018 07:30 AM	028:32
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	12/02/2018 07:58 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	12/09/2018 07:29 AM	000:20
Drug abuse	PA iHeart Radio Gulf Coast Focus	The Pasco Home in Mobile County provides a safe and faith based transition for those who have struggled through addiction. Pasco Home recently opened a separate facility for women struggling with addiction.	Phillip Stanford and Rocque Waites of The Pasco Home	12/09/2018 07:30 AM	028:11
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	12/09/2018 07:58 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	12/16/2018 07:30 AM	000:27
Fire Prevention	PA iHeart Radio Gulf Coast Focus	Mobile Fire Chief Mark Sealy and public information officer Stephen Millhouse about the Mobile Fire-Rescue Department achieving a new milestone in its ISO rating. Mobile FRD brought the rating down from a 3 to a 1, with emphasis on training and updating equipment, as well as checking hydrants for operation. The improvements mean better safety	Mobile Fire Chief Mark Sealy and public information officer Stephen Millhouse	12/16/2018 07:30 AM	028:26

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		for citizens, as well as lower home owner insurance rates.			
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	12/16/2018 07:58 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	12/23/2018 07:33 AM	000:23
Special Needs/The Disabled	PA iHeart Radio Gulf Coast Focus	Candice Dodson, Program Director of the Exceptional Foundation Gulf Coast, talks about Night To Shine, a prom night for the disabled, through the Tim Tebow Foundation. Local churches (3 in Daphne) as well as Dayspring Baptist in Mobile, Gulf Breeze UMC and Perdido Key UMC, put on a dance with all the trimmings (limo, band, hair, makeup, tuxes, dresses) for disabled teens/adults. Each attendee also has a volunteer buddy to make sure they have a good experience. It's a night of fun that many were unable to have at high school, and it gives caregivers a respite. The Exceptional Foundation is an adult day program for the disabled, giving them recreational and social opportunities.	Candice Dodson Program Director Exceptional Foundation Gulf Coast	12/23/2018 07:33 AM	028:01
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	12/23/2018 08:01 AM	000:13
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	12/30/2018 07:35 AM	000:23
Special Needs/The Disabled	PA iHeart Radio Gulf Coast Focus	Candice Dodson, Program Director of the Exceptional Foundation Gulf Coast, talks about Night To Shine, a prom night for the disabled, through the Tim Tebow Foundation. Local churches (3 in	Candice Dodson Program Director Exceptional Foundation	12/30/2018 07:35 AM	028:01



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Daphne) as well as Dayspring Baptist in Mobile, Community Life UMC in Gulf Breeze and Perdido Key UMC, put on a dance with all the trimmings (limo, band, hair, makeup, tuxes, dresses) for disabled teens/adults. Each attendee also has a volunteer buddy to make sure they have a good experience. It's a night of fun that many were unable to have at high school, and it gives caregivers a respite. The Exceptional Foundation is an adult day program for the disabled, giving them recreational and social opportunities.	Gulf Coast		
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	12/30/2018 08:03 AM	000:13

**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
Alabama Bicentennial	Alabama Broadcasters Assoc	000:30	001
Culture/Community	Pensacola GreekFest	000:29	002
Veterans/Military	PSA - Operation ReConnect Gulf 1	000:32	001

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Veterans/Military	PSA - Operation ReConnect Time 1 Property	000:32	004
Arts	FAIRHOPE FILM FESTIVAL	000:30	010
Needy Children	PSA PEN AIR FED C.U. Toy Drive	000:28	037
Needy Children	PSA PEN AIR FED C.U. Toy Drive	000:29	003
Culture/Community	PSA   FESTA ITALIANA	000:15	006
Cancer	PSA- American Cancer Society Road Driver	000:31	002
Cancer	PSA-Fausak Breast Cancer Fundraiser	000:30	046
Education	PSA-PERDIDO KEY CHAMBER-Eagles 4 Education Golf	000:30	005
Veterans/Military	SUBWAY- SOLDIER'S WISH PSA	000:14	013
Veterans/Military	SUBWAY- SOLDIER'S WISH PSA	000:30	005
Veterans/Military	SUBWAY-SOLDIER'S WISH PSA	000:59	002
Children and Families	The Family Center	000:30	041
Disabilities	UCP Christmas Nights of Lights 2018	000:31	015
Children/Health	USA Children's & Women's Hospital- Trick or Trot 5K	000:30	004
Breast Cancer, ACS	WMXC   MAKING STRIDES	000:21	238
BULLYING	CRISIS TEXTLINE	000:30	006
Bullying	CRISIS TEXTLINE	000:30	017
Discrimination	GLAAD	000:30	004
Skin Cancer	L'OREAL	000:30	008
DISASTER RELIEF	100 ROOFS	000:30	014
DISASTER RELIEF	RED CROSS	000:30	017
Family Issues	AL Dept. of Human Resources	000:30	048
HEALTH AND FITNESS	RED	000:30	018
Housing	Ala Broadcasters Assoc	000:30	051
MOTOR VEHICLE SAFETY	PROJECT YELLOW LIGHT	000:30	007
Suicide Prevention	Amer Soc Suicide Prevention	000:31	014
Cancer	American Cancer Society	000:30	001
Cancer	American Cancer Society	000:31	001

